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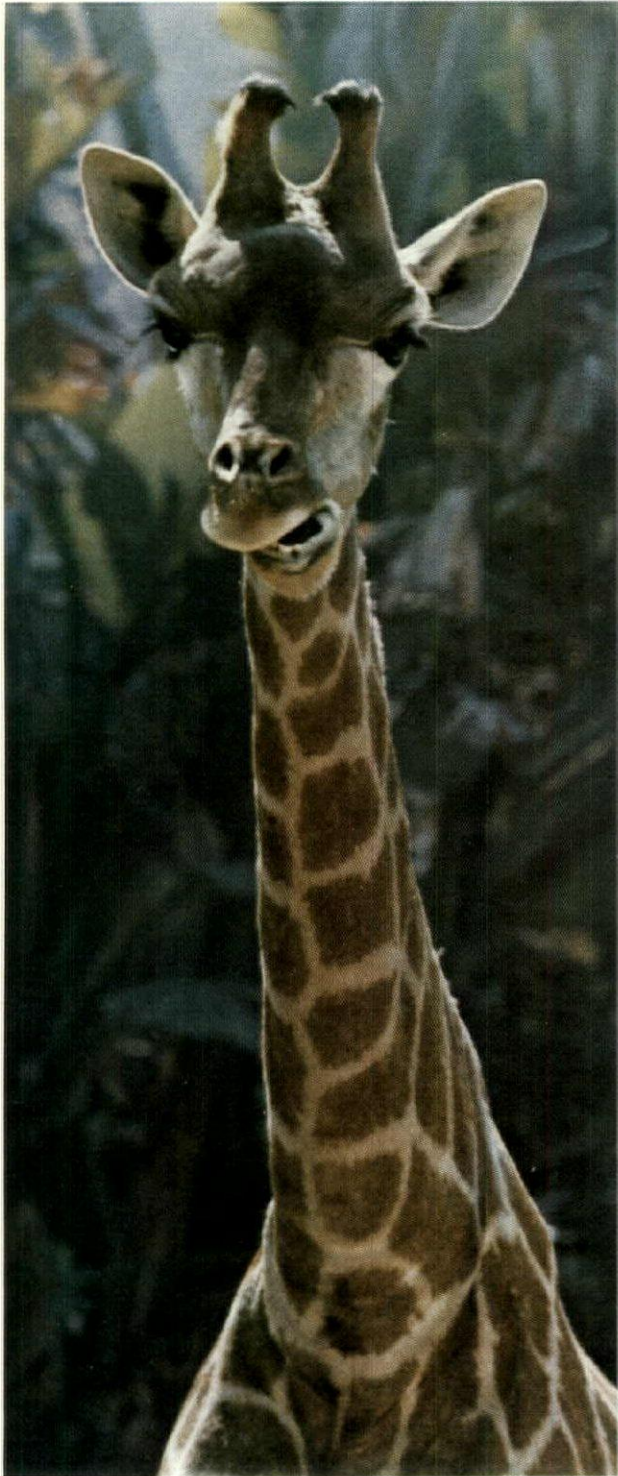
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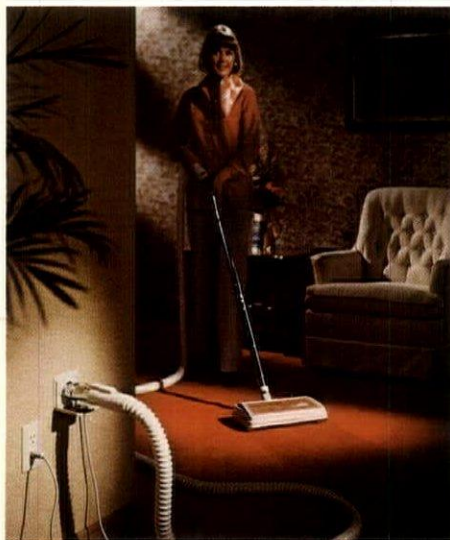
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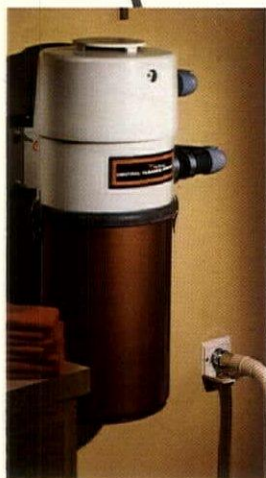
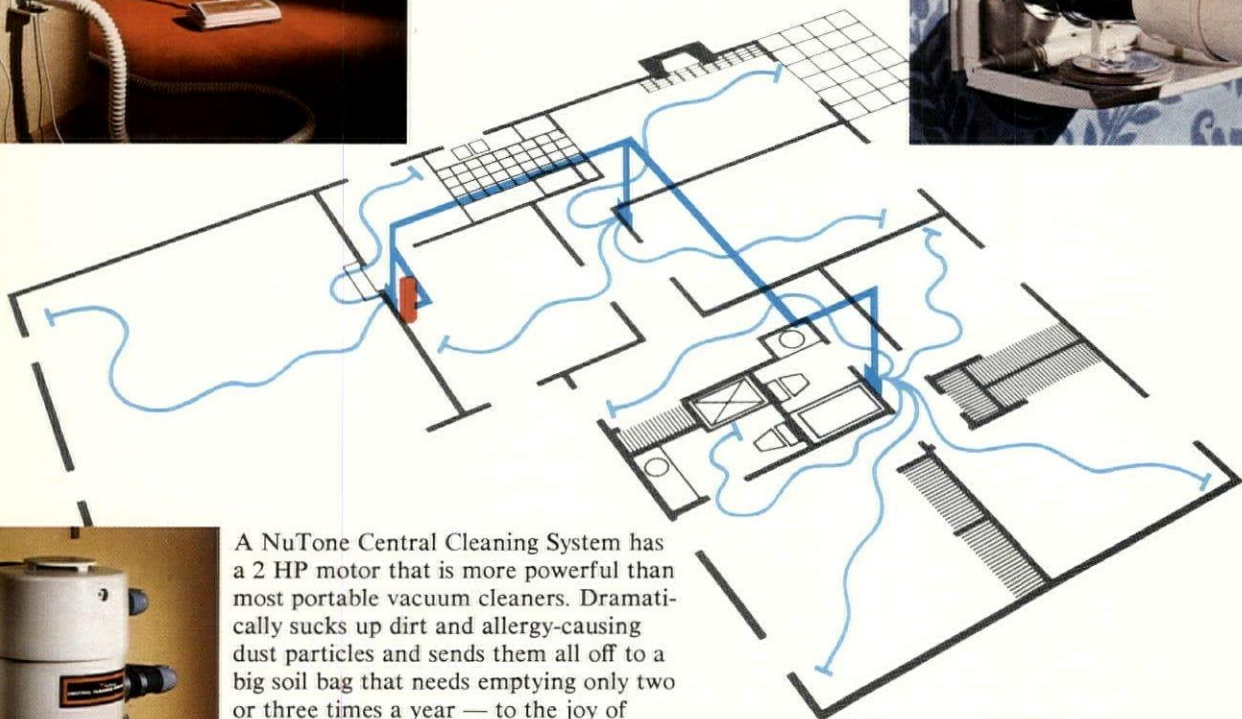
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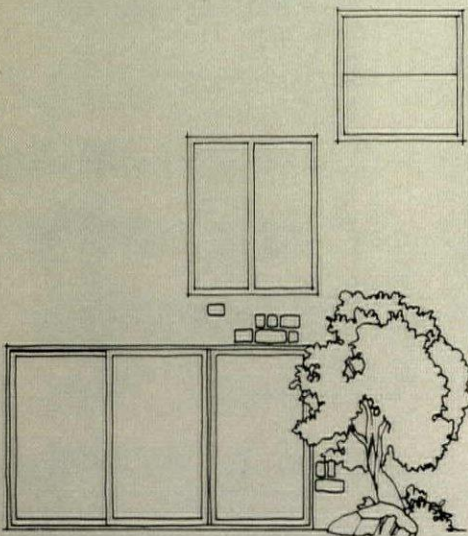
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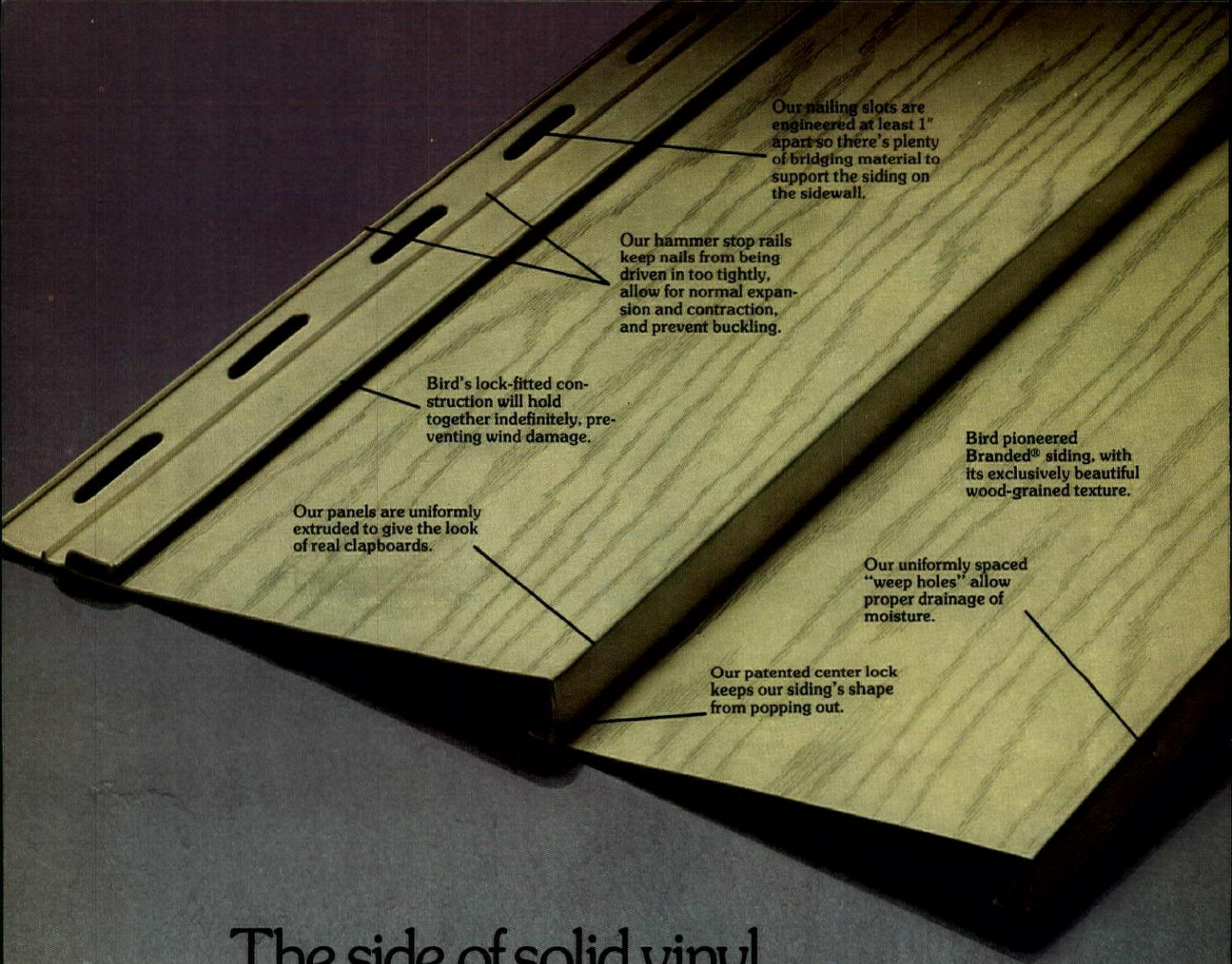
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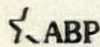
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Homing in on the homebuyer: How to find out what he wants

Nothing in the homebuilding process is more important than knowing 1) who the buyer is, 2) what he can afford and 3) what kind of house he wants. Yet dependable data are not often available and are seldom used.

There are a number of reasons. Consumer surveys are not cheap; accurate surveying techniques require considerable skill, and such expertise is not always available locally; and finally, we suspect, not enough builders appreciate the value of solid market information.

Well, flying blind is not an inevitable part of homebuilding, and getting accurate market data need not cost an arm and a leg. If builders in a market area pool their resources, they can come up with a surprising amount of very useful—and ultimately profitable—market information.

Two cases in point, both from the highly marketing-oriented California market:

1. Walker & Lee, the giant southern California real estate firm, annually surveys the market for its dozens of builder clients. This survey turns up significant preferences on subjects ranging from house plan and design to the uses of energy. We published part of the 1977 survey in July and more appears in this issue.

2. The Orange County Chapter of the Building Industries Association has just completed a similar survey that segments the market in greater detail (young families, move-down families, empty nesters, etc.), and reports consumer attitudes on such key issues as energy conservation and local no-growth policies. Data will appear in October.

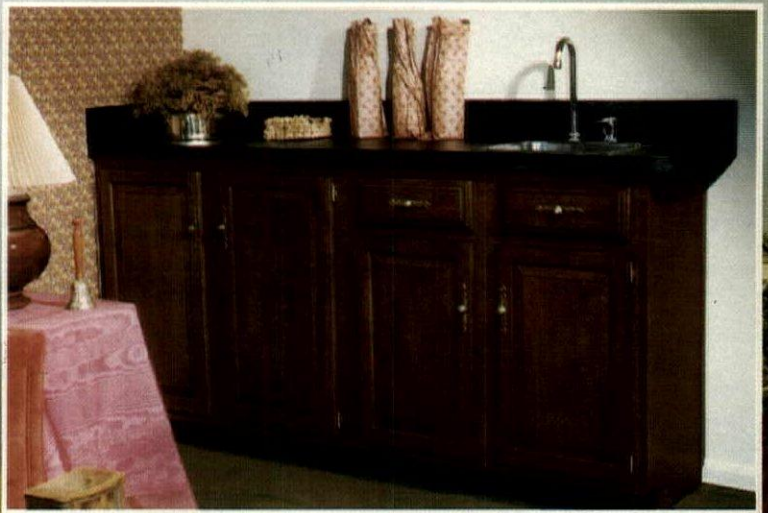
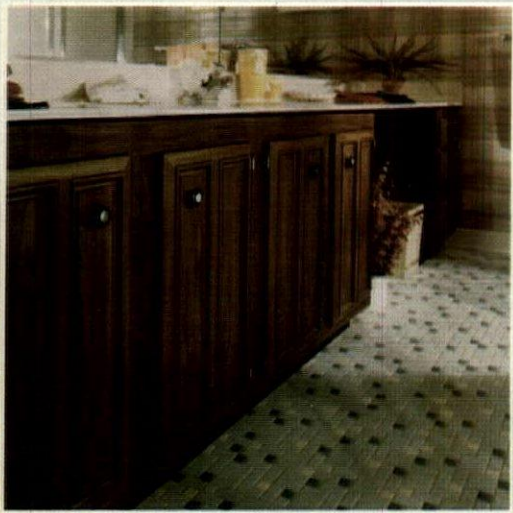
The point is, any local homebuilder association can do exactly this same thing if it spreads the load. Questionnaires can be spotted at projects of different type and price, assuring wide buyer response. The cost of the survey can be spread among all members. And of course, the survey results are available to everyone.

Such a survey won't answer all questions for all builders. It won't pinpoint a specific site and say how many units of what type can be sold there; it won't report which segments of the market are oversupplied and which undersupplied, and by how much; and it can't replace the builder's own judgment on such niceties as siting and design.

But it will provide insurance against big, costly market mistakes. It can give builders insights into hitherto unexplored areas of buyers' likes and dislikes; and it can go a long way toward improving the appeal of all housing built in a given local market.

We think it's worth a try.

—M.C.H. Jr.



FHA—and the road to nowhere

The outlook: The agency will remain its old and ineffective self

Herschel V. Green, a Miami builder, summed up as follows the recommendations of a high-level industry/government task force created to recommend a new future for the FHA:

"Let's get rid of the red tape, get down to sensible approaches and make FHA work."

But making FHA work is still a major problem. Since 1973, the agency has been insuring only 7% or 8% of the new single-family homes sold, and 8% to 17% of the multifamily units. At its peak it insured 30% to 45% of the single-family and 80% of the multifamily.

Green was a homebuilder representative on the 23-member task force led by Robert Weaver, the first full-fledged secretary of housing and urban development. The panel firmly rejected suggestions that would make of FHA either much more or much less than it is now.

Thou shalt nots. The FHA, the task force told Housing Secretary Patricia Harris, should not be phased out of existence, should not revert to its original role of insuring only little-risk mortgages in the suburbs, and should not become solely the mortgage insurer of last resort.

The panel suggested that Mrs. Harris press for an FHA that would "aggressively participate in both subsidized and unsubsidized markets while continuing to innovate."

These conclusions were put down in the first draft of the report distributed to task force members and—according to several of them—were generally agreed to.

The final draft was not expected to reach the secretary until the end of July, but only changes in language and emphasis were expected during the reworking of the original draft.

Task force lineup. The outcome was about what had been expected when the task force was appointed under orders to get recommendations quickly to the secretary so she could then use them—or reject them—in her own testimony to the Senate Housing Committee. The committee's hearing is now scheduled for September.

The task force was loaded down with experts from special-interest



FHA's Simons
He would regain
command

groups—bankers, professional consultants, housing economists—and with government housing partisans. The present HUD staff was represented by Assistant Secretaries Larry Simons and Msgr. Geno Baroni; Joseph Burstein, counsellor to Mrs. Harris; Warren Lasko, from the Government National Mortgage Assn. (Ginnie Mae); and George O. Hips Jr., acting director of the office of loan origination of FHA.

Along with Weaver, the task force enrolled former FHA Commissioners Phil Brownstein and Neil Hardy and a former chairman of the Federal Home Loan Bank Board, Preston Martin.

Causes of decline. The report spelled out the ways in which the FHA reached its present low estate. The panel cited the "faulty organization, combined with maladministration of FHA [under HUD's direction]" leading to "operational chaos and lowered morale." It said that "scandals that did occur" were of such "alarming volume" that they "served to damage seriously the image of FHA."

Europe readies big builder shows

Coming up: the world's two biggest housing trade shows.

In Britain, the 37th Interbuild, held every two years, plays at the National Exhibition Centre in Birmingham November 16-25.

The '77 show has 30% more space than in '75 and offers 600 exhibits and a program featuring half-day seminars. More than 100,000 visitors, many from western Europe, are expected.

France's 11th Batimat follows at

Another blow, the report said, was the subsidy-housing freeze of 1973.

The task force said the FHA should probably continue:

- To insure mortgages traded in the secondary mortgage market.

- To provide insurance for households that can't get a mortgage from private sources without FHA's insurance.

Subsidy policy. The task force urged that Ginnie Mae's tandem plan of mortgage subsidies be continued.

The panel also said the FHA "should not directly compete with the private mortgage-insurance industry" but that it should continue to stay in the market to "serve all sectors of the homeownership market."

Mortgages on subsidized rental housing are "sound investments" for FHA to insure, the task force said, and FHA "should be fully and actively involved in subsidized programs."

Co-insurance. The co-insurance of mortgages by the FHA—strongly opposed by the mortgage bankers—was found to be "not a viable substitute" for present FHA insurance. But the panel recommended that it be "an additional tool" to mortgages who "originate mortgages for their own portfolio, e.g., the savings banks and savings and loan associations."

One major reform was recommended—that Assistant Secretary Simons be given line authority over the FHA's field offices, which have functioned in a kind of operational anarchy since Housing Secretary George Romney severed the command line in the early 1970s.

the Parc des Exhibitions in Paris November 24-December 4. Also held every other year, it drew 313,262 visitors in '75. The 1,700-booth show is expected to attract 2,800 manufacturers from 28 countries.

Batimat, which has English-speaking guides as well as signs and visuals in English, will offer tours of building sites in the Paris suburbs.

International Trade Shows, 1350 Sixth Ave., New York, N.Y., 10019, Tel. 212-582-4960, supplies details.

S&L chief to respect HUD's wishes

The kind of record Robert McKinney will write as President Carter's chairman of the Federal Home Loan Bank Board hinges to some degree on the influence the Department of Housing gains over McKinney's agency.

In December, the staff papers written to pave the way for the Carter administration urged the new President to bring HUD and FHLBB closer together. Little more was said during the six months of public controversy over the chairmanship, climaxed by Carter's choice of McKinney.

However, after White House and HUD aides briefed the new appointee, he began talking like an advocate of close cooperation with HUD.

"The President said we have got to have cooperation between HUD and the Bank Board so we can have different ways to solve the same problem [urban deterioration]," McKinney said.

Advice to industry. The new chairman is also urging that the \$400-billion savings and loan industry, which the FHLBB regulates, cooperate with HUD's leased-housing and community block-grant programs—which, he says, not enough S&Ls have heard about. His thoughts are clearly close to those of HUD.

McKinney has also opened the way to an even closer Bank Board link with HUD. He talks of risk sharing between government and industry on urban loans. The S&L industry has already said that a prime condition for an increase in its urban lending is 80% federal insurance of the loans, and such an insurance scheme was also suggested in last year's Democratic party platform. The dispute in Washington has been over whether to assign any new mortgage insurance program to the Bank Board or to HUD's beleaguered Federal Housing Administration.

Pledge to aid cities. Any shift would lash HUD and the Bank Board together, assuming the S&L industry would ever agree to shift its emphasis from suburban mortgaging to rein-

vestment in the cities. In his fiercely-contested confirmation before the Senate Banking Committee, McKinney intimated he would try to move S&L men in that direction. "I think the S&Ls can be the focus for a new awakening in the inner cities," he testified.

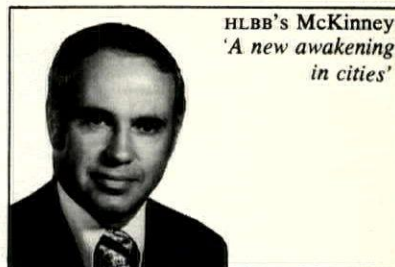
The HUD influence looms as even more critical after the strenuous lobbying the White House endured from both S&L leaders and consumer activists before President Carter finally asked for Senate confirmation of McKinney. That action represented a major defeat for consumer groups.

Next to the Federal Trade Commission, consumer groups had set their highest priority on placing their own nominee at the head of the Bank Board. The stakes were high because the S&L industry's deposits represent by far the largest pool of mortgage money in the country and there is little federal money to spare for the cities.

Defeat for Nader. The choice of McKinney—not only chairman of an S&L, First Federal of Indianapolis, but chairman of a construction firm and senior partner of a law firm which dealt with that S&L—came as a slap in the face to Ralph Nader and his allies. After unavailing attempts to get Carter to change his mind, the Consumer Federation of America exploded with a press release in May voicing CFA's "bitter disgust with President Jimmy Carter for even considering Robert McKinney . . . the ultimate in a political payoff." In the primary and national elections, McKinney had been Carter's Indiana campaign manager.

Industry sources were jubilant. President D.D. McClatchy of the National Savings and Loan League said that "the fact that Mr. McKinney has long been associated with the savings and loan industry makes him uniquely qualified to regulate that industry."

Republicans' choice. In the Senate, the Democratic President was embarrassed to find that his nominee to fill the Bank Board post—which Democratic objections had kept empty for two years while Republican nominees were submitted for two years by President Ford—was confirmed only because conservative Republicans enthusiastically supported him. An elated Senator, Jake Garn (R., Utah) called McKinney the best nominee "Republican or Democrat, since we have been trying to fill this post."



HLBB's McKinney
'A new awakening
in cities'

McGUIRE, INDIANAPOLIS

Liberal Democrats, by contrast, voted to back Carter in approving McKinney only because, as one Senator put it, "there was no smoking gun." While McKinney was tagged with conflict-of-interest and redlining objections before his hearings, no one at the hearings brought information out of Indiana that could trip up his nomination.

Trade-offs. McKinney's urban reinvestment initiatives mollified Liberal opposition because it suggested the White House would not let him serve simply as the industry's man in Washington, as predecessors had done. Even though McKinney's arch opponent, Chairman William Proxmire of the Senate Banking Committee, voted against confirmation, a Proxmire aide concluded later that "McKinney will get the industry off the dime." (The committee vote to confirm was 12-to-3.)

But the industry's confidence in McKinney may not be misplaced, either. There will probably be a *quid pro quo* to S&Ls for urban reinvestment:

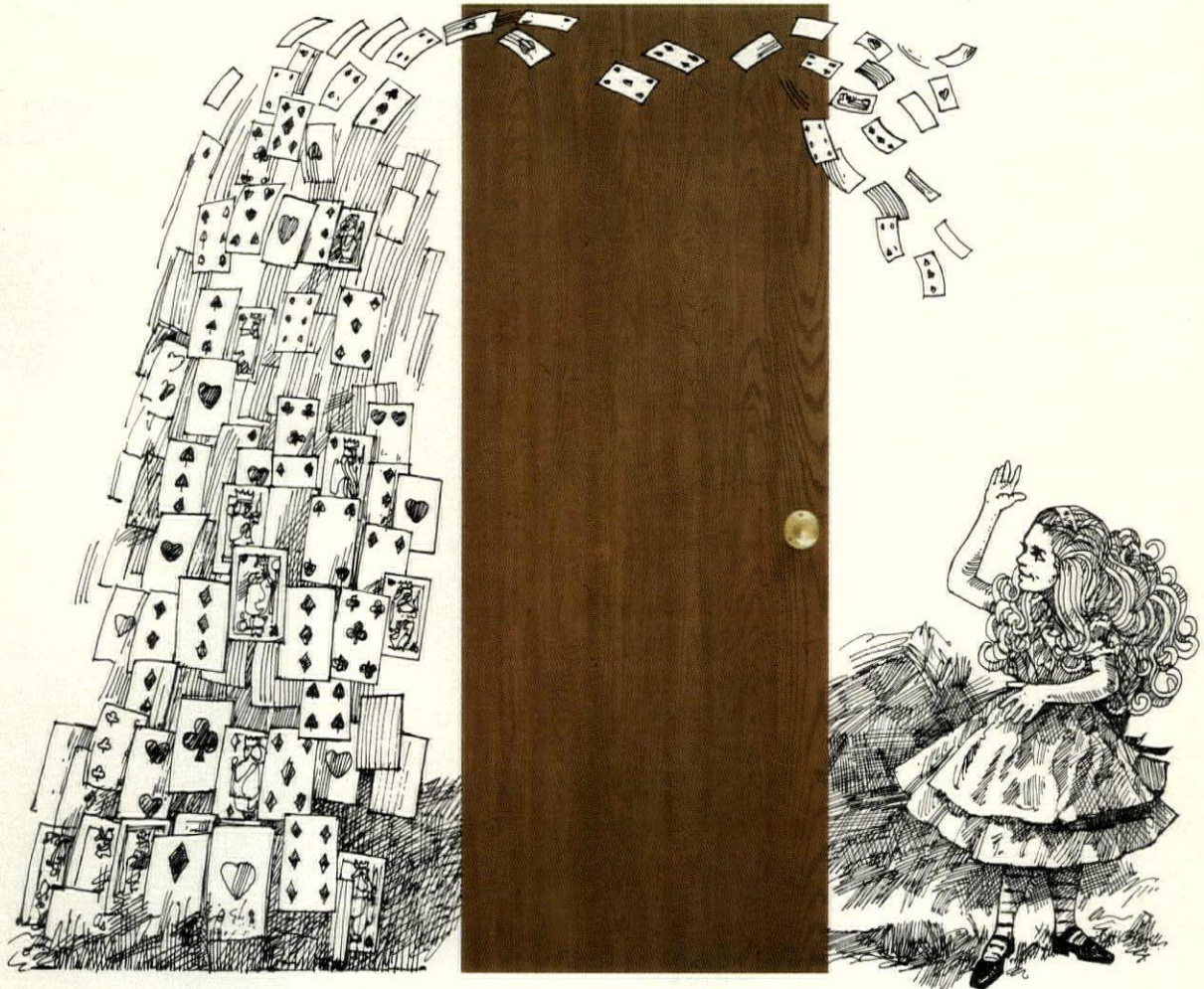
"He will not risk the solvency of the industry," one source warns. "There will have to be a balance—get them into the inner city but give them something else and not just shared-risk insurance." This source thinks the S&Ls can be rewarded by a more permissive posture by the Bank Board on S&L men's other problems.

Favors. These focus on the income statement bottom line. The S&Ls find their bad-debt allowance is of less and less use in sheltering income from federal taxes. They want relief. They also want the authorities to lift the restrictions set up in the 1930s on the loans the S&Ls can make.

They also think they need help to achieve better capital adequacy. They would like McKinney to fight to retain the competitive advantage over banks they have had thanks to the deposit-yield ceiling rule known as Regulation Q. —STAN WILSON
McGraw-Hill World News,
Washington



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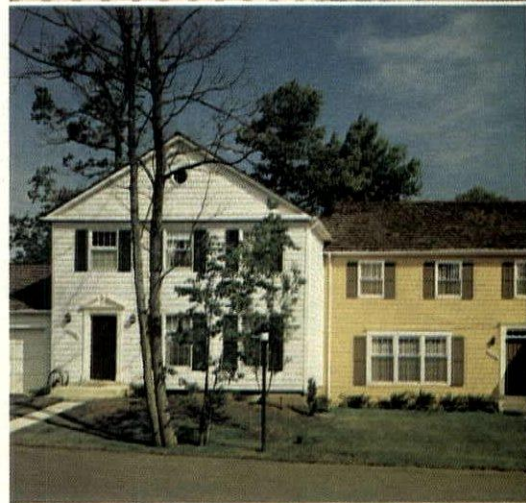
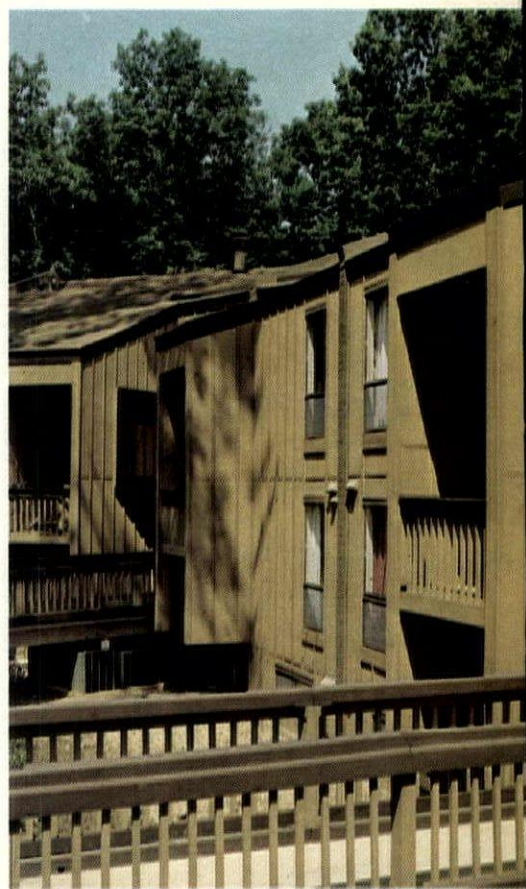
Weldwood offers styles to fit any mood you want to evoke: with classic lap siding; Ivy League with shallow grooves; wide-grooved T-1-11, flat siding perfect for applying battens (don't stop, there's more); V-grooved siding; Great Divide with the look of board and batten without applying battens; kerf siding with narrow grooves; or early American with the look of spaced boards.

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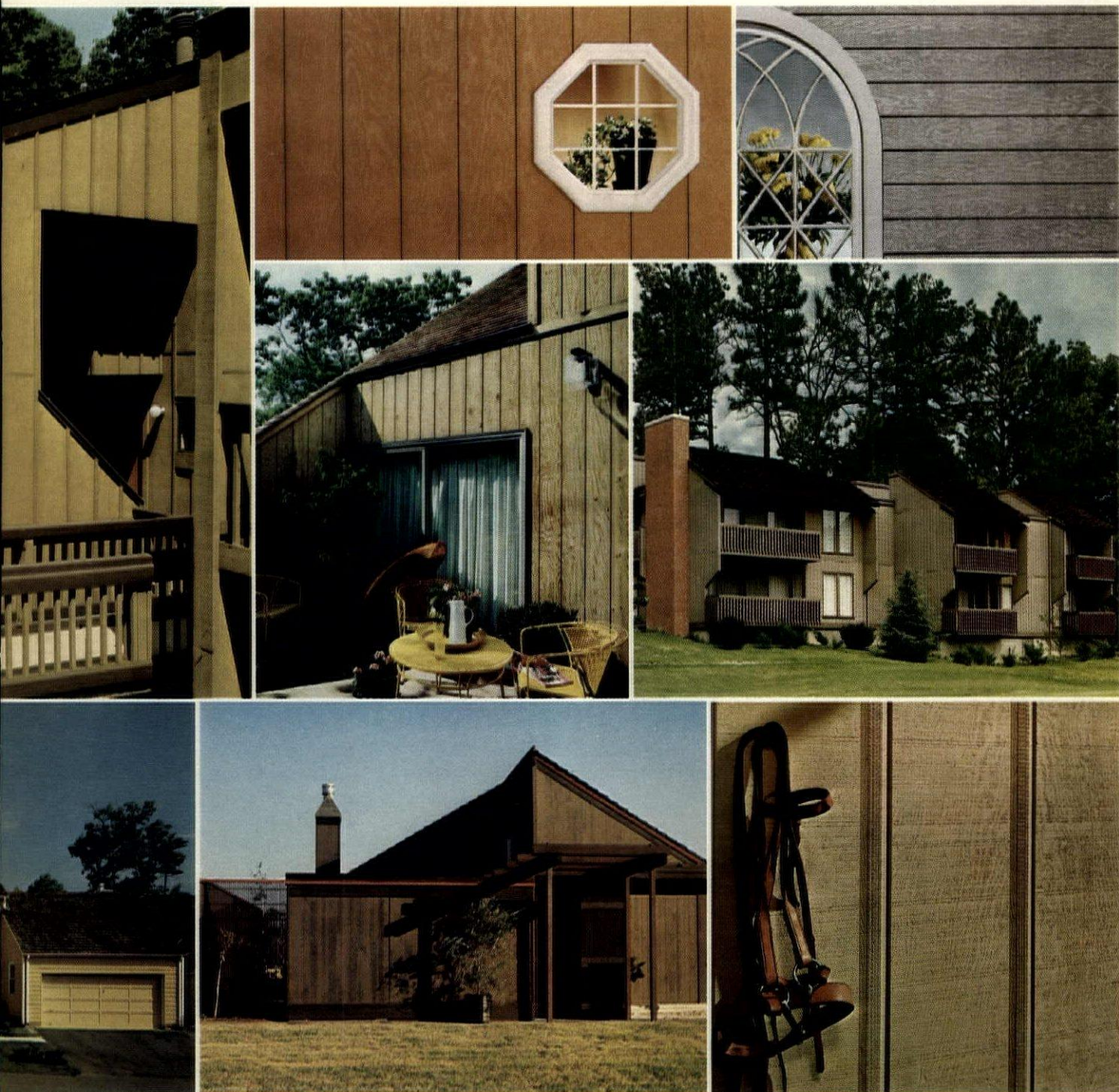
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The following Weldwood sidings are shown clockwise from upper left corner: Roughtex board & batten; Planktex®; Roughtex lap; Planktex; Great Divide; Oldbridge®; PF-1® lap. Center: Roughtex Texture 1-11.

Les Nelson hits expansion trail

It's off to the races again for the L. B. Nelson Corp.

The California builder, making a comeback after a nearly fatal bout with overextension [H&H, Feb. 1976], is now trying to turn around another ailing company: Hallcraft Homes of Phoenix.

If the cure takes, Hallcraft, once the nation's sixth biggest builder of single-family housing, will become a Nelson subsidiary by year-end.

And, harking back to its own go-go period, Nelson itself is branching out again with new operations in Arizona, Oregon and Southern California.

Stock swap. Nelson has signed an option agreement with Hallcraft's two main stockholders—Chairman John C. Hall and former director A.R. Ashton—to acquire 52.5% of the company's 2,033,312 outstanding common shares in exchange for new shares of Nelson convertible preferred.

The proposal is subject to approval by Nelson's board and stockholders and the Securities and Exchange Commission.

Troubles. Hallcraft has problems. A local success, it has built 40,000 single-family homes, townhouses and condo apartments, mainly in Phoenix, in the last 30 years. But, expanding into Colorado and California, Hall got caught with a heavy inventory in the '73-'74 market turndown. It was carrying 2,000 unsold homes with an average price of \$30,000 at one point. A money squeeze intensified the difficulties.

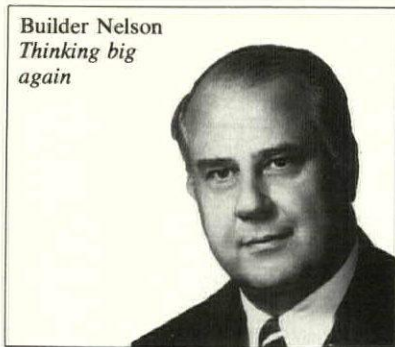
President Lewis J. Wright explains:

"We had a \$60-million inventory and an interest factor of \$9 million [Hallcraft was paying 3% over the then 12% prime rate]. That brought on serious cash-flow problems and a debt service on land and buildings that were eating us alive."

The nosedive. At its peak in '72, Hallcraft earned \$2,705,000 on revenues of \$114,076,000. There was a profit the next year, but there has been only red ink since. Total losses: \$40,440,000, plus \$5.1 million in fiscal '77 (Apr. 30). Final figures are still under audit.

In 1974, Hallcraft asked the American and Pacific Stock Exchanges to halt trading in its shares. The price had plunged to \$5 from a

Builder Nelson
Thinking big
again



GENE'S

high of \$54. The stock has traded lately at about \$1 in the over-the-counter market.

Cutback. Hallcraft also retreated to Phoenix and began trimming sail. It closed all out-of-state offices; sold land and buildings in Denver, San Jose, Los Angeles and San Diego; got rid of its concrete company and folded Data Core, a franchising operation that offered builders a full package of management services for townhouse and condo projects.

The payroll was lopped, too—from 400 to 25.

One asset it kept, though, was Automated Construction Industries in Phoenix, which produces fiber glass housing. The 400- to 700-sq.-ft. shelter homes are mainly for export.

This prefab division, largely inactive of late, is now being dusted off. Hallcraft says it's about ready to close deals in Mexico (for \$20 million) and Venezuela (\$3 million) and has others working in Indonesia, Iran and Saudi Arabia.

"We think the division has unbelievable potential," Wright says. "Once we crack the market, it could mean 5,000 units a year—and that's conservative."

Turnaround plan. Hallcraft has a negative net worth of \$27 million, but Nelson aims to add \$30 million in equity to the balance sheet. Some \$15 million in Hallcraft bonds will be converted from debt to equity in the stock swap, and the other \$15 million income will come from land sales, creditor discounts and interest forgiveness. All of which, it's hoped, will generate a positive net worth of \$3 million.

Hallcraft owns some \$22 million in land. Plans are to convert this to cash and working projects. According to Nelson's scenario, debts against the land—about \$17 million—will be paid

off, leaving a balance of \$5 million.

And finally, as a result of its recent losses, Hallcraft should wind up with a seven-year tax loss carry-forward of \$30 million.

Why Hallcraft? The takeover would give Nelson an entree to the hot Phoenix market (20,000 starts projected this year vs. 12,000 in '76), long-range growth potential with the prefab operation and the advantages of owning a tax loss carry-forward corporation. Not to mention some sizable assets:

"We think Hallcraft is worth at least \$2 million a year net," says President Les Nelson from his headquarters in Menlo Park, Calif.

Hallcraft, he adds, will limit itself to Phoenix, building 500 to 700 homes a year to sell at \$35,000 to \$50,000.

Nelson, which has just set up an Arizona division headed by veteran prefabricator Donald J. Scholz, [H&H, Oct. '70 *et seq.*], will concentrate on \$100,000 to \$200,000 single-family homes. These will go up around Phoenix's Biltmore Hotel. The company has bought enough land to build 300.

More expansion. Nelson is returning to Portland, Ore., which it abandoned in '74. This time it's going with fourplexes selling at \$29,000 to \$39,000 a unit. Land for 350 units has been bought and building starts this fall.

The company is also readying a push into California's San Bernardino County. The product: single-family desert homes in Victorville, site of a major Boise Cascade project that never took off.

Since returning to profitability in '75, Nelson's health has improved steadily. In first-half '77 it netted \$1,665,000 on volume of \$20,795,000—well ahead of total '76 earnings of \$731,000 on \$18,031,000. The second-half should be even better, Les Nelson says.

—BILL MULLIGAN

Housing news from all over

Samho Housing and Construction (13-3, Dongjak-Dong, Kwanak-Ku, Seoul, Korea), has signed a \$170-million contract with the national housing authority of Kuwait to construct a new village of 1,850 housing units in Jahra, Kuwait.

—SHIN HO-CHUL

McGraw-Hill World News, Seoul

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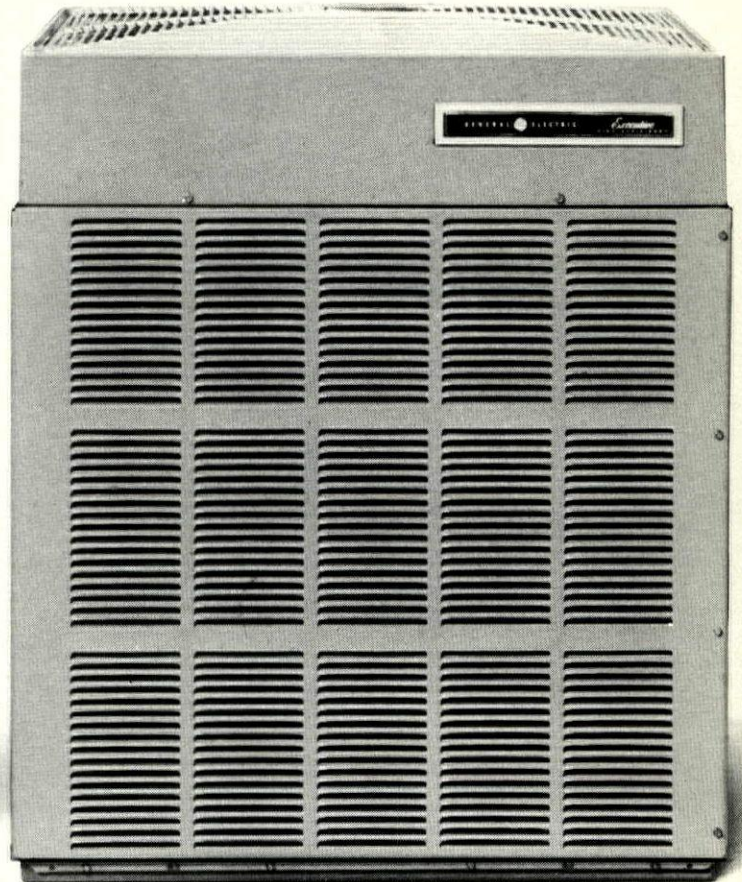
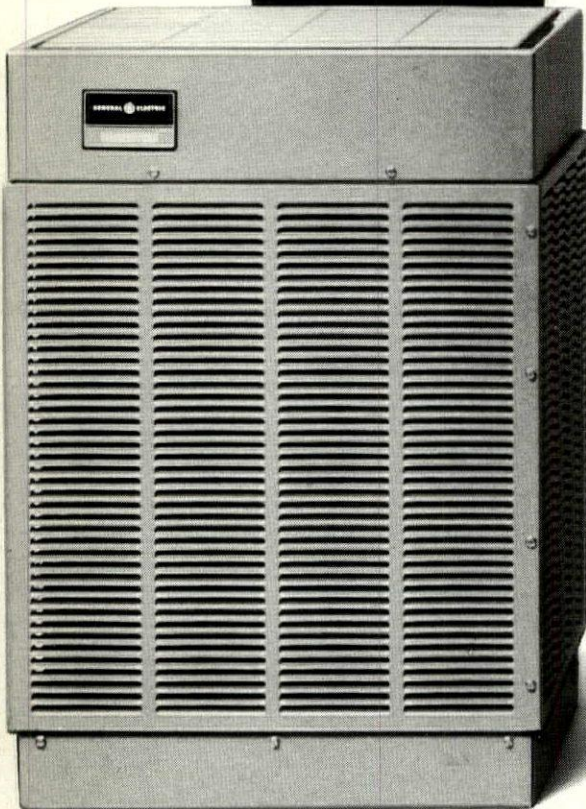
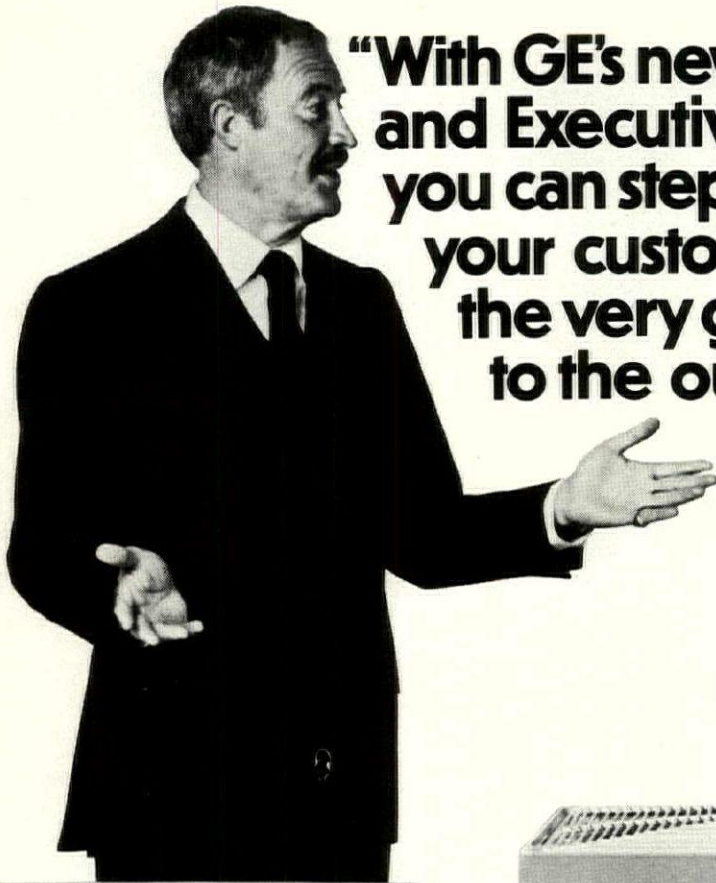
See the Yellow Pages, the 1977 Sweets File 11.27/Je, or write Jenn-Air Corporation, 3035 Shadeland, Indianapolis, Indiana 46226

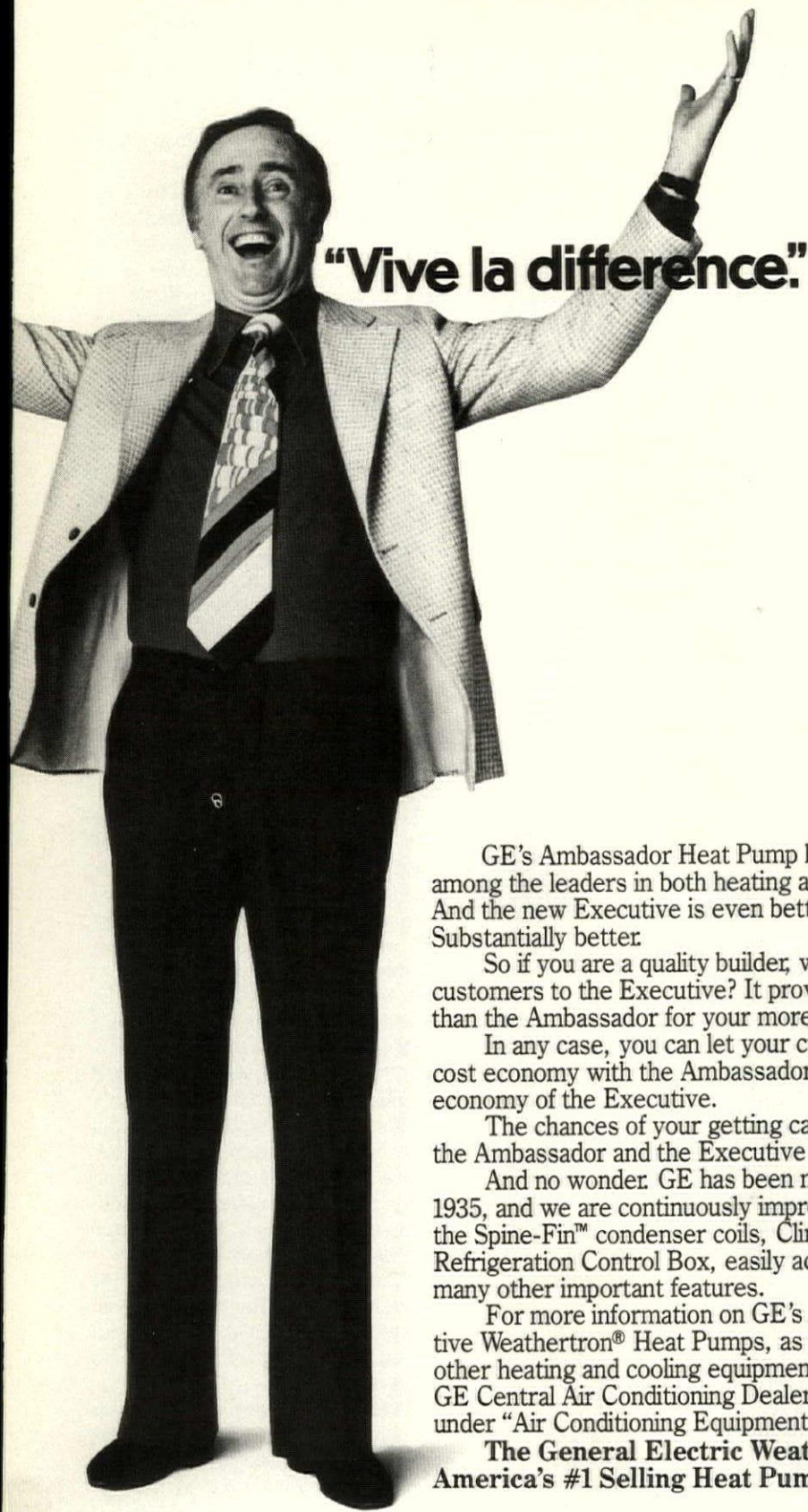
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Heritage Village: A Paradise Lost

Trouble, trouble everywhere—even in paradise.

In paradise—otherwise known as the award-winning adult community of Heritage Village in Southbury, Conn.—the trouble has come in two forms. For some of the 4,000 residents it came in the form of alleged construction defects in their \$30,000-\$90,000 condos. For developer Henry Paparazzo it came as a lawsuit that one group of residents tried to file to recover an estimated \$8 million in repair costs.

That group, the Concerned Committee of Heritage Village Unit Owners,* began pressing its case upon the village governing body—the Master Association—over two years ago.

List of defects. Then, as now, the group cited defects that, they said, included defective windows, decaying wood, defective ceiling heating panels, leaking roofs, faulty sewer pipes, interior dampness, sinking carport floors, non-fire rated sheetrock in garage ceilings, rotting decks and supports, rug stains, poorly laid roads and paths, broken hot water pipes in concrete floor slabs, improper site drainage, improper ventilation, holes in building foundations and cracked steps and walks.

To back its claims, the committee enlisted Home Inspection Services of Greenwich, Conn. The firm's report substantiated many committee complaints. The investigators called the defects "a major concern to Heritage Village" and said the deficiencies "were not in accordance with good building practices and workmanship."

The votes. With this ammunition, the committee pushed the Master Association to vote on whether to sue. Three times since August 1976 the governing body voted. By 17-to-15, 15-to-9 and 15-to-9 tallies the governors rejected a suit against Paparazzo.

Since the final vote last April, the committee has tried unsuccessfully to win over various Master Association members and residents.

On the surface, the committee had seemed to be presenting an open-and-shut case. In nearby Waterbury,

Conn., an attorney even told the committee that its proposed suit had a 70% chance of success.

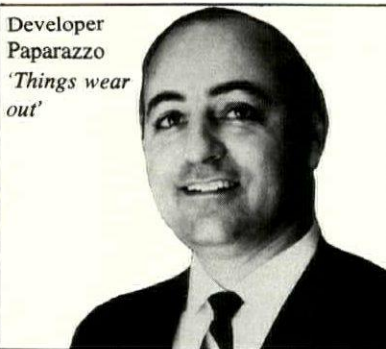
But trustees were skeptical. Explains Sanford Cobb of the Master Association:

"Legally, the situation seemed far too murky. There are no legal precedents for this type of case in state law and we had no desire to be a guinea pig."

Another trustee disputed the claim of a 70% chance:

"You're told a court case will be a virtual open-and-shut victory. Then you think about it. For an open-and-shut case that's a low percentage. Right there I was worried."

Developer Paparazzo
'Things wear out'



Performer of the year. Residents cited other reasons for their reluctance to sue. The Master Association's president, Harry Ferries, said Paparazzo's reputation as a developer was one deterrent.

Explained Ferries: "Paparazzo has won many awards for his work here. [With San Francisco architect Charles W. Callister of Callister & Payne, he was selected as one of HOUSE & HOME's top Performers in Housing in 1967.] A suit by us would have left us open to a countersuit by Paparazzo."

Paparazzo was quick to agree: "If those people sued, we'd protect ourselves in whatever way we could. Darned right I'd sue."

The Southbury developer, who heads Heritage Development Group Inc., was also somewhat contemptuous of the committee's chances of winning a suit:

"Percentages quoted by lawyers don't mean much. Give me five minutes and I'll find a lawyer who'll tell me I've got a 70% chance."

A closer look. Most of the Master Association trustees also disputed

the accuracy of the Home Inspection Services report.

Said Ferries: "Those estimates [from \$5 million-\$8 million] aren't entirely accurate. They inspected three condos and extrapolated their findings to cover the whole village. If their report was accurate about the need for extensive repairs, we would have had many more complaints."

"Until this thing became public [The Waterbury Republican front-paged the story of the Heritage Villagers' discontent early in the summer] most residents didn't realize anything was wrong."

'Things wear out.' Ferries and Cobb did not say there were no deficiencies, nor did Paparazzo.

"But I wouldn't call them defects," the developer declared. "It's been 10 or 12 years since many of those units were built. Things wear out. Things go wrong. Many of the so-called defects are the result of simple wear and tear."

The movement to sue, Paparazzo says, "is a nuisance thing. Some of those people want to be taken care of for life. That's not our job. We gave each of them a one-year warranty and, in many cases, took care of them for three or four years."

A former Paparazzo employee agreed—with reservations. "I don't think anyone was trying to cut corners," he said, "but perhaps we used too much fir outside the units. It's fine for California but not so good in New England winters." But he admits that pine used outdoors has, in many instances, rotted. He adds, however, that much of the rotted material has been replaced.

"There was no evil intent on the builder's part," the ex-employee concluded. "There was too much riding on the quality of the place to screw around."

Residents' hesitancy. Other factors are involved in the trustees' decisions not to sue. (The most recent decision was made, with a note of finality, July 28.)

Says Cobb: "We have many very wealthy people here. They're here for a few months a year and spend the rest of the time traveling. For others, on fixed incomes of \$10,000-\$12,000 a year, this is the last stop, the last investment. They're afraid public

*It began life as the Ad Hoc Committee on Construction Defects.

Heritage Villagers finding flaws in their paradise

By TRACIE BAKER
SOUTHBRURY — Walls are rising, roofs are being Water pipes are leaking. There are shakings. And it may cost as much as \$1 million to fix everything that needs fixing.

It is not a state. According to some Heritage Villagers, it is a description of their own prestigious, award-winning community. Aggrieved by a variety of flaws circled in the Village in recent months, and some-

times, he submits, and the companies are part of a "negative action group trying to make a shakedown over what every one who has done to make the Village a fantastic place to live."

His Heritage Village Development Group which is widely known for similar ventures in Bedford and in Somers, N. Y. was the developer of Heritage Village for two other corporations—Paparazzo (later Heritage Corp.) and F. M. Heritage Corp., which is owned by Family Mutual Insur-

ance, has sued against using Paparazzo for the cost of the alleged defects and violations.

These votes somewhat curiously followed a unanimous decision in April 1976 to "revoke consent to undertake recovery from the developer" for the cost of repairing defects in the Village's new owners' covenants—a vote which has never been implemented.

Last month the association decided the situation was serious enough to ask the local defects or building code violations in the 16-year-old development.

But not all "Villagers" think that's enough. They want a lawsuit. And they're making reports about it, contacting other residents to press their complaints on the association and taking more detailed action.

Yet in a case where millions of dollars are at stake, and where some Villagers claim they have a 75 per cent chance of success if they decide to sue the devel-

opment, the Master Association has even ordered an extensive debate on whether the Villagers themselves should be held liable for all of what's going on.

I have nothing to say about this right now, replied Sanford Cobb, the Village's appointed spokesman in the matter. When questioned last week about reports of the defects, "No comment."

First news of various owners' displeasure at Heritage Village came in this Sunday edition of the *Waterbury (Conn.) Republican* on June 1.

wrangling will lead to depreciation of their units. While they're afraid of higher maintenance costs, they're more afraid of seeing their investment go down the drain. Besides, they came here for a way of life, for tranquility. They don't want to see it ruined."

Footing the costs. All parties now agree that, whatever the eventual repair cost, the bill will be high. Cobb and Ferries, however, think the situation "is workable with planning."

Says Ferries: "It's a matter of philosophy. Many of the unit owners owned their own suburban homes for years. They're accustomed to maintaining their own property, unlike former apartment dwellers who look to the building superintendent or landlord to take care of them. There has to come a time when you say that the developer has discharged his responsibilities and it's up to us to maintain our own community. We've reached that point."

The Master Association's remedy, he says, is to conduct an "exhaustive" study of maintenance needs "and see what needs fixing today,

next week, next year or what can wait 10 or 20 years. We'll arrange our budget accordingly."

Cobb is even more succinct. "You have complainers in every town," he says. "We're no exception. When you have mass housing—and that's what we really are, a glorified subdivision—you're going to have problems. There comes a time, though, to stop looking for a 'they' to blame.

"To quote the old *Pogo* comic strip: 'We have seen "they" and "they" is us.'"

Uneasy truce. Cobb, Ferries and other Master Association members consider "this issue to be at an end." Committee members are not so certain, but they are not making waves.

A committee member, Thomas Diviney, says his organization "has no firm plans right now except to say that we're concerned about high maintenance costs and will stay active."

Paparazzo is relieved. "They have good, responsible people there," he says. "You'll always have chronic complainers, but 20 [the Committee of Concerned Unit Owners lists 14

members on its letterhead] out of 4,000 isn't much."

Meanwhile, the Master Association has asked the Federal Trade Commission to investigate complaints of construction defects. The federal agency, however, says it currently has no mechanism to investigate such complaints and no immediate action is anticipated.

More Heritages. Paparazzo—who battled with Southbury zoning officials over local ordinances before beginning construction on Heritage Village in the mid-1960s—remains active. In addition to owning the Heritage Village shopping center and 27-hole golf course, he recently completed construction on Heritage Circle, an 89-unit condo community adjacent to but unaffiliated with Heritage Village. So far, he says, 50 units, ranging from \$50,000 to \$80,000, have been sold.

Heritage Village was completed between 1965 and 1972 at a cost of around \$150,000,000. The 700 acres, situated 80 miles northeast of Manhattan, were developed by the Paparazzo brothers—Henry, Otto and Frank.

Under terms of a special agreement, Paparazzo cannot expand Heritage Village beyond its current boundaries.

Initially, the project was financed by local banks. By 1967, when money tightened, the Paparazzos entered into a joint venture with Fidelity Mutual Life of Philadelphia. Under the banner of the F.M. Heritage Co., the insurer bankrolled the completion of the development.

—TOM ALLEN

Long lineup of buyers signals end of Florida slump

These people camped out overnight—some up to 48 hours—to get in line for new single-family housing.

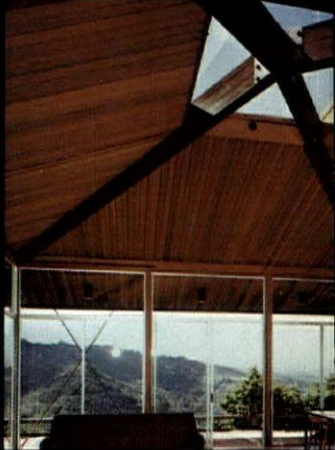
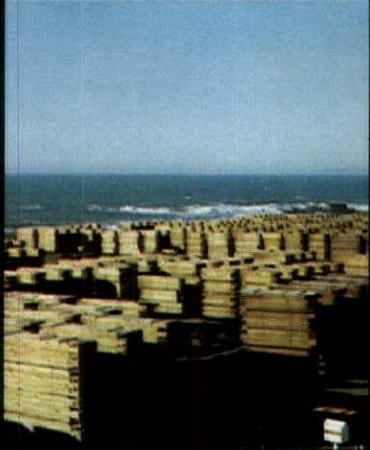
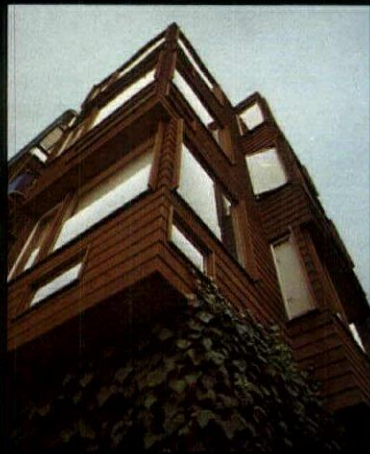
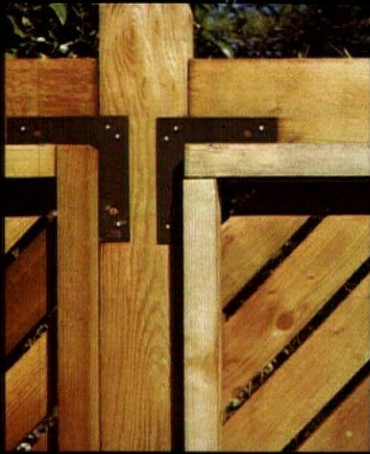
The scene unfolded at Arvida Corporation's July 16-17 opening of Timbercreek Village, its 140-acre project in Boca Raton, Fla.

More than 200 prospects attended the first-come, first-served weekend sale. Despite occasional showers, 65 of 179 first-phase units were reserved in the first hour. Lot and home price: \$60,000-\$85,000 (lots only: \$13,000-\$20,000).

Timbercreek features wooded homesites, lakes and recreational parks. Seven builders worked on the project.



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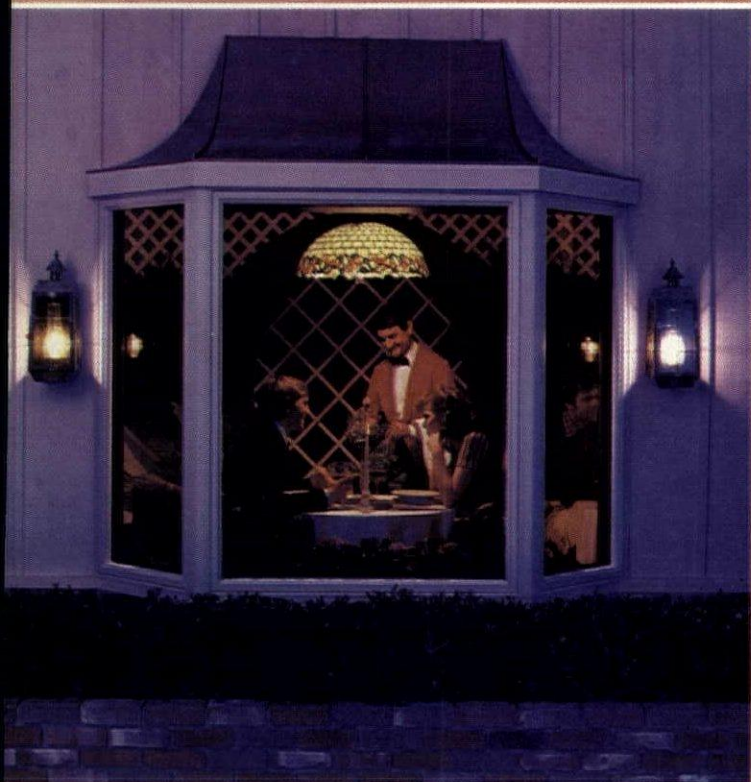
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H&H/housing 9/77 **25**

Luring middle class back to city

Tucson and its builders join to build downtown housing as magnet

The U.S. Conference of Mayors recently heard Housing Secretary Patricia Harris warn that, if the cities don't start helping pump new life into core neighborhoods, they will forfeit federal aid.

Ironically, the mayors met in Tucson, a fast-growing Arizona city of 400,000 that 1) has opted to halt its urban sprawl in favor of city redevelopment and 2) had just broken ground for a project of 36 to 166 houses on the downtown fringe—a development that could become a model of homebuilder-and-city cooperation in urban revitalization.

Bring 'em back alive. Tucson's entry in the renewal sweeps:

An Inner City Parade of Homes, a promotion conceived by the Southern Arizona Home Builders Association in cooperation with Tucson's department of human and community development.

Its purpose: to show that middle-income families can be lured back from the suburbs to the convenience

and vitality of downtown.

The Tucson builders believe this to be the first such public/private building venture of its type. Dallas is getting a \$90-million residential development downtown, but the Fox & Jacobs project is strictly private enterprise. That's another story [H&H, March].

Both sides agree that the unusual project is, in the words of Mayor Lewis Murphy, "a very risky undertaking for all of us."

High stakes. The housing is being built on 22 acres one mile east of Tucson's downtown core. When completed, the land-and-homes value will be nearly \$6 million.

Twenty builders are putting up the homes—and putting up \$1.5 million. About \$400,000 in HUD allocations to Tucson and \$35,000 from the city have been committed to the first phase.

The city is doing all on-site engineering and making all off-site improvements. Builders provide everything else, including land.

Construction on the first six acres began in July. The first 36 zero-lot-line houses are expected to go on sale by November 30 at prices from the low \$20,000s to the mid \$40,000s. The remaining 16 acres will accommodate 130 more homes later.

Surprise teamwork. In a rare switch, builders and bureaucrats are now getting on famously. Only minimal revisions in city building codes and zoning rules were required to fit the architect's plans.

"We were determined to stay out of the plans," says Bill Mosher, the city's project coordinator.

Mosher says the Fire Department balked at the 8 ft. walls around some lots, so "we compromised by requiring a 6 ft. open area on one side for fire access." Other plans violated setback requirements, but the city waived its ordinances.

In-fighting. The gameplan did not always run as smoothly as Mosher indicates, however. At one point, it was almost scrapped.

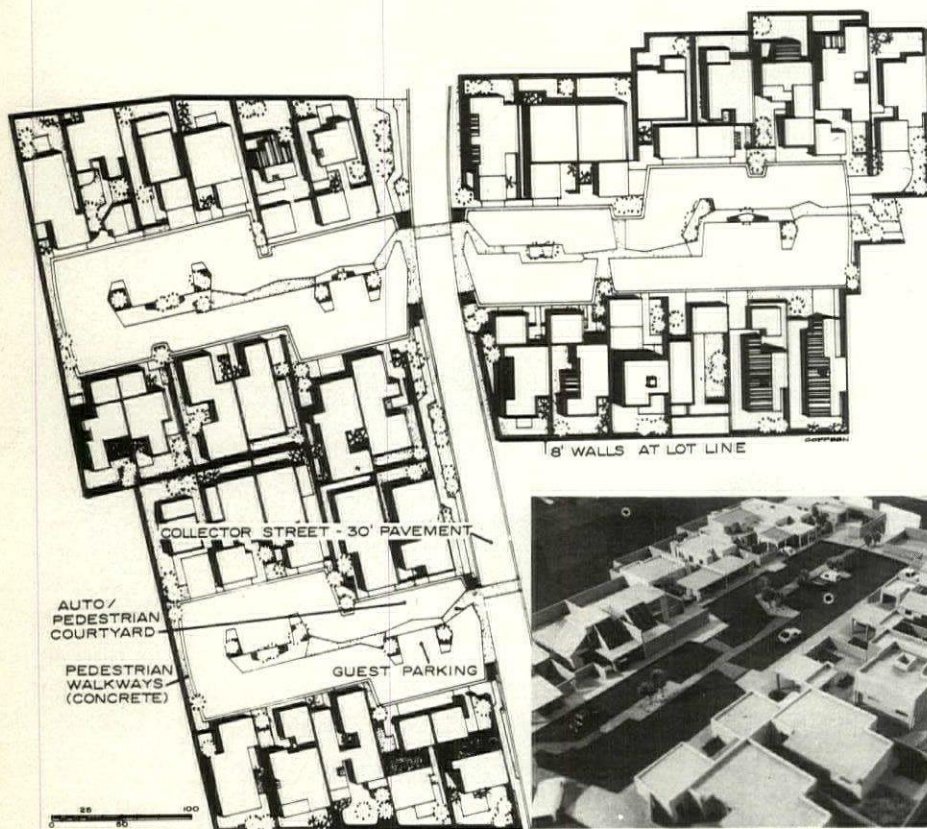
In 1975 Peter Herder, then the builders' president, suggested that his association put on its next Parade in the inner city. He asked that the city help by acquiring some land. So the city council filed for rights to acquire property that would be sold to the builders at preferential prices.

But there was an outcry from taxpayers who felt that the builders were getting a free ride on their property taxes. Then City Fathers had second thoughts, and the plan fizzled.

New approach. So the city took a different tack. Instead of buying land, it appropriated \$10,000 for a market study. Its ostensible aim was to identify possible Parade sites and to spot potential markets for the new homes. In October 1975 the study took a positive view of Herder's Parade of Homes proposal. (The idea offered a new twist on the old Parade, an industry perennial that usually serves as a sales showcase for builders.)

"Maybe too positive," Zuckerman says now. "Maybe that's why Mayor Murphy and our association feel it's so risky."

But City Manager Joel Valdez doesn't agree that it's a high-risk venture—at least not for the public



Tucson's layout for 36 zero-lot-line houses selling from the \$20,000s to the \$40,000s. Photo inset at right is model of the section of the site that is shown directly above it.

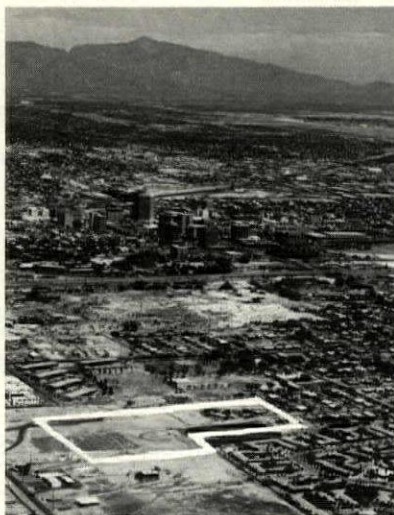
sector. "Property taxes from buyers and from associated nearby development," he says, "will more than offset the city's use of federal funds."

Valdez, of course, is assuming that the Parade will sell out and that it will encourage further rebuilding in the area.

Prime movers. Herder, Zuckerman and fellow builder Bill Pritchett got the project rolling. When the city backed off from buying the land, they put up money (a combination of their own and SAHBA's) for a 120-day option on part of the site—thus calling the city's bluff.

Although the SAHBA wound up buying the land—at 50¢ a sq. ft. or about \$21,000 an acre—the builders' initiative paid off in last September's financial participation pact with the city.

Financing. The association has a



Building site on fringe of city core.

line of credit from six Arizona banks, led by Valley National. This allowed the group to obtain clear title to the

six-acre Parade site while it continues to pay for the remaining 16 acres. Individual builders, in turn, were then able to buy their lots using conventional financing methods.

Buyer financing is set, too. Two private mortgage firms have agreed to arrange up-to-95% conventional mortgages for buyers, and the builder association is trying to get the project qualified for FHA financing.

Still up in the air, though, are proposed electric utility rate changes to reward high-density dwellers. Their adoption by the Arizona Corporation Commission would ice the cake for builders and the city, both of whom have big bets riding on the 1977 "Inner City Parade of Homes."

If they're right, the gamble will help turn Tucson's downtown into a residential center.—KEN CLARFIELD
McGraw-Hill News, Tucson

WASHINGTON

With E. B. White, HUD will fight to write it right

Housing Secretary Patricia Harris has written to two dozen of her top officials:

"Beginning immediately, it is my intention to hold every individual clearing correspondence responsible for errors in substance and grammar and you may expect a direct request from me for an immediate conference when I find such errors."

As the quotation indicates, Mrs. Harris writes a clean English sentence.

The helpful little book. To help HUD's people get the point, Mrs. Harris sent along with her compliments two valuable tools: a paperback dictionary and one of the all-time classics on writing concise English, E. B. White's *The Elements of Style*.

Mrs. Harris was incensed at the sloppiness of the letters brought in for her signature. She noted that it took two months to prepare a reply to "the chairman of one of our major committees of the Congress." Even then, the letter had to be rewritten for grammar and style. Other letters, she found, contained such horrors as the misspelling of a state's capital city in a letter to a governor.

The old brusheroo. Mrs. Harris was also annoyed with the way HUD's bureaucrats have been handling letters

like this one from Miami Beach which began:

"Dear President Carter: We are helpless. The redevelopment plan for the South Beach development projects will take our homes away . . . Monies are not at hand for lawyers as we are all on social security . . . Please, dear President Carter, could you help us?"

Three weeks later an "interim reply" from HUD said, "We are checking into the matter," and added that "President Carter and Secretary Patricia Roberts Harris are both committed

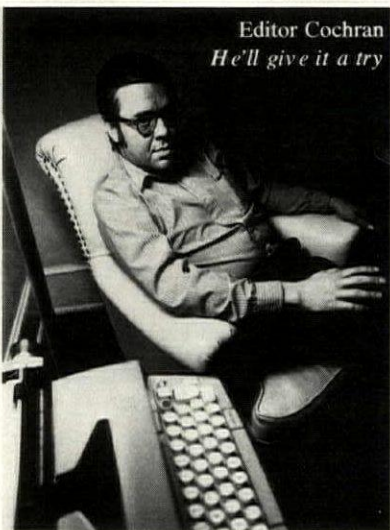
to working towards solving the housing and urban problems facing America, and we appreciate your taking the time to share your thoughts and concerns with us."

The confusing follow-up. Another three weeks later, the Miami Beach lady got a longer letter which didn't really make it plain that the decision to redevelop the neighborhood where she feared they would "take our homes away" was entirely the responsibility of local officials, although the money to do it came from HUD.

The letter did, however, give the name, address and telephone number of the local HUD area director—the bureaucrat with presumably the most knowledge of what, if anything, could be done.

Editors to fore. To keep the pressure on, Mrs. Harris directed each of the top HUD officials to name an editorial officer responsible for the "grammar and writing style" of correspondence from his or her shop. She also hired an experienced journalist, Robert Cochran (*National Geographic*, *Houston Chronicle*, White House speech writer for Lyndon Johnson), to review their output and show them how it can be cleaned up.

—D.L.



Editor Cochran
He'll give it a try

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Serving you from coast-to-coast!



**With 21 Sales Offices, 13 Plants,
2 Order Service Centers and an Educational Center,
American-Standard can do more for you!**

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Remember, you're doing
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You're assured of getting
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choose from the widest selec-
tion. Of materials, models,
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has more plants. More sales
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What happens when you do
business with the Leader?

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World's leading name in plumbing fixtures and fittings.

Florida projects come under fire

There's a silver lining in even the darkest cloud.

And a book called *Promised Lands 2*, compiled over three years by a consumer-interest group called INFORM, casts a cloud over Florida's big land developers.

Promised Lands 1 dealt severely with developers in New Mexico, Arizona and California [H&H, Dec. '76]. Volume 2 examines five companies—Deltona Corp., GAC Inc., General Development Corp., AMREP and ITT Community Development—and their nine Florida projects.

The diagnosis? The developers have devastated much of Florida's fragile wetlands and coastal ecology by shoddy environmental planning, faulty market research and highly questionable sales practices.

Silver lining. Two subdivisions—GAC's Poinciana and General Development's Port Labelle—received a "good" rating from the New York City research group, however. They also got a "fair" rating in INFORM's consumer-protection category.

To achieve such ratings the two had to meet INFORM's environmental and consumer-protection guidelines. The other subdivisions, says INFORM, "have been developed according to poor planning principles and have not been an environmentally sound use of land." Their deficiencies, declares INFORM, "may penalize many citizens of Florida and other parts of the nation."

The group designated GAC's Cape Coral subdivision near Fort Myers and Deltona's Marco Beach, 16 miles south of Naples as the worst developments because they adhered to none of the group's environmental guidelines.

Poinciana. Located on 48,200 acres in Florida's central lakes region, GAC's Poinciana project is a stepchild of an uneasy merger of Gulf American into General Acceptance Corp. in 1969. Last year GAC entered Chapter X bankruptcy proceedings. It is being run by trustees.

But development of Poinciana continues apace. Some 21,630 lots had been sold by last December 31, and INFORM says GAC's trustees "eschew the environmentally disastrous dredge-and-fill practices it [GAC] and its predecessor company, Gulf American, used in 'developing' earlier swampland projects." Plans currently call for the

development of only 29,000 of the 48,200 acres, leaving much of the tract in its natural state.

Long way to go. In its master plan GAC designated around 5,400 acres for industrial development and planned for 50,000 residential lots and 60,000 multifamily units on the remaining 23,600 acres. Prior to last year, GAC expected the tract to be comprised of eight residential villages with a population of 250,000.

INFORM says, however, that "it may well be decades if not centuries, before Poinciana is substantially built out."

Port Labelle. Lot sales began on the 31,530-acre Port Labelle tract near Lake Okeechobee in 1970. Because the land was higher and dryer than terrain at the controversial coastal subdivisions, General Development could plan a subdivision that avoided many environmental pitfalls.

Both Poinciana and Port Labelle's subdividers guaranteed buyers more than just roads and drainage. General Development, *Promised Lands* explains, "has promised to provide all lots with central water and sewage disposal as well." In addition, the study notes, "land is being marketed and developed in relatively small, manageable sub-units rather than all at once."

Developers rebut critics

Promised Lands 2 got predictably mixed reviews from the companies it criticized. Those praised for their environmental foresight and planning approved; those that were panned did not.

General Development, in Miami, said it was pleased by the "many positive comments" on Port Labelle, but it added that the study contained "many factual errors" in its examination of GD's Port Charlotte tract.

Deltona, in Miami, said *Promised Lands* "contains some inaccuracies" and that INFORM's environmental and consumer guidelines were "oversimplified." The study's value, a Deltona spokesman declared, "is debatable."

AMREP, in New York, called the study "shabby and phony."

GAC and ITT Community Development would not comment.

Sales tactics. *Promised Lands* does not compliment either GD or GAC for their sales practices. The report sums up:

"Lots are sold 'sight unseen' on ten-year installment contracts to purchasers in dozens of states. Neither lot payment nor title is placed in escrow during the term of the contract."

Similar complaints have been lodged by INFORM against virtually every development it examined. The group also observes that "it is questionable whether this [Port Labelle] subdivision should ever have been created at all." Indeed, the need for any big Florida subdivisions is regarded by the researchers as questionable.

The not-so-goods. The other subdivisions studied—and generally panned—by INFORM were: Deltona's Marco Beach, and its Citrus Springs and Pine Ridge, both 70 miles north of Tampa; General Development's Port Charlotte, 30 miles south of Sarasota; GAC's Cape Coral; AMREP's Silver Springs Shores in central Florida and ITT Community Development's Palm Coast, 45 miles south of St. Augustine on the Atlantic.

The study was funded by the Rockefeller, Norman, Shalan and Robert Sterling Clark foundations along with the J. M. Kaplan Fund.

Industry view. In a June 13 letter signed by its executive vice president, Gary A. Terry, the American Land Developers Association said it "found little to quarrel with" *Promised Lands*. The letter added, however, that "additional regulation is not the answer" to land developers' problems.

INFORM's leaders. With 24 full-time staffers in its downtown Manhattan office, INFORM is headed by Joanne Underwood. She has been an editor with New York City's Council on Economic Priorities and was recently named a director of New York State's Energy Research Development Association.

In its research for *Promised Lands 2*, INFORM says it was aided by company officials, state, local and federal agencies and Florida newspaper reporters.

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special requirements. Our Kitchen and Laundry Design Specialists will plan a kitchen or laundry to your specifications. You can have technical assistance to help with your heating and cooling needs. And our Merchandising staff will help you with material to reach your sales or rental objectives.

You can expect timely delivery from GE. We have 9 factories, 5 regional distribution centers and over 60 warehouses throughout the country.

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means we have Factory Service Centers covering 350 cities, plus more than 5,000 franchised servicers across the country. This can be a persuasive point indeed to a prospective buyer.

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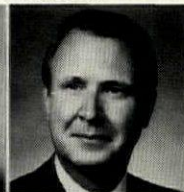
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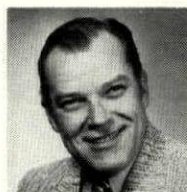


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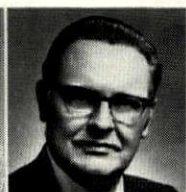


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GENERAL  **ELECTRIC**

Odom's the one (and only) at U.S. Home

A housing giant fades into the background. **Charles Rutenberg**, co-founder of U.S. Home Corp. in Clearwater, Fla., is quietly relieved of the chairmanship.

Rutenberg, 53, was voted out by U.S. Home's board 11 years after he, along with ex-Chairman **Robert Winerman**, founded the company. Rutenberg continues as a director, but the chairmanship goes to the man he lured to U.S. Home last spring—**Guy Odom** [H&H, Apr. '77]. Odom, 45, was named president and chief executive at that time.

At Odom's former company, Homecraft Land Development of Houston, now a U.S. Home subsidiary, **Peter Lacques** is named senior vice president. He had been a management consultant for the Bixby Ranch Co., a Los Angeles homebuilder.

On the West Coast, **Verne D. Freeman** becomes president of the L.B. Nelson Corporation's new land development division in Menlo Park. He had been president of the Freeman-Sondgroth Construction Co. of San Francisco (grading and paving) for 11 years.

Pulte Home Corp., West Bloomfield, Mich., appoints **Phillip Underwood** as president of its Georgia division to succeed **Roy F. Krag**, who has been named president of the company's Maryland division. Underwood, 37, was a Ryland Homes sales rep.

In Dallas, controller **Jack L. Osterberg** becomes vice president for finance with Fox & Jacobs.

T. Sinclair (Tory) Jacobs is named vice president of marketing services



U.S. Home's Rutenberg
Man without a Home



Nelson's Freeman
Heads new land division



National's Dibble
Retires after 22 years



Southeast's Crow
A billion-dollar legacy



Pulte's Underwood
Division head at 37

for General Development Corp. in Miami. It's a new position. He was director of advertising.

James Oehlberg is named director of operations at Rossmoor Illinois Development Co. of Chicago, a division of Rossmoor Corp. of Laguna Beach, Calif.

Terry C. Paul signs on as executive director of the Home Builders Assn. of Illinois. Paul was executive director of the Builders Association of Greater Indianapolis.

PREFABBERS: **Allen Dibble**, a 22-year marketing and public relations veteran with National Homes Corp. of Lafayette, Ind., retires. His last post was assistant to the chairman.

LENDERS: **Lon Worth Crow Jr.**, a legend among lenders, discloses he will retire soon as chairman of Southeast Mortgage Co. of Miami. He leaves the company with a portfolio that has passed the billion-dollar mark. Crow was president of the Mortgage Bankers Association of America in 1969. Southeast Mortgage is affiliated with Florida's largest banking group, Southeast Banking Corp.

The Mortgage Bankers Assn., meanwhile, nominates **John C. Opperman** as its 1978 president. He is chairman of United California Mortgage Co. of San Francisco. **Claude E. Pope**, president of the Cameron-Brown Co., Raleigh, N.C., is nominated as first vice president of the association and **Robert G. Boucher**, president of the First Denver (Colo.) Mortgage Co., is named to be the MBA's second vice president.

BRIEFS

A remodelers' merger is arranged. Come May 1, 1978, the National Remodelers Assn. and the National Home Improvement Council will rally under the banner of the National Home Improvement Assn., with a combined membership of 3,500 and headquarters in New York City.

A 70% jump in first quarter earnings is reported by Centex Corp. of Dallas. Centex, which

has two homebuilder subsidiaries, Fox & Jacobs Inc. and Centex Homes of Dallas, earns \$7,369,047 and 51 cents a share for the period ending June 30, 1977. Earnings were \$4,344,000, or 30 cents a share, in the same period of 1976.

NAHB's big five is cracked by the HBA of Metro Atlanta with over 700 members, 373 of them builders. The four top affiliates: Dallas, 566 builder members; Houston, 476; Los Angeles, 460, and Rhode Island, 394.

\$1.9 million in sales—and all in a month. Dolly VanderVelde of Witkin Homes, a U.S. Home subsidiary in Denver, did it in May. Her total topped all monthly sales records in the company's 20-year history.



Dolly VanderVelde
Sales record in Denver

L-P introduces economy you can stand on... Redex.™

At Louisiana-Pacific, we've developed a new exterior grade particleboard floor system. It's a combination subfloor/underlayment panel with sealed tongue and groove or square edges. Measure it. From edge to edge, Redex is a full net 48" across the face.

And that's just for starters.

Redex also lays down faster, saving costly manhours and it eliminates the need for additional subflooring or underlayment. In fact, if you lay your next floor with Redex, you can save up to 30% over a conventional 2,000 square foot area.

When normal joist spacing is used, you'll end up with a floor stiffer than plywood, ready for carpet or vinyl roll goods, warp resistant, check free and with a solid core. Plus, Redex is an excellent substrate



for lightweight concrete aggregate for apartment and townhouse construction.

Then there's Redex for the roof. Up on top, if it's Redex tongue and groove, you can forget blocking and clips. You don't need them. And for soffits, Redex surface is smooth — paintable smooth.

One more thing. Redex is warranted and meets FHA, ICBO, BOCA and Southern Building Congress specifications as well as Underwriter Class 3 Fire Code requirements.

So if you've been looking for a little economy you can stand on, see your supplier. For additional information, contact Louisiana-Pacific, P.O. Box 6124, Santa Rosa, California 95401 — (707) 528-6680.

L-P Louisiana-Pacific
Circle 41 on reader service card

Auction fever heats up sales of a cold condo project

"We didn't really hold an auction," says Lee Matthews of the Matthews Group, the Atlanta consulting firm that held the sale. "But we created a comparable sense of urgency."

The result: 15 foreclosed condos that had been on the market for four years were sold in one day. And prices averaged only 10.6% below original asking prices.

How was it done? The Matthews Group mounted a sales campaign that took advantage of Atlanta buyers' familiarity with condo auctions. (Matthews estimates there have been

nearly a dozen there in the last year and a half.)

Newspaper ads invited people to inspect units at The Village, northeast of Atlanta, during the two weeks before a "special sale." To arouse interest, the sale prices were kept secret. Instead prospects who visited the site were quoted original asking prices on the two- and three-bedroom units. The purpose: to fix the supposed market value of the condos in prospects' minds.

The last two days before the sale a carefully prepared pseudo-auction

ad was run in local newspapers (*see above*). "We worked hard to get a fire sale look," explains Matthews. "The ad is vertical, in the style of auction ads, and we went to the cheapest typesetter in the area, figuring he'd foul up."

As a teaser, one price was advertised—\$29,900. Those who had visited the project knew that was \$4,000 below the lowest previous asking price.

On sale day, bargain hunters gathered at 11 a.m. All 15 units sold in seven hours, and 11 people signed a waiting list in case of non-qualifiers.

Final prices ranged from \$29,900 to \$35,000. Expenses of the sale totaled \$67,803, including the cost of fixing up the shopworn units and The Matthews Group's commission and fee (*see chart left*). Even so, the owner, MBL Trust of San Diego, was able to collect about 80% of the original asking price of the condos. This compares favorably with the 60¢ to 65¢ on the dollar usually collected after an auction sale.

Another measure of the success of this approach: three or four other marketers have copied it. "I don't know if they'll succeed," comments Matthews. "For one thing, their ads look too good."

—BARBARA BEHRENS GERS

941 Powers Ferry Road
Cobb County, Georgia

BY ORDER OF
MBL TRUSTEES

The 14 Remaining Homes Will Be Offered At A

FINAL SELLOUT
11:00 am
SATURDAY, JUNE 25, 1977

OFFERS ACCEPTED FROM
\$29,900

• 5% DOWN
• 8% INTEREST
• NO CLOSING COSTS
• NO PMI

• 2 & 3 Bedroom Homes
• Double Car Garage
• Hardwood Floor
• Full Kitchen
• Full Bath
• Full Basement
• Full Laundry

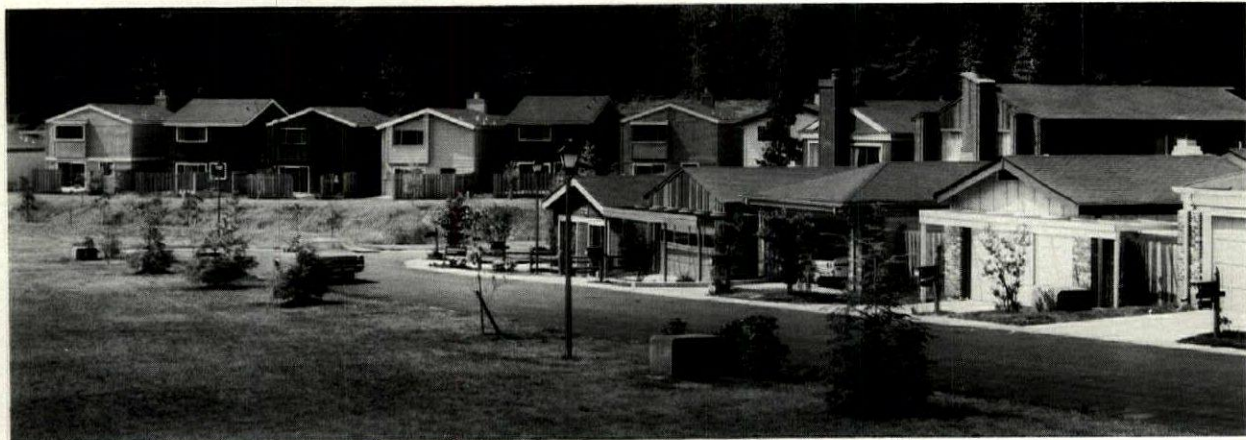
TRUSTEES
ORDER IMMEDIATE
SALUARY
OF PROCEEDING
FUND.

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The Matthews Group Inc. of Atlanta and New York.
Representatives for The Village Condominiums.

THE BALANCE SHEET

Original sales prices	\$578,860
Sales revenue	\$517,500
Costs of special sale	
Construction rehab of the fifteen units	\$ 7,000
Landscaping/refurbishing	3,378
Sales model interior plants	279
	Subtotal \$ 10,657
Construction management override 10%	1,065
Appliances/refrigerator and range	9,495
Advertising	8,936
Public relations	600
Matthews Group fee, \$2,000 per month for three months	6,000
Real estate commission (Matthews Group)	31,050
	Total \$ 67,803
	Net proceeds \$449,697



New landscaping used flowers and four dozen trees to add sales appeal to The Village. Original builder had denuded lot.

**"What we save in maintenance cost alone,
will pay for rugged, no-wax Classicon."**

Says Arnold S. Lane, Sunnyside Farms Nursing Home



"When we installed over 1,000 square yards of Classicon™, we threw our floor wax away," according to Mr. Lane, administrator and part owner of Sunnyside Farms in Brielle, New Jersey.

"With our old tiles, we had to buff every 7 to 10 days and strip and wax at least once every 3 months. Now, we just damp mop and buff occasionally.

"We also had a problem with indentations from the casters on beds and wheel chairs. The old tile would crack in corners from moving the chairs and heavy equipment. Now, with sheet flooring there are very few seams.

"Another important factor was the moisture resistance of Classicon. You see, we're located right next to the Manasquan River and moisture seepage used to be a problem with the flooring."

A special moisture barrier, Aquabar™, solved Mr. Lane's problem. Classicon is the only resilient sheet flooring guaranteed to resist discoloration due to moisture, alkali or mold growth. It also has the exclusive JT88® wear layer, the most stain resistant no-wax flooring on the market.

Classicon comes to Sunnyside Farms, in bedrooms, corridors, lobby and work areas. Now, not only are residents enjoying its quiet, rugged beauty, but Classicon is paying for itself in maintenance savings alone.



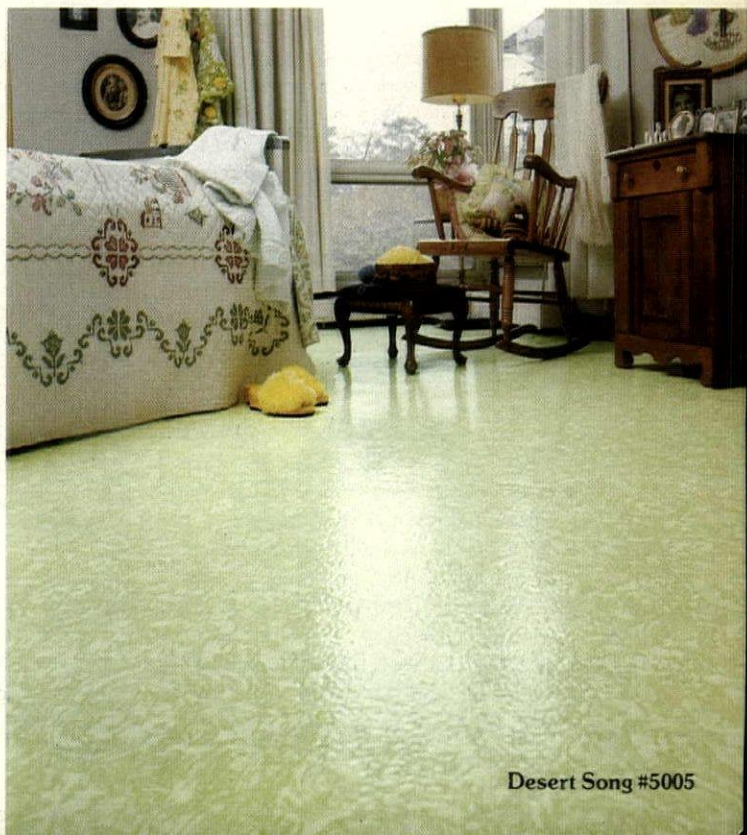
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FLOORS FOR LEISURE LIVING



Mannington Mills, Inc., Dept. D38, Salem, N.J. 08079
Over 60 years of fine flooring.

Others by Wellco Carpet Corp., a wholly-owned subsidiary.

Circle 43 on reader service card



Cincinnati's Homerama: A brick town makes the swing to wood



DENNY LANDWEHR

A new look dominated Cincinnati's 1977 Homerama, one of the nation's largest displays of new homes.

In an area that has traditionally favored brick colonials, more than half of the homes built for the show featured wood siding and contemporary design.

Winner. Best in the show was a 2,400-sq.-ft., three-bedroom house by Scharfenberger Homes Inc. (*above right*), which captured awards for favorite contemporary home, contemporary exterior, landscaping, contemporary decorating, best bath, kitchen and best overall design.

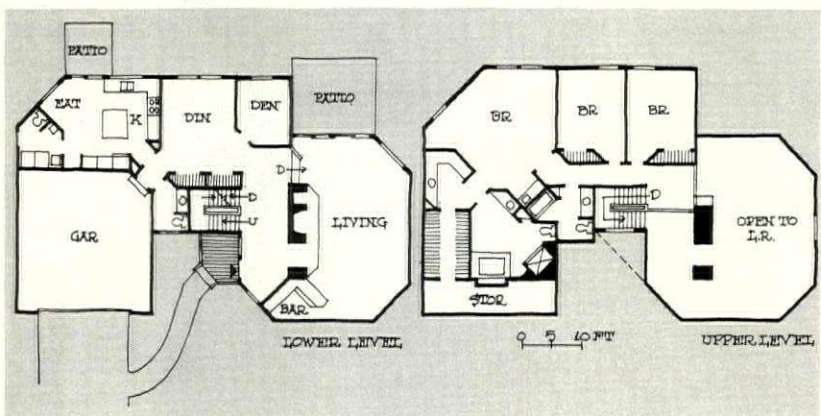
The house was designed by architect Larry Norris of Norris and Foote and decorated by interior designer David Millett. Millett also won the award for best traditional decorating for his work on a four-bedroom colonial built by the Joe Graue Construction Co.

Scharfenberger's house, which sold for \$175,000 during the show, appealed to young and old visitors alike, both for its dramatic two-story "great room" dominated by a massive fieldstone fireplace (*photo right*) and its frankly sensuous master suite, with a sunken tub and a built-in bar (*see p. 62*).

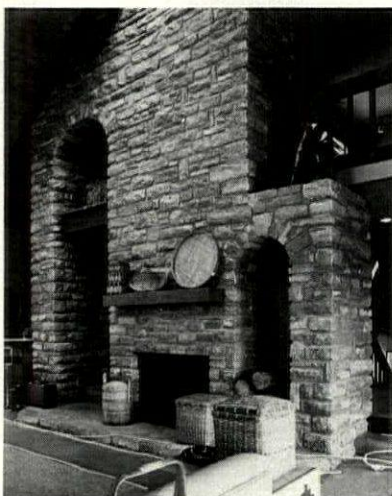
Larry Scharfenberger, incidentally, is just 26 years old, but he has been a builder for seven years, doing mostly custom contemporary homes in the \$100,000 to \$250,000 price range.

Energy. The Cincinnati area was particularly hard hit by last winter's energy crunch, so it was not surprising that most of the homes offered were heavily insulated. There was also a solar home, a 2,886-sq.-ft.,

Top winner in Cincinnati's Homerama: a \$175,000 contemporary home by Scharfenberger Homes. The house includes such details as a mammoth stone fireplace (*photo below*) with skylights placed so that the whole chimney is in view from inside the house.



three-bedroom model by Ray Baker Construction Co. Another unusual feature in this house: an electric pushbutton plumbing system said to eliminate much of the waste of water that occurs with conventional plumb-



ing. The solar house was priced at \$134,000, and it, too, sold quickly.

Another energy-saving model, Cox Construction's 2,900-sq.-ft., three-bedroom model, included a system to route the warm air from the fireplace back to the heat pump, preventing its escape through the chimney. The model is priced at \$115,000.

Prices. Not all of the 20 Homerama models carried such high price tags, however. The Drees Co. offered a 2,200-sq.-ft., three-bedroom/study contemporary model for \$75,000, and Ryan Homes offered a 2,352-sq.-ft., five-bedroom colonial for the same price.

The show, co-sponsored by the HBA of Greater Cincinnati and the *Cincinnati Enquirer*, was held at Landen, a PUD being developed by Towne Properties and the Kanter Corp. Some 100,000 people attended.

—N.G.

Year after year, demand for vinyl siding grows higher and higher.

In 9 years, demand for vinyl siding has increased fourfold. Share of market has almost doubled.

More and more homeowners recognize that building products made with our Geon® vinyl are not only beautiful, but also live a long, virtually carefree life. They are very, very tough.

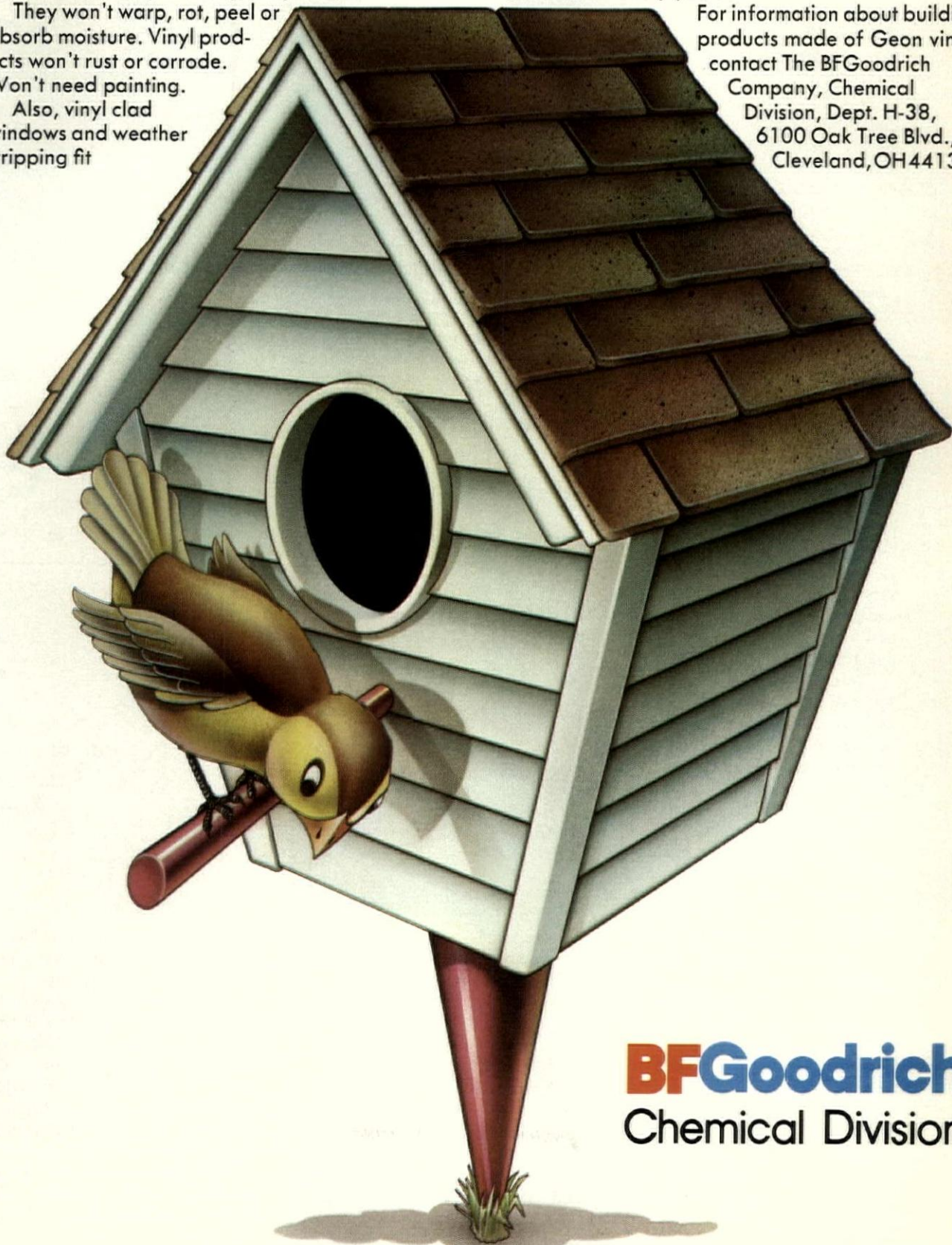
They won't warp, rot, peel or absorb moisture. Vinyl products won't rust or corrode. Won't need painting.

Also, vinyl clad windows and weather stripping fit

snugly, help prevent heat loss and minimize condensation.

In short, vinyl siding, windows, shutters, gutters, downspouts and other products help give homeowners more reasons to buy. Preference for vinyl gets higher every year.

For information about building products made of Geon vinyl, contact The BFGoodrich Company, Chemical Division, Dept. H-38, 6100 Oak Tree Blvd., Cleveland, OH 44131.



BFGoodrich
Chemical Division

Cincinnati shoppers tell what they want in a home

Contemporary styling outpolled colonial by more than two to one in a survey taken among visitors to a lakeside show house built by the J. W. Plum Construction Co. in another part of Landen, site of Cincinnati's Homerama (see p. 44).

The house, which won the American Wood Council's Design for Better Living Award, was designed by Larry Norris, the same architect who designed the Homerama winner.

More than half of the respondents were over forty and they had an average of 1.7 children living at home. Seventy percent had family incomes over \$29,000, and 66% said they would be comfortable buying a house that cost over \$60,000.

Idea house. What they wanted was probably influenced by what they were looking at: an exciting 3,250-sq.-ft., three-bedroom house with sunken living room and family room, and cathedral ceilings covered in natural wood throughout much of the living area.

The entire back of the house is a series of large windows overlooking a lake. And the 20'x22' family room doubles in size by flowing into a generous sun deck. For contrast, there is an intimate library placed in a second-floor loft that overlooks the family and dining rooms.

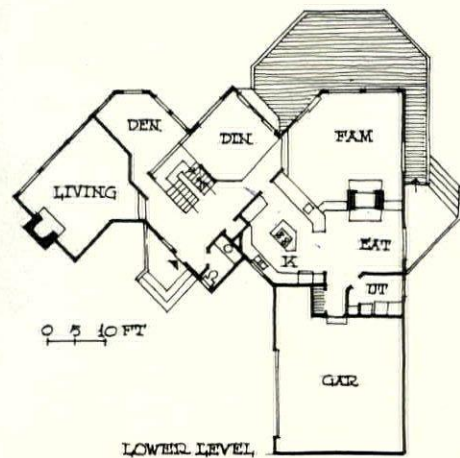
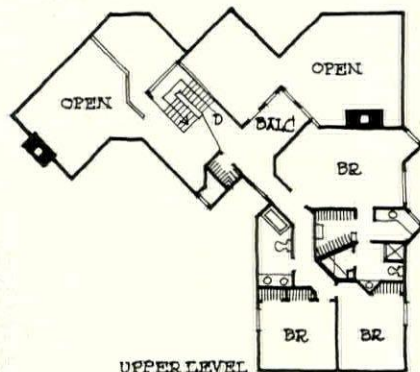
A large master suite, with sauna and sitting area as well as windows angled to catch the view, adds a touch of glamour. And the kitchen is open to the family room and equipped with every built-in imaginable.

Necessary rooms. The survey first focused on which rooms families consider necessary. About 60% said they required three bedrooms for sleeping, and another 24% required four. Seventy-two percent already used a room for a quiet private den, and 77% wanted a family room in addition to a living room.

Asked which room they would eliminate to save space and dollars, 29% agreed to yield a living room, but only



Favorite features of Cincinnati prize winner according to a poll of visitors: the island kitchen (above) that has an eating bar that extends into the family room and the massive fireplace (below) that is open both to the breakfast room and to the family room.



5% the family room. Forty-five percent would eliminate the rec room and 21% the den.

A similar question about eating space showed that many would give up a dining room for a breakfast room or eat-in kitchen.

Favorite features. Asked what four features of the show house they would want, 98% zeroed in on the kitchen. They mentioned the layout, the appearance, the customized built-ins and cabinetry and the work island.

Half mentioned the architectural

design of the house, particularly its openness; the angled rooms and the indoor/outdoor relationships.

Two details elicited much comment: the two-sided stone fireplace that can be used from either the family room or the breakfast room; and the use of glass, particularly the skylights in the first-floor powder room, the master and secondary baths and the window in the dressing area.

Long before the show was over, the house was sold for its listed price of \$180,000 plus options. —N.G.



The inside looks even better than the outside looks.

The outside looks mighty good. The fluid styling of each Rockwell single control faucet is in harmony with the others, kitchen, lavatory and bath. The design complements the function.

But, for you, the mechanical excellence of

these faucets will prove a thing of beauty, too.

The Rockwell single control washerless faucet has all brass valving construction and the primary seals are contoured to the plunger to provide greater sealing surfaces.

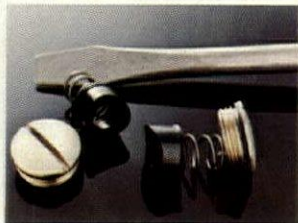
And each Rockwell single control faucet

carries a 5-year warranty for "Drip Free" performance.

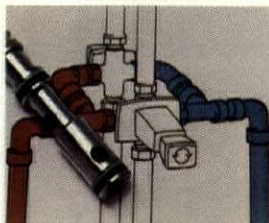
For a more comprehensive look inside, write for our Plumbing Products Catalog: Building Components Division, Rockwell International, 400 N. Lexington Avenue, Pittsburgh, Pa. 15208.



Valving is all brass construction. Technology has yet to find a faucet valve material that performs as well as brass.



The primary seals in the kitchen, bath, and lavatory faucets can be replaced most simply. Only a screwdriver is needed.



Back-to-back installation of shower units is easy. Simply turning the plunger 180° on one unit keeps "hot" and "cold" in their customary places.



Rockwell International

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H&H/housing 9/77 **47**

demanded an end to needless callbacks.



"We've been using APA's Glued Floor System for about six years. It provides better structural integrity, and our callbacks are practically nonexistent." John A. Montgomery, Jr., Montgomery Company, Louisville, Kentucky.



Have you got a construction problem? We can probably help you solve it with plywood, and cut your costs at the same time.

Look at floors, for instance.

If you have to go back and take out a squeak or pound a few nails back down, it can cut into your profit and affect your reputation. But with APA's Glued Floor System, squeaks, nail popping, bounce and callbacks are virtually eliminated.



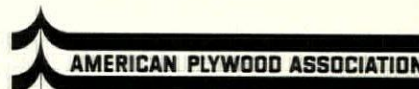
Helping builders stay profitable and competitive is a chief concern of the American Plywood Association. So, we make available a complete assortment of plywood information, from building codes to new construction techniques. And we're also active in research and development of new plywood systems that improve quality and save time and money, too.

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good example.

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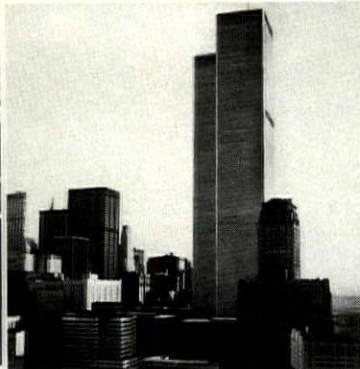
Details on the APA Glued Floor System and answers to all your plywood questions are free. Just send in the attached reply card, or write American Plywood Association, Dept. H-097, P.O. Box 2277, Tacoma, WA 98401.


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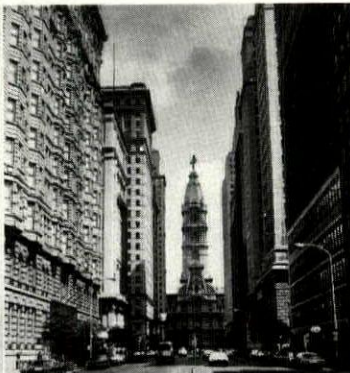
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SAN FRANCISCO 57%



NEW YORK 32%



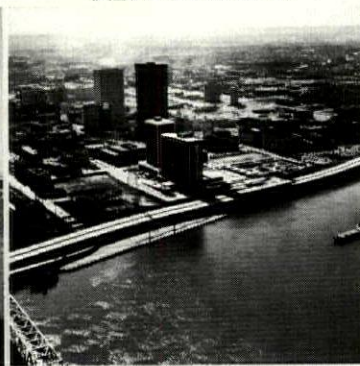
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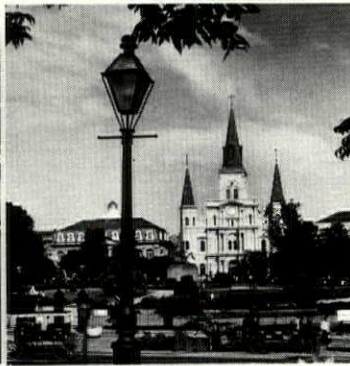
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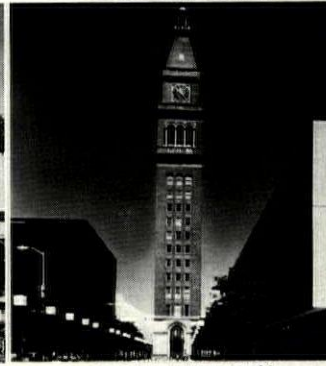
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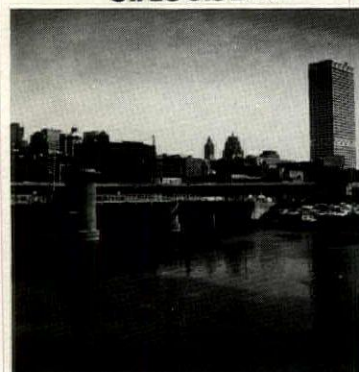
LOUISVILLE 28%



NEW ORLEANS 53%



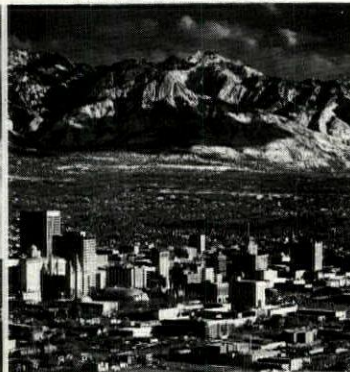
DENVER 21%



MILWAUKEE 16%



PHOENIX 53%



SALT LAKE CITY 23%



TAMPA 56%

The General Electric Extended Range PTAC Heat Pump offers significant savings on heating bills when compared to electric resistance heating.

These savings will vary depending upon your geographic location and climate. Examples of estimated annual heating savings in various cities are: Atlanta 41%, Los Angeles 58%, Seattle 45%, Boston 27%, Philadelphia 30%, New Orleans 53%.

We call it Extended Range because the Zoneline III® unit operates as a reverse cycle heat pump with defrost down to 35° F. Even lower temperature reverse cycle

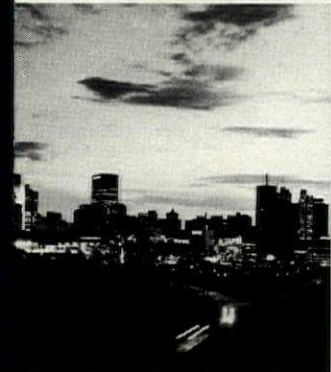
operation can occur depending upon associated outdoor humidity conditions.

In the heating cycle, Zoneline III® heat pump takes heat from the outdoor air and through the refrigerant system transfers this heat plus the heat of compression (electrical input to compressor) to the indoors.

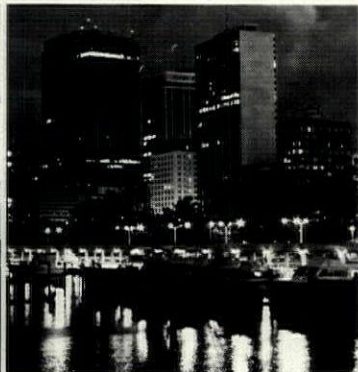
This reduces operating costs since the heat output can range as high as two or more times the energy input to the system, at standard rating conditions, as compared to resistance heat. At temperatures below the reverse cycle operating range, the unit automatically switches to electric resistance heating.

In the cooling cycle, the various models provide from 7.0 to 8.0 EER. This adds further to energy savings when compared to models of comparable capacity and lower EER.

GE ZONELINE III® HEAT PUMP OVER ORDINARY RESISTANCE HEAT.



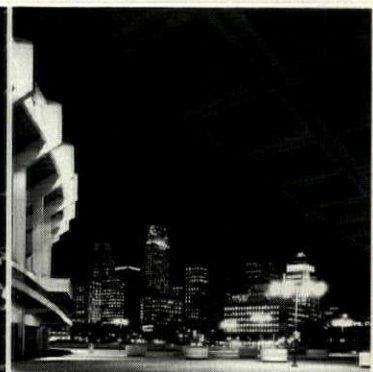
ATLANTA 41%



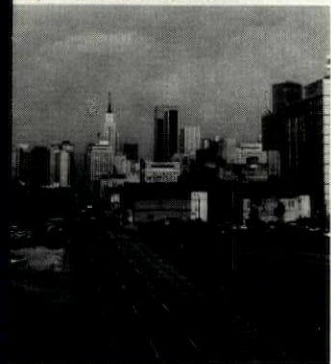
MIAMI 58%



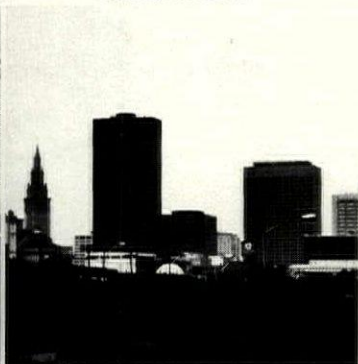
WASHINGTON 34%



CINCINNATI 24%



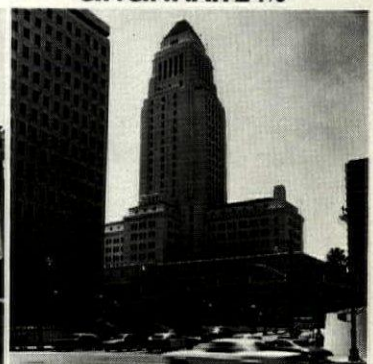
DALLAS 42%



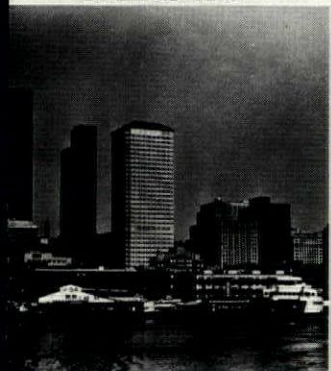
CLEVELAND 21%



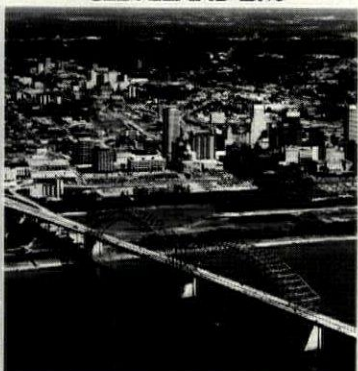
LAS VEGAS 47%



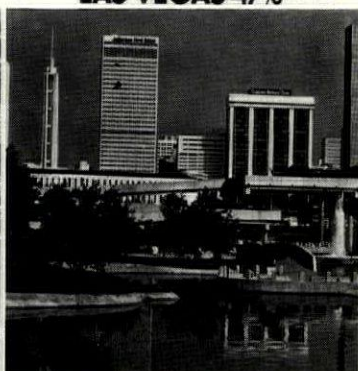
LOS ANGELES 58%



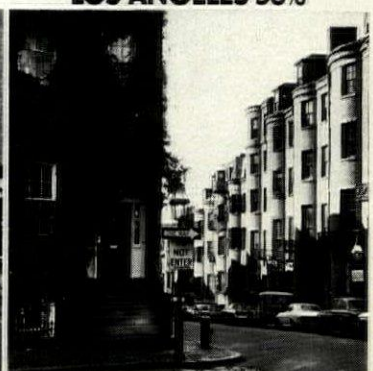
SEATTLE 45%



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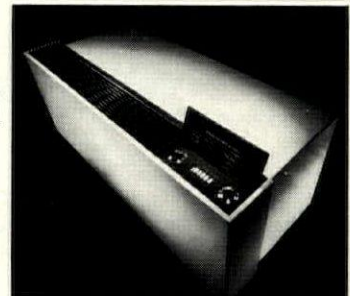
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Lester Goodman is president of Lester Goodman Associates, a marketing-services company that specializes in marketing research, planning and consultation for residential builders. Mr. Goodman has spent 20 years in the housing field. He has been responsible for the marketing and sales of more than 20,000 units for a number of major builders, including the Larwin Group, M.J. Brock & Sons, and Town Properties, and was for two years marketing vice president for Rutenberg Corporation. Mr. Goodman is currently vice president of the new Institute of Residential Marketing, a college-level educational program developed by NAHB, and has been for 12 years a lecturer on marketing for the University of California at Los Angeles and Irvine.

Gene E. Dreyfus is president of The Childs/Dreyfus group, an interior design firm based in Chicago and with offices in New York, Palm Beach and Toronto. He is a former builder—nearly 2,300 homes in the Chicagoland area from 1950 to 1960. And since 1960, first as head of Gene E. Dreyfus Associates and for the past 11 years with his present firm, Mr. Dreyfus has served as a merchandising consultant to more than 150 builders in the U.S. and Canada.

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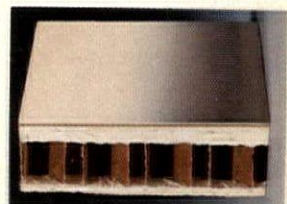
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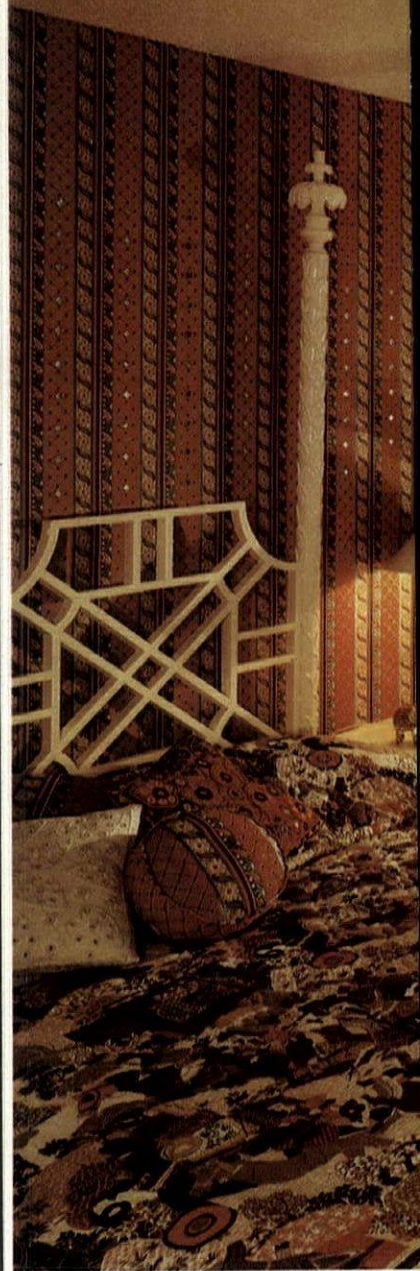
HOW TO PUT SELL IN THE *Master Suite*

If you have any doubts that the master suite can be one of your strongest merchandising tools, leaf through the pages of the popular shelter and women's magazines. You'll find those publications devote a lot of space to design and decorating ideas for master bedrooms and baths.

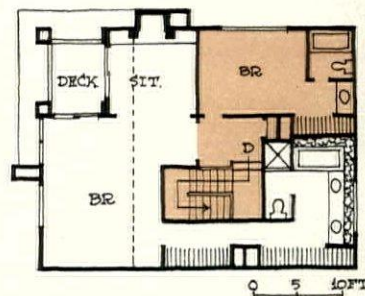
Why? Because today, most consumers—potential prospects for your new homes and apartments—are using that area of the house as a private adult retreat, a place to relax after a hectic workday or to escape from noisy children's activities.

At right and on the following six pages are eight master suites, which in one way or another are designed to be more than just places for sleeping and clean-up. In some, it's the floor plan and/or architecture that turns the trick; in others, it's a special feature like a fireplace. Often, it's a combination of both.

We call attention to the decorating and furnishings employed in the suites in built-for-sale housing. In each case the interior design conveys feelings of warmth and security—both highly important emotional appeals in any model-home merchandising program.—JUNE R. VOLLMAN



Create the





JULIUS SHULMAN

feeling of a private living room

A home within a home is the way the developer merchandises this master suite. And it's easy to see why.

First, there are typical living-room amenities like the cozy conversation area, a fireplace and sliding glass doors opening to a secluded deck.

Second, there is architectural de-

tailoring that's more commonly associated with public areas of a house—clerestory windows and a vaulted ceiling, for example.

Third, there's a large dressing room/bath area—with twin closets, separate tub and stall shower, twin-sink lavatory and a planter that

wraps around two sides of the bath.

This master suite is in the best-selling model at Crowne Point, a community of duplexes in Long Beach, Calif. [H&H, Aug.]. Developer: Long Beach Construction Co. Architect: C.S. Jones Jr. Interior designer: Bea Cuthbertson.

TO NEXT PAGE

Play up spaciousness with a large dressing area

Looking at the bright, cheerful master bath shown in the lower photo, facing page, it's hard to believe that it's windowless (see floor plan below). And that's precisely the effect the developer wanted: "In the master suite, prospects should never feel like they're walking into an inside bath," says Steve Swanson, marketing director for Broadmoor Homes Inc.

The only source of natural light for the master suite in this plan is a central atrium opening into the bedroom (top photo, facing page). To overcome that problem, the bath is opened up by combining it with a spacious dressing room; only the water closet is compartmentalized for privacy.

Lavish mirroring on the walls and closet doors seems to double the size of the combined space, and recessed ceiling lighting is employed to create a daylight effect.

Note that a secondary bedroom adjoining the master bedroom can be used as a connecting sitting room if not needed for sleeping quarters.

This master suite is in one model at Turtle Rock Glen Patio Homes in Irvine, Calif. Architect: Morris, Lohrbach & Associates. Interior designer: Lois Harding & Associates.

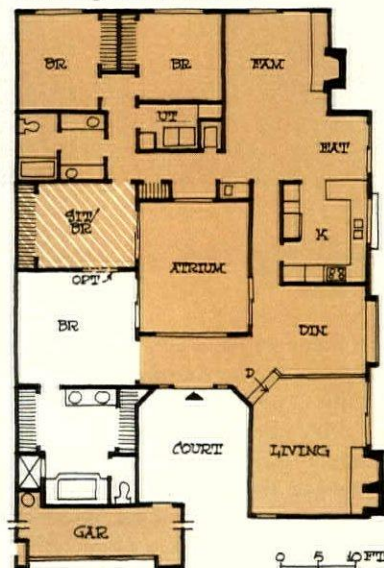
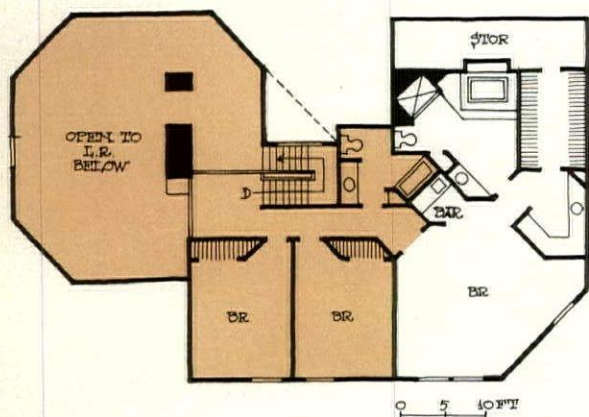
Add a touch of glamour with an opulent bath

What could be more opulent than a bath with a sauna? But if it's not practical to include one, the next best thing is to create a sauna-like effect—as is done here by building the tub into a platform, surrounding it with redwood paneling and providing skylighting.

The bath, with such other glamorous touches as an angled shower and his/her vanities, is part of a huge master suite in a two-story house constructed by custom builder Larry Scharfenberger for the Cincinnati Homerama '77 (see page 44). The bedroom area (see plan) is equipped with a built-in bar. The idea, says Scharfenberger, is to give the master suite the feeling of a weekend retreat or a place where the owners can enjoy an evening's entertainment without leaving their home.

Note, too, the practical touch in this luxurious suite—the convenient location of storage space next to the walk-through closet.

Architect: Larry Norris. Interior designer: David Millett.



DENNY LANDWEHR, RARICH PHOTOS





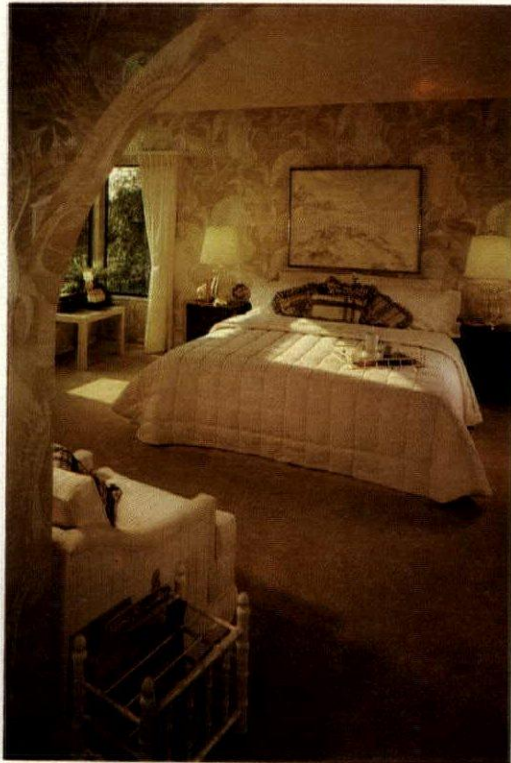
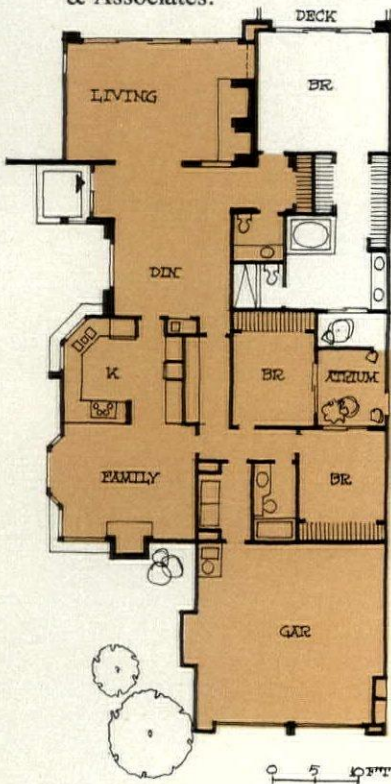
Work out a tie-in to private outdoor living areas

You can do it conventionally—by opening one side of the master bedroom to a broad, view-oriented deck (*top photo, facing page*).

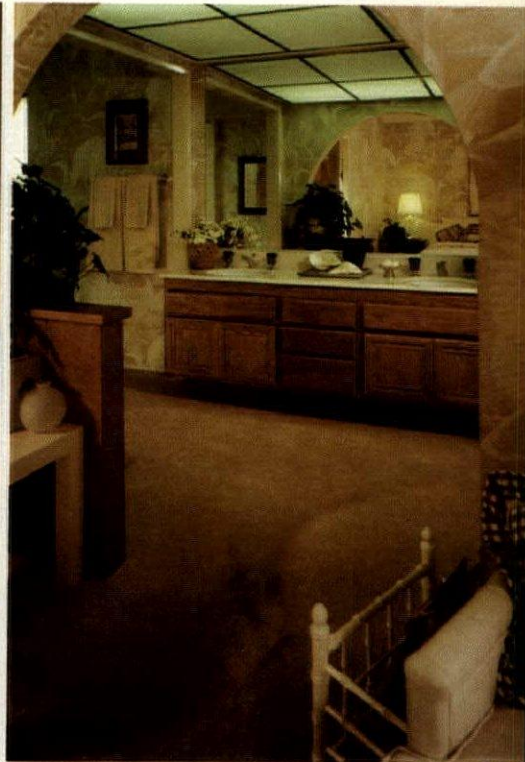
And you can do it unconventionally—by using part of an atrium (*see floor plan below*) to create a luxurious garden bath (*lower photo, facing page*).

“Splitting the atrium this way turns what would have been a dark, inside bath into an outside room; yet it doesn’t weaken the master-suite privacy,” says Steve Swanson, marketing director for Broadmoor Homes Inc.

This dead-ended master suite (note that it’s completely separate from the secondary bedroom wing) is in a one-story house at Sea View in Newport Beach, Calif. Architect: Morris, Lohrbach & Associates. Interior designer: Lois Harding & Associates.



PHOTOS: GEORGE SZANIK



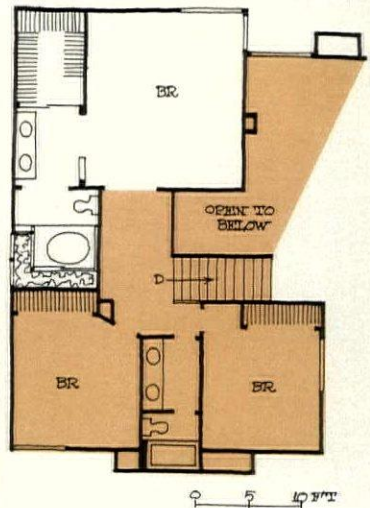
Group ordinary features in an unordinary way

The idea is to appeal to the move-up market with sophisticated floor plans instead of more space, says Ken Agid, vice president of marketing and sales for the Irvine Pacific Development Co.

Consider, for instance, the way space is treated in this master suite. Essentially, the suite is not much more than a basic bedroom/bath arrangement. But by separating the two areas with an arch and partial divider wall instead of a full wall and door, and turning the closet toward the bath instead of the bedroom, the architect has created a small dressing area without increasing square footage by any significant amount.

Another touch of sophistication: the oval tub surrounded by a planter (*see floor plan*).

This suite is in a four-bedroom house at Woodbridge Place, Irvine, Calif. Architect: Red Moltz and Assoc. Interior designer: Carole Eichen Interiors.





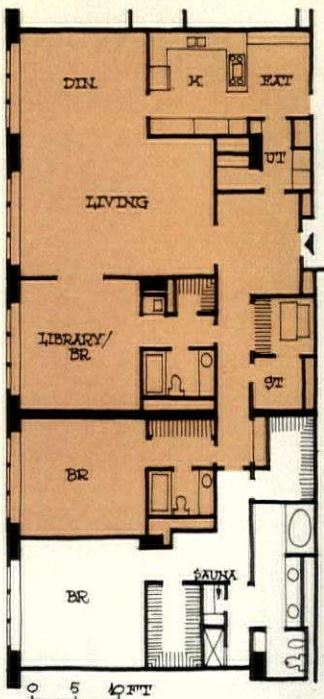
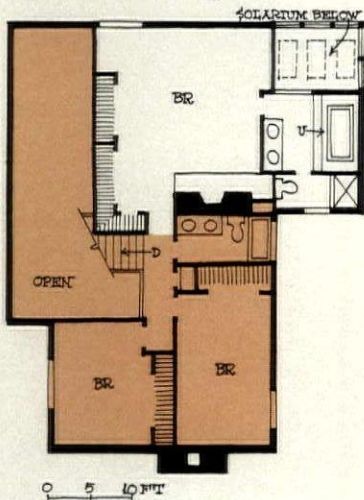
bet the bedroom serve a lot of different functions

Here the master suite is designed and decorated to show that there's plenty of space for a sitting area (top photo, facing page); but the floor plan is left wide open so buyers can use the space any way they choose.

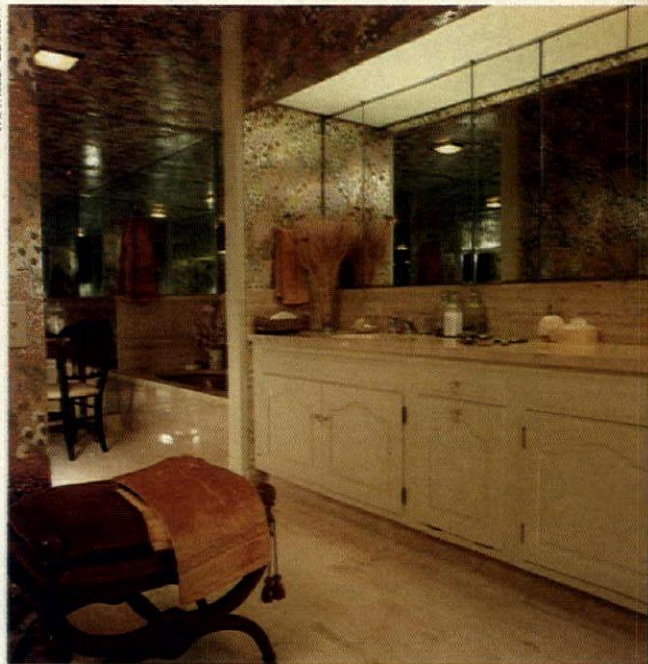
"Everyone doesn't want to be told: 'This is where you sleep, this is where you sit,'" says Dave Olson, vice president of marketing for Witkin Homes Inc. "Some people might prefer using the extra space for a home office or decide to place their bed in a different part of the room."

Although this master suite does not open to any outdoor living area, a touch of the outdoors has been brought inside: An opening in one wall of the bathroom provides a view of a two-story solarium (left in lower photo, facing page).

This master suite is in a two-story, single-family detached house at Shenandoah in Aurora, Colo. Architect: Randolph H. Curry & Associates. Interior designer: Blake Designs.



HOWARD LEVANT



Stress luxury when space is inflexible . . .

In this master suite, whose configuration is more or less defined by the unit's rectangular shape, a luxurious feeling is conveyed by: 1) unusually larger his/her walk-in closets; 2) full bathroom compartmentalization; 3) opulent bathroom fixtures and accessories—a sauna, a molded marble tub, lavish mirroring and travertine marble floors, walls and countertops, and 4) the large

L-shape dressing area.

This suite is in an apartment at Water Tower Place, a 74-story, mixed-use (commercial, hotel and residential) condominium in Chicago. Developers: Urban Investment and Development Co. and Mafco Inc. Architects: Loeb Schlossman & Hackl and C. F. Murphy Associates. Interior designer: David Millett.

. . . and emphasize architecture when space is flexible

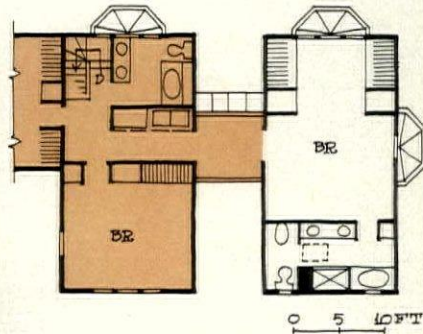
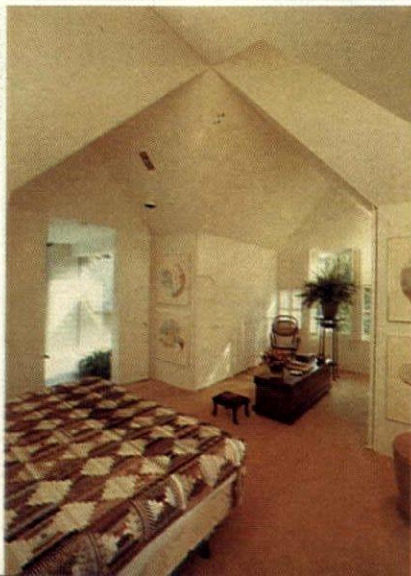
Here, for example, volume space formed by a steeply pitched roof is incorporated into the design of a cozy conversation nook. This is done by creating ceiling lines and planes, whose junctures define two closets.

The compartmentalized bathroom (see floor plan) is equipped with such luxury features as an oval tub, a bidet

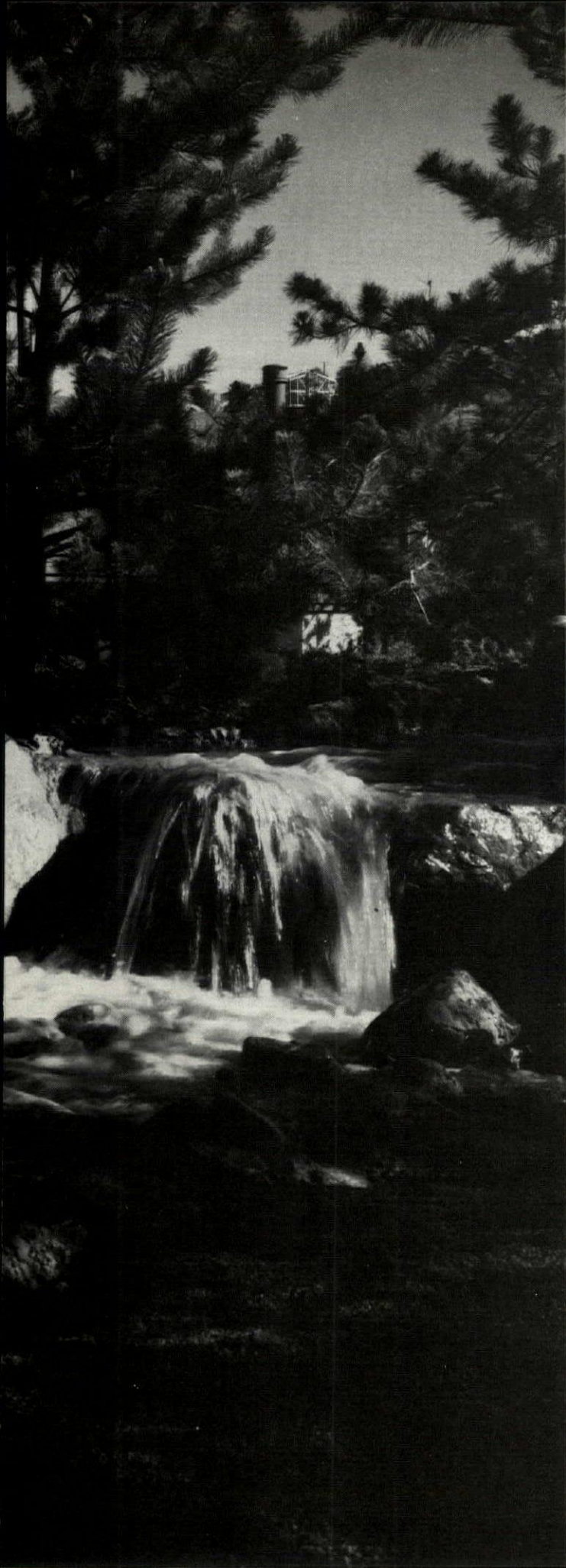
and theatrical lighting above the lav.

This master suite is in a remodeled home in Chevy Chase, Md. The remodeling, by architect Hugh Newell Jacobsen, received an Award of Merit in the 1977 Homes for Better Living awards program [H&H, Aug.], which is co-sponsored by the American Institute of Architects and HOUSE & HOME.

ROBERT LAUTMAN







Water Magic

It works in many ways.

It can transform a drab, barren site into an oasis.

It can baffle the noise of neighbors.

It can provide the marketing edge that insures speedy rent-up or sellout.

It can make high densities livable.

Waterscaping can do all of these things. And—paradoxically—it can save water. For most systems use little water—the lakes and streams are only 18 inches to three ft. deep—and even that is recirculated. Water lost through evaporation is often less than what would be used to spray lawns and plantings.

For a look at how water works its magic in four different settings, turn the page.

—NATALIE GERARDI

Rushing water turns an Orange County townhouse into a vacation retreat. For more views of Orange Lakes in Orange, Calif., see the next page.



Adding sell to small townhouses on a tight site

The developers of Orange Lakes were aiming at first-time buyers: young marrieds, singles and divorced people. But to keep prices affordable, the developers had to build at maximum density—13 d.u. per acre—and minimum size—most units are 829-sq.-ft. efficiencies with sleeping lofts.

Both the density and unit size are more typical of apartments than of fee-simple townhouses, which Orange Lakes was offering; yet the project had to attract renters out of apartments and turn them into buyers.

The developers succeeded by siting the units in and around a system of lakes, waterfalls, streams, rapids and fountains and by giving each unit a waterfront patio. The water creates a sense of privacy and seclusion that masks the high density. And the lakefront patios make the units more spacious, both visually and by adding living area that's sure to be used. The 118-home project sold out in six weeks.

Orange Lakes, in Orange, Calif., is the second lake project developed by C. Robert Langslet and Son, of Long Beach. The first, called The Lakes, had sold out 260 units in a slack nine months. "We were amazed to find

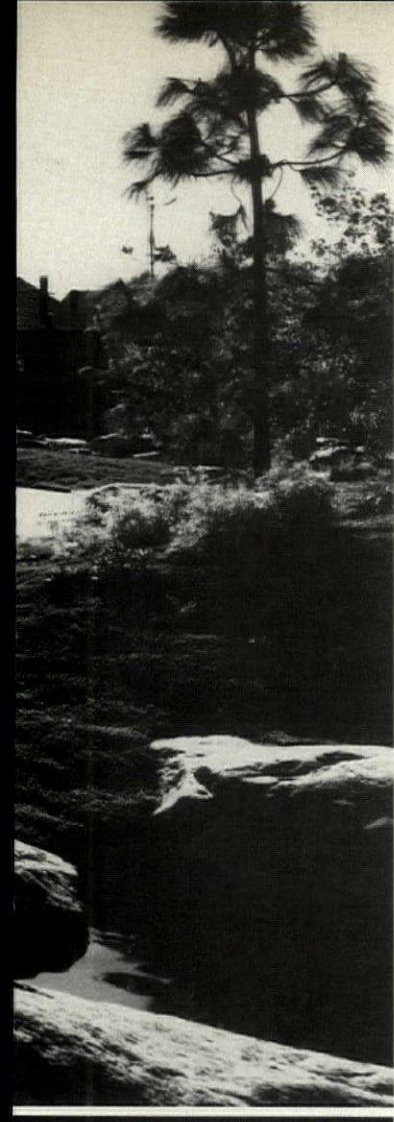
there were so many single and divorced people that no one was building for," says Mike Engle, vice president and marketing director.

Orange Lakes was designed for this market. One hundred of the 118 units were the 829-sq.-ft. efficiencies; only 18 were 1,135-sq.-ft. two-bedroom units. "Everyone told us this mix was crazy," says Engle, "but we hit the market right on the button."

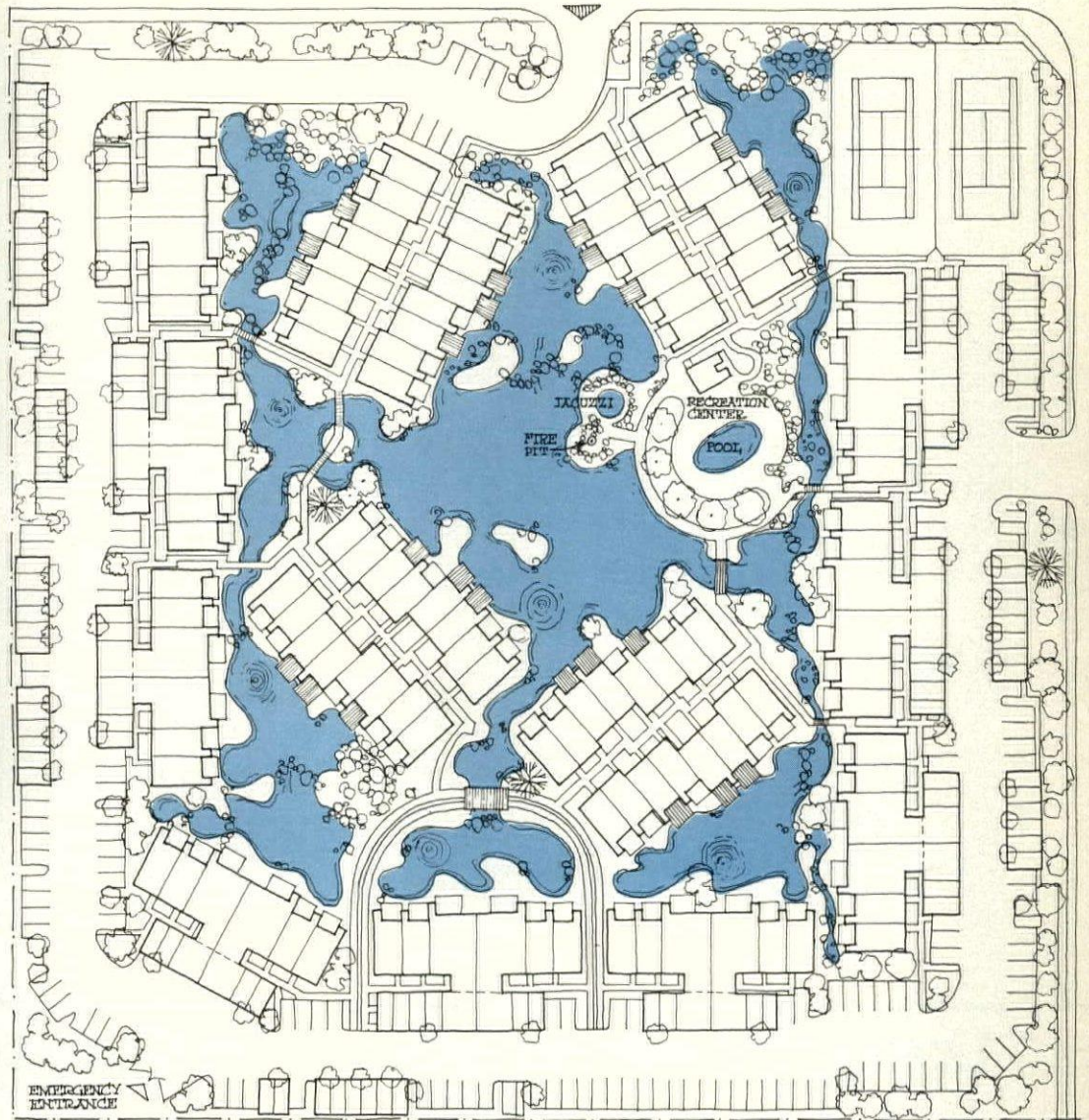
The most popular units were those in the middle of the lake, even though parking had to be at a distance. "People didn't mind carrying groceries a bit farther if they could be out in the middle," says Engle. "You can't even hear the cars out there. It's like being away on vacation."

While a lake project may solve marketing problems, it presents construction problems. "You have to plan your phasing and construction cycle very carefully so that you don't cut off access either to the units or the lakes while trucks or heavy equipment still have to reach them," Engle explains.

The company is planning a third lake project in the same area. The main change: It will include more streams and other moving water.



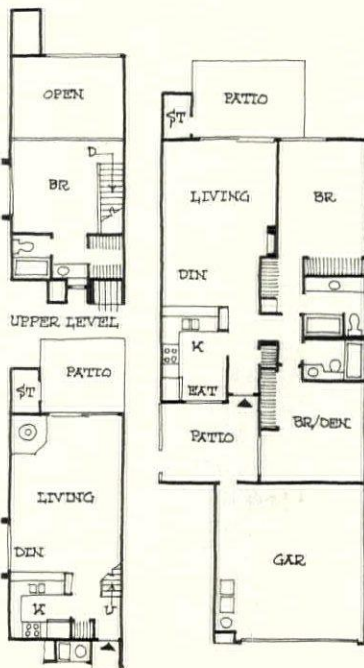
Boulder-strewn pond (above left) separates the housing from the recreation area. In the background is a swimming pool; other amenities include a cabana, a sauna with one-way glass for viewing the recreation area, a sunken lakeside firepit, and two lighted tennis courts.

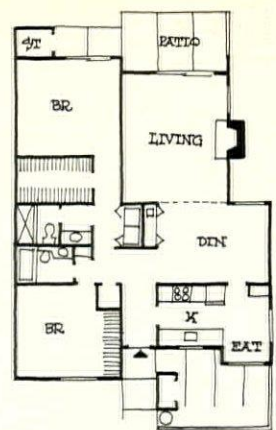
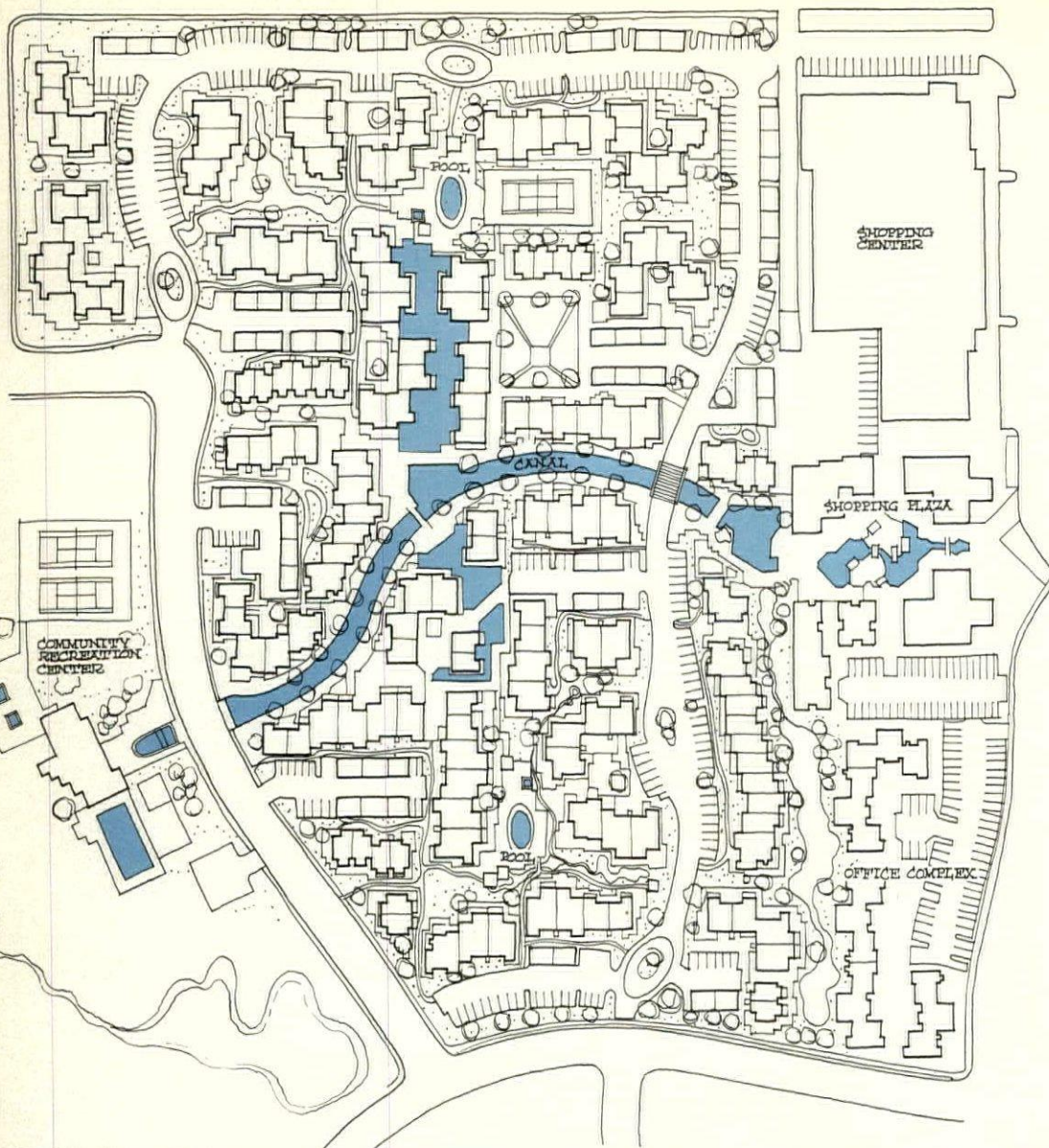


PHOTOS: CARLOS VON FRANKENBERG

Site plan (above right) shows how a large portion of the nine-acre site was turned into a big lake, with the townhouses sited on islands and promontories. Lifescapes Inc. of Santa Ana did the land plan and landscaping; J. Harlan Glenn & Assoc. of Villa Park was the lake engineer.

Two plans include an 829-sq.-ft. efficiency with a loft and a 1,135-sq.-ft., two-bedroom unit, of which there were only 18. Prices ranged from \$37,900 to \$58,900 when the project opened last year; by sellout they were up to \$47,900 to \$65,900. Carl McLarand and Assoc. of Santa Ana was the architect.





Unit types range from a 510-sq.-ft. studio with sleeping alcove to a 1,420-sq.-ft. townhouse. Rents range from \$190 to \$400.

Shown above are two of the most popular units: a 1,282-sq.-ft., two-bedroom, two-bath villa (top) and a 694-sq.-ft. one-bedroom plan (bottom).

Linking the elements of a mixed-use community

The Venetian theme of this 300-unit apartment complex in Stockton, Calif. is not merely a picturesque gimmick. Architects and planners Bull Field Volkmann Stockwell, of San Francisco, used a series of canals and lagoons bordered by pedestrian and bicycle paths to link the various segments of a 150-acre community that includes apartments, single-family homes, a shopping center and an office complex.

Of course the water adds market value as well: Apartments in the Venetian Park complex rent for up to 34¢ a sq. ft., compared to 24¢ for similar units in other complexes. And within Venetian Park itself, waterfront units command a \$20 or \$30 a month premium over units without a water view.

Another benefit of the water system: high density. The project contains 300 units on 16.2 acres, for a gross density of almost 19 units to the acre.

"People accept higher densities where there are canals," says developer Eckhard Schmitz, president of Schmitz Development Inc. "Without them we would have had to space the units a lot farther apart."

The segment of the canal that runs through the apartment complex, linking the shopping center with the recreation complex, is shown in the site plan above. This segment alone cost about \$350,000 to build.

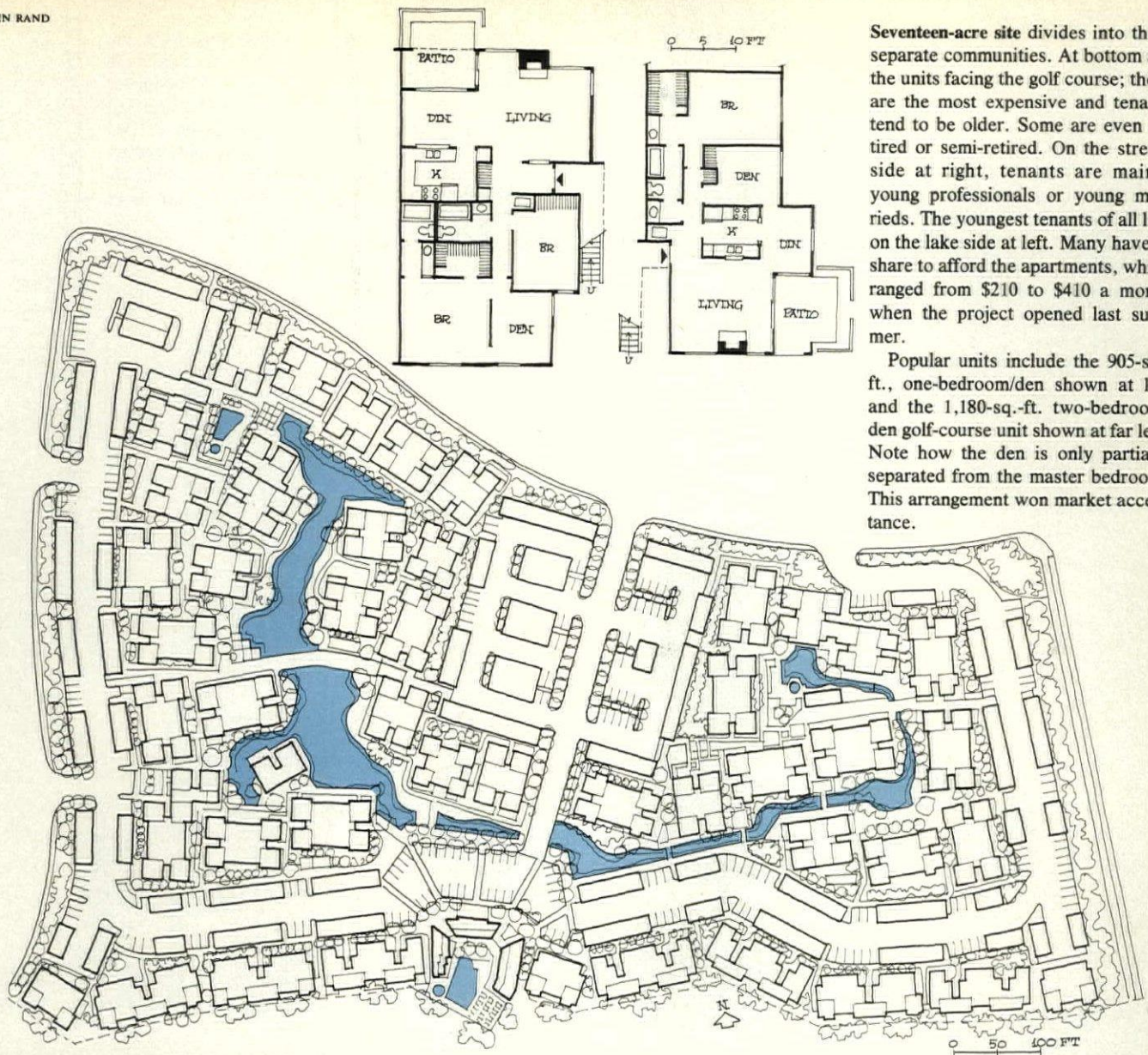
"It probably cost about three times as much as putting in grass," says Schmitz, "but in the long run the maintenance will cost less than if we had lawns to water and mow."

Tenants at Venetian Park apartments are mainly young single or divorced people who work for large corporations or the nearby colleges. "They like the fact that the project is different and imaginative," says Schmitz. "But to be fair, I think the main reason they're here is location."

TO PAGE 75







Seventeen-acre site divides into three separate communities. At bottom are the units facing the golf course; these are the most expensive and tenants tend to be older. Some are even retired or semi-retired. On the stream side at right, tenants are mainly young professionals or young marrieds. The youngest tenants of all live on the lake side at left. Many have to share to afford the apartments, which ranged from \$210 to \$410 a month when the project opened last summer.

Popular units include the 905-sq.-ft., one-bedroom/den shown at left and the 1,180-sq.-ft. two-bedroom/den golf-course unit shown at far left. Note how the den is only partially separated from the master bedroom. This arrangement won market acceptance.

Turning flat, barren land into a premium location

The southern portion of the 17-acre site overlooks a golf course. But it was necessary to create some sort of amenity for the remainder if the 368-unit project was to generate rents that would justify the cost of building it.

Faced with this problem at the luxury community of Rancho San Joaquin, the Irvine Company's multifamily division built a system of streams and lakes. Irvine was thinking of the rent premium that waterfront units would command.

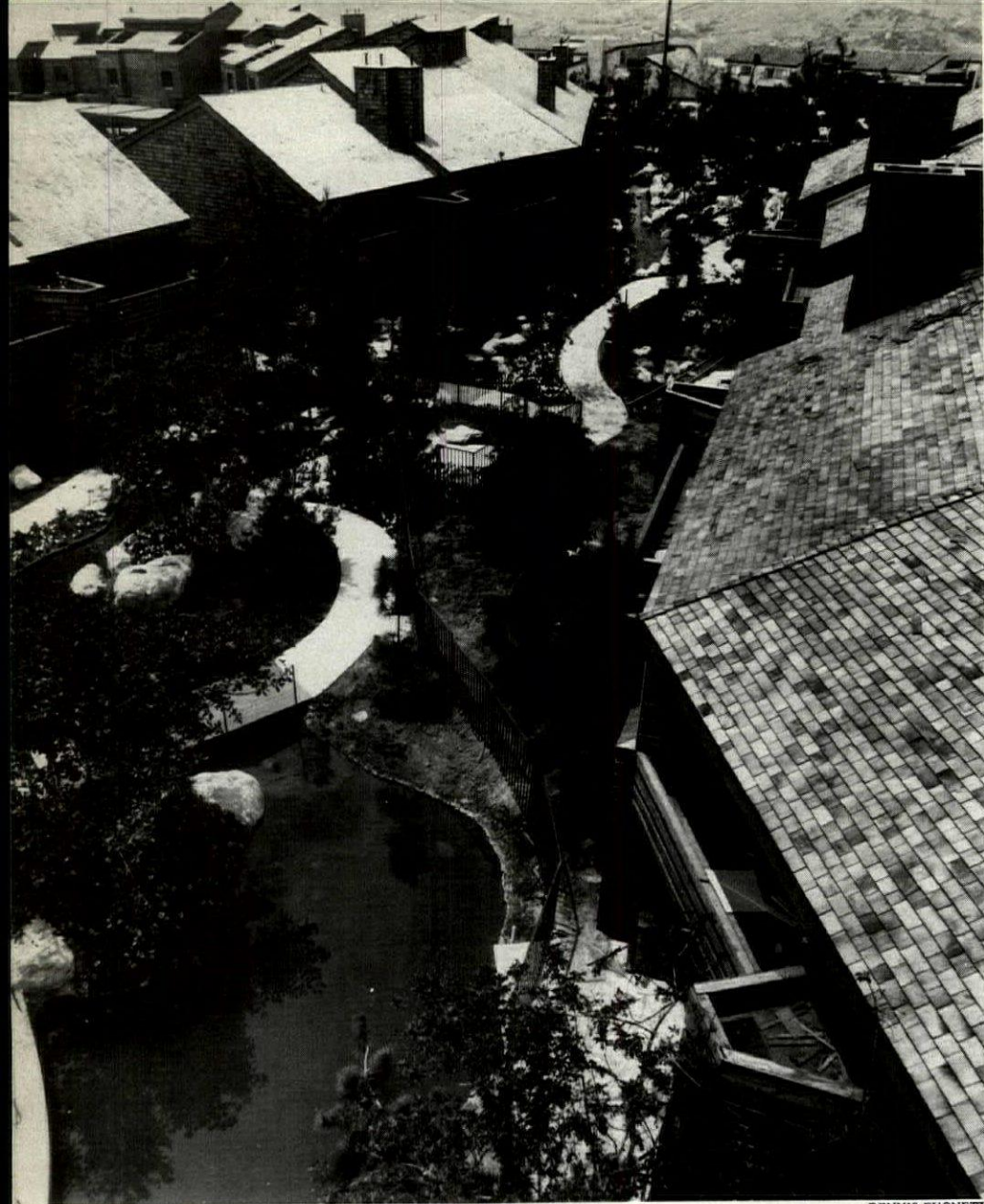
Saving water, however, was also a consideration. "We asked our water consultant, J. Harlan Glenn & Assoc., about the pros and cons of water versus landscaping," says project manager Don Landis. "They said we would definitely use less water with lakes and streams than with a landscaped meadow that would have to be irrigated."

The initial cost of the water system was about twice that of landscaping: about \$4 a

sq. ft. as opposed to \$1.80 for heavy planting. This includes mechanical equipment. The architects and land planners, Backen Arrigoni & Ross, of San Francisco, had designed a series of "hard" and "soft" edges for the waterways, the hard edges being the concrete block walls lining the piazza shown in the photo at left; the soft edges being the natural-looking, grassy banks visible in the background. Maintenance dictated that the soft edges and stream bottoms be coated with Gunite, hence much of the cost.

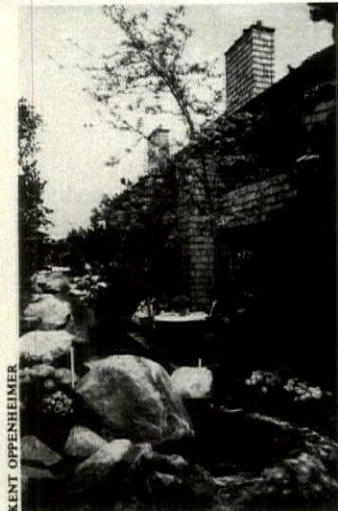
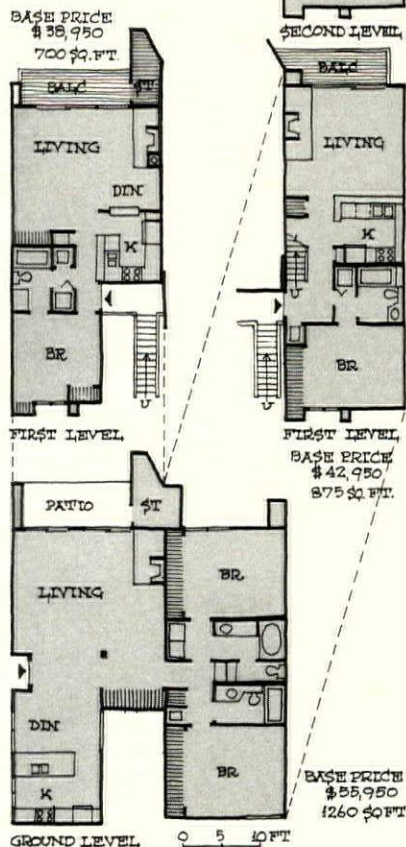
The two-story, stucco-clad, frame buildings each contain eight of one unit type. There are six plans, ranging from a 560-sq.-ft. one-bedroom to a 1,180-sq.-ft., two-bedroom/den unit. All have patios or decks recessed into the buildings to form sort of a loggia. These are placed at the outside corners so that most living areas have a view of a lake, stream or landscaped plaza.

TO NEXT PAGE



DENNIS FUGNETTI

Lush landscaping runs between the two circular buildings and around the perimeter of the project. Photo at left was taken while phase two was still under construction. The fence has since been removed and more plants have been added.



KENT OPPENHEIMER

Creating a little rain forest in exchange

At Quail Ridge in Fullerton, Calif., water flows through boulder-strewn streams, rushes over rapids and roars down 22 waterfalls. The foliage is so thick that the next building, just a few feet away, is barely visible. It's hard to believe that the 9.3-acre site holds 144 units, at a density of 15.4 to the acre. Or that tranquil patios such as those in the cover photo and the photos above and at left, where the only sound is that of running water, can exist only 150 ft. from the travel lane of the Orange Freeway.

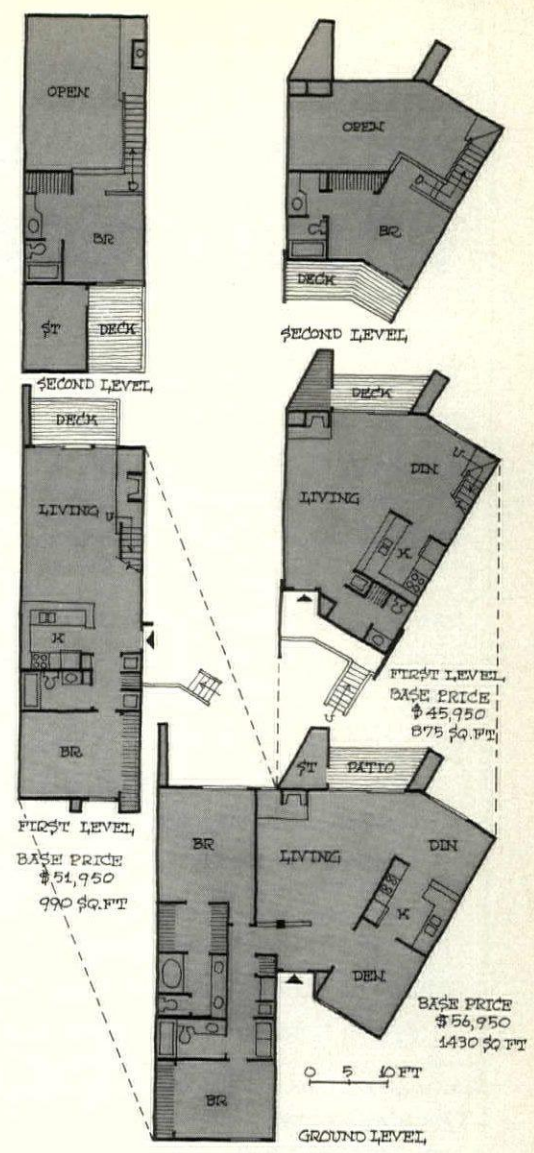
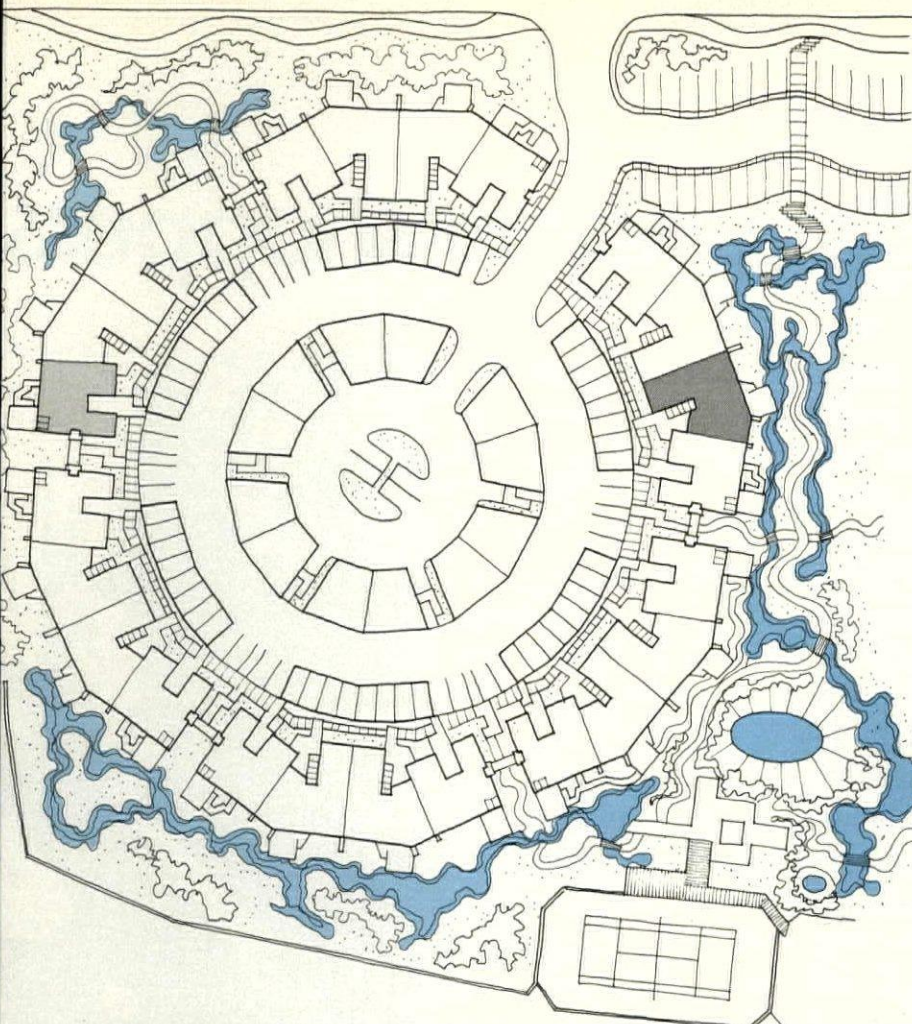
"I was trying to build a product that would sell for less than the typical \$80,000-to-\$100,000 house here in Orange County, and the only way is to get greater density," says developer John Konwiser of Newport Beach.

"I told the planning commission that I intended to improve the site so that it would absolutely knock their heads off in return for a density of 15.4."

Konwiser commissioned Lifescapes of Santa Ana, headed by Donald Brinkerhoff [H&H Jan. '75], to design the landscaping and waterscaping. The waterscaping was then executed by Paul Mui of Fountain Valley.

Such impact is not created cheaply. The cost (including swimming pool and tennis courts) was \$600,000—over \$4,000 a unit.

But Konwiser had acquired the 9.3-acre site, in a section of Fullerton that is just now undergoing development, back in 1974 for \$554,000. That means the raw land cost was just under \$4,000 a unit. So he was able to



Unusual site plan (partially shown above) consists of twin circles, each made up of six twelveplexes. Parking space runs along the inner rim and at the hub. The plan is so efficient that 60% of the land remains as open space despite the high density. Six floor plans (shown above left and right) are offered. These are arranged in groups of three, with the two largest—both one-story plans—on the bottom and the smaller ones—mainly one-story/loft plans—stacked side by side.

for greater density

achieve his goal of producing housing that young people could afford.

The first phase opened last fall at prices ranging from \$38,950 for a 700-sq.-ft., one-bedroom plan to \$56,950 for a 1,430-sq.-ft., two bedroom/den plan; the second phase opened last spring at prices ranging from \$45,950 to \$70,950. The project sold out quickly, mainly to the target market of singles, young couples and empty nesters. A market survey by First American Title found it the lowest priced project in Orange County.

The extensive landscaping is not the only reason Quail Ridge is so attractive. The circular plan, created by Ladd, Kelsey, Woodward of Newport Beach, Calif., limits the number of units that can be seen at any one

time. From inside a unit, few if any of the others are visible. And the balconies and decks have been sited to insure privacy.

Because of the curved buildings, many of the units are fan-shaped (see plans above). However, the rooms were planned so that there would be no problem with furniture arrangement, and the units were well received by the buyers.

"People found the irregular shape exciting because it's unusual," says Konwiser.

Recreation facilities at Quail Ridge include two lighted tennis courts, a swimming pool, therapeutic pool and a recreation building with party hall, card room and billiard area. The project is across the street from a public golf course and a regional park.

And now here's a survey showing what attached-home shoppers

The surveyors, Walker & Lee Inc., polled 250 prospective buyers at seven southern California attached projects.

"And these were serious shoppers," says Robert Lind, marketing vice president for the Anaheim realty company. "Nearly 25% said they planned to buy immediately and 42% within a year."

Almost half of the prospects (49%) were looking at row townhouses, 39% were shopping duplexes and 12% were considering condo apartments. Prices varied from \$32,000 to \$120,000 but most were in the \$50,000-to-\$70,000 range; size varied from 560-sq.-ft. flats to 2,200-sq.-ft. two-story plans.

This survey is a companion piece to the one Walker & Lee conducted this year among detached-home shoppers [H&H, July '77]. In comparing the two, the attached-home shoppers are found to be younger, to earn more money and to have fewer children. So while they want the same things as detached-house prospects in some areas, in others, there are differences and a few surprises.

You'll find them on these four pages. —JOEL G. CAHN



THE SHOPPERS: WHO ARE THEY?

They're young ... and prosperous

Almost one-quarter are under 25 years of age; 40% are between 26 and 35. And 44% earn more than \$35,000 a year, largely because 63% are two-income families.

In addition, more than half either have no children or are empty-nesters. And 67% currently own a home.

(Compare this with the detached-house shoppers reported

on by H&H two months ago. Only 11% of them are under age 25, only 19% earn more than \$35,000 and 64% have families of three or more [see tables 1-3]).

Attached-home prospects are willing to spend a lot of their income on a new home—as much as 50% more than their current monthly payments. Detached-home shoppers will

Table 1:
Shoppers' ages

The majority of both attached- and detached-home prospects are under age 35, but there are twice as many attached-home shoppers under 25.

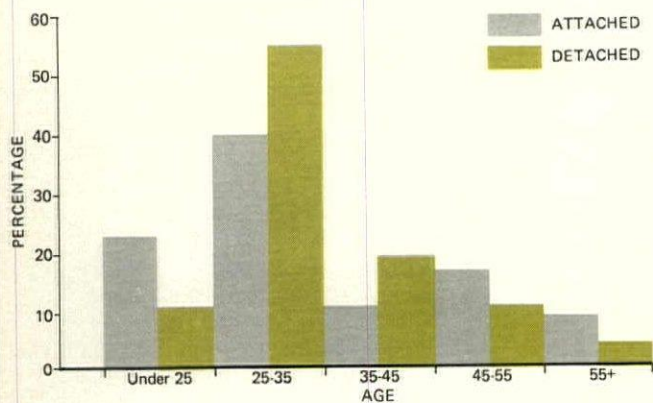
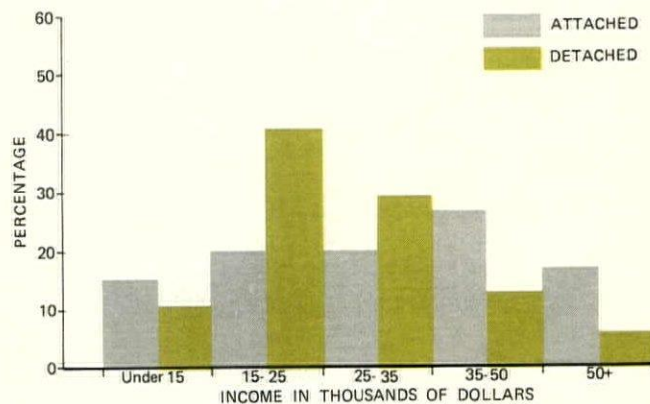
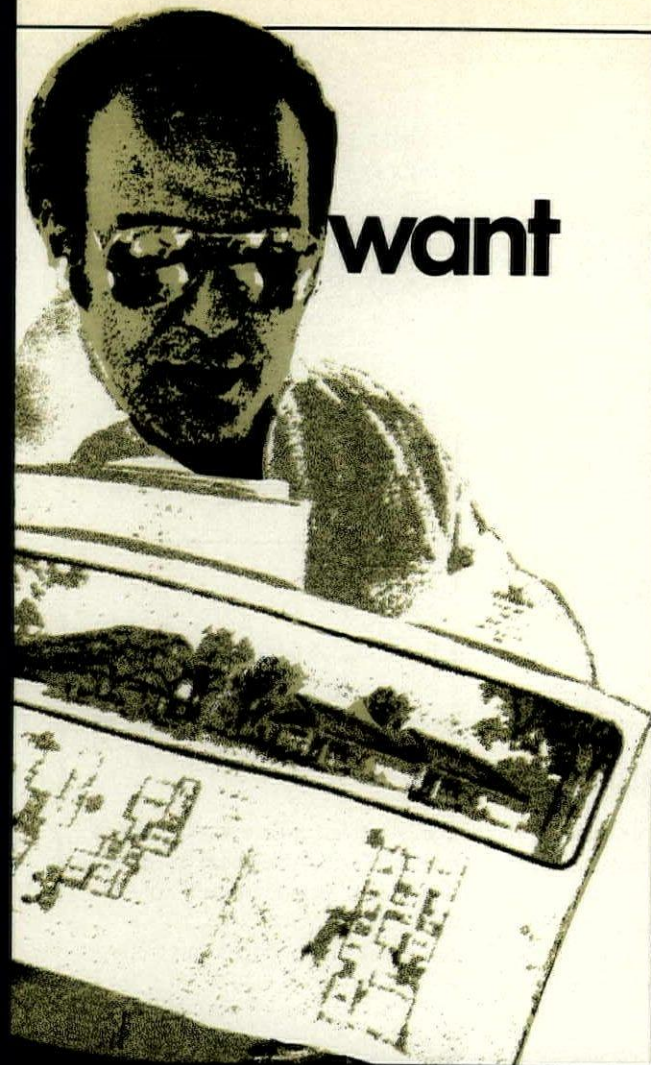


Table 2:
Shoppers' incomes

Median income of attached-home shoppers is \$32,000; for detached-home prospects, it is \$25,000.*



*Half of the incomes are above the median figure; half are below.



WHAT ARE THEY LOOKING FOR?

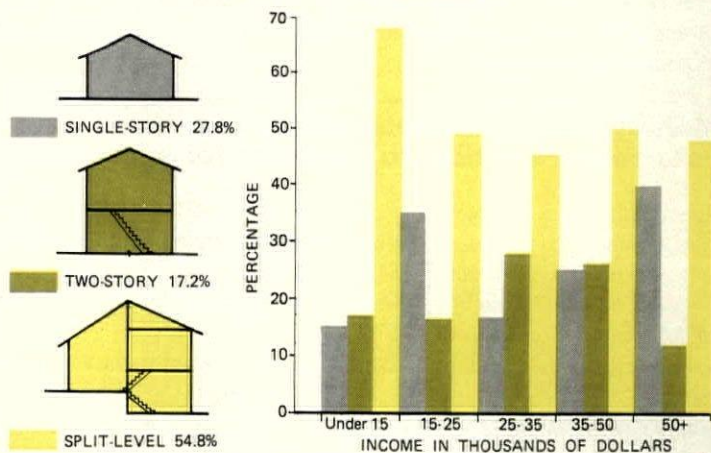
House type: The split-level is the surprise choice

It was selected by 55% of the shoppers. The figure is especially significant considering that the projects they were visiting offered no split-level plans.

"The split gives an impression of extra space," says Lind, "and anything that increases real or perceived space will appeal to prospective buyers."

Almost 28% of the shoppers chose a single-story plan, while 17% favored a two-story home. And half said they preferred individualized exteriors with varying rooflines while 39% wanted their units to look as if they were part of one large, mansion-like dwelling. (Some 11% said exterior style would not influence their buying decision at all.)

With the same interior space,
which of these would you prefer? (Check one.)

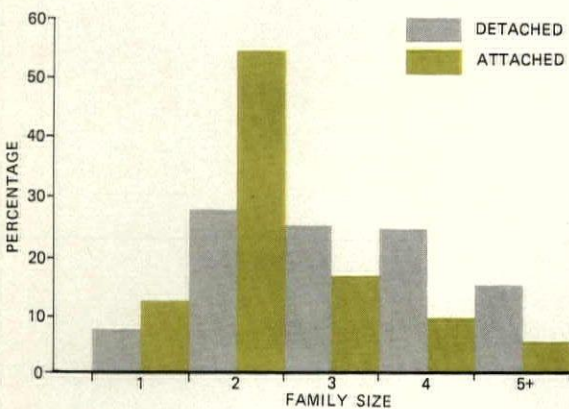


only stretch up to 34% more—mainly because they have larger families and, hence bigger living expenses.

The largest group of potential attached-home buyers said the maximum amount they would pay was from \$40,000 to \$50,000. Another 24% would spend from \$50,000 to \$60,000; 15% from \$60,000 to \$70,000.

Table 3:
Shoppers' family size

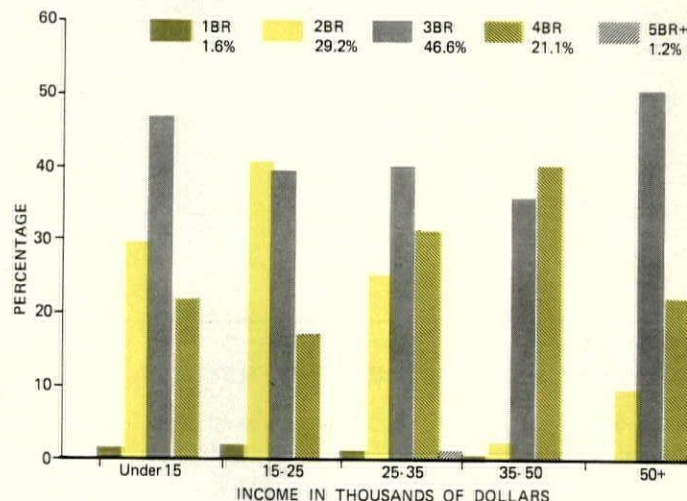
Average family size of attached-home shoppers is 2.4; for detached-home prospects, it is 3.1.



Bedrooms: 46% want three; 20% pick four

Surprisingly, even though more than half of the shoppers had no children, two-thirds indicated they wanted the extra bedrooms for sleeping. Walker & Lee suggests that this is because some young couples are planning to have children, while empty-nesters want spare bedrooms for when their children visit. And there's another possibility as well: Buyers may consider a three- or four-bedroom home a better investment than a two-bedroom unit.

How many bedrooms do you want? (Check one.)

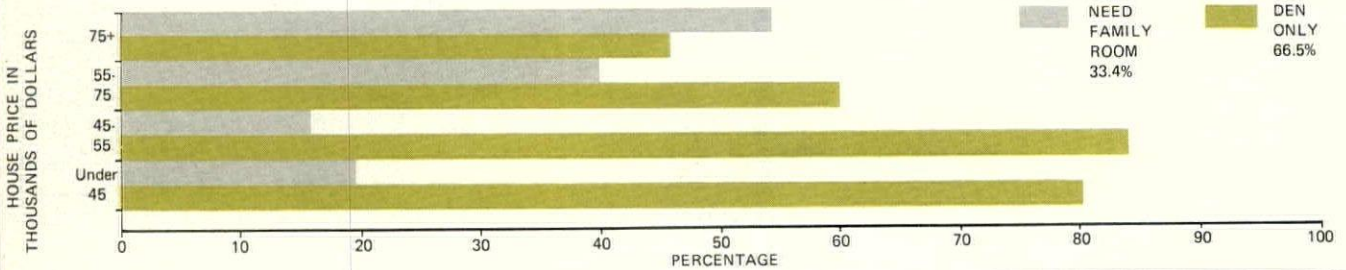


Family room: 66% say it's not necessary if there's a den

It's an indication that the majority of young couples are not planning larger families. In fact, it is the older prospective

buyers and those shopping higher-priced projects who express the greatest need for both den and family room.

If a unit includes a den, does it also need a family room?



The eating area: Shoppers are divided almost evenly over where it should be

Some 40% wanted a unit's single eating area off the living room, 37% picked a spot off the kitchen and 23% felt it should be in a country kitchen.

Kitchen and master bath options: Prospects are willing to pay more for upgraded amenities

Specifically, they chose:

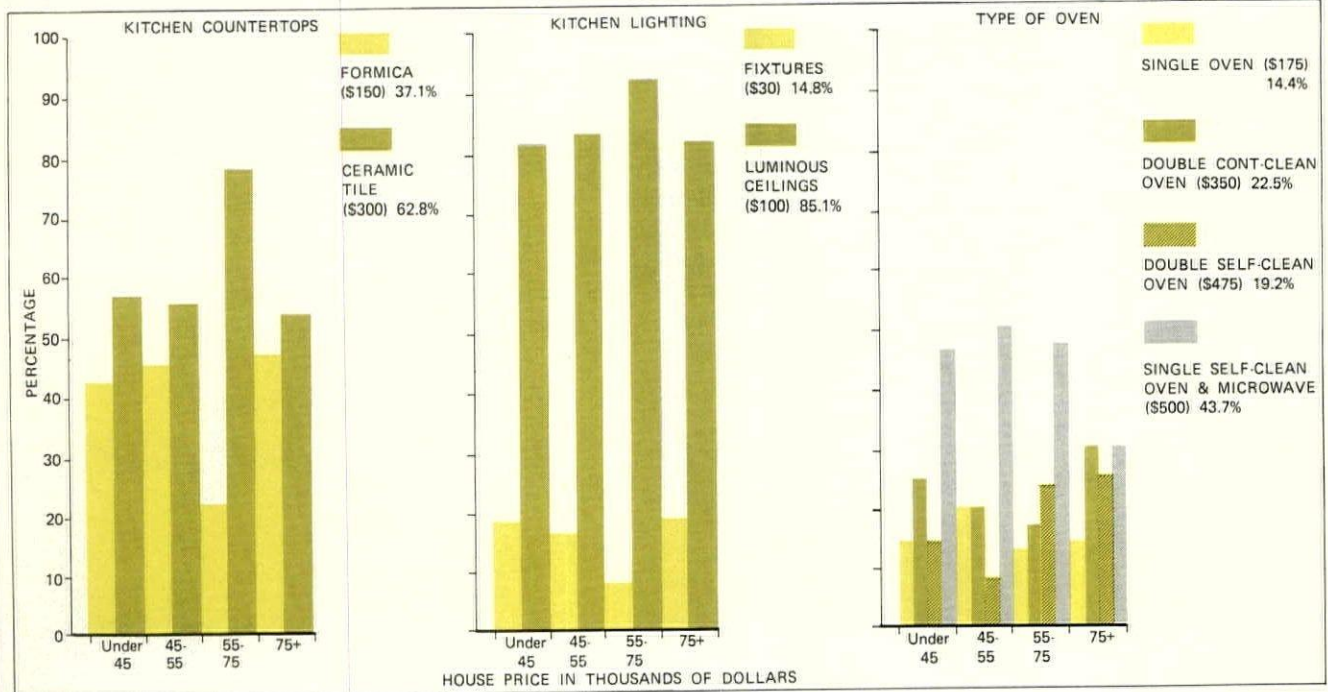
- Ceramic-tile countertops over plastic laminate by 63% to 37%, despite an extra cost of \$150.
- Luminous ceiling lighting over standard fixtures by 85% to 15%, despite an extra cost of \$70.
- Double ovens over singles by 86% to 14%, despite extra

costs of up to \$325. (The highest-priced choice, a single oven plus a microwave, was most preferred—selected by 44%.)

- Tub/shower combinations and oversized tubs over a single stall shower and standard tubs.

Neither income nor price of unit shopped had much effect on these selections.

Which kitchen features do you prefer?



What extras should the builder include at no extra cost?

Almost 56% of the shoppers want front landscaping included in the for-sale package; more than 70% believe a patio slab should be provided; and 75% think patio fencing should be

added. And 67% want carpeting thrown in.

Only when it comes to drapes is this trend reversed; 74% of the prospects prefer to buy drapes themselves.

Extra features: The fireplace is the most-wanted extra

It was preferred by an overwhelming 97% of the shoppers even after they were told that it would cost an additional \$1,000.

This preference is scarcely affected by income, type of attached house or price of unit. For example, 92% of potential buyers earning less than \$15,000, and 93% of those shopping under-\$45,000 projects want a fireplace.

Other features did not fare as well; 35% of the shoppers did not want high-sloped ceilings (at an extra cost of \$375); 41% rejected a wet bar (\$400 extra); 45% said no to sunken floors (\$330 extra); and 70% vetoed a sunken conversation pit (\$400 extra).

Interestingly, in each case, the don't-want figure is higher than among detached-home prospects. And paradoxically, while two-thirds of the attached-home prospects find the family room unnecessary, they still favor it as the best location for the fireplace (58% want it there) and the wet bar (39% prefer it there).

Considering the costs shown, which of these features do you not want included in your home?

FEATURE	HOUSE PRICE (IN THOUSANDS)			
	Under 45	45-55	55-75	75+
FIREPLACE	6.5%	0.0%	1.3%	2.0%
WET BAR	42.8%	45.4%	42.0%	34.8%
SUNKEN FLOOR	62.5%	27.2%	44.9%	28.5%
HIGH SLOPED CEILING	45.4%	26.0%	33.3%	25.5%
SUNKEN CONVERSATION PIT	80.0%	52.3%	67.1%	67.5%

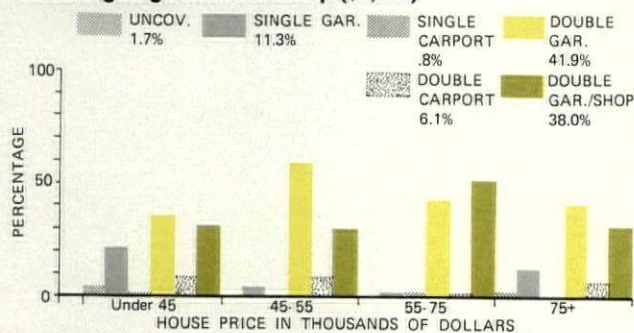
Parking: Eight of ten pick oversized garages

Nearly 42% of the shoppers selected a double garage (at an extra cost of \$2,000); 38% more chose a garage/workshop combination (\$2,500 extra). The single garage (\$900), single and double carport (\$300/\$600) and uncovered parking (no extra cost) choices had little appeal.

Even at the lowest-priced projects, less than 13% of the prospects opted for outside parking or carports.

Given the costs shown, which parking arrangement do you prefer? (Check one.)

- Uncovered parking (no extra cost)
- Single carport (\$300)
- Double carport (\$600)
- Single garage (\$900)
- Double garage (\$2,000)
- Double garage with workshop (\$2,500)



Recreational amenities: The less the better

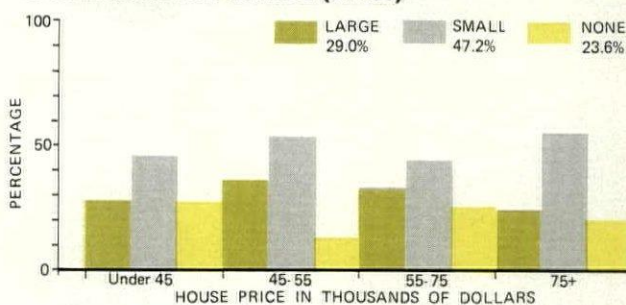
Almost half of the prospective buyers prefer a small common area with limited recreational facilities to a large one with extensive facilities. The reason, Walker & Lee believes, is the monthly maintenance charge listed for each choice: under \$25 for the small area, over \$40 for the large.

"Nearly 24% of the shoppers said they would prefer to have no common area or recreational facilities and thus pay no fee at all," Lind notes.

If there were to be facilities, the swimming pool was the most favored one, chosen by 70% of the prospects.

Given the monthly fees shown, what size recreational amenities, if any, do you prefer?

- Large common area and extensive facilities (\$40+)
- Small common area and limited facilities (\$15-25)
- No common area or facilities (no fee)



Energy conservation: Nearly 85% would pay more for extra insulation and double-glazed windows

But only 45% would change to a standard flat ceiling after being told that a high-sloped ceiling increases their heating bills.

The desire for these energy-saving options seems weakest among shoppers at the highest-priced projects. Walker & Lee suggests that this is because prospects feel these units already possess insulating properties.

Would you increase the purchase price of your home to have energy-saving features such as extra insulation and double-glazed windows?

HOUSE PRICE	YES	NO
Under \$45,000	82.0%	17.9%
\$45,000-\$55,000	87.5%	12.5%
\$55,000-\$75,000	90.5%	9.4%
\$75,000+	77.5%	22.4%
TOTAL	84.4%	15.5%

And here's a tip on merchandising: Furnish your models

More than 40% of the shoppers said they want to see them fully decorated and furnished. Significantly, only 32% checked an alternative that offered a production unit.

"Yet this choice also included a mixture of variously decorated and furnished models," says Lind. "Apparently, not too many shoppers want to see empty rooms."

SEVEN CUSTOM WINNERS



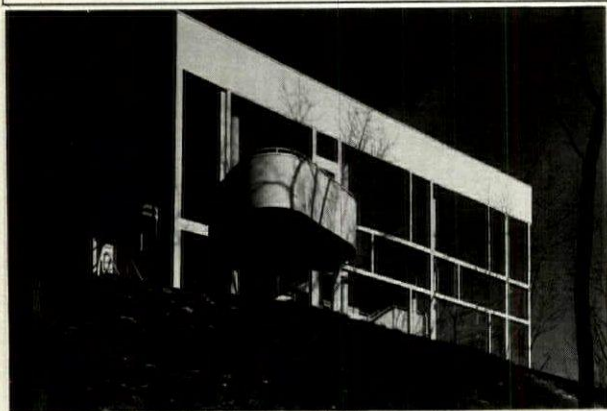
These one-of-a-kind award winners in the 1977 Homes for Better Living program* include:

- A 2,750-sq. ft., year-round house, in which a major part of the living area is designed as one big entertainment space (*below*).
- A 16' wide vacation house, planned so all public space overlooks two woodland views (*page 84*).
- A two-story, 5,000-sq.-ft. house where clerestory windows play an important role in the design of the major

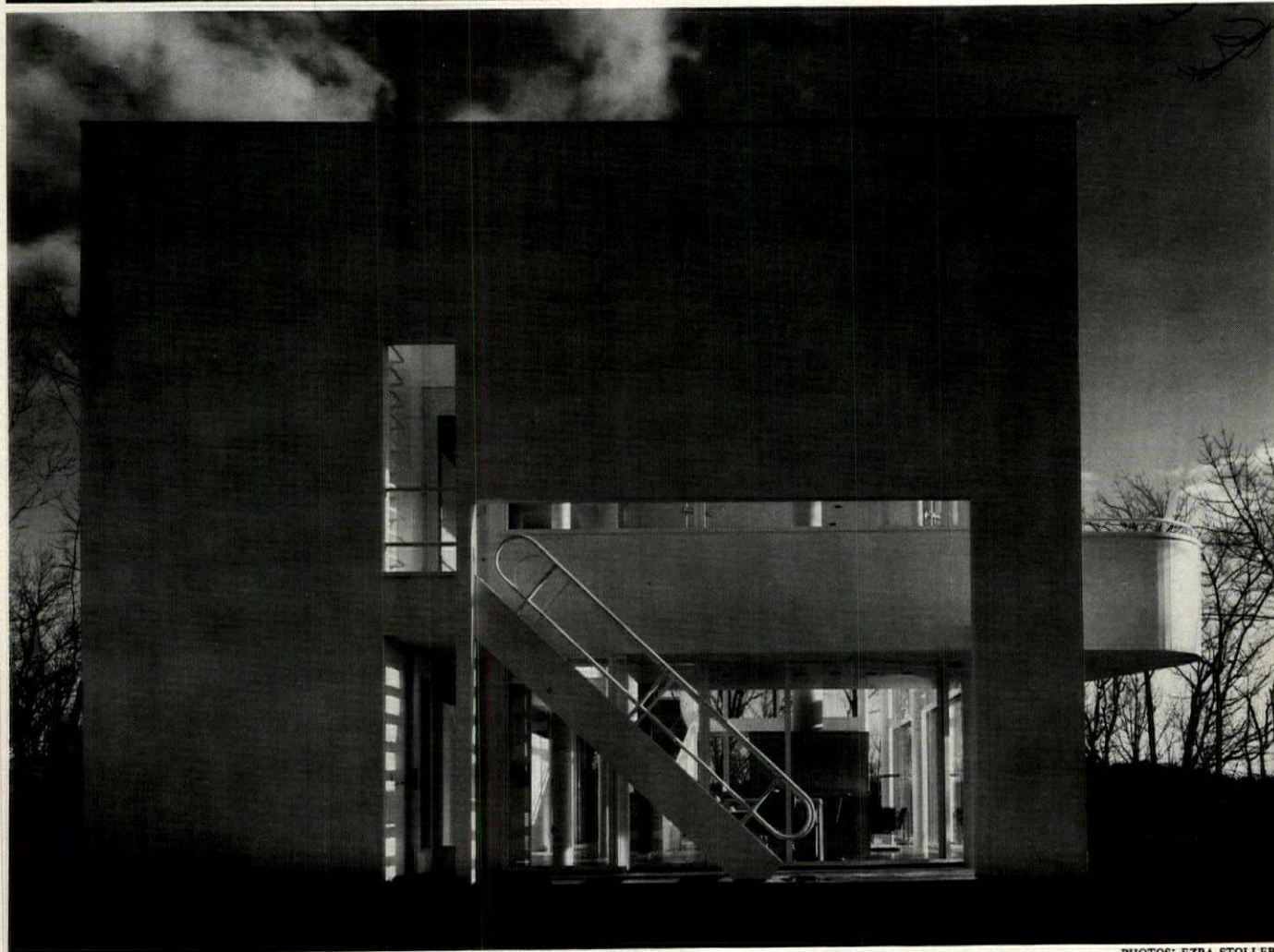
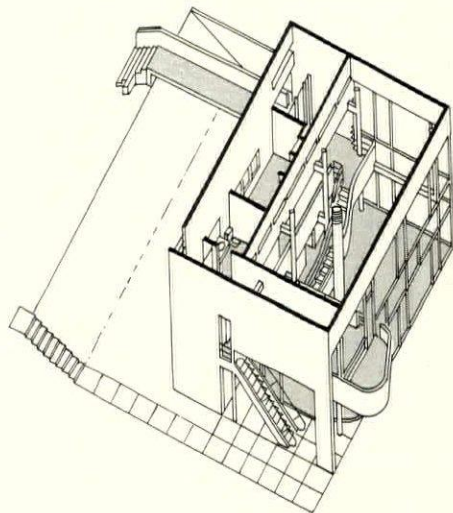


FIRST HONOR AWARD

Architect: Richard Meier and Associates
Builder: Walmara Construction Co.
Location: Mt. Kisco, N.Y.



Glass walls on two elevations of this house (*isometric right*) provide all but the private and service areas with views of surrounding woods. The owners, an empty-nester couple, receive frequent visits from their family. So entertainment areas in the house are combined into a single, expansive space. This openness and the glass walls make the 2,750-sq.-ft. house seem much larger than it is.



PHOTOS: EZRA STOLLER

living areas (page 85).

●A 5,650-sq.-ft., multi-level house, in which a narrow gallery helps define public and private zones (page 86).

●A three-level hillside house, in which the uphill side of the house is closed for privacy and the downhill side is wide-open to views (page 87).

●A 1,200-sq.-ft., year-round house that employs an unusual window arrangement to get heating help

from the sun (page 88).

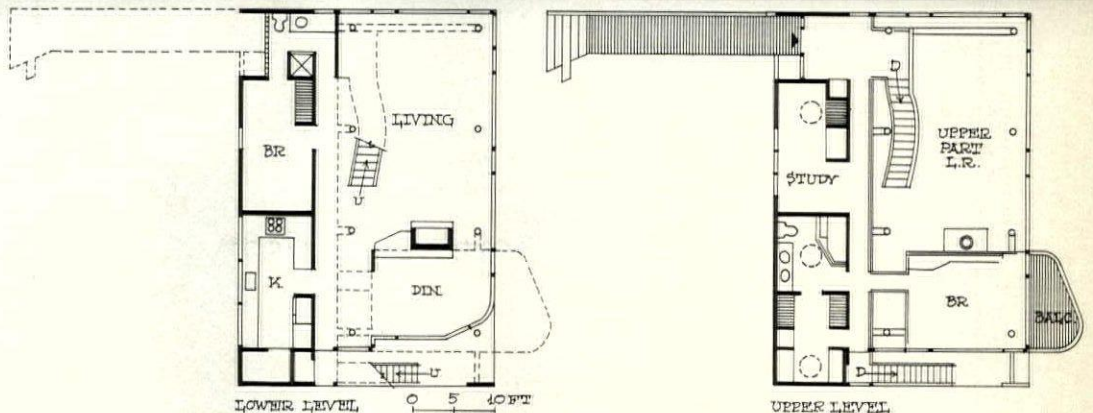
●A 1,200-sq.-ft. vacation house, in which a U-shape plan is used to take advantage of oceanfront and hillside views (page 89).—J.R.V.

*The Homes for Better Living Awards program is sponsored by the American Institute of Architects in co-operation with HOUSE & HOME. A full list of winners appeared in May.



Balcony master suite with built-in desk (photo above) opens to the curved deck seen in the photos on the facing page.

Home's private zones, facing the approach to the 10-acre site (see floor plans), are shielded for privacy by a deep wall with few windows. Guest sleeping quarters (not shown) are in an adjacent cottage.

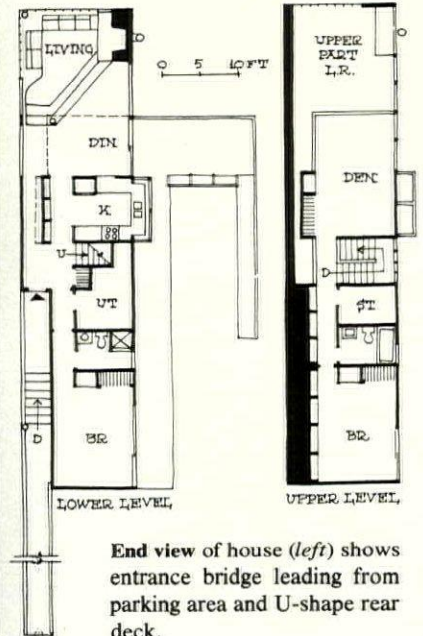




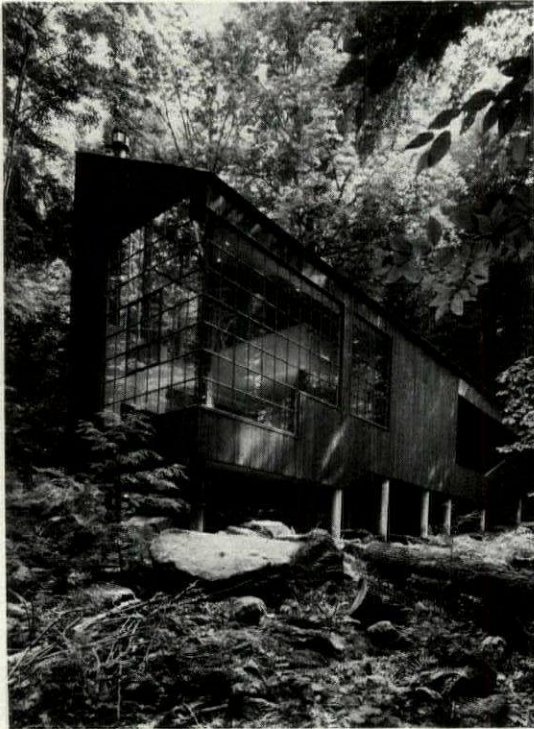
PHOTOS: JOSEPH W. MOLITOR

FIRST HONOR AWARD

Architect: Bohlin and Powell
 Builder: Olsen Brothers
 Location: Northwestern Connecticut

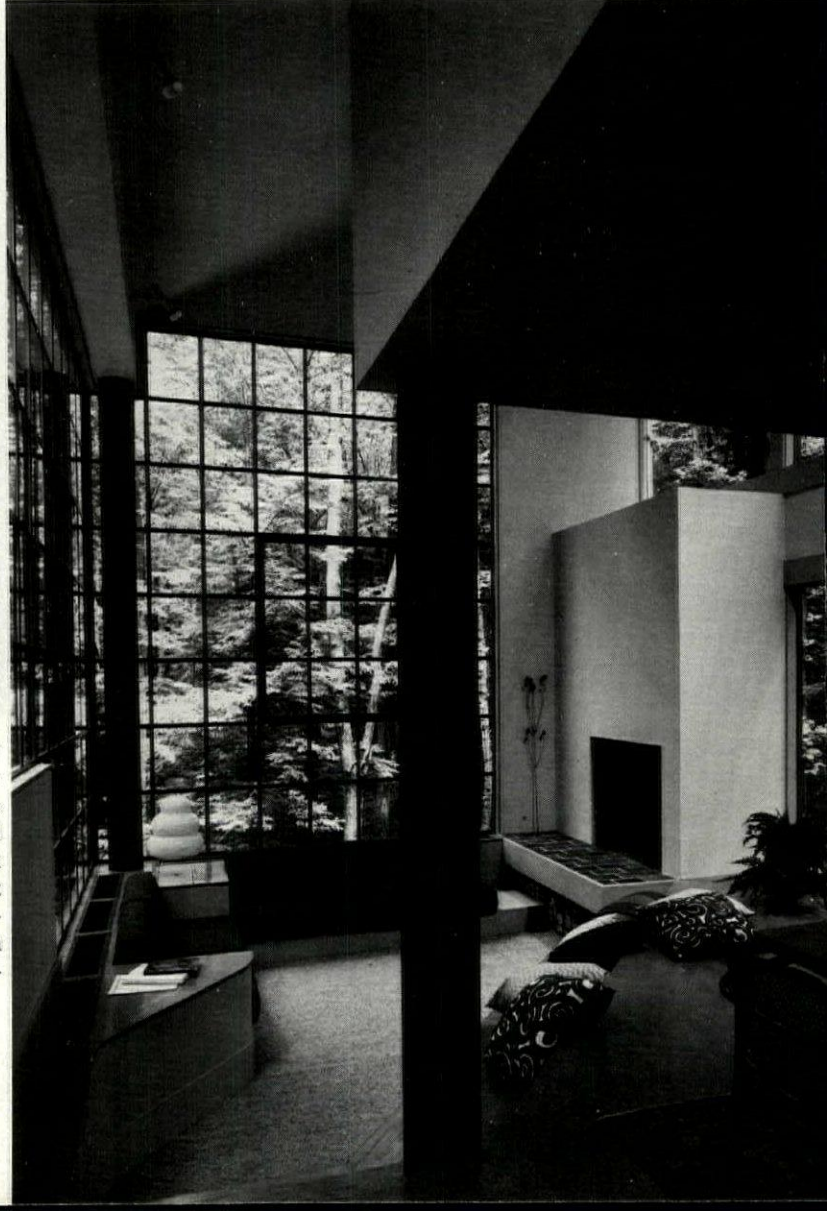


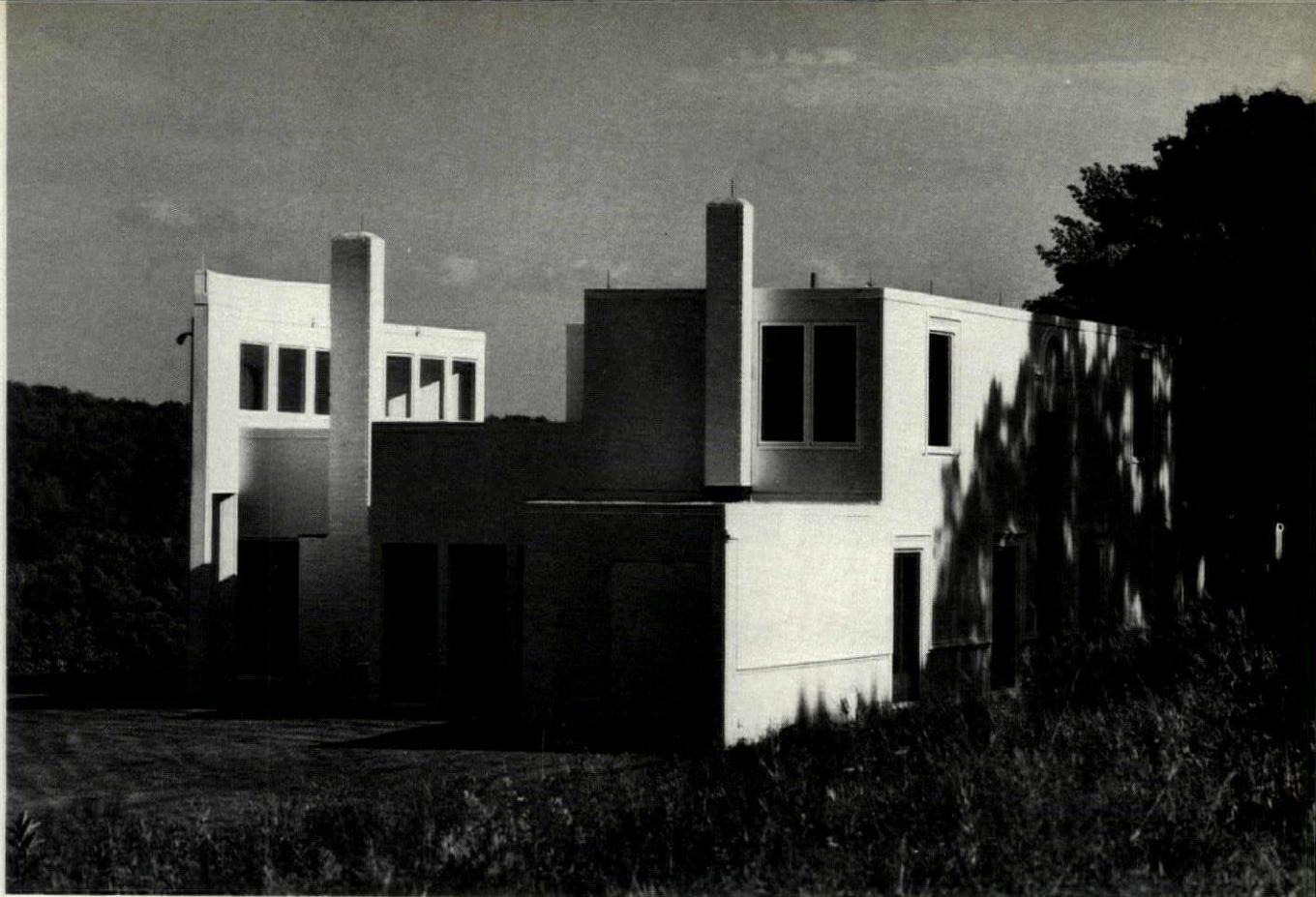
End view of house (left) shows entrance bridge leading from parking area and U-shape rear deck.



Narrow vacation house—it's only 16' wide—is built at the junction of evergreen and deciduous woodlands on an 18-acre site. Hence the floor plan is arranged so the living room, step-up dining area and upper-level den (see floor plans) overlook both woodland sec-

tions through two-story glazed walls (photos above and right). These walls are built with steel industrial sash, which is painted dark red to match the support columns. Siding is rough-sawn cedar painted green to complement forest colors.



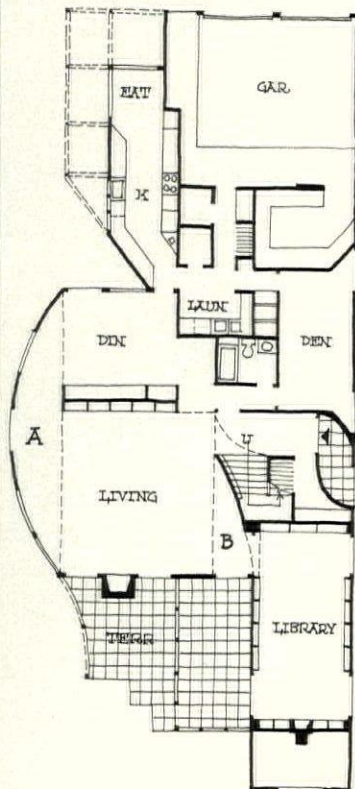


AWARD OF MERIT

Architect: Stern & Hagmann
 Builder: William L. Hirsch Inc.
 Location: Washington, Conn.

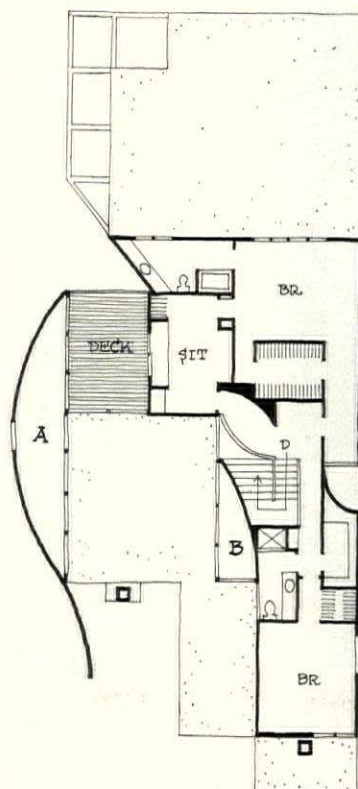
Two-story curved bay with clerestory windows (left in photo above and A in floor plans) backwashes the living and dining rooms of this house with warm southern light. The lower part of the bay forms a windowed corridor (photo below) around those rooms,

cent garden and nearby woods; the upper section serves as a windscreen for the second-floor bedrooms and the deck above the dining room. Because the living room is quite deep, a two-story light well (B in floor plans) is used to brighten the rear of that room.



LOWER LEVEL

0 5 10 FT



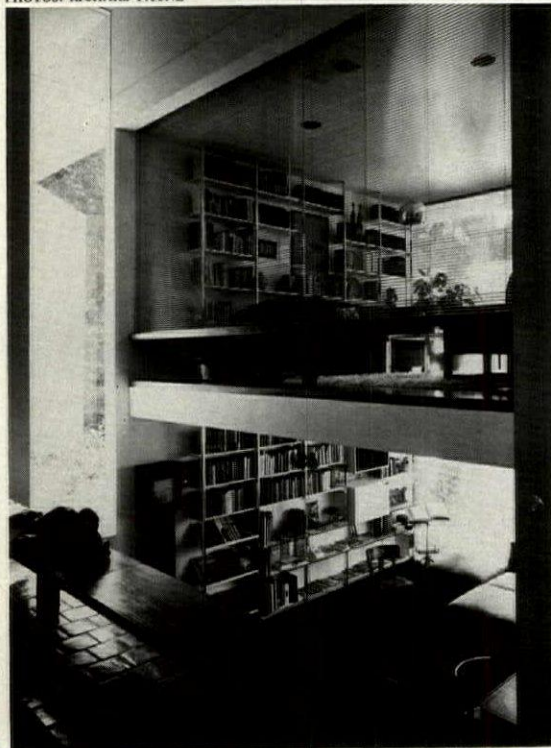
UPPER LEVEL



PHOTOS: EDMUND H. STOECKLEIN



PHOTOS: RICHARD PAYNE

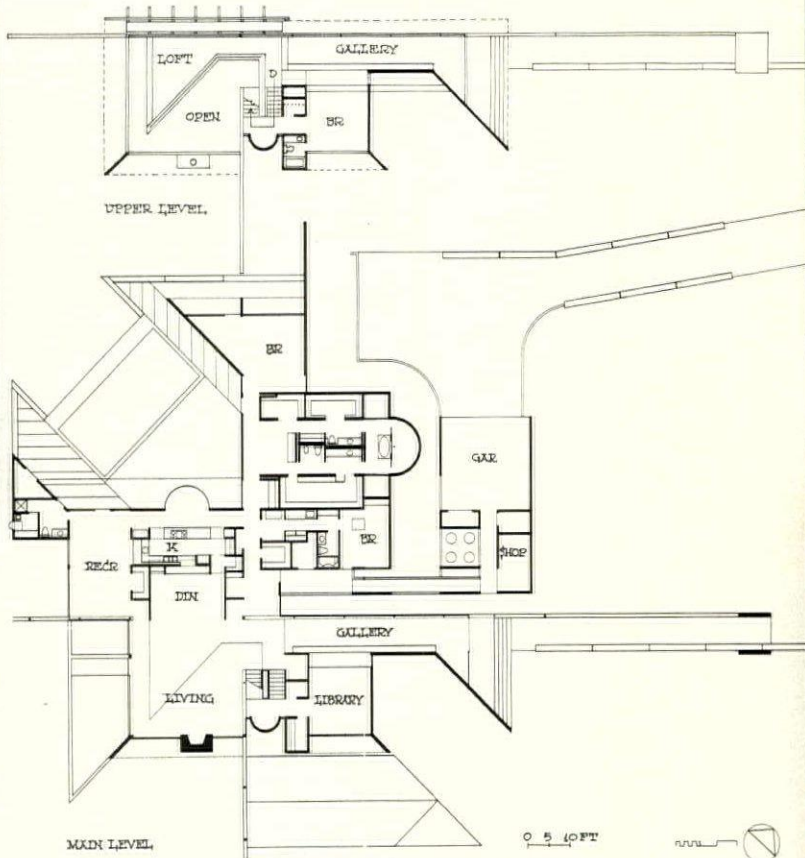


Narrow gallery, from which the photo above was taken, is a key design element in this multi-level house. The gallery, used to display an art collection, starts at the entry (*see floor plan*) and extends past the open library and guest room (*above*) that are, respectively, a half-level below and above the entry level. The gallery also helps open the rear of the house to daylight through the library/guest-room window wall (*right in photo, top of page*). In the highest part of the house—a half level above the guest room—a loft overlooks the living room.



AWARD OF MERIT

Architect: Robert E. Griffin,
William R. Jenkins
Builder: Willard & Associates
Location: Houston, Texas

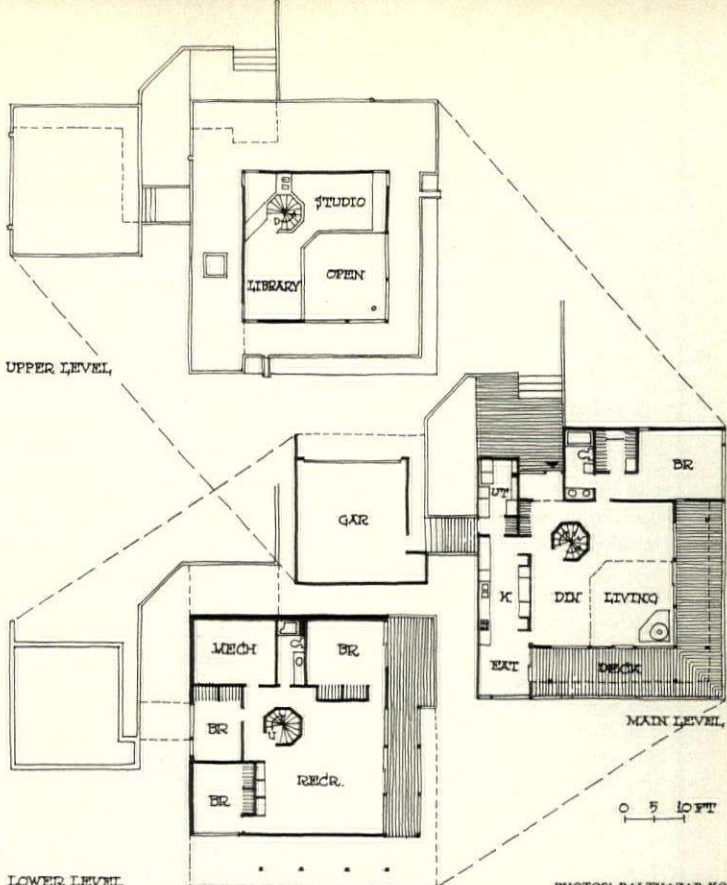




AWARD OF MERIT

Architect: Leonard Parker Associates Inc.
Builder: Henning Nelson Construction Co.
Location: Minneapolis

UPPER LEVEL



MAIN LEVEL

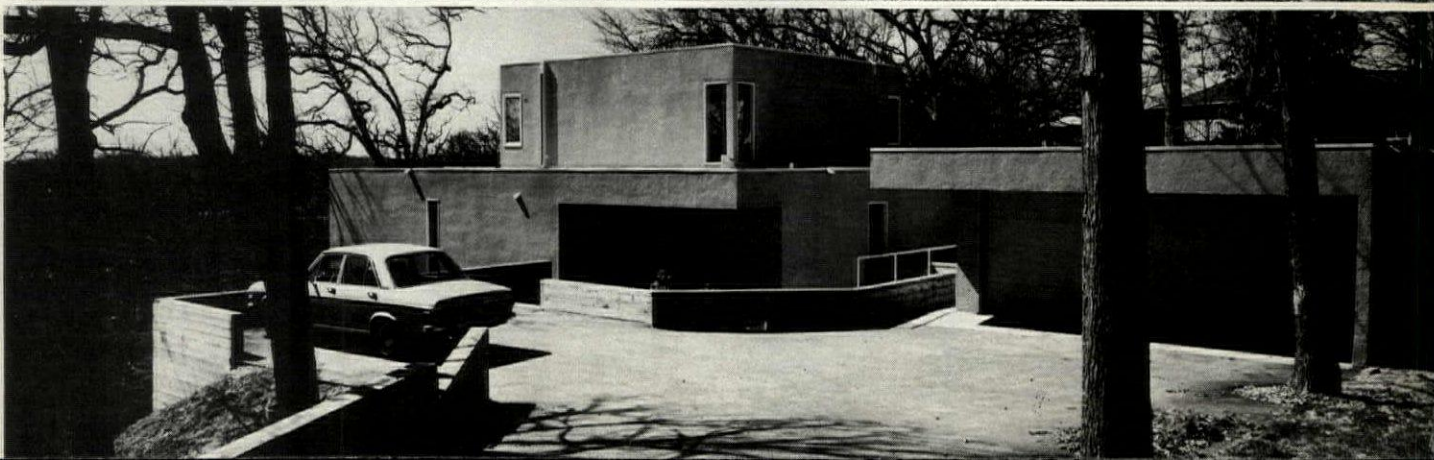
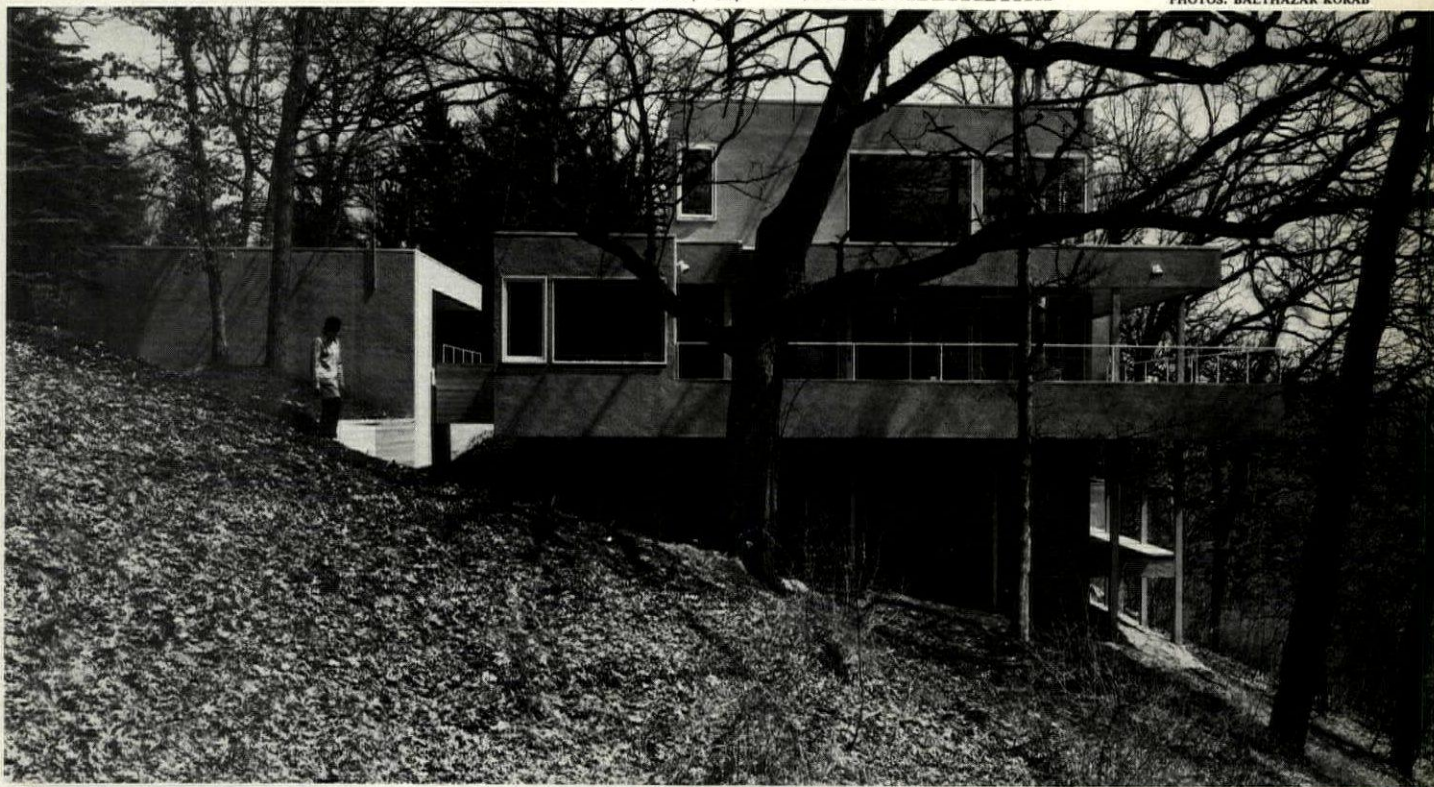
0 5 10 FT

LOWER LEVEL

PHOTOS: BALTHAZAR KORAB

Zoned planning in this house capitalizes on the assets of a small (3/4-acre), steep site and helps overcome some of the problems inherent in hillside building. The 3,612-sq.-ft. house is organized around a 28'-square social and recreational core whose glazed walls and decks (photo below) open to the view (downhill) side of the site. An L-shape service

and bedroom zone, wrapped around two sides of the core, has few windows (photo bottom) to shield it against winter winds and afford privacy from the road and neighbors on the uphill side of the site. Note that the expense and difficulty of providing on-grade, outdoor living space on a steep site has been avoided by cantilevering the lower-level deck.





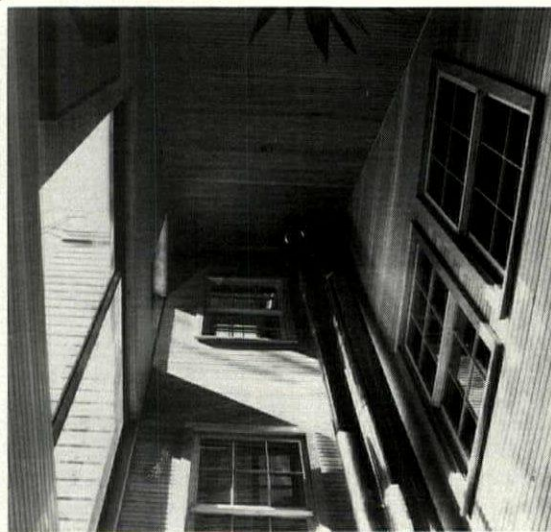
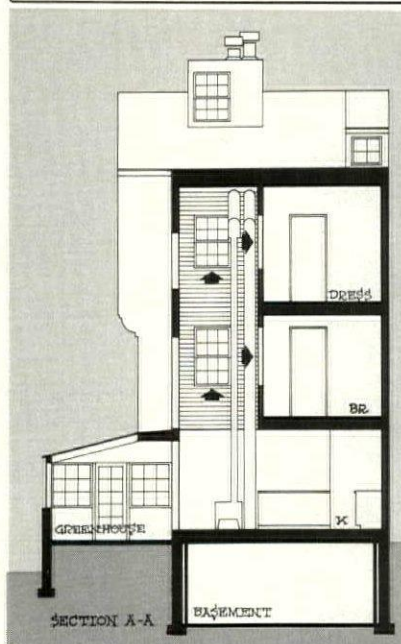
AWARD OF MERIT

Architect: Jefferson B. Riley, AIA

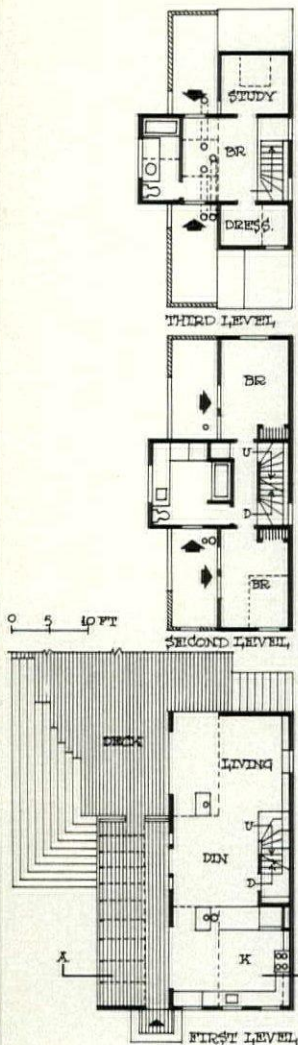
Builder: Essex Builders

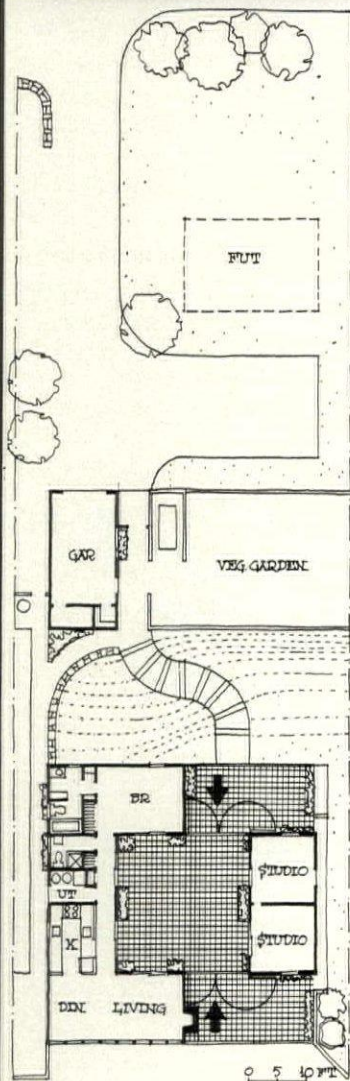
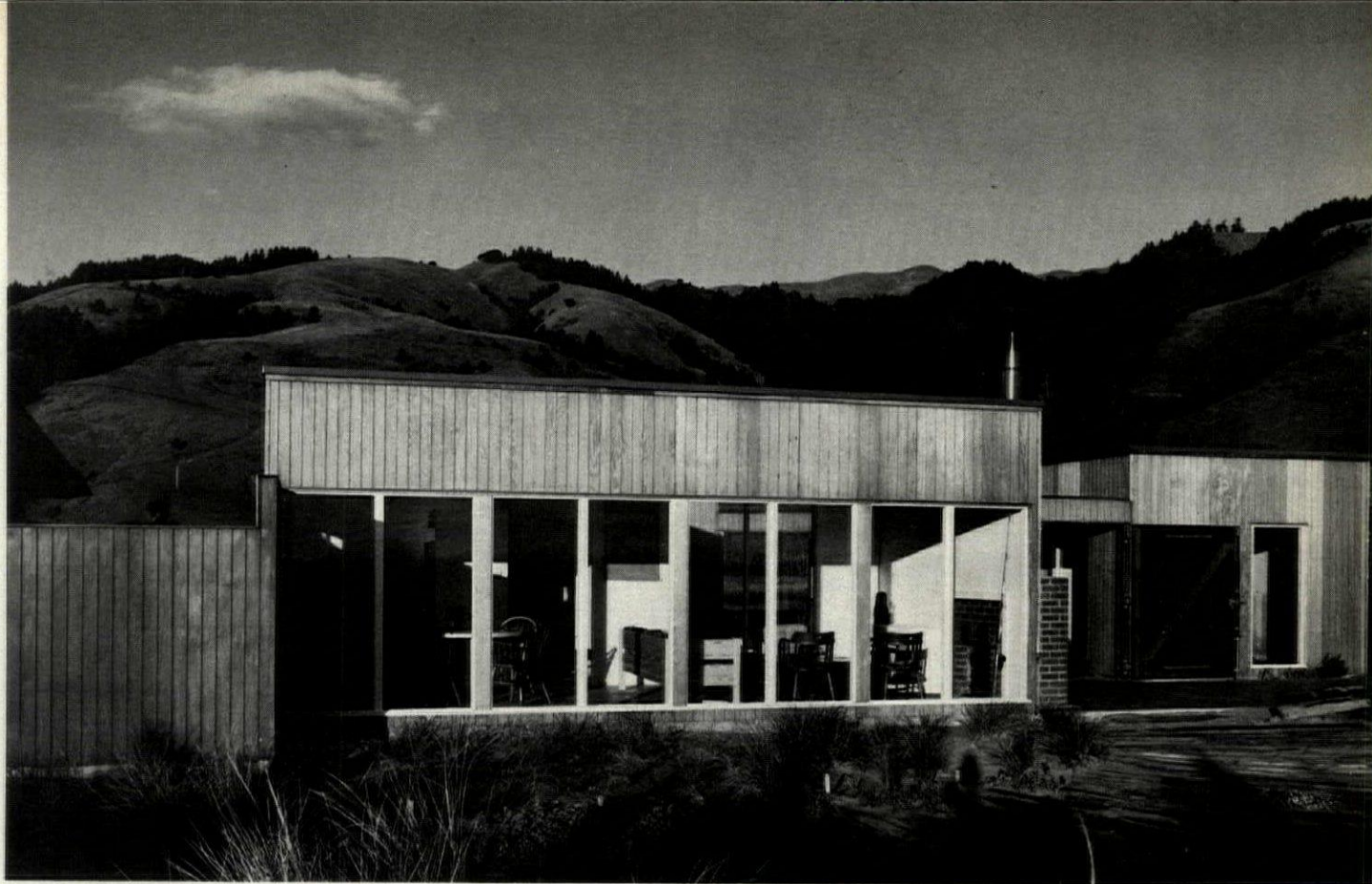
Location: Guilford, Conn.

Energy-saving house is designed to get heating help from the sun. Here's how: 1) a south-oriented gable end has a ground-floor greenhouse (*see floor plan*) that collects heat and radiates it upward through a three-story high chamber (photo far right); 2) second and third-floor bedrooms, set back from the gable-end wall, receive heat and light from two sources—interior windows that face into the heat chamber (*arrows in the section, right and floor plans below*) and exterior windows in the gable-end wall; 3) excess solar heat collected in the greenhouse is circulated along insulated foundation walls for radiation at night.



Large double-hung interior windows, shown above, bring heat and light into the bedrooms, which are set back from the exterior gable-end wall. The upper portion of that wall is seen at left in the photo.





Beach house packs 1,200 sq. ft. of living area into a compact U-shape plan. This arrangement provides the main living area with an oceanfront view (*photo above*) and orients the bedroom toward a mile-deep, 2,000' ridge that runs parallel to the 60' x 450' site.



AWARD OF MERIT

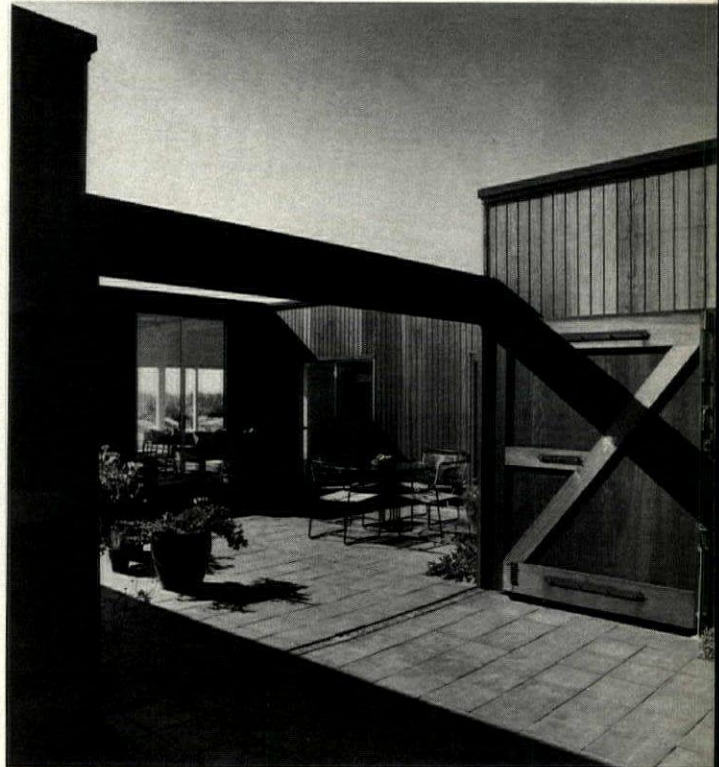
Architect: Chan/Radar and Associates

Builder: Edward W. Bugar Inc.

Location: Marin County, Calif.

Central patio (*photo right*) integrates the house and two studios (*see floor plan*) in a cohesive unit. Since the owners—a childless couple—use this house as a year-round weekend retreat, it was necessary to buffer the 48'-square patio from the winds. So large wooden gates (*shown in the photos and indicated by arrows in the floor plan*) close off those sections of the patio not sheltered by the buildings. The open terraces outside those gates are paved with the same red quarry tile used in the central patio, and are defined by storage units and fencing built with the same grooved redwood plywood used as siding on the house and studios.

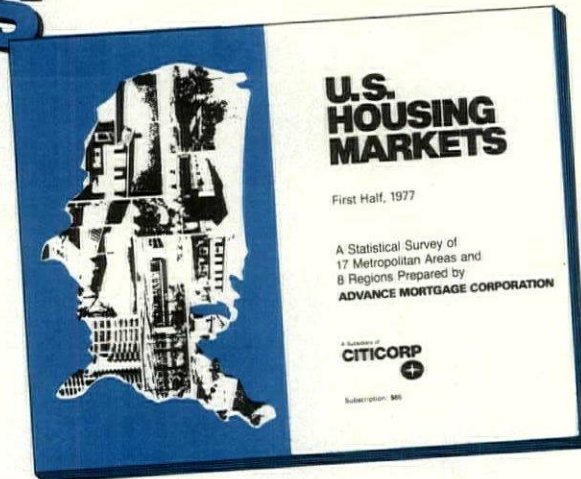
PHOTOS: BERNARD POINSSOT



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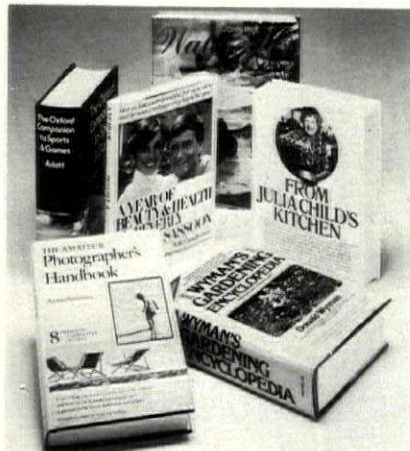
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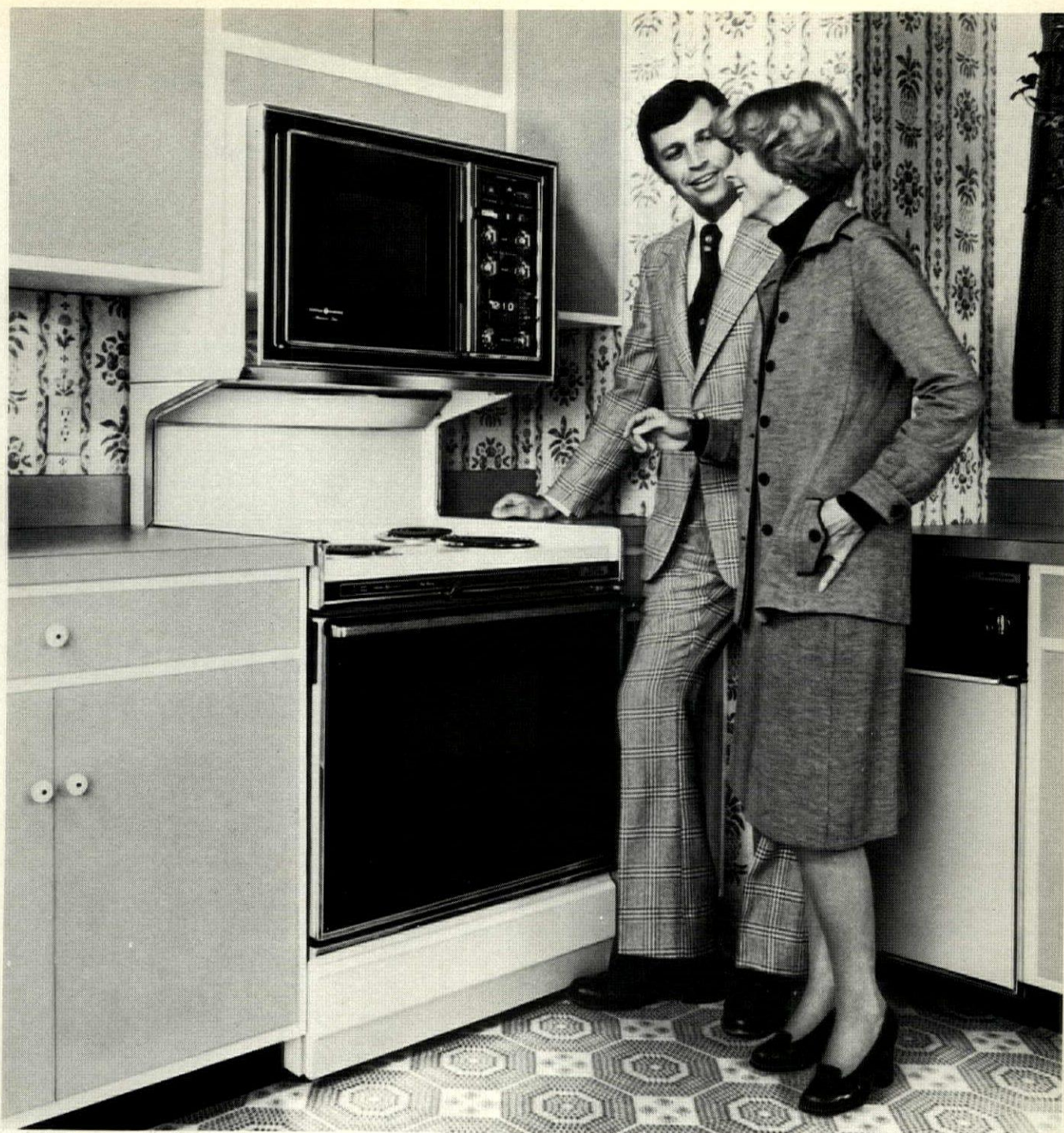
maximum heat from the gas burned—with improved insulation to keep in more of that heat.

- 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.
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All GE Hi-Lo Microwave Cooking Centers are backed by Customer Care[®] service, which means we have Factory Service Centers covering over 800 cities, plus more than 5,000 franchised servicers

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GE has the Automatic Chef Control, on Microwave Cooking Center models, the feature which cooks by temperature and shuts off the oven when food has been cooked to the desired serving temperature.

Over 25 years of consistent service to builders.

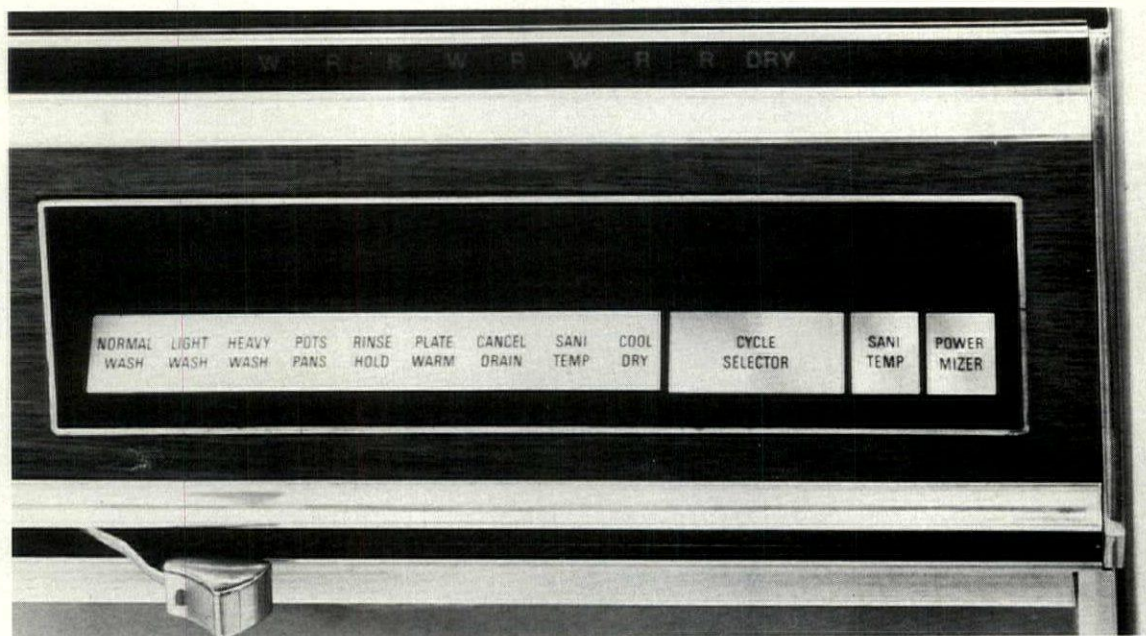


GENERAL  **ELECTRIC**

Computerized appliances: At a price that's right

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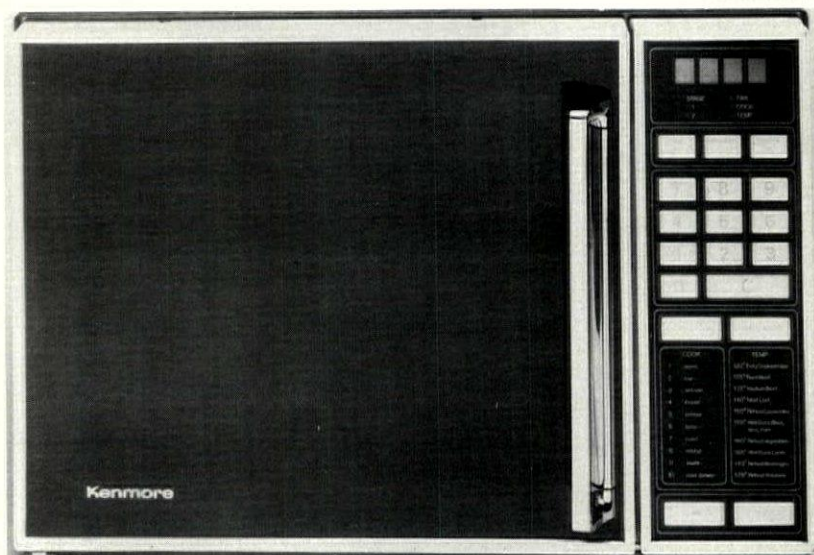
- Flooring 104
- Lighting 112
- Bathrooms 114
- Bathrooms 116
- Bathrooms 118



Solid-state dishwasher (right) features six cycles: a normal wash, a light wash, a heavy wash, a pots-and-pans cycle, rinse-and-hold and plate warm. Indicator panel (detail above) shows which cycle has been chosen and phase of operation the machine is in. Circle 275 on reader service card



Multi-powered microwave oven (below) has a memory feature that allows it to start cooking at one power level and automatically switch to another. This enables a user to set for defrost and cook without any changes. Circle 276 on reader service card



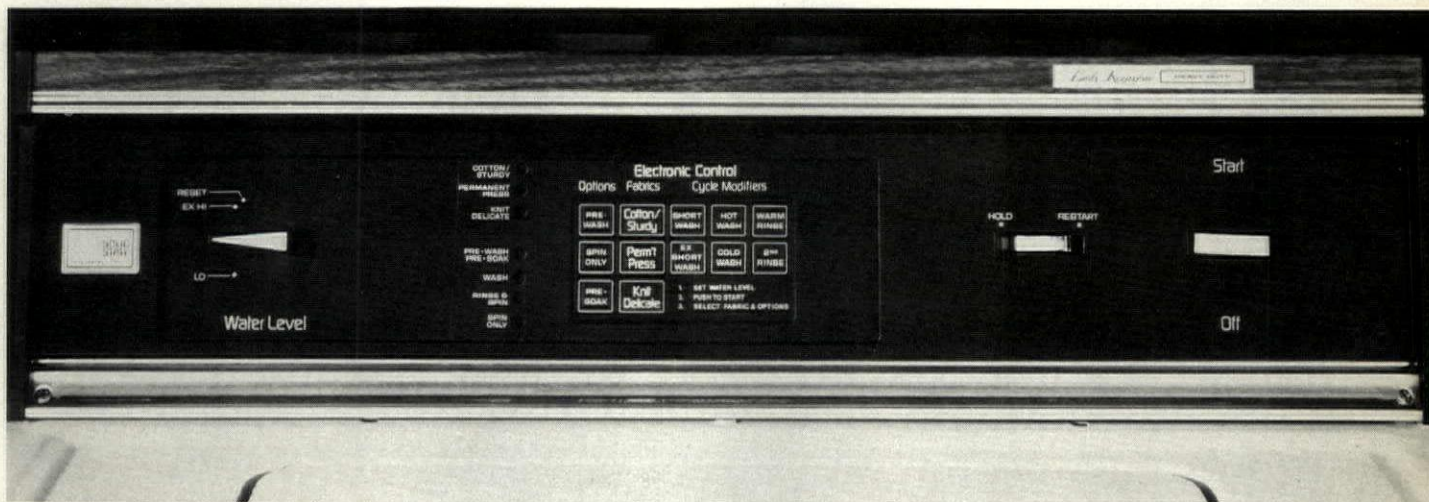
Now for only \$20 more than a conventional top-of-the-line appliance you can have a Sears computer-operated model. Offered are a clothes washer retailing at \$439, a dryer at \$319, a dishwasher at \$399 and a microwave oven with a memory at \$499. Volume order prices will be considerably lower.

These appliances are all controlled by tiny integrated circuits called microprocessors (for details see page 99).

The first and only other computerized appliance line is a series of ranges introduced by Frigidaire in

1973. But, at that time, computer prices were still too high to make the line appealing to builders. Today that price is right.

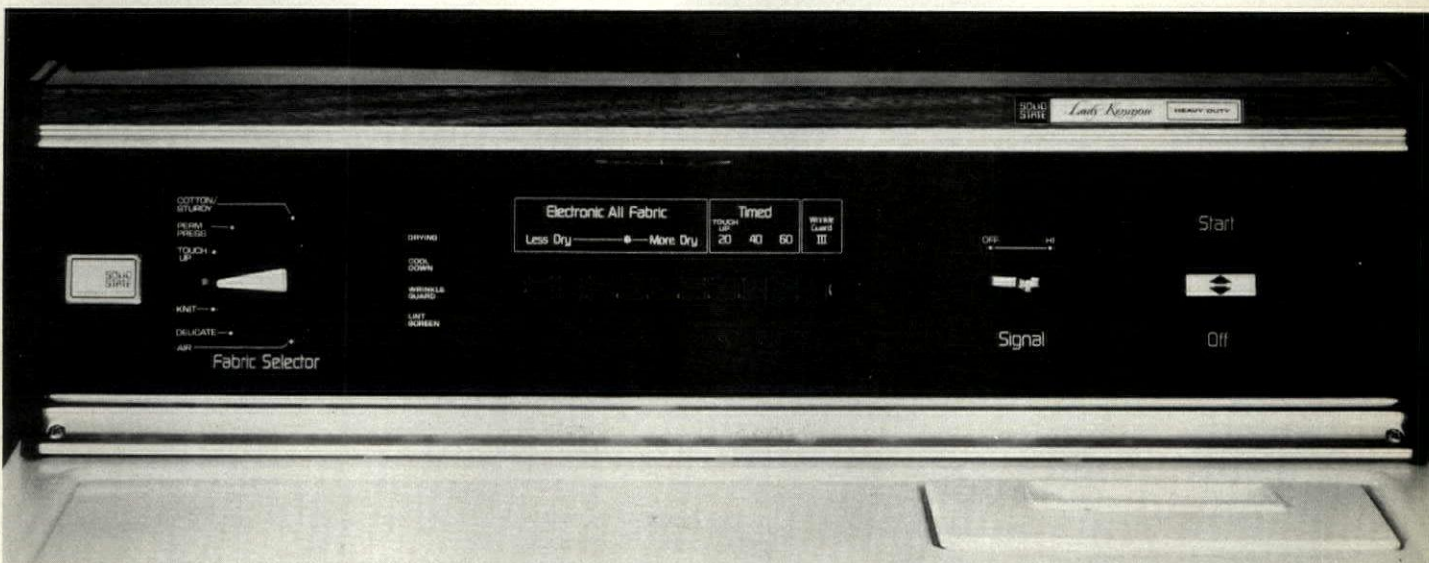
And so is the marketing story. Computerized appliances are reliable, easy to service and versatile. Computer controls replace complex timing and switch mechanisms, eliminating a lot of wheels, gears and moving parts so appliances are less likely to break down. And the machines can be equipped with many more operating options making them appealing to consumers. Take a closer look at each Sears appliance below.

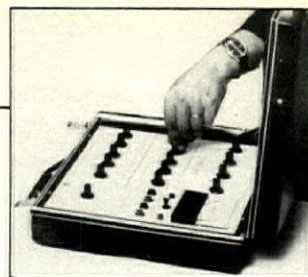
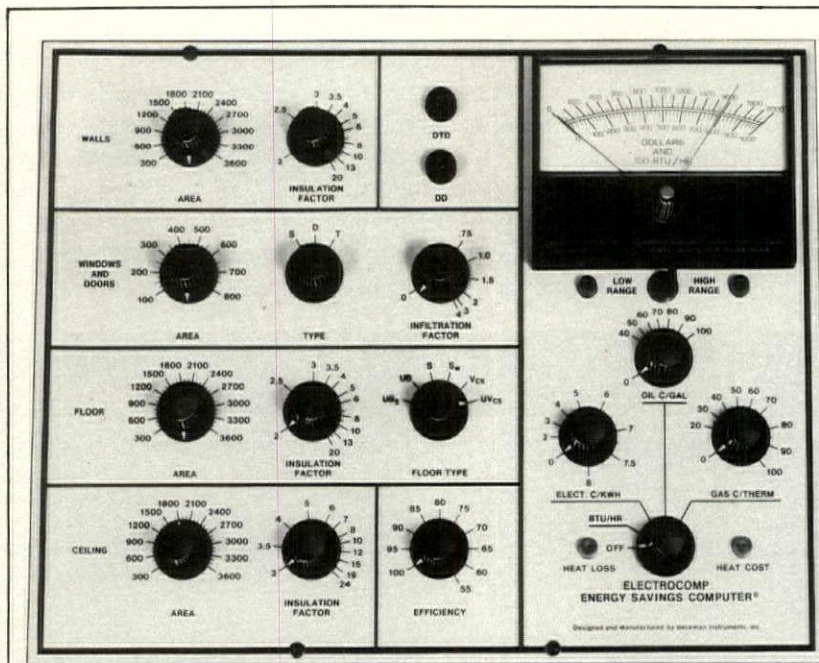


Multi-cycle clothes washer (left), with control panel above, offers a full range of pre-soak and pre-wash options combined with fabric selection choice and cycle modifiers. Infinite water control is also featured. Circle 277 on reader service card



Automatic dryer (right) provides uniform dryness at predetermined levels. An electronic sensor measures moisture in clothes and determines when they are dry. A touch-up cycle to remove wrinkles is also featured. Control panel is shown below. Circle 278 on reader service card





Energy-Savings

A builder can dramatically demonstrate the energy efficiency of his house using the Electrocomp Energy-Savings Computer®. The compact device rapidly calculates the heat loss and the annual heating costs for any given single-family house.

Energy-conscious design and construction can be visually proven to potential homebuyers. Here's how the computer works:

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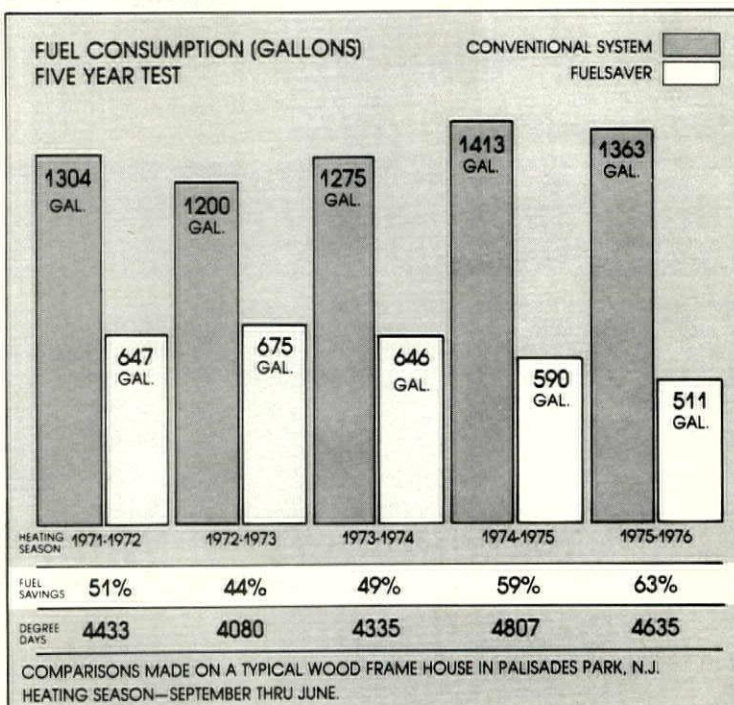
Fuel-Saver cuts consumption in half

An electronic, computerized fuel-saving device attached to the hot water heating system can save up to 50% on fuel consumption. The FuelSaver™ monitors outdoor weather conditions and combines that information with data on the actual indoor temperature, the thermostat setting and the temperature of the water in the boiler. The computer then analyzes these figures and determines exactly how much heat is required to maintain a constant desired indoor temperature.

Conventional heating systems maintain 190° operating temperature in the boiler regardless of outdoor conditions. Hot water stops circulating when the thermostat setting is reached. The heat from the non-circulating water begins to escape.

The FuelSaver™ insures that the heating system is always operating at high efficiency, responding instantly to changes in the outdoor temperature. The device keeps water circulating, maintaining the predetermined indoor temperature at a constant level. This wastes less fuel and cuts costs.

The product has been in use in a wood frame house in northern New Jersey for six years. There it has produced a savings of more than 60% under actual operating conditions. A chart of a five-year test can be seen at right. Energy Services Industries, New York City. Circle 280 on reader service card.

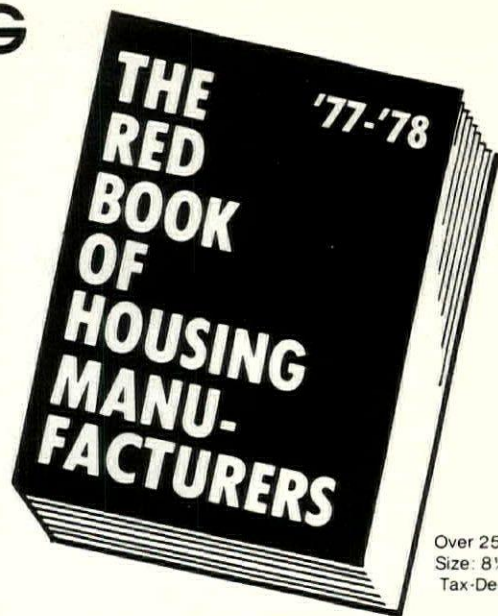


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HH-97

“Carrier’s price came in low, and their CLIC™ computer gave me assurance on unit sizing!”

Granor-Price Homes is currently developing Valley Meadows, a community of 161 homes, in Bensalem township near Philadelphia.

Why did Vice President Stuart Price choose the Two G’s Company, a local Carrier Dealer, for the job? “I did have other quotations,” said Price, “but they were higher, generally.

And the CLIC™ program helped Two G’s to size the units more accurately and more quickly. The speed was terrific.

“As a builder,” Price continued, “I realize the importance of sizing air conditioning and heating equipment correctly. No undersizing that can risk customer discomfort and call-backs. No oversizing that adds cost for equipment capacity you don’t need.

“Besides, Carrier is a name that buyers recognize, and a name that is synonymous with a good product. It gives buyers extra confidence in the house and the builder.”

CLIC clicks.

The Carrier Load Information Center (CLIC) did an effective job at Valley Meadows — accurately and quickly sizing six home configurations with five options each of oil heat, air conditioning, or heat pump.



Stuart Price and Bernard Granor on the Valley Meadows building site near Philadelphia, Pennsylvania, where they are building 161 single-family homes. The community offers buyers five combinations of heating, air conditioning, or heat pumps — all by Carrier.

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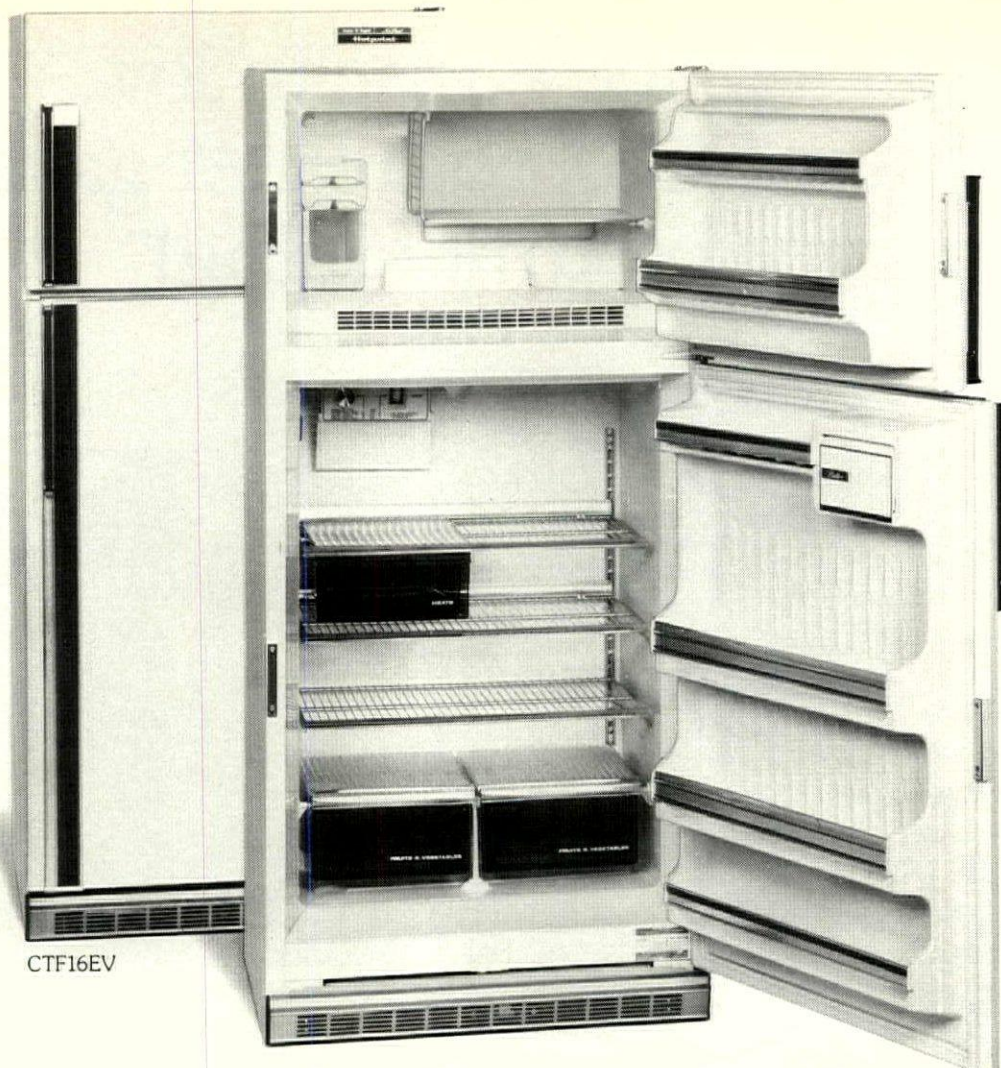
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Hotpoint no-frost capacities range from 14.2 to 20.8 cubic feet. And we offer both base and deluxe models in each capacity. For example, we have a 15.7 cu. ft. base model. Then there's the deluxe version shown above that rolls out on wheels for added convenience. Hotpoint no-frost refrigerators are packed with

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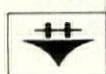
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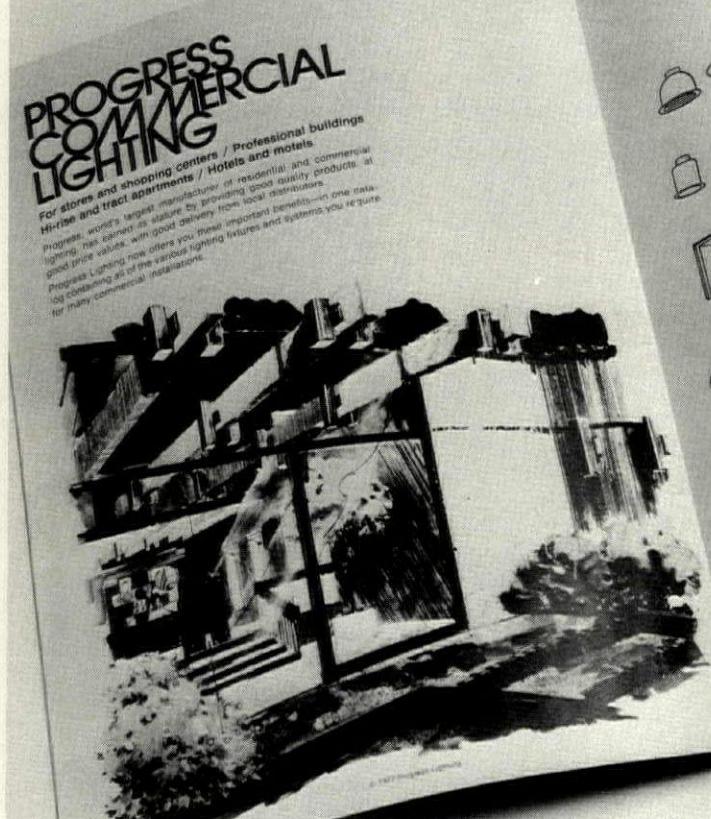
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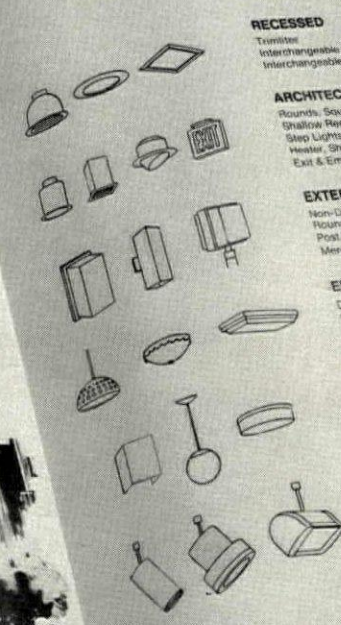
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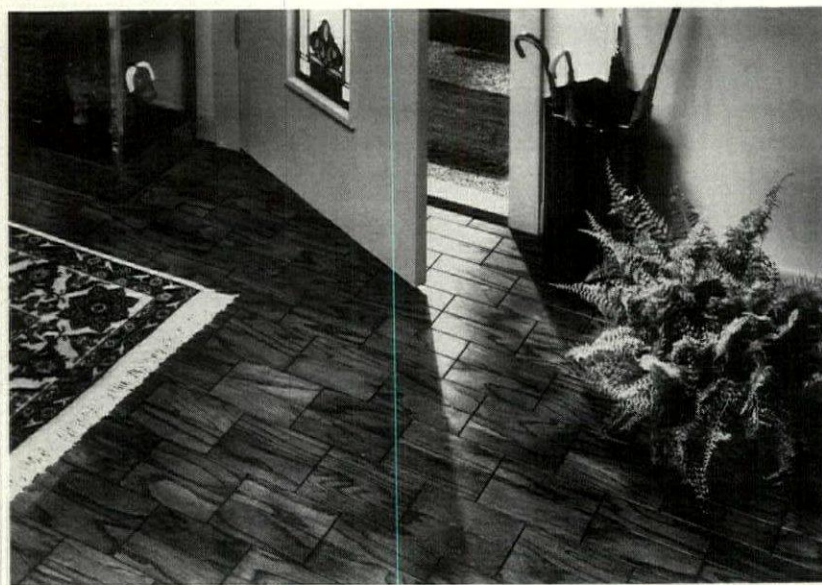
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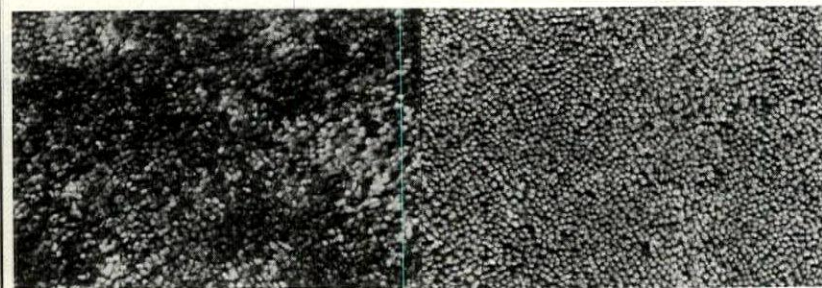
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No-wax sheet vinyl flooring, "Natural Slate" (above), can be installed on-, above- or below-grade. Part of the "Sundance Collection," flooring comes in four colorways: white, gray, brown and a multi-tone. Amtico, Trenton, NJ. Circle 218 on reader service card



Pre-finished parquet flooring, "Herringblok" (above), consists of 3" x 9" oak strips which can be arranged in a wide range of patterns, including the double brick design shown. Pre-waxed flooring installs easily over almost any subfloor. Bruce, Memphis, TN. Circle 219 on reader service card

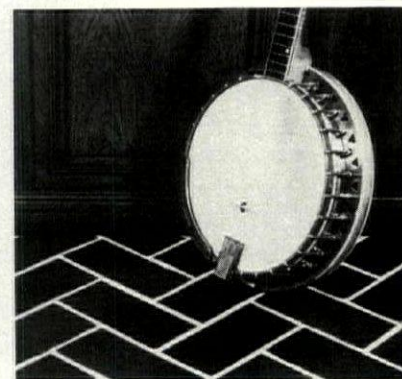


Saxony carpets, "Santa Monica" (above left) and "Las Palmas" (above right), are part of "The California Look" collection. "Santa Monica" is available in 16 decorative multi-colored hues. "Las Palmas," of Antron nylon, has soil-hiding and anti-static protection features. Walter, Ludlow, City of Industry, CA. Circle 220 on reader service card

Berber-textured carpet, "Conestoga" (below), features a subtle geometric pattern. Made of Antron nylon pile, the floorcovering comes in ten colorations. It is Zepel-treated to resist dirt and stains. Retail price is \$14.95 a sq. yd. Downs, Willow Grove, PA. Circle 221 on reader service card



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No-wax solid vinyl tile (above) features the creamy shading of natural travertine marble, accented by brown mineral pits. The 12"x12" tiles, in .080" and 1/8" thicknesses, are available with bevelled and stained edges or square edges. National Floor Products, Florence, AL. Circle 223 on reader service card

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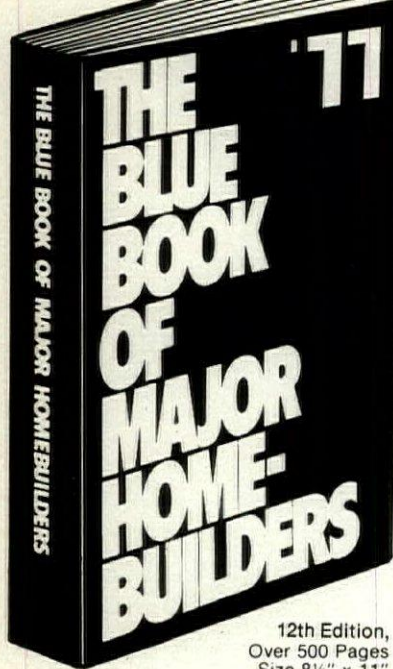


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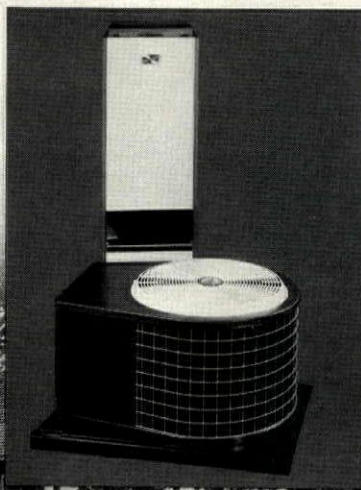
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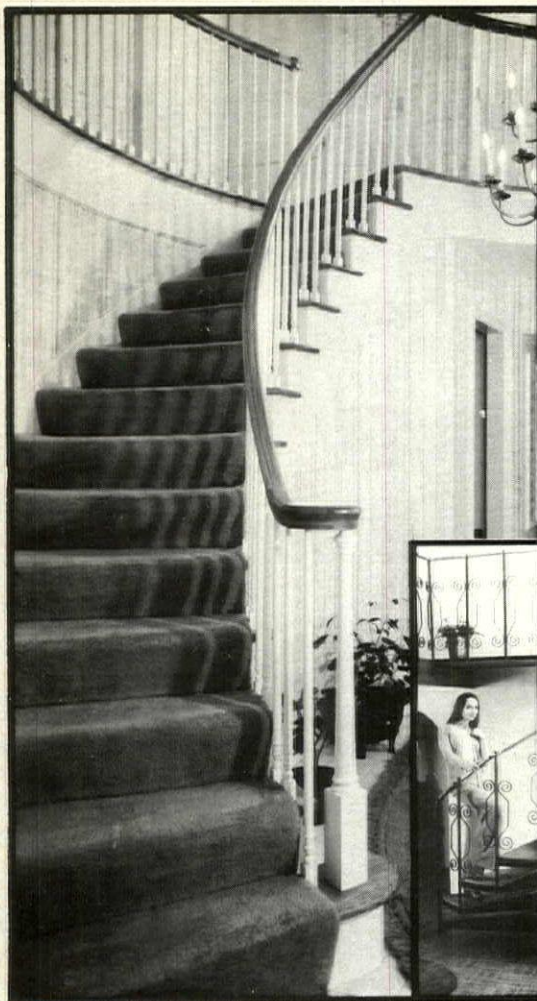
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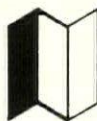
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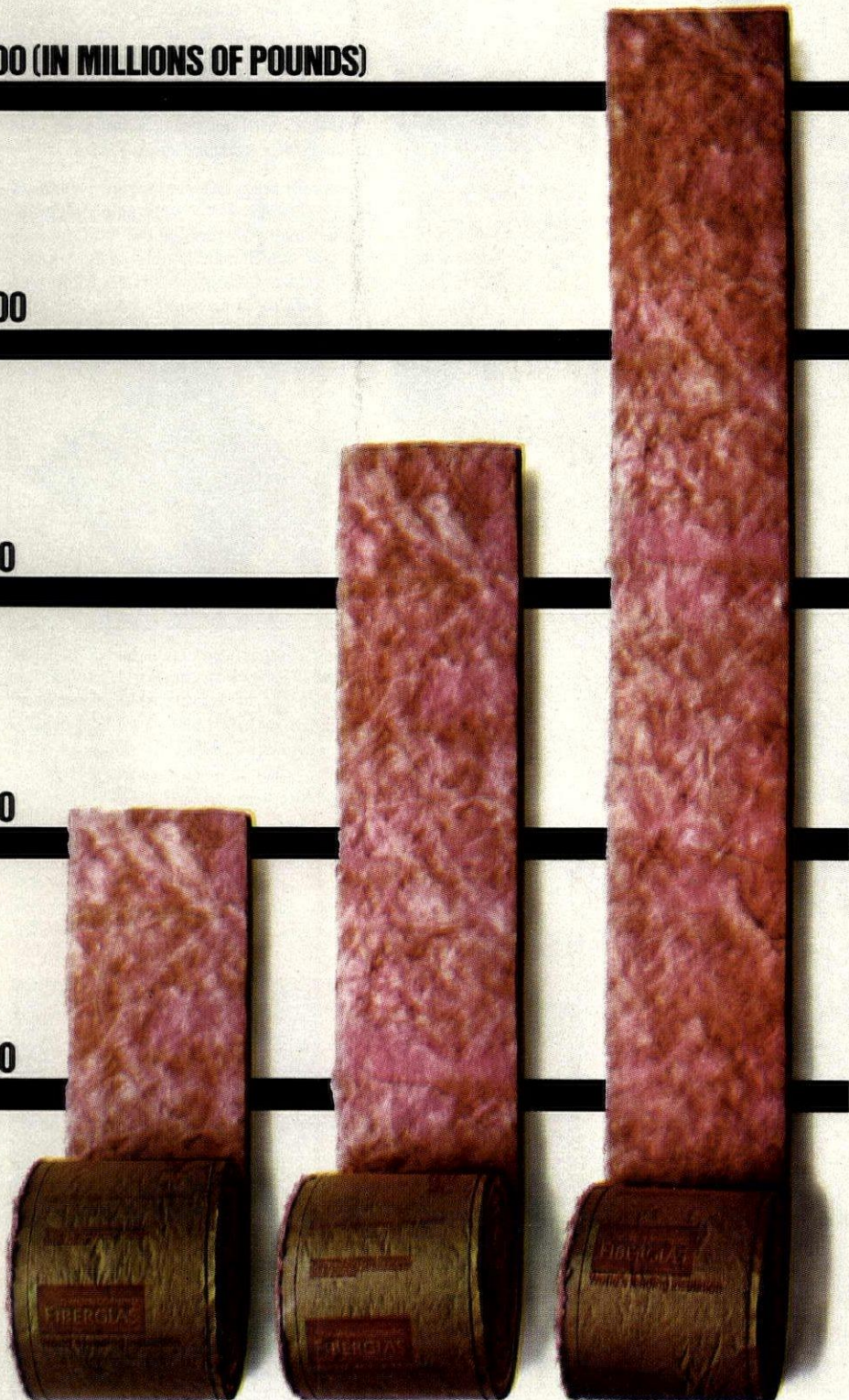
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As you can see from the chart, we at Owens-Corning are doing our best to keep our customers supplied. We've already *doubled* our productive capacity since 1971. And we're planning to expand present facilities and improve productivity to increase our total capacity about 35 percent by the end of 1979.

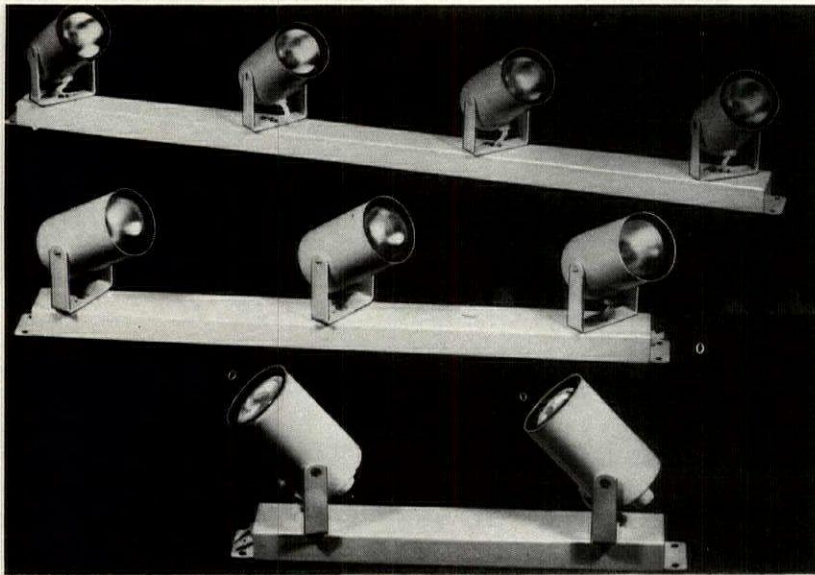
There will be shortages from time to time. But what we're doing will help *minimize* them.

Having survived times that were too lean, we're not about to be overwhelmed by business that's too brisk!

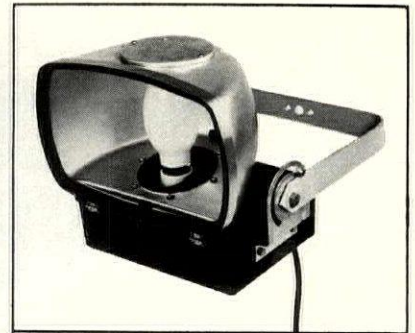


*T.M. Reg. O.-C.F. © O.-C.F. Corp. 1977

Circle 111 on reader service card.

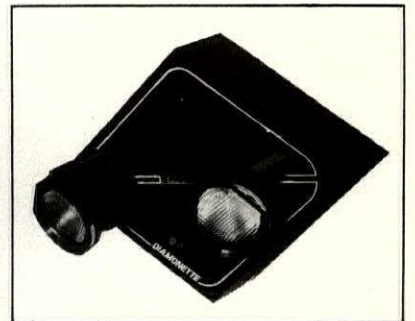
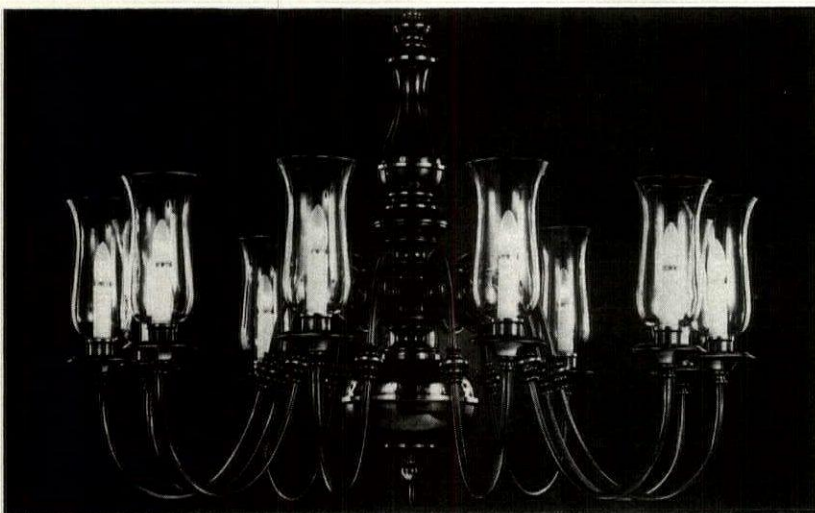


Miniature accent lights (above) are suitable for wall, ceiling or under-cabinet installation. Available in two-, three- and four-light models, the units have cylindrical shades with universal yoke-type swivels mounted on a bar. Units come in a choice of chrome/black or white. Roxter, Long Island City, NY. *Circle 230 on reader service card*

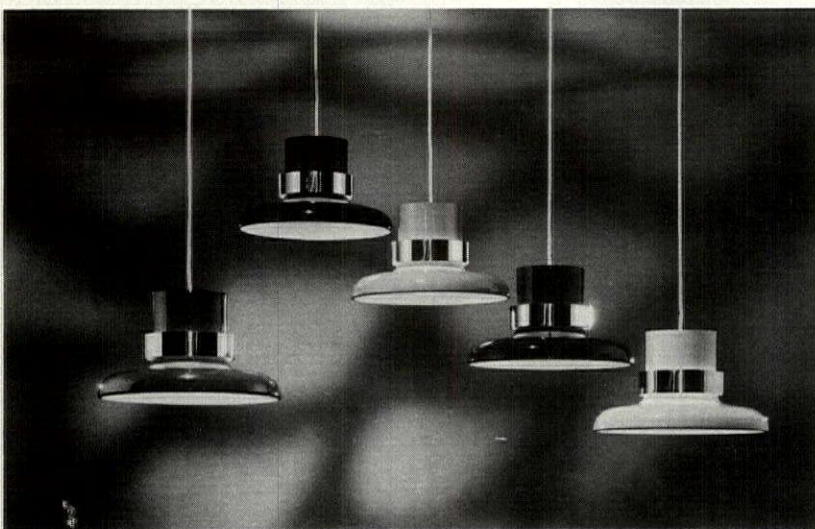


Low-wattage luminaire (above) features sealed and gasketed tempered glass lens. Lightweight, adjustable unit comes in 100-, 175- and 250-watt mercury vapor and 70-, 100- and 150-watt high pressure sodium. ITT Landmark, Southaven, MS. *Circle 231 on reader service card*

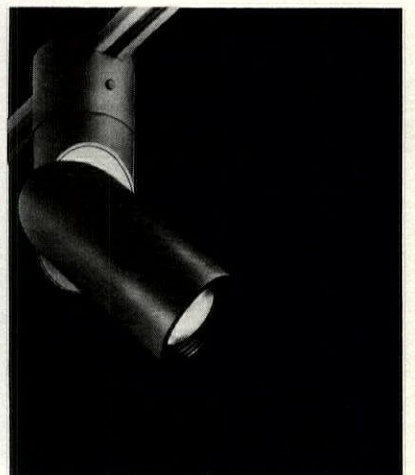
High-efficiency halogen lamp, "Diamondette" (below), is for emergency lighting. Self-contained, economical unit is only 12" wide and 9" high. UL-listed light is easy to maintain. Lightguard, Exide, Randolph, MA. *Circle 232 on reader service card*



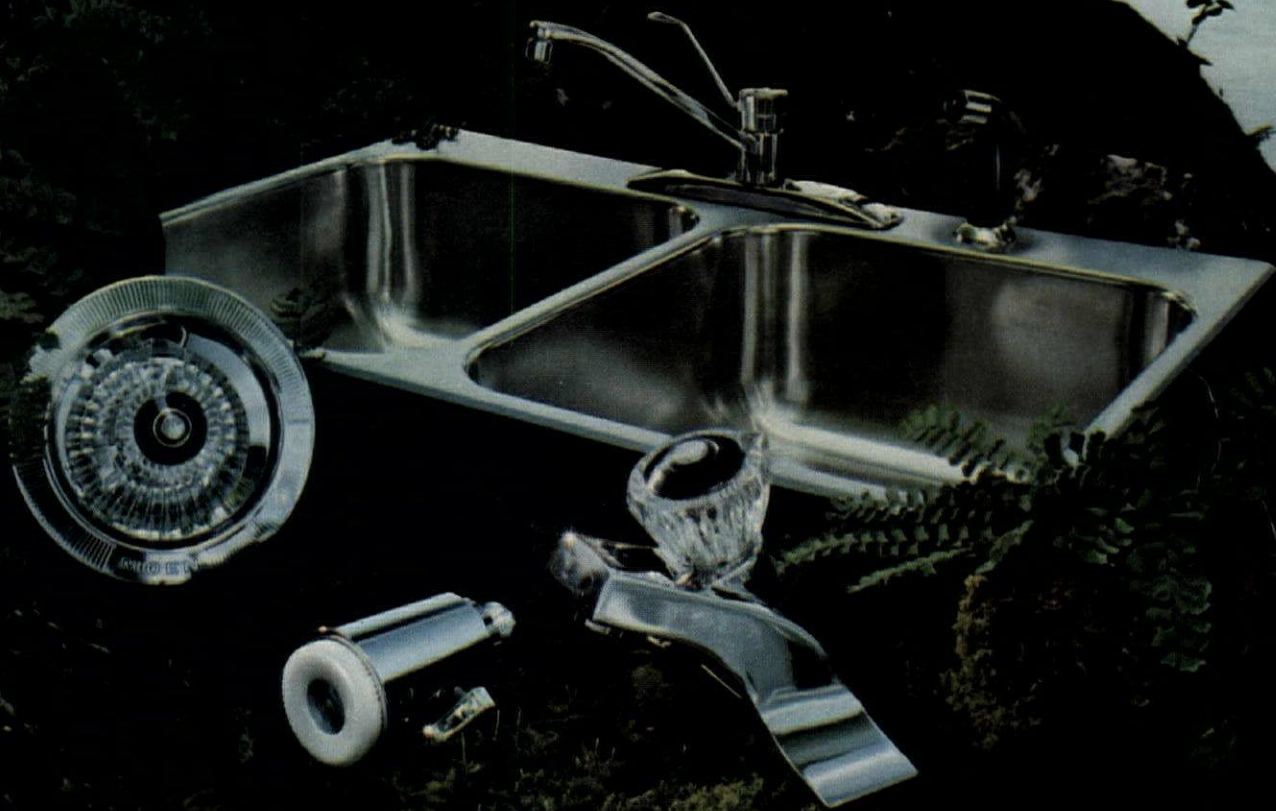
Traditionally-styled chandelier (left) is part of the "Gone With the Wind" collection. Constructed of durable Sheffield bronze, the series includes a two-light wall bracket and a two-tier 21-light, 60"-diameter chandelier. Feldman, Los Angeles. *Circle 233 on reader service card*



Track lighting fixture, "GeoMetrik" (below), is an integrated unit that fits flush to the ceiling or wall. The base swivels 360° and the lamp tube swivels another 360° diagonally. TrakLiting, City of Industry, CA. *Circle 234 on reader service card*



Contemporary pendant lights, "Caprice" (above), feature chrome collars that reflect light from the spill light ring. Units, with plastic louvers that block glare, are 14" in diameter and 8" high. The fixtures are offered in five colors. Lightolier, Jersey City, NJ. *Circle 235 on reader service card*



Conserving water and energy— it's basic with Moen.

While everyone else in the plumbing industry was talking about water and energy conservation, Moen was busy getting down to the basics and doing something about it. We developed and patented the Flow-Rator® that is now standard on all new Moen faucets. It automatically controls the water flow for a water savings of up to 25% over conventional aerators on single-handle faucets. Flow-Rator equipped shower heads limit flow to 3gpm for water savings of 50% or more over conventional shower heads. Fuel costs are reduced, too—when you save on hot water, you auto-

matically save the energy it takes to heat it. Moen single-handle faucets also remember your favorite temperature so not a drop is wasted because you don't have to make adjustments. Combine the common sense of conservation with the beauty of Moen faucets and sinks. This way, you can give your customers everything they basically want. And more.

For details, see your Moen man. Or contact Moen, a Division of Stanadyne, Elyria, Ohio 44035.



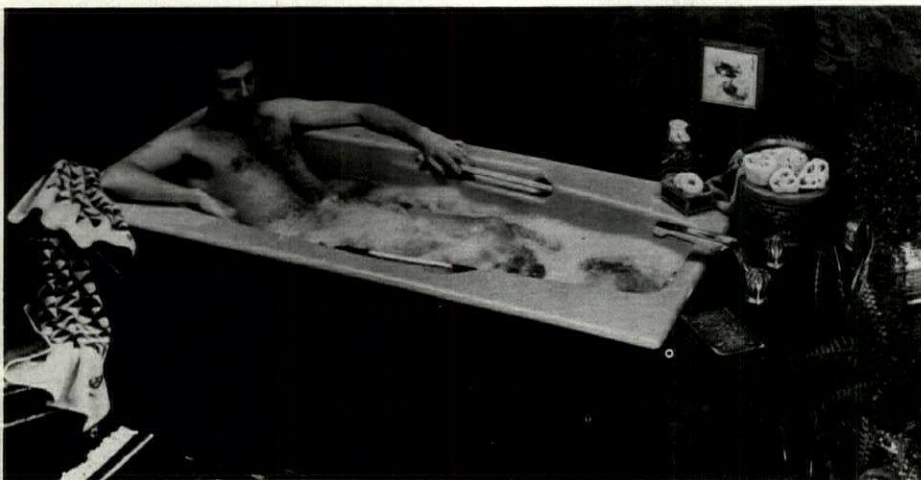
BATHROOMS



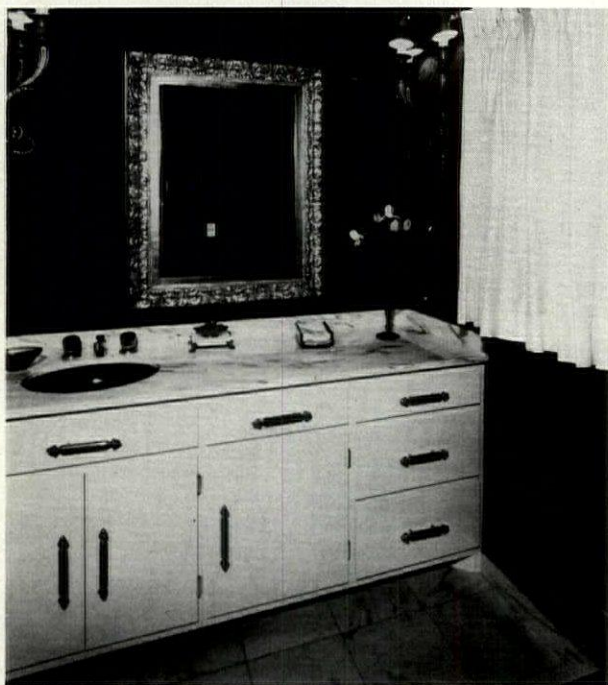
One-piece water-saving toilet, "Silhouette Conservor II" (above), uses only 3½ gallons of water per flush. Unit, available in a choice of colors, has a round-front bowl and a positive non-overflow feature. Briggs, Tampa, FL. *Circle 200 on reader service card*



Bath accessories in a traditional sculptured style (above) feature protective antique silver or brass finishes. The "Masterpiece" series is made of Zamak metal. Hall Mack, Nutone, Cincinnati, OH. *Circle 201 on reader service card*



"Caribbean" whirlpool bath (left) constructed of enameled cast iron is 6' long and 36" wide. Unit features dual air controls, an LCD timer, built-in safety grip handles and a slip-resistant bottom. Kohler, Kohler, WI. *Circle 202 on reader service card*



Easy-to-install thin marble tile, "Markwa" (above), is the highlight of this remodeled bathroom. "Royal Danby" marble, used on counters and floors, features blue-gray veining running through the white stone. Vermont Marble, Proctor, VT. *Circle 203 on reader service card*



Ceramic mosaic tiles Sparamics® (above), in 1¼" squares, need no waxing or polishing. Frost-proof tiles with a satiny, natural sheen finish have rounded corners and slightly cushioned edges. U.S. Ceramic Tile, Canton, OH. *Circle 204 on reader service card*



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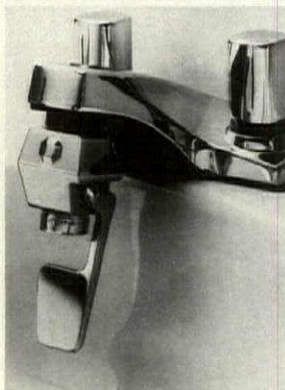
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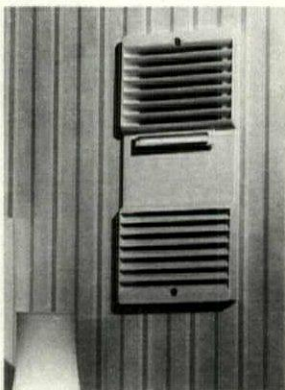
Washerless cartridge (above) for two-handle faucets is a self-lubricating, Celcon unit. Cartridge has no washers, seats, springs or metal-to-metal parts to wear. Gerber, Chicago. *Circle 207 on reader service card*



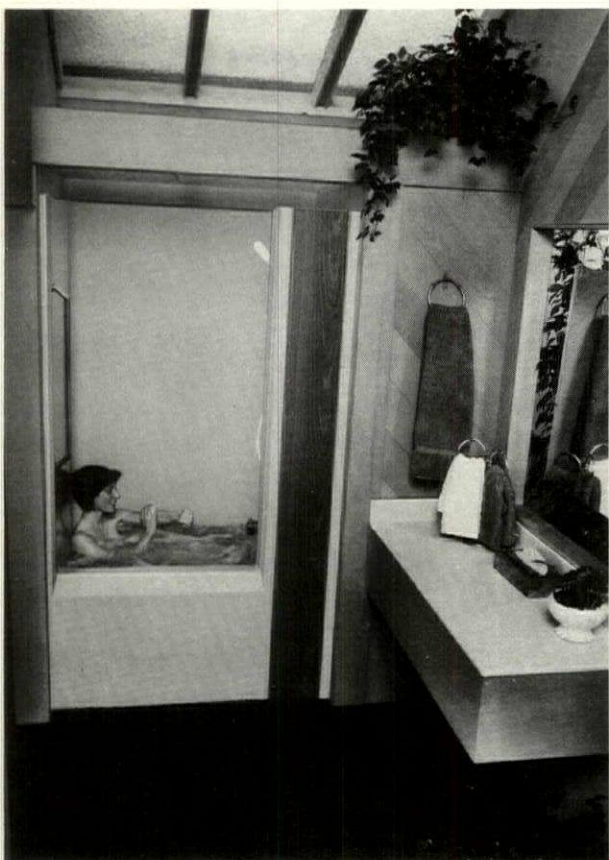
Water-saving Aqua-Touch® (left) turns off the water flow when it isn't needed. Device has a spring-loaded control level at the bottom. Water-Plus®, Los Altos, CA. *Circle 205 on reader service card*



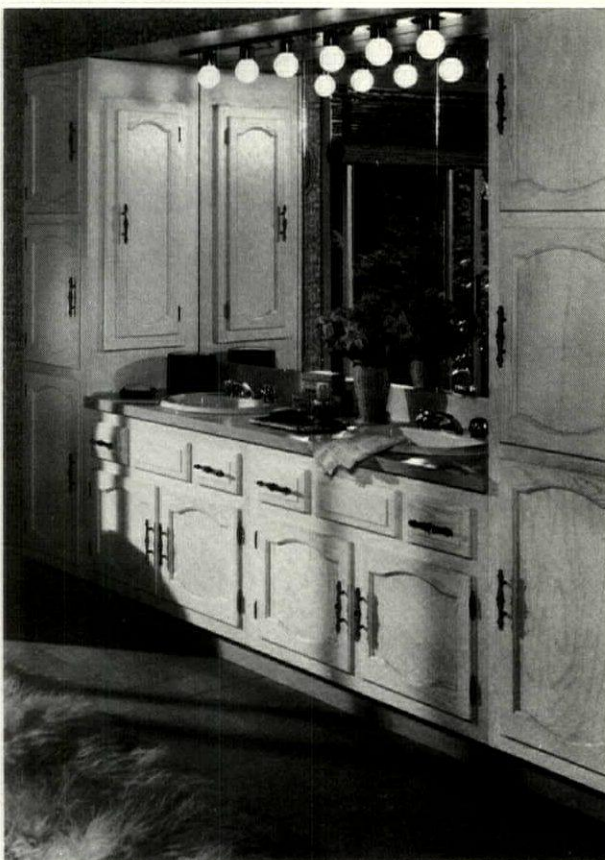
Faucet handles (above) come in semi-precious stone, clear acrylic and solid brass. Easy-to-install, interchangeable units are color-coded, red and blue. Grohe, Elk Grove Village, IL. *Circle 208 on reader service card*



Ductless bathroom fan (left) cleans and deodorizes the air with CA/90®, a nontoxic chemical. The unit is UL-listed. Rush-Hampton, Longwood, FL. *Circle 209 on reader service card*



Combination whirlpool bath and deep soaking tub, "Callistro" (above), fits in a standard size shower enclosure. Constructed of molded fiber glass, the 4'x3'x6½' module is easy to install. Each water jet is fully adjustable for air and water mixture, direction and volume of flow. Jacuzzi, Walnut Creek, CA. *Circle 206 on reader service card*



Traditionally-styled bathroom cabinetry, "Beaumont" (above), has a solid oak frame. System comes with two 36" linen closets, each with a recessed medicine cabinet on the side. Maintenance-free vanity has an oven-cured finish, adjustable shelves, self-closing doors and drawers. Excel, Lakewood, NJ. *Circle 210 on reader service card*

Feature for Feature you can't beat

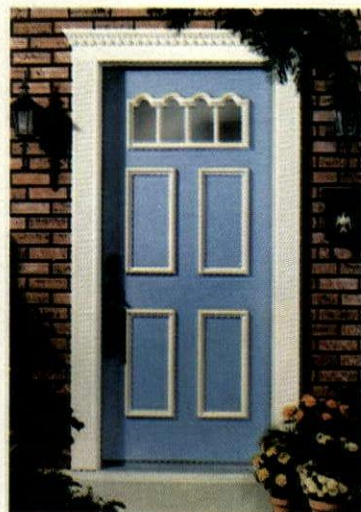
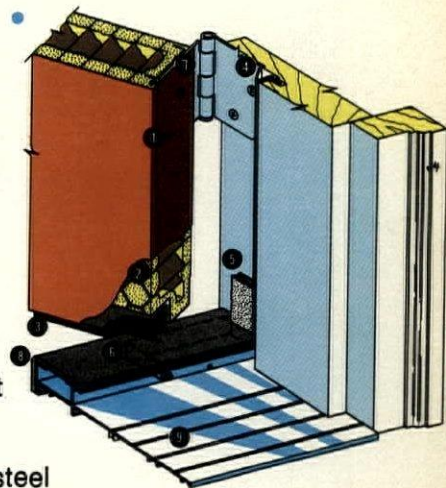
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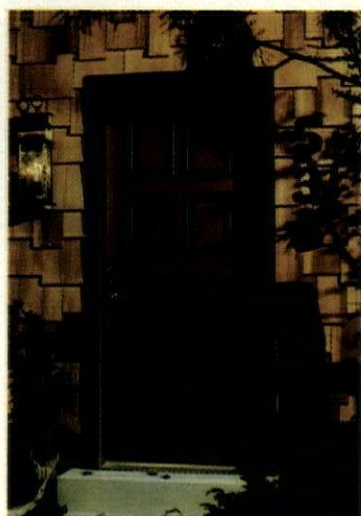


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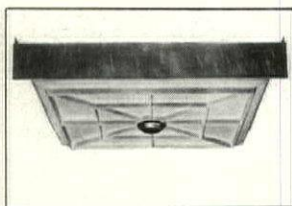
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Ceramic wall tiles, "Cristal" (above), can be easily applied directly over old ceramic tiles or other smooth surfaces. Tiles with adhesive backing need no special preparation or equipment for installation. H. R. Johnson, Keyport, NJ. Circle 211 on reader service card



Lightweight shower floor, Marblemold® (left), has the look and feel of marble, yet is up to 80% lighter. Slip-resistant floor can be set on subfloor or slab. Kinkead, Chicago. Circle 212 on reader service card

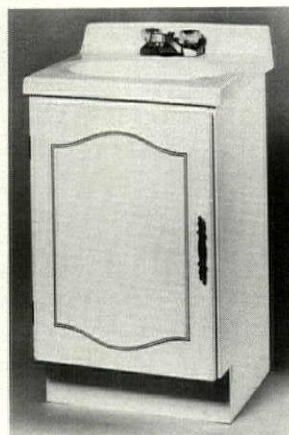


Contemporary bathroom cabinet, "Sorrento" (above), features unframed center mirror and recessed stainless-steel-rimmed cabinets. Unit has adjustable shelves. Miami-Carey, Monroe, OH. Circle 213 on reader service card



Marble-topped hamper vanity (left) features a 31" oak frame, self-closing hinges, and mortise-and-tenon construction. Cabinet has a protective vinyl sealer and stain-resistant top. Cerilean, South Bend, IN. Circle 214 on reader service card

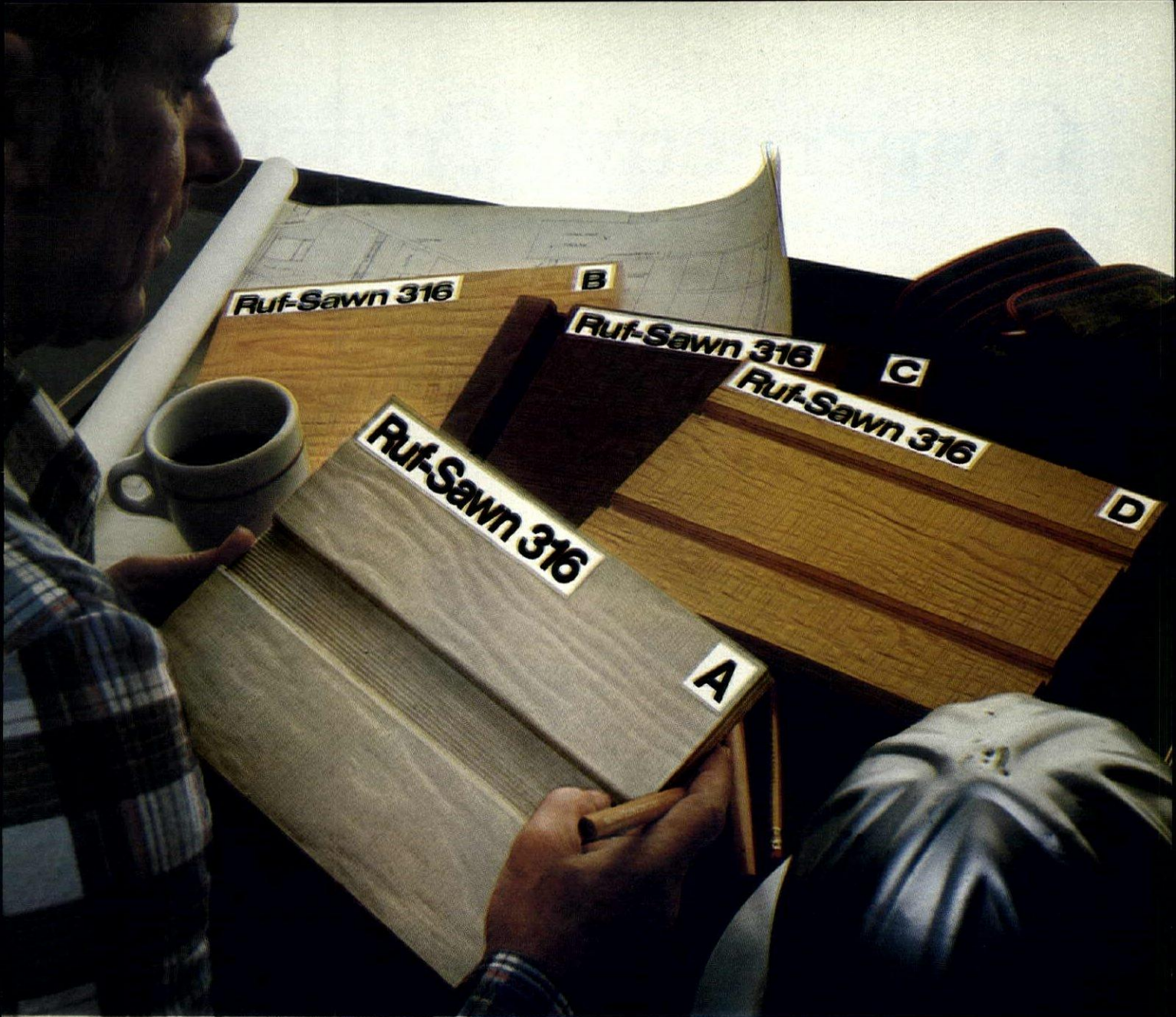
Bathroom vanity, "Q/E*" (below), features 16"x18" vitreous china bowl. Unit is available with right or left door options. Industrial Dimensions, Bradner, OH. Circle 216 on reader service card



Swing-away wall mirror, "Style 'N View" (above), is fully rotatable for all around viewing. Unit can be slanted for rear viewing, or turned flat to the wall as a conventional mirror. Buchmin, Reedley, CA. Circle 215 on reader service card



Vanity base, "Traditional Elegance" (above), is shown with an octagonal medicine cabinet. Side lights are optional. General Bathroom, Elk Grove Village, IL. Circle 217 on reader service card



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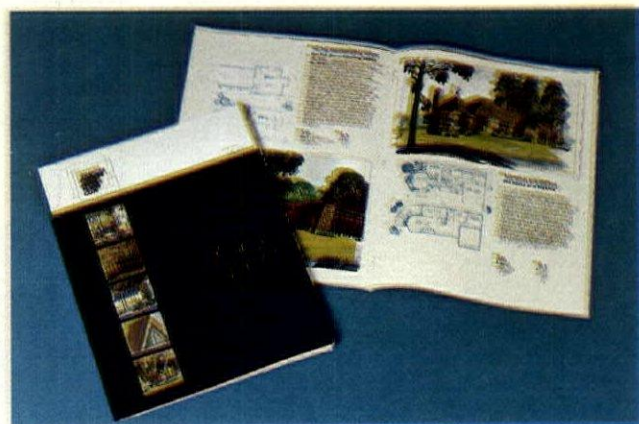
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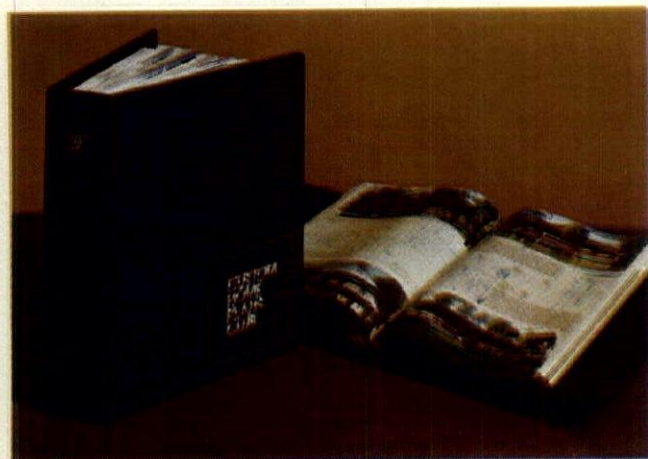
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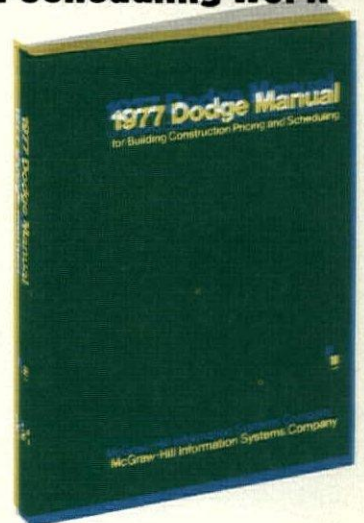
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ized lists of building materials needed to obtain reliable bids, to make accurate cost estimates, and to order building materials from suppliers. The lists include the size and quantity of all millwork such as doors, lumber and built-ins, framing lumber, roofing, flooring, wallboard, masonry, concrete, reinforcing, insulation, beams, finishing materials, and more.

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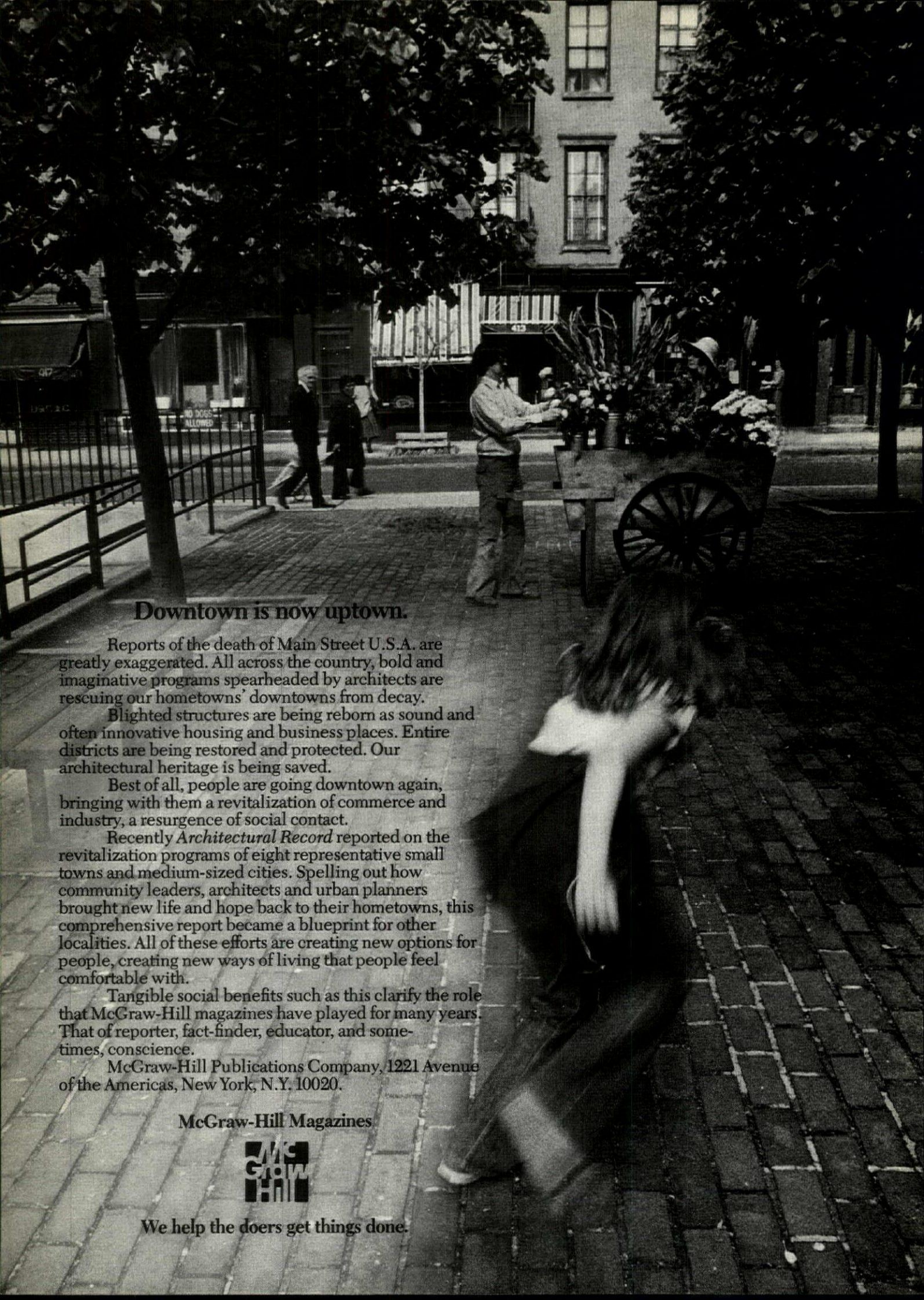
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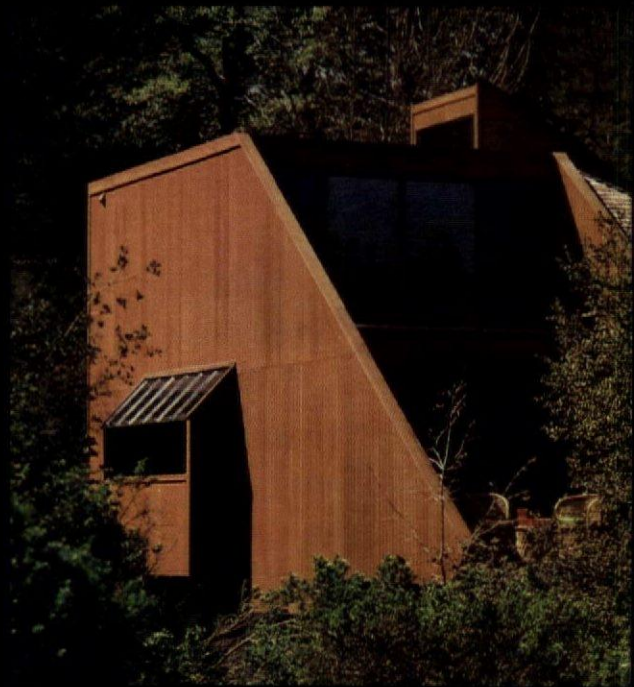
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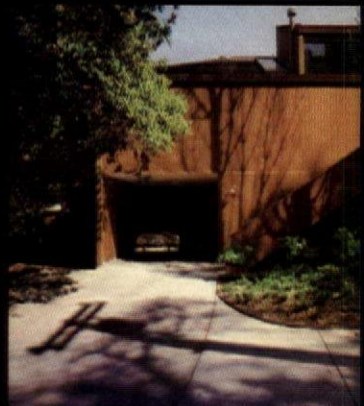
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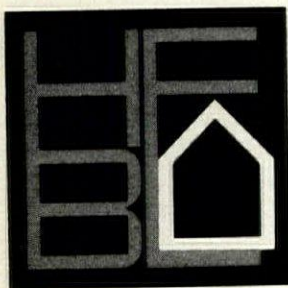
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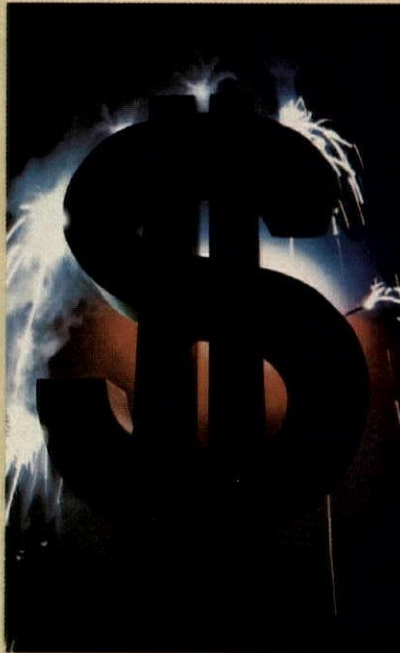
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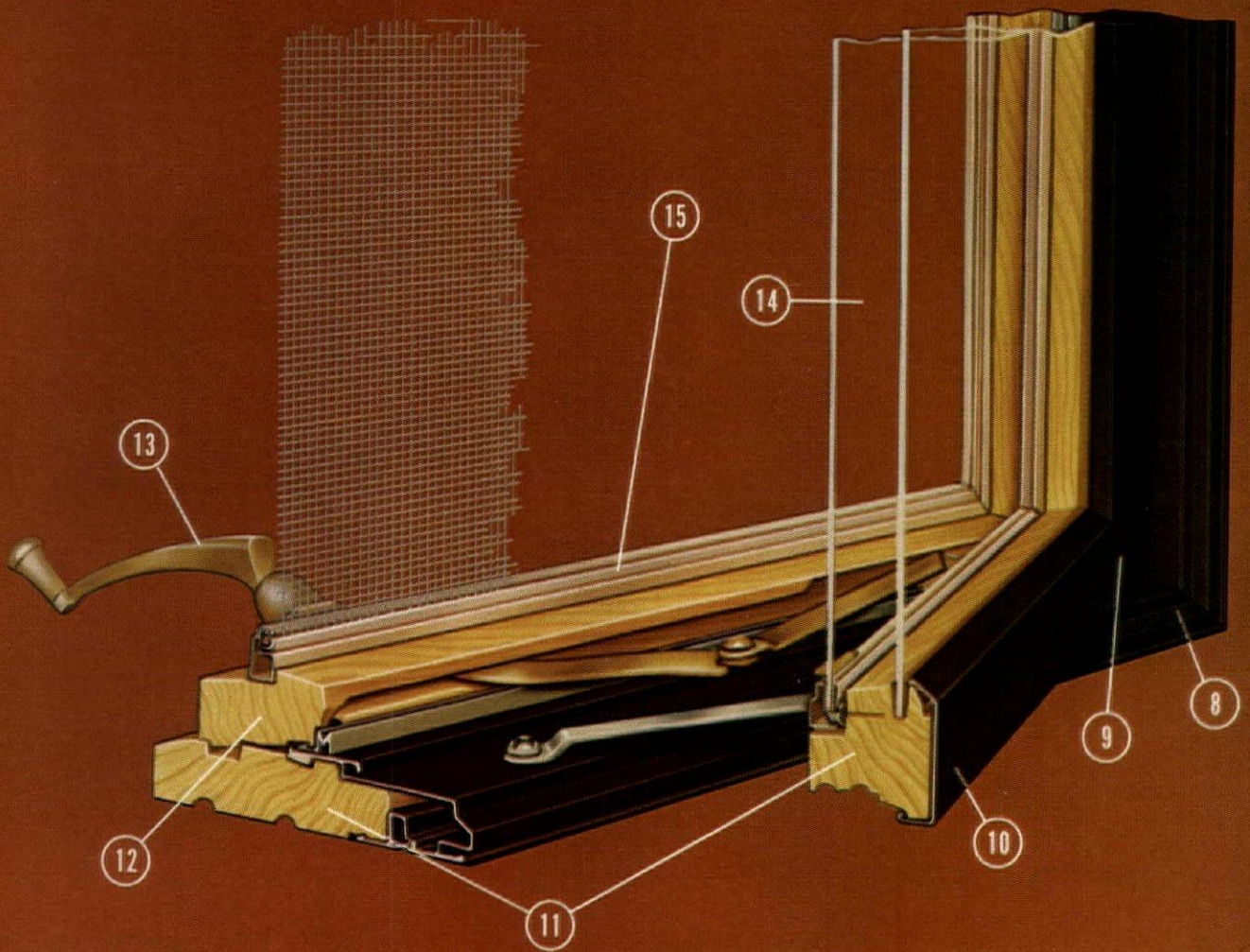
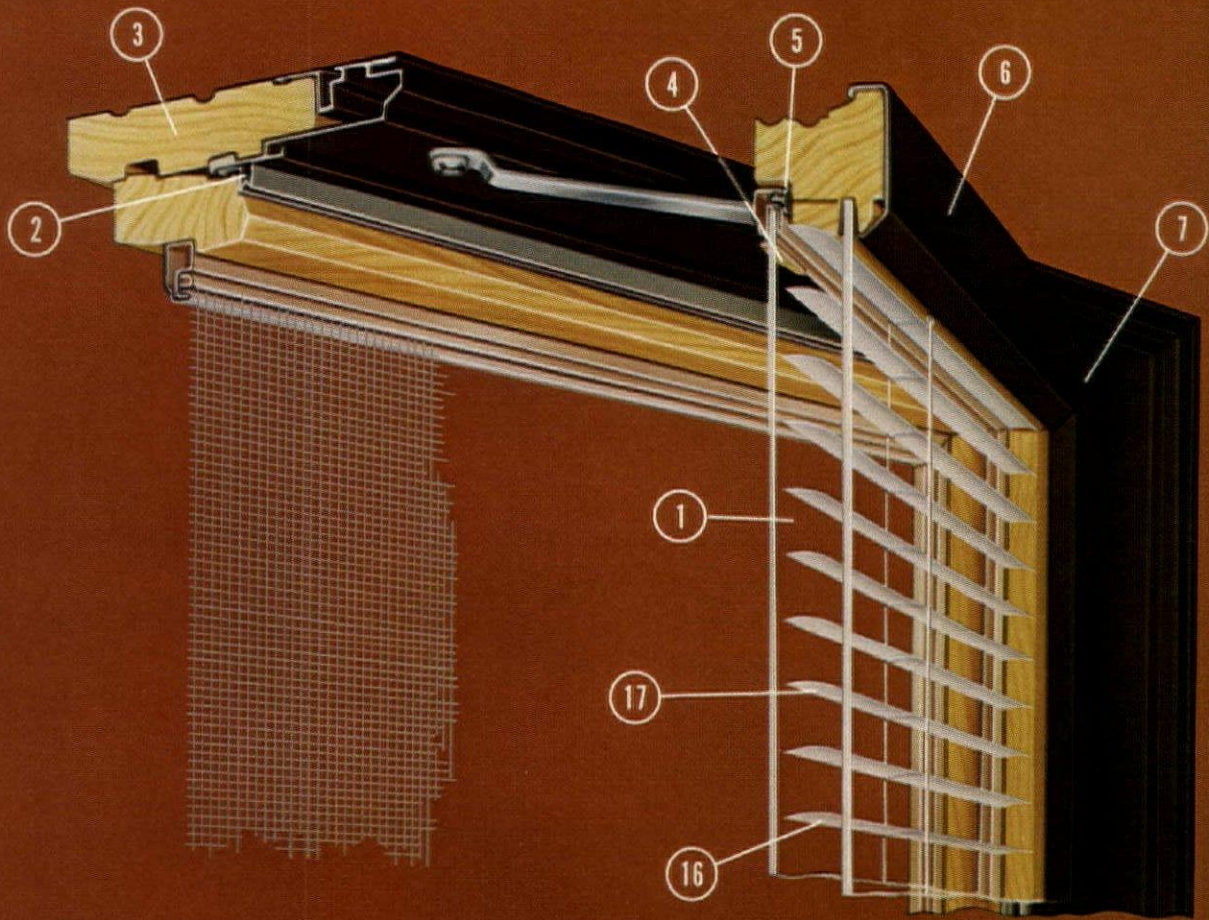
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