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Swedcast[®] acrylic-surfaced plumbingware is "COMING ON STRONG" says Keidel Supply

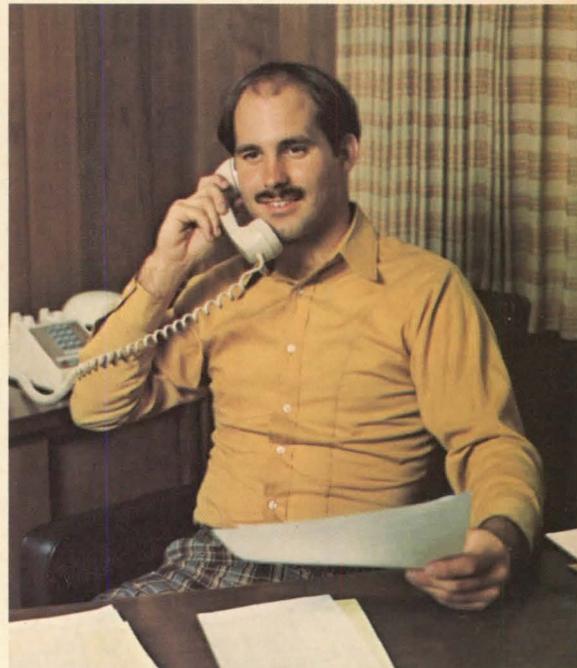
"Our sales of acrylic-surfaced bathroom fixtures are growing by leaps and bounds," says Barry Keidel, Department Manager, Keidel Supply Company, Inc., of Cincinnati, Ohio. "These are very attractive units, high styled, well constructed and with lots of desirable features. They're the new stars of our showroom. By our sales records, we know they've caught the eyes of the home builders and plumbing contractors in our market, traditionally considered to be conservative."

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All manufacturers' products meet or exceed current building code standards.



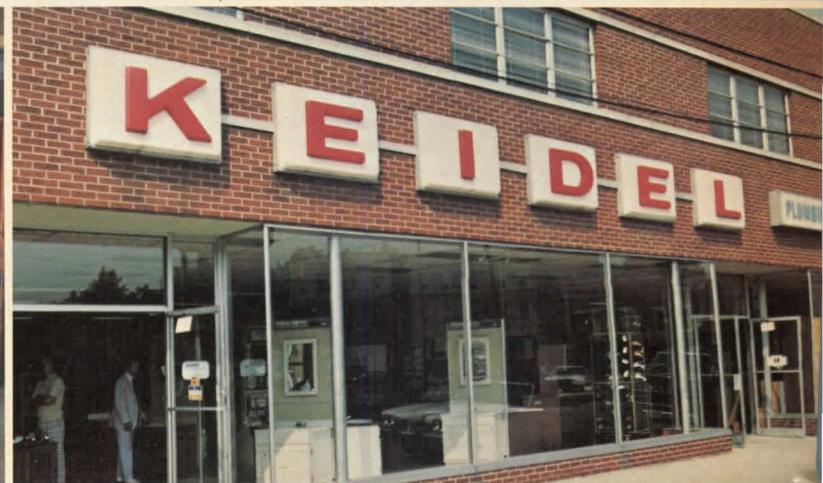
Photos, page opposite: Top, Barry Keidel, son of Arthur Keidel, President of the firm, in the showroom where acrylic-surfaced showers and tub/shower modular units are displayed alongside conventional units. "These are our eye-catchers," says Barry.

Bottom left shows Jerry Crum, Purchasing, in the Keidel warehouse checking in a new shipment of acrylic one-piece showers and tub/shower units. "These will go out of here about as fast as they came in," he reported. Bottom right shows a portion of the Keidel main offices and attractive showrooms.

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House prices: Why compare today's apple with yesterday's orange?

Median and average house prices get almost as much media play these days as the Dow Jones industrial average and the ups and downs of the dollar.

A recent *Wall Street Journal* story, for example, reports that the median price of new single-family houses jumped from \$9,455 in 1949 to \$57,300 in 1978. That, *The Journal* notes, is a sixfold increase in less than 30 years. It's also more than twice the percentage rise of the consumer price index for all goods and services in the same period.

But is the rising cost of housing really so far out of line with the rising cost of everything else? Not necessarily. What's usually forgotten in long-term comparisons of house prices is that the houses themselves are hardly comparable.

Consider the differences: Today's typical house, the one with the \$57,300 price tag, is almost twice the size of the 1949 model that sold for \$9,455—1,690 sq. ft. compared with 936 sq. ft., to be precise about it. Today's house is not just bigger; it's also better. It's better equipped, for example—especially in the kitchen and baths. It's better insulated. And it includes better-quality floorcoverings, paneling and roofing.

All this is not by way of shrugging off housing's cost problem. New houses are indeed priced beyond the means of most Americans—in large part, because of land costs that are up almost 14-fold since 1949. But to compare today's typical house with the typical house of 30 years ago is like comparing apples with oranges.

—J.F.G.

Don't overreact—plan!

It looks as if 1979 will be somewhat poorer than this year in housing starts.

But 1980 now looks as if it could be a year of upswing again, and 1981 could bring a real boom.

One thing that could really take the edge off those happy times would be overreaction to a slow 1979.

Housing has always had a proclivity for wild swings—overbuilding and overinvesting (especially in land) during good times, then collapsing like a flat tire as soon as things get a little bad.

If we operated like most major industries, we'd have foreseen the current slowdown. Some builders did, and they started very quietly pulling in their horns many months ago.

Most major industries, acting on their economists' predictions, are now gearing up for a stronger 1980. Some builders are doing just that; when the expected upturn comes, they'll be ready to make the most of it.

That's the way the whole industry—builders, developers, lenders, realty brokers, product manufacturers—should operate: Not overreacting to immediate ups and downs, but seeing them in the light of the long-term situation. By anticipating economic swings, we can go a long way towards stabilizing what has until now been a much too unstable industry.

—M.C.H.

Marrietta, Ga.



St. Louis, Mo.



Naperville, Ill.



DOW

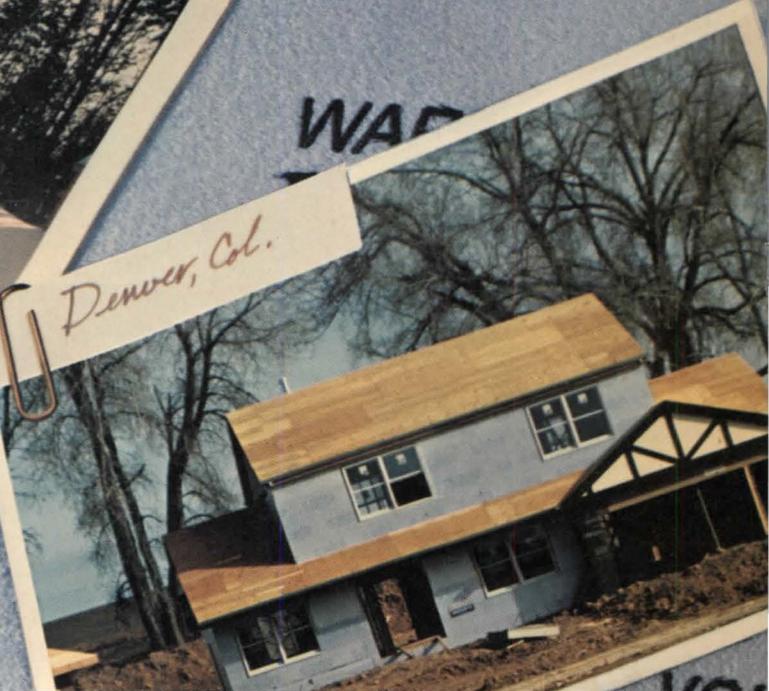
Plano, Tex.



Avon, Conn.



Denver, Col.



WAD

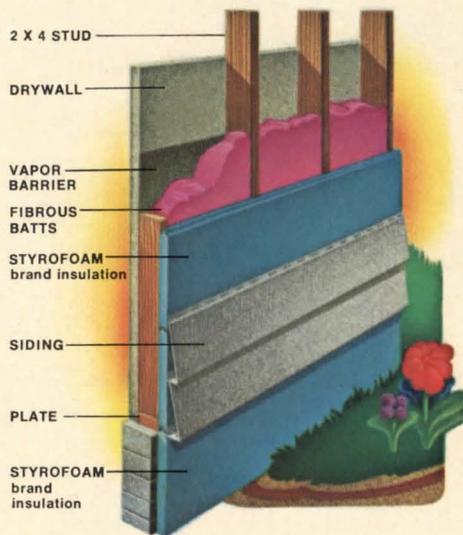
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DICK D'AREZZO, GE CONTRACT SALES REP.
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“The Zoneline III, with individual control, really makes sense for residential applications like Retirement Inn. It's great for the occupants here, most of whom are elderly and have varying comfort needs.

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THE APPLIANCES AMERICA COMES HOME TO .

GENERAL  ELECTRIC

Dollar becomes a drag on housing

Mortgage rates turn up in reaction to Fed's effort to aid currency

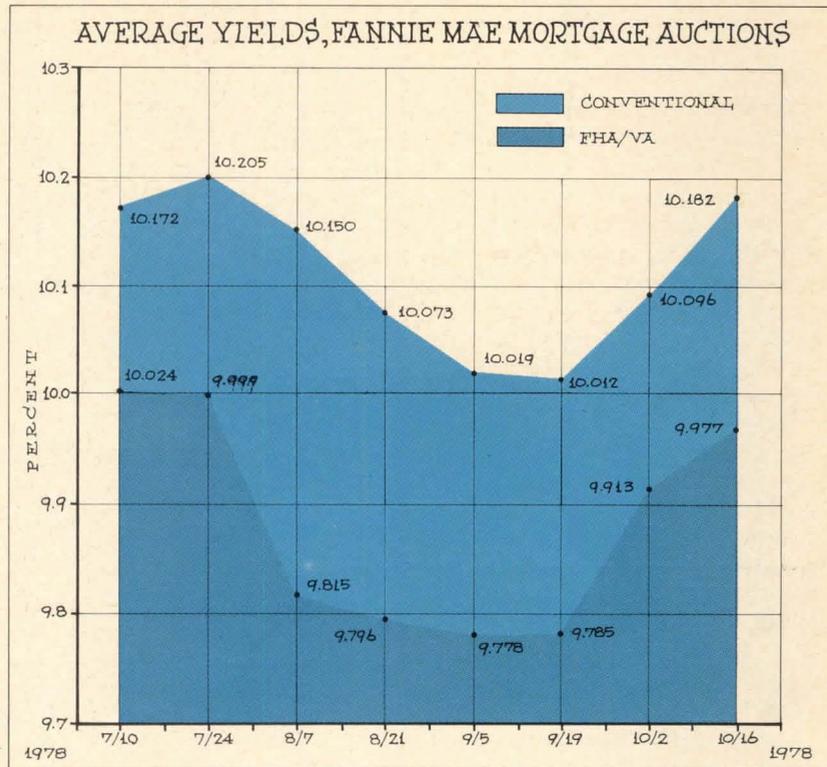
A sharp drop in the dollar over the last three months is posing new troubles for the domestic economy and for housing.

The dollar's 26% decline since January has caused the Federal Reserve Board to drive up interest rates by more than 1% since August in an effort to attract dollars back to the United States. The tougher interest-rate policy is also being used as a signal to foreigners that the U.S. is serious about fighting inflation.

But the policy has had repercussions.

California's big savings and loan associations have started raising mortgage rates again, reversing a downward trend that began two months ago [HOUSING, Sept.]. Leaders among the California S&Ls, which do 20% of the nation's mortgage lending, lifted their prime rate on home loans to 10 1/4% from 9 3/4%. Mortgage yield also turned back upward in the Federal National Mortgage Association's FHA-VA and conventional auctions (see chart). And the national average for conventional mortgages on new houses rose to 9.73% in September, a record.

Peaking out. Economists who have been predicting a peaking of interest rates by year's end still hold to that forecast. They think the Fed will be over the hump with its credit-tighten-



ing by mid-autumn and that long-term rates, including mortgage rates, will not go much higher. That means mortgages can fluctuate around 10% to 10.5%—a level that did not seem to discourage borrowers all summer.

But even the most optimistic forecasters worry that further unforeseen dollar problems could cause the Fed to tighten harder. "If that happens all bets are off, and the chances become very good for a credit crunch next

year," warns Allen Sinai, financial economist for Data Resources Inc., an economic forecasting concern who says a 40% chance for a crunch already exists.

Danger signals. The first clue to how hard the Fed's new interest-rate policy is biting will probably come in California, where S&Ls and commercial banks are paying record rates of 9% or more on money-market certificates. If the rate on that certificate goes much higher, mortgage lenders there will begin pulling back from high-cost deposits and mortgage funds will dry up. That's the analysis of Kenneth R. Biederman, chief economist for the Federal Home Loan Bank Board.

Some housing analysts say such big Coast banks as the Bank of America and Security Pacific will withdraw from the housing market anyway once the bank prime rate exceeds 10%. At that level, the banks' best borrowing rate would be nearly the same as their mortgage rate. Most banks prefer short-term business loans at the prime rate to 30-year mortgages, notes Allan G. Bortel, a savings and loan analyst for Loeb Rhoades, Hornblower & Co.

➔ 12



Paperwork barrier to mortgage lending is illustrated by display of 136 forms required by law or regulation for both FHA-VA and conventional loans in New York State. Display was set up by Suffolk County Savings and Loan Association in Centereach on Long Island.

Savings note here to stay, HLBB warns

The most important single development in housing this year is now widely regarded as the six-month savings certificate.

Government, mortgage and housing officials now say this floating-interest-rate instrument, more than any other factor, was responsible for preventing a housing recession in 1978.

The \$10,000 money-market note pays savers 1/4% more than a Treasury bill. It now accounts for about \$14 billion of savings on deposit in savings and loan associations and \$5.5 billion with mutual savings banks.

"Without it, we would have been very close to having a net outflow" says Robert H. McKinney Jr., chairman of the Federal Home Loan Bank Board. And if mortgage lenders have learned anything in recent years, he adds, it is that "interest-rate increases are not caused by the cost of funds to the banks and the S&Ls; they are caused by the lack of supply [of funds]."

A warning. McKinney helped innovate the certificates with the help of Chairman G. William Miller of the Federal Reserve. McKinney vigorously defended the new instruments at the mutual savings bank convention in Washington in September. There is slim chance the government will limit their use or change their terms to hold down costs for thrift institutions, he warned.

Unlike the S&Ls, the nation's 446 savings banks are almost universally opposed to the floating certificates of deposit and would like to see them withdrawn from the market. They argue that the low-earning mortgages in their portfolios—mostly concentrated in the East—do not earn enough to carry the cost of the new and expen-

Savings flows at selected depository institutions (Net increases in time & savings accounts outstanding, \$ millions)						
	1973	1974	1975	1976	1977	1978
(First eight months, each year)						
Mutual savings banks	\$ 3,033	\$ 1,161	\$ 7,778	\$ 7,570	\$ 7,068	\$ 4,516
Savings & loan assns.	13,310	9,582	30,351	32,748	35,368	27,645
Commercial banks*	3,092	4,923	8,058	12,413	9,509	4,718
Total	\$19,435	\$15,666	\$46,187	\$52,731	\$51,945	\$36,879
(August)						
Mutual savings banks	\$ -506	\$ -646	\$ 197	\$ 307	\$ 282	\$ 300
Savings & loan assns.	-1,170	-1,146	1,462	2,150	2,862	2,351
Commercial banks*	271	28	201	681	-67	409
Total	\$-1,405	\$-1,764	\$1,860	\$3,138	\$3,113	\$3,060

*Time and savings accounts (excluding large negotiable CDs) held by individuals, partnerships and corporations at large weekly reporting commercial banks.

How the new certificates are luring savings

New deposits reached an impressive level at deposit institutions in August with the help of the new savings certificates that were authorized in June.

Salomon Brothers, the New York investment banking concern, points out in its newsletter, "Comments on Credit," that new deposits in August ran only slightly below levels of August 1976 and 1977—and

ran far ahead of August 1973 and 1974, both periods of net outflow.

New deposits for the first eight months were off nearly 30% from the previous two years, Salomon Brothers pointed out, but they were not as low as in 1973-74. This again emphasized the lift the new certificates had given to savings, the investment house said.

sive savings certificates.

McKinney's advice. Mortgage lenders are now paying close to an 8½% effective rate on the CDs. And savings bankers say the time is shortening on how long they can afford to stay in the market.

But McKinney told the savings bankers that there is still plenty of room in most states to make money on the notes by re-lending the 8½% deposits at mortgage rates of 10% or better, then rolling them over at lower rates six months to a year from now. "If I were running a savings and loan, that's what I'd be doing," he advised.

Withdrawal pains. A lot of savings banks would like to quit. But "once

you're in, there's a problem in just pulling out of the market," notes Saul B. Klamann, president of the National Association of Mutual Savings Banks.

"The bottom line on this is how much longer it goes on," says Klamann, who predicts that the savings banks will stay in the market until the end of the year in the hope that McKinney's guess about rates peaking is correct.

If that happens, the cost-of-funds squeeze will go away by itself and savers are effected to buy longer-term CDs, strengthening the savings base for housing next year.

—BOB DOWLING

McGraw-Hill World News,
Washington

11 dollar...

of San Francisco, a brokerage house.

Still a big year. None of the difficulties will change housing's record for this year by very much. Builders will still count 1978 as one of the best, with starts close to two million. Most of those have already been recorded.

But tighter Fed policy could sharply

cut into housing's prospects in 1979.

For the record, such top policy makers as Fed Chairman G. William Miller are still suggesting that interest rates can peak by year-end and that housing will settle to a level of 1.75 million starts next year.

But the Fed's present policy renders

the chances for that scenario far less certain. In fact, if monetary policy can be used to slow the economy without crushing housing, it will be—even Miller admits—a "new phenomenon."

—BOB DOWLING

McGraw-Hill World News,
Washington

Is Ed Nixon the fastest growing builder in Montpelier, Ohio?

DODGE TRUCKS COULD HELP YOU BUILD A GREAT BUSINESS.

A guy who's doubled his construction business in three years ought to know something about pickup trucks...right? So we asked Ed Nixon what he thinks of the new, 1979 Dodge Power Wagon.

"I've tried Chevy and Ford before, but now I stick to Dodges. My four-wheel-drive Dodge Power Wagon has gone places where conventional pickups couldn't go."

Ed Nixon is one of many successful builders who's built his business with the help of Dodge trucks. "I can load 50 sheets of dry wall in my ¾-ton Dodge four-wheeler and it'll haul up the steepest grade around."

Model for model, Dodge pickups have a higher payload rating than most Ford or Chevy models. And we've been making four-wheel-drive trucks longer than Ford, Chevy, GMC or even Jeep.

This year's Dodges are better than ever... with new front-end styling;

an attractive, functional instrument panel... plus 60 years of Dodge dependability.

And if you need extra seating for a crew, we have a crew cab model with room for six, or a club cab model, with optional flip seats, that can seat five.

AMERICA'S FASTEST GROWING TRUCK COMPANY.

Whatever you need in pickups and four-wheel drive, Dodge has got it. Maybe that's why our sales have grown 357% between 1967 and 1977.

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“Because we can get a quality cabinet for any room and any price range. And we can get it when we need it.”

Larry Mitkoff,
Vice President
U. S. Homes
Page Corporation

“When the time came to order cabinets for our homes in Wolf Trap Woods, we looked to Scheirich. You see, after using Scheirich cabinets in all our developments over the last five years, we’re convinced they have the best cabinet line-up in the business. It’s one of the few lines where you can go from medium-priced to luxury units and still get top quality.

“For example, in Wolf Trap Woods we wanted a fine wood cabinet that would appeal to a very selective clientele. And we wanted the convenience of using that same supplier for other cabinetry throughout the homes—in the children’s rooms, desk/work areas and wet bars—in addition to the kitchen and bath. And Scheirich had exactly what we needed.

“In our other less expensive townhouses and condominium developments, we look for durability—the type of cabinetry that can survive a growing family and maintain its good looks with minimal care. Again, Scheirich comes through with top-quality, affordably-priced cabinets in a variety of styles. And they have the kind of distributors—like Douglas Distributing here in Washington—who make *sure* your cabinets are on the job when you need them.

“The convenience of a single supplier, the variety of styles, the assurance of dependable delivery and the confidence that comes from installing the best your money can buy—that’s why we pick Scheirich cabinets for all our projects.”

SCHEIRICH CABINETRY
FINE FURNITURE FOR THE KITCHEN AND BATH



Wolf Trap Woods is a prestigious community of 101 luxury homes situated in a tranquil, wooded setting near Washington, D.C. These gracious homes offer many custom features including brick and maintenance-free aluminum sided exteriors, two car garages and masonry fireplaces. They also feature an exclusive “Thermo-Proof” insulation system which incorporates 6” (R-19) of fiberglass exterior wall insulation and 9” (R-30) of fiberglass attic insulation with the efficiency of a zoned heat pump system and the protection of storm windows and insulated doors. The homes, with up to 2,800 sq. ft. of living space, range in price from \$115,500 to \$132,500.

California's builders still going strong

Southland's housing market eases but supply cannot yet meet demand

Despite fragmented reports to the contrary, Southern California's housing market remains strong even though there may be some fraying at the edges as builders contend with a growing list of problems.

These include a lack of sewer capacity in some areas, air and water-quality controls, overregulation and a fundamental no-growth attitude among the state's planners.

But overall demand remains extremely high. Builders still cannot supply enough homes. They find themselves restrained by regulatory processes, skyrocketing land costs and new fees (some of them retaliatory) as municipalities seek to replace tax funds lost as a result of Proposition 13. (The tax-cut proposition [HOUSING, July] was ruled constitutional by the California Supreme Court on September 22.)

Pockets of oversupply. Precisely because of overregulation, builders are often unable to respond rapidly to market changes. The result is often a temporary oversupply of certain types of housing. Most marketing experts expect those pockets of surplus to be worked out within months, however, for the state's economy remains healthy and in-migration continues.

Sales of both new and used housing are running in higher numbers than a year ago. Realtors are quick to point out that while there is some softening in the resale market, this merely reflects the absence of the frenzied speculation of 18 months past. Sums up Ken Agid of Market Profiles, a consulting firm in Irvine:

"The California market is in transition, and it still has volumes of potential demand. It is just a question of how long it takes the industry to adjust and respond to the indicated demand."

The consensus among experts is that demand will grow fastest in the higher-density, attached-house market.

The \$100,000 market. Agid, pointing to changing housing forms and customers, contends that some interesting new directions are indicated. He explains that the consumer profile is changing and that inflation, govern-

mental controls and a land shortage are exerting wide influence on the market.

The only softness he sees in the current market is for the traditional single-family home that, to be economically viable, must now sell at \$100,000 to \$150,000.

"The old volume-home project has risen in price, leaving the volume consumer market behind," Agid explains. This has left a tremendous void for housing below \$100,000. But in defense of the market, there were more sales in California above \$100,000 in 1977 and 1978 than there were in the history of the state up to that time.

"So while you have a potential boom below that range, on the surface it would appear a bust in the upper price range. But it's a bust only if you look at unsold inventory as opposed to the volume of sales."

"One problem is that there must be 10,000 houses either planned or on market in Orange County," Agid points out. "We are having the highest sales ever recorded in the upper price

ranges there—the Irvine Company and Warmington Development both had to resort to drawings among would-be buyers at projects in those ranges—but there is a built-in oversupply. And that will raise inventory problems for marginal projects and builders."

"But while we complain about today's high prices, everything downstream will be even higher," Agid insists. "Today's overpriced inventory is going to be tomorrow's bargain."

County by county. Phil Kunisch, market researcher for First American Title Insurance (Santa Ana), offers another reassuring word about the Orange market. He says prices have not changed much from the last quarter and that inventory is building only slightly. "There is nothing to be worried about," he insists. "It's just a good time for a buyer to deal."

According to the Real Estate Research Council of Southern California, Orange had 3,939 units unsold in June, up 11% in six months.



CALIFORNIA HOUSE PRICES

Region	January 1978 Median price	June 1978 Median price	% Increase (Jan./June 1978)
Los Angeles	\$67,241	\$75,881	12.8%
San Francisco	69,221	76,411	10.4
San Diego	59,081	67,146	13.7
Orange County	80,532	77,133	-4.2
Central Valley	46,124	50,255	9.0
Lower Desert	90,418	87,284	-3.5
Monterey	64,860	74,652	15.1
Northern California	44,411	48,839	10.0
Northern Wine Country	55,396	60,799	9.8
Riverside/San Bernardino	48,764	53,840	10.4
Santa Barbara/Ventura	**	**	**
Statewide	\$65,916	\$70,107	6.4%

Due to varying sample bases, the chart represents only a very rough indicator of trends in the first six months of 1978.

**Insufficient data

The preceding chart proves that regional median existing home price increases have generally been in excess of the statewide gain. San Diego, the Monterey region and Los Angeles have reported the most dramatic price increases, although fully eight regions showed six-month appreciation levels of over 9%. The observed drops in median sales prices in the Lower Desert and Orange County areas can best be attributed to seasonal factors (Lower Desert) and in part to a nonstandardized reporting sample (Orange County).

Chart by California Association of Realtors

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uses outside air for combustion to heat efficiently, save energy!

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OCTA-THERM increases replace efficiency dramatically.

A Martin OCTA-THERM uses outside air for combustion, drawing it into the firebox through vertical slots on

either side. Almost no heated room air is drawn into the fireplace and no vacuum is created to draw cold outside air into other rooms.

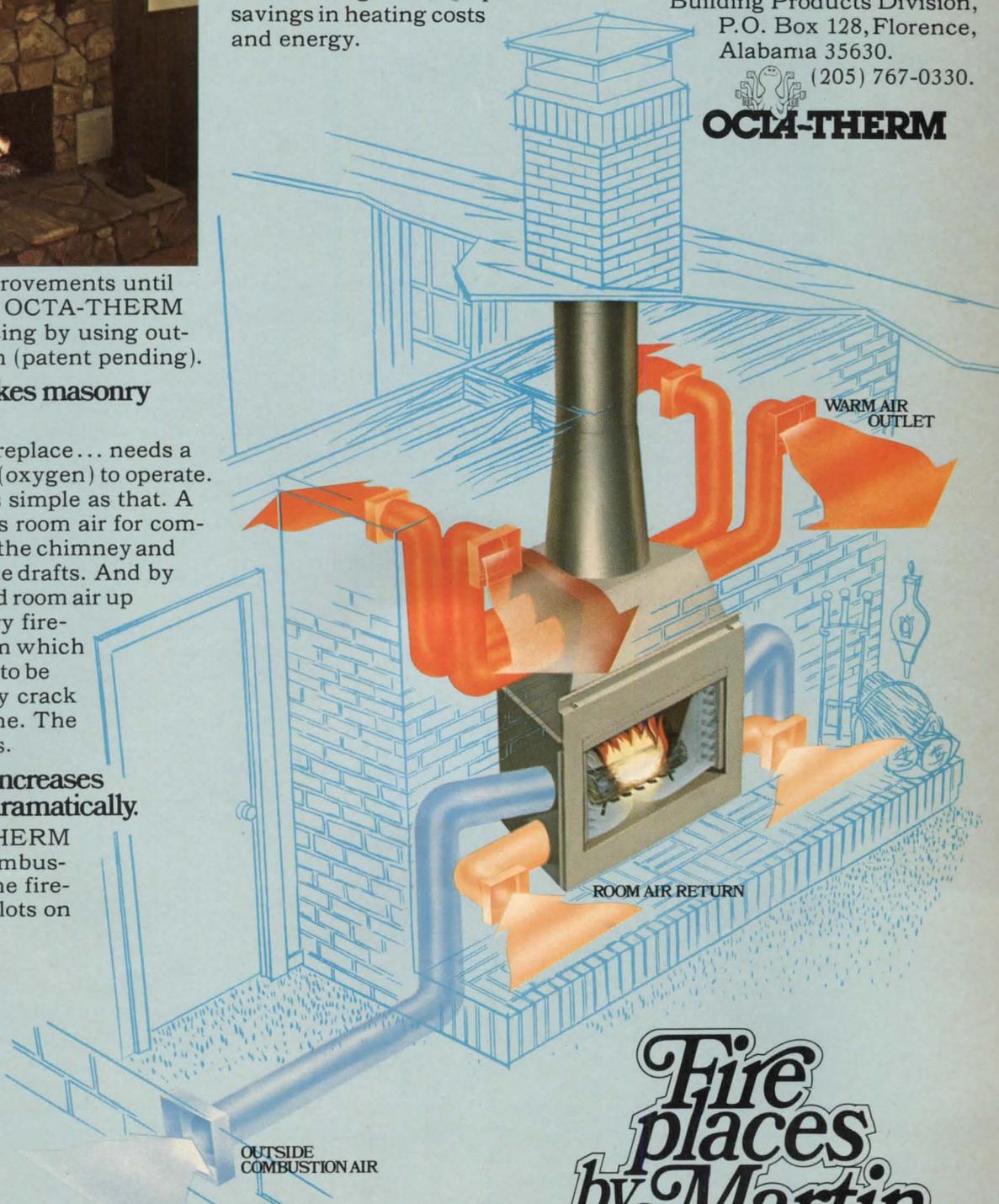
Only outside air goes up the chimney; heated air stays in the home to be reheated and distributed through ducts to as many as three rooms. Instead of a net heat loss, there's a measurable heat gain and important savings in heating costs and energy.

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Booming San Bernardino and Riverside Counties offering lower-priced housing have suddenly run short of sewer capacity. The sewer problem, land constraints and fee increases are raising house prices. Dale Stuard, president of American National Housing Corp., Newport Beach, says he now is paying as much or more in building fees as he once paid for finished lots in the area.

The research council reports 1,638 unsold units in Riverside and 2,274 in San Bernardino, down 20% and 31% respectively in six months.

San Diego and the Valley. San Diego continues to enjoy strong sales, with a strong trend towards attached housing. *Housing Impact*, a quarterly analysis prepared by First American Title and Building Research Consultants, reports the average price of all new homes there increased 4.6% in the second quarter to \$74,600, with single-family houses at \$81,400. Condo conversions accounted for 18.8% of sales. There were 2,386 unsold units, down 5% in six months.

Sales reportedly have softened for all housing in the San Fernando Valley, faced as it is with mandatory school busing. As evidence of white flight, a school trustee reports a drop of some 24,000 enrollments since last year.

Demand is expected to recover, but housing starts are down and there is increased pressure on the apartment sector. Construction costs, the high price of land, rent freezes and the prospect of rent controls are all discouraging the multifamily industry.

The future. Conrad Jamison, vice president and economist for Security Pacific National Bank in Los Angeles, predicts a continuing housing shortage for the California Southland.



Mission Viejo house went on sale in late summer and is selling at \$125,000 to \$175,000. Orange County reportedly has 10,000 houses on or coming on market at \$100,000-plus.

AVERAGE HOUSE PRICES NATIONWIDE

New single-family detached houses sold and conventionally financed, first half 1978; Federal Home Loan Bank Board figures from 28 metropolitan areas.

1. San Francisco	\$88,200
2. Los Angeles	83,800
3. San Diego	80,600
4. New York City	78,800
5. Honolulu	75,400
6. Washington, D. C.	75,100
7. Boston	74,500
8. Chicago	71,000
9. Minneapolis-St. Paul	70,300
10. Columbus (Ohio)	68,300
28. Miami-Ft. Lauderdale	43,200

National average: \$60,100

"We are not building fast enough to eat into the demand and backlog to reduce that shortage," he contends. "With high costs and building restriction controls, environmental impact reports required, red tape and delays, the uncertainties and the prospect of rent control, I would be surprised if the situation doesn't continue. Another sour note is that fees are three and

four times what they were."

John Kyser, vice president and regional economist for United California Bank, says, "We are looking for a modest increase in housing starts next year. The recent peak for the state came in 1977. He agrees that, despite extremely low vacancies, there won't be much apartment construction. Building costs don't make sense in multifamily building, he says.

Both Kyser and Don Alexander, a spokesman for the Federal Home Loan Bank Board in San Francisco, see some easing in mortgage rates next year. But Kyser also predicts rising house prices, and he sees no let-up in regulation and no relaxation in the requirements to meet environmental rules.

Many experts even predict a boom in the inner cities because of the inability, either real or imagined, to build the necessary infrastructure for new communities. But such a boom could well widen the process known as gentrification—the buying of old inner-city houses by affluent invaders—and this could force the minorities into even tighter areas. Solving one problem would merely create another.

—BARBARA TAYLOR
Los Angeles

A \$1,500-per-lot utility fee looms for California's developers

California builders are faced with an additional charge of as much as \$1,500 per building lot as the state's utilities seek new ways to cover hookup costs, which had previously been absorbed in overall rate charges.

With rising costs and a seeming inability to win approval for rate hikes, the utilities have petitioned the California Public Utilities Commission to allow them to charge builders.

On motion by a San Francisco builder, Emmett Clifford, a resolution has been unanimously adopted by the California Housing Task Force advising Governor Edmund G. Brown Jr. and the PUC that the proposal is of "great concern."

"Approval could result in increasing the cost of a building lot by \$1,500, which would disenfranchise about 150,000 families from being able to

purchase affordable housing," the resolution says.

"This is a statewide problem," Clifford says. Not only are hookups from the street to the meter of concern, he contends, but the utilities' requirement that builders 'oversize' capacities for future development also is a problem.

"If you put in oversized facilities for future subdivision activity, front-end buyers will be charged." —B.T.



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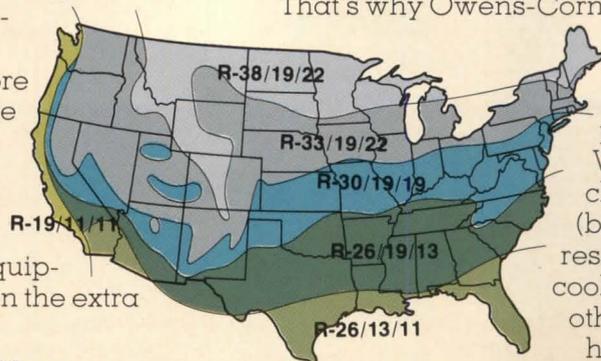
Buyers are out looking for homes with reduced fuel costs. A recent survey found 93 percent of new

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

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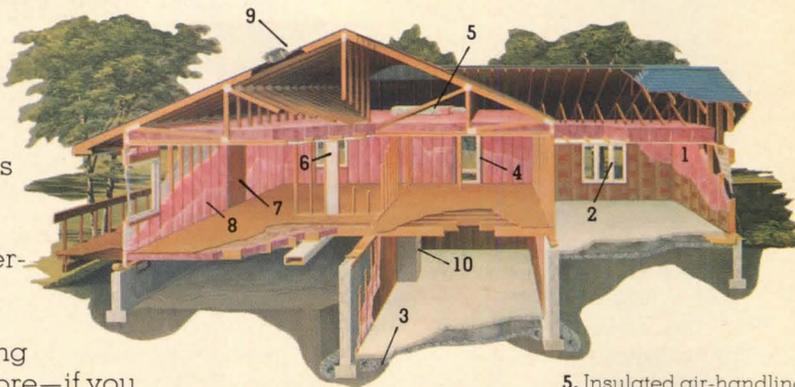
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10. Properly sized heating and cooling equipment.



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California's four new housing markets

The sands are shifting treacherously under California's builders, but one trend spotter, Thomas G. Payne, thinks he's found a better way to make the most of a fluctuating market.

With skyrocketing home prices slowing the Golden State's housing boom, Payne—who's president of Applied Research Services of Laguna Beach—has pointed out four "new market opportunities" that he says can keep buyers buying and builders building.

The low end. Payne, a consultant to several California builders and architects, claims that relatively inexpensive lots are available in several urban areas. Because they are located "in very modest neighborhoods with significant concentrations of ethnic minorities," the improved lots fall into the \$18,000-\$22,000 range.

By using cost-cutting methods, Payne claims, builders can construct homes of up to 1,450 square feet and sell them for \$50,000 to \$75,000.

To keep the lid on prices, most of these homes use truss systems of the same size. "And the feature appointments," Payne says, "are utilitarian."

The low-enders are already being built by Ponderosa Homes in the Encanto area of San Diego. They have composition roofs, stripped exterior elevations with only stucco and masonry siding, formica countertops in the kitchens, low-cost light fixture packages and tubs of fiber glass.

The use of such cost-cutting practices, Payne notes, keeps the Ponderosas considerably below the \$81,600 San Diego median just reported by Development Dimensions, a San Diego sales specialist, after an extensive market survey.

In Baldwin Park near Newport Beach, Payne says, a demand study revealed an annual market for 1,200 single-family units in the \$40,000-\$60,000 range. Once again, he adds, "the neighborhood was very moderate in terms of appeal." One site was backed up to deteriorating apartment buildings and was surrounded by resale homes priced between \$35,000 and \$50,000. Despite such surroundings, the 25-unit project sold out in two weeks. The buyers were mainly first-timers in the lower middle-income bracket who worked nearby. For this

market segment, Payne declares, "the \$40,000-\$60,000 price was perfect."

High-density condos. With home and lot prices rising, Payne advocates high-density condo apartments and townhouses, moderately priced, as an alternative to single-family homes. He recommended a prototype for La Jolla Village near San Diego that was accepted by Broadmoor Homes. The project will consist of \$60,000-\$86,000 condos ranging in size from 1,060 to 1,450 square feet.

"Even though there's only a sign at the site with some construction in evidence, the market response has been tremendous," Payne says.

The condos are aimed at first-time buyers, young renters, singles, couples and empty nesters. One-third of the units will be tuck-under townhouses, one-third small square footage flats and one-third large flats.

Apartment conversions, Payne adds, are another way of attracting discouraged single-family homebuyers.

'Almost custom' home. Orange County, Payne declares, "is glutted with ordinary, but now overly expensive, tract housing." Only a few years ago such homes sold for under \$100,000. Now they fetch \$175,000 in many areas.

The tract homes have been enlarged but they have not been redesigned to

appeal to an older and more sophisticated market segment, Payne points out, and he explains:

"These homes no longer fit the marketplace and were never designed to attract the very affluent, mature family move-up segments.

"Not only that, but they are not distinguished by their marketing or merchandising programs. Most such houses are situated on small lots, considering the price. They have a very poor price-value relationship."

In short, Payne insists, the tract home is no longer appropriate for buyers in the current \$150,000-\$225,000 range.

The key, he claims, is redesign. The product of the redesign is what Payne calls the "almost custom" home.

"Because its average buyer is 42 to 45 years old and affluent," Payne contends, the family room can be removed from the kitchen area. Master suites can be separated and single-story living can be emphasized."

Most important, Payne adds, "these homes must have a sophistication and uniqueness of interior design to justify the price tag. I'm sure many buyers are afraid of buying an expensive tract home with a few hundred more square feet and a microwave oven which will later do very poorly on the resale market."
—T.A.

Board-ups dot Long Island

In Long Island's Suffolk County, boarding up foreclosed houses may be the fastest-growing construction business.

When Steve Lehrer of Creative Property Management in Oakdale, N.Y., started board-up operation in 1976, he was closing less than 25 houses a year. Now it's more than 100.

Two years ago Brooks Construction Co. in Plainview, N.Y., boarded up one foreclosed house. Today, according to Brooks general manager Maddy Heitner, the company closes 200 a year in the metropolitan New York City area. "Most of our business is in the East New York and Bushwick sections of Brooklyn, and in Suffolk County," she says. "But, we've

boarded up houses as far away as Virginia, and we're planning to expand our business to Florida."

Lenders' agents. These companies work for S&Ls and other lenders that formerly had a handyman on tap for such assignments. The companies collect \$600 to \$1,000 per job, and in a few cases \$3,000. Fees are based on house size and the board-up specs.

"The FHA has the toughest specs," says Heitner. "The VA is less stringent, and the few conventional mortgage foreclosures are sealed up to the lender's specs."

Brooks is listed as a general contractor and does work other than boarding up, but no new construction. Lehrer buys, rehabs and resells old properties in addition to boarding up.

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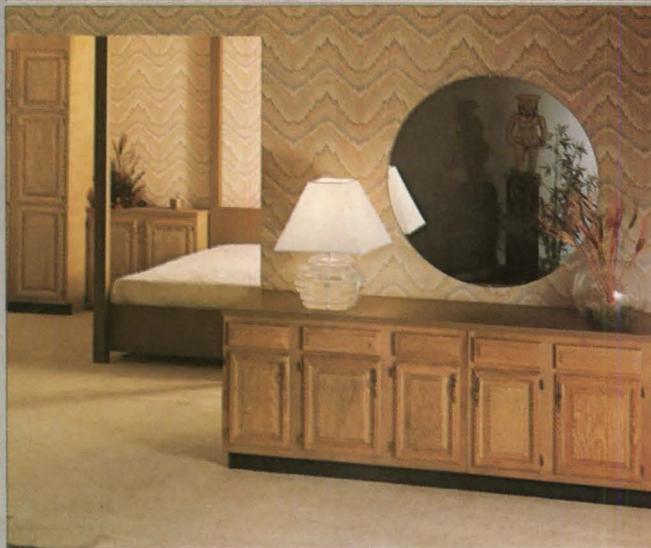
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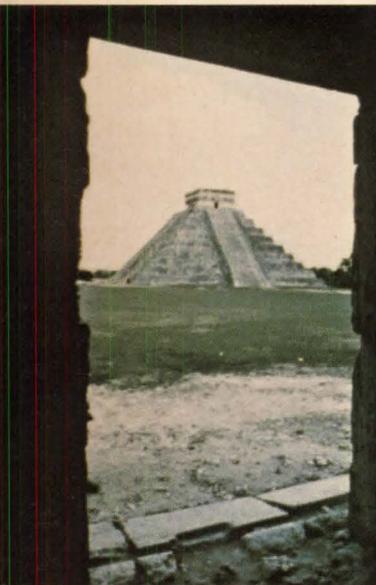


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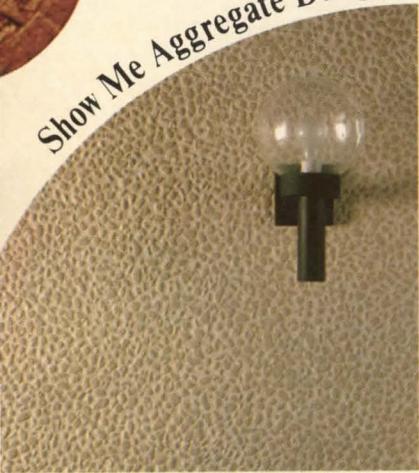
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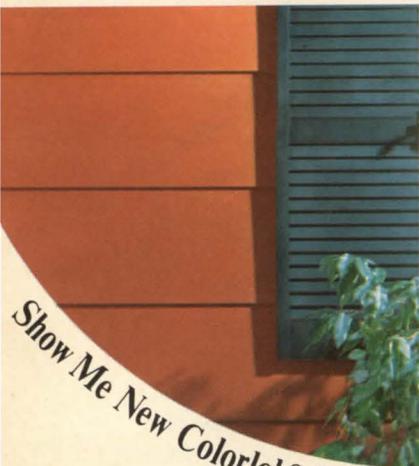
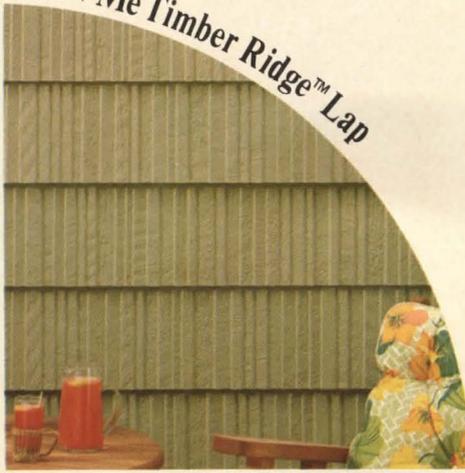
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San Antonio getting a colonial look

In San Antonio, a bastion of the traditional southwestern brick ranch, the two-story wood colonial is coming into its own.

Introduced last January by Morton Southwest Inc. of San Antonio, the colonial—called The Williamsburg—has attracted 130 buyers so far. By year's end, says President Cliff Morton and Marketing Director Jerry Hoskins, 200 will be sold.

The Williamsburg sells from \$54,000 to \$68,000 and, says Hoskins, "it attracts second-time buyers with children who feel nostalgic for the old Eastern-type colonial or something a bit different from the usual brick."

Morton explains that, ironically, "only about 35% of the Williamsburg buyers come from places where the colonial is the norm. The bulk, I guess, are nostalgic for something that they might never have had."



A big seller since its January debut, Morton Southwest's Williamsburg—a two-story wood colonial priced from \$54,000 to \$68,000—has attracted 130 San Antonio buyers.

'Hot town.' Elsewhere in San Antonio, despite a July flood that took 22 lives, builders are enjoying another good year.

"This is one hot town," says President Dominick Pisano of the San Antonio HBA. "Everything is selling everywhere."

The big seller, he notes, is a three-bedroom ranch with a two-car garage, all on a 65' x 70' lot. Prices: \$40,000 to \$50,000.

Prices are low, Pisano insists,

because labor and supply costs are relatively moderate. "Our problem is that there's not enough labor or supply to keep up with the growing demand," he explains.

Cutbacks. Some San Antonio builders are actually cutting production because of the lack of labor and materials.

Interest rates are holding steady at 9¾% with the S&Ls, and Pisano expects them to remain at that level. The state has a 10% usury ceiling.

Phoenix: Hot market in desert

In Phoenix—one of the Sunbelt's gleaming gems—the \$45,000 single-family detached home with two or three bedrooms is king.

So says Richard E. Mettler, executive vice president of the Central Arizona HBA. "Our median home price is \$45,000, but everything is selling here," he declares. "People are buying homes in the \$35,000-\$50,000 range so fast that it's hard for the builders here to keep up with the demand."

Knoell Homes is—next to the giant Del Webb Development Corp.—the Phoenix area's biggest single-family builder with 775 starts last year and an estimated 850 this year. Its best seller, says Vice President Tom Knoell, is the \$36,000-\$52,000 ranch with two-to-four bedrooms on an 8,000-sq.-ft. lot.

"It's our low-ender," Knoell says, "and it sells best to first-time buyers,



Most popular model offered by Knoell Homes in Tempe-Chandler-Mesa area southeast of Phoenix is this three-bedroom, two-bath ranch. The house is selling for \$51,000.

young families and even empty nesters."

Hot market. In fact, Knoell claims, 75% of his company's sales are in the lower price range and the same holds true with other area builders. Four-bedroom houses costing \$80,000 to \$150,000, however, "are becoming more and more popular."

As a whole, the Phoenix single-family market is enjoying a resounding boom. According to Mettler, single-family starts this year had already

equalled last year's total of 22,000 by August "and I won't even estimate what the number will be by the end of the year."

Mortgages. Interest rates, quivering at the 10% level in many parts of the country, are holding steady at 9½% in Phoenix. "And we hear they may soften soon," says Mettler.

The Phoenix Achilles heel—if it has one—is a quiet apartment and condo market which, Knoell and Mettler agree, may pick up next year.

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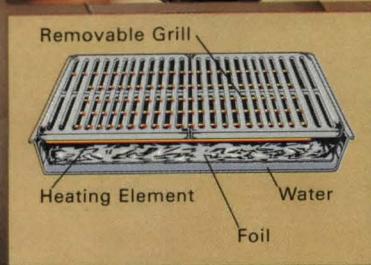
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NAHB blames labor for house costs

Lashing out at AFL-CIO chieftain George Meany, President Ernest A. Becker Sr. of NAHB has assigned much of the blame for skyrocketing housing costs to Big Labor.

At a press conference ending the NAHB fall directors' meeting at the Denver Hilton September 14-19, Becker charged that the 83-year-old union leader "is too old for the job."

Meany, Becker declared, "has lost touch with his membership or he wouldn't have said that he will never give in on wages. If he got out of Washington and went to the grass roots—like the builders do—he'd see that labor's going to have to lower its demands or be out of business."

\$50,000-a-year craftsmen. In some union strongholds, Becker claimed, construction workers "make \$50,000 a year and they won't even work the year 'round." If union workers increased their efficiency, the NAHB leader contended, "we could handle some of their demands."

Meany did concede, however, that inflation—and the decline—of the American dollar overseas remain the chief causes of housing's cost spiral.

"We're just starting to feel the effects of tighter Fed monetary policies aimed at curbing inflation at home and strengthening the dollar abroad," Becker said. "As usual, they're the same kind of policies that have precipitated every housing downturn since World War II."

An uncertain outlook. With interest rates bumping the 10% level in many parts of the country, with a 20% rise in gypsum product prices and with "scattered shortages of skilled labor," Becker called housing's outlook "uncertain."

Tentatively, however, Becker stuck to his prediction at last January's NAHB convention of a drop of only 200,000 in starts for 1978—to 1.8 million. And when it comes, he said, the housing slowdown "will be short but not deep—we hope."

The housing cost crunch, Becker noted, could be eased "if only home-



NAHB's Becker
Outlook is 'uncertain'

HUD's Janis
'Upset' about housing costs



building was not used as a tool to start up or slow down the economy." Builders are happy, he insisted, "with 1.7 or 1.8 million starts a year." When starts hit or exceed two million, he noted, "costs rise even higher and faster." Stability, he warned, "is a necessity."

Janis visit. Speaking before a packed house of 1,300 directors, Jay Janis, the former Florida builder and current HUD undersecretary, declared that the steady rise in home prices "is upsetting to me."

How long, he asked, will people be willing to spend 30-35% of their income on housing? Answering his question, Janis said the buying spree will continue "as long as they [homebuyers] see clear evidence that prices are still rising. They'll ride the appreciation curve as long as it lasts."

If the eighth postwar downturn occurs in housing, Janis cautioned, "it will happen because costs are too high."

'Resolved.' At their Denver meeting, the NAHB directors resolved:

- To urge the Carter administration—and particularly Housing Secretary Patricia Harris—to "recognize the right of Americans to live where they choose and to refrain from pursuing policies restricting suburban home construction in the hope of rechanneling that construction into central cities."

- To empower the NAHB executive committee to come up with a strategy aimed at preventing savings and loan associations "from engaging in the active business of land development and homebuilding."

- To lobby for a change in the National Environmental Policy Act so as to allow federal agencies to accept

state and local environmental reviews and impact statements.

- To urge HUD to approve housing projects that comply with local subdivision standards when those standards are "equivalent to or greater than HUD standards."

- To reaffirm NAHB's opposition to variable-rate mortgages and to urge Congress to direct the Home Loan Bank Board to withdraw proposed regulations permitting federally chartered S&Ls to offer VRMs.

Election campaign. The directors officially designated First Vice President Vondal S. Gravlee as NAHB's president-elect. Gravlee, president of Gravlee Homes Inc., Birmingham, Ala., takes over at the Las Vegas convention next January.

The Denver meeting marked the opening of the campaign for the fourth rung on the NAHB officers' ladder. Five builders entered the race for the secretary-treasurer's post, a stepping stone to the presidency. They were Harry A. Pryde, president of Pryde Corp. of Seattle, Wash.; Frederick J. Napolitano, senior vice president of Terry Corp. of Virginia Beach, Va.; V. Hal Treadaway, vice president of FPI Community Developers Inc. of Sacramento, Calif.; Gerard F. Dohm, chairman of Dohm Construction of Madison, Wis., and Lou J. Cavallero, president of Belaire Development Corp. of Clarksburg, W. Va.

Citing the "press of business," a sixth candidate, Leonard R. Sendelsky, quit the race. An unsuccessful candidate last year, Sendelsky is president of Len-Guy Construction Corp. of Colonia, N.J.

—TOM ALLEN
in Denver

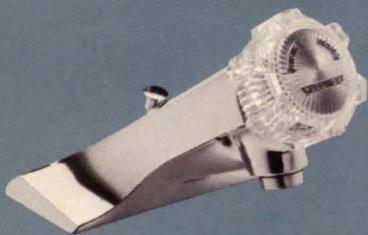


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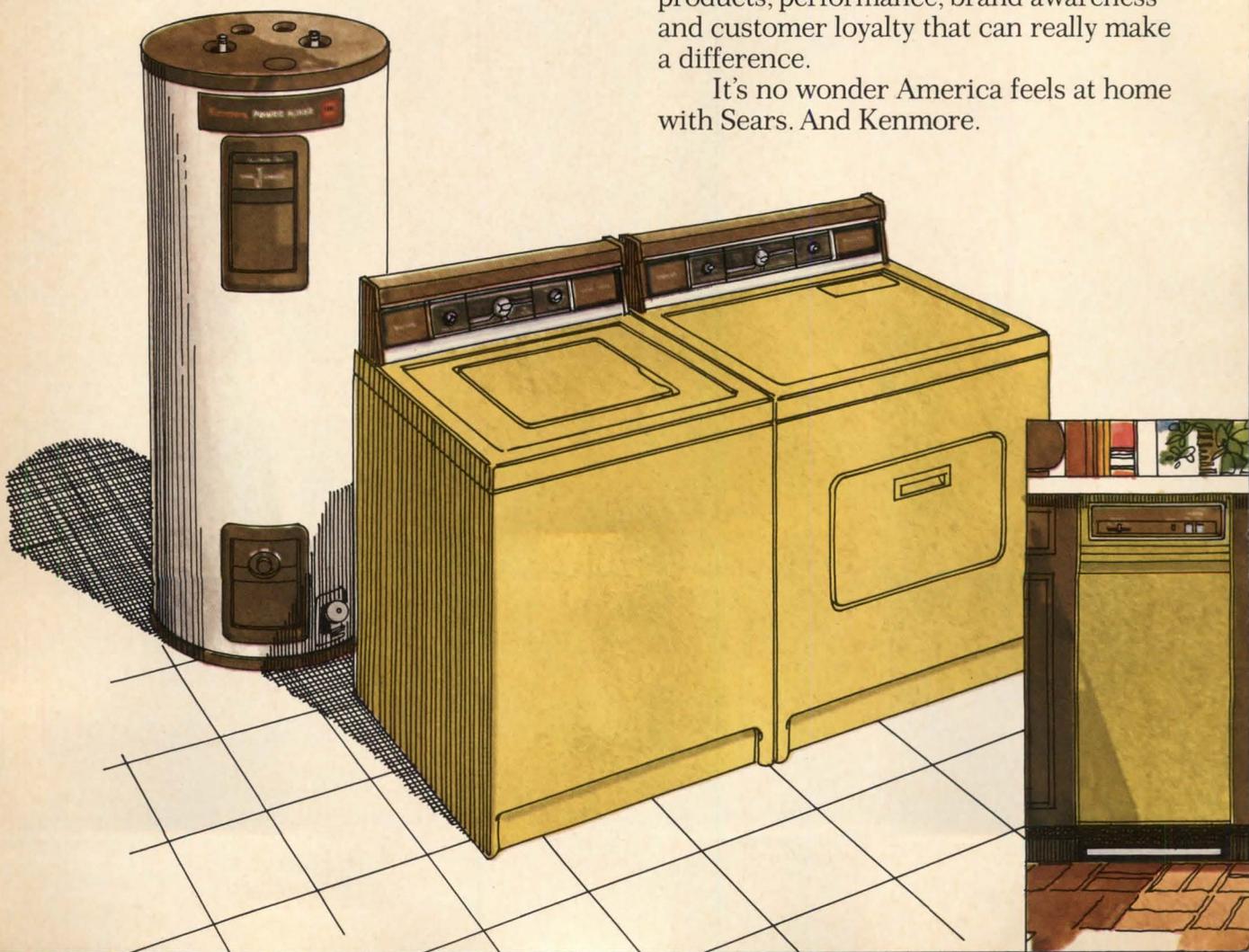
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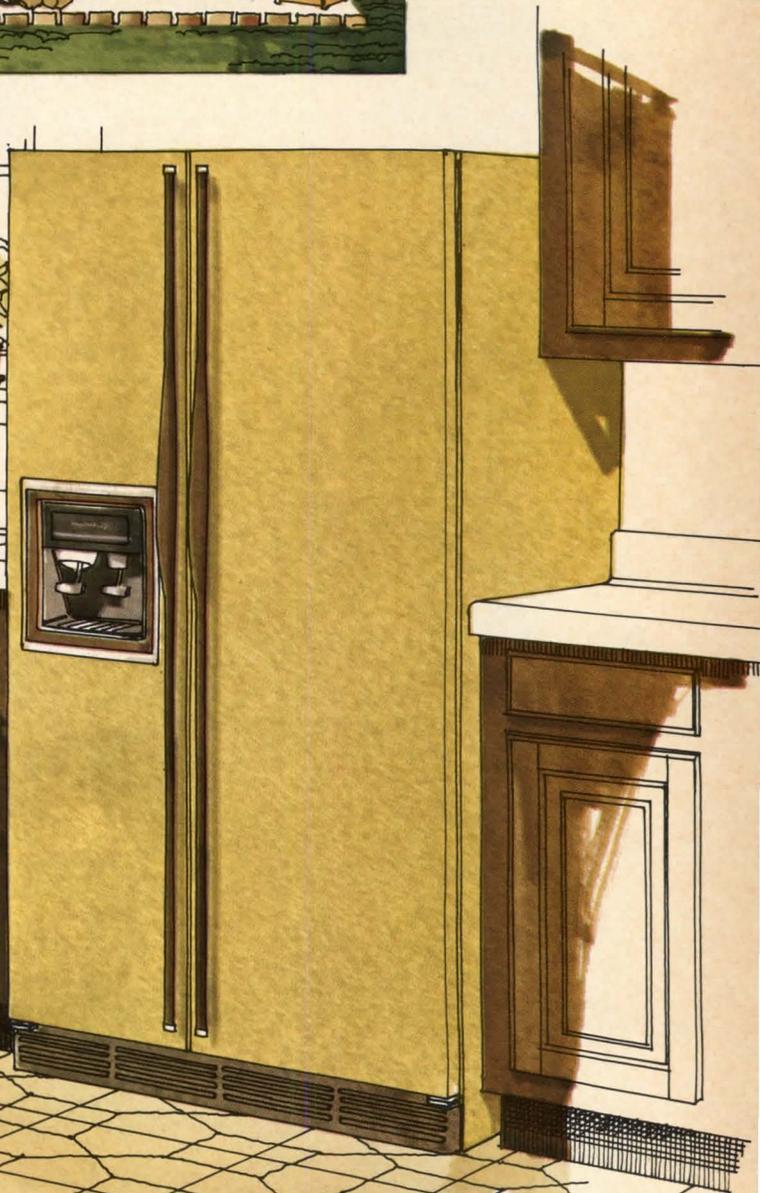
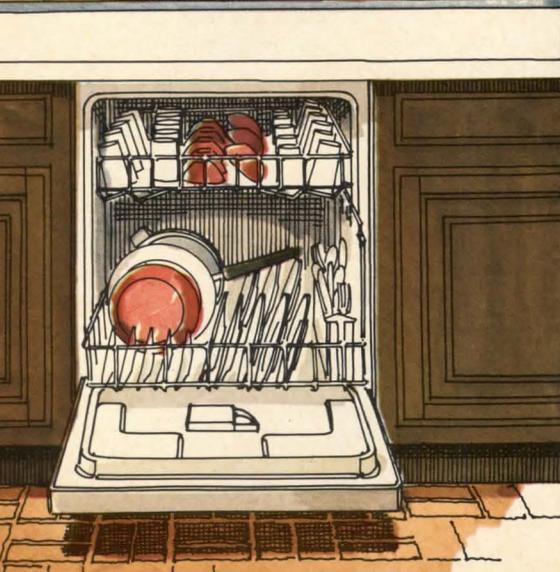
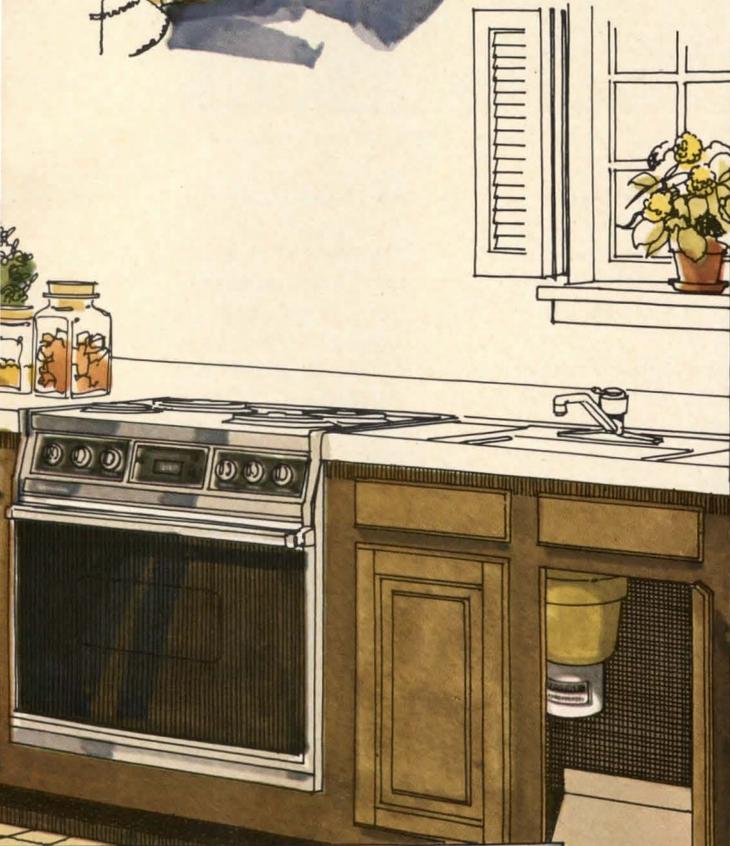
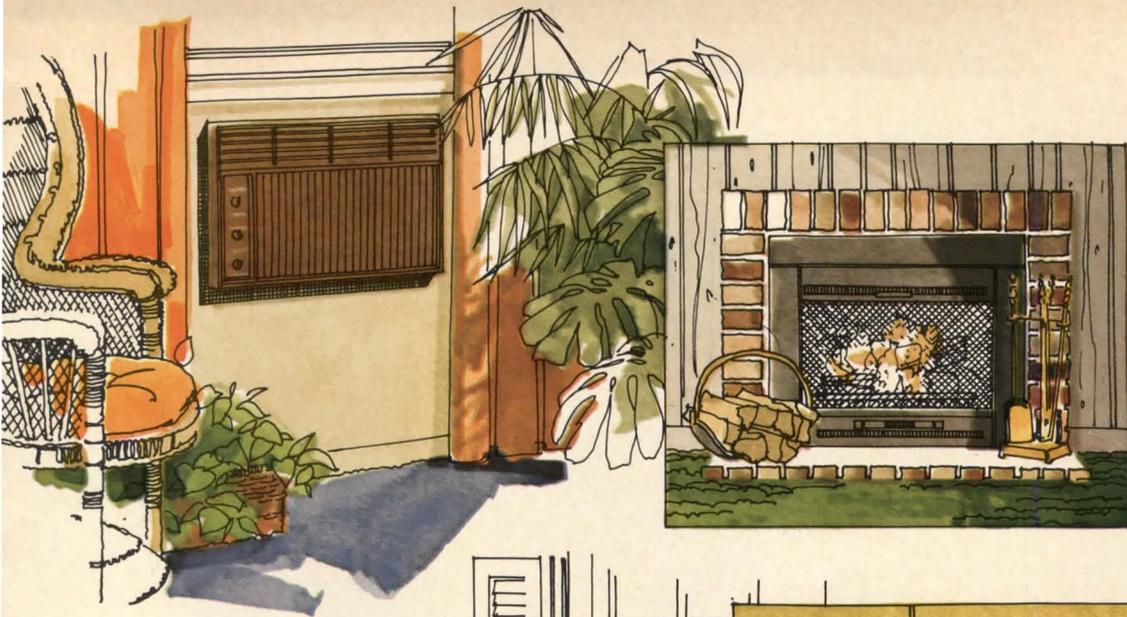
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CONTRACT SALES

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Cement shortage moves eastward

A cement shortage, which surfaced in the West four years ago, now hinders Midwestern builders and threatens to move toward the East Coast.

The shortage has already slowed construction of about 17,000 homes in the Greater Chicago area, and the ultimate result may be higher building and new-home prices. Chicago builders, in fact, estimate that the shortage may add \$600-\$2,000 to the price of a new home.

Explains Martin Bartling, executive vice president of the Home Builders Association of Greater Chicago (HBAGC):

"Builders are having a terrible time around Detroit, St. Louis, Kansas City and Chicago. Indiana, Missouri and Iowa are also having difficulty getting cement.

"Some guys are paying \$90 a ton for Canadian cement if they can get it. That's up from \$45 just a couple of months ago. I know of one builder who paid \$135 a ton for cement delivered from Dallas and I don't see a solution to the problem in the very near future."

The causes. The reasons for the cement crunch are myriad. "The first thing we thought of," says Bartling, "was collusion and price-fixing among the cement producers. But we could find no evidence."

According to J. Michael Patton, the National Ready-Mix Concrete Association's Midwest director, "There's no one reason—and no single solution—for the shortage."

As Patton sees it, more stringent anti-pollution regulations imposed by the Environmental Protection Agency four years ago tipped the first dominoes.

"To comply with the higher pollution standards, he says, "many plants cut back production. Others, the older ones, cost so much to modernize that the companies shut them. I know of 29 plants that were closed for that reason."

In addition, Patton declares, "we had an awful winter out here. I can't think of one plant that was not closed down for some period of time."

During the economic slowdown of '75, explains Jon Mularkey, NRMCA's vice president of marketing, "many



Cement crunch squeezing builders is making such sights as those shown above a rarity.

producers used the capital earmarked for new mills to modernize existing plants. Those mills are now producing at 95% capacity—high for any industry—but that's not enough to meet the current demand."

Solutions. In Chicago, builders who are now paying up to \$52 per cubic yard for concrete—up from \$34 a year ago—have joined with labor and the state Municipal League to try to ease the problem.

Calling itself the All-Industry Task Force, the group has asked municipalities to waive requirements for use of concrete in home construction, except for foundations, this winter. Curbs, gutters, sidewalks, service walks, steps and retaining walls would be installed in the spring, when and if supply and weather conditions permit. The Illinois Municipal League has urged communities to comply with the task force's requests.

In addition, the state's builders have asked that asphalt be substituted for concrete in driveways. Optional items

such as patios, however, may have to wait "indefinitely."

An irony. The NRMCA's Mularkey, based in Washington, hopes that the volume of cement imported from Canada, Japan and Mexico will increase and alleviate the shortage.

"It pains me to say this," Mularkey says, "but there's a better way than more imports and that way is a reduction in demand."

As he views it, homebuilding's unanticipated success this year may have speeded the current shortage:

"When the economy recovers from a recession, homebuilding leads the way and commercial and industrial construction follow. About the time commercial and industrial reach a peak, homebuilding has slacked off again."

This year, he says, "homebuilding defied the odds and did much better than we expected. We weren't ready for the demand. I hate to say it, but this shortage won't be solved until the bottom drops out of the construction industry."
—T.A.

Olin-American's parent is acquired

Olin-American Inc., a single-family builder with headquarters in Pleasant Hills, Calif., is getting a new parent.

For \$720 million in cash and stock, Celanese Corp. of New York has agreed in principal to acquire Olin Corp., Olin-American's New York-based parent.

According to an Olin spokesman, the merger of the two chemical giants

will have no immediate effect on the Olin-American executive roster or the wholly-owned housing subsidiary's current operations. B.T. Lake II, the Olin spokesman says, will continue as Olin-American's president and chief executive.

For fiscal 1977 (September), Olin-American sold 1,923 single-family homes, up 27% from 1976 —T.A.



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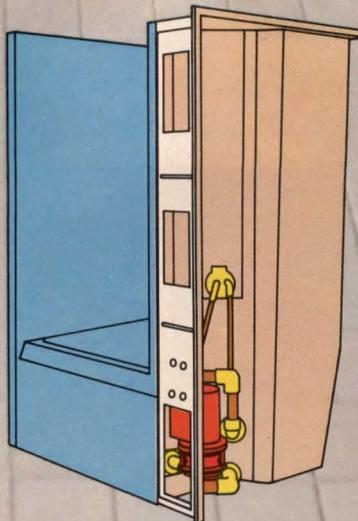
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U.S. League names two up top

The chosen: **Joseph T. Benedict**, selected as the U.S. League of Savings Associations' president, and **Edwin B. Brooks Jr.**, nominated as vice president.

Benedict, chairman of the Freedom Federal Savings and Loan Association of Worcester, Mass., will be the national spokesman for the league's 4,462 member associations. He and Brooks, president of Security Federal Savings and Loan Association, Richmond, Va., began serving one-year terms at the League's 86th annual convention, which opened October 29 in Dallas.

A retired Air Force brigadier, Benedict has a cities-and-housing orientation which dates from 1946, when he was appointed executive director of the Worcester Housing and Redevelopment Authority. He held the post until 1954, when he joined Freedom Federal. He is a director of the National Housing Conference, a professional organization for housing executives.

President Carter's chief anti-inflation fighter **Robert Strauss**, and Chairman **Robert H. McKinney** of the Federal Home Loan Bank Board spoke at the league's convention.

BUILDERS: Taylor Woodrow Homes Ltd. of London, which builds in California and Florida, appoints **David Nash** as president of its U.S. housing operations. Nash appoints **Roger Postlethwaite** as divisional director (U.S. operations) and general manager of The Meadows, a Taylor development in Sarasota, Fla.

Don Edwards is named president of W&E Inc., a joint-venture partner of Watt Industries of Santa Monica, Calif. He had been president of a Philadelphia subsidiary of The Richards Group, developer and builder of residential communities.

More from Watt: The company joins **John D. Tapking** to form W&T Enterprises Inc. and develop residential projects in the Conejo Valley in Southern California. The W&T president, Tapking, had been director of planning for the Donald L. Bren Co., a builder based in Sherman Oaks.

Kaufman and Broad's Southern California division promotes **Bruce Tripp** from director of forward plan-

U.S. League's Benedict...
Into president's chair



...and Brooks
Second in command



ning to assistant division president. In Northern California, **E.J. Hedrick** returns as divisional vice president and production manager. Hedrick had spent nine years with K&B before joining the David D. Bohannon Organization, a developer in Sacramento. And in the Chicago division, K&B's **Judith Ann Decker** is promoted from sales and marketing coordinator to general sales manager.

Centex Homes of Florida Inc., a subsidiary of Dallas-based Centex Homes Corp., promotes **Paul W. Asfahl** to vice president.

Terry W. Blankinship becomes president of the Benchmark Construction

Co., a new general contractor and homebuilder in Raleigh, N.C. He had been president of Cast-A Stone Products in Raleigh.

Wood Bros. Homes widens the responsibilities of two. **George V. Tannous** is named senior vice president and manager of the Texas region. He retains his title as president of volume builder Raldon Corp., a Dallas-based Wood Bros. subsidiary. **Rick Ramsey** is appointed vice president and manager of the Dallas division. He continues as executive vice president of Raldon.

U.S. Home Corp., with headquarters in Clearwater, Fla., makes two changes. **W. Leon Pyle**, formerly president of the Florida retirement division, is elected vice president, operations. **Ray Woodruff** assumes the presidency of U.S. Home's central Texas division. He had been area manager for Ryan Homes of Indianapolis.

Robert T. Kleinpaste, former vice president of marketing for Chesapeake Homes Inc. of Baltimore, leaves to start his own firm, Builder Services Associates Inc. in Eldersburg, Md.

LENDERS: **Steven P. Doehler** joins the Mortgage Insurance Companies of America (MICA), Washington, D.C., as assistant executive vice president. Doehler was formerly with the Senate Banking Committee.

Wachovia Mortgage Co. in Winston Salem, N.C., a subsidiary of Wachovia Corp., names a new president. He is **William G. Sizemore**, senior vice president and secretary of Wachovia Corp.



K&B's new general sales manager, Judith Ann Decker, points to an architectural detail on plan of Concord House model at Georgetowne project in Carol Stream, Ill.

THIS IS HOW TO BUILD ATTRACTIVE CABINETS



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THIS IS HOW TO BUILD BEAUTIFUL CABINETS

Dovetailed joints at all four corners, fine furniture construction.

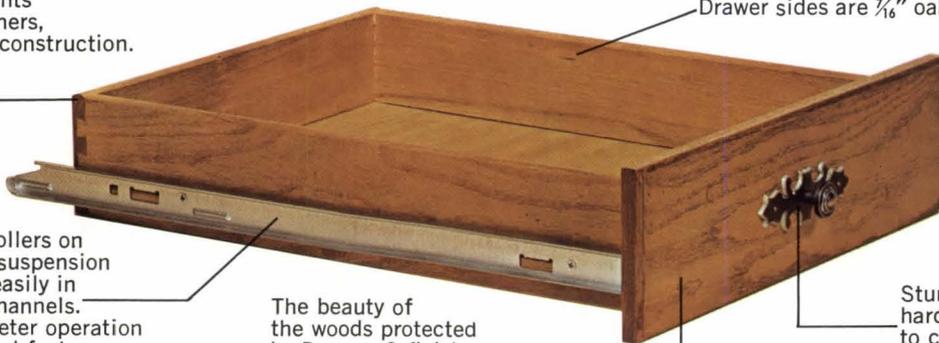
Drawer sides are $\frac{7}{8}$ " oak.

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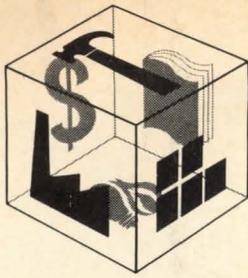
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The Professional Edge

You Need It Now More Than Ever.

The home improvement industry is big business. And it's getting bigger by the day. The \$35.5-billion it will generate this year is expected to mushroom to \$50 billion in 1980, and \$90 billion by 1985. The number of contractors in the field seven years hence is projected at 40,000 as opposed to the current 30,000-35,000. And the other elements of the industry—those who service, supply, power, finance and publicize this increasingly lucrative contractor universe—will prosper along with it.

But this doesn't mean that you can walk into the home improvement field cold and automatically make a fortune. Specific information in the many areas involved in setting up and operating a successful home improvement business is necessary for survival. And back-up in the form of advertising assistance, financial information, legislative advice, trade news and Washington representation, is equally necessary to get the new business off the ground and keep the established business functioning profitably.

Fortunately, an organization exists whose sole purpose is to provide exactly such relevant information and back-up—the National Home Improvement Council

The National Home Improvement Council—a profile

NHIC is by far the largest and most widely respected professional organization in the home improvement field. As such, it is the repository of the accumulated experience of thousands of successful contractors, manufacturers, distributors, lenders, utility people and publishers. The open-sesame to this huge and varied pool of expertise is membership in NHIC.

The Council has a nationwide membership of more than 2,600 companies, which range in size from one- and two-man remodeling shops to giant corporations. Each has a voice on NHIC councils and a vote in setting NHIC policy. Officers and directors are drawn from all segments of the home improvement community. The current president is a building materials manufacturing executive. One of the two elected vice presidents is a contractor (as is the treasurer) and the other is from the appliance field.

Local chapter is basic NHIC unit

Each of NHIC's forty local chapters serves its community as a forum for the exchange of home improvement ideas and information. It's the place where the contractor who can't get delivery takes his problem directly to the distributor involved; where the manufacturer discusses his new product with the people who will be using it; where the lender keeps in contact with his prime financing market; where the utility man finds out where load will be needed, and how much. The dollars-and-cents value of this informal give-and-take, conducted in a friendly, non-competitive atmosphere, can scarcely be overestimated. If it were all NHIC provided, its existence would be more than justified. But there's more. Much more. Consider the following:

Professionalism and recognition. When the home improvement specialist walks into a prospect's home as an NHIC member, he can point to an ad in a national magazine, show the prospect the NHIC seal, and identify with what it stands for—a code of ethics that promises an honest deal, proper insurance coverage and follow-ups if necessary.

Like tens of millions of other shelter magazine readers, the home improvement prospect has seen the NHIC seal regularly and its message: "Look for the NHIC member in your community. He's a good man to do business with."

So Council membership provides advantages of professional image and recognition not available to non-NHIC competition. They're effective sales tools because they're backed by truth and a record of quality workmanship. They instill confidence in the homeowner. He knows it pays to "deal with the seal."

Education. The areas in which the home improvement specialist must be knowledgeable are practically endless, ranging from energy conservation to kitchen planning, from lighting to advertising, from contract preparation to financing. How does he stay on top of this immense body of disparate but equally important data? He can take valuable time away from his business for training, research and study.

Or he can depend on NHIC.

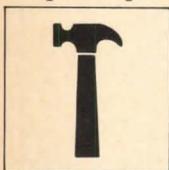
The Council regularly distributes a wide range of bulletins, newsletters and reports which detail the latest industry information and analyze its effects on the home improvement business. They highlight new products and their uses, industry news, Washington activities, and government and private-sector programs that can help you cut costs and taxes. A many-faceted body of information is passed along to you, all specifically designed to help you run your operation more smoothly and profitably.

NHIC also conducts annual conventions which are educational experiences in themselves. Seminars and workshops on important areas of home improvement activity are annual standout features, as are displays of the latest equipment and materials. Prominent figures from government and industry address the conventions each year, to give the attendees an overall picture of the industry and the economic, political and social factors which affect it.

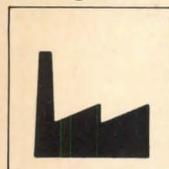
Washington representation. The Council maintains a permanent Washington office to monitor legislation, schedule testimony and keep the membership current on those developments that affect any and all segments of the industry. In addition, Randolph J. Seifert, NHIC's staff vice president and general counsel, divides his time between New York headquarters and Washington, where he testifies before Congressional committees and meets with senior officials to present the Council's views.

Who joins NHIC—and why?

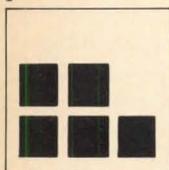
As previously noted, NHIC membership is composed of all the elements that make up the home improvement industry—contractors, manufacturers, distributors, lenders, utility people and publishers. Let's detail what each of these elements derives from its participation.



Contractors make up the largest part of the Council's membership. Through regular contact with their peers, they pick up valuable tips on techniques and materials, form liaisons with specialists in those areas they don't have the equipment or manpower to handle, and, in general, broaden their professional base. By meeting with others in the home improvement field, they become more proficient in matters of financing, materials availabilities, publicity and utility services. Also, it's not exactly unknown for a contractor to pick up a few good business leads through his NHIC contacts.

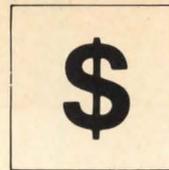


Manufacturers of building supplies, electrical appliances and equipment, windows and doors, cabinets and the thousand and one other items used daily by the home remodeler, find that NHIC membership provides them with instant—and inexpensive—marketing research. Sitting in meetings and on committees with volume purchasers of their products naturally leads to discussions of what's needed, in what form and in what quantity. Thus, for the modest price of an NHIC membership, the manufacturer can often anticipate trends, deploy his field personnel more efficiently, and solve marketing problems before they arise.



Distributors. As the conduit from the manufacturer to the end user, the NHIC-connected distributor is in an enviable position. Through regular, face-to-face contact with home remodelers, he learns at first hand what products are preferred and why, whom he can safely extend long-term credit to, what services are expected of him and, often, what the next "hot" item is going to be. From the manufacturer, he picks up tips on new or improved materials products,

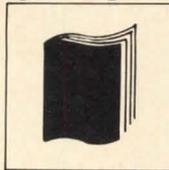
availabilities, and price or shipping schedule changes. The distributor is NHIC's "man in the middle," and from his viewpoint, happily so.



Lenders. No segment of the home improvement field benefits more from its NHIC membership than the financial community. Through their local chapters, lenders meet with contractors on a personal basis, discover those intangibles that can't be recorded in a P&L statement, and get a rounded, accurate "feel" for individual business acumen and stability. Such intimate information permits the lender, when called upon to do so, to recommend the right contractor for the right job, as a means of assuring a sound investment. Conversely, contractors can evaluate the lender for possible recommendation to the homeowner as a good source of financing.



Utilities. As the nation's gas and electric companies become more deeply involved in energy conservation, they become more deeply involved with their communities' home improvement contractors. Most utilities feel that while they have the responsibility of suggesting what the householder should do to make his home more energy efficient, the execution of those suggestions—insulating, door and window replacement, caulking, weatherstripping, etc.—is the province of the home improvement specialist. NHIC membership gives them a direct line to the most reliable home improvement people in the operating areas.



Publishers. The trade and consumer press has deep, long-standing ties with NHIC. Council membership keeps editors and publishers in constant touch with the industry's newsmakers and assures them of a constant flow of good feature material. On a more practical level, special sections, combining advertising and editorial content, are sponsored regularly by NHIC to announce new developments and promotions. And Council membership creates associations with major building industry advertisers, whose aggregate ad budgets run well into the tens of millions of dollars per year.

How about you?

The next decade promises to be one of unprecedented growth for the home improvement industry in general and NHIC in particular. If you're part of one, you owe it to yourself and your business to be part of the other. The advantages of NHIC membership, in terms of business contacts, education, political clout, reputation and industry cooperation, are being enjoyed, right now by many of your more successful colleagues. They're equally available to you. Your first step in acquiring them is to drop a line to us at the National Home Improvement Council, 11 East 44th Street, New York, N.Y. 10017, or call us at 212/867-0121. We'll get back to you by return mail with all the information you need.

Drop that line or make that call today. You'll be under no obligation except the advancement of your own interests.





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GE CONTRACT SALES REP
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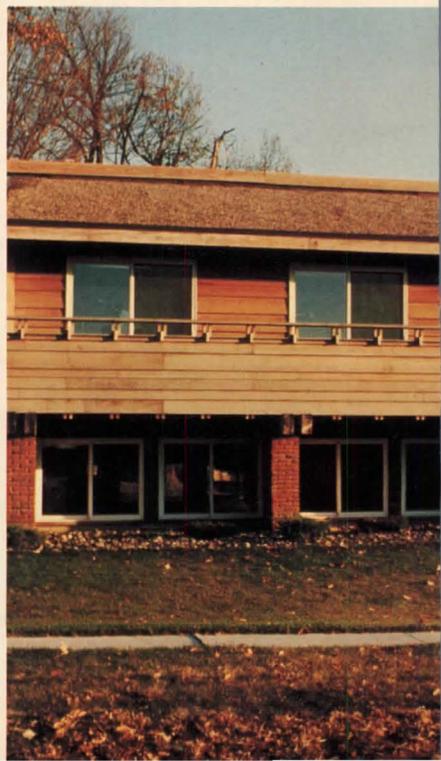
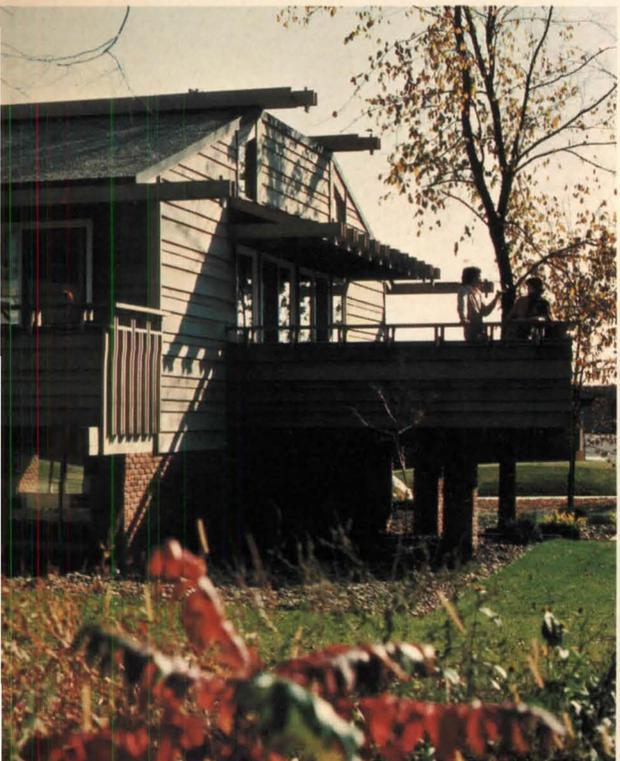
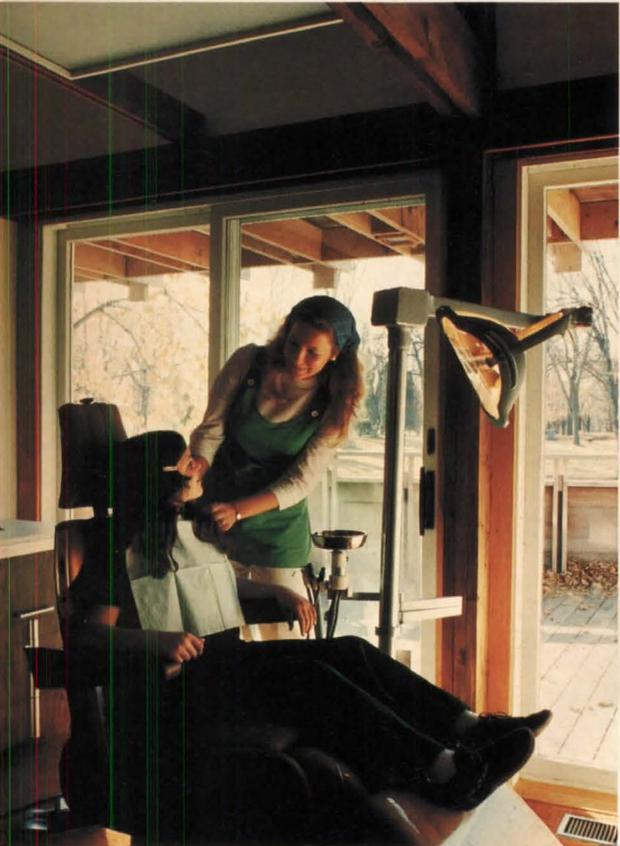
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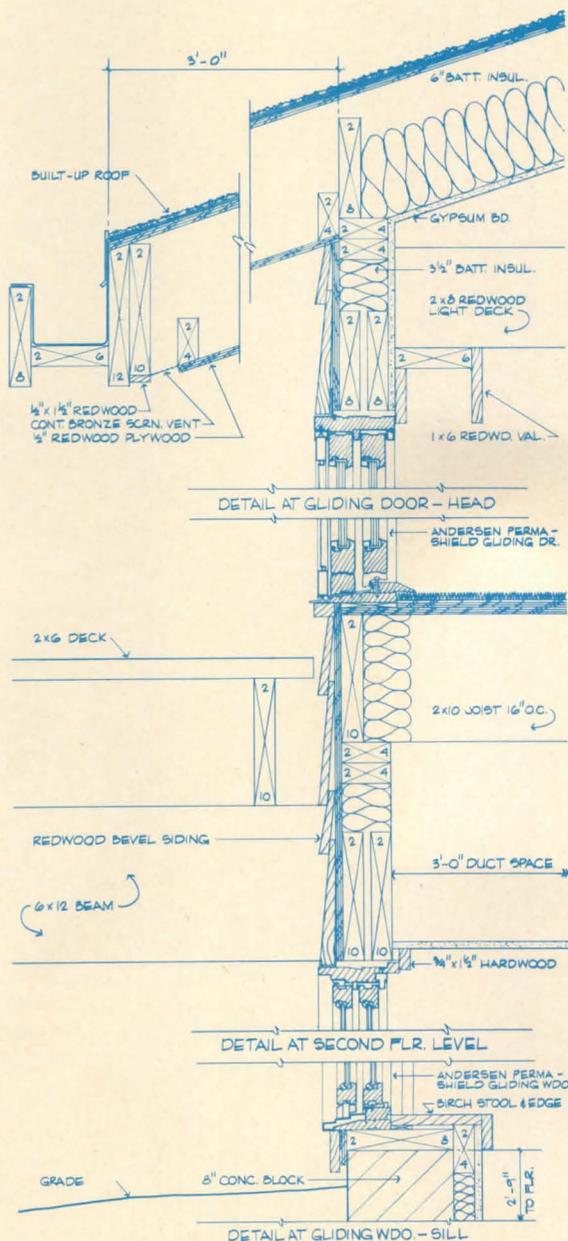
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Southill Square Office Building
 Stillwater, Minnesota
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Weathered Brown Pine Veneered Plywood 5/16"

If your customers would like the serenity of the New England countryside, show them this ad. They'll love the mellow, rustic feel of Georgia-Pacific's new Barnplank™ paneling. Knots, splits, and natural color contrasts in the Ponderosa pine face veneer give Barnplank paneling the character of authentic old barn

siding. Irregular-width grooves, spaced approximately 12" apart, also contribute to the board-like appearance. The feeling of great stone fences and charming, old New England barns is unmistakable. What's more, you can offer customers a choice of three subtle shades. Remodeling with barn board is very expensive, assuming you can find it. But Barnplank paneling is moderately priced. And you can find it—at a Georgia-Pacific Registered Dealer near you.

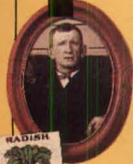
For many more decorating and remodeling ideas write today for our free "Remodeler Idea Kit."



Weathered White Weathered Grey



Georgia-Pacific
 Portland, Oregon 97204
 Circle 42 on reader service card





"GAF® TIMBERLINE® ASPHALT SHINGLES HELPED US SELL OUR ENTIRE 160-UNIT COMPLEX IN JUST 60 DAYS. EVEN BEFORE WE BUILT IT!"

Jerry Kramer, Builder/Developer
"The Admiralty," West Bay Shore, New York



"When we're building a luxury townhouse complex like 'The Admiralty,' it's important that we impress our prospects with a look of quality and elegance even before they set foot inside the model," says Jerry Kramer, and he continues:

"Because the unique design of the buildings shows a lot of roof, our choice of roofing was critical. That's why we used GAF® Timberline® asphalt shingles.

"They cost substantially more than standard grade shingles, but believe me, they're worth it. Their double thickness and random-butt design give our townhouses the rugged beauty our prospects were looking for. And Timberline's subtle wood-like tones blend beautifully with the wood-shake shingles on the sidewalls.

"But our buyers — who are spending \$60,000 to \$85,000 for these homes — want performance as well as looks. And Timberline shingles give them just that. Their heavy-duty asphalt construction assures many years of trouble-free service. They won't rot, split, crack or warp. And they'll stand up to almost any kind of weather.

"I don't think of GAF® Timberline® roofing in terms of the extra cost. I think of it as a solid investment that really paid off."



GAF Corporation
Building Products, Dept. RS77
140 West 51 Street
New York, New York 10020

- Please send me more information on Timberline® asphalt shingles.
 Please have a representative call.

Name _____

Firm _____

Address _____

City _____ State _____ Zip _____

GAF® **TIMBERLINE®**
ASPHALT SHINGLES

H118

Get the Professional Edge.

Contractors! Distributors! Manufacturers! Lenders! Publishers! Utilities! The Home Improvement Industry is a big industry consisting of 6 major segments—each with its own special insight and expertise; all with major influence as part of the successful team called Home Improvement.

Once a year, you as part of the Home Improvement Industry, have the opportunity to share knowledge, keep abreast of current and future industry trends, learn how the industry is coping with legislation and government involvement in your business, and enjoy some fun and relaxation at the Home Improvement Industry Expo-Convention.

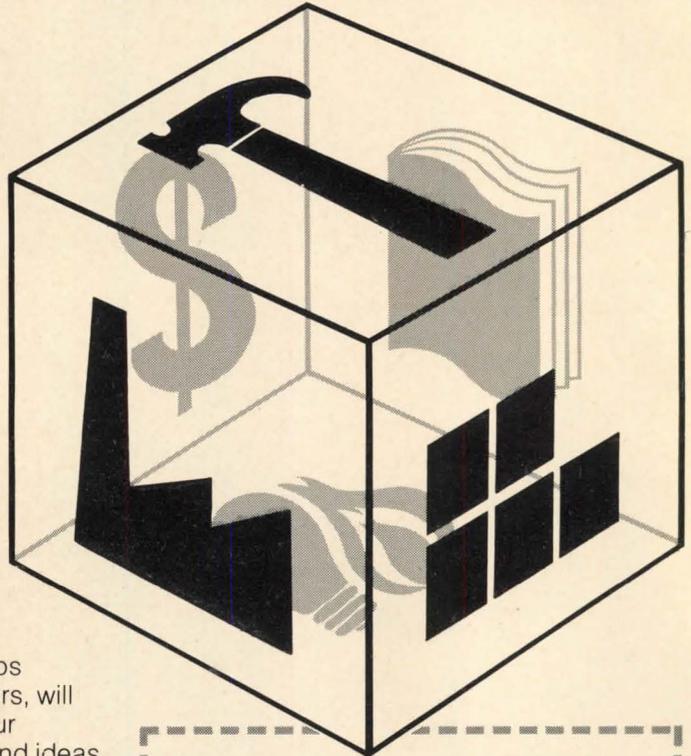
Three information-packed days of seminars, workshops and lectures featuring more than 60 outstanding speakers, will help you broaden your professional abilities, expand your business and increase your profits with the knowledge and ideas you will gain at Expo-Convention '79.

Because of the tremendous response over the years, the Expo-Convention has expanded to include, an Exposition of over 100 booths where you will see the newest in products and services.

Information— Ideas— Products— Services— it's all there at Expo-Convention '79. If you're a professional in the Home Improvement Industry, NHIC member or not, you owe it to yourself to attend.

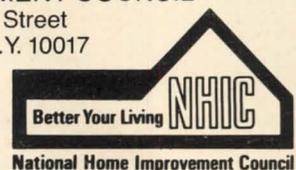
For more information and a registration form, fill out and mail the coupon to: National Home Improvement Council, 11 East 44th St., New York, N.Y. 10017 • 212-867-0121.

THE HOME IMPROVEMENT INDUSTRY **expo** convention '79
 FEBRUARY 8-9-10
 MARRIOTT HOTEL
 CHICAGO, ILLINOIS



NATIONAL HOME IMPROVEMENT COUNCIL
 11 East 44th Street
 New York, N.Y. 10017

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Please send PROFESSIONAL EDGE Registration forms and information today.

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 City _____
 State _____ Zip _____

NH8-170

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As title insurers, we understand the security, efficiency and expertise you demand for your clients.

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TIGOR TITLE INSURERS

We cover homes from sea to shining sea.



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Two housing execs killed in plane crash

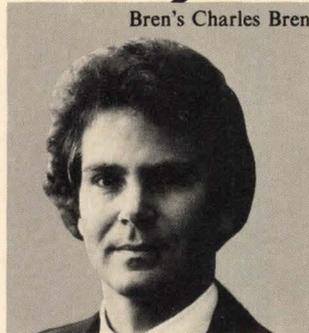


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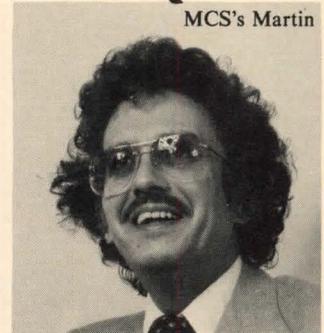
The worst domestic aircraft tragedy claimed the lives of two Californian housing executives on September 25.

Charles D. Bren, 34, vice president/marketing for the Donald L. Bren Co. in Los Angeles, and Andrew Martin, founder and president of MCS Development Inc. in San Diego, met death in the crash of a Pacific Southwest Airlines 727 (see photo above right). With 136 persons aboard, the PSA collided with a Cessna, carrying two, over the North Park sector of San Diego. The crash left 144 persons dead, including six killed on the ground.

Bren's career. Charles Bren, an 11-year veteran of the Donald L. Bren Co., was the brother of the homebuilder's president, Donald L. Bren. Charles had been director of marketing from January 1976 to April 1978, when he was named to the vice presidency. Charles had left his brother's



Bren's Charles Bren



MCS's Martin

company in April 1972 to serve as president of the Charles Bren Collaborative, a design and marketing firm, through 1974.

The Bren Co. itself, a residential builder, says it will complete about 1,500 units throughout California this year.

Martin's record. Andrew Martin, 45, founded MCS Development in 1976. In 1967, he had become general

manager of International Mortgage Co., a Kaufman and Broad subsidiary. For the next six years, prior to founding MCS, he was director of operations for Cemland Development Co., also in California.

Frank W. Rice Jr., a recent addition to the MCS executive roster, has been named as successor. The company's goal is to build 1,200 homes this year.

—MARY SARLO CRUZ

34 U.S. League

DEVELOPERS: The American Land Co. (New York City) elects **William D. Miller** as executive vice president and director. He had been a senior officer of the Anaconda Co. for the last 10 years.

Avco Community Developers, an Avco Corp. subsidiary in San Diego, names **Lorne L. Fonteyne** as vice president for corporate development. He was with the company from 1957 through 1976, when he launched the Foxfield Investment Corp.

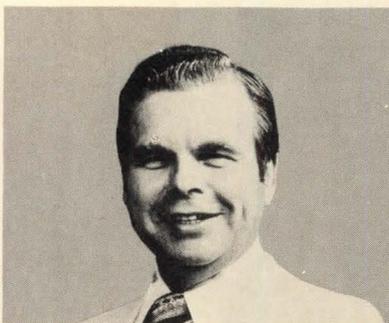
The Christiana Companies (Santa Monica) welcome **Gregory Seitz** to the new post of merchandising manager. He comes from the Pardee Construction Co., a division of Weyerhaeuser.

Jim Beam, who recently resigned as executive director of the Orange County Chapter of the Building Industry Association of Southern California, becomes president of Concordia Development Corp. (formerly R&L Development) of San Bernardino, Calif. He

joins his son, Craig, also a principal.

GOVERNMENT: Two HUD officials resign after a dispute over enforcement of anti-bias laws. **C.C. McGuire Jr.** leaves his post as assistant secretary in charge of the fair housing section. His top lieutenant, **Herman "Tex" Wilson**, also quits.

Garth Marston resigns as the Republican member of the Federal Home Loan Bank Board to become vice



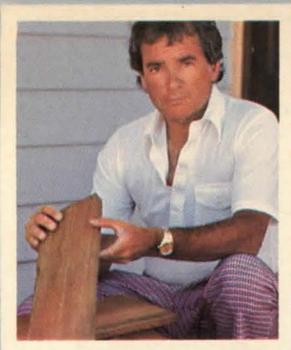
Christiana's Seitz
Named to new position

chairman of Boston's Provident Institution for Savings. He is expected to succeed **John S. Howe** as chief executive officer when Howe retires next March.

ASSOCIATIONS: The Home & Apartment Builders Assn. elects a new president for 1978-79. He is **Mike Mahaffey**, who served as vice president last year. He succeeds **Vernon Roberts**, who resigned.

The Executive Officers Council of the NAHB elects **Robert H. Rivinius** to its presidency. The council represents the officers of the 700 local and state builders' associations affiliated with NAHB. Rivinius is the executive vice president of the California Building Industry Assn. with headquarters in Sacramento.

DIED: **George Bliss**, 60, Chicago Tribune reporter who won the Pulitzer Prize in 1976 for uncovering the FHA scandals in his city, of self-inflicted gunshot wound on September 11.



“Our buyers won't consider anything but a red cedar roof—even to save money.”

John Woods, President,
Yale Properties.



HeatherRidge townhouses, Colorado. Builders: Yale Properties, Construction Division of Environmental Developers, Inc.

“We've found customer acceptance of red cedar is so great, we don't even question what product to use any more.

“In one of our communities, a research firm asked 140 buyers if they'd consider a composition roof instead of cedar shakes to save \$800 on the cost of their new home. The answer was unanimously 'no'.

“That's one reason we used red cedar shakes for this townhouse community in Denver. Another is quality. We want the homes we build today to look good for years to come, and we know we can count

on the long-lasting good looks of red cedar.

“It's one way to insure our status as a first rate builder!”

For information on “Product Choice & Application,” write us at Suite 275, 515-116th Avenue N.E., Bellevue, WA 98004. (In Canada: 1055 West Hastings Street, Vancouver, B.C. V6E 2H1).

These labels under the bandstick of red cedar shingle and shake bundles are your guarantee of Bureau-graded quality. Insist on them.



Insulative (“R”) values of roofing products shown below. Source: ASHRAE Handbook, and California Energy Design Manual.

Cedar Shakes (Heavy)	1.69
Cedar Shakes (Medium)	1.15
Cedar Shingles	.87
Built-Up Roofing, Slag	.78
Asphalt Shingles	.44
Built-Up Roofing, Smooth	.33
Asbestos Cement Shingles	.21
Slate	.05

Red Cedar Shingle & Handsplit Shake Bureau

Circle 47 on reader service card



Nature's tile with an Italian accent!

Florida Tile has applied the skills of Italian craftsmanship to an original blend of nature's own clays to create Natura. This classic ceramic tile offers your potential homeowners a fascinating variety of decorator colors, textures and fired glazes designed to enhance any floor or wall of the home. Natura is European in heritage, yet made in America, so it's competitively priced, with complete back-up inventory and prompt, on-schedule delivery assured to meet critical demands and construction dates. Return this coupon and we'll send you an actual tile sample, the name of our distributor near you, and details of our Builder Model Home Program. This attractive Program can add a gracious tile accent to the foyers of your model homes, and complements their charm, value and marketability to prospective homebuyers.

I'm interested in readily available, reasonably priced Italian style tile. Please send me an actual tile sample and literature on Natura. I would also be interested in the name of your distributor in my area and information on your Builder Model Home Program. (Offer expires December 31, 1978.)

Name

Company

Address

City State Zip

Telephone

Florida Tile
Sikes Corporation
Lakeland, FL 33802

H1178

Naturá

T.M.

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Circle 49 on reader service card

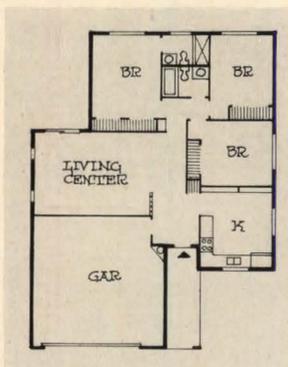
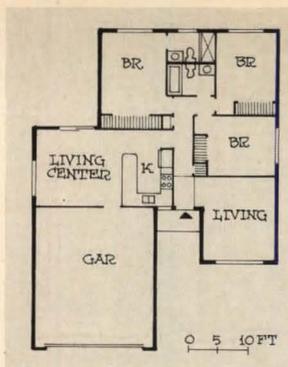


This plan was designed for empty nesters

But the market changed to young couples

How would you replan?

Here's how Beacon Homes solved problem



PHOTOS: GM PHOTOGRAPHY

Country kitchen (above) was substituted for original corridor kitchen (left) because young prospects wanted eat-in kitchen space for their children. New kitchen replaces formal living room in revised plan.

Beacon Homes had to replace the 1,222-sq.-ft. plan at left when the market for the detached house changed from empty nesters to young families. But the builder did not design a new model from scratch.

"We kept the basic layout, elevations and bedroom and bath arrangements," says Bob Fox, Beacon's marketing director. "But we tailored interior spaces to our new prospects."

Result: Seventeen sales since the redesigned house (plan below left) opened last summer at five Beacon projects in and around New Port Richey on Florida's west coast. And the \$35,740 price was \$1,000 more than for the model that was replaced.

Cost-saving. Beacon figures it saved about \$5,000 in design fees and rework costs by revising.

"We made changes in our own drafting department instead of going to an architect," says Fox. "And we got permits within 10 days. So the new home went on market in weeks instead of months."

Beacon interviewed prospects for six months to find out why sales of the original model had slipped badly. In addition to the market change, the company learned that two features of the old layout—a formal living room and a small, maintenance-free kitchen—had great appeal to empty nesters, but were considered useless by younger shoppers.

"New prospects told us that the living room was a waste of good space since the house already had a large living center," says Fox. "And they felt that the corridor kitchen was unusable for young families."

Design changes. In the revised plan, the living room has been replaced by an eat-in country kitchen and the living center has been expanded to accommodate more family-oriented activities. The door to the garage has been moved from the living center to the foyer because prospects felt the old location brought too much dirt into a carpeted area. And a bigger covered entry offers children more protection against the weather.

Why keep the arrangement of aligned bedrooms?

"Empty nesters liked it because they viewed the secondary bedrooms as an extension of the master suite," says Fox. "Young parents like it because they want to sleep close to their children."

—J.G.C.

NEW from Masonite Corporation

An embossed prefinished door facing that has the look of oak, the feel of oak, without the cost of oak.



OakCountry™

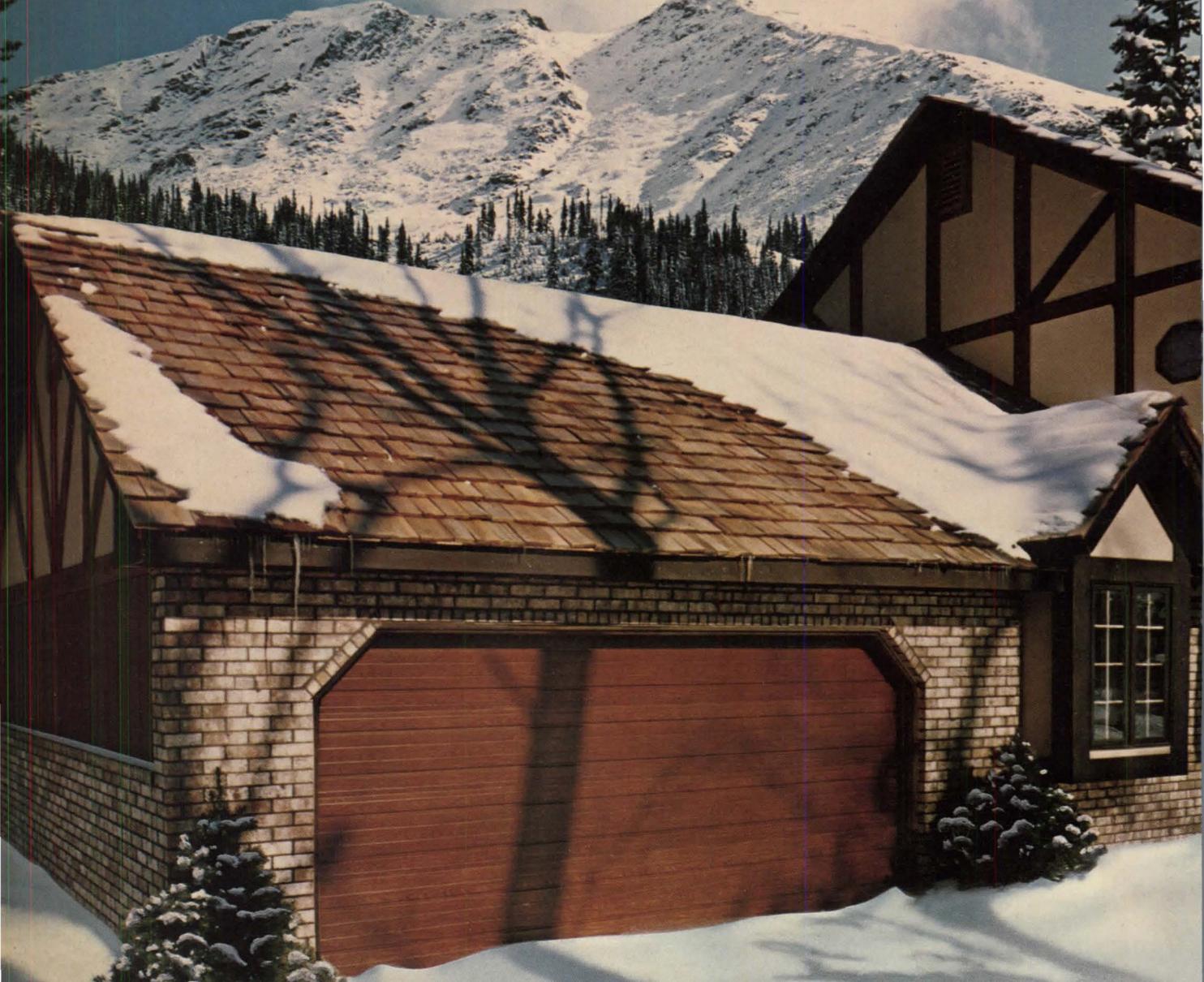
A sensationally faithful reproduction of flawless rotary-cut oak, OakCountry has to be seen to be believed. The deep-grained texture is embossed into durable hardboard, making OakCountry 50% denser than natural wood... structurally stronger... dimensionally more stable. Prefinished in light or dark tones on a mar-resistant surface, it won't crack, split, check or splinter. OakCountry will awaken your senses. Even the economic ones! Send for a free OakCountry sample and a list of door manufacturers using OakCountry door facings. Write, Masonite Corporation, Door Product Manager, 29 North Wacker Drive, Chicago, Illinois 60606.

Masonite is a registered trademark of Masonite Corporation.

*That's the beauty
of Masonite®*
BRAND



Timberline



New from the Raynor Forest... steel that looks like wood!

Timberline is Raynor's new sectional garage door that combines the beauty of wood with the strength, security and durability of steel. And because it's made of steel, Timberline won't rot, warp or shrink, ever. Plus, it's deep-ribbed design takes on an attractive wood-plank appearance.

Timberline features a rich wood-grain, baked-on enamel finish offered in both one and two-car sizes. Insulation and other weather-protection materials are



RAYNOR
GARAGE DOORS

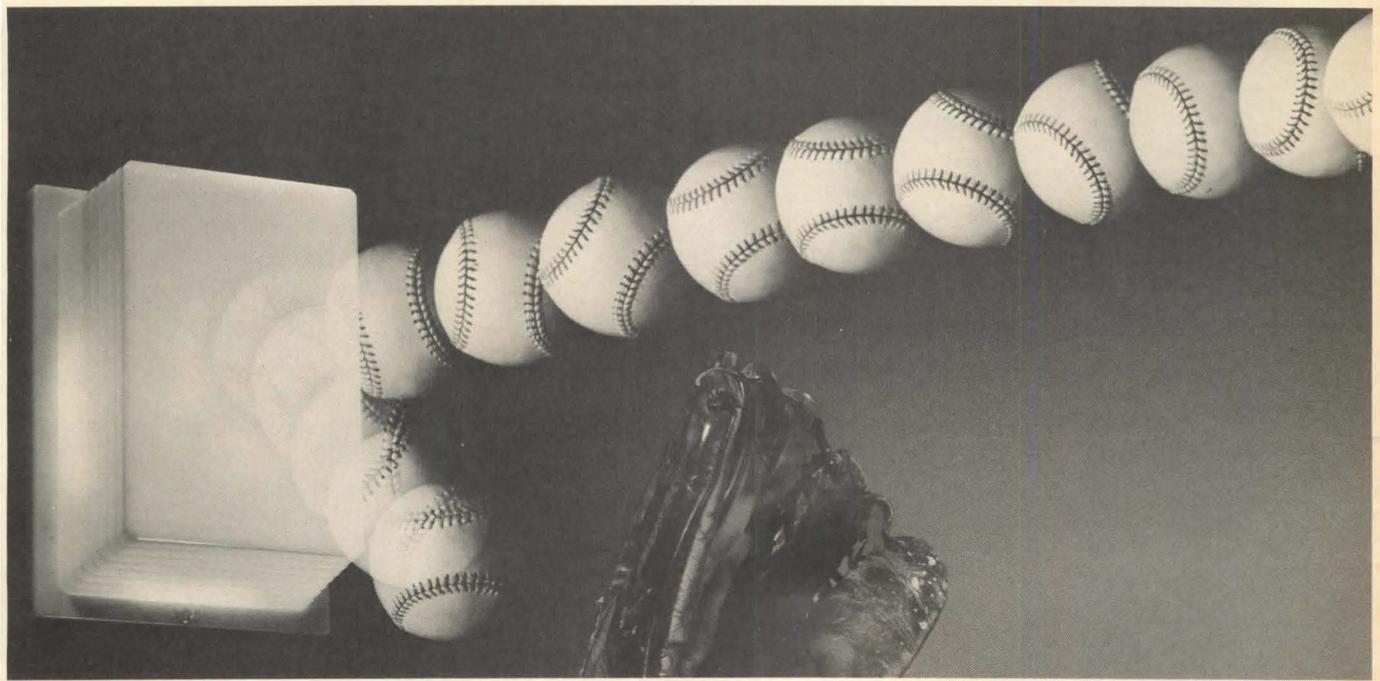


also available for colder climates.

Next time you're selecting a garage door, be sure to ask for the Raynor Timberline. The one door that offers the best of two worlds.

For complete information on the new, beautiful steel Timberline sectional garage door, call your local factory-trained Raynor distributor/installer. You'll find him in the Yellow Pages under "Doors." Or write Raynor Manufacturing Company, Dixon, IL 61021.

Progress non-destructibles:



an un-smashing success.

The new line of Progress non-destructible lights can take anything. Even the most punishing abuse. Try them. Fight dirty. Throw rocks. Baseballs. Smack them with a ladder. They're Lexan[®], they can take it. And Progress puts them together with Allenhead screws to prevent tampering, too. Whether you want fluorescents or incandescents, Progress has the non-destructible commercial fixtures that can hack the tough jobs. Progress also has emergency exit lights. Extruded cylinders and squares. Track lighting systems. Specification grade recessed. And more. And you'll see them all in the new 96-page Progress Commercial Lighting catalog. Send in the coupon and we'll get a copy to you.

®Lexan is a registered TM of General Electric Company.



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Box 12701, Philadelphia, PA 19134

I want a free Progress commercial catalog!

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Company _____

Street Address _____

City _____ State _____ Zip _____

progress[®]lighting

Subsidiary of Walter Kidde & Company, Inc.
KIDDE



Circus frees prospects of their kids...

Georgetown* had no ordinary opening.

Prospects arrived at the 160-unit townhouse project in suburban Carol Stream, Ill., to find a circus complete with animals, clowns, tents and free refreshments.

"We knew our three and four-bedroom units would attract families with young children," says Ray Smith Jr., president of the Chicago division of Kaufman and Broad Homes, the builders. "So we catered the opening to young interests."

The clowns directed traffic to the sales trailer and entertained children. A petting zoo stocked with ponies, goats, ducks and lambs kept youngsters occupied while their parents shopped. And to emphasize how sales were going, a ship's bell was clanged each time a sale was recorded.

The builders spent \$12,000 to stage the promotion and "it was money well spent," says Smith. The result: 35 sales during the two-day June weekend and 100 more in the next month. (Prices range from \$51,990 to \$57,990.)



... and lawn contest sells new look

M.J. Brock & Sons had sold almost 200 houses in less than a year at Larchmont Chardonnay, its 660-unit detached-house project north of Sacramento. But many owners had not gotten around to landscaping their \$30,950-to-\$39,950 homes.

"Prospects pass by these houses to get to our sales center," says senior vice president Carroll E. Brock. "So

we were anxious to make the street-scapes look as appealing as possible."

The builders staged a lawn beautification contest and got more than 100 owners to compete for nearly \$6,000 in prize money. Entries were judged in two categories.

"Everyone really won, however," says Brock. "The owners have better-looking lawns. And we've enhanced the prospects' image of our project."

—J.G.C.

*The "e" was added to the project's name after the signs were created.

NAHM rallies to polish image

Over three decades after the fact, prefabbers are still trying to shake off the image of slap-together housing put up as temporary shelter during and immediately following World War II. At their 36th annual meeting, held Sept. 24-27 in the Hyatt Regency, Washington, D.C., members of the National Association of Home Manufacturers talked from the podium and informally about reversing public attitudes toward prefabs.

Their concern was underscored by *Better Homes & Gardens* research last winter which revealed that 70% of homeowner respondents believed "conventional site-built houses are better built than manufactured houses."

"We're going to concentrate during my administration," said incoming NAHM president T.W. Cahow, "on making 'manufactured housing' synonymous with quality for consumers." Cahow, president of Continental Homes of New England, Nashua, N.H., said the association's promotional plans included:

- Holding its second annual Manufactured Housing Week, April 22-29, 1979.

- Distributing NAHM ad mats and emblems to members, and through members, to dealers. Special mats are being prepared for the week-long promotion next April.

- Preparing press releases and placing stories favorable to prefabs. One such story is tentatively scheduled for the April, 1979 issue of *Better Homes & Gardens*.

- Arm-twisting members to place more industry-related advertising.

Citing confusion with the mobile home group name (Manufactured Housing Institute), some NAHM members pressed for a change in the promotional label of Manufactured Housing Week. Cahow said, "We're not going to change. We're going to grab the words 'manufactured housing' and make them work for us."

Admitting that communication between NAHM and MHI was limited, both Cahow and outgoing NAHM president Walter E. Ekblaw agreed that an alliance between the two groups was worthwhile and conceivable within the

Beautiful Valley/Valley IITM Faucets Are Money-Making, Problem-Solvers For You, Mr. Builder.

The built-in quality in this washerless faucet line is undisputed. No other faucets on the market are quite like Valley Single Control and Valley II Two Handle Washerless Faucets when it comes to pleasing your customers. Reduced plumbing complaints. Fewer leaks.

Fewer drips. Fewer call-backs. If you prefer happy owners and profits to problems, insist on the installation of Valley and Valley II Washerless Faucets.

U.S. BRASS
Wallace Murray Corporation
901 Tenth Street
Plano, Texas 75074.



Valley[®] Single Control
Washerless Faucets.



Valley II[™] Two Handle
Washerless Faucets.



Valley's new . . . Antique Brass Finish Single Control and Two Handle Washerless Faucets. Beautiful. Distinctive. And crafted in the Valley tradition.

U.S. BRASS

Wallace Murray

Sources for solar energy answers

Will solar heating pay off in your area?

How many square feet of solar collectors make economic sense for your next model home?

Answers to these and similar questions about solar energy are available now from many computer-based sources. The data concerns flat-plate solar collector systems, the most common in use at present. Here are the major sources:

•**The Department of Energy (DOE).** SOLCOST, DOE's program, offers a computer print-out on sizing a solar system—liquid or air—the payback period and rate of return on investment. A SOLCOST report can also provide heat-load calculations and a performance comparison between two or more brands of collectors, or between two identical model homes with the same solar system, located in different geographical areas.

SOLCOST fee for a single solar analysis is \$35, and \$10 for each additional report based on the same information with input substitutions in one category. A heat-load calculation costs \$35, or \$50 for heat load and solar analysis.

A completed SOLCOST form describing the structure and local conditions must accompany payment. Forms are available free, as are three handbooks detailing the program: "The SOLCOST Space Heating Handbook" (latest in the series); "An Introduction to SOLCOST"; "The SOLCOST

Hot Water Handbook." Write for any or all to: International Business Services Inc., Solar Group, 1010 Vermont Ave., NW, Suite 1010, Washington, D.C. 20005.

Constantly updated SOLCOST information is plugged into three of the largest computer networks in the U.S. Anyone can tie into a network using information from a SOLCOST form, and gain answers directly at \$10 to \$12 a run. However, computer terminal rental runs from \$125 to \$175. The three networks are Central Data Corp. (Cybernet, Cybernet of Canada), GEIS (General Electric Information Service) and Boeing Computer Systems. Contact International Business Services in Washington for instructions.

•**NAHB.** As a service only to members at \$12 a run, NAHB offers a Solar Hot Water Heating Analysis. What builders receive for their money is:

1. Comparison of the model house with a solar domestic hot water system and a non-solar house of the same design, plus potential tax savings for the homebuyer.

2. A graph showing cumulative savings expected for the system in its area.

3. A report on payback as it relates to down payment and total payment.

To get analysis forms, write the Technical Services Dept., NAHB, 15th & M Sts., Washington, D.C. 20005.

What about solar space heating? "If there's enough demand, we can set up a space heating analysis program in a very short time," says technical services director Don Carr.

•**HUD.** The HUD Residential Solar Viability Program (RSVP) is not a solar economic analysis service, but a source

of data to set up a separate program. The cost is \$175 for which one receives:

1. A computer tape containing data used to assess solar performance in economic terms.

2. A user's manual with instructions for operating the RSVP program.

3. A programmer's manual containing a program listing, plus a discussion of the equations used in the computer model.

To order a package, refer to the HUD Residential Solar Economic Performance Model: Program Deck, #PB 273592. Send letter and check to National Technical Information Service, 5285 Port Royal Rd., Springfield, Va. 22161.

If you have questions about the program, write The National Solar Heating & Cooling Information Center, P.O. Box 1607, Rockville, Md. 20850—Attention: RSVP.

•**Private sources.** A number of major producers of solar equipment offer a solar economic analysis based on the equipment they make.

Finally, here are three independent firms:

1. Daniel Enterprises, Inc., P.O. Box 2730, La Habra, Calif. 90631. This firm offers a life-cycle economic analysis of a solar energy system: \$12 for the first computer print-out; \$3 for an analysis of the same material.

And two firms offer a solar economic analysis of large commercial and industrial buildings. They are:

2. Manyam & Associates Inc., 2027 Corunna Rd., Flint, Mich. 48503.

3. Travis Braun & Associates Inc., 4140 Office Pkwy., Dallas, Tex. 75204.

—JOHN H. INGERSOLL

54 prefabbers

next decade. Ekblaw, president of Scholz Homes, Toledo, Ohio, said: "After all, a number of mobile makers are now producing modulars (meeting code for permanent foundations), although I don't know of any modular companies making mobiles. But in the future, these two industries will move much closer together. It is the mobile/modular that's going to fill low-cost housing needs."

Share of market for all manufac-

tured housing (not (including mobiles) is expected to be 17% in 1978, up 4% from 1977. Reflecting optimism for the future, NAHM president Cahow sounded the rallying cry at the end of his acceptance speech, "If we all pull together, we can beat the stick builder."

Other officers elected at the meeting included O.A. Oliver, chairman, Mod-U-Kraf Homes, Rocky Mount, Va., first vice president; Rudy A. Brown,

general manager, eastern operations, manufactured housing division, Boise Cascade Corp., Atlanta, Ga., second vice president; Robert Wade, vice president, Intermountain Precision-Bilt Homes, Ogden, Utah, secretary; and A. Jack Nickert, general manager-homes, Pease Co., Hamilton, Ohio, treasurer. John Kupferer, 17 years with the staff of NAHM, was recently appointed executive vice president.

—J.I.

Jenn-Air introduces the designer range. It brings fresh new variety into the look of your kitchens.

If you want to make design news in your kitchens, consider this big new six-element countertop, with dramatic black glass ceramic cooking cartridges and the famous Jenn-Air Cooktop Grill.

It's also available with interchangeable white glass ceramic cooking cartridges or conventional elements.

Or your customers may want to add the convertible spit roaster, griddle, shish-kebabber or deep fryer. All "plug-in" in seconds. And, of course, the Jenn-Air Grill-Range is hoodless!

**It goes anywhere you
and your customers
want it to go.**

Because there's no hood, the Jenn-Air Grill-Range goes anywhere you want it to. Along

inside or outside walls. On a peninsula. On an island to give kitchens a wide-open feeling.

Smoke and odors from all surface elements are "breathed" into the rangetop, exhausted directly outdoors.

Ovens galore!

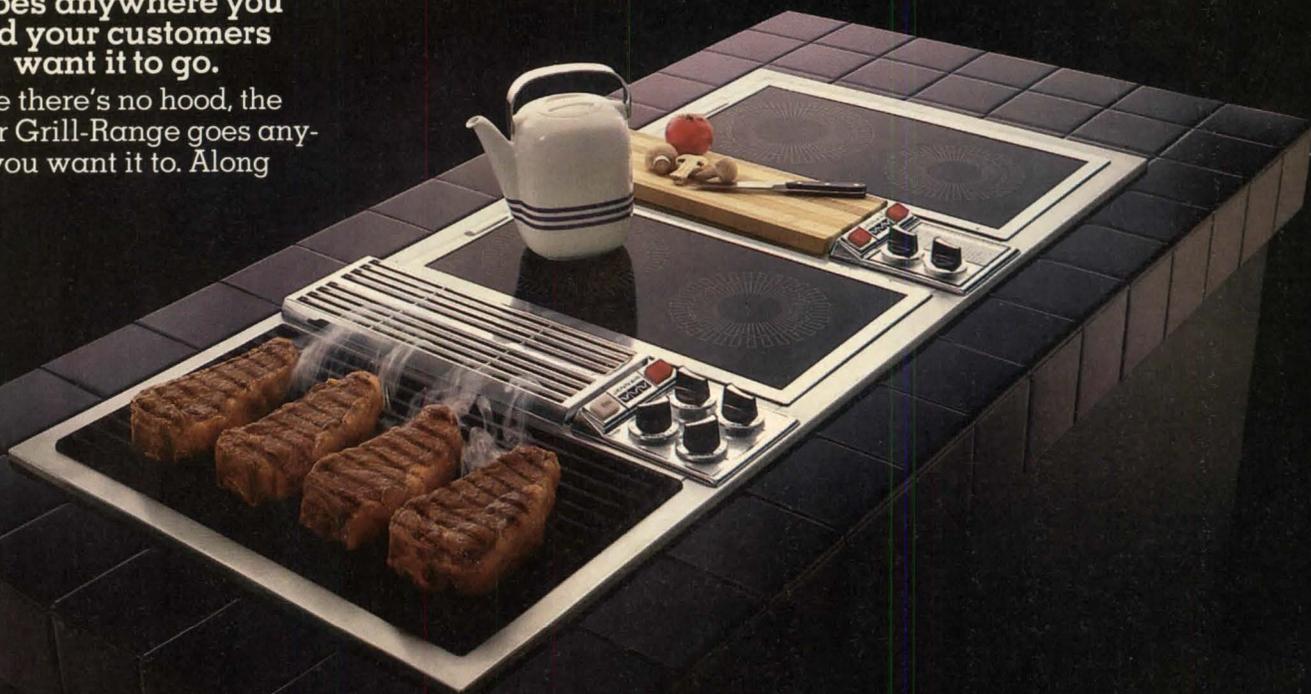
Your customers can choose from a variety of oven installa-

tions, too, including pyrolytic self cleaning, convection ovens, and microwave ovens used singly or double stacked.

For more information on the whole line of built-in, drop-in, free-standing Jenn-Air ranges, call your Jenn-Air distributor or write Jenn-Air Corporation, 3035 Shadeland Avenue, Indianapolis, Indiana 46226

The Jenn-Air Grill-Range.

☑☑☑[®]A Magnificent Cooking Instrument





Selling to people who already



Housing for the equity rich— an ultra special product aimed at discretionary buyers—is what this and the next six pages are about.

Specifically, you'll learn how one developer markets high-priced attached units to people already at or near the top of the housing ladder.

In this case the people are move-ups and move-downs living in prestigious Newport Beach, Calif. Typically, they feel their present luxury homes have just about everything they need. So even though most of them have between \$150,000 and \$200,000 of equity in those homes, it takes strong design and sales programs to get them to move.

Harbor Ridge, being built on the last undeveloped hillside at Newport Beach, seems to meet that requirement: 60 families bought out the project's first phase of townhouses and duplexes. And 2,500 people are listed as prospects for the second phase, which developer Irvine Pacific plans to open this month at prices averaging \$400,000 to \$590,000. (Phase 1 opened last June at prices averaging \$212,500 to \$397,000; but they were raised as sales took off.)

Lest those prices seem out of line, it's worth noting that Newport Beach

is a special area where market peculiarities have inflated the prices of both new and used homes much faster than in most other places. But inflation is creating a new, untapped market for luxury housing in many areas. That's why Harbor Ridge is worth studying; the features that work so well there should do equally well with similar equity-rich buyers no matter where they live.

The key idea is to avoid any semblance of tract-house feeling.

So in designing the units, the architectural firm of Corbin/Yamafuji & Partners made sure that each of the four townhouse and five duplex plans had a one-of-a-kind aura. Part of that feeling comes from a great diversity in floor plans (you can get a sampling from the townhouse plans shown on pages 64 and 65).

But it's the special treatment of entry courts, outdoor living areas and interior architectural detailing that's primarily responsible for giving the units their individuality—as you'll see on pages 60 to 62.

Irvine Pacific also planned its total marketing activities along the lines of a custom-home sales program. You'll learn how on page 63.

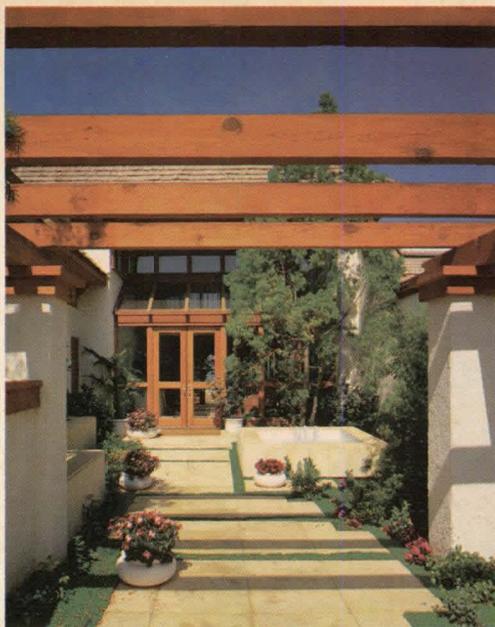
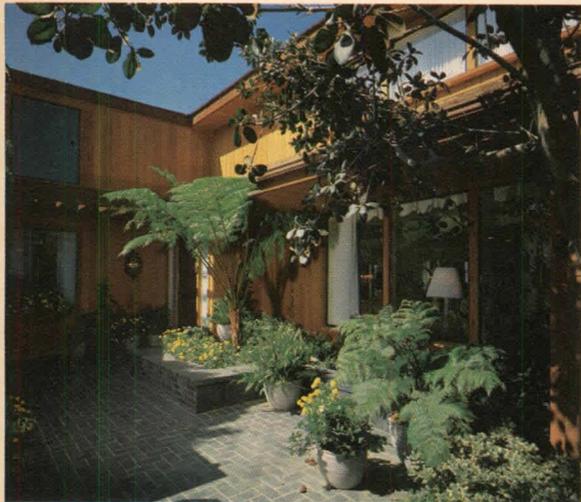
—JUNE R. VOLLMAN

Subdued elegance is emphasized at each townhouse approach by a curved walkway, decorative walls and a wood gate (*left*). Beyond the gate, prospects get their first glimpse of the lavishly landscaped entry court (*right*), which is partially shaded with latticework and decorated with a fountain and hanging baskets of plants. Another view of this court appears on the cover.

have it all

PHOTOS: JULIUS SHULMAN

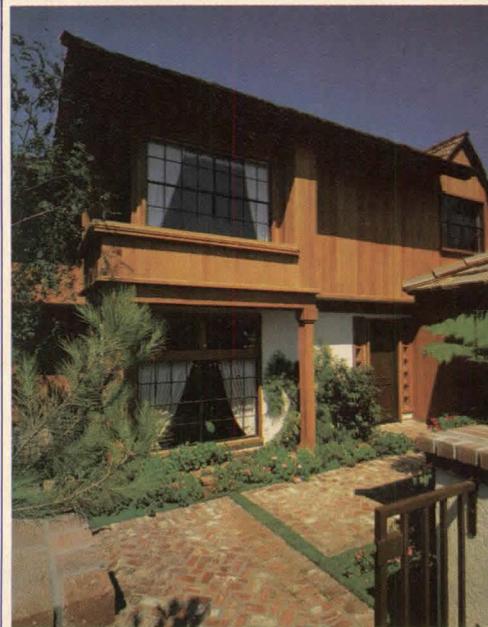




Deep-set courtyards, like those at left and below left, lead up to duplex units. Prospects must walk through all courtyards twice—when entering and leaving the models. “We pull them out to the main street each time so they’ll notice how much private outdoor space there is,” Mrs. Dickey says. The effect, she adds, is like walking in and out of detached houses, and most people can’t believe they’re entering duplexes.



PHOTOS: JULIUS SHULMAN



Townhouse courtyard (above) is paved with old brick—one of the special materials used to further the one-of-a-kind look. Custom entry doors also are used throughout Harbor Ridge. “We put money in the courtyards and front doors,” Mrs. Dickey says. “That says ‘quality’ to the prospect.”

Entry courts are impressive, imaginative, individualized—and they’re merchandised to the hilt to promote a one-of-a-kind look. For example, paving in each is a different material and flower colors match the interior color scheme of each model.

“We wanted the first impression to

be, ‘This is something different, something special and, most importantly, something better than what I have now,’” says Rita Dickey, director of sales and merchandising.

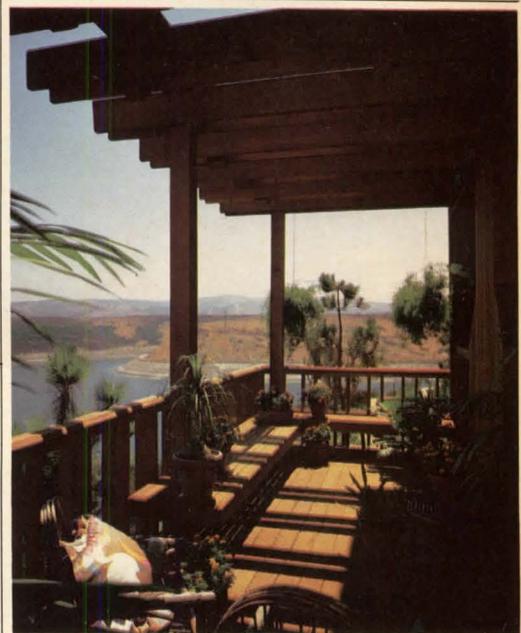
Harbor Ridge also needed an established look, for most prospects’ homes have mature landscaping that fosters a

feeling of stability.

“We didn’t want anyone to feel he’d be losing a thing by moving,” Mrs. Dickey says. “So we simulated the mature look with lush, potted plants. That’s less expensive than putting in mature trees and bushes.” Landscape architect: Peridian Group.



Greenhouse-like seclusion is the hallmark of the two retreats shown above. A master-suite patio (*above left*) is enclosed with operable windows and roofed with opaque glass fiber and latticework. The roofing, seen in the foreground of the photo at left, secludes the patio from the unit above while still admitting light. Above right, a patio off the family room is treated like a potting shed, a design device that enhances the privacy in a duplex unit.



View-oriented townhouse retreats (*above and right*) are sheltered in a variety of ways—with geometrically shaped walls, as shown above, and with latticework, as at right. The built-in seating at right is worth noting. It makes the narrow deck seem more spacious, thus ample for entertaining.

Outdoor retreats are sequestered, sheltered, secure—and that's essential for the market buying at Harbor Ridge, Mrs. Dickey says. "Like most southern Californians, our buyers are outdoor oriented. Even when they're in their homes, they like to look outside at every opportunity."

But they're also people who have a lot of business and social responsibilities, she adds. And when they can snatch a few quiet moments at home, they don't want to be in full view of the neighbors. "They insist on at least one private outdoor place where they can relax

with their partners—a spot where they'll feel that 'even though we're outside, we're safe and secure in our own home.'" So, as the accompanying photos show, each of the outdoor living areas at Harbor Ridge is designed to be fully secluded from adjoining units.



Pop-out niche in townhouse master suite (*far left*) simulates a bay-window design and creates a cozy conversation corner.

Curved wall (*left*) visually increases the space in a townhouse, and it also draws the eye to a dramatic, skylit staircase. Even though a curved brick wall is expensive to build, it's essential here. Plain drywall would lessen the impact.

Glass-walled duplex entry (*below*) allows people to look through the entire unit as they approach the door. "This plan is for people who want their friends to know they've got the best," Mrs. Dickey says.

PHOTOS: JULIUS SHULMAN



Skylit conversation pit (*left*) is designed to overcome a possible marketing problem. It's in a one-level townhouse that's partially tucked under another unit. That could be perceived as a stigma by people buying in this price range. So the architect pushed the open part up high, paneled it to call attention to the height and added skylights to remind people that the entire unit isn't tucked under.

Architectural detailing is creative, contemporary, custom-like—and it provides the most distinctive difference between Harbor Ridge units and homes buyers are leaving.

"Our analysis of older Newport Beach housing showed that most owners have tried to individualize their

units with built-in bars, bookshelves and other fine-wrought cabinetry," Mrs. Dickey says.

"So we emphasize custom-like architecture to show that we understand how they like to live."

As the accompanying photos indicate, the one-of-a-kind feeling is simu-

lated everywhere—in entrances, master suites and major living spaces.

"It pleases prospects to see a pop-out here, fine carpentry there," Mrs. Dickey explains. "Those little surprises tell them they're looking at something special. And when they move in, it tells their friends that they've arrived."

Our customers get red-carpet treatment...

... says Rita Dickey, director of sales and marketing for Irvine Pacific. She's talking about the philosophy behind Harbor Ridge's custom-home-like merchandising program. Everything from promotional activities to the way sales offices are designed is aimed at making each customer feel like a VIP.

A project like Harbor Ridge calls for custom-like merchandising because discretionary buyers would be turned off by anything but a high-toned sales approach, Mrs. Dickey says.

Here are some of the ways Irvine Pacific appeals to that market.

Bank-like sales offices. There are two sales facilities—one (shown below) for townhouses, known as Harbor Ridge Crest; the other for duplexes, known as Harbor Ridge Estates. Built with fine carpentry work and featuring

rich-looking decor, they have the aura of stately old banks or brokerage offices.

The duplex sales office is set up to orient customers to the total community; so every visitor is directed there first. This office also is used to merchandise the project's custom lots. There are 99 of them, priced from \$200,000 for a 4,000-sq.-ft. non-view location to \$600,000 for one-third of an acre with a view.

Custom-lot prospects receive super red-carpet treatment—in a separate area that's roped off with a gold chain. "That tells those customers we're aware they need strict privacy for their negotiations," Mrs. Dickey says.

Interestingly, the custom-lot program may be helping the attached unit sales. As one purchaser told HOUSING: "With custom-lot buyers spending up to

TO PAGE 93

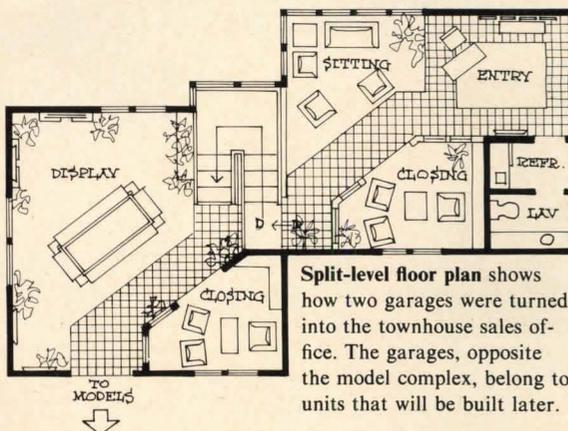


Sales Director Rita Dickey

PHOTOS: JULIUS SHULMAN



Luxurious sales office for merchandising Harbor Ridge's townhouses is planned so casual lookers can be separated from serious prospects. All visitors are pre-qualified by hostesses stationed on the top level (photo right). Hot prospects are conducted to the lower level (photo below) where salespeople explain the topo table and other project data.



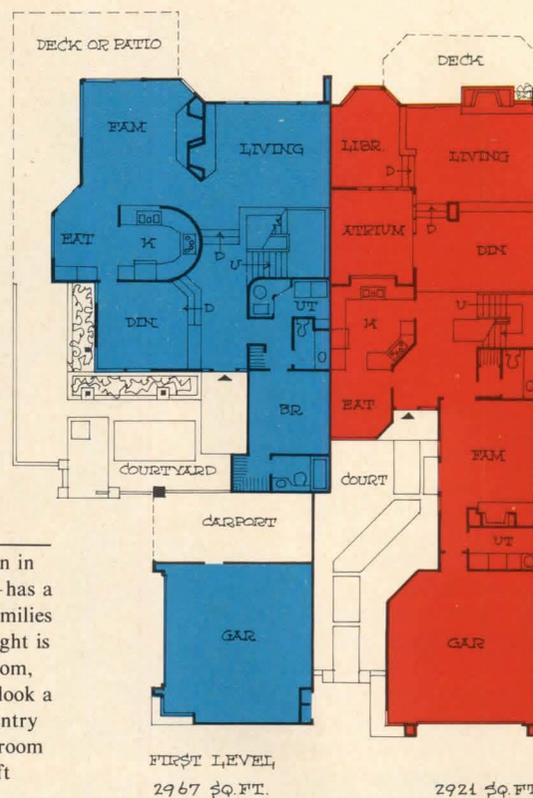
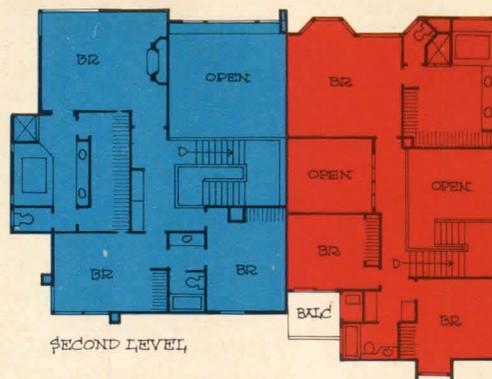
Split-level floor plan shows how two garages were turned into the townhouse sales office. The garages, opposite the model complex, belong to units that will be built later.



Entry impact, supplied by a curved wall and volume space, helps sell the plan at right to the luxury family. (The entry and living room are shown in the top right photo on page 62.) The plan also includes the formal dining room and master suite this market demands. There's also a fourth, secluded bedroom. It can be used as a guest room by an older child or as servant's quarters. This plan's deeply recessed entry court is shown in the lower right photo on page 60.



Private master suite—it's shown in the top left photo on page 62—has a lot of appeal for move-down families for whom the plan at second right is designed. The formal dining room, kitchen and raised library overlook a two-story atrium, which adds entry impact to the plan. The living-room deck is shown in the bottom left photo on page 61.



Floor plans are diverse, dramatic, distinctive—and fine-tuned to the exacting requirements of a broad range of discretionary buyers.

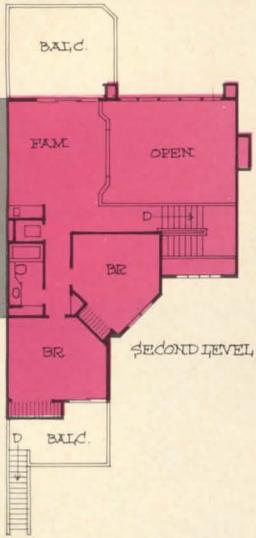
The market analysis that produced the plans included a study that zeroed in on the amount of space and type of layouts that would entice already satis-

fied homeowners into a new product. So a great deal of time was spent in studying how Newport Beach residents used their present homes.

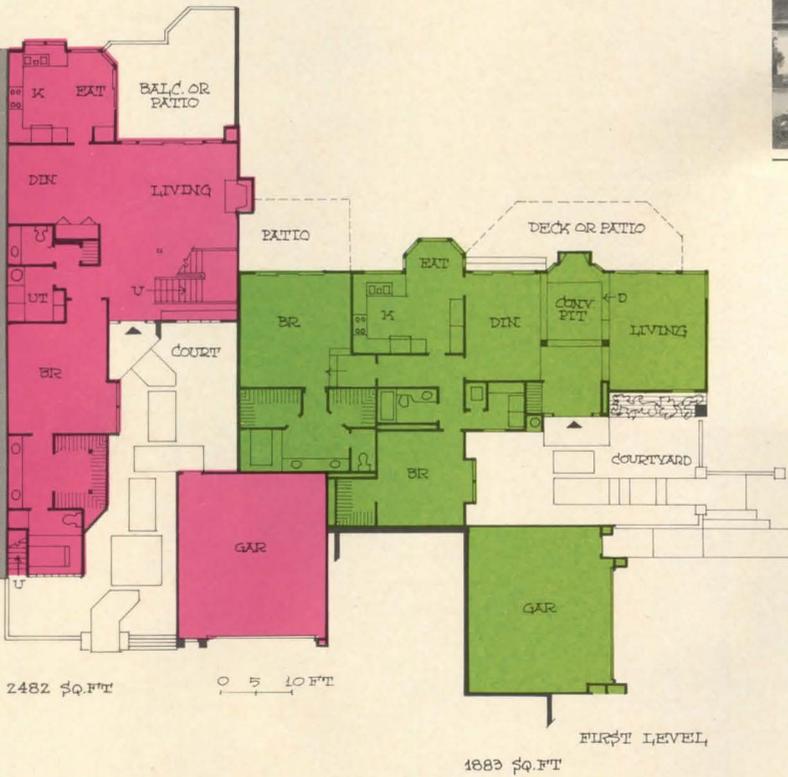
Following, by sub-market, is some of the data Irvine Pacific used to formulate the unit design. And above are the project's townhouse plans.

For empty nesters: informal two-bedroom (or two-plus-den) unit; well-appointed kitchen-nook; living-dining combination; small outdoor space.

For young marrieds: entry-living-dining area with impact; impressive master suite; guest accommodations; small private outdoor space; efficient,



Formal-household plan (left) is another layout designed for move-downs. The master suite and secondary bedrooms are on different levels. So are the areas for formal and informal entertaining and the large, rear, outdoor retreats, which are shown in the lower left photo on page 61. Although not indicated in the drawing, this plan is designed to perch atop part of the one-story plan shown below.



Empty-nester plan (left) is also finding favor with young singles—a market that has blossomed since Harbor Ridge was planned. One of the plan's most desirable features, the impressive master suite and private balcony, is shown in the top left photo on page 61. The dramatic conversation pit is shown in the bottom left photo on page 62.

well-appointed kitchen with eating nook; den preferred over family room.

For family move-downs: three-bedroom formal unit, with most rooms as big as those in the present home; smaller family room or den; one secondary bedroom to be used as an office, the other (oversize) separated

from high-impact master suite; kitchen with eating space; design emphasis on entry-living-dining area.

For luxury families: dramatic volume entry opening to a major living area; expanses of glass, dramatic fireplace and/or other enrichment features; spacious kitchen; formal dining

room and master suite.

Minimum space for childless luxury families: two bedrooms and den plus family room or library. For luxury families with four or more children: four or five bedrooms, a large family room open to the kitchen and, if possible, a large yard.

PRACTICAL BATHS THAT

B

Design ideas

GEORGE SZANIK



SELL WITH STYLE

Bathrooms that blend hard-headed planning with eye-catching design—we show them below and on the next eight pages.

Practical planning shows up in the way bath size and location are matched to buyers' needs.

Design flair is evidenced in skylights, mirrors and greenhouse windows that render the baths more visually exciting and easier to merchandise.

You'll see examples of exciting, yet practical, baths ranging from the compact to the elaborate. And they're all from production housing.

—BARBARA BEHRENS GERS

Planning ideas

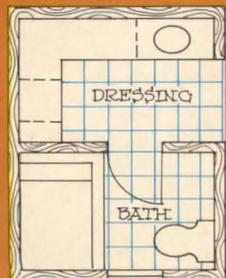
Mirrors open up the small bath pictured at left.

"The dressing area measures only 5'6" x 8'3" but it doesn't feel confining," says Scott Woodward, vice president/sales and marketing for The Woodward Companies, Newport Beach, Calif. "And putting in mirrors from backsplash to ceiling was not extremely expensive."

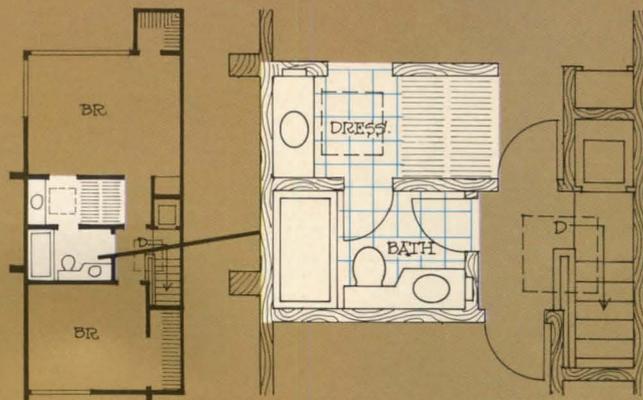
Note, too, that there's only one lavatory.

"As long as there are two work stations, we've found we need provide only one lav in this price range [\$87,990]," says Woodward. "That's a money-saver, too."

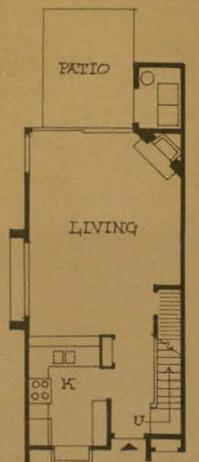
The bath is in a 1,761-sq.-ft. detached house at Corona La Costa, San Diego, Calif. Architect for floor plans: Newton S. Leichter Associates, Los Angeles. Interior: Carole Eichen Interiors, Fullerton, Calif.



For more design ideas, turn to page 72.



UPPER LEVEL



LOWER LEVEL
0 5 10 FT

Limiting a unit to one bath doesn't have to mean sacrificing sales appeal.

For example, the 5' x 9' bath shown above can be entered from the master bedroom, so privacy's not threatened. Even more important is the dressing area.

"Our buyers [young couples] want two lavatories," says Mike Engle, vice president/marketing for builder C. Robert Langslet & Sons, Long Beach, Calif., "so we put the second one in a separate dressing area glamorized with a skylight and mirrored closet doors. And the dressing area expands the usability of the bath enough so that we felt comfortable without offering a powder room downstairs."

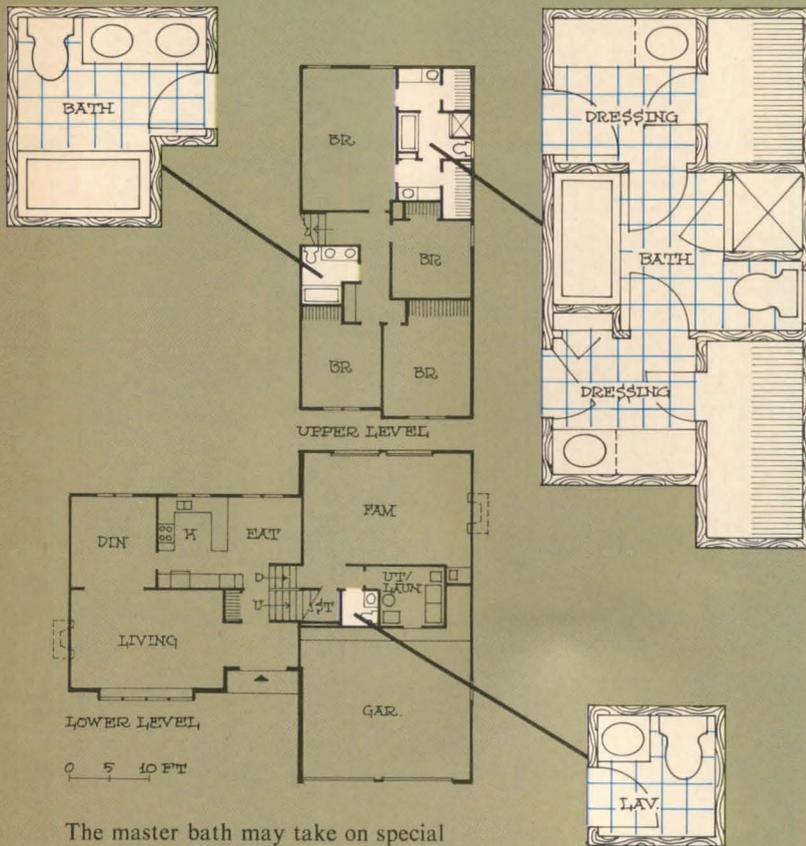
The plan is of a 1,078-sq.-ft. townhouse priced in the \$60,000s. The project: Lakewood Shores, Lakewood Shores, Calif. Architect: Carl McLarand Associates, Santa Ana, Calif.

For more planning ideas, turn to page 68.

Bath-planning ideas

FROM PAGE 67

Young families



The master bath may take on special significance in a family-oriented house. In the plan shown above, for instance, separate lavatories and walk-in closets were provided for husband and wife.

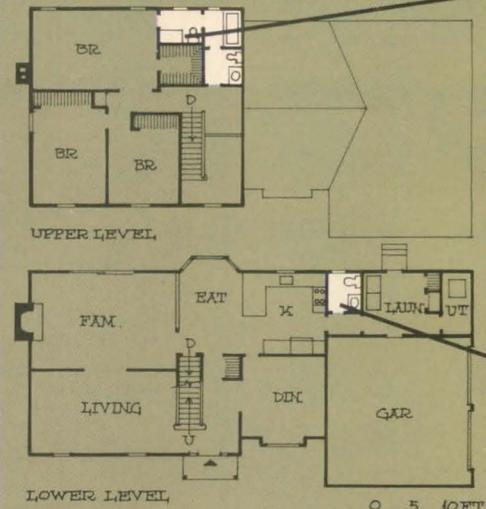
"His or her dressing area is one of the few places in the house that a parent can really stake a claim to," says architect Charles Harker of Richard E. Martin and Associates, Philadelphia.

Each dressing area is slightly different. The vanity in his area is elevated to 36" while hers is 30" high. And she has a supplementary closet for storing makeup, hair rollers etc. as well as linens.

The children's bathroom in this 2,350-sq.-ft. plan is easily accessible from all three secondary bedrooms. Note the double lavatory. Two children getting ready for school can brush their teeth or wash their faces at the same time.

Downstairs, the half bath is included in the informal part of the house. It is adjacent to the family room, the most frequently used room in this house, but is hidden from view by an extended wall.

The house, which sells for \$107,000, is being built at Lexington Village, Schaumburg, Ill. Builder: Lexington Development Corp., Arlington Heights, Ill.



A single bath can serve the whole family if it's compartmentalized.

Take the bath above. Parents and children share the tub but have separate toilets and lavs.

The biggest advantage? Space-saving.

"If we had to squeeze two full baths into the 728-sq.-ft. second floor of this house, we would have been forced to shrink closet space in the master bedroom," says architect Henry Zuckerman of Rocky Point, N.Y.

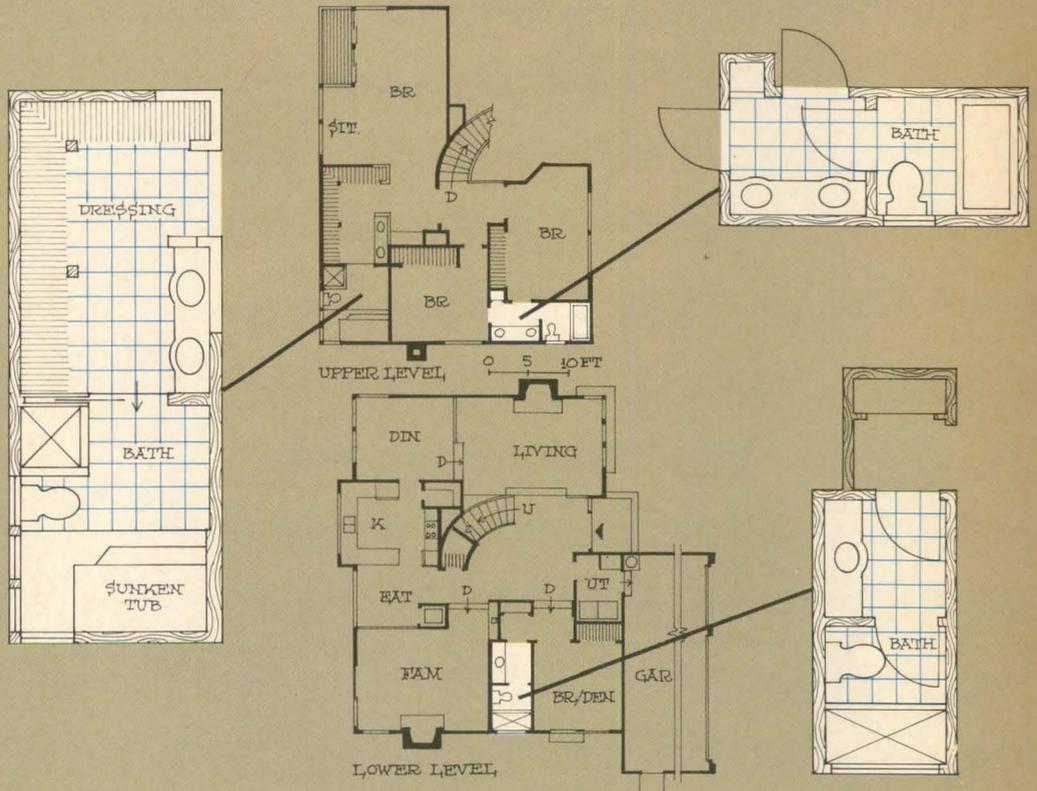
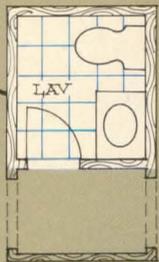
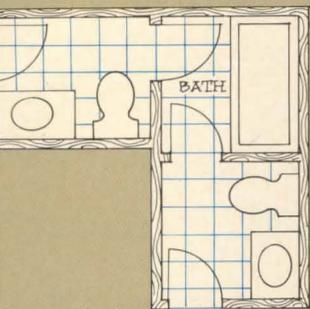
And there are few drawbacks. Young children in particular tend to use the tub at different times than their parents would. Moreover, when children are small, parents want to keep tabs on their use of the bathroom.

Although the children's door to the bath opens onto the upstairs landing, there's not a great loss of privacy. "You can't see into the bathroom from the entry," says Zuckerman.

Note that the downstairs half-bath is not primarily for guests; it's a "mud room" bath near back door and laundry.

The 1,975-sq.-ft. house is offered for \$57,490 at Settler's Landing, Rocky Point, N.Y. Builder: LeCurt Construction Corp., St. James, N.Y.

Parents and teens



Older children need less supervision than younger, so access to their bath can be restricted. Here, it's placed between the two secondary bedrooms.

One advantage: more privacy. In the 2,666-sq.-ft. plan shown, this layout also means that the two-story entry can be as open as desired; bathroom doors are hidden.

Note the double lavatory and compartmentalization of the bath; more than one person can use it at a time.

The powder room in this house is kept rather formal; its main function is for guest use. The linen closet blocks the bathrooms' door from view.

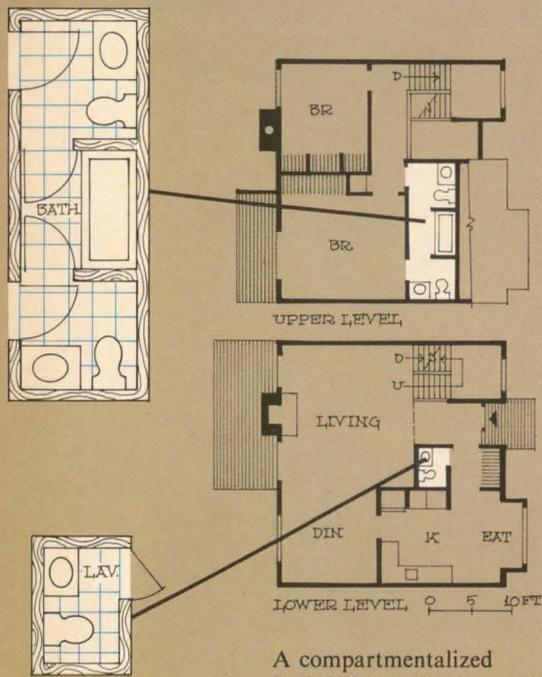
Privacy is important in the master bath, too. It's well separated from sleeping areas; light and sound from the bath are screened by a leg of the L-shaped closet.

The house sells for \$125,000 at Diamond Ridge, Diamond Bar, Calif. Builder: Weatherfield Homes, Diamond Bar. Architect: Red Moltz, Irvine, Calif.

Bath-planning ideas

CONTINUED

Couple-only households

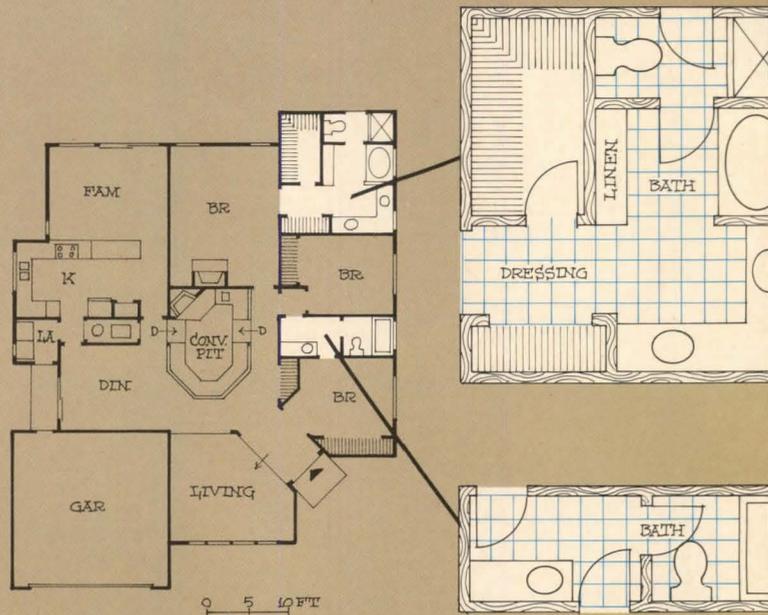


A compartmentalized bath helps make the most of limited square footage in the townhouse plan shown above.

The two-way bath functions as a private master bath most of the time, but it can also serve as a full bath for guests when one is needed. Or, since guest use is only occasional, husband and wife can each have a lavatory compartment for personal use.

Note the formal powder room downstairs. It's close to the entry, but unobtrusive. Visual and acoustical privacy are preserved because the powder room is placed on a hallway facing a closet.

The 1,351-sq.-ft. townhouse has been built at Lookout Ridge, Port Jefferson, N.Y. by Winsig Homes Inc., Port Jefferson. Architect: Henry A. Zuckerman, Rocky Point, N.Y.



It's the secondary bath that does double duty in the plan above; it's both formal powder room and full guest bath.

Note the two doors. One is a private entrance from the front bedroom (perhaps used as an in-home office). The other is tucked in an alcove so it's shielded from the living room.

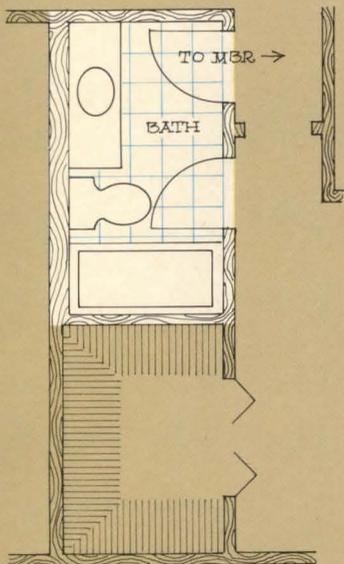
The master bath features a door to the backyard.

"I like to include a bath with exterior access for sunbathers or swimmers," says builder Bill Ehrlich of The Ehrlich Co., La Mirada, Calif. "It can be put in the master bath when there are no kids."

Another feature tailored to a husband-and-wife household: The linen closet is incorporated into the master bath.

The 2,170-sq.-ft. house sells from \$114,900 at Stratford Ridge, Laguna Hills, Calif. Architect: Levitt-Turner Inc., Century City, Calif.

Space-saving two-way baths



The whole-family bath shown at left serves all three bedrooms of a 1,415-sq.-ft. detached house. Yet it affords some privacy for husband and wife. Fixtures are lined up along one wall and two doors are cut into the other. One opens into the hallway, for access from children's or guests' bedrooms; the other is inside the door to the master bedroom.

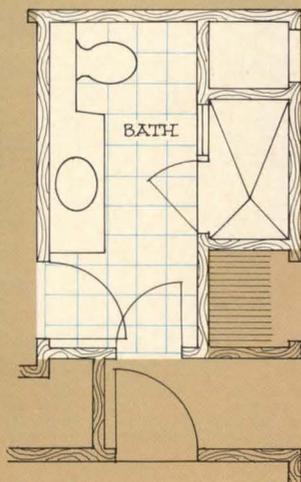
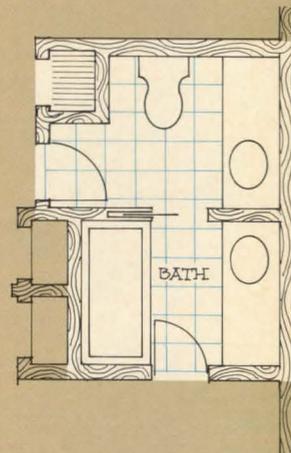
This economical, compact bath is in a \$59,900 house at Hunter Ridge, Westhaven, Ill. Builder: Columbia Homes Inc., Hinsdale, Ill. Architect: Paul Stevens Associates, Chicago.

A dual powder room/guest bath setup can be made more versatile with an extra lav.

In the bath at right, the toilet compartment is entered from the hallway and serves as a formal powder room. Users need never see the tub compartment, which opens onto a guest bedroom for maximum privacy.

Or the pocket doors between compartments may be left open to give the impression of a large bath.

This two-way bath is in a 2,348-sq.-ft. townhouse at the Villas at Inverrary, Lauderhill, Fla. Sales price: \$110,000. Builder: The Kapelow Organization, Miami. Architect: Charles Sieger, Miami.



There's a shower instead of a tub in the triple-duty bath at left. The reason: This bath serves not only as powder room and guest bath; it's an auxiliary master bath as well.

"There's an oversized tub in the master bath," says architect Eugene Smith of Tampa, Fla., "but the man of the house often prefers a shower stall."

The 1,532-sq.-ft., zero-lot-line house that includes this bath was aimed at a couple-only market, so the husband could use the shower freely most of the time.

Project: Linkside at Baymeadows, Jacksonville, Fla. Builder: Centurion Construction Co., Jacksonville.

Mirrors magnify the look of luxury



Eye-catching reflections dramatize the large bathroom above. Since three of four walls have mirrors, the room's boundaries seem undefined. Thus, there's an impression of great spaciousness. What's more, accessories have greater impact. One example: the plant on the vanity

which appears twice as large because of its reflection.

But all is not for the sake of illusion; those mirrors are functional.

"Our research shows women want full-length mirrors," says Rita Dickey, director of sales and marketing for builder Irvine

Pacific, Newport Beach, Calif. "And where could they be better placed than on her closet doors, right next to where she'll be applying makeup."

This bath is in a townhouse at Harbor Ridge Crest, Newport Beach, Calif., which sells for about \$274,000 (see page 58).

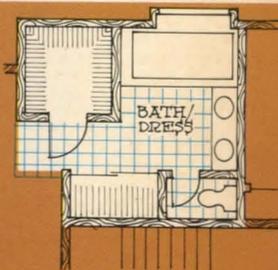
Windows wake up the eye

GEORGE SZANIK



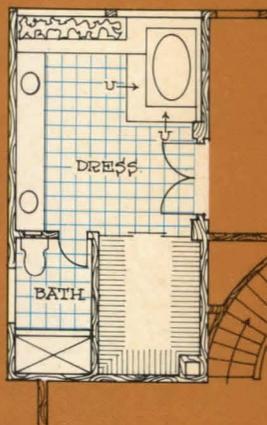
Natural light brightens the bath at left and lends it the color and warmth of the trees outside. This wide-open treatment shows buyers how to take advantage of the window when they can.

The house is a 2,446-sq.-ft. model at The Island, Fullerton, Calif. Builder: The William Lyon Co., Newport Beach, Calif. Architect: Hales-Langston, Orange, Calif. Interior: Carole Eichen Interiors, Fullerton, Calif.



"Light and airy" is the way Bob Maurer of Maurer-Elliott Construction Co., Tustin, Calif. describes the bath below. The reason it's so bright: a wall of windows. They make it easy to include a planter area, too—a feature that helps prospects remember this bath.

It's in a 3,102-sq.-ft., \$149,990 model at Northwood Place, Irvine, Calif. Architect: The Berkus Group, Santa Ana, Calif. Interior: Ron Sasse, Newport Beach, Calif.

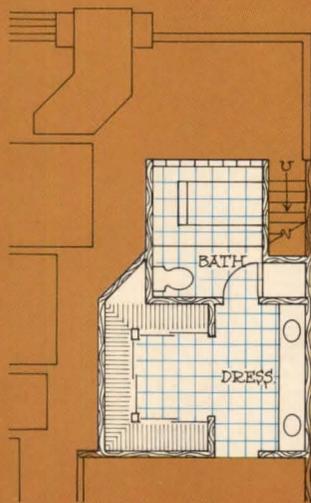


GARCIA-CARMER ASSOCIATES



JULIUS SHULMAN

Greenhouse



JULIUS SHULMAN

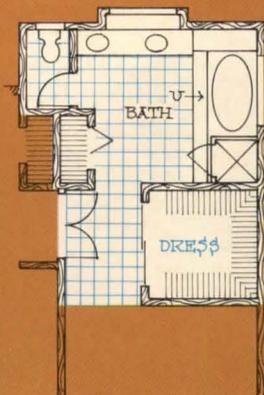
A greenhouse window provides natural light in the tub area above. Because it's high, privacy is not greatly compromised—especially since the bath adjoins a private patio. Plants not only contribute color; adding the planter widens the bath and it feels more luxurious.

The townhouse which includes this bath sells for an average of \$275,000 at Harbor Ridge Crest, Newport Beach, Calif. (see page 58).

Volume ceilings



LELAND Y. LEE



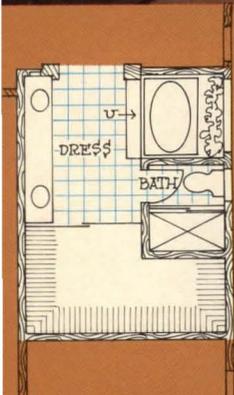
A soaring ceiling makes this roomy master bath look even more impressive. And the extra height means there's space for an eye-catching window above the vanity.

The bath is in a 2,862-sq.-ft. unit at Pointe Quissett, Anaheim Hills, Calif. Price: \$170,000-\$180,000. Builder: W. R. Grace Properties, Newport Beach, Calif. Architect: Harrison & Lorenzini, Newport Beach. Interior: Color Design Art, Los Angeles.

Divider



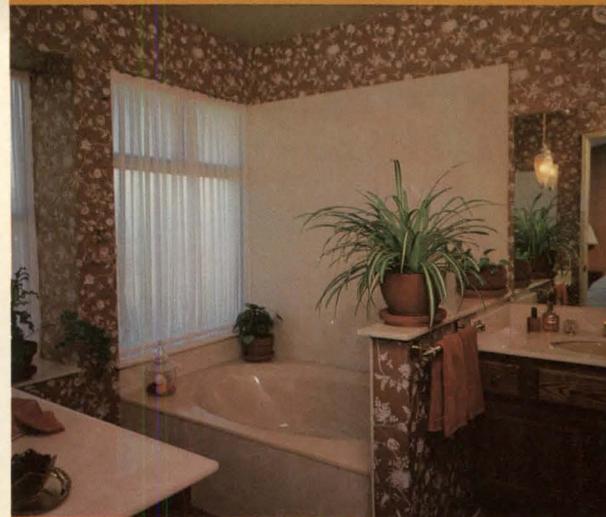
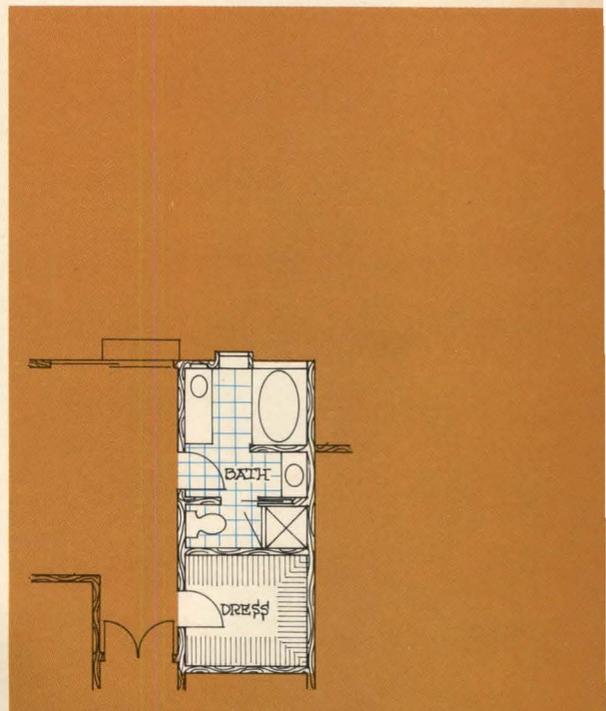
GARCIA-CARMER ASSOCIATES



The asymmetrical entry to the bath above is one way to take advantage of a 13'-high sloping ceiling.

Note the boxed-in luminous lighting above the vanity.

The bath is in a 2,854-sq.-ft., \$139,990 house at Northwood Place, Irvine, Calif. Builder: Maurer-Elliott Construction Co., Tustin, Calif. Architect: The Berkus Group, Santa Ana, Calif. Interior: Ron Sasse, Newport Beach, Calif.



DAVE ROSS

A waist-high divider defines the tub area in the relatively compact bath above. And when it's used as a planter, the divider even provides a measure of privacy.

The bath is in a 2,138-sq.-ft. house at Influential Homes of Vineland Hills, San Diego. Selling price: \$103,550-\$115,950. Builder: Butler Housing Corp., Irvine, Calif. Architect: Architecture West, Orange, Calif. Interior: Mel Grau Inc., Newport Beach, Calif.

For more on bathrooms, see products (page 98)

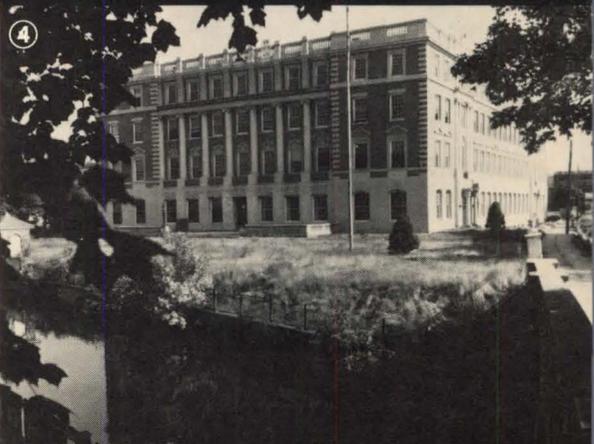
and literature (page 112).



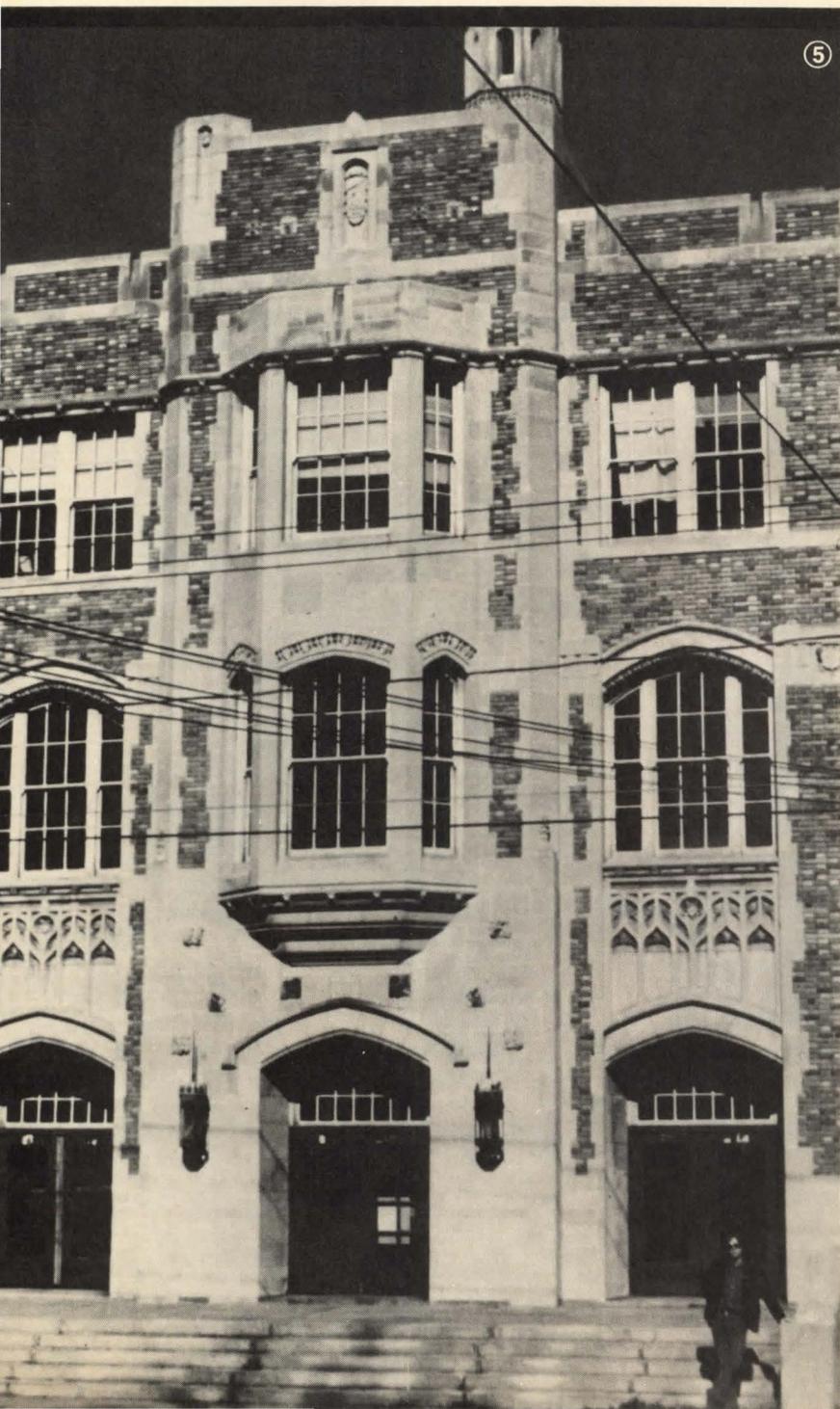
Profit from



Project	Developer	No. of units	Dev. cost per unit	Rents
① Central Grammar Apts. Gloucester, Mass.	Gloucester Development Team Inc.	80	\$22,525 (completed Nov. '75)	\$185-215 Inc. util.
② Stephen Palmer Apts. Needham, Mass.	Stephen Palmer Associates (Anderson Notter Finegold Inc., Boston; The Crowninshield Corp., Peabody; Gerard F. Doherty, Boston)	28	\$23,214 (completed April '78)	\$295-450 Not inc. util.
③ Academy Knoll Apts. Marlborough, Mass.	Academy Knoll Associates (Anderson Notter; Doherty; Taylor Woodrow Blitman Property Corp., Boston)	109	\$18,500 constr. only (completed July '76)	\$336-399 Inc. util.
④ Shawsheen Village Andover, Mass.	Shawsheen Village Associates (Anderson Notter; Crowninshield)	87	\$14,500 est. constr. only (in process)	\$275-600 Not inc. util.
⑤ New Britain New Britain, Conn.	School Associates (Anderson Notter; Crowninshield; Doherty)	127 Sec. 1 99 Sec. 2	\$23,000 est. (opened April '78)	\$300-\$390 Inc. util.



Those old schools nobody wants



With student enrollment declining on a falling birth rate, there's a glut of schools that have become a burden to their communities.

For the developer these surplus schools represent an opportunity: Many are ideal for recycling into apartments.

Consider the advantages:

Old schools are often in the center of town, within walking distance of stores, churches and libraries—the best location for housing for the elderly.

Unlike old factories, schools were usually built with safety in mind. They have enough windows and plenty of stairways and exits. And the schoolyard can be used for parking.

The classroom module—usually 30' x 30' in old schools—makes an ideal one-bedroom apartment.

Finished apartments are usually larger and more distinctive than in new construction—amenities that market-rate renter will pay a premium for and that the elderly will appreciate.

Building time is shorter than with new construction, which translates into a savings in interest and faster rent-up.

The Boston architectural firm of Anderson Notter Finegold Inc. has already recycled four schools—three of them public and one private—into housing and has two others in the works. The firm not only acts as architect, but often takes a position as co-developer. Here one of the principals, J. Timothy Anderson, tells what you should know about recycling schools. —NATALIE GERARDI

THE PRELIMINARIES

Acquiring a school may be the hardest part of your job

That's because you'll have to contend with local politics.

"It's terribly difficult for a community to deal with the idea of a building's going from the public back into the private sector," says Anderson. "So the buildings often stay vacant and deteriorate, or they are demolished so no one will have to make that decision."

This almost happened with the Stephen Palmer Elementary School in Needham, Mass. (see p. 76, photo 2), where a study committee had voted 7 to 1 to spend \$40,000 to raze the school. And the city of Gloucester, Mass. had considered demolishing its Central Grammar School (see p. 76, photo 1) to turn the site into a parking lot.

Even the Catholic Church, which has many surplus schools and other buildings, is not immune to the problem.

"The school may still have a mortgage of \$200,000 or \$300,000, and it's hard to tell the parish that they ought to sell it for \$50,000," says Anderson. "So they let it sit instead."

These problems are likely to ease as more schools are recycled and as communities become aware of what can be done with them and see them going back on the tax rolls. But for the moment, acquiring a school to work with takes time and patience.

Keep your front-end investment low

The approval process can falter anywhere, so option the building rather than buy it, and spend only what you have to in order to keep the project afloat.

"Don't bog down in details," says Anderson. "We never go into working drawings unless the zoning is in place. All anyone needs to know is the approximate number and type of units that will be built, and that's easy to estimate."

Let the seller give you a hand with the zoning

Make your offer to buy contingent on getting the zoning. The seller will then have to participate in the zoning process.

"The seller is already part of the community or, in the case of public schools, it is the community," says Anderson. "So the seller will have a feel for what the community wants. He'll also have a great interest in getting rid of the building."

In Needham, the developers of the Stephen Palmer Apartments went to the zoning board of appeals as co-signatories with the city, and the city solicitor presented the case. The board still took three months to decide, and the decision came back with stipulations.

And in Marlborough, Mass. where the former

St. Ann's Academy was turned into Academy Knoll, a 109-unit elderly and low-income apartment complex (see p. 76, photo 3), a moratorium on multifamily building had been in effect for years because so many apartments had already been built in the city.

"We optioned the building from the Sisters of St. Ann provided they would get the zoning," says Anderson. "That was the happiest zoning meeting I've ever attended."

For four or five years the Sisters had tried to sell the building to another school without success, and it had become a burden to them. So when the case came up before the zoning board, they showed up in force.

"The hall was packed with people in black," Anderson recalls, "except for one person: the lone objector."

The objector turned out to be the owner of a neighboring apartment complex who had built his swimming pool on school property. When the Sisters agreed to redraw the property line around him, he withdrew his objection and the conversion sailed through the zoning process despite the moratorium.

If the seller is the city, consider leasing

That has several advantages. First of all, it's popular politically because the city isn't giving anything away. Even more important, you can write the lease so that you make fixed payments instead of paying property taxes. This protection against tax increases may tip the scales with a lender in considering a mortgage.

The Stephen Palmer School in Needham, which was turned into 28 units of market-rate housing, was acquired from the city under a 50-year lease for \$15,000 a year. In addition, some 6,000 sq.ft. of community space, with a market value of \$19,500 a year, was made available in the school basement for town use without charge.

The town is, in effect, in partnership with the developer, for the lease gives it control over tenant selection. Rents, which started out at market rates (\$295 for a one-bedroom apartment and \$450 for a two-bedroom loft, excluding utilities) have also been fixed for the term of the lease, with provision for pass-through of increased operating expenses. This means that in the future they will be well below market. That will benefit the town's elderly residents—who get first choice in the selection process—without cost to the town.

In Gloucester, a different device was used to limit the time the developer controls the building. The city sold the building to a local, nonprofit, community-action agency for \$1,200 a unit, but retained the right to buy the building back in 50 years for \$1.

Again, this is a good deal for the city, for it saved the cost of demolishing the building—estimated at \$45,000—and the property is now on the tax rolls generating about \$24,000 a year. It is not as good for the developer as having the

property taxes fixed for the term of the lease, but in this case construction and permanent mortgage loans were provided by the Massachusetts Housing Finance Agency and other state subsidies were also provided.

RAISING THE MONEY

Financing methods vary with use

They depend on whether the building will be turned into market-rate or low-income subsidized housing. Another consideration: whether the building is in the *National Register**, a listing that can affect depreciation.

Three of the schools shown on p. 76 were turned into low-income subsidized housing. One—the Central Grammar School in Gloucester—got both construction and permanent mortgages from the Massachusetts Housing Finance Agency, and rent subsidies for tenants were provided by another state agency.

The second—Academy Knoll Apartments—was purchased with the assistance of a mortgage loan from the Massachusetts Housing Finance Agency and the rent subsidies were allocated through HUD's Section 8 program.

The third—the New Britain High School—was bought with assistance from the Connecticut Housing Finance Agency and also received a Section 8 rent subsidy allocation.

On all three, part of the deal was also syndicated to investors. Low-income housing is particularly attractive to investors because of a five-year tax write-off.

Shawsheen Village in Andover, Mass. will contain market-rate housing. The building, which was built as corporate headquarters for the American Woolen Co. and later donated to the Jesuits for a school, was placed on the *National Register*, so it is eligible for a five-year write-off under the Tax Reform Act of 1976. It too is being syndicated.

And finally, the Stephen Palmer School in Needham is a throwback to the cash-flow deals of years ago. The Suffolk Franklin Savings Bank of Boston issued a mortgage for \$540,000 at a rate of 9¾% based on the property's income stream.

The building throws off \$20,000 a year, which will be constant because mortgage and tax payments are fixed and pass-throughs will be allowed for operating expenses. The developers also have the possibility of refinancing.

"The bottom line has to support debt service and give a reasonable return to the owner," says Clayton Foote, vice president of Suffolk Franklin. "If he's not getting a reasonable return, we're going to end up owning the building. And we don't want to be in the real estate business."

*For information on the *National Register* and the historic preservation incentives of the 1976 Tax Reform Act, contact:
Tax Reform Act
OAH/HCRS
Department of Interior
Washington, D.C. 20240

Government aid can be a mixed blessing

In most places few people can afford market-rate housing, so Section 8 and state-assisted housing are the only games in town. But Anderson finds the difference between government and privately financed construction costs to be about 30% because of union and other requirements. And processing time for government jobs is usually about three years.

Because the paperwork is identical for ten units or a thousand, smaller projects are simply not feasible under government financing.

"The break-even point is somewhere around 70 to 90 units," says Anderson, "and 100 is the ideal minimum. Below that it becomes enormously difficult to make money. It becomes a labor of love."

Crowninshield, which participated as developer for the Stephen Palmer School, the New Britain School and Shawsheen Village, is attacking this problem elsewhere by processing six schools in the same city as a package. "Processing has not been completed," says Crowninshield vice president Elaine Finbury, "but it looks promising."

Another problem with government: Section 8 funds are often insufficient for the number of units that can be built. Another 20 or 30 apartments could have been created in the New Britain School, for example, had allocations been available.

COPING WITH CODES

Gain the support of code officials

"A call on the code officials should be one of your first stops after you see a school building," says Anderson. "The sooner you approach them, the sooner they sense that they're on your team."

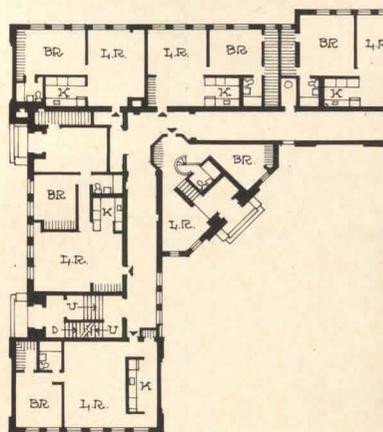
There are usually fewer code problems in schools than in other buildings because the schools were built with safety in mind. Still there are some, and the code officials can often offer useful suggestions. But if they're annoyed at not being consulted, you'll be faced with an impossible task.

If they've done no recycling, they may be overcautious

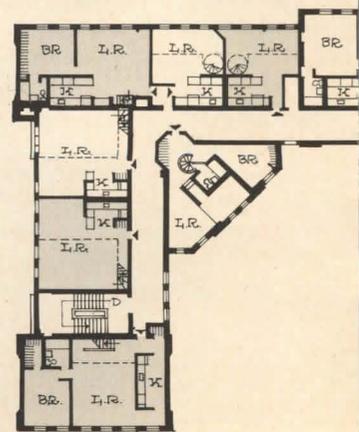
Anderson's office has solved this problem: When the architects start a new job, they photocopy the whole code and bind it into a book with the code on the left and their interpretation of every applicable item on the right. They hand this book—about 200 pages long—to the code official for his opinion.

This brings any problems into the open before they result in change orders. And for the architects, it's also a good way to keep records on the code analysis in case of future liability.

"The one thing it doesn't solve is that unwritten code called local practice," says Anderson. "Every town has some practices that 'you should have known . . .'"



FIRST LEVEL 0 5 10 FT



SECOND LEVEL

High ceilings: a problem or an opportunity

The problem is that 13 or 14-ft.-high ceilings are too low to duplex but too high for efficient heating. And a small bedroom may end up taller than it is wide.

On Anderson's first school job, the Central Grammar School, he simply dropped the ceilings and blocked in the excess window space with plywood. "The result was awkward," he says. So on succeeding jobs he has beveled the ceilings to the windows, so that the whole window remains exposed.

In Needham (see photos), the high ceilings became an opportunity. With a little space borrowed from the unused attic, duplex units could be created on the top floor (see plans below). Note the way the balcony comes right to the window, which can be dropped from above or raised from below. The lofts are not intended to serve as primary bedrooms, rooms, but rather as studies and guest rooms.



Excess stairways and entries can become apartments

Schools usually have more entries and stairways than are needed for apartments; in fact, for security reasons there should be just one main entry.

What to do with the excess stairways and entries? "Turn them into apartments," says Anderson.

The Needham plans (below left) show a triangular apartment that was created in one of the former front entrances to the Stephen Palmer School. The triangular rooms lend themselves well to furniture arrangement and the tenants have a private front door and garden area. (Note that kitchens are not shown because they are below bathrooms.)

In Gloucester's Central Grammar School (plans not shown), an excess stairway became baths and storage areas for one line of apartments.

A warning about window shades

There is so much window area in an apartment made from a classroom that plain white shades don't sufficiently reduce the excess light. As a result, people keep them completely drawn all the time.

The solution: use dark green, just like the old classroom shades.

"People squawked about them at first," says Anderson, "but they like them now."

Insulation can be a hard decision

The technique is to build a new interior wall about four inches from the existing outside wall and insulate the space in between.

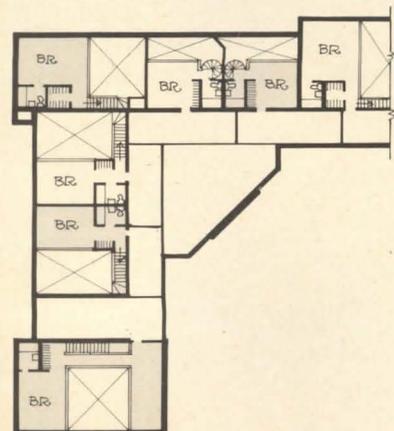
"It's a conflict—opportunity versus energy," says Anderson, "for often there's a brick wall you want to expose, and you have to hide it instead."

Sometimes it pays to break the rules

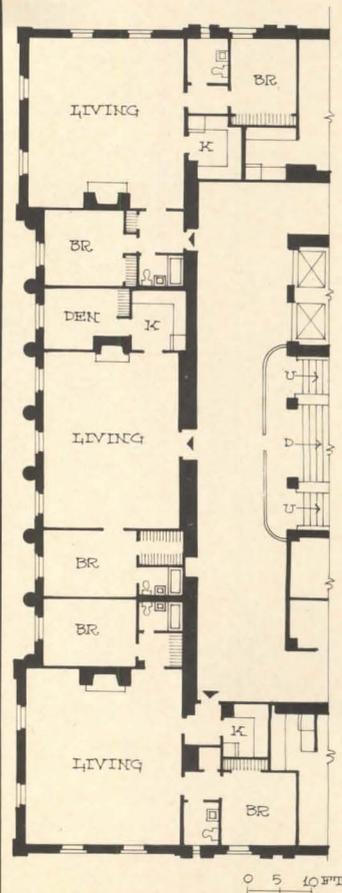
The large rooms shown on the plan below are approximately 30 ft. square. They were originally the executive offices for the American Woolen Co., which put up the building, and they remained as offices when the Jesuits turned the building into a school.

The usual development practice would be to turn each of these rooms into a one-bedroom apartment. The spaces were so elegant, however, with fine paneling or plaster detailing (see photos, p. 83) that the developers decided to leave them intact, cutting down on the number of units. (This decision was made possible because the contractor, Zampell Brothers Construction Co. of Beverly, Mass., has craftsmen skilled enough to rebuild some of the paneling.)

These apartments will rent for about \$600 a month. Four apartments at Shawsheen Village have already been rented even though it is still under construction.



SECOND LEVEL - MEZZANINE





Stained glass and ceiling details from the former chapel at Academy Knoll now grace a kitchen.

Classroom closet at Central Grammar School is still in use in a tenant's living room. The old door, however, had to give way to progress.



Old details represent a unique amenity

Save all you can, for they are what create individuality and give recycled buildings an edge over new construction. (According to Anderson, most of the people on the waiting list for apartments at Central Grammar School now live in a new high-rise for the elderly that was built at the same time Central Grammar was renovated.)

"Try to do what your instinct tells you to do, but don't get hung up on it," says Anderson.

When Academy Knoll was under construction, they tried to save the chapel, with its ornate ceiling and stained glass windows, by renting it to a community group. They couldn't even get anyone to pay enough to cover heating the space. So reluctantly they turned the two-story space into four apartments.

"We put in a floor and removed the religious sections of the stained glass windows," says Anderson. "And the fascinating thing is that we have four women who absolutely adore their apartments and wouldn't live anywhere else. They love going to the other apartments and saying, 'You ought to see mine . . .'"

STEVE EDSON



Elegant rooms (above) with plaster moldings and wood paneling at Shawsheen Village are simply being restored and left intact.

STEVE EDSON

Fine woodwork (left), which includes oak wainscoting and carved moldings, enhances the main entrance of the New Britain High School. Woodwork looks new after being stripped and covered with a fire retardant.

Wide corridors become adjuncts to the apartments

Particularly in housing for the elderly, the wide school corridors—many of which have windows—represent additional living space.

Many of the elderly are moving down from larger houses, and they are forced to part with many of their possessions. And much of their furniture is out of scale for apartments. So they often use part of the hallway as a foyer.

When Anderson went

back to Central Grammar School after the tenants had moved in, he found that many had put tables, chairs and throw rugs right outside their doors.

“There’s a cutoff point at about eight units where people will consider the hall public and not become involved with it,” he says. “But where there are four to six units off a corridor, the tenants almost always move outside.”

Unused spaces can be put to work to gain units

But sometimes these additional units are not worth the additional cost involved.

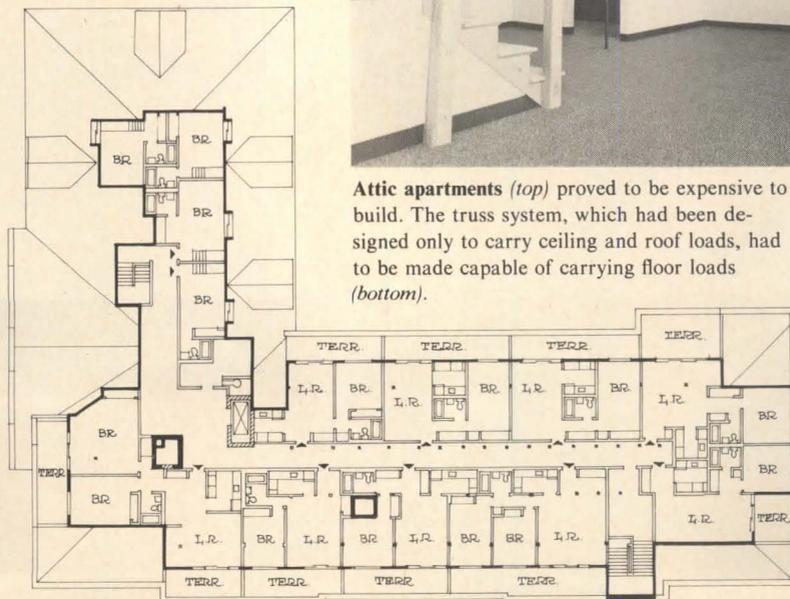
At Central Grammar School [HOUSING, June '78], the attic was recaptured and nine units gained, but this meant quite a bit of restructuring.

“It was a more elaborate process than we would normally go through,” says Anderson. “The construction costs were excessive, and we built the units only to get enough of them to make the project worth the paperwork for government financing.”

PHOKIAN KARAS



Attic apartments (top) proved to be expensive to build. The truss system, which had been designed only to carry ceiling and roof loads, had to be made capable of carrying floor loads (bottom).



TOP FLOOR (FORMER ATTIC)

housing demand index

Fourth quarter, 1978



Demand is leveling off in a few of the country's better housing markets. And high prices are undercutting southern California's strength. In sum, potential danger spots may be developing.

So says Alfred Gobar, the California-based market analyst who prepares the quarterly Housing Demand Index. He points to such markets as Allentown, Pa., Baton Rouge, La. and Huntsville, Ala. In these SMSAs (standard metropolitan statistical areas) demand is not increasing as fast as it has recently, while construction continues at a high rate. Builders aren't in trouble now—there's a cushion of pent-up demand. But they may face problems in the future if current trends continue.

Gobar also draws attention to price-related problems in the Los Angeles area. There's a physical shortage of housing, so demand is high. But the supply is limited and high priced. The long-term effect on the market? "It's something we can't anticipate accurately," says Gobar.

Aside from these caveats, housing demand continues strong in the U.S. as a result of a generally improving trend in the economy over

the past two years. In fact, this quarter's index includes only two cities rated poor overall—Honolulu and Youngstown, Ohio—while 77 SMSAs are labeled above average or excellent. Once again, the best bets are in the Sunbelt. Albuquerque, N.M., Little Rock, Ark., Mobile, Ala. and San Antonio, Tex. are examples. They're characterized by both high demand for housing and the proportionately high salary levels that allow people to pay for it.

What about the damping effect increased interest rates might have on sales, something the demand index *per se* doesn't show? "Low interest rates facilitate a market," says Gobar, "but if demand isn't there, they don't help. On the other hand, interest rates can go pretty high if demand is strong without slowing sales too much. That's especially true for the high end of the market."

And what about rumors of a recession to come? "If a downturn occurs, single-family should bump along okay," says Gobar. "It's apartments that will feel the effects first."

—B.B.G.

Note: The fourth quarter index appears a month later than usual this time due to space limitations in HOUSING's October issue. As in the past, it will appear again in January and every third month thereafter.

How to read the index

Five symbols are used:



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



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



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



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



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

Each SMSA is evaluated three ways:

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

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

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

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

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

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

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

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

Akron offers some opportunities for projects carefully matched to market segments; demand is turning upward.

Allentown's demand for housing is not as strong as it has been recently. The best opportunities here: Identify niches of pent-up demand for specific product types and price ranges.

Anaheim's problem: a lack of affordable housing. There's no lack of households needing shelter.

Augusta's demand is turning downward slightly. This may be only temporary, according to Gobar, but a bit more caution should be exercised than was necessary in the past.

Baton Rouge shows some downturn in demand, says Gobar. Even so, there's pent-up demand, but builders should proceed more carefully.

Boise is a small market, but its industrial sector is booming. Gobar points out that this encourages immigration of workers, as well as sustaining a strong housing market among the current population.

Canton's rating is improving. Nonetheless, Gobar doesn't recommend it to outside builders. The total absorption potential for the last two years has been about 6,000 units, deliveries 1,000 less.

Chicago looks stronger than it has been. An improved employment picture has helped boost demand to an annual absorption rate of about 80,000 units.

Cleveland is probably a better market than the index suggests. The reason: older, abandoned housing that still shows up in supply statistics but that is not effectively in the market.

Columbus, Ga. is experiencing some weakening of demand, while new housing is being delivered at an optimistic pace. Over the last quarter, demand dropped by 3,000 units; building picked up by 3,000 additional units. Net result: This market is not as strong a prospect as it has been.

Columbus, Ohio's demand is strengthening. Absorption potential for the last quarter was about 4,000 units (that's not equal to 16,000 units a year because of seasonal factors in the market). There is still statistical evidence of overbuilding the multifamily sector.

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

Denver's supply of housing parallels demand at the rate of about 20,000 units a year. There is some pent-up demand in the for-sale sector, however, which leads Gobar to see some opportunities in building single-family and condos and in condo conversions.

Eugene-Springfield has been a very high quality market. However, accelerating rates of construction accompanied by a leveling of demand suggest this market may come into equilibrium within the next year.

Ft. Lauderdale does not appear in the index for this quarter only; benchmark data for this SMSA is being revised.

Fresno's demand has dropped a bit. There's no reason to worry about this market for at least six months, says Gobar, even if demand doesn't pick up. But builders should watch Fresno a little more carefully.

Harrisburg's supply of housing is beginning to catch up with demand. Nonetheless, Gobar feels there's enough pent-up demand to absorb continued high levels of construction for the immediate future.

Houston is currently characterized by rapidly rising land prices, which raise the price of housing in turn. Gobar predicts sales may slow temporarily because of buyer resistance to higher prices, but he points out that underlying demand is strong and incomes are high enough to absorb price hikes.

Huntsville should be watched closely in the future; demand is leveling off.

Knoxville's supply may soon catch up with demand.

Las Vegas may be a stronger market than the index shows. Reason: an atypical influx of retirees.

Los Angeles suffers from a severe physical shortage of housing, and the price of what's available is beyond the reach of many consumers. The consequences of this situation are difficult to anticipate, says Gobar.

Louisville is one of the most rapidly improving markets listed. Over the last twelve months absorption potential was about 18,000 units; deliveries were approximately 7,000.

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

Lubbock continues to show strong demand relative to supply, but demand is growing at a slower rate than previously. If this trend continues, the market could come into equilibrium within the next year or eighteen months.

Melbourne has shown improvement in recent indexes, but builders are responding more than adequately to evidence of recovery. Gobar counsels caution in this market.

Minneapolis-St. Paul shows demand growing faster than supply. Shortages seem to be concentrated in the single-family sector. Overall, Gobar thinks this SMSA is undersupplied by about 12,000 units. Although prices are high in this area, consumers are increasingly able to afford them because of strong economic growth since 1975.

New Orleans' demand for housing appears to be strong, but prices are high relative to incomes.

Norfolk is rated below average overall, but the for-sale sector seems relatively strong. The best opportunities: moderately priced single-family.

Omaha is a reservoir of unexploited consumer buying power.

Phoenix still appears to have a slight oversupply of housing. This could be an illusion because of retired households and/or snowbirds; it's hard to predict how many of these buyers may be drawn to a given market. A good omen: Demand for industrial facilities in Phoenix appears to be rising much faster than their delivery. In most cases, a period of sustained industrial growth sets the stage for continued growth in the housing sector.

Reno simply doesn't have enough housing. Gobar says one reason is the limited supply of land with adequate utilities. Because of intense demand, prices are high relative to income levels.

Raleigh's apartment market is theoretically slightly oversupplied. Note that there's a strong demand for for-sale housing, however, and that incomes are low relative to its price. A probable consequence: Households priced out of the single-family market are renting apartments. Therefore, the apartment market in Raleigh may be doing well, but for the wrong reasons.

SMSA (Market Area)

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

St. Louis shows purchasing power not fully exploited by the available stocks of housing, so there are buyers and renters in this SMSA who for discretionary reasons constitute a market for housing. Because of these buyers' specific needs, Gobar does not recommend St. Louis to nonlocal builders.

San Antonio, according to Gobar, has received some bad publicity lately regarding a local movement to discourage industrial growth. Even so, Gobar feels this SMSA offers excellent opportunities.

San Diego builders are currently delivering appropriate amounts of housing. However, there has been some slowdown in the rate of new construction. If demand continues high, this market could become undersupplied in the near future. But there's a price problem; the biggest shortage is, and will be, in moderately priced housing. A factor in this SMSA which hasn't fully been recognized by computer simulations: retirees with assets who purchase houses.

San Jose may be able to support more apartments than the index indicates. The reason: a lack of suitable affordable for-sale units. One response to the strong demand for housing in this area has been sharp price hikes.

Seattle has a shortage of housing and prices are high. The market looks good in the long run, however. Gobar points out that the industrial sector is currently underbuilt; usually that precedes a strengthening housing market. Gobar thinks incomes will rise to mitigate the impact of price.

Stockton's rating drops; supply is catching up with demand.

Tacoma is a good market—probably better than the index shows. The reason: It benefits from spillover demand from Seattle.

Tucson shows no exceptional opportunities at present, says Gobar. But it should be very strong in the future as a result of an anticipated influx of major manufacturing facilities.

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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HOUSING

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HOUSING

MAXWELL C. HUNTOON JR.

\$2 million on their homes, our duplex has to become more valuable. We expect to make a lot on it."

A mirror-image sales staff. Instant rapport between customers and salespeople is a big help in merchandising discretionary products, Mrs. Dickey says. So Irvine Pacific made sure each salesperson would be the type who 1) could afford to live in the project and 2) would be welcome at a customer's home for dinner.

"The sales manager for our duplex program comes across as the perfect son-in-law," Mrs. Dickey says. "Another member of our staff has been active socially in Newport Beach for years. She's in her mid-forties, and older people feel at ease with her."

Selling by appointment. When a bona fide customer arrives at Harbor Ridge, he knows that it's his day and his hour to talk business. Appointments must be scheduled because salespeople spend several hours with every customer, Mrs. Dickey says.

Such lengthy sessions give the sales staff plenty of time to play up all the prestigious features that make Harbor Ridge's products better than the homes customers already own. And to be sure this message gets across, salespeople are put through a 60-hour training session, which includes a thorough briefing on the characteristics of Newport Beach's existing housing.

Tone-setting guards. Harbor Ridge's guards are on duty round the clock, and even during normal business hours they stop every visitor.

"Security is one of this market's top priorities," Mrs. Dickey says. "So by asking prospects to explain their business, we're merchandising the tight security."

Low-key promotion. Harbor Ridge does little advertising. But it gets a lot of publicity—usually on society pages. For this market that's preferable to the real estate pages.

To get society-page publicity, all promotional events are highly targeted. Recently, for example, a much-publicized fund-raiser was held for the Orange County Music Center Society, which is now Newport Beach's top charity group.

The fund-raiser was the spin-off of a four-page layout in *Harper's Bazaar*, on which Irvine Pacific and a posh local store collaborated. The layout, featuring fashions by leading designers, was brought to life in a show held at

Harbor Ridge.

Preview for notables. Dignitary night, held before the project's grand-opening weekend, was truly a red-carpet affair.

Invitations went to a select list of local opinion makers, politicians, builders and people who helped produce Harbor Ridge. Each invitation, presented by a young man in a tuxedo, was accompanied by a fresh, red rose.

"Those guests are Newport Beach leaders," Mrs. Dickey says, "and we wanted to be sure they'd attend so they could spread the word about Harbor Ridge."

A crowded red carpet. Opening weekend drew 6,000 people. All were invitees. They had tried to visit Harbor Ridge when its first phase was under construction, but they had been turned away by guards, who invited them to call the developer for further information.

How do you roll out the red carpet for that many people? Irvine Pacific managed it by providing off-site valet parking and trams that transported the guests to the project.

"We fed them, entertained them and had hostesses explain the models to them," Mrs. Dickey says.

Theme-oriented models. Interior design in Harbor Ridge models (*photos on page 62*) doesn't attempt to duplicate what the customer already has. Instead, models are theme-oriented "so prospects leaving the complex will know they've been somewhere special," Mrs. Dickey says.

Each model's theme is supported by taped music. One townhouse, decorated in hot, tropical colors, has jungle music playing in the background; in another, madrigals played by lutes pick up on the old-English decor.

Townhouse interiors were designed by Saddleback Interiors; duplex decor by Yeiser/Garland & Associates.

Two more custom elements in Harbor Ridge's merchandising program:

- Sales tools are designed to increase referrals. For example, each unit comes with a "pedigree," a leather bound property portfolio that spells out the details of that particular unit. "We want buyers to be proud to show it to their friends," Mrs. Dickey says.

- Two Rolls Royces transport prospects through the project. After all, one marketing consultant points out, one can't ride to a \$600,000 custom lot in a Chevy.

PRODUCTS

Tools/equipment 96
Bathrooms 98
Bathrooms 108
Bathrooms 110

What's new in power tools?

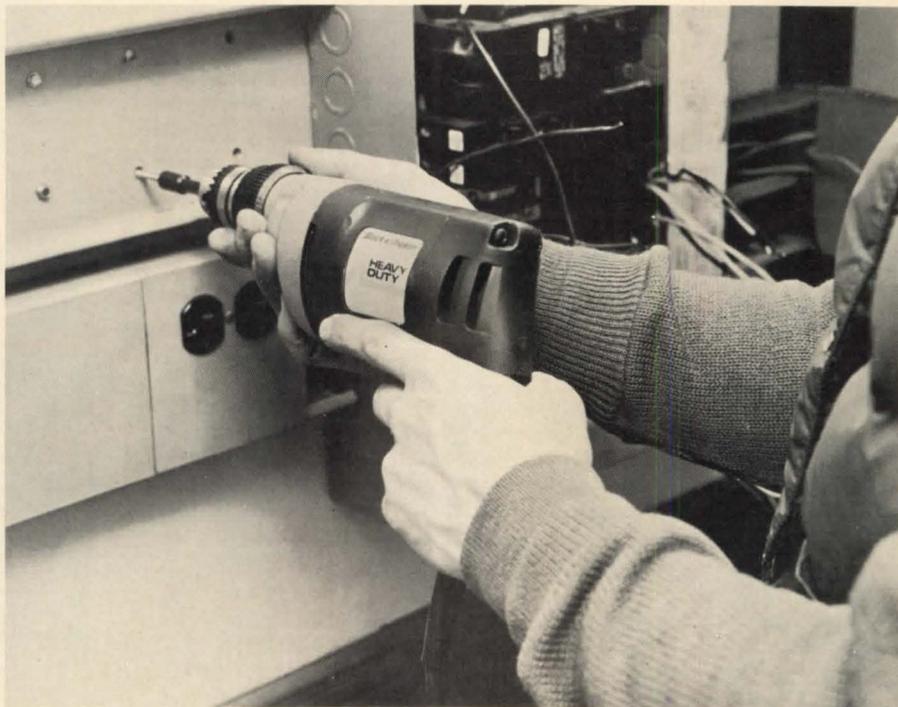
... A few design changes that make tools safer, more powerful and easy to operate.

- Safer: because most are double insulated.
- More powerful: because of improved motor efficiency.
- Easy to operate: because of lighter weights, one-hand and fingertip control.

Shown here and on the following two pages is a roundup of seventeen versatile tools now available on the market.

Lightweight nailer, the "CN-325" (*right*), is a compact tool for work in close spaces. The tool has a load capacity of two 25-nail strips. Unit has a low air-consumption rate, using only 20 cu. in. at 80 psi. At 110 psi, the nailer can drive a 3¼" nail into flakeboard. Duo-Fast, Elkhart, IN. *Circle 200 on reader service card*





Heavy-duty 3/8" drill (above) works at full power in reverse. Unit, with a 3.2 amp motor, is designed for drilling without center-punching holes and for starting a hole on a curved surface. At a turn of the collar, drill converts to a positive-clutch screwdriver. Black & Decker, Towson, MD. Circle 201 on reader service card

Carbide pipe-hole drill bit makes accurate holes in marble, aluminum, plastic or ceramic tile (left). The 1 3/8" diameter bit fits any 1/4" or larger electric hand drill or drill press chuck. American Olean, Lansdale, PA. Circle 202 on reader service card

1. Portable drywall nailer drives flush and dimples in one blow. Easy-to-use tool is lightweight (5 lbs., 14 oz.), and can drive nails into tight corners. Paslode, Skokie, IL. *Circle 228 on reader service card*

2. Pneumatic brad nailer has the capacity to change brad sizes easily. In one model the magazine holds 16-gauge brads from 5/8" to 1", and in another model from 3/4" to 1 1/2". Bostitch, East Greenwich, RI. *Circle 229 on reader service card*

3. Safe "DX 200" fastening tool can be fired only if the baseplate and cocking pin are fully depressed against the work surface. Lightweight tool (4 3/4 lbs.) features a molded rubber handle. Hilti, Stamford, CT. *Circle 230 on reader service card*

4. Easy-to-use trowel has a 36" diameter, four blades (shown) and a Briggs & Stratton engine. Also available are 30"-, 46"- and 48"-diameter model sizes with three or four blades. Stone, Honeoye, NY. *Circle 231 on reader service card*

5. Double-insulated drill provides a variable and reversible speed from 0-600 rpm. Rear-mounted detachable spade handle mounts in horizontal and vertical positions. Top-mounted handle is removable. Wen, Chicago. *Circle 233 on reader service card*

6. Lightweight Sandcat™ sander weighs 4 1/2 lbs. Tool features ball-bearing construction, a locking lever and double insulation. Five 2 1/2" x 16" sanding belts are included. Skil, Chicago. *Circle 234 on reader service card*

7. Portable power screed simultaneously strikes off, vibrates, compacts and floats a concrete slab. Tool can adapt to contour and flat surfaces. Goldblatt, Kansas City, KS. *Circle 232 on reader service card*

8. Speed Bloc® sander features an offset sanding pad which allows flush sanding on four sides. A palm-grip handle design makes one-hand operation easy. Tool is double insulated. Rockwell, Memphis, TN. *Circle 235 on reader service card*

9. Upright router plunges vertically, providing fingertip retraction control for the operator. A quick-change collet system allows for wrenchless bit changing. Stanley, New Britain, CT. *Circle 236 on reader service card*

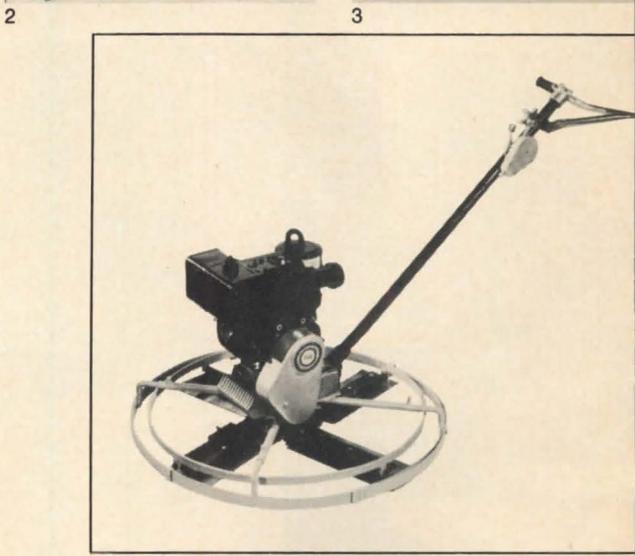
10. Electric abrasive cutoff machine has a 14" wheel capacity and a 4 3/8" cutting depth. A wraparound handle makes handling easy, and trigger and wheel guards provide operator safety. AEG, Norwich, CT. *Circle 237 on reader service card*

11. Electric airless spray painting outfit can deliver 3/4 of a gpm and adjustable pressure up to 2500 psi. Unit has a direct drive, positive displacement pump. Binks, Franklin Park, IL. *Circle 238 on reader service card*

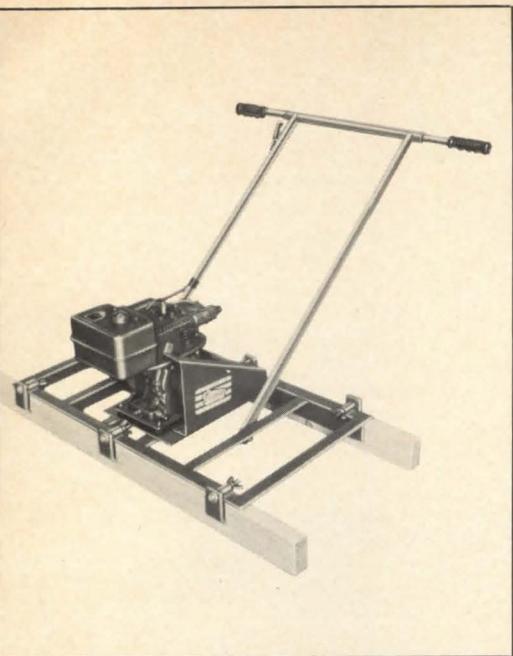
12. Pneumatic bradder/pinner, "Model HL-150-16," can drive 15-gauge brads and pins in 1'-2" lengths. Tool requires 60-110 psi of compressed air. Tool weighs 4 lbs., 8 1/2 oz. Spotnails, Rolling Meadows, IL. *Circle 239 on reader service card*

13. Hardened steel nailer penetrates up to 3/4" of poured concrete or concrete block. Flat-head nailer features a smooth shank and a diamond point. Senco, Cincinnati, OH. *Circle 240 on reader service card*

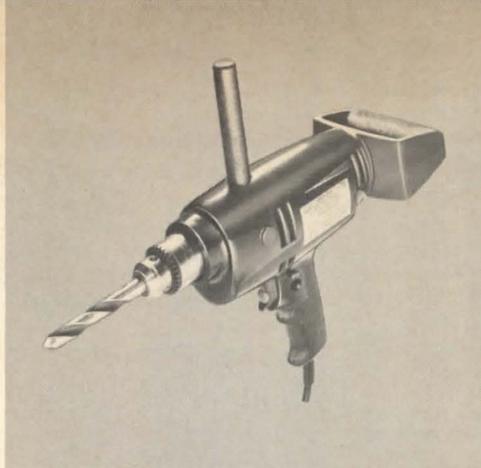
14. Low-maintenance generator is designed for emergency and portable power needs. Unit features a Briggs & Stratton four-cycle, air-cooled gasoline engine. Homelite, Charlotte, NC. *Circle 241 on reader service card*



4



7



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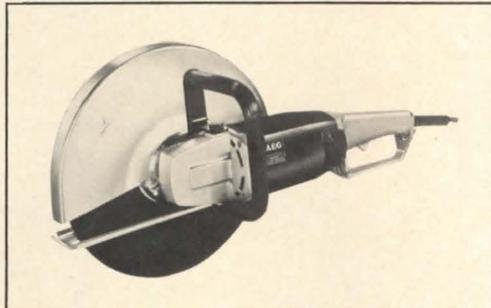
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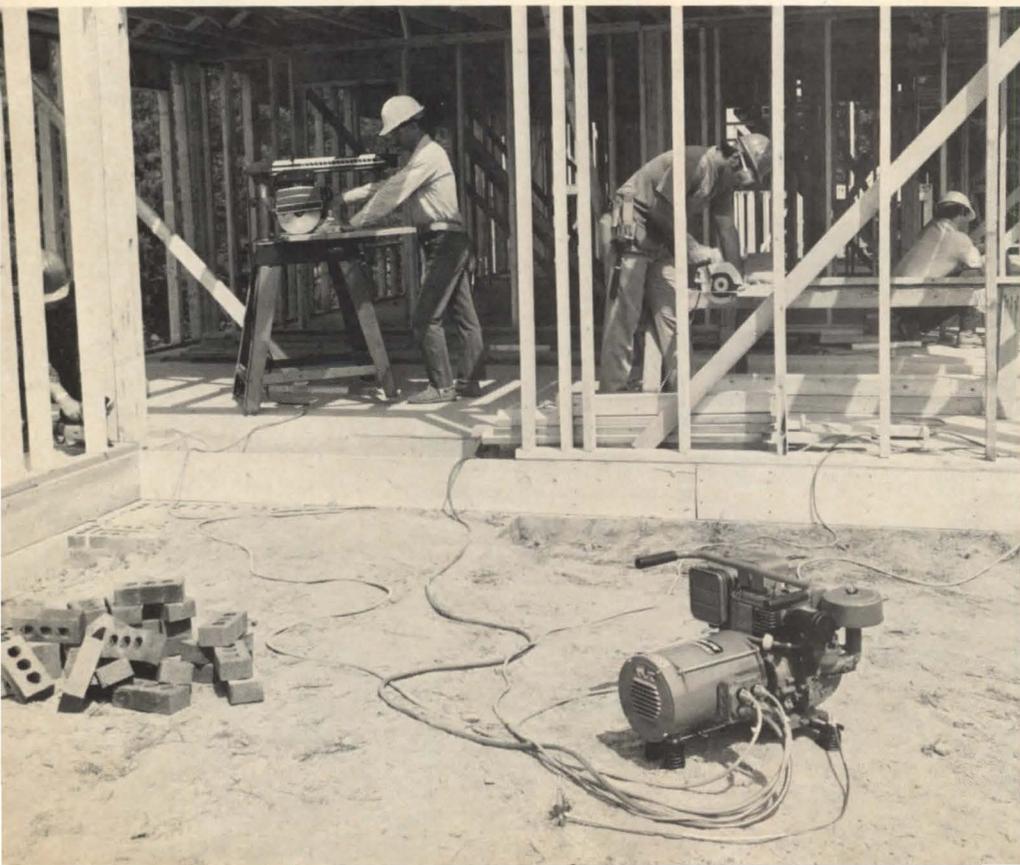
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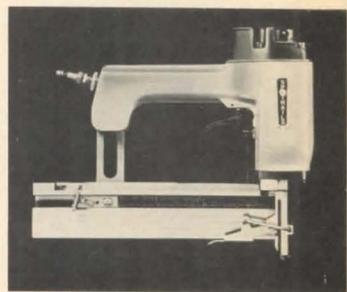
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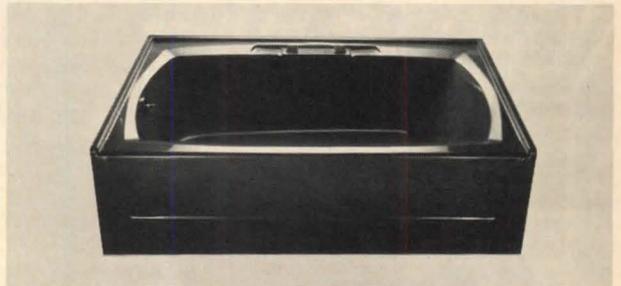


Customized tub-and-deck (above) features contoured armrests and a safety-ribbed bottom. Molded Marble, Menomonee Falls, WI. Circle 204 on reader service card



"Cameo" sink, "7711" (left), is molded of Celcon. Self-rimming lavatory is a drop-in unit. Oval-shaped sink comes in seven colors, including red, blue and gold. Middlefield, Middlefield, OH. Circle 208 on reader service card

Decorative faucet (right) is available in "Old English," "Pewter" and "Satin Brass" finishes with porcelain crowns. Faucet can be installed on 4" fittings. Bathroom Jewelry, Los Angeles. Circle 209 on reader service card



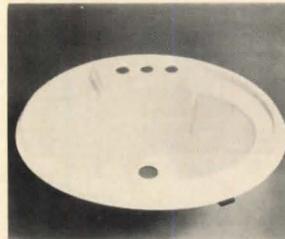
"Roman Tub" (above), 46" wide x 20" deep x 5' or 6' high, can fit through standard-sized doorway openings. Kimstock, Santa Ana, CA. Circle 210 on reader service card



Toilet "dam" (above) reduces water flow by 2½ gals. during each flush. Heavy-duty dam, made of rubber-coated stainless steel, will not come out of position. Con-Serv, Cincinnati, OH. Circle 205 on reader service card



Self-rimming lavatory (above) is part of the "Monterey Collection." Sink measures 20" x 17" x 6", and can be installed with a 4" center or an 8" widespread fitting. Unit comes with a mastic setting compound and a setting template. Norris, Walnut, CA. Circle 206 on reader service card



Durable thermoplastic lavatory, "Utopia" (left), is said to resist cracking, peeling, chipping and staining. Unit will retain its high-gloss finish with an occasional coating of acrylic wax. Mounting clips come attached to the sink. Bristol, Bristol, IN. Circle 211 on reader service card

"Victorian Marble" laminate (below), part of the "Design Group I" collection, has a deep-veined look. Wilsonart, Temple, TX. Circle 212 on reader service card



"Highline Water-Guard" toilet (right) is designed for residential and commercial installations. Unit, 18" high, uses 3½ gpm. A choice of eight colors and white is offered. Kohler, Kohler, WI. Circle 207 on reader service card



Your remodeling customers want to save energy.



The best replacements for their old gas appliances are new energy-saving gas appliances.

Gas is the efficient energy.

People who heat, cook and dry clothes with gas are using the most efficient of all the major energies to start with. Studies by the U.S. Council on Environmental Quality show gas appliances use considerably less of our country's energy resources than other comparable types of appliances. And they cost much less to operate.

Modern gas equipment saves energy.

Tell your customers about new gas equipment specifically designed to be extra-efficient and use less gas:

- Gas heating systems with better insulation to prevent heat loss, and gas-saving pilots that are only "on" when the furnace is operating.
- Gas water heaters designed to produce the

maximum heat from the gas burned—with improved insulation to keep in more of that heat.

- Gas ranges with automatic pilotless ignition that does away with standing pilots in top burners, broiler and oven. They use up to 30% less gas.
- Gas dryers with automatic pilotless ignition that eliminate the pilot light and cut gas use.

Homes will keep on getting gas.

The Federal Power Commission has specified that the gas industry's first priority must be to keep on supplying homes that now have gas. So your gas customers can expect to have continued service. Now more than ever, it pays to stay with gas.

Conserve gas.  American Gas Association

Now, For the First Time, You Can Analyze an Apartment Deal Instantly

with Ed Kelley's comprehensive new book, **Cost, Rent and Profit Computer: Rental Apartments**

...a unique system of charts that shows the relationship between these key factors:

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- Average apartment sizes
- Hard and soft construction costs
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- Mortgage rates
- Investor yields

Anyone who has tried to analyze an apartment deal with a pocket calculator knows that it can take hours, even days, to consider all the possible combinations of these factors.

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If, for example, your monthly rent requirement is too high for your market, in no time at all you can find the best combination of adjustments: smaller apartments, lower yield, cheaper land, etc.

WHO WILL BENEFIT FROM THIS BOOK

Builder/Developers looking for the best combination of variables in putting apartment deals together.

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Appraisers needing to stay abreast of current market conditions.

Brokers and Real Estate Sales People needing to thoroughly understand real estate investment economics to properly serve their clients.

Investors trying to determine if their money is going into a viable deal.

Government Agencies, requiring help in broadening their knowledge of the economics of investment rental housing.

Managers trying to understand and justify the need for higher rents.

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H 11/78

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Chances are many of your employees and their children often benefit from services for which the United Way lends financial support. Boy's Clubs, Girl Scouts, American Red Cross, YMCA, YWCA, chemical dependency programs, family counseling services—they're so commonplace it's easy to take them for

granted. But without United Way, such services would have to be drastically curtailed or even phased out altogether.

Thanks to your generosity, the United Way and the agencies it helps support will continue to be here when we're needed. And don't be surprised if someone you know benefits.

**Thanks to you,
it works.
For all of us.**



United Way

YOU'RE INVITED MAKE HOMESTEAD A

We have big plans for Homestead.

A beautiful 3200 acre Planned Unit Development that will more than double this city's size. We call it Villages of Homestead.

A modern balanced community that will eventually house 40,000 residents in 14,000 private homes and apartments.

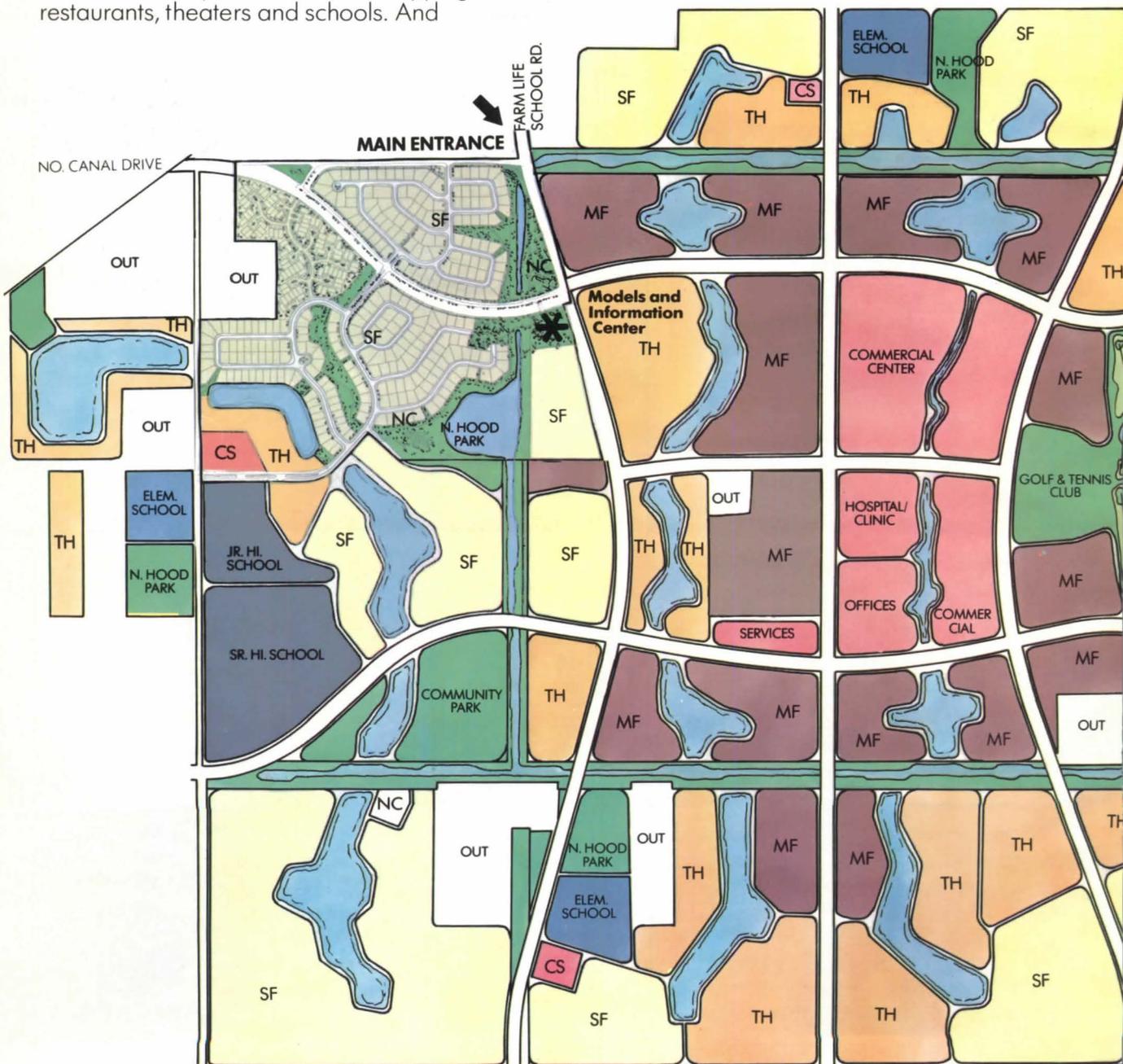
A community laced with acres of lakes, parks, playgrounds, and winding paths.

A community abundant with shopping centers, restaurants, theaters and schools. And

because Villages of Homestead is a truly balanced community we've planned on mixing both business and pleasure.

Stage one includes a neighborhood club, VIT, exercise course, neighborhood park, beach scene and lakes. And the largest high school in all of Florida.

We'd like to include you in our plans. To begin we're looking for a select group of quality builders



TO HELP US HOUSEHOLD WORD.

Builders who are interested in building single family homes on platted lots or single family clusters and townhouses on tracts.

Villages of Homestead will continue to grow for many years to come. Our plans are not only to make it a household word but the last word in Planned Unit Development.

To find out how you can become an integral part of our community call Guy Bono, Director of



Marketing: (305) 245-3030, or mail the coupon to Homestead Properties, 311 N.E. 8th Street, Homestead, Florida 33030.

H-11

Please send me more information about the Villages of Homestead.

Name _____

Address _____

City _____ State _____

Zip _____ Phone _____

Villages of Homestead.



*That's when she came
at me, wattles flying,
wings flapping.*



My first nest egg.

The eggs were still warm. Felt just like a pillow that's been slept on all night. I picked the last one up and gingerly placed it in the basket. That's when she came at me, wattles flying, wings flapping. Chased me out of the hen house and right into the arms of my grandpa.

"Ol' Mabel get ya? Bet you accidentally took her nest egg."

He poked into the basket and drew out an egg. "This one here, see? It's china. Put it in there just for Mabel. Little something of her own so she's not sitting there all alone. Mighty comfortin' to a hen, boy. Nest egg can be mighty comfortin' to some folks, too."

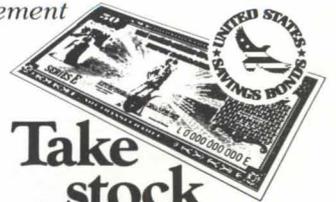
Later that day, Grandpa gave me my first Savings Bond. Said he'd planned to give me a lecture about saving, but Ol' Mabel had done it all for him. Told me that the Bond was my start

on a personal nest egg. A little something stashed away to keep me going.

Every year after that, Grandpa gave me another Bond. And every time I got a chance, I added a Bond of my own to the pile. Those Bonds grew up right along with me.

Today, I run one of the biggest ranches in the Southwest. And you know how it all got started? From a little bitty nest egg. Guess I owe a lot to Grandpa. And Ol' Mabel.

Start building your nest egg. Sign up for the Payroll Savings Plan at work. Or the Bond-a-Month Plan where you save. Whether you're saving for an education, retirement or even a new home, Bonds can make sure there's a fund in your future.



**Take
stock
in America.**

a housing briefing

How to develop

Rental Apartments

that make
economic sense

Scottsdale, Nov. 9
San Francisco, Dec. 8
Miami, Dec. 13

How to develop

Rental Apartments

that make
economic sense

A one-day intensive briefing for Builder/Developer
Mortgage Bankers, Lenders, Investors, Appraisers
and Real Estate Brokers

Scottsdale
Nov. 9
Scottsdale Hilton

San Francisco
Dec. 8
Fairmont Hotel

Miami
Dec. 13
Omni International Hotel

In today's market, rental apartments don't seem to make economic sense.

High costs of land, construction, maintenance, management and money, coupled with landlord's reluctance to raise rents sufficiently, have put the lid on what was once a booming market.

Yet there is a huge demand for new rental apartments—as many as 700,000 a year!

What Ed Kelley will show you is how you can take advantage of this demand.

You'll learn how to play the apartment numbers game successfully in spite of today's economic bind. Specifically. . . .

How to understand—and deal with—the relationship between all the different cost factors, rent and profit.

How much rent you need to turn a profit.

How much rent you can actually get in specific market areas.

Why most rent distribution is wrong.

Why most managers are collecting much less rent than they should.

How to avoid the 10 most common management mistakes.

How to make functional analyses of square-foot usage.

You'll also get the answers to these current questions

Is Proposition 13 type legislation good or bad for rental housing?

Is rehab really worth while?

What are the risks, problems, and potential profits in converting rental housing to condos?

What effect do foreign investors have on the apartment development process and rates of return?

And you'll have ample opportunity to discuss all these subjects—plus your own individual problems—with Ed Kelley and your fellow students.

As a bonus you will receive a copy of Ed Kelley's comprehensive new reference book, "Cost, Rent and Profit Computer: Rental Apartments" which lets you analyze apartment deals at a glance.



Edward N. Kelley, CPM, CRE,
President
Property Management Consultants

Edward N. Kelley heads his own property management consulting firm, which provides nationwide consulting services in the field of property management and marketing. The firm is currently retained by numerous developers, investors, lenders, major corporations and universities.

Over the past 20 years Mr. Kelley has had executive management responsibility over more than 75,000 apartment units in 30 states in addition to hundreds of shopping centers and office buildings. He is a Certified Property Manager, holds the designation of Counselor of Real Estate, and is president of the Chicago Chapter of the Institute of Real Estate Management. He served for three years as Regional Vice President of the Institute of Real Estate Management and a member of the Governing Council. He is past Chairman of the Chicago Real Estate Board's Renting and Management Division and was named "Manager of the Year" in 1969 and 1970. He has won the Journal of Property Management's coveted award for the best article published in the journal in both 1970 and 1976, making him the only CPM to ever win this award twice.

Mr. Kelley is the author of "Cost, Rent and Profit Computer: Rental Apartments," published by HOUSING Press, and of "Practical Apartment Management," published by the Institute of Real Estate Management.

How to develop

Rental Apartments

that make economic sense

Briefing Registration

To register, please complete and return the coupon below to Housing, McGraw-Hill, Inc., 1221 Avenue of the Americas, N.Y., N.Y. 10020. Or you may register by calling (212) 997-6692. All registrations will be confirmed by mail.

Briefing Fee

The registration fee includes the cost of luncheon, and meeting materials and Ed Kelley's Book. \$350.

Briefing Hours

Registration starts at 8:30 a.m. Sessions run to 5:00 p.m.

Hotel Reservations

Housing Magazine does not make individual room reservations for briefing participants but we have arranged with the hotels to hold a limited block of rooms for our attendees. You can reserve your room at the Hyatt Regency O'Hare in Chicago by phoning (312) 696-1234; at the Waldorf Astoria in New York by phoning (212) 355-3000; at the Hilton in Scottsdale by phoning (602) 948-7750; at the Fairmont in San Francisco by phoning (415) 772-5000; at the Omni in Miami by phoning (305) 374-0000.

Be sure to say you are attending the Housing Magazine briefing to identify yourself with our group. This will assure you of the special room rate. In most cities space is limited so please make your reservations as early as possible.

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.

Seminar Dept.

Housing

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Gentlemen: Please register me in the HOW TO DEVELOP RENTAL APARTMENTS THAT MAKE ECONOMIC SENSE briefing checked below.

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Evaluate credit standings. Spot investment opportunities and financing needs. Locate joint venture partners.

Increase the number of accounts per territory.

Develop new target accounts by determining activity in particular areas.

Learn size and locations of potential land buyers' needs.

Appraise need for equipment and materials.

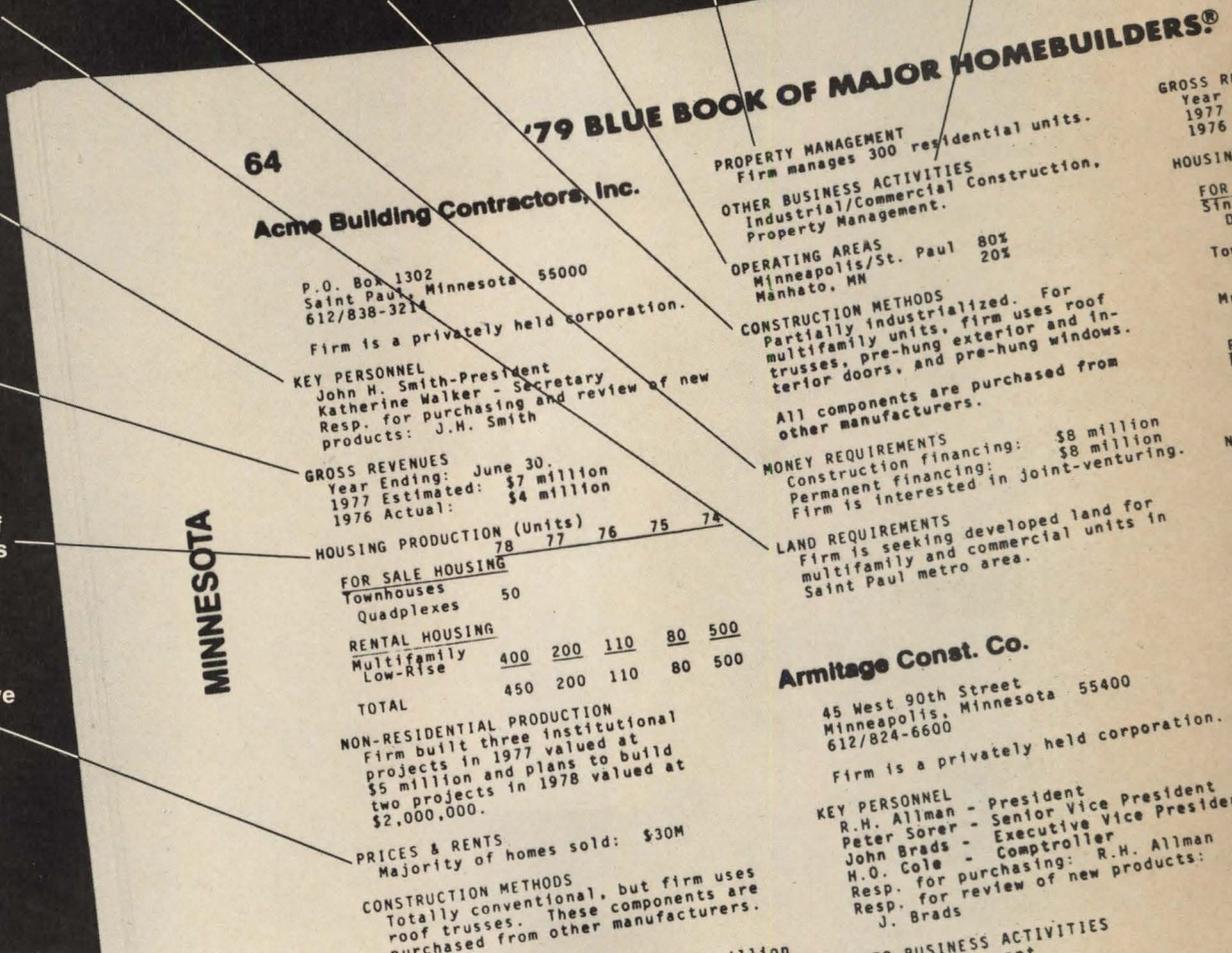
Pre-qualify prospective customers.

Identify specific executives by name and area of responsibility.

Track growth patterns and judge strength earnings.

Estimate quantities of products and services used.

Redetermine productive calls for salesmen.



64

1979 BLUE BOOK OF MAJOR HOMEBUILDERS

Acme Building Contractors, Inc.

P.O. Box 1302
Saint Paul, Minnesota 55000
612/838-3214

Firm is a privately held corporation.

KEY PERSONNEL
John H. Smith - President
Katherine Walker - Secretary
Resp. for purchasing and review of new products: J.H. Smith

GROSS REVENUES
Year Ending: June 30.
1977 Estimated: \$7 million
1976 Actual: \$4 million

HOUSING PRODUCTION (Units)		78	77	76	75	74
FOR SALE HOUSING						
Townhouses						
Quadplexes		50				
RENTAL HOUSING						
Multifamily		400	200	110	80	500
Low-Rise					80	500
TOTAL		450	200	110	80	500

NON-RESIDENTIAL PRODUCTION
Firm built three institutional projects in 1977 valued at \$5 million and plans to build two projects in 1978 valued at \$2,000,000.

PRICES & RENTS
Majority of homes sold: \$30M

CONSTRUCTION METHODS
Totally conventional, but firm uses roof trusses. These components are purchased from other manufacturers.

PROPERTY MANAGEMENT
Firm manages 300 residential units.

OTHER BUSINESS ACTIVITIES
Industrial/Commercial Construction, Property Management.

OPERATING AREAS
Minneapolis/St. Paul 80%
Manhato, MN 20%

CONSTRUCTION METHODS
Partially industrialized. For multifamily units, firm uses roof trusses, pre-hung exterior and interior doors, and pre-hung windows. All components are purchased from other manufacturers.

MONEY REQUIREMENTS
Construction financing: \$8 million
Permanent financing: \$8 million
Firm is interested in joint-venturing.

LAND REQUIREMENTS
Firm is seeking developed land for multifamily and commercial units in Saint Paul metro area.

Armitage Const. Co.

45 West 90th Street
Minneapolis, Minnesota 55400
612/824-6600

Firm is a privately held corporation.

KEY PERSONNEL
R.H. Allman - President
Peter Sorer - Senior Vice President
John Brads - Executive Vice President
H.O. Cole - Comptroller
Resp. for purchasing: R.H. Allman
Resp. for review of new products: J. Brads

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If you're a major homebuilder, you're in this book. And so are your competitors.

If you're a manufacturer of products used by homebuilders, your top prospects are here. 1,500 of them, each building more than 75 units a year.

If you're in a financial firm, a design firm, if you're an architect or engineer, the companies that need your services are here.

And everything you want and need to know about them is here, at a cost of 6¢ each.

The 1979 Blue Book of Major Homebuilders is the "Who's Who" of the residential construction market, the market that's worth \$60 billion total a year.

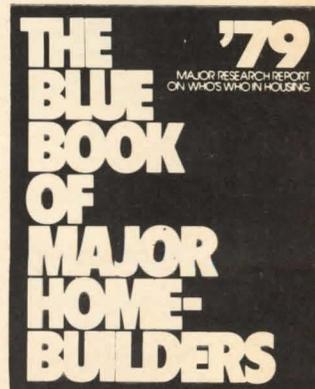
These are the top firms, the big builders and big buyers. You'll find their vital statistics in an easy-to-read, geographic format, covering all fifty states and nineteen major metro sections.

Everything you need to know for \$99 plus shipping and handling. If you buy it and don't use it, it could be the most expensive investment you've ever made.

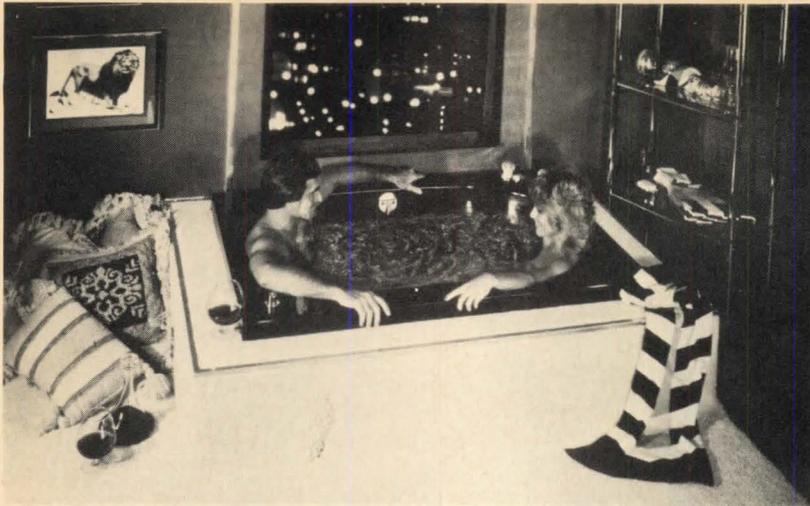
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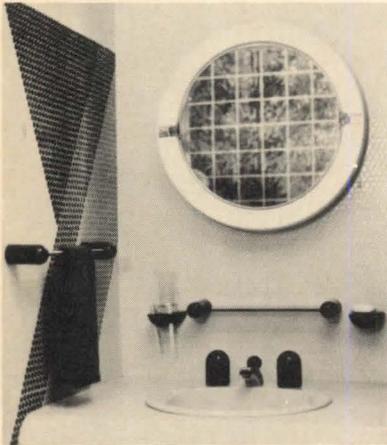
BATHROOMS



Oversized whirlpool bath (above) is constructed of reinforced fiber glass. Units are available in four styles and nine sizes. Standard or custom-plated hardware is available. Viking, San Jose, CA. *Circle 213 on reader service card*



Corner medicine cabinets, "Avanti" (above), have mirrored fronts and are available with gold- or silver-finished trims. Surface-mounted cabinets can be reversed for a right- or left-hand swing. Monarch Metal, Elk Grove Village, IL. *Circle 216 on reader service card*



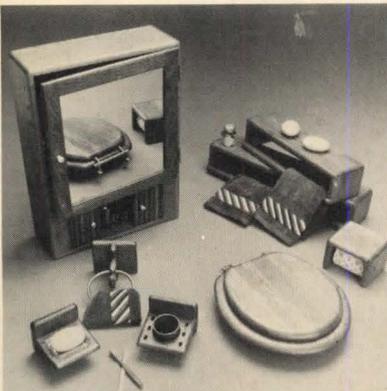
Color-coordinated fittings (above), made of high-impact polyester, are contemporary styled. Fittings come in chocolate, orange, ivory, lemon, black and white. Nobs, Denver. *Circle 214 on reader service card*



"Renaissance" vanity (above) is available with an "Old World White" or a "Burnished Oak" finish. Medicine cabinet is optional. Williams, Elkhart, IN. *Circle 217 on reader service card*



"FrostWhite" vanity (above) comes preassembled and finished on the inside. Gold-and-white-swirled vanity top is made of cultured marble. Commodore, Van Nuys, CA. *Circle 218 on reader service card*



"Forest Woods Collection" (above) includes a new wall-mounted soap dish and a brass towel ring. Also included in the line are toilet seats, a medicine cabinet and towel racks with shelves. The oak collection is available with walnut (shown) and white oak finishes. Magnolia, Columbus, MS. *Circle 215 on reader service card*



Whirlpool bathtub (above) is constructed of fiber glass. The 5' unit features 72 air jets that activate a hydromassage. Unit runs on a standard 110 AC outlet. Thermasol, Leonia, NJ. *Circle 219 on reader service card*



Wasco Skywindows[®] create bright, sunny interiors that sell homes.

Today, more than ever, people want bright sunny homes, and look to skylighting to bring in that good, free sunlight. Wasco Skywindows make rooms and halls seem larger, more desirable; they are easy to install, energy efficient, and give long, complaint free service.

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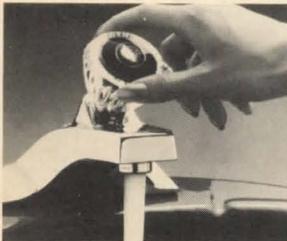
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P.O. BOX 351, SANFORD, MAINE 04073
TELEPHONE 207-324-8060

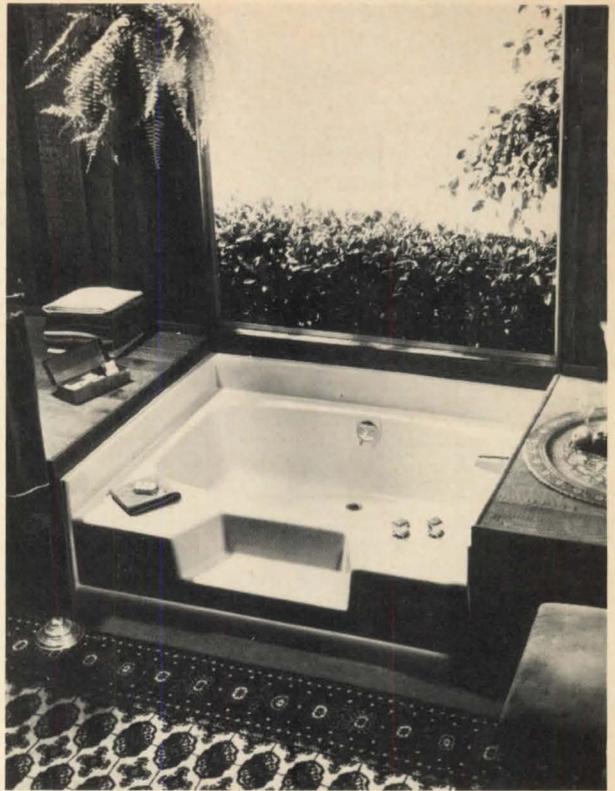
Circle 109 on reader service card



Redwood hot-tub (above) can be installed aboveground, in-deck or below grade. Water jets provide a hydromassage. Custom-size tubs and accessories are available. California HotTub, New York City. Circle 220 on reader service card



Flow-Rator™ (left) automatically limits faucet output to no more than 3 gpm. Unit, which is standard equipment on all faucets produced by the manufacturer, features a patented cone screen filter that reduces clogging. Moen, Elyria, OH. Circle 221 on reader service card



Fiber glass "Seville" bathtub (above) measures 60'' long, 48'' wide and 21'' high. A three-year warranty is offered. Florestone, Union City, CA. Circle 223 on reader service card



Traditionally-styled cabinetry, "Early American Harvest" (above), has a deep-set vertical groove design. Cabinets are available in classic white or birch finish. Haas, Sellersburg, IN. Circle 222 on reader service card



Faucet line (above) has a tub-rim spout with a 25 gpm flow capacity. Spout is designed to fill oversized tubs quickly. Grohe, Elk Grove Village, IL. Circle 224 on reader service card



Vitreous china faucet (above) is available with coordinated tub/shower fittings and matching accessories. Bradley, Menomonee Falls, WI. Circle 225 on reader service card



"New Castle" toilet (above) is equipped so the water level can be adjusted for normal flush or water conservation. Universal-Rundle, New Castle, PA. Circle 226 on reader service card



White-china pedestal washstand (above) features rose-quartz-jeweled faucets set in 24k gold-plate. Sherle Wagner, New York City. Circle 227 on reader service card



Bill Krueger, Executive General Manager,
Midwest Youngstown Industries, Inc.,
St. Louis, Missouri



"Firm, even walls make residing jobs go fast!"



"We get snug window trimming with a simple stroke of a knife!"



"Fome-Cor board bends around corners!"

"Why do we sell Fome-Cor® underlayment board by Monsanto?"

**Our customers like the way it cuts fuel costs.
We like the fast, easy installation features!"**

Award-winning contractor, Bill Krueger, gives Fome-Cor board credit for helping his residing business climb to a new sales peak. Bill says:

"Fome-Cor board really sells itself. Homeowners quickly see how Fome-Cor board tightly seals the house against air infiltration—weatherwraps it for more comfort and lower fuel bills. Extra features like protection against moisture, condensation, dust and noise help us turn prospects into customers fast.

"Our crews like to install Fome-Cor board because it's lightweight, easy to handle and makes a smooth, firm wall for residing jobs. We save a lot on furring time, waste and man hours.

"We know Fome-Cor insulation on residing jobs pays off. Sixty percent of our new business is based on referrals from customers!"

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Convenience & *Elegance*

TUB-MASTER Folding Shower Doors

TUB-MASTER Folding Shower Doors fold conveniently back for wide open tub access. Decorator colors and gold or silver frames add that touch of elegance to your bath. For all tubs, showers and fiberglass modules.

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Circle 112 on reader service card

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New York, N.Y. 10020

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money order enclosed

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Title _____
Company _____
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City _____ State _____ Zip _____

Booklets: awash with colorful bath products

Residential/commercial fixtures—including whirlpool baths and fiber glass bathing modules—are described in a 48-page builders' catalog. Pictures and catalog number facilitate selection. Kohler's faucet collection is depicted in full color. A chart of 11 fixture colors is included. Kohler, Kohler WI. Circle 301 on reader service card

... And more news from Kohler: a package of **four brochures highlighting bathroom products**. All are available by sending the specified amount to Kohler, Kohler, Wisconsin 53044, Advertising and Promotional Services. Please indicate which booklet(s) you are requesting.

"**Kohler Elegance**" presents 40 colorful pages of bathroom (and some kitchen) fixtures, including photos of room settings. The booklet, an aid in color coordination and decoration, includes the Environment™, an enclosure designed to simulate heat, rain, steam, sun and/or wind. **Toilet** are discussed in an accompanying eight-page pamphlet. Descriptions of the "Water Guard" water-saving unit, bidets and one piece toilets are given. Send 50¢ for the set of two brochures.

Lavatories is the subject of an eight-page full-color booklet. The units are depicted in countertop settings to show convenient self-rimming feature and the wide range of colors available. Price: 25¢.

The fourth brochure introduces a new bathroom fixture colortone, "**Countryside Grey**." Room settings featuring tubs, toilets and lavatories in the new shade are depicted. Price: 10¢.

New models and colors of **fiber glass tub/shower combinations** are introduced in a brochure prepared for builders, contractors and architects. Designed for residential use, many units offer safety grab bars and molded seats. Lasco, Anaheim, CA. Circle 302 on reader service card

Water-saving closet tank is described in full-color catalog. The unit, of lifetime non-corrosive materials, features "Silent Flush." Booklet demonstrates the universal adaptability and ease of installation of the closet tank. Geberit, Michigan City, IN. Circle 303 on reader service card

Oak bathroom furnishings—vanities, medicine cabinets and storage cabinets—are illustrated in two color brochures. Accessories, such as towel stands and soap holders, are described on the back cover. Room settings are also shown. Heads Up, San Ana, CA. Circle 305 on reader service card

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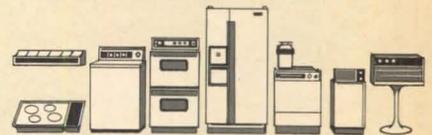
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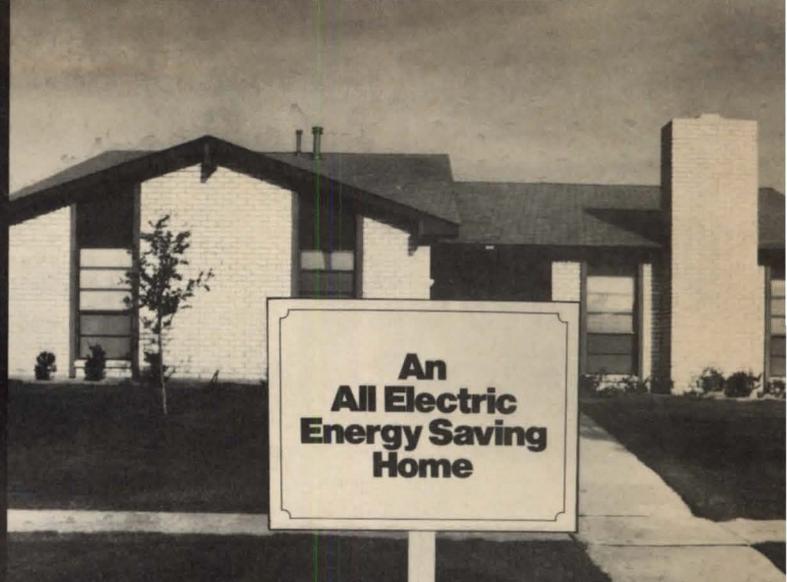
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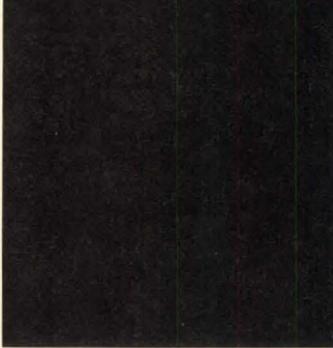
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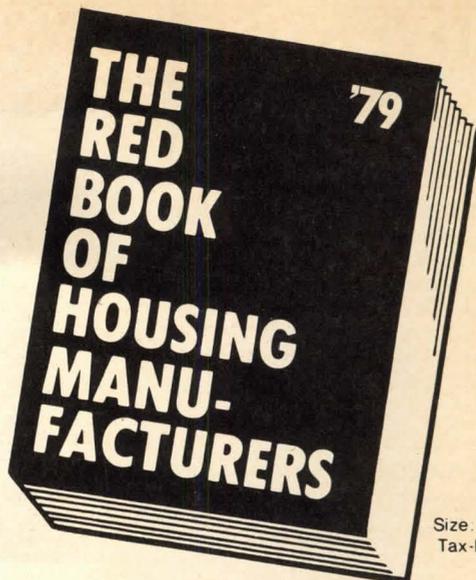
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