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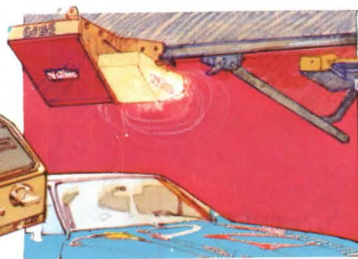


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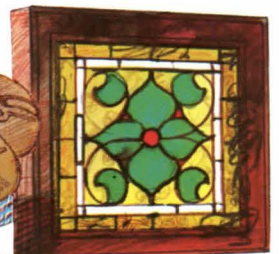
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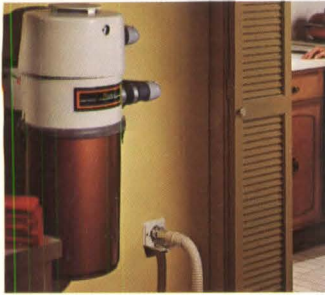
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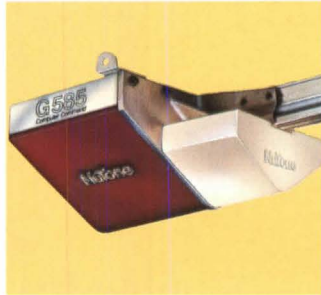
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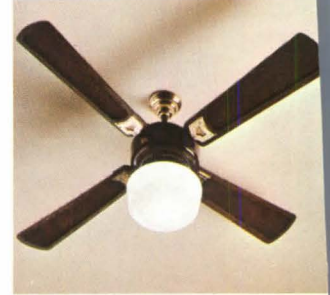
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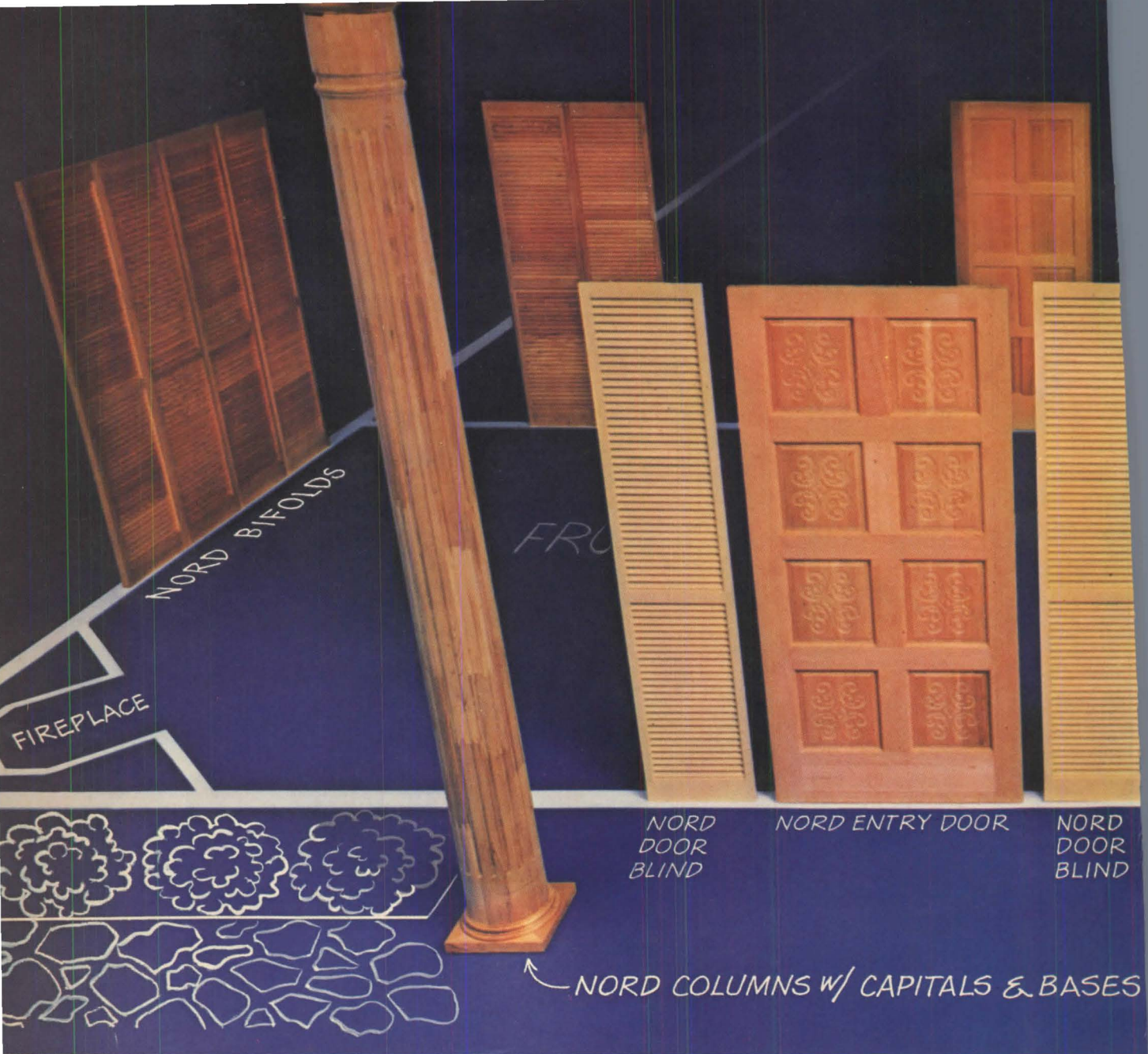
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housing

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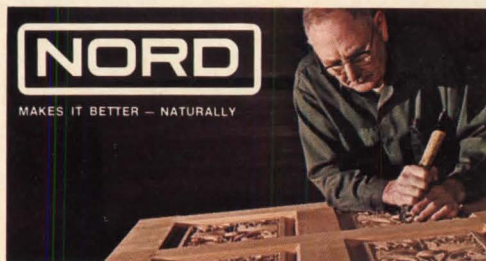
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Time to re-energize

Recent developments make it clear that the energy problem is right back in our laps—if, in fact, it ever went away. You can view the problem with alarm. Or you can view it with skepticism. But one fact remains: Prices of oil, gas and electricity will keep on going up—and probably faster than in the past couple of years.

So far, rising fuel costs haven't had much of an effect on people's living habits. They're still driving big cars, still buying big houses. And although the middle-income buyers who make up most of your market complain about the prices of home and auto fuels, they still seem able to absorb the increases without too much discomfort.

But there comes a limit—a point where an annoying pinch becomes painful, where the public accepts the need for energy conservation and where home-seekers demand more energy efficiency in housing. If we're not already at that point, we'll be there soon.

So what will this new mood mean to your planning? More specifically:

How will it affect where you build? For starters, consider gasoline prices. Right now we're looking at close to \$1 a gallon in some areas. And who's to say it will stop there? Even before the latest OPEC boost, prices in France, for instance, had topped \$3. So maybe driving distance from jobs will become more critical than in the past. And that will mean thinking in terms of small, close-in sites instead of large far-out parcels—sleeper sites like the one on pages 66 to 69, for example.

How will it affect what you build? Rising fuel prices are just one more argument for attached housing which, of course, costs less to heat and cool than the conventional detached home. The argument should count with buyers. It should also score points in persuading community zoners to lower the bars against townhouses, plexes and the like. Even in small towns, such housing is already winning acceptance (*see page 84 for a case in point*).

How will it affect the way you build? There's plenty of talk about federal standards (*see page 79*), and by the end of 1979 every state will probably have an energy code of some sort (*see page 80*). But if, like us, you expect more energy consciousness out there in the marketplace, you won't wait for government to tell you what to do.

There are no secrets to building energy-saving housing. It can mean beefing up insulation, upgrading windows and doors or paying more attention to the efficiency of heating and cooling systems. It can also mean closer supervision to prevent energy leaks that stem from careless design and sloppy workmanship (*see page 83 for six ways to plug the holes and page 108 for a new kind of vapor barrier*).

The housing you build today will be around for a long time. So will the pinch on energy. Need we say more?—JOHN F. GOLDSMITH



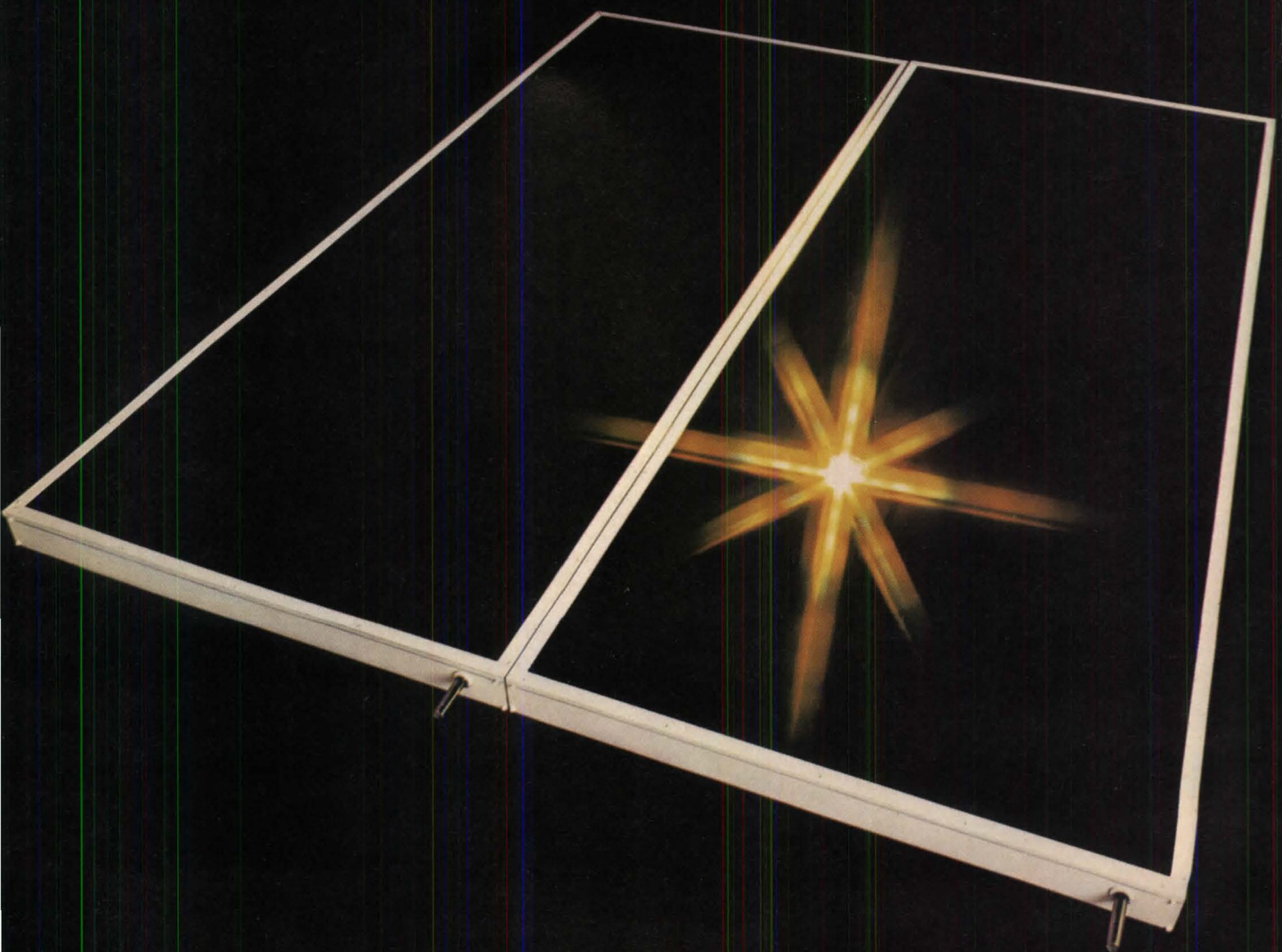
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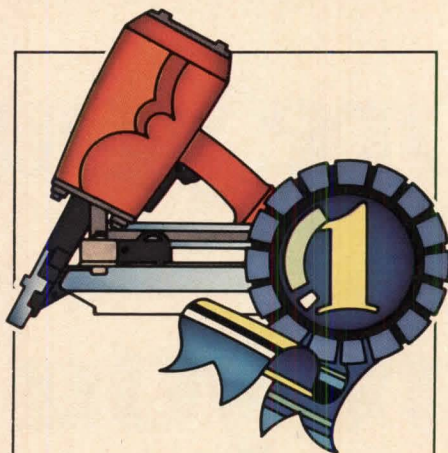
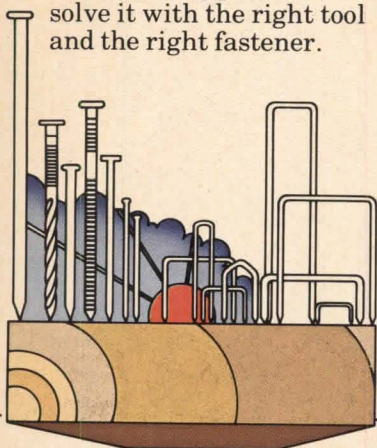
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A savings-mortgage showdown

Thrift industry must change, expert warns, if it is to keep control of home lending

Were there the least doubt that the nation's mortgage lenders were heading into a rough-and-tumble contest for high-cost deposits, it should have been dispelled on March 29 when the powerful bank and thrift regulatory agencies pulled out the last supports under the controversial Regulation Q.

The regulation had long set an artificially low ceiling on the interest that the thrifts could pay their depositors.

Under intense pressure from small savers, heavy political criticism from Capitol Hill and projections for more inflation and higher interest rates, the regulators' interagency coordinating committee, which fixes deposit rates, agreed to four new and high-yielding savings instruments, including a four-year certificate paying a rate tied to the government securities market (*story p. 16*). The new CD would supplement last June's money-market certificate, the issuance of which financial officials now consider one of the most dramatic changes in two decades.

"I think it will be extremely hard for anyone to argue for going back to fixed rates after this," said one federal official.

The big change. For some mortgage leaders, the shift in government policy means one thing:

"The handwriting is on the wall: the thrifts that survive in the next few years will have to operate far differently than they have in their history."

That's the judgment of Saul B. Klamman, president of the National Association of Mutual Savings Banks. He is predicting his industry is in for wrenching changes.

The "competitive shelters," including fixed deposit ceilings with a 1/4% interest rate advantage over banks—"have been shattered," Klamman argues. Moreover, the carefully crafted competitive balance that regulators maintained between banks and thrifts over the last two decades "is dead." Klamman's warnings are just beginning to sink in with many members of the thrift industry. Most seem unaware of how severe the adjustment to a new lending and depositing world may be.

For if Klamman is right, thrifts will need short-term, money-market skills

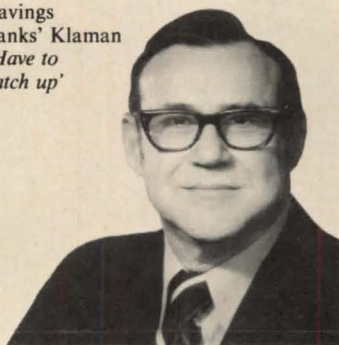
Klamman: Speaking out —and facing the music

"I started saying the financial industry was in for fundamental change last June 2, the day after the money-market certificate came out," says Saul Klamman. "The phone hasn't stopped ringing since."

Klamman says he "took a lot of heat" from savings bankers at first but he thinks more are listening now. "Anyone who is betting that interest rates will get low enough so the savings problem will go away is playing Russian roulette," he adds.

"The mortgage game is still the best and most exciting in town, but

Savings banks' Klamman
'Have to catch up'



FABIAN BACHRACH

we have to change. People are beginning to accept that because they're getting scared," he says. —B.D.

equivalent to those of a commercial bank. And they will need an entirely new outlook on purchasing and holding mortgages, for the mortgages will have to be traded almost as readily as bonds, in order to maintain liquidity.

Mortgage demand. Such housing economists as Princeton University's Dwight Jaffee say the mortgage market of the future, for both S&Ls and savings banks, will have to be propped up to an even greater degree by secondary market firms. These include commercial banks, insurance companies and pension plans as well as the government sponsored Federal National Mortgage Association and the Federal Home Loan Mortgage Corp.

While many of these changes still seem remote from the thrifts' function of making mortgages, Klamman argues they will not remain so if the savings banks and S&Ls cannot supply mortgage credit on demand. The thrifts always think the government will step into the market to insure a steady flow of mortgage funds, it is pointed out. But Klamman predicts that, before that happens, the thrifts are likely to be issuing a bewildering assortment of financial instruments, from secured and unsecured commercial paper to Eurodollar bonds, to win the deposits that will allow them to make the mortgages themselves

A negotiable CD. One change many expect to see soon is a negotiable CD carrying no interest penalty. This would be similar to the notes Citicorp

of New York issued to business in the early 1960s to combat a flight of deposits to the money market.

Because these changes pose increasingly tricky questions for national housing policy, such regulators as the Federal Home Loan Bank Board's Robert E. McKinney see the government nurturing a transition for thrifts that might take as long as 10 years. In his view, the S&Ls and savings banks will not be able to compete fully until they have full checking accounts and/or unrestricted variable-interest mortgages.

'Disaster.' "If we took off Regulation Q, it would be a disaster," McKinney said only days before the coordinating committee's action. Two years ago the S&Ls decided they should be specialized mortgage institutions, and they killed off a plan in Congress that would have given them the negotiable order of withdrawal—the NOW accounts that would have made them more like banks. Since then, savings banks have won a similar type of account, and they offer it nationally. The odds are that Congress will probably vote to permit ordinary interest on checking accounts within the next year or so.

"While the industry has clung to restrictions, the competitive market has passed us by, and we have to catch up," warns Klamman.

—BOB DOWLING
McGraw-Hill World News,
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Savings race will up mortgage costs

Four new savings plans were proposed by federal banking regulators on April 3, and the common denominator among them is higher mortgage financing costs.

The plans are being proposed at this time as much for political as for economic reasons, insiders point out. The regulators have been under fire from consumer groups for failing to make a low-denomination savings certificate available to holders of smaller savings accounts.

The regulators satisfied part of that demand by proposing that, by spring, a \$500, five-year certificate should be offered. It would be tied to the five-year yield on a bundle of government securities. Although the certificate would pay at least 1% less than the five-year government security yield, it is still regarded by Washington officials as a major step to doing away with fixed-interest rates on deposits.

The new plans. "In theory the five-year certificate of deposit should replace all the fixed-rate certificates over time," says the Federal Home Loan Bank Board's economist, Kenneth R. Biederman.

The other savings plans proposed would:

- Create a "bonus savings account" for passbook holders that would pay an extra ½% or 5.75% interest at an S&L, up from 5¼% now, on the minimum balance left on deposit for at least a year.

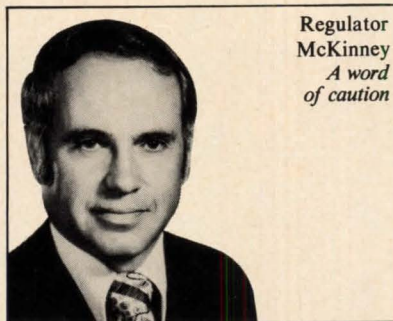
- Allow thrift institutions and banks to begin offering "rising rate" CDs that would pay up to 8¼% on deposits left at least five years, with interest increasing by ½% over time. Money left at least 2½ years would earn 7% at banks, 7¼% at thrifts.

- Create accounts with no minimums for deposits of savings with maturities up to four years, and with minimums of only \$500 on accounts for longer terms.

McKinney's warning. Depending on industry and consumer reaction, regulators may decide to scrap one or more of the proposals by the time they make final decisions on the plans later this month. After taking a step to whittle down the attraction of the widely popular money-market certificate in March, some federal officials—such as

Chairman Robert E. McKinney of the Home Loan Bank Board—are arguing that the government should see what the current impact is on the housing industry before roiling the market further.

But the odds are that at least a couple of the proposals, especially the new five-year money-market CD, will survive. And, combined with the current six-month money-market CD, this will make it almost impossible for Congress or fixed-rate advocates in the housing industry to stop the momen-



Regulator
McKinney
*A word
of caution*

tum now underway to bring savers closer to market rates of interest.

New mortgage instruments. "The real significance of the proposals is not what they mean in terms of attracting savings, but what they mean in terms of added costs for mortgage lenders," says one federal economist. No one, he points out, expects the mortgage industry to absorb the costs of higher deposit interest, so he predicts that while S&Ls and savings banks have so far talked a lot about variable-rate mortgages, graduated-payment mortgages and short-term, rollover mortgages, they will now seriously push for them nationally.

Or, as McKinney told an S&L meeting in Seattle last month:

"We have to recognize that Regulation Q and these controls are not going to last forever. If we don't think about adjustments, we are going to be talking ourselves into a hole."

In housing terms, that means more expensive mortgage financing. —B.D.

Apartment rates pushing up

Rates on apartment and commercial mortgages have been essentially level for two months but are now under persistent upward pressure, Citicorp Real Estate Inc. reports in its latest monthly survey of benchmark mortgage rates.

Citicorp Real Estate Inc., an affiliate of Citicorp of New York, is a commercial mortgage banker.

Current mortgage rates are already the highest since September, 1975.

The upward pressure is created by the rise in corporate bond yields, according to Philip Kozloff, the president of Citicorp Real Estate.

"Good income mortgages now offer only 15 basis points more yield than corporate bonds of the same quality," Kozloff said.

"More typically, that yield spread is between 40 and 50 points."

An increase on the Coast. In California, typical rates on apartment mortgages rose ¼% in the last month and are now at 11-11¼%, almost a percentage point higher than the national benchmark. This reflects the unusual

state usury law, which permits only banks and savings and loans—and not life insurance companies—to make loans at rates above 10%.

"The California rates, coupled with the talk of rent control in many areas there, are virtually a signal to stop building rental units," Kozloff said.

"On commercial projects, on the other hand, the best California rates are running ⅛% below the national benchmark."

Benchmark rates. The end-of-March range for apartment mortgages in the benchmark survey was 10⅛% to 10⅜%, compared with 10⅛% to 10¼% in January and February. A year ago it was 9⅜% to 9⅝%.

The typical current range for medium-sized shopping centers or speculative office or industrial buildings is 10 to 10⅛%, unchanged from the previous two months. A year ago it was 9⅓% to 9½%.

The current benchmark for projects leased to companies with strong credit is 9⅞% to 10%, the same as in the previous two months.



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White House reassures builders

The housing industry has received a pledge from the Carter administration that it will not become a casualty of the war against inflation.

In addressing the annual legislative conference of the National Association of Realtors meeting in Washington late in March, David Rubenstein, deputy assistant to the President for domestic affairs and policy, outlined the administration's plan to support the housing market.

"In past periods of tight money, the first and most serious casualty was housing," said Rubenstein. "The boom-and-bust cycle of housing production has been inflationary and destructive. This administration will not force housing to bear the brunt of restrictive monetary policy."

It was with this commitment, Rubenstein explained, that the administration introduced the money-market certificate last June. These short-term, high-interest certificates poured deposits into the nation's thrift institutions, increasing the availability of money for home loans.

Defense of certificates. "Eliminating the money-market certificate, as some now propose, would be inconsistent with our view of the importance of housing to the economy," Rubenstein contended. "We will not endorse any policy that would cause the housing industry to cool the economy."

"Moreover, the recent decision by banking regulators to moderate investor interest in the money-market certificate enhances our anti-inflationary effort without creating a precipitous downturn in the availability of mortgage credit."

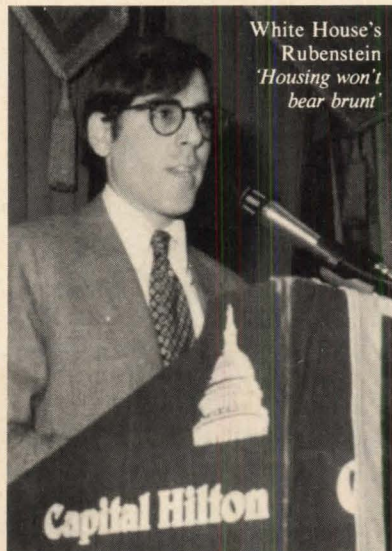
Another administration effort to insure a steady flow of mortgage credit is increased use of the mortgage-backed securities program of the Government National Mortgage Association, Rubenstein pointed out. This program stimulates credit availability by helping to turn over mortgage funds for mortgage lenders.

Lid on FHA rate. "To prevent the housing market's historic boom-and-bust cycle, we must apply the brakes gradually," Rubenstein cautioned. "Thus, Secretary Patricia Harris has decided to hold down interest rates on home loans insured by the Federal

Housing Administration. However, the Department of Housing and Urban Development is carefully monitoring market conditions to determine if and when an increase in the FHA would be appropriate."

Rubenstein cited increased use of the graduated-payment mortgage as a boon to young, first-time homebuyers who have growing income potential. Monthly mortgage payments start out low and increase gradually over the life of the loan. During the past year, Rubenstein said, GPMS have increased from less than 1% to 25% of all FHA mortgages being written.

Less regulation. According to Ru-



White House's Rubenstein 'Housing won't bear brunt'

benstein, market-intervention programs are accompanied by a range of administrative activities designed to counter inflation in housing. These include efforts to cut paper work and speed processing of FHA, VA and FmHA loans and to eliminate excessive government regulation of housing.

"To this end, President Carter has proposed legislation to reduce the regulatory burden on Americans," he added. "The President is determined to make regulations simple and understandable, eliminate them when feasible and to take the cost to society in account before issuing new regulations."

Strong demand. Rubenstein noted there is no slackening in the demand for housing despite home-loan rates of 10% and higher and a 1978 increase in housing prices of more than 14%.

"Homebuyers continue to view housing as a good investment and a hedge against inflation," he observed. "Inflation is both the cause and effect of the home purchase. However, there is a danger in first-time homebuyers overextending themselves in order to purchase a home. An overextended market is vulnerable to economic contraction."

To prevent a serious economic recession, Rubenstein reiterated the administration's determination to slow down the inflation rate gradually rather than bring it to a sudden complete halt.

FHA warned off private market

The Federal Housing Administration should not compete with private industry but should redirect its effort toward assisting lower income families to obtain housing, William L. Hemphill, president of the Mortgage Insurance Companies of America (MICA), has told the House housing subcommittee.

Testifying on proposed housing legislation, he deplored "as not a proper role" of government the apparent efforts of the FHA to expand into areas now served by private mortgage insurance companies. It is particularly unjustified since MICs now successfully insure lenders against loss in making low-down-payment loans to home-

buyers at less cost and with shorter processing time than FHA, Hemphill said.

The FHA's province. Hemphill said the FHA should direct its effort to sectors of the residential mortgage market not adequately served by private mortgage-insurance companies. He referred to mortgage insurance on multifamily, subsidized and inner-city housing.

Hemphill, who is also president of the United Guaranty Corp., Greensboro, N.C., pointed to the success of the 14 MICs, which in 1978 insured 695,620 single-family mortgages. That was more than the combined totals of the FHA and VA programs.

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Johnson City: Builders strike it rich

Johnson City, Tenn., once a quiet hamlet nestled in the foothills of the Smoky Mountains, is fast becoming a builders' boomtown.

"We're growing fast," declares Richard Booth, president of Booth Construction Co. "There are no vacancies and no rentals available. We can't keep up with demand."

As well as claiming the title as the town's most active single-family detached builder, Booth serves as president of the local HBA.

Top ten. For the first time, says Vance Cheek, president of Home Federal Savings and Loan, Johnson City has cracked the list of the ten most active housing markets in the U.S. It won such status in a national survey compiled by the Tiger Investors Mortgage Insurance Co. of Boston. It joins such company as Riverside, Calif.; Austin, Texas; Oklahoma City and Tucson, Ariz. in the top ten.

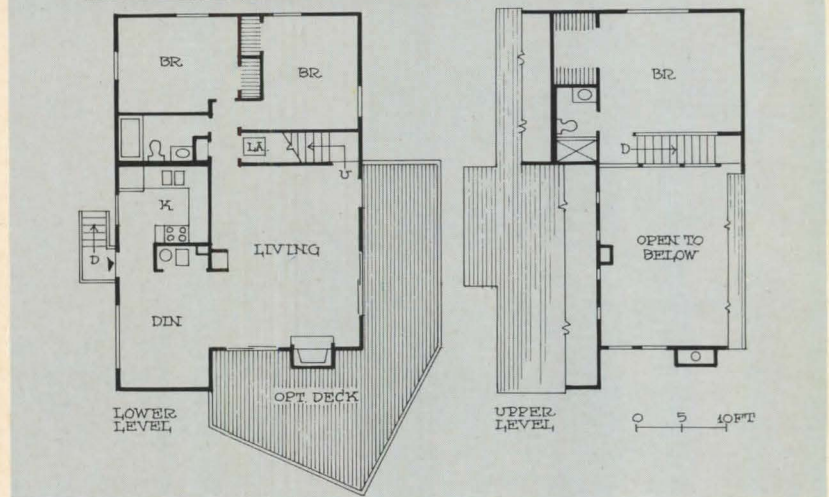
Why the boom? Explains Cheek: "Texas Instruments will open a facility for middle managers next year and ITT has bought out our Northern Electric Co. This means an influx of families. And most families want single-family homes."

In addition, East Tennessee State University in Johnson City will open a medical school next fall.

Top end. Last year Booth Construction built 37 single-family homes in



Hot seller in Johnson City is this Booth Construction 1,800-square-footer at \$85,000.



the \$80,000-\$100,000 range. In his newest subdivision, Roundtree, Booth says his \$80,000 multilevel home has three to five bedrooms, post and beam construction and makes lavish use of cedar and glass.

Since sales began at Roundtree nine months ago, Booth has sold 50 homes "and we could sell much more if we could build them fast enough."

Last year, 130 single-family building permits were issued in Johnson City, Booth says, a 34% jump over the 97 permits issued the year before. During the first two months of this year, 48 permits were granted. And Booth adds:

"These figures do not take into account starts and permits outside the city limits and outside the restrictions of our building code."

If starts in surrounding Washington County were recorded, he says, "we'd have still more starts or issued permits to our credit."

The bad news. Tennessee homebuilders still chafe under the state's 10% usury ceiling. Cheek and Booth expect that to be eased by state legislators this year.

"Unfortunately," Cheek says, "despite booming demand, mortgage money is very, very tight and may get even tighter." —T.A.

Denver developer defeats a bias suit

A federal jury in Denver has just found that a developer did not discriminate against four black families who had accused the company of creating a "\$100,000 ghetto" by restricting them to a single block of a subdivision.

The Associated Press reports that the six-member jury returned its finding in favor of the Hutchinson Sales Corp. of Denver, which owns the Tamarac Hills residential development in southeast Denver.

The families, who said they bought

houses in Tamarac Hills to escape predominantly black neighborhoods in northeast Denver, claimed Hutchinson deliberately segregated them on a single cul-de-sac called South Tamarac Street.

Representatives of the developer argued that it was coincidence that the first five families to move into the 10-home area were black. They said salesmen were explicitly instructed that the race of prospective buyers was not to be considered.

Two white families and a black family have moved onto the cul-de-sac since the plaintiffs bought their homes. The remaining house is vacant.

The black families had sought unspecified damages, claiming their homes—which they bought for up to \$75,000—were not appreciating at the same rate as others in the Tamarac Hills development.

The black families claimed they had undergone emotional suffering as well as economic loss.



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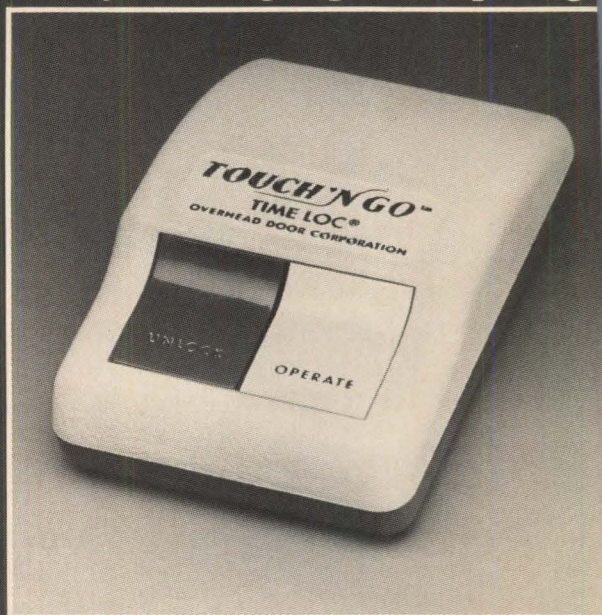
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Shreveport: Builder touches all bases

Bob Mackey builds for every price range in Shreveport, La.

Mackey is president of the R.E. Mackey Building and Development Co., and he sells single-family detached houses from \$43,500 to over \$100,000.

Of the 50 houses built by his company last year, the big seller was—and still is—a three-bedroomer on a 70' x 135' lot, all for \$59,900.

The home boasts a big family room, vaulted ceilings and a double-enclosed garage. R.E. Mackey built and sold 20 such homes last year and expects to sell at least that many this year.

Two-income buyers. "Most of the folks who are attracted to that house," Mackey says, "are families with two

incomes totaling \$20,000 to \$25,000. These days the two-income family with two or three kids is the bedrock of our business."

While homes for middle-income families sell well in Shreveport, the custom builder also has a market.

"People here still want homes costing over \$100,000," says Jerry Spearman, president of the Shreveport HBA and president of Spearman Homes.

"We've had real good luck with homes from \$80,000 to \$150,000."

Spearman's custom homes—of which he builds about 35 annually—contain three to five bedrooms and at least two baths within a 2,000-to-3,000-square-foot area. Lot sizes average 110' x 185'.

No recession. Bob Mackey expects an 18%-22% building slowdown in the Shreveport area this year.

"We're going to be down a little bit, just like everywhere," he concedes, "but we're not going to have the recession that all the smart folks have been talking about."

Builders started 917 single-family homes in the Shreveport area in '77 and 952 last year. Nearly 130 townhouse units and over 700 apartment units were started in '77. Townhouse starts fell off to 59 last year, while apartment starts ballooned to 1,404.

Rates for conventional mortgages are holding steady around 10% and, says Spearman, "there's money available." —T.A.

Dice coming up wrong for Reno builders

After two gold-plated years, Nevada's second city for high rollers faces a downturn.

Reno's impending slump, explains its HBA's vice president, Greg Reddicks, traces to several factors:

- Raw land has jumped to \$25,000 an acre.
- High lending rates and prices have priced many middle-income buyers out of the new-house market.
- And no new industry is moving in.

Land costs are keeping some companies out, Reddicks says, but he also maintains that Reno has simply had a run of bad luck in attracting new business.

Good old days. Reddicks is vice president of the Security Housing Corp. of Reno, which builds single-family homes selling for \$70,000 to \$100,000. He likes to talk of better times. "In the last couple of years," he points out, "J.C. Penney built a large warehouse here and a new hotel opened. Two casinos expanded. Middle-income families came to get the jobs and buy homes.

"Our builders did better than ever."

Standstill. New industry stopped coming, however, and Reddicks says none is expected soon.

"We're losing residents who're renting and would stay to buy homes if

industry had kept coming," he says.

"Nothing is selling sensationally right now. The market for houses over \$65,000 has dried up.

"There is some building in the lower end, but it's mainly zero-lot-line stuff around \$40,000."

Builders are active, however, in the far reaches of surrounding Washoe County, where prices are lower.

New rules on kids in apartments

Young families priced out of California's single-family market and searching for apartments have gotten some good news from a Los Angeles appeals court.

The appellate department of Los Angeles Superior Court has ruled that children "as a class" may no longer be automatically banned from rental housing.*

Any exclusion "must be rationally related to services performed and the facilities provided," the court held.

Apartment owners are permitted to bar children from buildings designed for senior citizens. They may also refuse to rent a one-bedroom unit to a family with four children "because of interests of safety or health." Owners can no longer ban children from a "general" building that provides no

Starts. Reno single-family starts ran to 1,234 in 1977 and 1,221 last year. Builders expect a 30% drop in '79.

Multifamily starts totaled 2,269 in 1977 and 2,984 last year. Through March 1979, only 32 units had been started.

"This has been a good town for builders," Reddicks says, "and it will be again—but not this year." —T.A.

play equipment or other facilities designed specifically for children.

The victors in the case are attorney Stephen Wolfson and his wife, who were evicted from their Marina Del Ray apartment—owned by Marina Point Ltd.—after the birth of a son three years ago.

Owners' side. Marina Point's attorneys argued that over 23,000 apartment units were available for families with children in the Los Angeles area. The impact of its adults-only policy on the area's housing market, the Marina Point attorneys contended, was minimal.

The Wolfsons claimed it took them nearly six months to find a new unit.

Marina Point said it would appeal.

*Wolfson vs. Marina Pt. Ltd.; C-201 284; ruling Dec. 28, 1978.

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FTC ready to sue jerry builders

Homebuilders face more regulation as the Federal Trade Commission takes a more activist role. It now intends to prosecute builders it judges guilty of faulty construction.

As a result of a task force study that focused on housing defects, the FTC's officials now predict a substantial increase in the agency's interest in the homebuilding industry. They indicate that suits may be launched against faulty performers in the housing business.

First warning. This tougher FTC attitude was first signaled at the National Association of Homebuilders' convention when the then FTC commissioner, Elizabeth Hanford Dole, warned builders in a speech that they must cope with the defects problem or face the prospect of tough FTC regulation [HOUSING, March].

The FTC says Americans spent \$225

billion on new and used homes in 1977, thus making housing the biggest single consumer purchase. Nevertheless, the agency says at least 10% of new homes have major defects costing billions to correct. The agency says the level of consumer complaints is rising.

The FTC is now considering the task force report and officials predict that within the next six months a significant number of attorneys will be assigned to housing defects.

According to the task force report, the Department of Housing and Urban Development has failed to offer consumers sufficient protection against housing defects. The report contends that HUD is too sensitive to builders and lenders, fearing to drive them out of HUD's Federal Housing Administration guaranteed-loan program.

The FTC will probably focus on new homes because the buyer is usually

pitted against a powerful builder or developer rather than against another homeowner.

The FTC's deputy policy planning director, Thomas H. Stanton, says the commission will probably be "filing some suits ourselves." Such action would be taken under the general Federal Trade Commission Act.

Critic of HOW. Stanton does not envision a housing-defect regulation, strongly opposed by builders. He said such a regulation would "hit the good as well as the bad." Neither does he see the commission proposing a warranty system such as the Home Owner's Warranty (HOW) program of the NAHB. The FTC task force report considers the warranty programs "builder-oriented" and feels they cover too few builders.

—BOB DORANG

McGraw-Hill World News,
Washington

LABOR

Condo employees win labor act coverage

Employees of large condominium or co-operative apartment complexes are now covered by the National Labor Relations Act.

That is a 180-degree switch from previous policy by the National Labor Relations Board, which in 1971 held that operations of such residential properties did not have enough impact on interstate commerce for the agency to invoke its jurisdiction. As recently as last year, when a condo asked for an advisory on whether the act applied, the board cited that ruling as good law.

A New York case. Now the four members of the board say that the arguments of 30 Sutton Place Corp., a 47-unit luxury co-op in Manhattan, and the Service Employees International Union have made them change their minds.

The new opinion says that "the recent accelerated growth of condominiums and the prominent place of both condominiums and co-operatives in the housing resources of the nation"—with condo units making up



The NLRB: Members Howard Jenkins Jr. and Betty Southard Murphy, Chairman John Fanning and members John A. Penello and John Truesdale, meeting in Washington.

as much as 25 percent of new housing starts, according to figures the board borrowed from the Department of Housing and Urban Development—mean that the impact on interstate commerce is significant.

Big business. "Today's co-operatives and condominiums are involved in commercial activity on a large scale," the board points out. It cites as one example the budget items at 30 Sutton

Place: a payroll of \$183,000 a year, mortgage interest payments of \$59,000, utility bills of \$58,000, and maintenance service and supplies costs totaling \$51,000.

The new NLRB position applies only to projects with gross annual revenues of \$500,000 or more.

—DAN MOSKOWITZ

McGraw-Hill World News,
Washington

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THERMAL ENTRY SYSTEMS

Look how completely we've succeeded!

Name the features, styles, widths, options, prices — all the important advantages you think a door line should deliver. Then take a good hard look at good-looking Castlegate — the steel-clad doors that have scored long on success in such a short time. And little wonder! These energy and security-efficient doors give you a lot more than skin-deep beauty. Castlegate is **system-deep**. And quality to the core.

You'll find Kinkead Industries offers distributors "the works" in distinctive door styles, super selection of sidelights, some glamorous glazing options, and all the accessories it takes to open up profitable extra business. Come over to Castlegate for king-size entry system value. And ask about our security frame. Call (800) 323-2274 toll-free or write to us at 2801 Finley Road, Downers Grove, Ill. 60511. **Distributor inquiries invited!**



THE BEST IN STEEL DOOR SYSTEMS.

Minimum thermal break threshold: driver-adjustable; raises and lowers without disassembly for snug fit between threshold and bottom sweep.

Efficient polyurethane core: insulates to R-factor of 15.3 in slab-style doors.

Steel-edge door: positive-lock vinyl thermal break; rugged and rigid for top-free service.

■ **Magnetic and compression weatherstrip:** seals weather outside for energy savings and comfort.

■ **Fire-resistant construction:** (1½ Hour "B" Label) standard on all windowless doors. Steel fire-rated frames also available.

■ **Replacement door system available.**

Castlegate quality accessories include: wood jambs, thresholds, wide variety of steel frames, security frames, sweeps, weatherstrips, hinges, sidelights, plant-ons, and decorator glass (colored and/or textured).

Pride in Quality

KINKEAD
Subsidiary of United States Gypsum



Builders risk suits on prefab pacts

Homebuilders who sign union contracts limiting the amount of prefabricated and prefinished materials they will use on a job may be courting a suit from the Department of Justice.

The department's anti-trust lawyers now think a 1975 Supreme Court decision* opens the way for them to attack collective-bargaining contracts that limit the sales opportunities of other companies—and construction is one of the target areas for testing that interpretation.

There have been almost no anti-trust cases against labor unions for 30 years. But a Dallas general contractor, Connell Construction Co., convinced a majority of the Supreme Court four years ago that the anti-trust immunity enjoyed by unions does not extend to a contract forced on a contractor by a plumbers local in which the builder agrees to subcontract with only union shops. Five justices said that Connell

could press a Sherman Act suit calling the contract an unlawful restraint of trade.

Free-market issue. To anti-trust officials, that means that a new "balancing test" should be used by the courts in considering whether union activities can be attacked through the anti-trust laws. The lawyers are prepared to argue in court that, while there is certainly a national policy of encouraging unfettered labor negotiation, it has to be weighed against the other national policy of fostering marketplace competition. A restriction that has a severe impact on competition but is only peripherally related to getting a contract settlement can be attacked under the Sherman Act, the department will claim.

Nationwide inquiry. The Sherman Act approach is behind an investigation currently going on into construction-industry contracts. Now centered

on the West Coast—particularly Washington state—the probe will eventually go nationwide. It covers various craft unions, including carpenters and pipefitters. One contract clause under scrutiny, for instance, trades off a pipefitter promise to handle joined pipe of certain diameters for contractor agreement not to buy joined pipes in other sizes.

The first court outing for the new balancing test, however, is likely to involve butchers and St. Louis supermarkets. The Justice Department's investigation of the deal that these adversaries have struck, limiting the use of precut meat, is much further along, and a decision on whether or not to sue the parties involved in this dispute should come by fall. —D.M.

*Case 73-1256, Connell Const. Co. v. Plumbers & Steamfitters Local 100 (Dallas), June 2, 1975.

COMPANIES

For Starrett, a \$13-million jolt in Iran

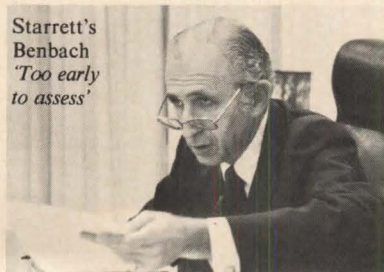
As the revolution ebbed, Starrett Housing Corp. reported it had written off \$13 million in profits it had previously reported from Iran.

And while not a total loss, as was first feared [HOUSING, April], the New York builder's \$500-million Teheran condo project—called Zomorod—still faced an uncertain fate.

Starrett announced that it has changed its accounting methods and that it will no longer report profit on a percentage-of-completion basis. Profit will not be posted until the entire Zomorod project is completed and the condo units are delivered.

The change sliced \$13 million from profits reported from Zomorod since its inception in 1974.

Earnings. With its only income coming from domestic operations—including 10-month results from Levitt Corp., which was acquired last year [HOUSING, May '78]—Starrett reports earnings of \$3.5 million, or \$1.20 a share for fiscal 1978 (January 31). The company lost \$861,000 the pre-



vious year. Revenues rose to \$161 million in 1978, up from \$42.9 million.

As for Zomorod, which was to

consist of 6,000 condo units in the \$80,000-\$100,000 range, Starrett's Chairman Henry Benach says:

"It's still too early to assess the number of buyers who will be ready to make payment and take delivery, although buyers continue to visit the site."

Adds a spokesman for Starrett's New York public relations agency, The Wall Street Group Inc.: "Somehow, in all the uproar, no damage was done to the Zomorod site. Right now, it looks like a pretty safe baby."

Planned community being built for deaf

Residents of the new Columbus (Ohio) Colony Apartments will soon wake up to gently flashing lights or a vibrating bed.

The Associated Press reports that the lights and bed are part of a sophisticated communication system now being installed for what is believed to be the nation's first totally planned

community for the deaf.

The vibrating bed is for those who find lights too dazzling in the early hours. Lights also will be used to announce the arrival of guests.

The \$4-million, 106-unit complex will open in late June or July, said Mickey Nader, a spokesman for the Colony.



GE REFRIGERATORS LIKE THESE HELP WESTGATE APARTMENTS GET THEIR TENANTS AND KEEP THEM.”

CLIFF CAGLE
GE CONTRACT SALES REP
ST. LOUIS, MO.

“It takes more than one kind of refrigerator to give builders and apartment house owners the right one for their different budget and design requirements. Which is why the professionals come to General Electric.

“Today, however, the trend in refrigerator buying is clearly toward larger-capacity units, and GE gives you a choice.

“At Westgate Apartments in St. Louis, Lewis Levey of Lincoln Property Co. is using both the TBF16S with a spacious 15.6 cu. ft. and the TBF16A with large capacity plus an automatic ice maker.

“The TBF14 model is frost-free in both the freezer section and the fresh food section.

“And with a GE refrigerator the need for service calls is greatly reduced. Should service be needed, GE’s famous Customer Care® service is available to every one of your tenants. You have no worries where servicing a GE appliance is concerned.”

Take advantage of over 30 years of consistent service to builders. Call your local GE Contract Sales Representative.

THE APPLIANCES AMERICA COMES HOME TO.

GENERAL  ELECTRIC

Circle 33 on reader service card

Genstar moving execs to California

With Canadian builders homing in hard on the U.S. market, Montreal's Genstar—with \$250 million in its stateside realty operations—is shifting 20 top-flight executives to a new office in San Francisco.

Those en route, it's reported, are Vice Chairman **Angus A. MacNaughton** and President **Ross Turner**, who operate as co-chief executives; and Senior Vice President **George F. Michaels**.

Genstar recently bought 8,500 acres near San Diego for \$93 million to supplement its landholdings in Texas, Arizona and Florida. The company figures in 49 joint ventures in this country.

Bullders on the move

In a reorganization move, **Donald Bren**, who reportedly owns 35% of the Irvine Co., steps aside as chairman of the Donald L. Bren Co. in West Los Angeles in order to direct his energies to Irvine. Bren's successor is **James D. Underwood**, formerly executive vice president. **William H. McFarland**, Bren's manager in northern California, now becomes president. Don Bren retains the title of executive chairman of the board.

A long-time Texas housing pro, **Robert C. Jackson**, joins the Vernon and James Smith Co. of Dallas as marketing director and general sales manager. He returns to familiar turf after serving two years as building consultant to developers Hawn-Locke and Associates in Louisiana.

W&B Builders of Santa Monica, Calif., promotes **Frank Thompson** to executive vice president for operations and **Walter Weinschenk** to senior vice president for production.

Fox & Jacobs names **Richie Urso** as general manager of its Dallas downtown neighborhood, Bryan Place [HOUSING, Aug.]. He joined F&J in July 1976 as a senior manager.

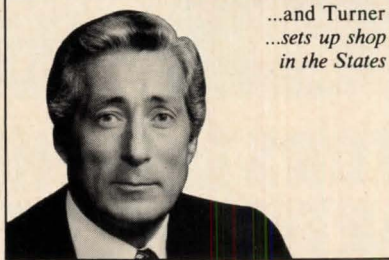
Norman A. Hedenberg is elected president of the California Home Owners Warranty Corp. to succeed **Patrick Kruer**. Hedenberg is president of August Development Co. of San Diego.

Morton Southwest of San Antonio promotes **A. C. Lex** to vice president of

Genstar's MacNaughton... Big Canadian builder...



...and Turner ...sets up shop in the States



construction. He had been general superintendent.

Jack Schneider is named vice president of sales and marketing for Trend Setter Homes of Florida (Tamarac). He had been with a realty company.

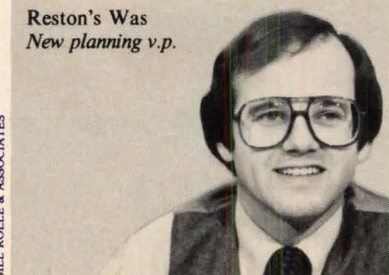
DEVELOPERS: **John Ullom** assumes the presidency of Charter Development Corp., Tustin, the homebuilding arm of Anaheim S&L. He replaces **Robert Partin**, who leaves to form Partin Development in Corona del Mar. Ullom had been vice president of Charter.

Joseph Anthony (Buzz) Gallagher III is appointed director of land acquisition for the Los Angeles division of Leisure Technology Corp. [HOUSING, March]. He had been a property appraiser in Vista, Calif.

The San Diego division of Avco Community Developers Inc. names **Gary S. Copson** as vice president and general manager. He had been assistant general manager since 1977.

The National Housing Partnership (Washington) names **Neil E. Churchill** vice president-marketing. He comes

Reston's Was New planning v.p.



from the Department of Housing and Urban Development.

The Reston (Va.) Land Corp. appoints **Michael C. Was** as vice president of planning. He had been the urban planning director.

Robert W. Dolan is a new vice president with Maslesa Development in Santa Clara County, Calif. His 35 years of real estate experience include service as marketing manager for the 21-state central region of Title Insurance & Trust Co.

LENDERS: Suffolk County Federal S&L (Centereach, N.Y.) promotes **Augustus Weaver** to senior vice president and **Gerald Koenig** to vice president.

American Fletcher Mortgage in Indianapolis promotes **I. Richard Horan** and **Dennis Murphy** to senior vice presidencies. **LeRoy Sullivan** is named residential mortgage loan representative.

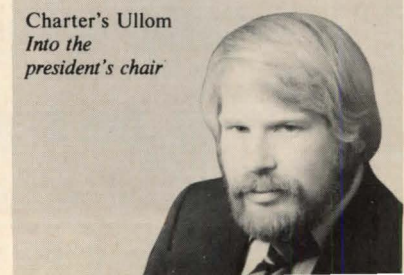
GOVERNMENT: **John H. Dalton** resigns as president of the Government National Mortgage Assn. (Ginnie Mae) to serve as treasurer of President Carter's reelection campaign committee.

HOME MANUFACTURERS: **Paul W. Sylvester** joins U.S. Homes Corp. (Des Moines, Iowa) as director of marketing/sales. He had been vice president and director of marketing and sales for Sterling Custom Homes in Fond du Lac, Wis.

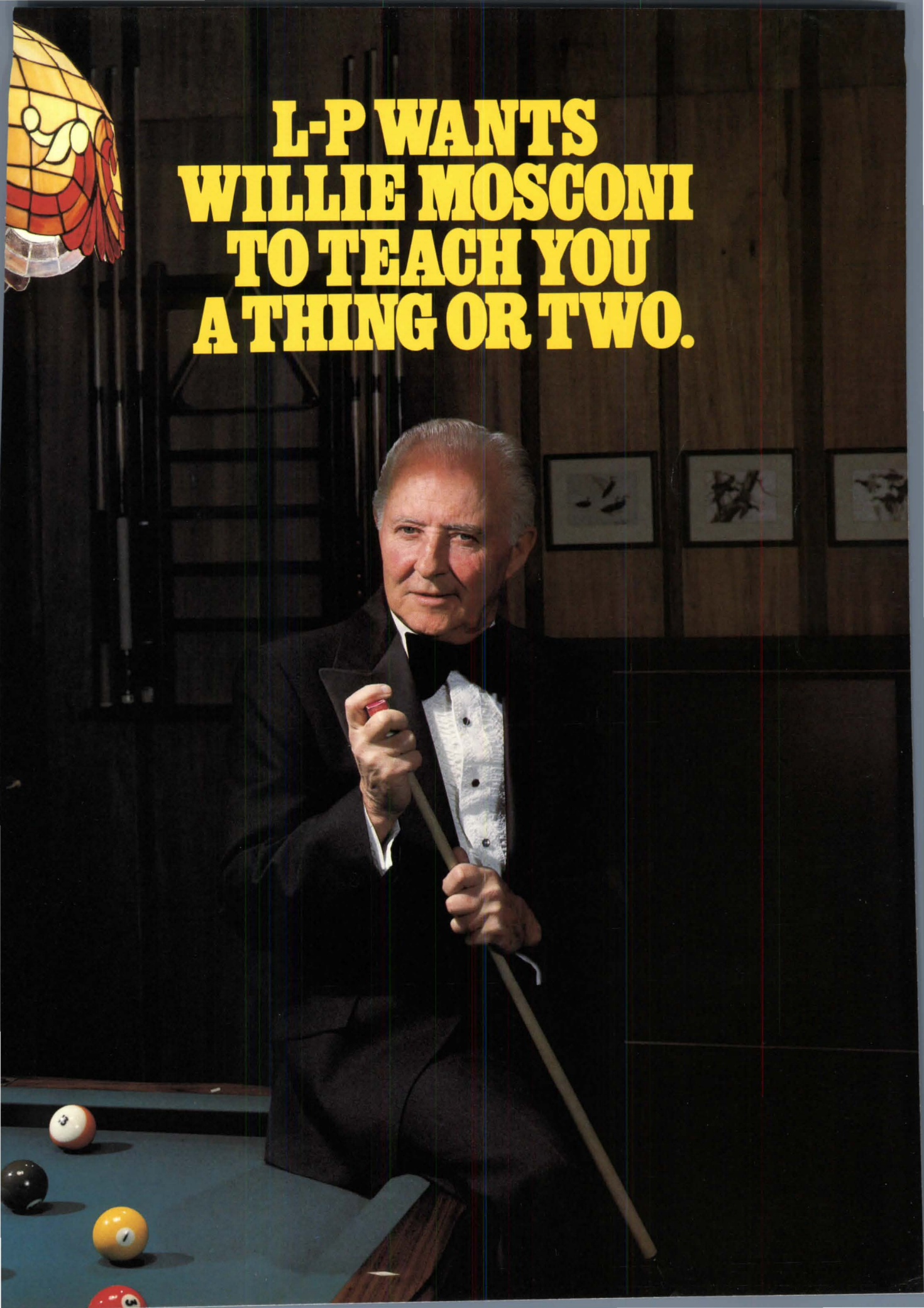
Alan Cordill is appointed group vice president for Cardinal Industries in Columbus, Ohio. Cordill, based in Sanford, Fla., had been director of the Custom Home New York division of National Homes.

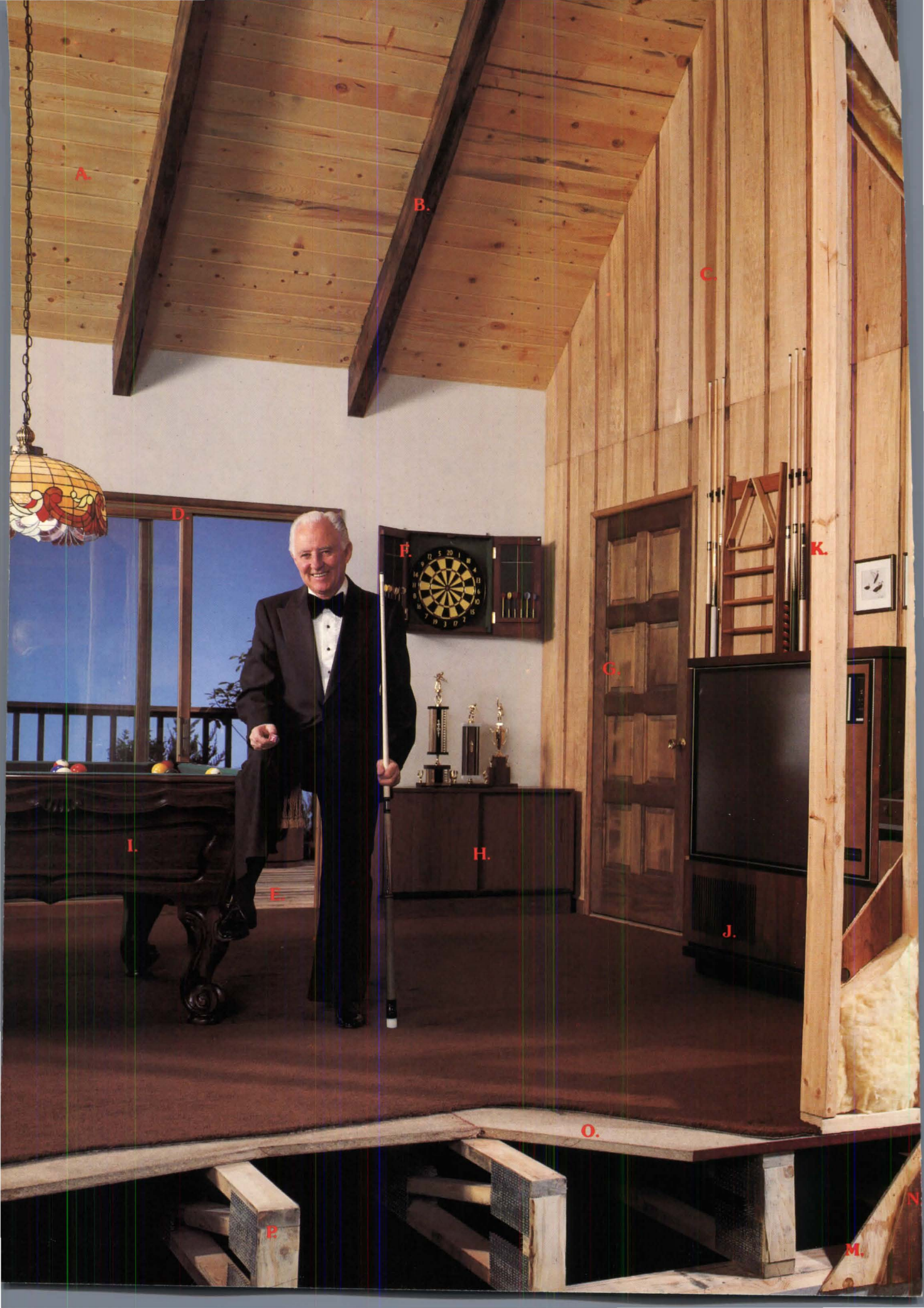
REHABBERS: In St. Louis, Pantheon Corp. promotes **Carl W. Lehne** to be executive vice president and chief operating officer; he continues as a project director.

Charter's Ullom Into the president's chair



**L-P WANTS
WILLIE MOSCONI
TO TEACH YOU
A THING OR TWO.**





A.

B.

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M.

N.

JUST WIN THE L-P SWEEPSTAKES. AND, HE'LL GIVE YOU POOL LESSONS IN YOUR NEW \$20,000 REC ROOM.

me for the L-P Sweepstakes
 1! And this year, the grand
 is a rec room — made almost
 ely of L-P products — that we'll
 l onto your home.
 e L-P Sweepstakes are open to
 omers or potential customers
 in the normal course of their
 essional responsibilities per-
 work which involves the dis-
 tion, specification or the use in
 truction or industrial applica-
 of the type L-P wood products
 ed in this ad.
 e sweepstakes is our way of
 ng you acquainted with every-
 g we make. From siding, studs
 subflooring to the windows,
 s and decking. Even the pool
 e we're furnishing is made of
 icts you could be buying
 us.
 e only outstanding thing here
 we didn't make is Willie
 coni, who says he'd be delighted
 ve our grand prize winner a few
 ters on the new pool table.

\$20,000 Grand Prize — New rec room, pool table and Willie Mosconi!

big winner gets a generous rec
 n designed and built to conform
 s existing home. It might feature

Look at all the L-P products.

- 6 Pine decking
- dimension lumber and timbers
- Western red cedar plywood
- wood patio door
- hardwood lumber
- industrial softwood lumber
- ne panel door
- industrial particleboard and hardboard
- hardwood lumber
- hardwood veneer
- uds and dimension lumber
- ood and aluminum windows
- wood sheathing
- xtured plywood siding
- index particleboard
- ce rated lumber

open beam construction, L-P
 Western Red Cedar plywood
 used as interior paneling,
 plush carpeting and per-
 haps even a redwood
 deck through the L-P
 wood framed patio door.

The regulation size,
 5'x9' pool table is an
 antique reproduction.
 You could hold your
 own tournament on it.
 The slate is precision
 machined level to within
 10/1000 of an inch. The
 sights are pearlized in-
 laid. The table, balls, cues,
 and rack retail for more
 than \$3,000.

We chose it partially be-
 cause it features hardwood
 lumber construction. And,
 we'd like to remind you
 we're a major hardwood
 lumber supplier.

Of course, the lamp
 over the table is included as
 are two hours of lessons with
 pool champ Willie Mosconi.
 The total retail bill for our
 grand prize comes up to
 \$20,000!

5 Second Prizes — GE wide screen TV's with VHS video cassette recorders.

If you don't win the grand prize,
 you might very well walk away
 with one of these terrific GE
 wide screen televisions
 equipped with a video
 cassette recorder.

The television screen is three
 times bigger than any 25" diagonal
 set available today.

It comes equipped with GE's
 exclusive VIR color tuning system,
 dual speaker sound system and
 a walnut hardwood veneer cabinet.
 (Yes, we're pretty big in hardwood
 veneers, too.)

The video cassette recorder lets
 you record up to four hours of
 your favorite shows and movies.
 It even lets you record on one
 channel while you're watching
 another.



This combined
 GE television/recorder
 package retails for \$3,900.

50 Third Prizes — competition style, cabinet dart boards.

This year, we'd also like to remind
 you we can supply you with industrial
 softwood lumber. Just like the
 lumber used to make these cabinet
 style dart boards.

At \$140, these dart boards make
 a terrific third prize.



YES, I WANT TO ENTER.

IN THE MEANTIME, SEND ME SOME INFORMATION ON THESE PRODUCTS.

CONSTRUCTION PRODUCTS

LUMBER:

- Whitewood – Western and Southern, studs, boards, dimension, 2x6 decking, F.J. studs, stress-rated grades and timbers.
- Redwood – Studs, dimension, boards, sidings, fascia.
- Hardwood – Northern, Appalachian and Southern species.

PLYWOOD:

- Western and Southern species in sanded hardwood plywood with veneer, lumber, particleboard or MDF cores, and sheathing grades, textured sidings, concrete form.

SIDINGS:

- Lumber – Whitewood, Cedar and Redwood siding.
- Textured plywood – Western Cedar, Douglas Fir siding in 4'x8', 9' and 10', Southern Pine siding in 4'x8'.

PARTICLEBOARD:

- Underlayment, Redex,[®] mobile decking, industrial grades, stepping and shelving.

HARDBOARD:

- Smooth two sides, standard, service and perforated grades from 1/10" to 1/4" thick.

WINDOWS:

- Wood – Natural wood and aluminum clad wood, double hung, glider, casement, awning, bow, slip head and sidelight in single or twin glazing.
- Aluminum – Storm windows, residential and institutional replacement windows.

DOORS:

- Wood – Sash, entrance, interior and patio pine doors, sidelights.
- Aluminum – Storm and patio doors.

MILLWORK:

- Mouldings – Unfinished and vinyl wrapped softwood mouldings in over 300 patterns. Picture frame mouldings.
- Jamb – Unfinished, solid and F.J. flat jamps, 2 and 3 piece split jamps and trim, and jamb sets. Exterior frames.

INDUSTRIAL PRODUCTS

PARTICLEBOARDS:

- Densities of 45, 50 and 55 lb. 60" width, complete cut-to-size facilities. Face and back fill, prime and grain print. Bullnose or eased edge and face and edge-filled shelving. Phenolic.

- Medium Density Fiberboard – FibrePine[®] Medium Density. Fiberboard in 3/16" to 1-1/4" thicknesses. Complete cut-to-size from 5'x18' panels.

HARDBOARD:

- Smooth two-sides, standard, service and perforated grades for 1/10" to 1/4" thickness up to 8' wide. Door skins and panel blanks.

LUMBER:

- Whitewood – Pines, Firs, Spruces, Boards, dimension, cut stock, specialties.
- Redwood – Dimension, boards, wide edge and end glued panels to 36" width.
- Hardwood – Northern Appalachian and Southern boards, dimension, timbers and furniture turning squares.

PLYWOOD:

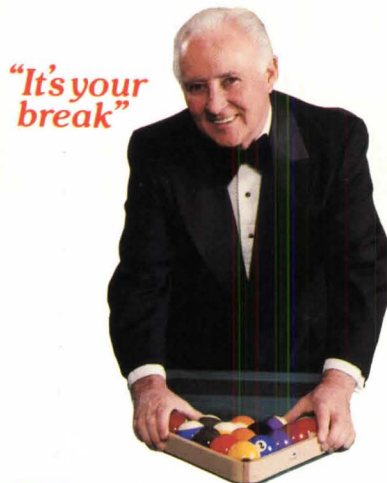
- Western and Southern softwood species in sanded and sheathing grades, over-sized panels to 5'x10'.

MILLWORK:

- Clear and F.J. Pine cut stock, drawer sides. Door cores. Picture frame mouldings – Unfinished, finished, softwood and hardwood, vinyl wrapped and specialties.
- Vinyl wrap cabinet rail and stile parts, display, specialty and custom profiles, 360 wrapping capability.

VENEER:

- Hardwood – Prime Northern rotary and offset sliced veneer up to 123" long, splicing and cut-to-size facilities, stock panel cabinet, furniture and door sizes.



Louisiana-Pacific
Helping the forest work for people

L-P Sweepstakes Official Entry Certificate

Mail to: Louisiana-Pacific Sweepstakes,
1300 S.W. 5th, Portland, Oregon 97201
I understand there is no purchase necessary to win.
Please type or print in ink.

Official Sweepstakes Rules

No purchase necessary. Here's all you do:

1. Complete the entry blank Certificate, or on a 3" x 5" card, hand print your name, home address, job title, company name, company address, and company phone number and mail to: The Louisiana-Pacific Sweepstakes, 1300 S.W. 5th, Portland, Oregon 97201.
2. Entries must be received before September 1, 1979, the final closing date of Sweepstakes offer.
3. Winners will be selected in random drawings from all entries received under the supervision of Marden-Kane, Inc., an independent judging organization, whose decisions are final. Winners will be notified by mail. One prize per family. Taxes are the sole responsibility of the prize winners.
4. The L-P Sweepstakes is open to customers or potential customers who in the normal course of their professional responsibilities perform work which involves the distribution, specification or use in construction or industrial applications of the type L-P wood products named in this ad. Examples of eligible occupations might include: wholesale or retail distributors; architects, engineers, or designers; builders, remodelers or contractors or industrial remanufacturers in the furniture, kitchen cabinet or other woodworking industries. Employees and their families of Louisiana-Pacific, Marden-Kane, Inc., and their respective agencies and affiliates are not eligible. Sweepstakes offer is void wherever prohibited by law.
5. Site of the recreation room may be anywhere in the contiguous forty-eight continental United States, and is subject to the approval of Louisiana-Pacific. Room addition construction must commence prior to September 1, 1980.
6. No substitution for prizes.
7. For a list of winners, send a separate, stamped, self-addressed envelope to L-P Sweepstakes Winners List, Marden-Kane, Inc., 666 Fifth Avenue, New York, N.Y. 10019. Do not send this request with your entry.

NAME _____

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CITY _____

STATE _____

ZIP _____

Choose the air conditioner that gets the warmest response.

Kenmore.

Our name helps you sell.

Kenmore appliances have been helping Americans feel at home for generations. And when you offer your customers Kenmore they know you're giving them a quality product and a great value.

That's always important, but especially in air conditioning. Because the right air conditioner can make a significant difference in the comfort—and attractiveness of your homes.

You can select from the full line of Kenmore air conditioners with confidence. Confidence that comes from years of depend-

able performance. And confidence earned by the Sears service network's expertise and efficiency.

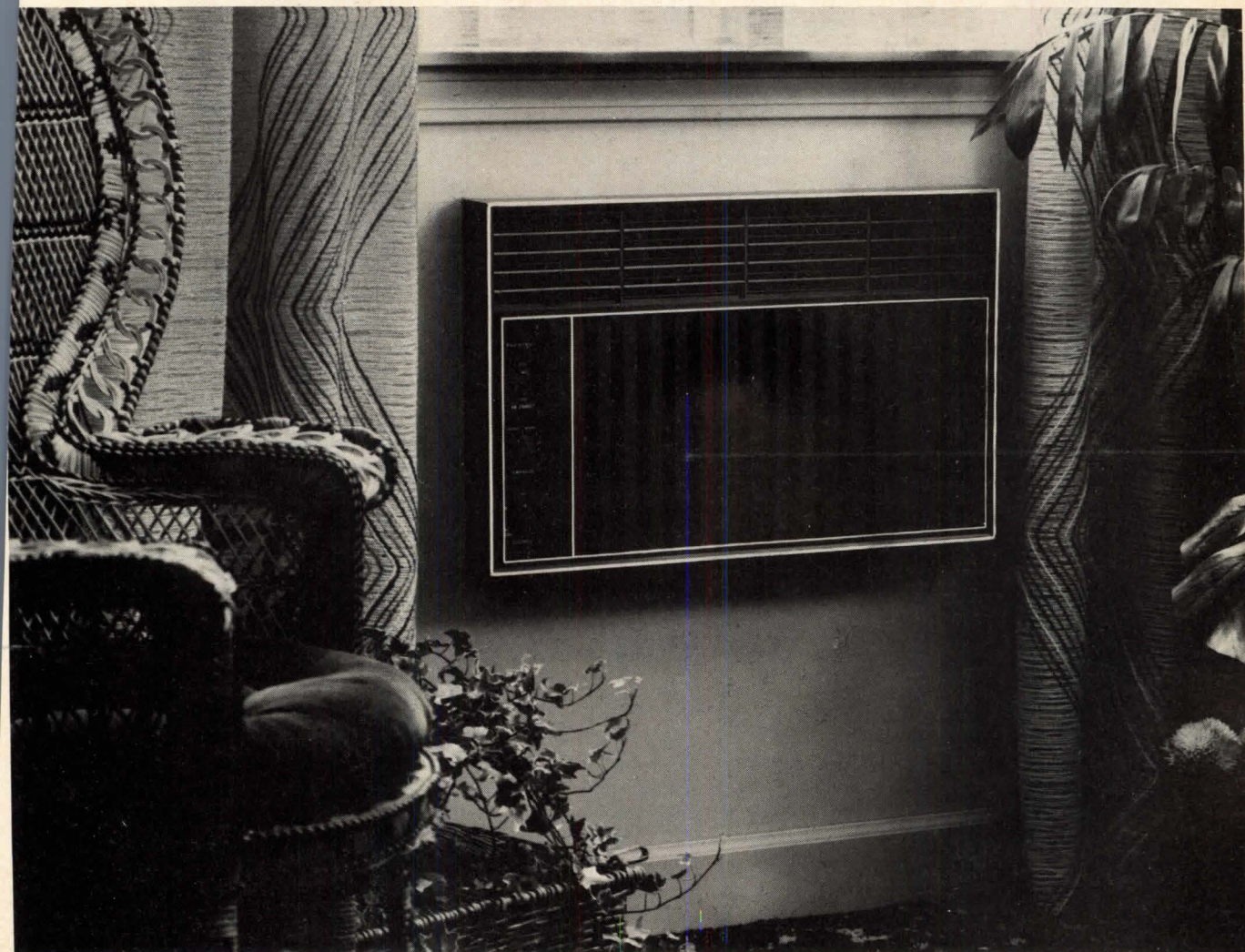
When it's time for you to decide on air conditioning, choose the name that gets the warmest response from your customers. Choose Kenmore.

For further information about Sears Contract Sales just fill out the reader service card.

Kenmore. Solid as

Sears

©Sears, Roebuck and Co. 1979
Contract Sales



Discounts turn renters into buyers

They hold tenants already there...

When the Chanticleer apartments in suburban Pittsburgh were converted to condos, 45 of the 102 renters purchased their units.

The main reason for the high conversion ratio: An attractive offer from management to the renter-buyers—discounts from the prices at which their units would be sold to the public.

The discounts were featured in a conversion kit that cited all the reasons why Chanticleer's tenants should buy their units.

"We knew tenants liked the project because many had lived there since the buildings opened 13 years ago," explains Kenneth Miller, whose Miller, Addison, Steele Inc. of New York City was retained as marketing and advertising consultant for the conversion. "We figured the kit would spark their interest and the discount package would clinch the deal."

Power of an ad. The key element in the kit was an advertisement (*above right*) that would not be seen by the public for another month. It revealed in bold type the prices at which the condos would be offered to the public.

"We gave the tenants a 4% discount from those prices," says Miller, "and another \$2,000 reduction if they would

LIVE ABOVE IT ALL



One Bedroom/Balcony
from \$41,350

Two Bedroom/Two Bath/Balcony
corner unit from \$55,950

Introducing Chanticleer, the quiet, elegant condominium overlooking South Hills.



Welcome to quiet elegance, total living convenience and security in the heart of South Hills, a prime residential area. Chanticleer is within walking distance of a center of business and pleasure. Close enough so that

Extra Features. At no extra price. Your choice of Chanticleer's spacious, gracious one and two bedroom condominium apartments. Privacy and soundproofing are built into every residence. Richness are carefully planned down to a full complement of modern appliances. Living rooms come complete with wall to wall carpeting. And all balconies have sturdy indoor/outdoor carpeting.

Live above it all—without living above your means. Owning your own condominium apartment at Chanticleer means large Hall, the super shopping center with every kind of store from Sears to Pines. Close enough so that

comes with home ownership. Chanticleer also brings you care-free living with a trained management staff who take care maintenance and repairs.

One Bedroom/Balcony from \$41,350

Two Bedroom/Two Bath/Balcony corner unit from \$55,950

Quiet elegance and total living convenience at a price you can live with. Chanticleer is clearly your best value. Financing available. Immediate or future occupancy. Decorator models now on display.

agree to buying their units 'as is.' They started calling in almost immediately; they felt they were being given first priority in our conversion plans."

The kit also answered general questions about condo living, explained how prices and common charges were established, and contrasted monthly mortgage and rental payments for the same unit. The project's full price range (\$39,850 to \$60,450) and floor plans (980 to 1,290 sq. ft.) were included in case tenants chose to move

to another Chanticleer apartment.

A party for friends. "We also held a private party for friends of the tenants and offered them a \$500 discount if they bought an apartment," says Miller. "That picked up another ten sales."

Thus, Chanticleer was already 54% sold when it opened to the public. Observes Miller:

"That's almost double what you normally get for a conversion."

—J.G.C. and T.A.

...and they draw in outsiders with early-bird rewards

Although condo conversions are new to San Antonio's middle-income market, 41 of the 181 units were sold the day after the Villa del Sol Apartments changed over from rental status.

One reason was that steep discounts dropped prices as low as \$17,900. Another was that the largest discounts went to early-bird buyers; the later a prospect bought, the lower the discount.

"The low prices gave us an advantage," says Alvin Preiss, the New York consultant who handled marketing and advertising. "But the market was thin and had not yet been exposed to conversions or to condo ownership. So

we decided to crash the market with our lower prices and telescope our sales effort from an anticipated 18 months to six or seven."


(For another conversion success story, see p.92.)

Sliding discounts. The project's housing (flats from 700 to 900 sq. ft.; townhouses 1,170 sq. ft.) opened from \$17,900 to \$31,900. After the first 20 sales, each unit type jumped \$1,000. And there were \$1,000 increases after each additional 20 sales.

"Thus, people lined up with the knowledge that their place in line

could be worth \$1,000," says Preiss. "Our first increase came after less than two hours; our second, by mid-afternoon. We sold 50% of our opening-day traffic and that's good in any market."

Many early birds bought more than one unit at the first price, and some bought one unit and then came back later to buy a second at a higher price.

"With our incremental price increases," says Stanley Weinstein, who handles financing for the REIT-managed project, "some owners were showing a profit only a couple of hours after they bought."  **46**



There are a kitchenful of reasons to put Hotpoint in your kitchens.

The most important one is your customers' satisfaction. When you install Hotpoint, you're installing quality appliances that will please them now. And for years to come.

1 Hotpoint has everything you need. We make a full line with the kind of features today's buyer is looking for. And our nationwide distribution system makes it easy to get the appliances you need, when you need them.

2 You'll like Hotpoint's ease of installation. For instance, our large capacity refrigerators can be installed almost flush to walls and

cabinets. And that's just the beginning. Hotpoint makes a variety of ranges for every kitchen style: hi-low, drop-in, free-standing, surface sections, plus 24" and 27" wall ovens. And Hotpoint dishwashers' front panel allows easy access to leveling legs and electrical and plumbing connections. You can install our dishwasher and disposer on a single 20 Amp circuit where local codes permit. And our washers and dryers can even be installed on an inside wall.

3 Service that's a selling point, not a sore point. We have

factory service centers in over 800 cities plus over 5,000 franchised service organizations across the country. Knowing service is always available takes a load off your shoulders.

4 If you'd like to know more about all the benefits of dealing with a single source supplier, get in touch with your Hotpoint builder representative. Or write Hotpoint Contract Sales Division, Appliance Park, AP4-256, Louisville, Kentucky 40225.

We hustle for your business. And it shows.

Hotpoint

A Quality Product of General Electric Company

SOUTHERN GO

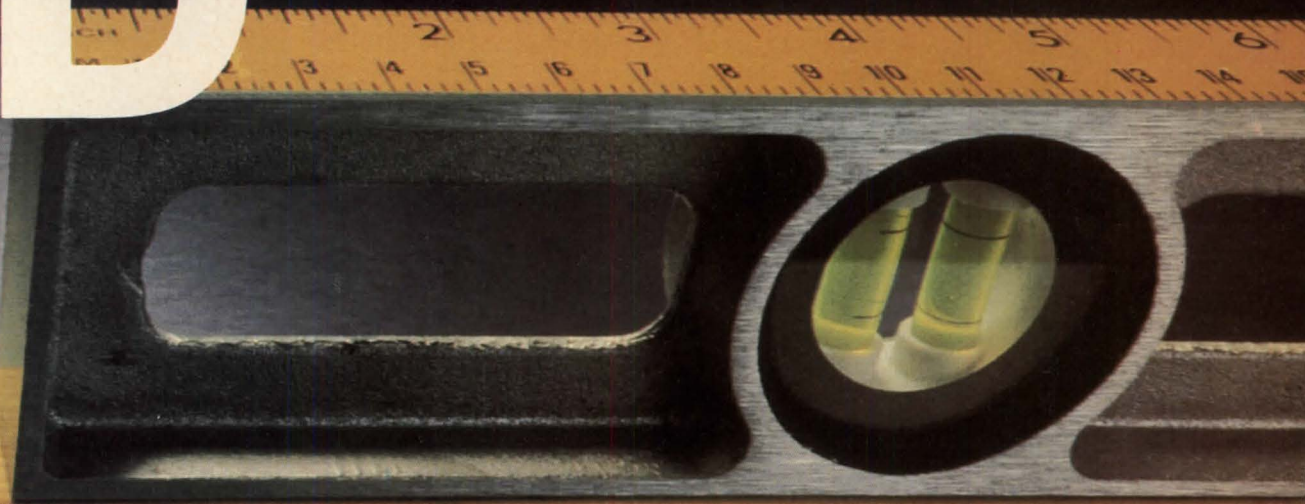
Georgia-Pacific Southern Pine lumber is kiln-dried to 15% or less. That's why it resists warping, resists crooking, resists twisting, and more.

Lumber and water don't mix. So, we cook the water out of our Southern Pine lumber. And before it leaves the mill, we inspect every foot to be sure it's dry. And straight. Only then do

we ship the lumber to our distribution centers. The water stays at the mill.

To make sure it stays straight, we spray our Southern Pine lumber with our exclusive chemical compound that makes it water resistant. So,

SOUTHERN GOLDTM




if you're looking for lumber that resists warping, twisting, and crooking, go straight to your Georgia-Pacific Registered Dealer. Ask for Southern Pine lumber. Our Southern Gold could change your mind about Southern Pine.

Georgia-Pacific

Portland, Oregon 97204





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

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

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

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

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

The house your customers will buy.

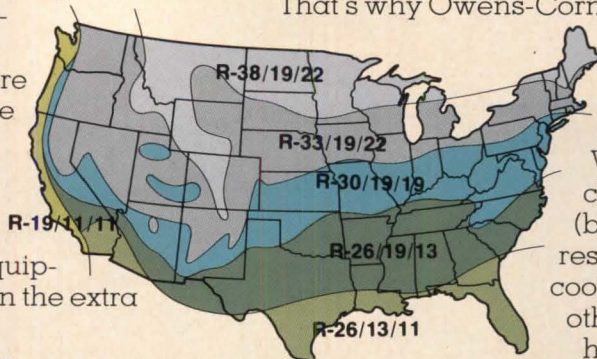
Buyers are out looking for homes with reduced fuel costs. A recent survey found 93 percent of new

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

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

That's why Owens-Corning has developed

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



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

We've developed new products—like



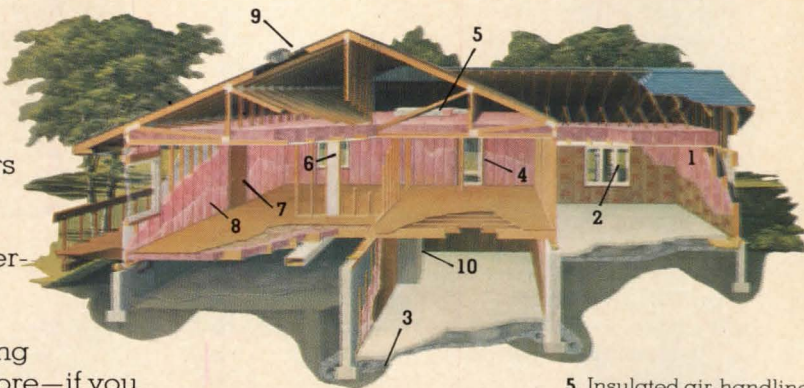
The houses may look alike, but the one on the right has more Owens-Corning Fiberglas insulation plus the features below.

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

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

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

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



The energy-efficient home:

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

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



Full-disclosure ad. The key to the sales effort was Preiss' advertising program. Teaser ads blanketed San Antonio prior to the opening. The big opening-day ad (right) published the sliding-discount schedule and predicted the expected sales pace. It also listed income requirements for the 95% mortgages that were available, and it broke down monthly payments into their various components (mortgage, taxes, maintenance, etc.).

"Our ad approach was straightforward and believable," explains Preiss. "And by disclosing so much financial information, we let readers see exactly what we were talking about."

Sales have been steady since the opening; 84 units were sold in the first month, and prices then stabilized at \$20,900 to \$34,900. Roughly a third of the 84 buyers had annual incomes under \$15,000.

"They had missed the for-sale market years ago or never thought they could own a home," says Preiss. "We've let them get into the housing game by giving them their first chip."

—J.G.C.

**The affordables are here!
The affordables are here!**



**Today, real estate history will be made
923 Vance Jackson Road (off I-10).**

Today, real estate history will be made at 923 Vance Jackson Road. Here at last, you can own your own condominium apartment at a net monthly cost that's actually less than rent. Here at last, you can stop wasting your monthly rent payments and instead build equity in ownership. Single homeowners, do better, and enjoy a healthy hedge against inflation. Here at last, you can pay the price of your dreams in a community that understands your lifestyle. With two pools, two barbecue areas, and heated-pool apartments and townhouses. However, they won't last long, just look the schedule of price increases that become effective with each 20 sales. But even at the highest scheduled price, they are still far below any other condominiums being offered in San Antonio today. So don't miss out on the investment of a lifetime. The qualification chart shows how little your monthly earnings can be to qualify for our 95% mortgage. And then take a look at what the total monthly costs are after tax deductions and compare it with what you are now paying for rent. Of course, monthly payments and mortgage qualifications can be further reduced with larger down payments! So rush on out to Villa del Sol. The affordable condominiums will be honored on a first come, first served basis, based on exact time of your sale.

Chart 2: Monthly ownership is less than rent.

Type	Sales Price**	5% Down	Est monthly mtg payment	Est monthly tax payment	Est monthly maintenance	Est monthly total cost*	Est portion tax deductible
Alameda 1-bedroom	\$17,900	\$895	\$151.31	\$16.11	\$42.00	\$209.42	\$146.71
Barcelona 1-bedroom	\$20,900	\$1,045	\$176.67	\$18.81	\$46.50	\$241.98	\$182.72
Coronado 2-bedroom	\$25,900	\$1,295	\$218.94	\$23.31	\$54.00	\$296.25	\$226.44
Dorado 2-bedroom townhouse	\$31,900	\$1,595	\$268.66	\$28.71	\$70.00	\$368.37	\$278.89

*Monthly payments can be reduced by larger down payments. **Based on price of first 20 units sold.

Chart 1: Schedule of price increases. First come, first served.

Type	Available	Approx Sq. Ft.	Price* (1st 20 Units)	Price* (2nd 20 Units)	Price* (3rd 20 Units)	Etc.
Alameda 1-bedroom	28	700	\$17,900	\$18,900	\$19,900	+ ?
Barcelona 1-bedroom	110	750	\$20,900	\$21,900	\$22,900	+ ?
Coronado 2-bedroom	16	900	\$25,900	\$26,900	\$27,900	+ ?
Dorado 2-bedroom townhouse	24	1170	\$31,900	\$32,900	\$33,900	+ ?



The affordables. From \$7,900.

Chart 3: It's so easy to qualify: here's how.

Type	Price	Minimum weekly combined income for 95% financing
Alameda	\$17,900	Only \$196.50
Barcelona	\$20,900	Only \$226.66
Coronado	\$25,900	Only \$277.15
Dorado	\$31,900	Only \$345.13

*Lower income can be approved with higher down payments. **Subject to credit check and other verifications.

How to sell builders as the good guys

"Most builders are good guys, but a few have some bad-guy characteristics."

So writes a public relations exec, Bob Clay, in his new booklet, *A Builder's Survival Course In Communications*. Clay is president of Clay Publicom of Irvine, and he lists several of California's most prominent builders as his PR firm's clients.

Builders, Clay sympathizes, have been portrayed "as heavy-handed bulldozer operators who want to knock down every tree in sight, as greedy opportunists who use every excuse to jack up home prices—out of the reach of the average family."

It's time, he declares, for the "guys in the black hats" to turn the tables and steal the good-guy mantle from the real culprits.

But then Clay warns: "One of the basic tenets of public relations is that—in order to appear to be a good guy—you actually have to be a good guy."

To be perceived as good guys, Clay says, builders have to sell themselves to "those people in the community who

will make the decisions."

Ways and means. Clay recommends several ways to reach such people, but he insists that one of the best approaches is through the tried-and-true corporate brochure. He explains:

"It helps give you credibility with landowners and developers when you're trying to acquire a building site; to acquaint planning department people, planning commissioners and city councilmen with your firm before you go through the approval process; to persuade lenders; to attract joint venture partners; and to acquaint the media with your firm."

Clay also advises builders to develop

their public speaking technique and to speak as often as possible.

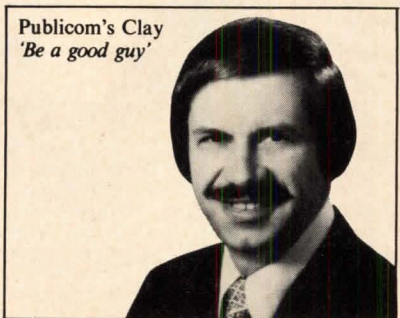
Good works. Builders, Clay says, should exploit every opportunity they can to "do good" and then take credit for it by telling about it. He advises the builder to be "a really good guy who makes highly visible contributions to the community via organizations, charities and youth groups."

Cost. Most builders need outside help to sell themselves, Clay contends.

Where to go? Not surprisingly, Clay recommends advertising and PR agencies.

To builders fretting over the cost, Clay declares soothingly: "If the agency has good talent—a rare commodity—expect to pay at least as much [on an hourly basis] as you'd pay your accounting firm but less than you'd pay your attorney."

How much? "If you can only spend \$200 a month on your communications program," the author advises, "plan to do it in-house. If your monthly budget is \$500, look for outside help. If it's \$1,000 or more, you can expect real results."



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... a versatile design goes well in a wide range of decorating schemes to add home salability ...

The selling idea: add home appeal by combining some of the many construction qualities with the beauty of Amerock "Charter Collection" hardware.

Result: a salable difference that home-shoppers can see and touch in every room. For many homes, this can mean faster, easier, more profitable selling — more profit overall on every home you build.

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“In some cases red cedar shakes and shingles can be the difference between sale and no-sale.”

**—R. W. Phillips, Vice President
Calprop Corporation**



Green Hills by Calprop Corp., Millbrae, California

“Our homeowner acceptance of red cedar shakes and shingles has been fantastic.

“In some cases, it’s the difference between sale and no-sale.

“And for a quality home, that’s an economical sales tool.

“In fact, we’re getting such a strong acceptance of shake roofs that we’re now using red cedar shingles as a siding material.”

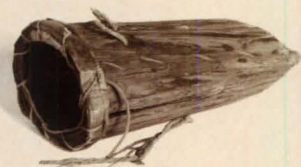
For information on “Product Choice & Application,” write us at Suite 275, 515-116th Avenue N.E., Bellevue, WA 98004. (In Canada: 1055 West Hastings Street, Vancouver, B.C. V6E 2H1.)

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

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



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



Cedar bark berry basket, used by Northwest coastal Indians. Cedar. To touch the earth.

a housing seminar

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

San Francisco, CA., June 14-15
Hilton Head Island, SC., July 26-27
Chicago, IL., August 16-17



a housing seminar

An intensive two-day course that will show you...

HOW TO SET UP AND RUN YOUR OWN REAL ESTATE OPERATION

**San Francisco, CA.
June 14-15
The Stanford Court Hotel**

**Hilton Head Island, SC.
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Sea Pines Plantation
- Hilton Head Inn**

**Chicago, IL.
August 16-17
Hyatt Regency Chicago**

In today's tightening housing market, more and more builders and developers are finding it desirable—and profitable—to expand into re-sale Real Estate.

You should be considering the same move. Here's why!

Your own Realty operation can...

- Increase your new-home market by broadening your base of qualified buyers.
- Help your new-home sales by giving you a more effective trade-in and contingency program.
- Create a talent pool from which you can draw top new-home salespeople.
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And you'll be able to tap a new source of income—the huge and growing re-sale market.

But opening and operating a realty company is a complex and risky business. This seminar will show you how to do it using the proven procedures that separate the successes from the failures.

Specifically, you'll learn about opening a new office

- How to pick the best location
- How large an office to aim for—and why
- What your start-up costs should be
- How to prepare a cash-flow forecast
- How to prepare an effective presentation to your banker for a start-up loan

You'll learn how to maintain and improve a going realty operation

- How to set up—and maintain—effective budget control
- How to select and compensate a manager
- How to interview prospective agents
- What to pay in commission splits and overrides
- How to coordinate new and used-home sales programs
- And, how to train your agents to find sellers and buyers in any housing market no matter what the economic climate

Also, this seminar will give you...

A comprehensive selection of sales ideas and daily operating forms that have been proven effective in the national marketplace

A personally developed management action plan

And a full set of audio cassettes



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

a housing seminar



HOW TO SET UP AND RUN YOUR OWN REAL ESTATE OPERATION

Seminar Registration

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

Seminar Fee

The registration fee includes the cost of all luncheons, workbooks, and a full set of audio cassettes. \$495.

Seminar Hours

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

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Housing Magazine does not make individual room reservations for seminar participants but we have arranged with the hotels to hold a limited block of rooms for our attendees.

With your confirmation of registration, you will receive a reservation card to be filled out and returned to the Stanford Court Hotel in San Francisco, the Hilton Head Inn at Sea Pines Plantation, or the Hyatt Regency in Chicago. To assure yourself a room please return these cards promptly.

Tax deduction of expenses

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

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Hit and Miss. Or Ssssteam.



Until now, dishwashers could be hit and miss. Hit the front of a dish, miss the back. Now there's the Steam Machine™ from Waste King.

Waste King introduces the first dishwasher ever with a steam cycle. Because steam goes places water can't. It moistens and loosens most dried-on food. And that makes our wash cycle work even better.

And our wash cycle has always been super. With a special wash arm for each basket.

And now we've got something even more special. Waste King introduces the Electronic Delay Start.™*

Now you can wash your dishes while you're asleep. Or at work.

*available on #SS-989



Or when electrical demands are low. You can pick the hour your dishwasher starts just by pushing a button.



Come see the Steam Machine with the Electronic Delay Start today.

It's quiet (Hush® Coat surrounds it). It's durable (stainless steel inside it). It's wonderful (the strongest warranty in the business covers it).

THE STEAM MACHINE™

The greatest invention since the dishwasher.

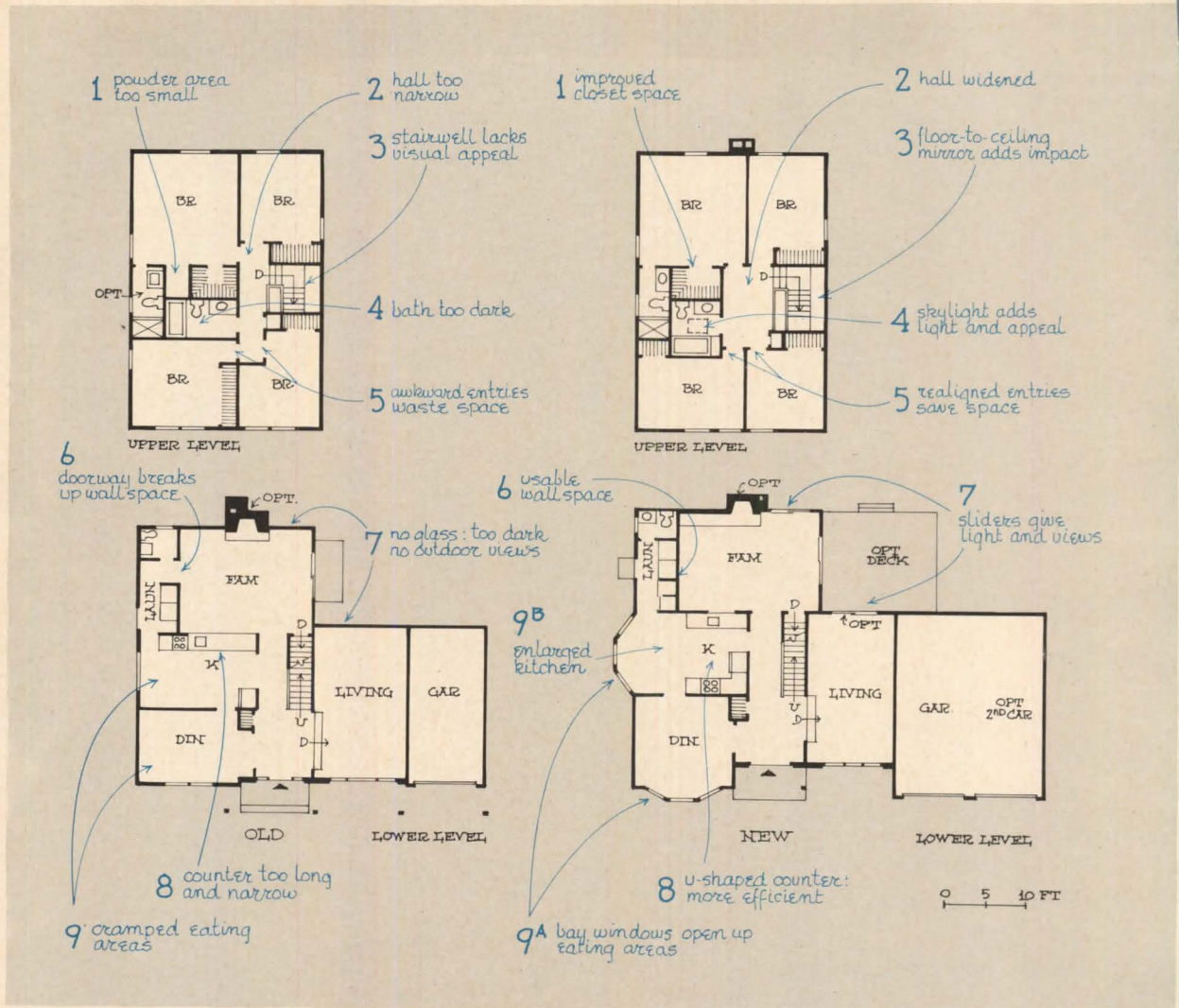
For information contact your distributor or write:

Thermador / Waste King

5119 District Boulevard, Los Angeles, CA 90040, Dept #S

Circle 53 on reader service card





Floor-plan doctoring revives old favorite

The two-story house had been a best-seller for Emmy Custom Building Co. of Ronkonkoma, N.Y. for a decade. Then sales tailed off.

"Buyers tired of the design," says Jack Campo, the Long Island builder's sales director. "Many of the features looked outdated."

So Emmy asked architect Jerold Axelrod of Melville, N.Y., to redesign the house. Result: It is again the builder's strongest seller—since reopening last August at \$46,990, it has accounted for half of Emmy's sales from ten different models.

Here's what the architect did:

Axelrod enlarged the home's living area from 1,967 to 2,072 sq. ft. by moving out the first-floor front wall and extending the family room's two walls.

"Since the redesign costs only

\$1,000 more to build than the original, that's a pretty good buy," states Campo.

More important, the architect also enlarged the home's cramped eating and cooking areas and simplified inte-

rior spaces for better furniture arrangement. And he brought in needed light and visual impact with bay windows, glass sliders, a skylight and a floor-to-ceiling mirror. (For details, see floor plans above.)

—J.G.C.

Santa Cruz spurns rent control again

For the second time in five months, rent control has been rejected by the voters in Santa Cruz, Calif., a coastal resort and university community south of San Francisco. The voters' latest rejection came after the city council turned down a rent-control ordinance.

Richard L. Fore, president of the National Rental Housing Council, said: "Proponents of control were encouraged when they lost by only six-tenths of 1% last November. More voters went to the polls this time and

control was defeated by 54% to 46%. Even in a town where renters are the majority, control was seen as detrimental to the community."

Control, an issue in California for several years, gained new impetus with passage of Proposition 13 last June. Tenant activists claim controls are necessary to get their share of the tax savings resulting from the passage of Proposition 13. Controls exist in Los Angeles, Beverly Hills, Cotati, Berkeley and Davis.

Extrudable LEXAN resin?

Yes, extrudable LEXAN resin. It may be new to you, but it's already shaping up quite successfully in construction, transportation, lighting, electrical, medical and appliance profiles.

You see, since extrudable LEXAN resin's engineering properties go beyond those of ordinary plastics, it replaces metal, wood and glass in a wide variety of applications.

Its impact resistance, for example, is four times greater than aluminum's. But it doesn't present weight, corrosion, insulation or finishing problems.

Also, it offers excellent dimensional stability, weatherability, heat resistance to 270°F, a UL continuous use rating of 115°C, UL 94 flammability ratings* of V-0 and V-2, and outstanding melt strength for intricate shapes.

What's more, LEXAN resin comes

sparkling clear and in translucent or opaque colors. And it's easily processed, easily decorated.

For information, case histories and total technical assistance, contact LEXAN Products Dept. 329, Plastics Division, General Electric Company, One Plastics Ave., Pittsfield, MA 01201.

Do it today, and you'll be in fine shape tomorrow.

MORE AND MORE IDEAS ARE TAKING SHAPE IN EXTRUDABLE LEXAN.^{RESIN}



*This rating is not intended to reflect hazards presented by this or any other material under actual fire conditions.

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When we say it'll be there, you can believe it!

We make over 95% of the delivery dates we promise you.

What's more, the dates we promise are now some of the earliest offered by any major lock company.

Try us.

All factory orders are confirmed within 24 hours with our promised shipping date.

And with a date you can count on. Schedule accordingly—and breathe a little

sigh of relief: Weslock is there when you need us.

Shorter lead times, on time delivery, and quality, too. Our locks are as good as our word.

That's a promise.

**Weslock.**
13344 South Main Street
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**"What insulating sheathing
will work for you?"**



Number one works for me."

"Where I build, winters go to thirty below and the wind howls down these hills like a wolf. I absolutely would not build without STYROFOAM* brand insulation."



Dana Patterson

President, Dana Patterson Builders,
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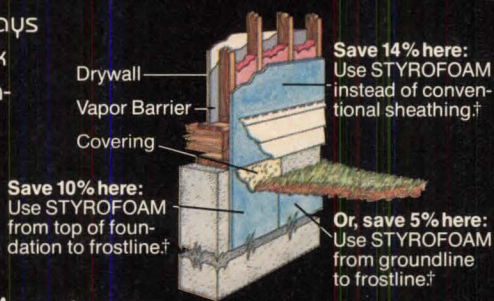
"I know it works. I've used it for over three years, on over one hundred houses. Now, it's not an option. It's on all my houses and commercial buildings. It's easy to install, it pays off for owners, and there's a buck for me. I wouldn't touch the imitations. I'm the guy who'd get the phone call from the man with a heating bill in his hand.

"STYROFOAM brand insulation from Dow delivers on its promise of big energy savings. My customers go for it. The bottom line, from me to you, is: In this climate, STYROFOAM proves it pays—fast! And it'll pay off for you, anywhere in the country."

Independent tests and thermal analysis demonstrate that STYROFOAM can save up to 24% on energy costs.† Independent surveys show that new home prospects rate energy efficiency as a top priority in decision-to-buy.

More and more builders everywhere are discovering that STYROFOAM is the leader for good reason. It works. For them. And for their new home buyers.

In walls, STYROFOAM insulating sheathing instead of conventional sheathing delivers up to 14% energy savings. It cuts conduction energy loss. It cuts air infiltration. It minimizes the potential for





convective looping that can bypass batts. It adds up to customer-pleasing savings on heating and cooling.

Around foundations, moisture-resistant STYROFOAM brand insulation saves up to 10%[†] more. It's so energy-efficient and durable outside the foundation that a product of its specifications is being written into energy codes, notably the entire state of Wisconsin. Use it once, and you'll see why.

Only STYROFOAM—the genuine article—offers the performance proof of over half a million home installations in the last five years. Plus Dow testing, research and innovation. And an unprecedented national advertising and public relations program tells your energy-aware customers about the special advantages of STYROFOAM brand insulation.

Get our free builder's brochure about how easy it is to put STYROFOAM brand insulation to work for you. It'll pay off for everybody. Just see your Dow Representative. Or write The Dow Chemical Company, STYROFOAM Brand Insulation, Dept. E38, Midland, MI 48640.

[†]See next page for savings documentation



• Trademark of The Dow Chemical Company

"It'll work for you. Get this."



For a complete look at how easy it is, ask your Dow Representative for your copy of: "STYROFOAM Brand Insulation—The Proven Answer." Or circle the reader service number.



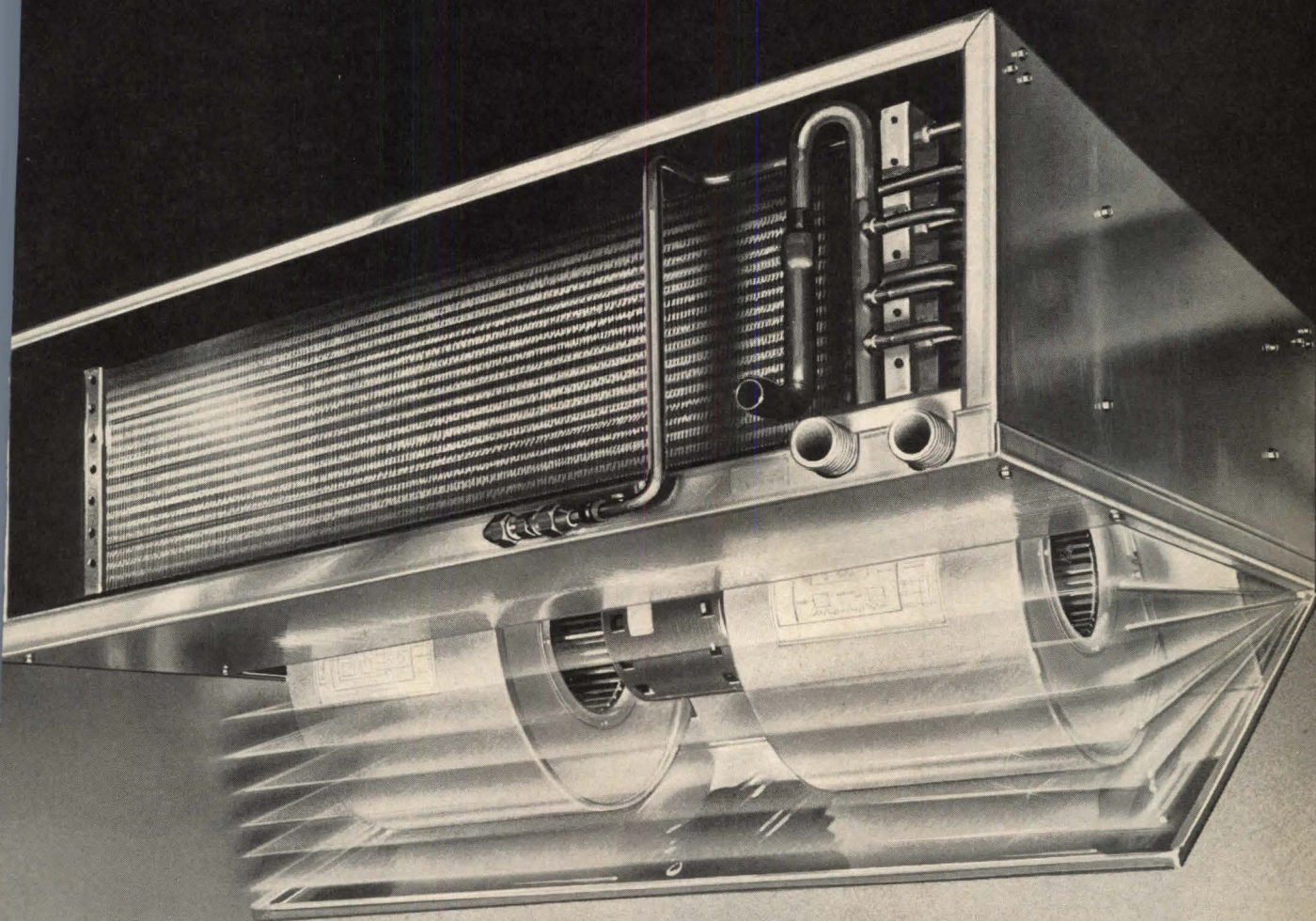
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†Based on 1" STYROFOAM insulation from roofline to frostline versus 1/2" wood fiberboard from roofline to floorline. 14% is the frame wall savings as determined in tests of actual full-size typically insulated, unoccupied homes. 10% is the basement wall savings (5% if STYROFOAM is used only from groundline to frostline) calculated according to the 1977 ASHRAE Handbook. Actual energy savings will vary and depend on such factors as climate, fuel type and heating system, workmanship, house design, and living habits of occupants.

WARNING: STYROFOAM brand insulation is combustible and should be properly installed. A gypsum board interior finish should be used in residential construction. For specific instructions see Dow literature from your supplier or from Dow.

Circle 60 on reader service card

OPEN AND SHUT CASE



The new Carrier Heat Pump Indoor Section—the easy-to-install, easy-to-service multi-family heat pump fan coil!

Installation is a snap! Only 10½ inches high, the 40DQ (in four models) installs quickly in furred-in space above closets, bathrooms or hallways. Four bolts and it's in, solid! A strong case for low labor costs!

And servicing is easy! A swing-down door gives quick access to the complete unit. A case for fast repair!

If you are considering cooling for your next multi-family project, the Carrier 40DQ could make a case for heat-pump savings.

This new 40DQ can cut heating costs over

ordinary electric heat—savings that you can pass on to tenants with individual metering if you wish. A case for economy!

Call your Carrier dealer today to find out just how strong the case is for the new 40DQ Fan Coil—engineered for a perfect match to a Carrier heat pump. It could be the most profitable case you've heard in a long, long time.

Carrier Air Conditioning, Carrier Parkway, Syracuse, NY 13221.



Number One
Air Conditioning
Maker



Division of Carrier Corporation

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Making a zoning change look easy

Here's one zoning change that went through without a hitch.

Developer Thurman Starnes of Charlotte, N.C. wanted to build attached housing where, for at least three miles in every direction, there were only single-family houses.

About the time the idea for his Carmel South project [HOUSING, April] was formed, a member of the Charlotte planning commission told Starnes, "Your project will never pass. The people out there will kill you when you apply to the county commission."

Eight months later, Starnes presented his plan before an open hearing chaired by the county commission. When he finished, H.T. Harris, then chairman of the commission, rose and said, "Is there anyone here who wishes to speak against the project?" There was silence. Not a single person stood.

Starnes recalls, "Harris was so surprised, he turned to my partner and, out loud, said, 'If I ever want a piece of real estate rezoned, I'm coming straight to you.'" The audience laughed and the issue was resolved.

Here's how Starnes managed his "easy" approval.

First, he went directly to the homes of owners living nearest the property line of the 51-acre parcel that would become Carmel South.

"I've lived in this area for 20 years," says Starnes. "Many of these people are my neighbors and friends. In a month, I visited 25 to 30 families and laid out my plans for the project."

By explaining every detail and answering questions candidly, Starnes flattered families into feeling they were a part of the design stage for the project. The approach worked. Starnes

says he didn't hear a single objection.

Second, he held a prehearing cocktail party for over 350 residents. Each was carefully selected and sent a formal invitation. It was staged on a Sunday afternoon at the Carmel Country Club (which borders his property).

During the party, Starnes and his architect, Charles McMurray, AIA, also of Charlotte, held a 20-minute show-and-tell session. McMurray had made some handsome sketches of the attached housing. With those, and a large blowup of the site plan, Starnes presented his program.

Amid a mood of relaxed conviviality, not one resident challenged him. According to Starnes, the guests left with the feeling that something good was going to happen to their neighborhood. Many of these same people later attended the hearing. —J.I.

A prim primer publicizes project

With a touch of the decorum of Victorian England, Rancho Bernardo's "The Clarion" (right) recreates the graphic design of the street journals of London.

And deliberately. This indirect sales aid publicizes the Heritage, a single-family project with Victorian styling in Avco Community Development's new town near San Diego. The newspaper was created by The Gail Stoorza Co., a public relations and marketing firm in San Diego, to mark the grand opening of the Heritage in Rancho Bernardo.

According to Jim Saivar, marketing director of ACD San Diego projects, "The Clarion" provides "reading material at home. It appeals to a sense of nostalgia prevalent today in the consumer."

"In fact, Heritage buyers visited the sales office and took more than one copy of 'The Clarion' and sent them to friends. It gave them a certain pride in ownership—and was a source of referrals for us." Some 2,000 copies were printed in the initial run, and placed in the sales office with other promotional material.

The paper features such items as

practical tips on old-fashioned decorating, Victorian recipes and landscaping.

Graphic designer Mona El Khadem of Mona and Ursula Studios in San Diego did some research on Victorian styles of journalism. Old catalog-style

ads were reproduced from originals and—believe or not—wallpaper.

To date, Avco has sold 59 homes at the Heritage. The project's four plans are sized from 1,649 to 2,335 sq. ft., and currently sell for \$101,000 to \$185,000. —MARY SARLO CRUZ



HERITAGE

RANCHO BERNARDO

Clarion

EDITION



No. 1, VOL. 1.

RANCHO BERNARDO 1978

PRICE THREEPENCE

CHARACTER, AMBIENCE
EMERGE IN UNIQUELY STYLED INTERIORS



Beverly Trupp

The Romantic Move-

SOME OLD FASHIONED IDEAS ARE WORTH REMEMBERING...
AT HERITAGE WE REMEMBER THE BEST

Heritage. It is a word that bespeaks of traditions; the proud legacies of the highest ideals, finest ideas and noblest achievements passed from generation to generation.

Heritage is the celebration of yesterday, today and tomorrow

that has been translated by Avco Community Developers, Inc. (ACD), into a proud new residential community in the much-honored Town of Rancho Bernardo.

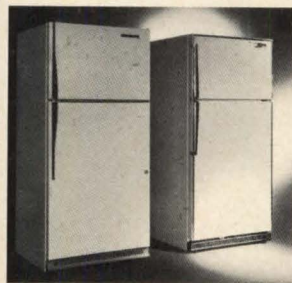
In The Astor, The Huntington, The Morgan and The Stanford, today's discriminating household will find an heir-

loom of a home it can be proud to call its own, a home that celebrates both the artistry of eras past and the unparalleled diversity of contemporary lifestyles.

"We are proud to introduce as singular an achievement as Heritage in the Westwood

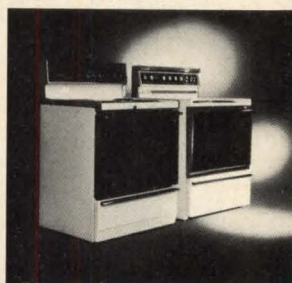
Continued on page 2





G.E. Refrigerator
(TBF21DW)

Gibson Refrigerator
(RT19F6)



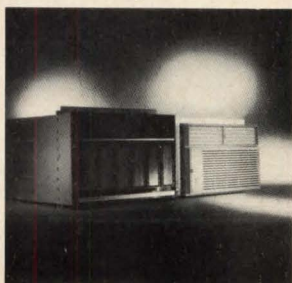
G.E. Range
(GEP7 Self-Cleaning)

Gibson Range
(CE30S6)



G.E. Dishwasher
(GSD700)

Gibson Dishwasher
(SU24S7)



G.E. Air Conditioner
(AGDE913AA)

Gibson Air Conditioner
(AK13C6)

Why would a smart, successful builder like you choose Gibson Appliances over G.E.?

... Or Whirlpool or Hotpoint?

Why choose Gibson instead?

Consider this. You've just finished the most beautiful homes or apartment buildings in America. Nice feeling. Then one irate phone call about a broken-down appliance makes you look bad.

That's why you should know about Gibson dependability. But don't take our word for it. Ask your wife. Or your mother. They'll tell you about Gibson's reputation for building beautiful appliances that last and last. That's the kind of word-of-mouth advertising—*plus* our national

advertising program—that assures your home buyers of appliances they can depend on.

Gibson styling? Judge for yourself. Take a good close look at the G.E. appliances in the picture shown above. Then at our Gibson models. Attractive, right?

Now compare features your prospects will find in Gibson appliances, like our complete line of built-in and free-standing ranges to fit any construction scheme . . . portable and built-in dishwashers with all porcelain interiors . . . our famous Silver Lining Insulation that makes

Gibson Refrigerators among the most energy-efficient around . . . our exclusive Air-Sweep® room air conditioner feature that distributes cool air evenly throughout the room.


Why would a smart, successful builder like you choose Gibson Appliances? To make you look good. To keep you looking smart and successful.

To find out how Gibson Quality Appliances can fit into your home or apartment building plans, contact your nearest Gibson distributor.

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**You build beautiful homes.
We build beautiful appliances.**

Quality Appliances Refrigerators, Food Freezers, Room Air Conditioners, Gas, Electric, and Microwave Ranges, Wall Ovens, Dishwashers, Washers, Dryers, Humidifiers, and Dehumidifiers.

Gibson Appliance Corporation, Greenville, Michigan.  One of the White Consolidated Industries.

Circle 63 on reader service card

housing 5/79 **63**



Colonial-type village replaces 16 acres of greenhouses, packing sheds and heating plants in a desirable location less than a mile from the center of historic Lexington, Mass. The site had been used for cultivating hothouse vegetables and later for growing roses commercially. Now it is Fiske Common, with 45 attached and detached one, two and three-bedroom homes clustered around a five-acre common green. For a closer look, turn the page.



CHARLES L. NORTON

Open your
eyes to...

sleeper sites

There are plenty of them all over the country—parcels nobody has built on because they were too expensive, too difficult or already used for something else.

But take another look. Land-acquisition or site-work costs that were prohibitive in the past may be feasible at today's housing prices—especially in established neighborhoods where home values have soared. A case in point: two bypassed knolls on the Irvine Ranch (*p. 70*).

And keep an eye on local businesses. They may have been in one spot for generations, but their needs can change. One of the largest rose-growers in the Northeast, for example, sold the land on which Fiske Common (*photo left*) was built.

Sometimes it takes some imagination to spot a sleeper site: A Florida developer found 15 buildable acres smack in the middle of a championship golf course (*p. 74*).

The next 12 pages show what four developers are doing with such sites. And not only are the sites interesting; the houses are too. Be sure to look at the floor plans.

—NATALIE GERARDI AND JUNE R. VOLLMAN

For the site of an obsolete nursery: 45

Developer Mark Moore didn't have to seek out this sleeper site: The owner—for whom he had built a custom home years before—offered it when his rose-growing business became unprofitable.

"He asked if I wanted to buy a bunch of greenhouses," Moore recalls, "and I asked, 'What for?'"

When he saw the land, Moore immediately knew what for. A fine residential neighborhood had grown up around the antiquated greenhouses, located less than a mile from the center of Lexington, Mass.

With less than a month to file a zoning change, Moore assembled his development team. "I thought this was the place for pure traditional architecture," he says, "so I retained Merton Stuart Barrows AIA of Boxford." Barrows was formerly president of Royal Barry Wills & Associates, a Boston firm known for its colonial designs.

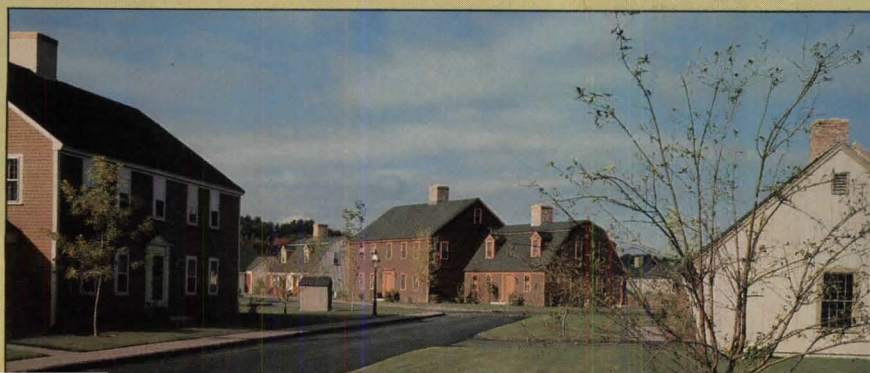
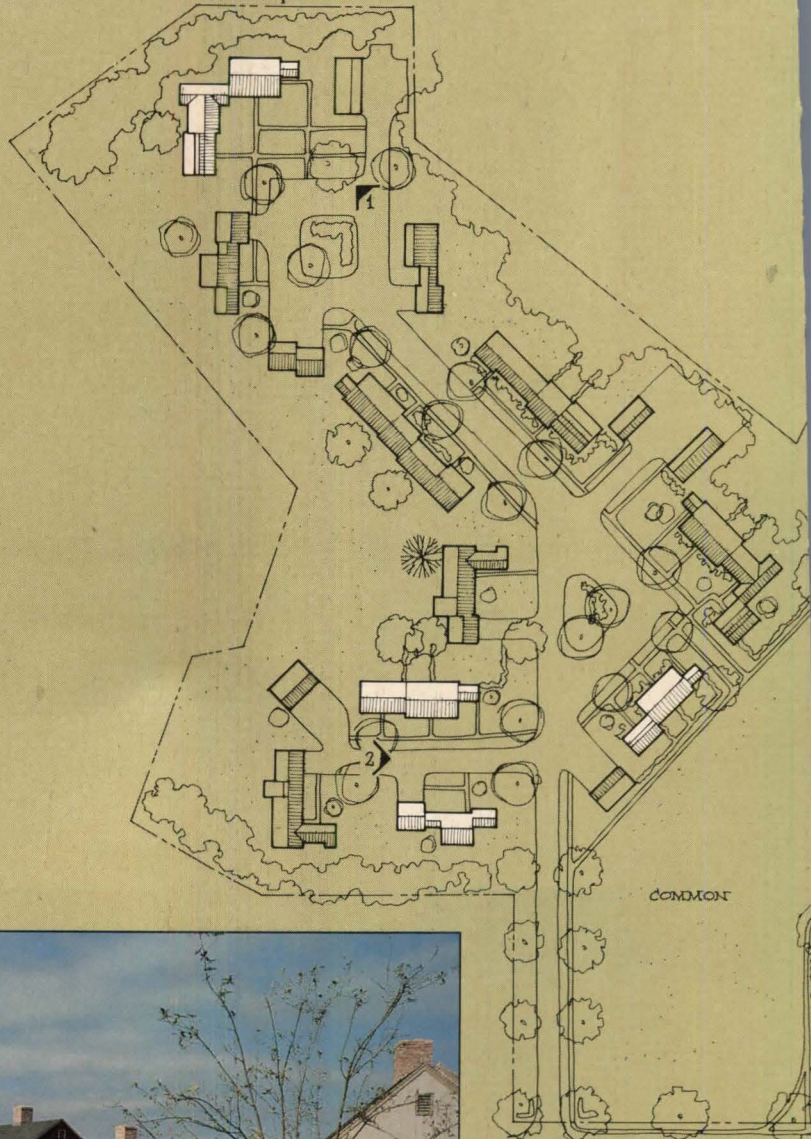
Rounding out the team: land planner V. Michael Weinmayr of Boston, landscape architect Frank W. Sellner of Wellesley, and Mrs. Moore, an interior designer.

Their plan, prepared almost overnight, can be seen at right. The project (called Fiske Common after an early settler) required a third less ground coverage than the nursery and would generate a healthy income to the town, unlike conventional single-family development. It would also be an asset, with extensive landscaping, brick walks, granite stoops and authentic colonial detailing.

The town meeting approved, and then two things happened: Moore got an offer to sell at a \$400,000 profit, and townspeople began beating a path to his door demanding to be put on a reservation list.



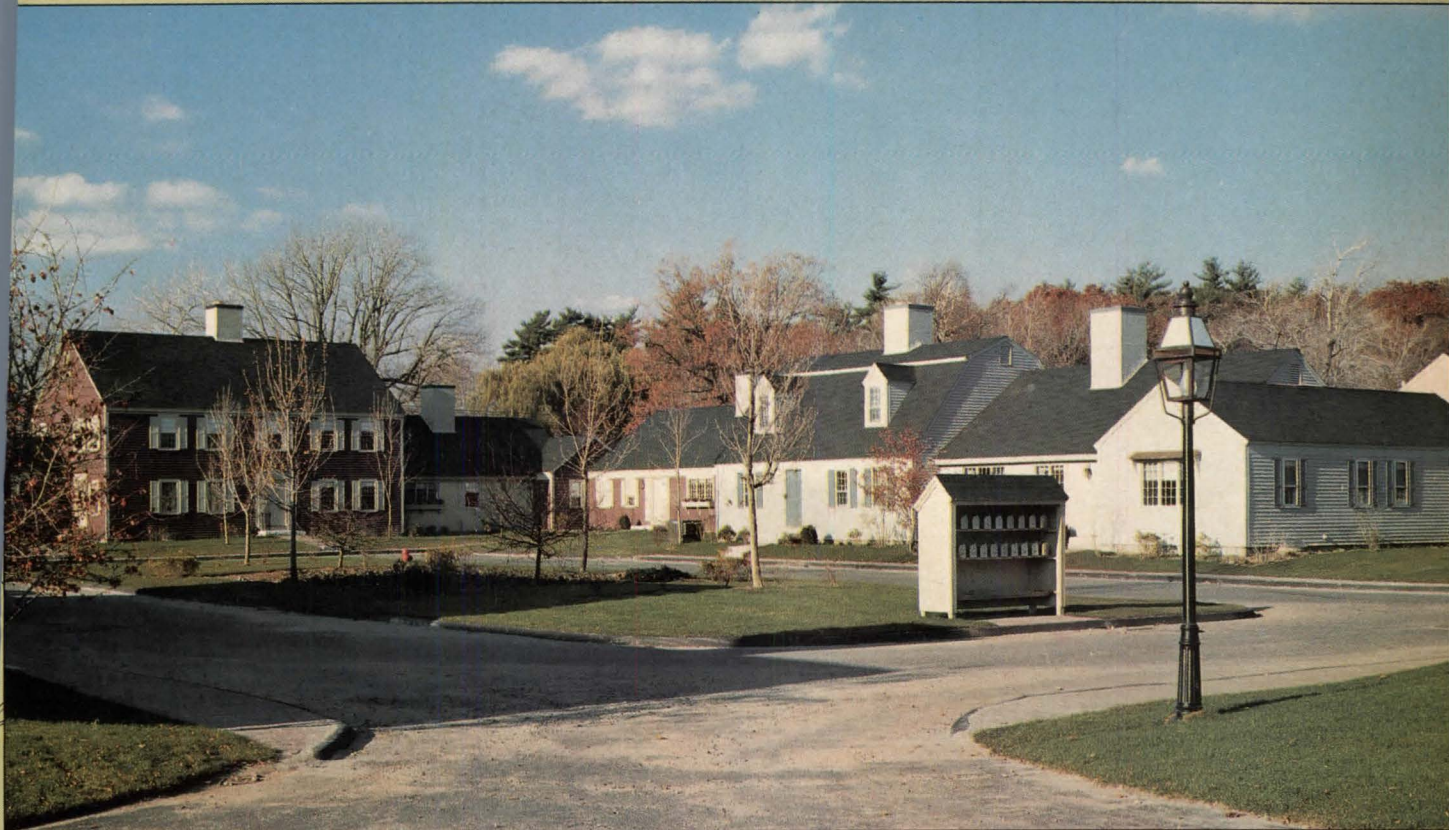
View 1 in plan



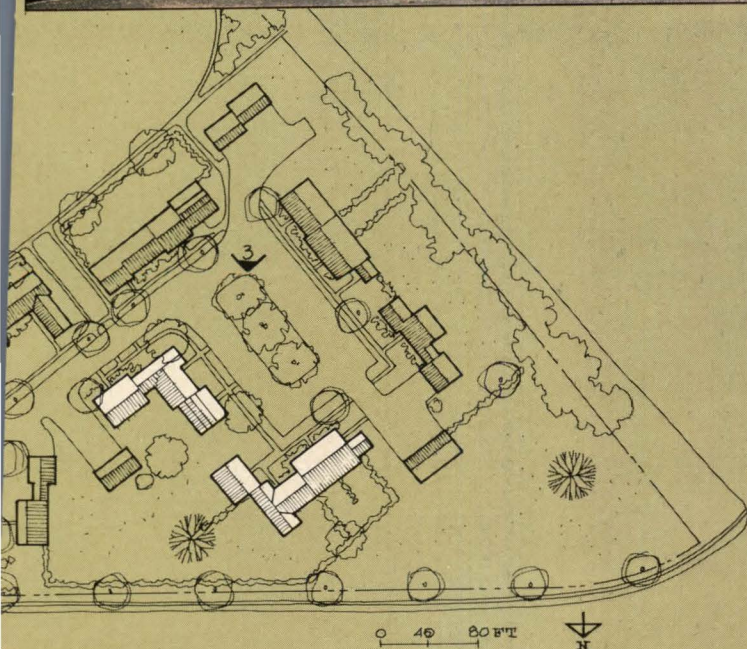
View 2 in plan

clustered colonials

PHOTOS: CHARLES L. NORTON



View 3 in plan. For floor plans of this area see next page.



Five-acre common dominates the 16-acre site and splits it into two parts, one with 26 units and the other with 19. The density is only 2.5 units to the acre, about the same as for the rest of the neighborhood.

The open land—which will be mowed for hay rather than maintained as a lawn—was concentrated in one place to avoid creating a series of private areas that could not be used by local residents. The developer also recorded a pedestrian easement to allow neighborhood people to cross the common on their way to nearby Fiske School.

In other ways he sought to separate the clustered project from the surrounding single-family neighborhood. The perimeter, for example, is buffered by heavy landscaping. There are no through streets, and all units face the interior roads. Since they are not on heavily traveled streets, they do not require much setback, reducing front-yard maintenance and providing larger rear yards.

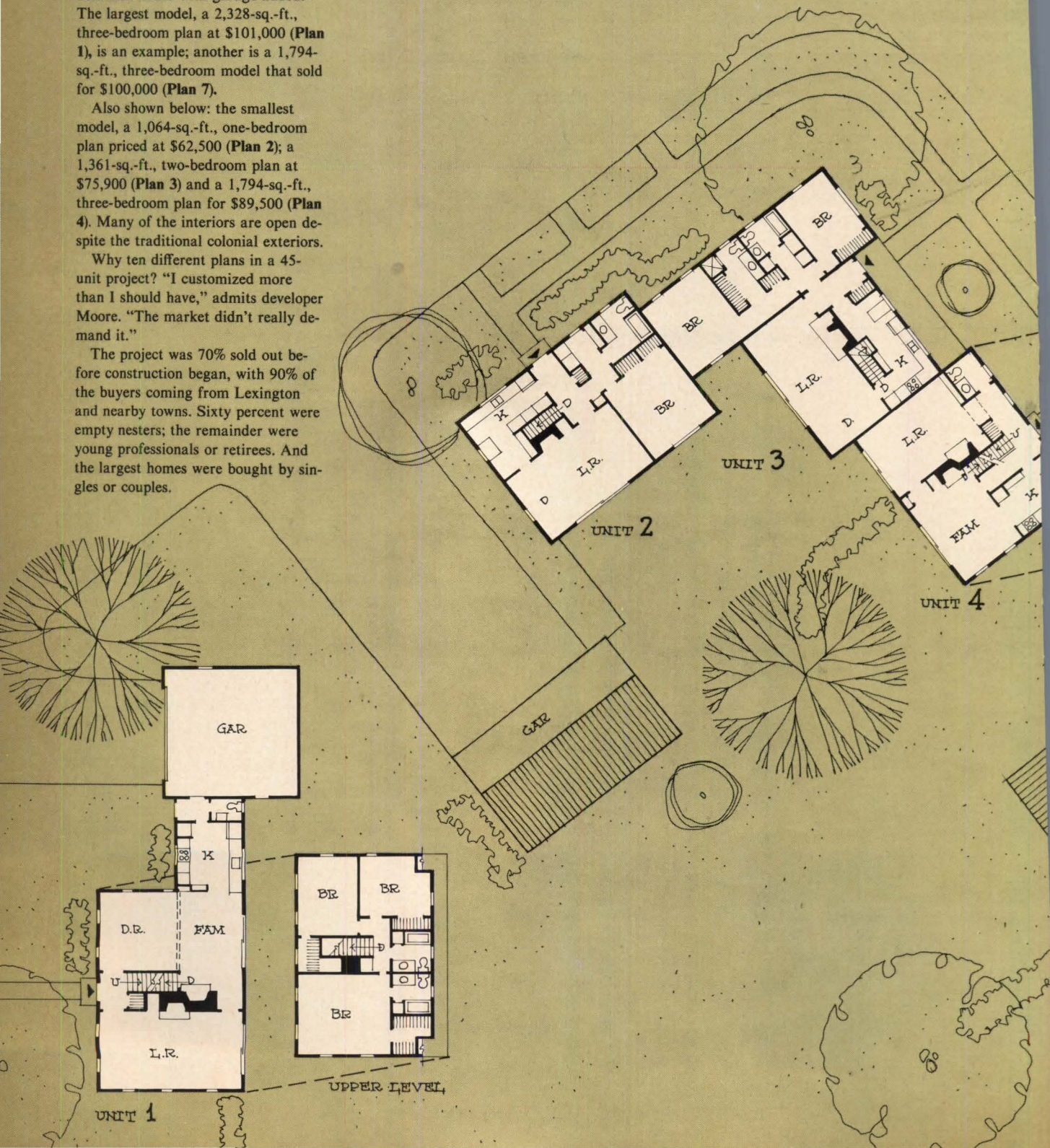
Clusters look like big houses with wings added

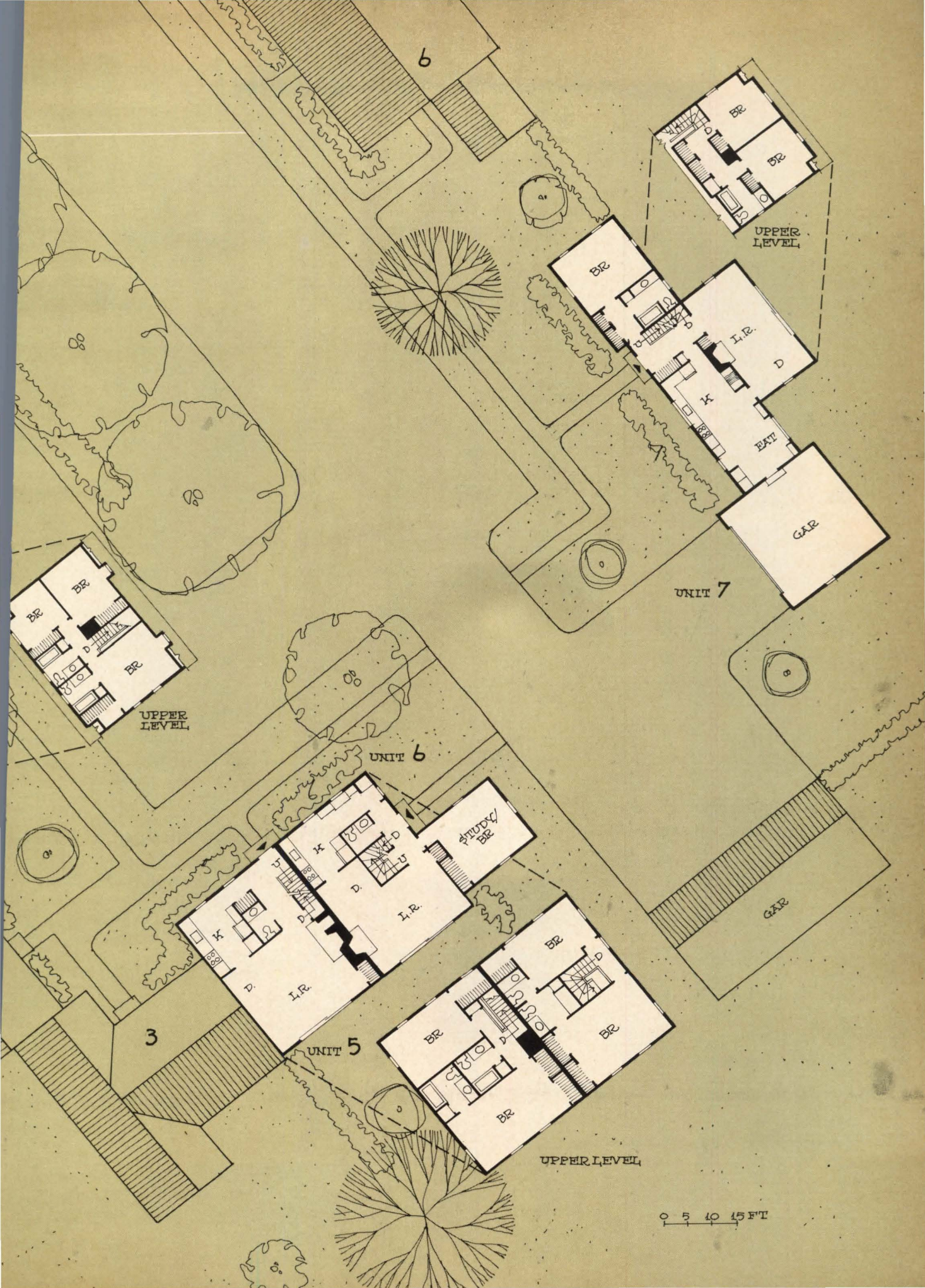
Often the "big house" consists of two townhouse units, a 1,536-sq.-ft., two-bedroom plan priced at \$75,000 in the last phase and a 1,582-sq.-ft., three-bedroom plan priced \$77,000 (Plans 5 and 6 below). Sometimes it is a large, detached house with garage added. The largest model, a 2,328-sq.-ft., three-bedroom plan at \$101,000 (Plan 1), is an example; another is a 1,794-sq.-ft., three-bedroom model that sold for \$100,000 (Plan 7).

Also shown below: the smallest model, a 1,064-sq.-ft., one-bedroom plan priced at \$62,500 (Plan 2); a 1,361-sq.-ft., two-bedroom plan at \$75,900 (Plan 3) and a 1,794-sq.-ft., three-bedroom plan for \$89,500 (Plan 4). Many of the interiors are open despite the traditional colonial exteriors.

Why ten different plans in a 45-unit project? "I customized more than I should have," admits developer Moore. "The market didn't really demand it."

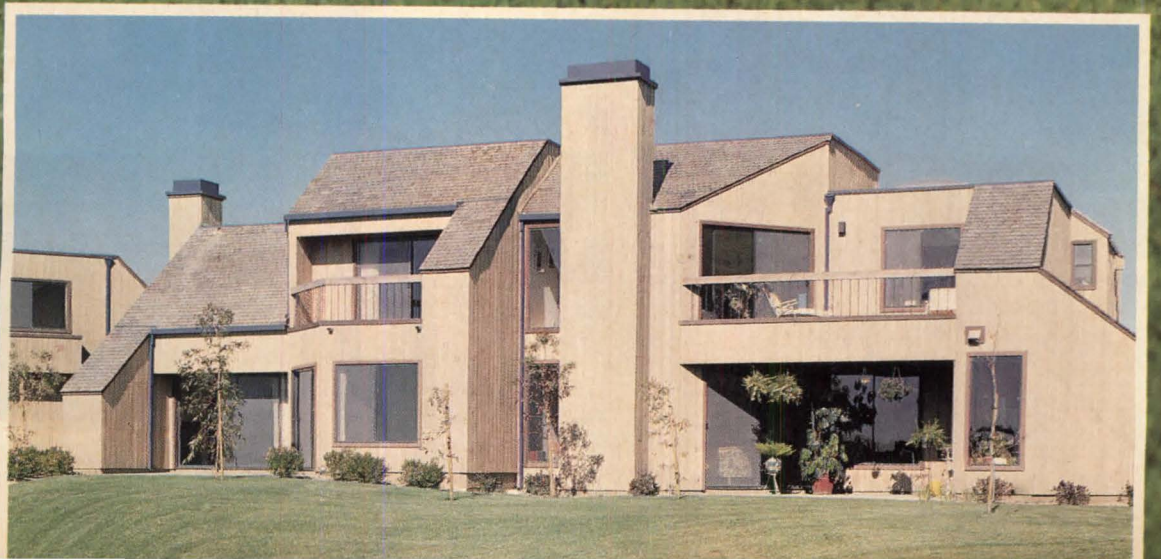
The project was 70% sold out before construction began, with 90% of the buyers coming from Lexington and nearby towns. Sixty percent were empty nesters; the remainder were young professionals or retirees. And the largest homes were bought by singles or couples.







For two by-passe



Knolls: 50 interlocking townhouses

"We couldn't work any of our existing products into the knolls. And grading them would have wasted two of the best viewing points in the community."

That, says project manager Jim Montgomery, is why the two hillocks were skipped over while Irvine Pacific Development Corp. built out the remainder of Turtle Rock Glen's hilly site.*

The configuration of the knolls, which made them such highly desirable sites, compounded the customary problems of fitting attached housing to hillsides.

"We knew the special housing required would cost a lot more to design and build than we typically spend," Montgomery says.

That extra cost—partly for the services of civil and acoustical engineers and an energy consultant—became feasible when new-home prices soared. The knolls were developed as Turtle Rock Glen

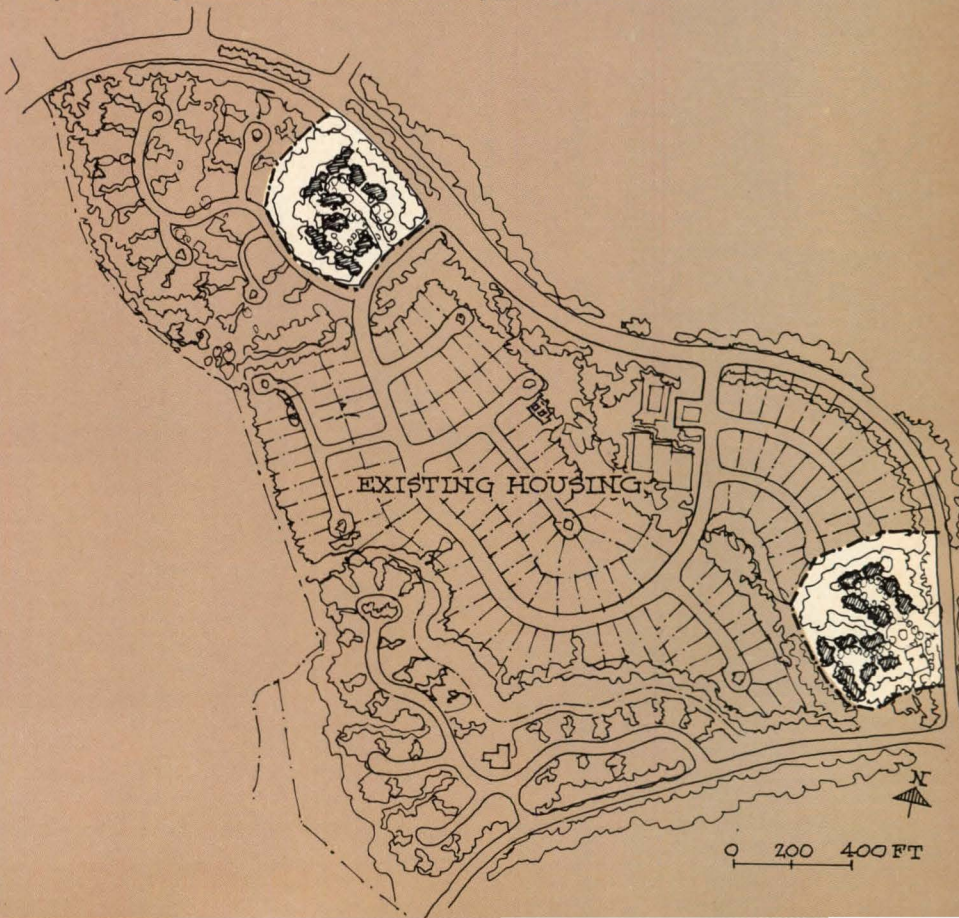
Townhomes, the project shown here.

Each of the knolls (*see site plan*) consists of clustered two and three-unit buildings, in which portions of the party walls are angled so that different plans can be interlocked to create compact buildings. Thus, Irvine fitted 22 units atop one of the 4.5-acre knolls and 28 atop the other, and met the density requirement.

Montgomery says the angled walls caused some difficulty during construction. "Contractors prefer working with everything squared off," he says. Another problem: sloped skylight in some units.

Top-of-knoll siting and lavish use of glass in the units (*floor plans, overleaf*) allowed the builder to merchandise views fully. And the units sold out immediately at \$100,000 to \$160,000, high prices for 1,400 to 1,750 sq. ft. of living space in 1977.

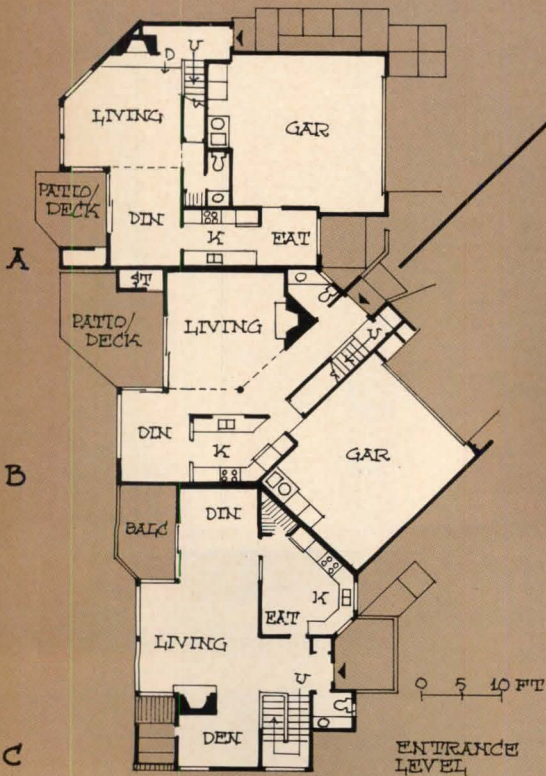
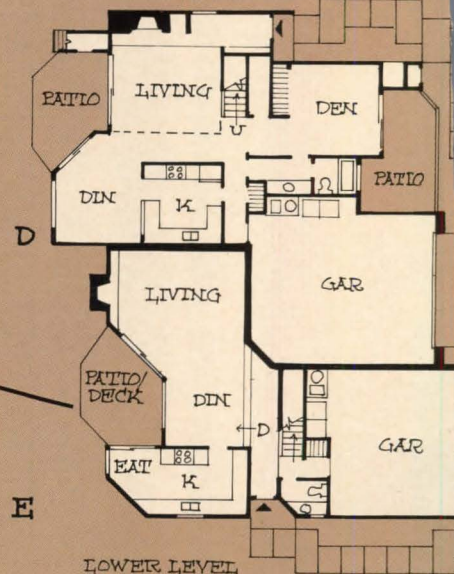
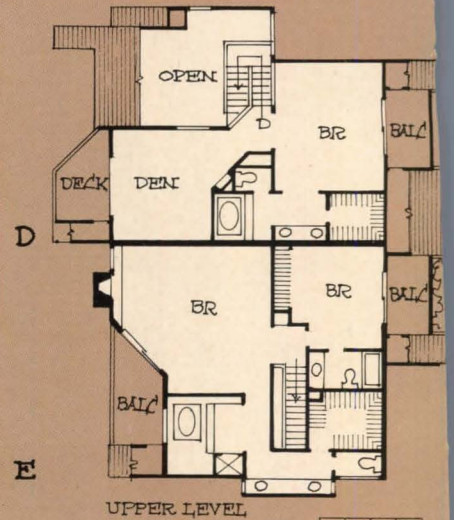
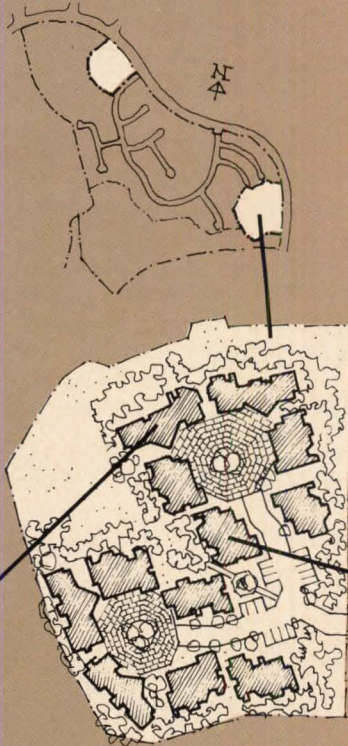
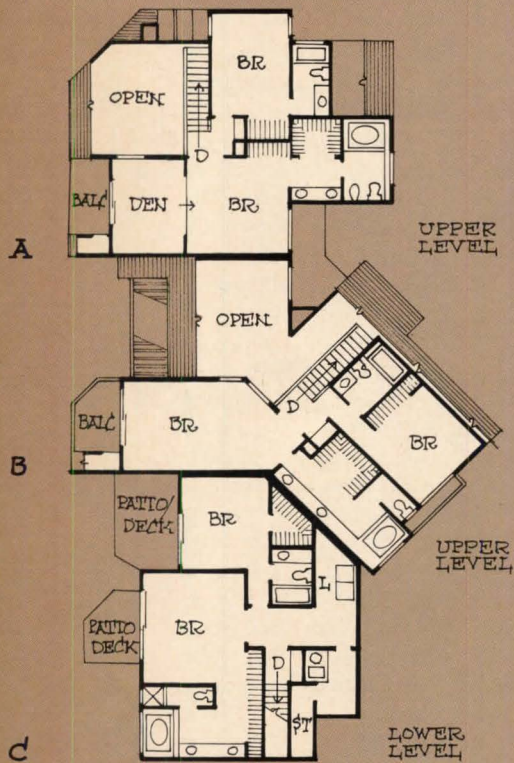
*Turtle Rock Glen is a community in Turtle Rock, a section of Irvine, Calif. The community's uphill/downhill garden homes were featured in the July 1977 issue of HOUSING.



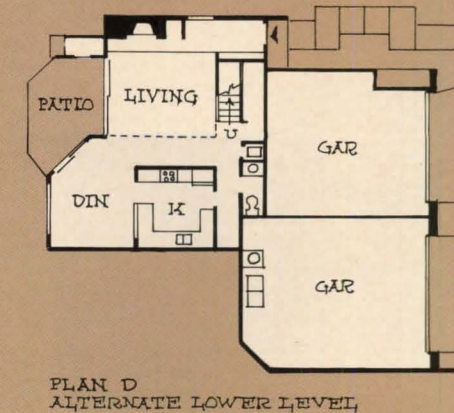
Knoll-top townhouses were designed by architect Fisher-Friedman Associates to avoid extensive grading. The closeup view of units (*left*) shows the expanses of glass that give owners sweeping views from both levels of the townhouses. Also evident: the privacy between outdoor living spaces in adjoining units, which was achieved by varying setbacks and angling some balconies. The site plan at right locates the knolls in relation to the rest of Turtle Rock Glen.

'These are atypical plans for a sophisticated market'

Clustered siting (below) groups interlocked units around driveways paved with exposed aggregate, which adds to the project's curb appeal. All units except Plan C have attached garages, so great an asset in California that the price of that unit was discounted. But the garages are so noticeable, as owners approach the units, that condo documents specify that garage doors must be kept closed.



Innovative design, notably the spate of angled rooms, was merchandised to sophisticated, affluent move-downs, empty nesters and professionals in such fields as architecture. "This is not a mass-market product," says project manager Montgomery. Among the highlights of the plans: extensive glass walls and volume space (photo, facing page), which make the units seem more spacious. An alternate plan, at bottom right, is used when two-unit buildings adjoin three-unit buildings that contain Plan C. The alternate then replaces the first-floor den and patio in the basic D plan with a garage, which serves Plan C.



Volume, like that shown in the living room of Plan D (right), is a feature of all plans. Designer: Wendy Morgan Interiors of Beverly Hills.



For an island ringed by golf course: 12

The story goes that developers Pierre Genest and John LaCerte were flying over the Boca del Mar (Florida) country club one day when they happened to spot an undeveloped piece of land. They soon traced its ownership to an Orlando farmer and bought the 15-acre parcel for \$1.2 million.

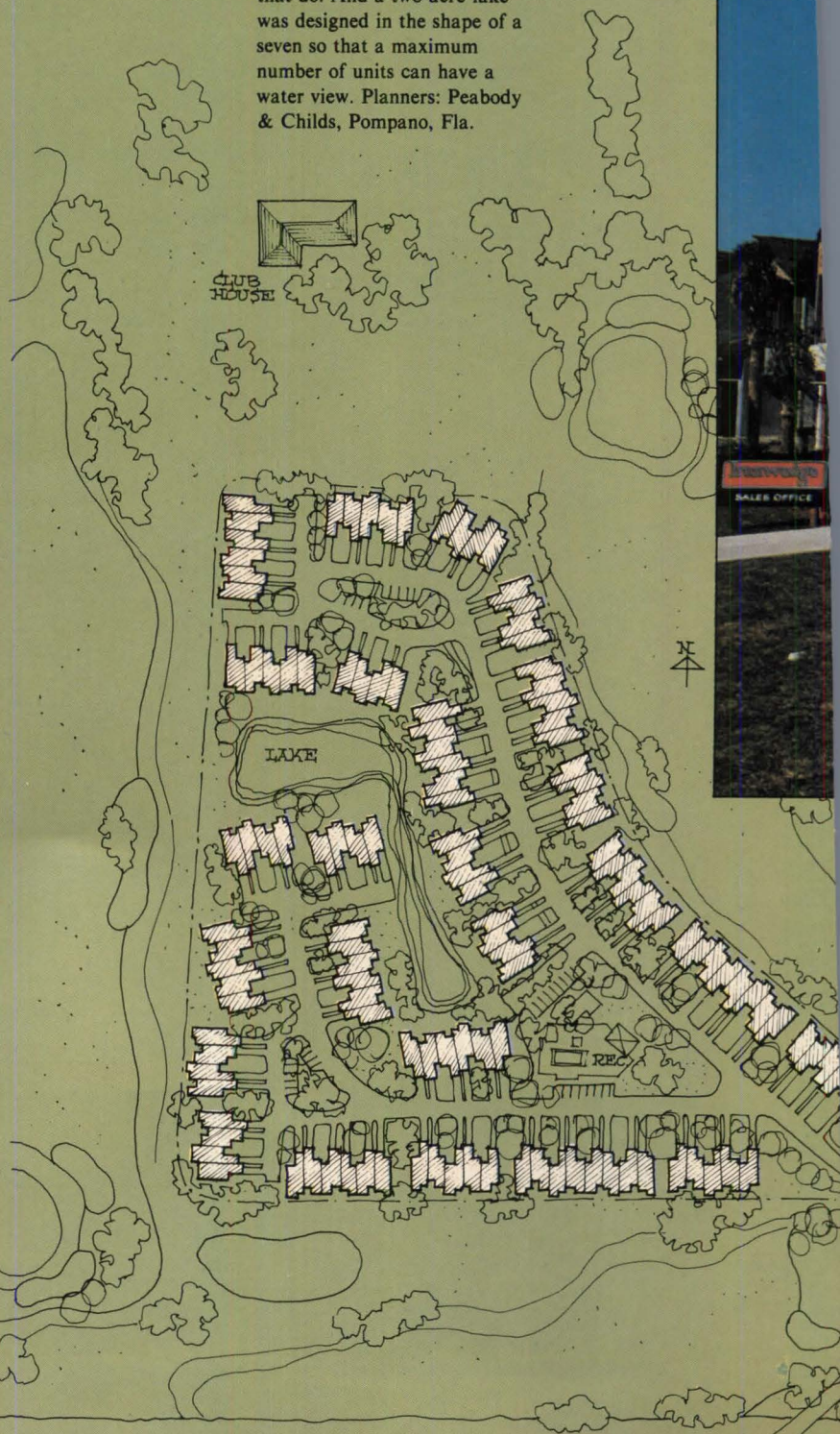
Genest and LaCerte are two principals of Alpha Construction Inc. of Pompano Beach, a branch of Quebec-based Hamil, Ruel & Associates. Their golf course project, known as Ironwedge after the wedge-shaped site, is the company's first venture in this country.

The unique location dictated a luxury product. So architects Peabody & Childs of Pompano designed large units—from 2,016 to 2,313 sq. ft.—crammed with such features as beamed cathedral ceilings, woodburning fireplaces, wet bars, ceramic tile foyer, kitchen and bathroom floors, central vacuum cleaners and intercoms. Current prices range from \$101,000 to \$106,000.

Buyers fall into two groups: northerners who want vacation and eventual retirement homes, and empty-nesters seeking to shed the bother of single-family homes or to escape crowded Broward County to the south of the project. In the first three months of sales they bought 45 units with a value of \$4.25 million.

Building on such a special site meant the developers had to balance their need to provide good views for demanding buyers with the community's concern that housing not spoil the look of the golf course. The approval process took over a year, during which the project size was cut from 144 to 127 units—for a density of 8.5—and a plan was drawn to screen the buildings with heavy landscaping and waterscaping.

Super site (below) will contain 127 large townhouses, all with a view of water or golf course or both. Units not bordering golf course are sited so that they look out between those that do. And a two-acre lake was designed in the shape of a seven so that a maximum number of units can have a water view. Planners: Peabody & Childs, Pompano, Fla.



luxury townhouses



Model complex is shown from the street (*above*) and from the golf course (*below*). The sales office (*above center*) is composed of two Plan 2 homes with their garages turned into the sales area. More typical of the production homes is plan 1 (*above right*). Here the entry is shielded by a privacy wall, which in this plan also hides a patio area off the kitchen (*floor plans on overleaf*). Homes shown above (*l. to r.*) are Plans 2, 3, 2, 2 and 1.

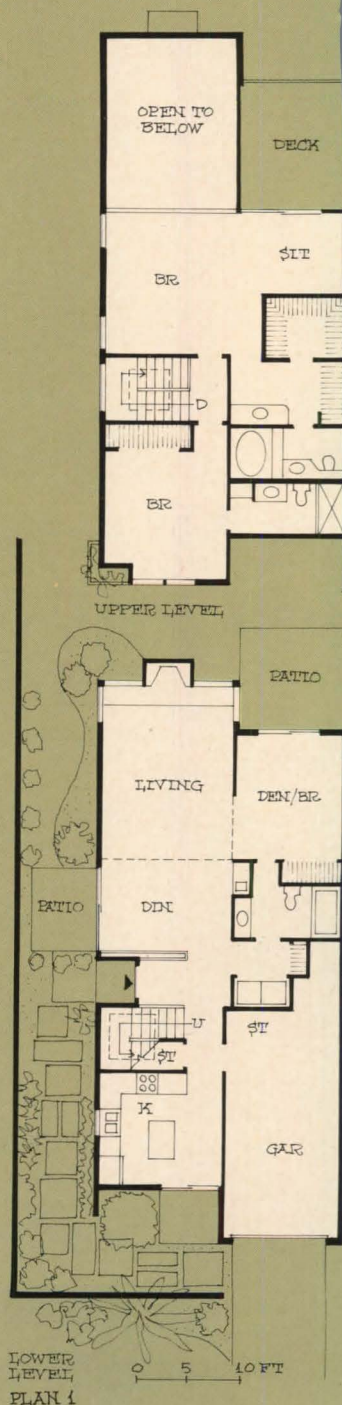
PHOTOS: ED SLATER



Three plans offer spacious living areas and huge



Sitting area off the master bedroom is optional in plan 2 (photo above) but standard in the other two plans, for the developer placed particular emphasis on large, luxurious master suites. To create the sitting room shown above plus a large walk-in closet, the small bedroom and balcony shown in plan 2 at right were sacrificed. Interiors: Pia Payeur of Peabody & Childs.



2,016-sq.-ft. plan is priced at \$102,000. Notice the secluded entry, the grand stairway with a skylight above, the two-story living room with a convertible den off it, the eat-in kitchen and the large master suite with its own deck.

ster suites



For surplus land on an old golf course: a 420-unit PUD



2,313-sq.-ft. plan is priced at \$103,000. This plan can have two to four bedrooms depending on choices made with den and sitting-room options (*photo facing page*).

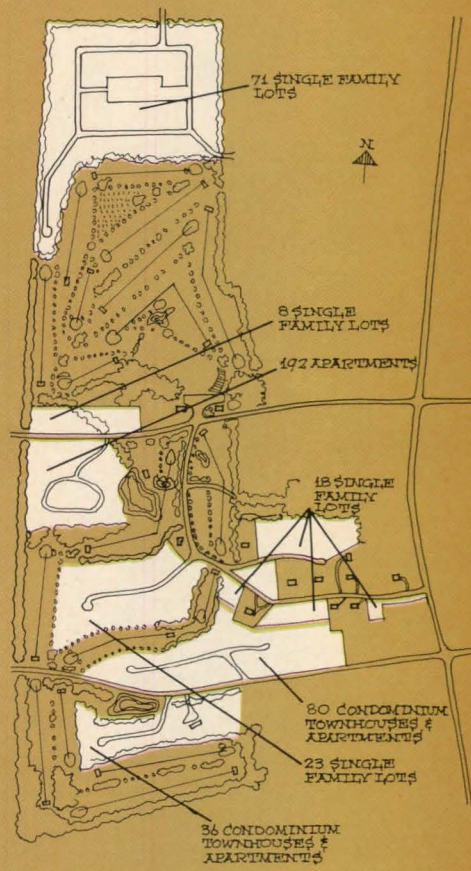
2,118-sq.-ft. plan is priced from \$101,000 to \$106,000, depending on location, and accounts for 75% of the sales so far. Notice the grand foyer and the open plan of the ground floor.

In the 1920s a businessman built a golf course in New Castle, Pa., but the housing that was to be scattered between fairways never got built.

The businessman's widow sold out a few years ago, and the new owner found there were about 110 surplus acres. So he went partners with a local developer, Stanley B. Kraus & Associates, (*see pp. 84-87 for Kraus' Georgetowne Village project*), to develop this land.

Kraus planned a 420-unit PUD with single-family home sites, condominium townhouses, and garden and rental apartments (*site plan at right*).

Some custom and spec homes have already been built, starting at \$100,000. One section of condominium townhouses and garden apartments is also under construction, using the same plans Kraus used for Georgetowne Village. Prices range from \$59,000 to \$85,000. Unlike Georgetowne Village, however, larger plans predominate and garages have been added, for the buyers are mostly prosperous retirees and widows.



NEW FOCUS ON ENERGY

Six-months ago the subject was starting to slide into the ho-hum doldrums.

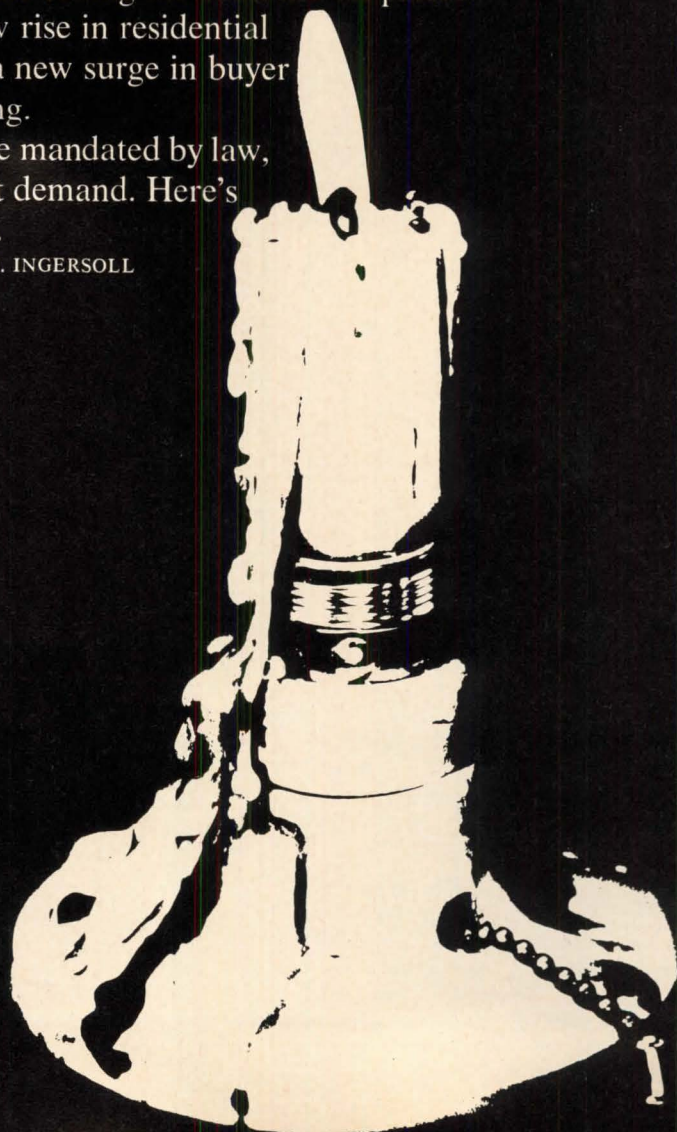
Americans were learning to live with higher fuel costs. They were skeptical about the Carter administration's stance on energy conservation. And some suspected the "energy crisis" was a hoax. Homebuyers were still concerned about fuel bills, but buyer desire for energy-efficient housing had slipped a bit.

Then, in short order, came change. Iran shut down its oil fields. OPEC countries, doing what came naturally, hiked oil prices. The Three Mile Island accident shook public confidence in nuclear energy. And President Carter moved to lift the ceiling on domestic oil prices.

The inevitable upshot: a new rise in residential heating and cooling costs and a new surge in buyer desire for energy-efficient housing.

Some of that efficiency will be mandated by law, and some will stem from market demand. Here's how the picture looks right now.

—JOHN H. INGERSOLL



Federal energy standards: Don't worry about their immediate impact

If you're worried about the new federal energy standards landing on you this year, forget it. With all the foot-dragging in the Department of Energy (DOE), it may not happen next year.

Even after the standards are in place, the feds will not be looking over your shoulder. The National Energy Plan (called the Building Energy Performance Standard, or BEPS) is being written by DOE, and will reach builders through state and local building departments.

BEPS is a guideline for state code bodies dealing with new construction. Builders in states with acceptable energy codes probably never will feel the effects of BEPS.

Says John H. Cable, chief of the architectural and engineering branch of the Office of Assistant Secretary for Conservation and Solar Applications at DOE and one of the authors of BEPS: "We may ask for minor adjustments in some of those state codes; nothing more."

States with codes less stringent than BEPS will (eventually) face tighter standards.

Since all states either have or are about to have energy codes, it's unlikely any states will be without regs when BEPS is finally published. If there are, they'll be pressured to adopt BEPS.

A BEPS draft was due for publication February 27. DOE postponed it until March 15. Now the official prediction is "sometime this summer, but not before June 15."

It's possible that the final code will be published in February 1980, as planned. If so, the feds then begin dealing with each state code body.

Congress did write in one loophole. From February 1980 until February 1981, the standards, while functioning as they were meant to, remain open for fine-tuning.

Why the holdup? Some reasons

The reasons for the delays:

1. DOE is breaking new ground—trying to establish performance ratings for the entire building envelope rather than for each component.

2. There is a struggle within DOE on how to measure state codes against

BEPS. If DOE can't find a yardstick, no one can say whether a state code comes up to snuff.

3. The standards are changing—"in a fluid state," one DOE staffer puts it.

Homebuilders had a hand in making this delay happen. To learn what the building industry's reaction was to its initial version of BEPS, DOE asked for comments, and it got them. Individual builders, NAHB, other trade groups and building material manufacturers were sharply critical.

Changes to help homebuilders

Out of that confrontation came two changes that, if they go through, will benefit residential and light commercial builders.

1. *A cookbook code.** DOE is preparing a "cookbook" on ways to achieve the BEPS performance numbers.

A cookbook code describes, for example, the ways to build and insulate an exterior wall in order to meet a building-envelope performance number.

Homebuilders, especially, had objected. Had the original wording stood, they would have had to spend from \$500 to \$2,500 a house for computer runs on specs and/or the services of an engineer to find the right combination of specs to meet the building-energy performance rating.

Production builders might have had to make computer runs on every house built from a single model in one subdivision. Why? Because such things as orientation, natural shading and wind direction are cranked into the performance assessment. These elements probably would differ from house to house.

This does not mean DOE would abandon its building-envelope performance criteria. It means only that BEPS authors are seriously considering making it easier for homebuilders to comply.

2. *Climate zone switch.* DOE may replace its seven-zone climate break-

*This is the same kind of prescriptive approach taken in ASHRAE 90-75, the energy conservation document written by the American Society of Heating, Refrigeration and Air Conditioning Engineers.

down of the U.S. with a version that at least comes closer to the 150 zip-code-based zones spelled out in NAHB's Thermal Performance Guidelines, published last year.

Says builder Ivan Wohlforth, former chairman of the NAHB's energy committee; "The weather where I build [Long Island] is nothing like that in Buffalo. Yet DOE had us both in the same zone. If I were to build to Buffalo standards, the results would be a long way from cost effective."

The NAHB's zones are small enough so any point is subject to virtually the same number of degree days a year.

U.S. code meeting wider resistance

One more reason you may not feel pressure from BEPS for some time rises from the state's attitude toward feds telling them what to do.

State officials know the feds can ask Congress for financial sanctions against states that do not cooperate in adopting provisions of BEPS that the federal government deems necessary. Warns Donald F. Pinkerton, executive director, National Conference of States on Building Codes and Standards (NCSBCS):

"If the feds ask for sanctions, there will be 50 governors of 50 states sitting on Congress desks in opposition."

At a recent meeting in Asheville, N.C., the NCSBCS delegates voted unanimously to reject the forced acceptance of BEPS.

A DOE official who wished to remain anonymous said, "It's most unlikely anyone will ask Congress for sanctions during the first five years of BEPS existence."

One advantage: Uniform standards

For any builder plugged into one of the HUD programs, FmHA housing, DOD military housing, etc., BEPS could be a blessing at least from the standpoint of uniformity.

Said Joe Sherman, HUD's director of buildings, standards and technology: "The intent of the law is one and only one federal energy standard for new construction. This will supersede HUD's minimum property standards. FmHA's

energy rules, and the rules of any other agency."

And what of retrofit? Some problems

The NAHB is keeping an anxious eye on DOE's program for raising the energy-conservation level of existing houses—Residential Conservation Service (RCS). BEPS deals only with new construction.

Although DOE insists the program is exclusively for existing housing, builders fear that, once in place, RCS could be applied to new building. Here's how:

RCS is supposed to be published in final form next January. DOE will then direct it to the states, and they will probably send it down to the state public utility commissions.

Utilities will have to offer free energy audits to customers who ask for them. This would be followed by

advice on beefing up conservation measures to meet RCS standards.

Says Don Carr, NAHB's technical service director: "Once utilities have standards in place for existing houses, they will see how easy it is to use the same standards for new construction

and that worries us."

Unless RCS and BEPS read the same way—and they don't—builders would then have to comply with a state code that differed from the utility's standards. (There is a problem in Wisconsin already: See story below.)

Count the federal agencies with a say on insulation

To save you the trouble, there are 12—and that leads to confusion.

Builders must wrestle with insulation specs that don't agree (i.e. from HUD and FmHA). Manufacturers must scramble to figure out differing production and labeling specs (i.e. CPSC and FTC).

Says Owens/Corning's Joe Dougherty: "We've estimated that complying with one proposal to include a fact sheet in every package of insulation sold will run us between \$4 and \$5 million a year."

Other makers cry the same havoc.

For the record, take a look at this jumbled alphabet:

DOE, specifying insulation for all buildings, etc., etc . . . HUD . . .
FmHA . . . FTC . . . CPSC . . . Dept. of Commerce . . . NBS . . . DCD . . .
GSA . . . VA . . . REA . . . SSA . . . HEW . . . FHA . . .

State energy codes: If they haven't touched you, they will

It's a good bet all 50 states will have building energy conservation codes by the end of 1979.

Builders in 40 states are already feeling the brunt of new energy rules. Carried down through local building departments, the codes have a bite: The builder who doesn't meet energy specs doesn't get a permit.

Not all code-state builders are under the same gun. They fall into three groups:

1. Builders who must meet new energy rules along with normal construction code requirements.

2. Builders who abide by the construction codes but have heard nothing yet about energy rules. Chances are they will be filling out energy-conservation forms by year's end.

3. Rural builders outside code jurisdictions. No one tells them what to do, and some may never get the word.

Not surprisingly, there are problems in implementing the state codes. Here are three, not necessarily in order of importance:

Problem No. 1: Disagreements about code interpretation

Builders read the rules one way, building inspectors another. Result: mutual frustration.

"A builder installs insulation one way, the inspector says it's all wrong," says Nick Demai Jr., executive vice president of the North Carolina Builders' Association. "Our state code is new [eight months], so there are honest differences of opinion."

North Carolina's code was written and adopted so fast, Demai explains, that "almost no one in the field learned what it was all about."

California makes it easier for builders

The California Energy Commission has been working on a building-envelope performance standard for residential construction since 1977.

Along with other states, California first developed a prescriptive code to cover light construction. But when that code was adopted, the legislators ordered the CEC to work up a performance code that wouldn't cost builders an arm and a leg to use.

Says the CEC's Watson: "It looks very much as though we'll have our standards this year."

A desk-top computer to handle the program costs from \$250 to \$400.

If California gets the program off the ground, expect the feds to follow.

Problem No. 2: Enforcement costs in small towns

Some small towns can't afford a building inspector to enforce the state code. So a number of states send in inspectors, then charge the towns.

This sparked fireworks in Wisconsin. Angry at being told to spend money they didn't budget, the towns, through the Wisconsin Towns Association, introduced a bill to repeal the entire building code.

There's little chance for passage, but compromise is likely. Whatever the upshot, more of the state's small-town builders will have inspectors looking over their shoulders.

In Wisconsin and elsewhere, total coverage of rural builders is virtually impossible. Some will never be touched by energy rules. Don Watson, an official of the California Energy Commission, admits that his state will never see 100% compliance.

Problem No. 3: State codes vs. utilities' requirements

Builders in Wisconsin are grappling with this problem, and it could spread to other states. Its gist: builders must insulate to state code levels, then beef up their insulation to meet the tougher demands of local utilities.

The Wisconsin Public Service Commission has threatened to have utilities deny all hookups for housing that doesn't comply.

"We threatened to take the PSC to court," says Tom Rippe, executive director of the Wisconsin Builders'

Association. "They backed down, but they then proposed to let utilities deny service case by case. A decision is pending in court."

Rippe said commissions in Iowa, Minnesota, and the Dakotas may follow Wisconsin's examples.

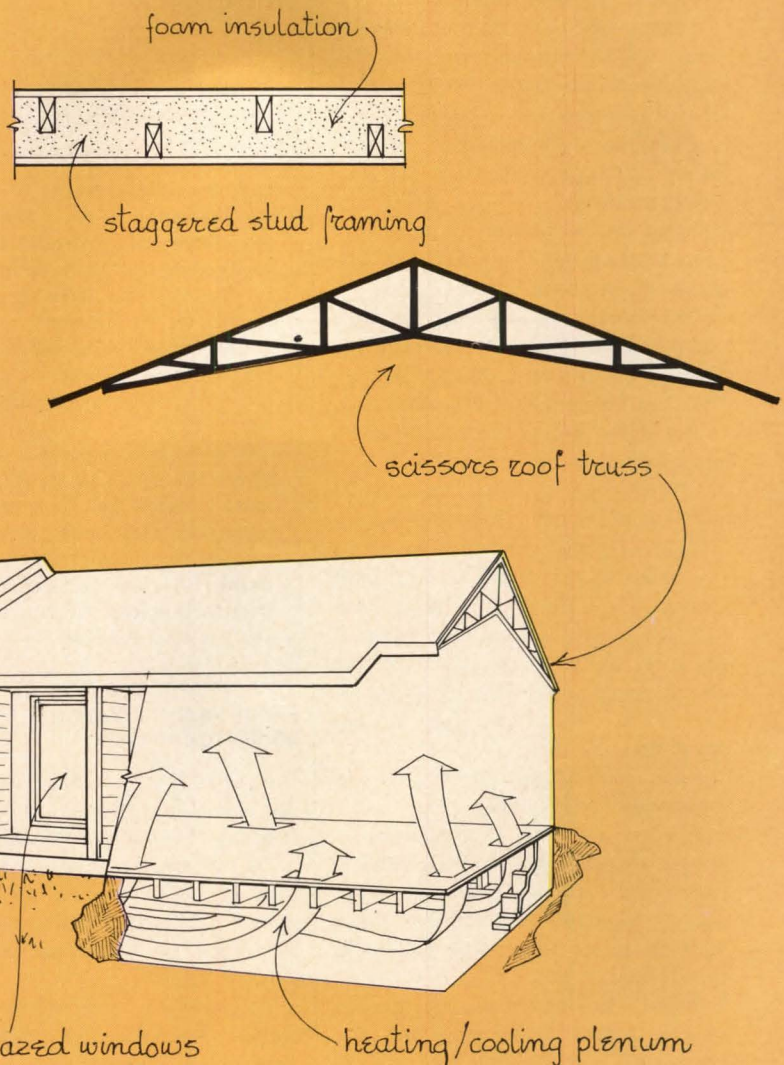
Elsewhere, utilities acting without PSC direction, encourage builders to upgrade insulation. Duke Power, for one, uses a carrot instead of a stick—offering a rate break to North and South Carolina builders who meet its energy standards.

TO NEXT PAGE

How to heat a midwest house for 19¢ a day

Just borrow the techniques used by Cincinnati builder Ray Baker for this 1,165-sq.-ft. model, which cost \$26 to heat for 140 winter days:

- Staggered 2×4 studs 24" o.c. on a 2×6 plate allow 5½" of foamed urea-formaldehyde wall insulation.
- Scissors trusses permit cathedral ceilings, thick roof insulation and 18" of clear space between insulation and roof sheathing for good ventilation.
- Wood foundation encloses a ductless Plen-Wood heating/cooling plenum beneath the floor.
- Insulated doors have magnetically sealed weatherstripping.
- Windows are double glazed.



Builder strategy: Show buyers the way to energy savings

Homebuyers will demand more energy conservation measures.

That's inevitable after the Iran oil cutoff, the OPEC's price increases, and President Carter's move to lift U.S. oil-price ceilings and the nuclear backlash.

Said builder O. O. Scroggin III at an energy seminar at the NAHB's Las Vegas convention:

"By 1980, fuel oil will cost more than \$1 a gallon. Everything builders do in the next three years will be energy-associated."

Until the recent news events, there were signs of waning buyer interest in energy conservation, and some builders have reacted accordingly.

Several cut back on energy-saving features. A notable example: San Antonio builder Buddy Burns, a fore-runner in energy conservation.

Burns has eliminated a "Power-Saver" package from his moderately priced housing.

"The market for my Power-Saver houses at \$60,000 to \$70,000 just wasn't there," said Burns.

"My energy package cost me \$4 a square foot. Pulling it out cut my prices from the high 60s to the high 50s, and I'm competitive again."

But Burns isn't all that happy about his decision.

"I swear it's a crime," he says. "I can take one of our 1,700-sq.-ft. houses with R-11 walls and four tons of air conditioning at \$550 a ton, and convert it to a Power-Saver model that will need only a 1½-ton heat pump at about \$1,300 a ton. The owner of the Power-Saver would save about \$480 a year. I offer this as an option, but not many take it."

Some builders are sounding off less on energy. For instance:

- Wood Bros. of Denver, once a strong energy merchandiser [HOUSING, April '76], still builds to high energy standards but stresses other features in its advertising and sales brochures.

- Of 17 builder ads in a recent issue of *San Antonio Living* magazine, not one made a major point of energy. Thirteen never mentioned the subject, and the others simply listed energy savings among other features.

But there are signs of renewed—or continued—buyer concern over energy. And some cropped up prior to recent national and international developments.

Early this year, for example, Rocky Mountain Research surveyed home-seekers in the Denver area and found high demand for energy savings. Items:

- 72% viewed the energy situation as "serious."

- 89% said they would pay an extra \$500 for additional insulation.

If your market's mood reflects deepening concern about energy costs, you may want to consider some of these approaches.

Dramatize housing's energy efficiency

Here are a couple of ways to do it:

- *Put your money where your mouth is.* Independent Homes of Denver is so confident about its energy-saving construction that its ads promise:

"We'll pay your natural gas heating bills for one full year."

Says President Ken Sherman: "This not only convinces buyers; it gives us fuel-cost data for future comparisons."

- *Capitalize on comparisons.* Builder Sonny Arnold of Lubbock, Tex., shows prospects fuel bills of his houses and other comparable homes, then lets them "draw their own conclusions." He gets letters of consent from homeowners, then goes to the utility to record the bills.

Focus your marketing on energy savings

Pete Jolly Realty and 19 builders do just that at Mainstreet, a 700-acre PUD in Stone Mountain near Atlanta.

All Mainstreet houses are loaded with energy-saving features (e. g., extra-thick insulation) that raise prices by \$3,500 to \$4,000 but halve fuel bills.

"It's working," says Marty White, a broker associated with Jolly Realty. "By talking up energy conservation, we sold 142 units last year for about \$8.8 million. This year, we expect to top \$10 million."

Mainstreet ties in with the George Power Company's "Good Cents Home" promotion, advertises regularly in Atlanta newspapers, reaches transferees with ads in *Accent on Living* magazine, and encourages other brokers to share commissions on sales. One strong persuader: a comparison of Mainstreet fuel bills with those of similar houses that lack energy packages.

Offer secondary heat sources

Heat-distributing fireplaces, wood-burning stoves and solar-heated water systems lure prospects to houses by Statesboro Homes in Zebulon, N.C.

Said President Avon Privett: "Two years ago, such things as increased insulation and double-glazed windows drew people. Now it takes more. Today wood stoves and solar systems are the big traffic-pullers."

O. O. Scroggin, who builds in the Florida panhandle, plans to draw buyers with a furnace fueled by wood and gas: when the wood burns down, it switches automatically to gas.

In Irvine, California, two-thirds of the buyers at Irvine Pacific's Woodbridge Gables choose a solar hot-water option. The Thomas Group, maker of the system, estimates this pay-off:

With state and federal tax credits, buyers save \$1,697 during the first year on a \$2,800 investment wrapped into the mortgage.

Build and promote a super energy-saver

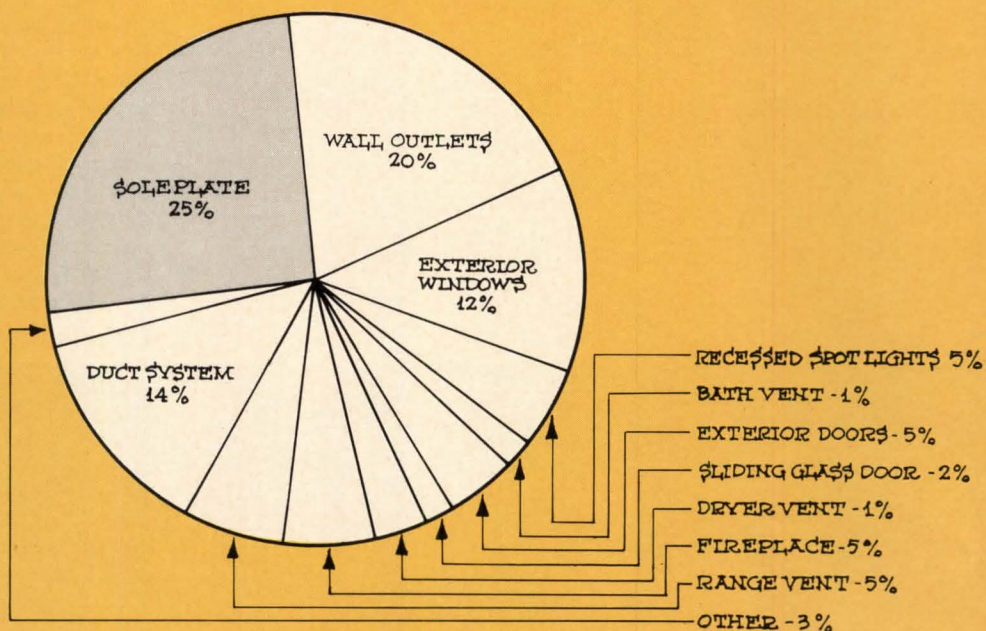
Using construction techniques available to any builder, Ray Baker of Cincinnati erected a house that is setting fuel-conservation records (*see previous page*).

"I hardly believe it myself," said Baker. "We haven't all the figures yet, but it appears the house went through 140 winter days on \$26 for space heating."

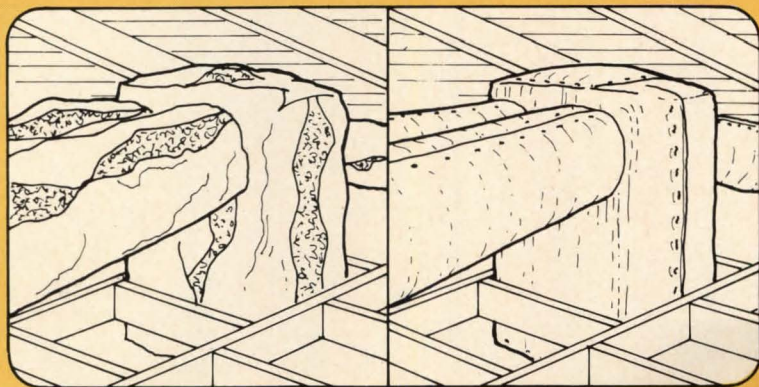
The 1,165-sq.-ft., two-bedroom house sold for \$53,000 before opening day, and Baker's company has orders for two more. He has gotten advertising and promotion help from the American Wood Council and Aerolite, a foam-insulation maker.

Infiltration—biggest energy robber

Holes in the building envelope account for over 30% of the heat loss from an average single-family house. That beats losses through windows, doors, walls or ceilings. Areas where leaks occur most often are shown in the pie chart (right), the results of infiltration tests by Texas Power & Light in the Dallas area. Builders were surprised to learn that 59% of the losses were through cracks beneath the sill plate, around the wall outlets and along the duct runs—locations often overlooked, according to the TP&L program director, Urban Gibson.

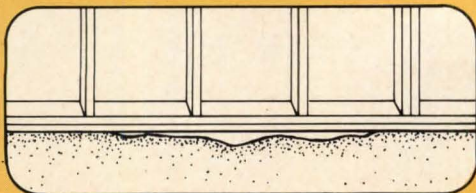


Six energy leaks you can plug quickly

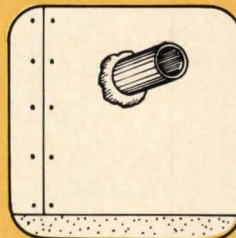
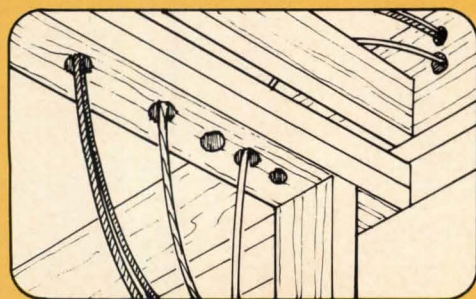


Insulation disaster around plenum and duct runoffs for heating/cooling system (above, left) wastes energy. Correct wrapping (above, right) should be firm but not tight around duct, and well sealed.

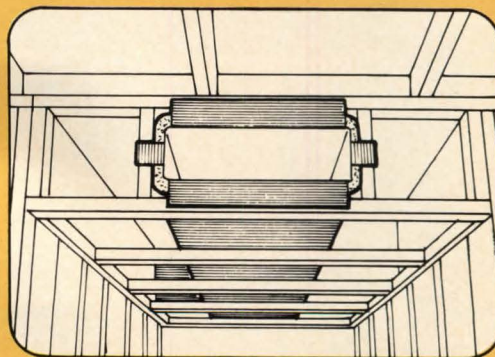
Greatest loss of heat consistently shows up between sill plate and slab (right). The cure: Install sill sealer of caulk, foam insulation or compressed mineral wool between the wood member and concrete.



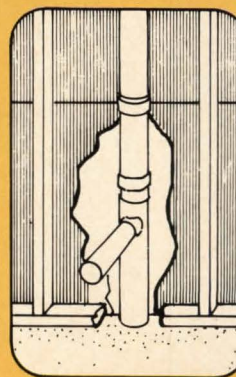
Sloppy holes rough-cut through top plate (right) of interior partition for wiring runs spill house heat to attic. Plug holes with caulk or a shot of foam insulation.



Big opening in sheathing for piping pass-through (left) must be closed with material that halts flow of air. A drywall patch takes too much time. Better: a squirt of foam insulation.



Duct losses add up, even when duct is insulated, if the run is located in unconditioned attic. Furred-down duct (above), well sealed from attic, can boost savings 10% to 15%.



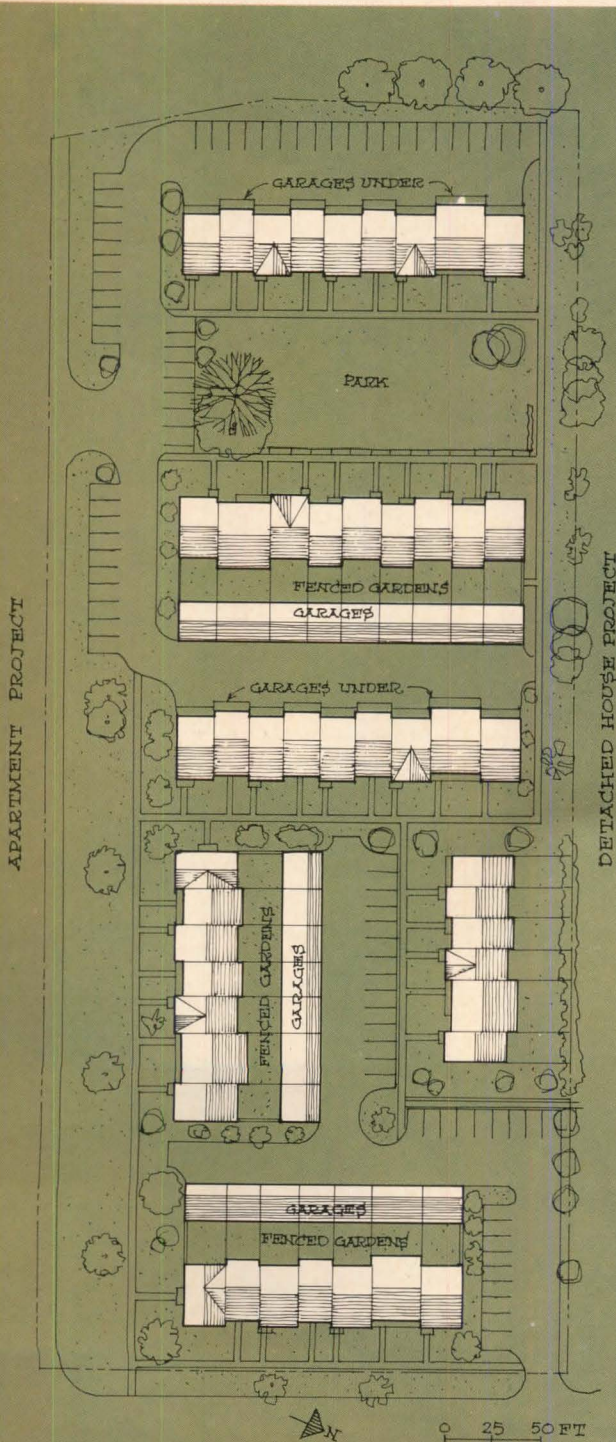
Missing chunk of sill plate (left) will leak volumes of conditioned air unless repaired with wood block snug around pipe, plus foam.

How to sell townhouses to

"Offer plenty of floor plans and exterior styles," says Joseph C. Grasso. "You can't afford to go for just one slice of this market you've got to get it all."

Grasso should know. He is the designer and builder of a townhouse community in Indiana Pa., a town of 15,000 about 50 miles northeast of Pittsburgh. And he has quite successfully tailored the project, Georgetowne Village, to the small-town market. To cite the specifics:

- There are only 47 units on the five-acre tract (*site plan, below left*).



Buffer site of Georgetowne Village townhouses (*left*) is located between rental apartments and detached houses. Thus, 47-unit project is ideally situated to draw buyers from both types of housing. (Sales are currently split almost evenly between move-downs and move-ups.)

Townhouses are linked by pedestrian walks. Open parking and garages, attached and detached, are in rear. Fee-simple ownership package includes average 500-sq.-ft. front and rear yards. (End units have side yards.) Maintenance is performed by a homeowners association.

Design variety is gained with wide range of exterior styles and materials (*right*), preselected by builder. Object is to avoid row-house look of coal-company housing, prevalent in area. Recesses, projections, offsets, front porches, bay windows and dormers reinforce unit identity. Masonry wall with arched gate in center of photo shields private garden area.



mall-town markets

●But there are seven floor plans (1,205 to 2,280 sq. ft.)—each with a different exterior design (*photos and plans on these and on the following two pages*).

The project has sold well for an area beyond even the fringes of a metropolitan market. Seven units went in three weeks for \$46,900 to \$72,900. And there have been enough additional sales to indicate that a sellout can be expected by midsummer.

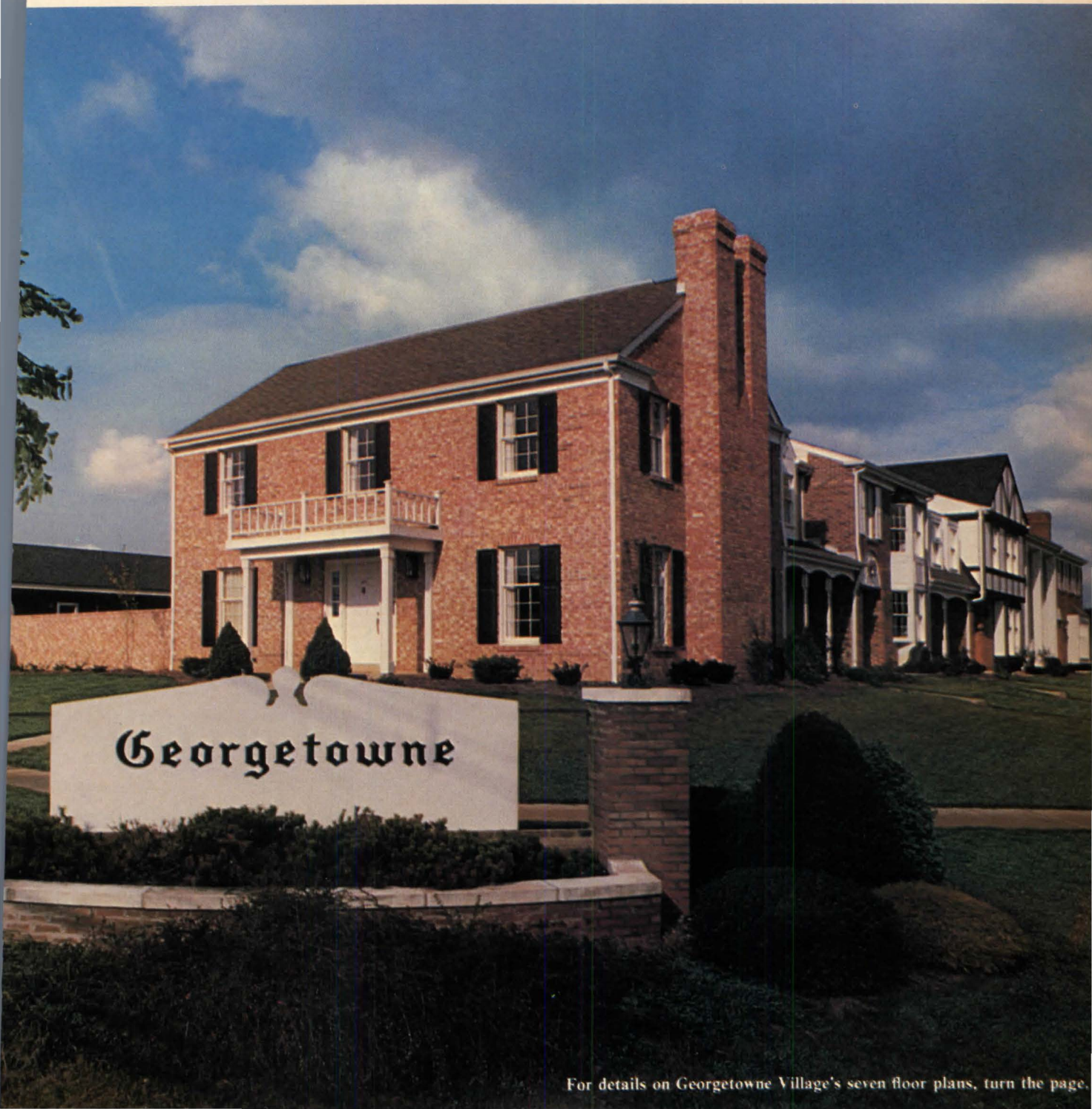
Buyers have been typical townhouse seekers—young singles and couples moving up

from rentals, and once-marrieds and empty nesters moving down from single-family detached homes.

“But they’re more provincial and conservative than their big-city counterparts,” says Stanley B. Kraus, the project’s developer and one of the area’s biggest builders. “So we’ve gone to fee-simple rather than condo ownership. And we’ve offered front and rear yards, garages and basements to make the project somewhat less of a radical departure from tradition.”

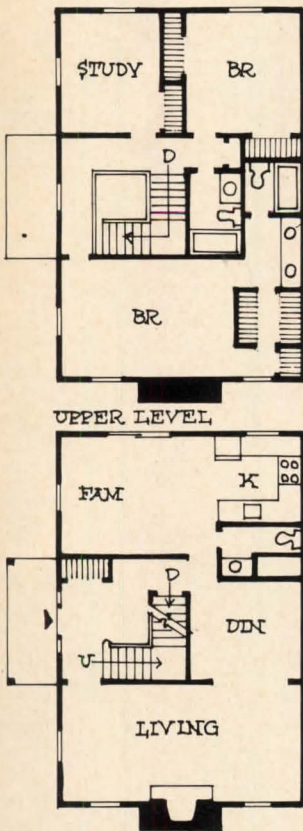
—JOEL G. CAHN

MAIZE PHOTOGRAPHY



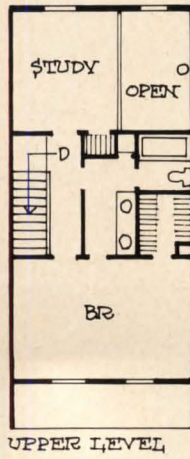
For details on Georgetowne Village's seven floor plans, turn the page.

Seven townhouses for seven buyer tastes

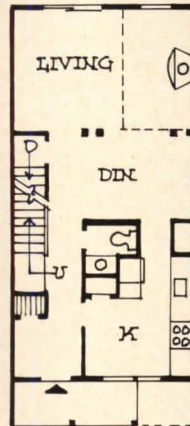


LOWER LEVEL

Center-hall formality attracts tradition-minded move-downs to this 1,750-sq.-ft. end unit. Buyers like private entry that faces away from other units. They also like dramatic two-story foyer and a walled garden (not shown) off the country kitchen. Brick-sided house has "mansion-style" front entry (photo on previous page) and double chimneys. House opened for \$62,900.

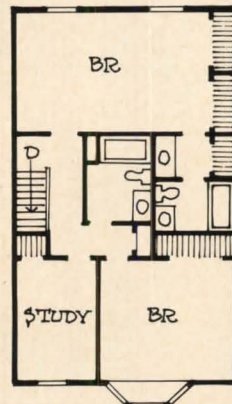


UPPER LEVEL

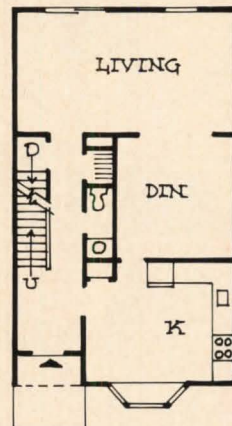


LOWER LEVEL

Vaulted interior draws young singles and couples to this compact, one-bedroom home. Two-story living room is open to upstairs study, which can double as guest room. House has pillared front porch and double dormers. At 1,205 sq. ft. and \$46,900, home is sized and priced for former renters.

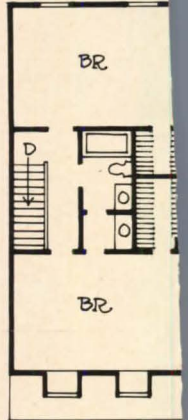


UPPER LEVEL

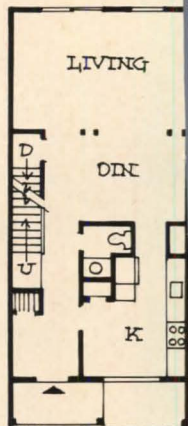


LOWER LEVEL

Privacy features bring buyers with live-in teenagers to this 1,565-sq.-ft. home. Master suite is well buffered from second bedroom and study; downstairs eating, cooking and living areas are well defined. Two-tiered bay brings light and drama to kitchen and secondary bedroom. Front door is recessed behind arched entryway. Opening price: \$56,900.



UPPER LEVEL

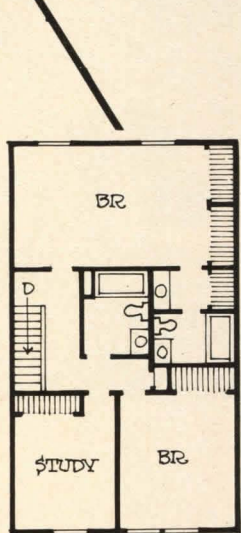


LOWER LEVEL

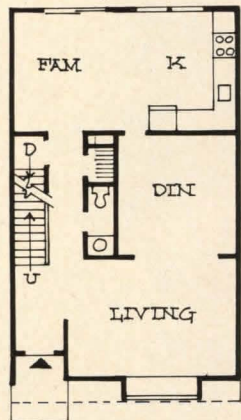
Twin master bedrooms focal points of this 1,300-sq.-ft. home. Arrangement attracts three-adult households or buyers who want to turn one bedroom into a large hobby area or studio. Open living/dining area fosters informal entertaining. House has mansard roof, double dormers and covered porch. Opening price: \$46,900.



MAIZE PHOTOGRAPHY

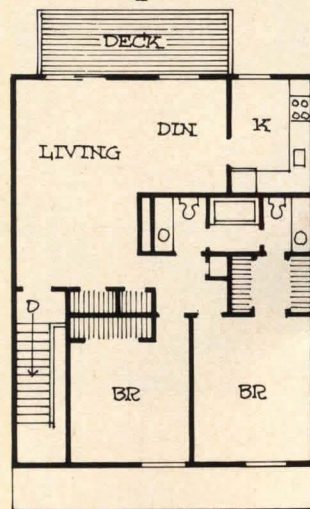


UPPER LEVEL

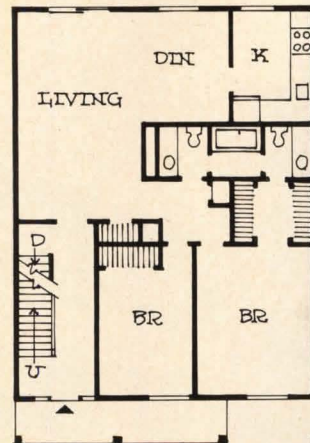


LOWER LEVEL

Open layout of this 1,600-sq.-ft. home attracts buyers with a taste for informal living. Foyer is open to living room, but powder room shields dining area from hall to country kitchen. Living room has box bay with built-in window seat for visual appeal and charm. House is patterned after a Tudor design. Opening price: \$57,900.

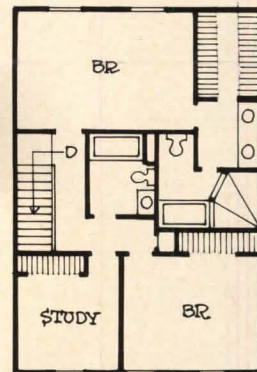


UPPER LEVEL

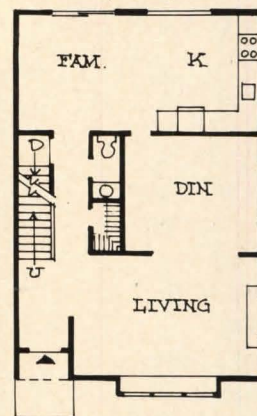


LOWER LEVEL

Rental income is the attraction of this townhouse. It is divided into two apartments—each with 1,140 sq. ft. Buyer can rent out one or both. Homeowner association approves tenants and sets rents—currently \$350 a month. House has two-story porch reminiscent of a plantation. Six two-family units are in project—one in each building. Opening price: \$72,900.



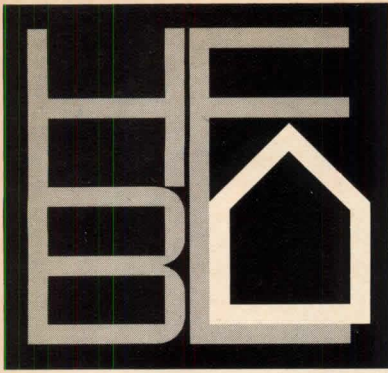
UPPER LEVEL



LOWER LEVEL

Familiar layout draws move-downs to this 1,740-sq.-ft. end unit. Buyers like rooms laid out and sized like those in their old single-family homes. Another sales point: a well-appointed master-suite bath that includes double vanity, shower and tub. House has bay windows in living and dining rooms, arched entryway and brick siding with quoins. Opening price: \$62,900.

0 5 10 FT



1979 WINNERS

Twenty-five award-winners have been named in the 1979 Homes for Better Living program.

The program, established 24 years ago to foster greater cooperation between builders, developers and architects, is the oldest design competition devoted solely to housing.

This year, seven First Honor Awards will be presented. They go to two new custom houses, two new multifamily projects, a merchant-built entry, a custom remodeling and a multifamily rehabilitation.

Award of Merit winners include two multifamily rehabilitations, a custom remodeling, six new custom houses, five multifamily for-sale projects, a merchant-built entry and three subsidized rental projects.

The HFBL program is sponsored by the American Institute of Architects in cooperation with HOUSING. Two juries (*facing page*) spent two days judging 158 custom-house and 111 multifamily and merchant-built entries at AIA headquarters. — J.R.V.

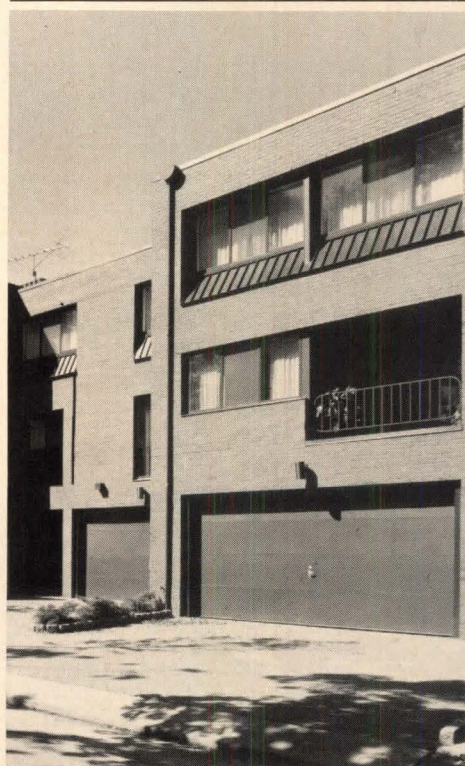
FIRST HONOR AWARDS

CUSTOM REMODELINGS



1. Long Island, N.Y.
Architect: Howard Barnstone
Builder: M. Clarke Smith

MULTIFAMILY

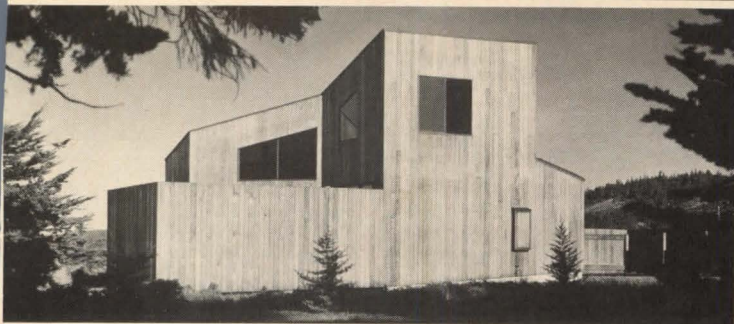


2. Princeton, N.J.
Architect: The Hillier Group
Builder: Design Interface



3. Irvine, Calif.
Architect: Backen Arrigoni & Ross Inc.
Builder: Irvine Co.

MERCHANT BUILT



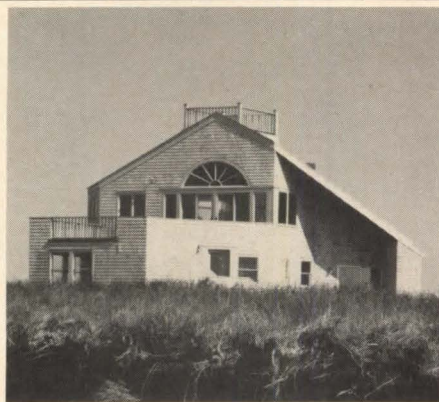
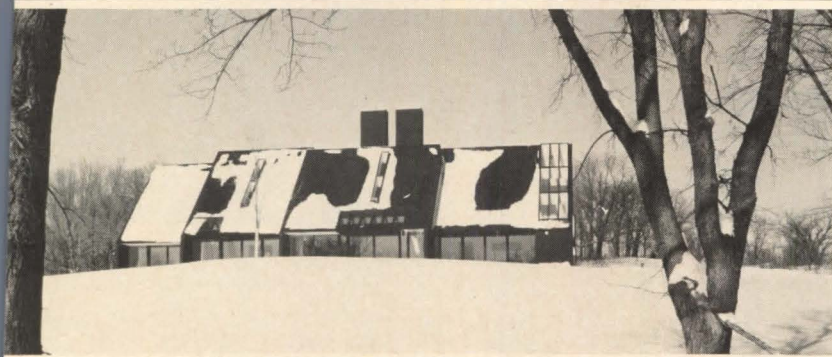
4. The Sea Ranch, Calif.
Architect: Obie G. Bowman
Builder: Matthew Sylvia

MULTIFAMILY REHABILITATION



5. Galveston, Tex.
Architect: Taft Architects
Builder: Lassiter Co.

CUSTOM HOUSES



7. Nantucket, Mass.
Architect: Bissell & Wells Architects
Builder: Pat Paradise

6. Wayzata, Minn.
Architect: Hugh
Newell Jacobsen FAIA
Builder: McNulty
Construction Co.



For custom houses, from left: P.Q. Bohlin AIA; Michael Rudden, associate member AIA; Judith D. Chafee AIA, jury chairwoman; James Weber AIA; E. Fay Jones AIA and Walter Wagner, editor, *Architectural Record*.

THE JURORS

For multifamily and merchant-built housing, from left: Peter Doo, architectural student; Barry Berkus AIA, jury chairman; J.W. Stewart AIA; Arthur Collins, builder; Leland Cott AIA and June R. Vollman, associate editor, HOUSING.

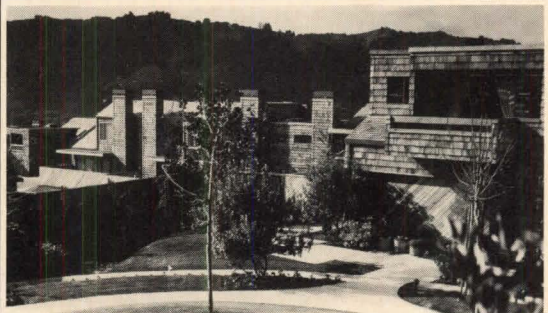


AWARDS OF MERIT

MULTIFAMILY



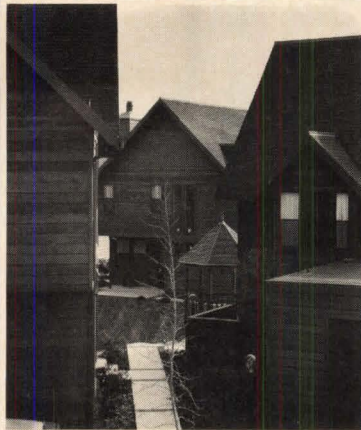
8. Mountain View, Calif.
Architect: Fisher-Friedman Associates
Builder: Prometheus Development Co.



9. Walnut Creek, Calif.
Architect: Fisher-Friedman Associates
Builder: Broadmoor Homes Inc.



10. Glendale, Calif.; Architect: Collins & Wraight
Developer & Builder: Richelieu
Development; G.M. Tobian Construction Co.

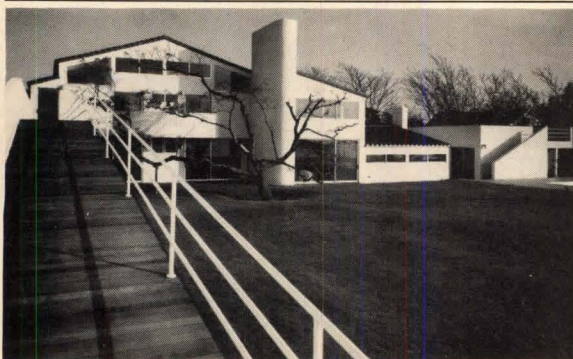


11. San Luis Obispo, Calif.; Arch.: Priest,
Richmond, Rossi, Montgomery
Bldr.: Fonte Construction



12. Lincoln, N.H.
Architect: Huygens and Tappé Inc.
Developer: The Village of Loon Mountain Partnership

CUSTOM REMODELING



13. Westhampton, N.Y.
Architect: Gwathmey Siegel Architects
Builder: Laszlo Girhiny

MERCHANT BUILT



14. Palo Alto, Calif.
Architect: George Cody-William Smart Associate
Builders: William Cox, William Reller

MULTIFAMILY REHABILITATIONS



15. Memphis, Tenn.
Architect: Jack R. Tucker Jr.
Builder: Sam Pilcher Construction Co. Inc.



16. New York, N.Y.
Architect: Bernard Rothzeit & Partners
Builder: Rockrose Development Corp.

CUSTOM HOUSES



17. Pinnacle Peak, Ariz.
Architect: Edward B. Sawyer Jr.
Builder: Fred Corbus



18. West Hartford, Conn.
Architect: Tai Soo Kim
Builder: Peter S. Pierre



19. Quogue, N.Y.
Architect: Gwathmey Siegel Architects
Builder: Harold Reeve & Sons Inc.



20. Pacifica, Calif.
Architect: Kirby Ward Fitzpatrick AIA
Builder: Galli Homes



21. Deerwood, Minn.; Arch.: Frederick Bentz/Milo Thompson & Assoc.
Bldr.: Pro-Con, Production Constr. Corp.



22. Rutherford, Calif.
Architect: Bull Field Volkmann Stockwell
Builder: Edward R. Palmer

MULTIFAMILY SUBSIDIZED



23. San Francisco, Calif.
Architect: Burger + Coplans Inc.
Builder: Pearson & Johnson Inc.



24. Palo Alto, Calif.
Architect: Goodwin B. Steinberg Associates
Builder: Wheatley Associates



25. Highland Park, Ill.
Architect: Booth Nagle & Hartray/Ltd.
Builder: E.W. Corrigan Construction Co.

Formula for an everybody-wins condo conversion

Almost 70% of the tenants at Parkfairfax in Alexandria, Va., have become owners.

Another 10% have signed three to five-year, fixed-rent leases on units sold to investors.

The developer, now estimating a return of 35% a year on investment over the three years of conversion, had to resort to lotteries to select outside buyers from thousands of applicants.

And the city of Alexandria reaped the benefit of having 1,684 deteriorating rental units turned into upgraded apartment homes in the vanishing moderate-price range.

How come so many winners? A conversion formula that made it possible for Parkfairfax buyers to own almost as cheaply as they could rent.

The formula, devised by International Developers Inc., differs from most in that the apartments were *not* vacated during renovation. That kept rents coming in.

"Without that income our prices would have had to be considerably higher," says Giuseppe Cecchi, president of IDI. "And that would have knocked most of our tenants out of the market."

Live-out suites were offered to stay-put tenants

One of the toughest problems was renovating the utility systems.

The plumbing needed upgrading and the heating plants—50 boilers for the 285 buildings—had been breaking down. That meant heavy repairs or replacement. And IDI, opting for the latter, decided on individually metered electric heat.

To do such extensive work in occupied units, the developer converted several vacant apartments into temporary quarters for tenants during the eight-day job.

But many tenants preferred to occupy their own units at night. So a day lounge with TV, books and kitchen facilities was opened for them.

To make sure residents' property would be safe while work was under way, boxes and furniture covers were distributed, rules regulating such things as smoking and eating were established for the crews, and a professional cleaning contractor was hired to remove each day's debris.

Bargain prices reflect an essentials-only fix-up program, too

That's not to say that IDI didn't have to spend a lot to turn Parkfairfax into a saleable product.

Some \$13.5 million went for revamping the utility systems, restoring exteriors with such things as new trim and hardware, building recreational amenities and completing other upgrade work.

But except for repairing plaster in

Parkfairfax: a prime candidate for conversion

Built in the mid-1940s, the complex is a short commute from downtown Washington, D.C.

Besides excellent location, the community boasts:

Low density. Its 132 acres, zoned for 27 units per, are developed at only 13.

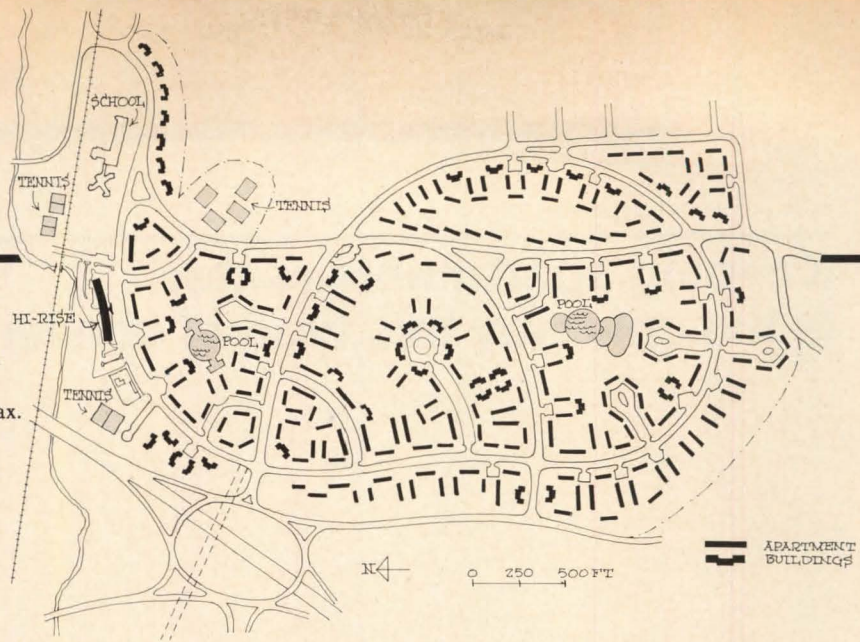
Environmental quality. The 285 buildings cluster on rolling, wooded terrain and between large greenbelts.

Front-door privacy. Each of the 1,684 units has its own entrance. And, as the accompanying photo shows, the entrances are individualized by varying setbacks, changing elevations and differing architectural treatments.

Despite these advantages, Parkfairfax was having problems when IDI purchased it. A deteriorating utility system, which often left tenants without heat and hot water, was contributing to an undesirably high turnover—about 500 units each year, developer Cecchi estimates. The project was becoming obsolete as rental housing.

TO PAGE 94

Odd-shape site included leftover land on which a high-rise rental (*far left in plan*) was built about seven years ago. IDI includes the conversion of that building in its estimate of a 35% a year return on investment at Parkfairfax. Swimming pools and tennis courts (*shaded areas in plan*) were added during the conversion.



“Keeping apartments rented is the only way this type of conversion will work”

some units and repainting kitchens and baths, little interior fix-up was done. Explains Cecchi:

“We felt that costly changes in the units were better left to individual buyers, who could decide if they wanted or could afford them.”

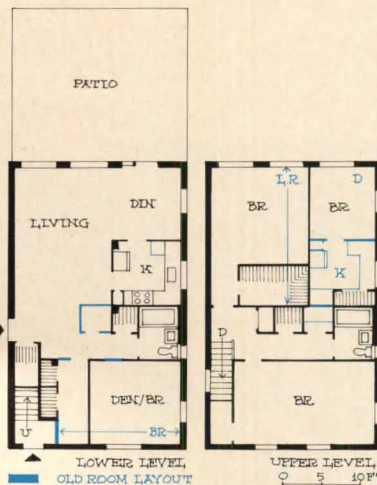
Limited renovation and continuous income allowed IDI to offer the first phase of units (in September 1977) at \$29,500 for one-bedroom to \$45,000 for three. Elsewhere in converted properties, the price for a two-bedroom unit was \$50,000.

The prices attracted hundreds of outside applications. And vacant units in soon-to-be converted buildings of the complex were rapidly rented by people who knew that they would then, as tenants, get preference when those units went on market. Thus, IDI's income stream was further increased.

Inflation drove prices up with each phase. This year, when the fourth and last phase opened, prices ranged from \$35,000 to \$56,000. But that was still below competition; again a lottery was needed to select buyers from applicants.

Healthy discounts sweetened the deal for long-time tenants

The prices quoted above were for outsiders. Qualified tenants—residents when IDI purchased Parkfairfax in 1977—got offers of substantial discounts if they would buy. These discounts ranged from \$3,000



Four-bedroom plan, a combination of two old one-bedroom units, sold for double the one-bedroom-unit price. Tenant discounts also were doubled. These units were highly marketable, but in short supply. Residents of some of the one-bedroom units that IDI had planned to combine were reluctant to leave their long-time homes, even when offered similar space elsewhere in the complex.

for one-bedroom units to \$5,000 for plans with three bedrooms in the first phase.

By the time the fourth phase had opened, the discounts had risen to \$6,000 to \$10,000, reflecting the increases in sale prices, interest rates on 30-year, 90% mortgages, utility costs and rental rates in the complex.

“Our commitment was to offer qualified tenants the benefit of condo ownership at a cost comparable to prevailing market rent,” Cecchi says. “So we raised the discounts accordingly.”

Even with the low-price/high-

discount program, IDI found that some long-term and elderly residents could not afford to buy. Yet they were tied to the community emotionally. So aid programs were instituted.

One, called Founders, provided special discounts on a purchase price or lease to residents of 30 years. Buyers received an additional \$2,000 discount; those who wanted to continue leasing got a \$50 reduction in their monthly rent for the duration of their leases.

The same discounts were offered under a “70/10” program to tenants of 70 years or older who had been residents at least 10 years.

Other non-buyers who didn't qualify for either program but wanted to remain in their units for three to five years got new leases at fixed rents, but with pass-along clauses for taxes and condo fees. Those units were sold to investors at tenant-discount prices.

“That was the only mistake we made,” Cecchi says. “The investor units would have sold without the discounts.”

The developer says Parkfairfax is the most satisfying job he's ever tackled. (Watergate was one of his endeavors.)

So he's looking for more complexes to convert the same way.

“It can't be done with a small project,” he adds. “You need 700 to 800 units to make this approach work.”

—JUNE R. VOLLMAN



1. Chicken-coop wall unit



2. Picket-fence footboard



3. Disguises



4. Wall cut-outs

Budget models: the sales clinchers

Few Parkfairfax buyers would have much money to spend on new furnishings. So designer John Fagan of Sherman & Associates was challenged to show how units could be customized inexpensively. Some of his ideas, shown above and at right:

A wall unit (*photo 1*) made of chicken coops (\$15 each) and inexpensive lumber; matching picket-fence foot and headboards (*photo 2*), built for \$50; cut-out figures (*photo 4*) made of plywood and covered with wall-paper for \$20; an old table lamp (*photo 5*), dressed up for about \$10 with a new shade and a brown paper bag trimmed with ribbons; and a wall collage of painted train-part molds (*photo 6*), which cost \$75 to assemble.

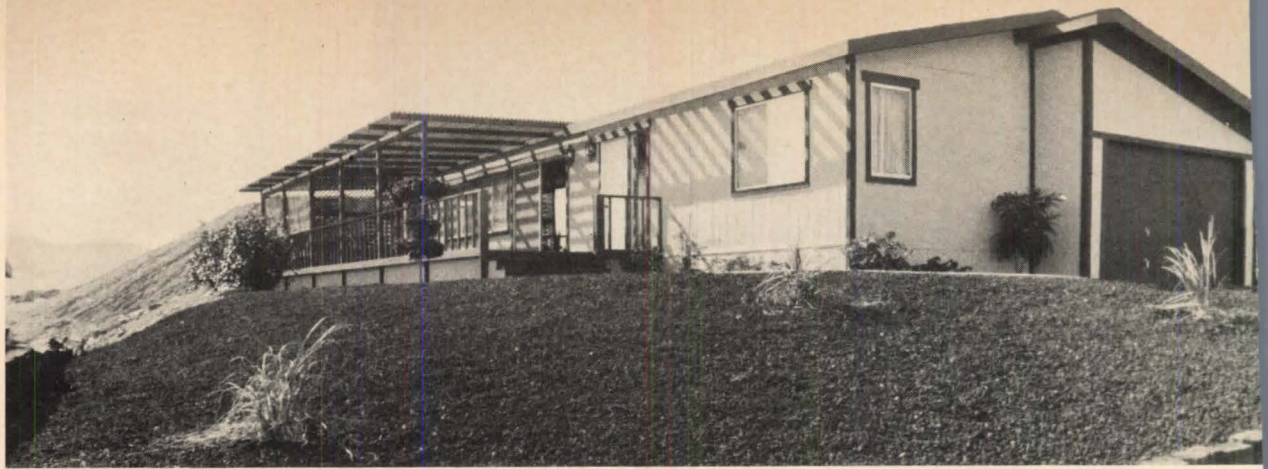
Another challenge for designer Fagan: hiding obsolete radiators left under windows when the heating system was changed. Photo 3 shows a typical solution: the built-in look, in which a desk, bench or table is used to cover the radiator.



5. Budget lamp

6. Inexpensive wall collage





Mobiles that move with the land

They sell with their own lots
—and with long-term mortgages

Mobile home promoters are making a bold new bid to win the single-family buyer.

The emerging strategy: subdivisions that, for the first time, offer a home-and-land package with conventional long-term financing. It's much the same kind of package offered by homebuilders.

What makes the concept work, however, is the new-look financing.

Because most states tax mobiles as personal as opposed to real property, 90% of all units are financed with short-term, high-interest installment loans—typically for 15 years at rates up to 15%. Lot sales are usually handled separately.

But lenders have been unwilling to provide long-term financing for just the mobile, an asset that tends to depreciate rapidly. And, for processing reasons, they have shied away from taking one note that's secured by a chattel mortgage on the mobile and yet another instrument—a deed of trust—on the land.

Until now. Nationwide Financial Services Corp. of St. Louis, a subsidiary of Citicorp., has broken the ice by providing 25-year mortgages (at 12% with 20% down) for a new mobile home subdivision in Boulder City, Nev.

"This is a major breakthrough," says Sydney Adler, a Bradenton, Fla., developer who got the lender to back his Nevada project, "because it takes mobiles out of the interim category

and firmly establishes them in the public's eye as permanent housing. Also, financing terms should become even more competitive as other lenders enter the picture."

Wave of the future in mobile financing?

Although Nationwide set an above-market interest rate of 12% (with no points, however), the lender is bullish on the new land-home concept for marketing mobiles.

Says Vice President Charles Agles: "By 1981, I think you'll see almost half of all mobile home purchases financed this way. In addition, as new-house prices continue to rise and the economics of factory-built housing come to the fore, we expect mobiles to capture most of the under-\$50,000 market."

Manufactured housing partisans have, of course, made similar claims in times past. This time, judging by the returns just in from Boulder City, they may finally be ready to give conventional builders a run.

Not your typical mobile development

With the exception of financing, little else about Lake Mountain Estates is conventional—including its location. The community, which overlooks Lake Mead (site elevation: 1,250 ft.), is surrounded by housing that starts at \$125,000.

"So it was essential," notes Adler,

"to ensure that our package blended with the environment."

And that meant no cheapies. To preserve a quality image, Adler limited the project to top-of-line double (24 ft.) and triple-wide (36 ft.). Moreover, all of the homesites are terraced with a six-foot drop to provide lake views.

Consequently, land-home prices are high for a mobile development: \$39,500 to \$85,000, depending on size, features and amenities.

Another new wrinkle: The 336-unit project is being developed as a PUD because, explains Adler, "the city didn't want to assume responsibility for roads and other services." All roads, utilities, common areas and open space are owned and maintained by the homeowners.

Adler's sales strategy departed from the norm too. Instead of working with several dealers, he lined up one—Coulter Mobile Homes of Las Vegas—to market the project. But not on the usual basis.

Dealers traditionally arrange much of all mobile-home financing. They take a small cut of the add-on interest on the chattel mortgage, and they then sell the paper at a discount to a lender. Selling insurance on the mobile is another source of income.

Not at Lake Mountain Estates, though. All deposits and down payments are put into escrow with a title insurance company. When a sale is made, Nationwide funds the escrow account with 80% of the selling price.

Terraced units, sold as land-and-home packages with 25-year financing, overlook Nevada's Lake Mead. It's a trend-setting project (several others are already in the works) that could put mobile homes on a new marketing track.

Using a chattel mortgage on the mobile and a land deed as collateral—mobiles are personal property in Nevada—the buyer gets a 25-year, monthly-payment mortgage from Nationwide.

At closing, the escrow money is divided: Adler taking his share for land development, Coulter for the mobile sale and site improvements.

Says Adler: "This gets the dealer out of the business of selling side items and, in effect, requires him to perform more like a homebuilder."

Very much like a builder, in fact. Coulter not only manages the project but serves as architectural adviser, runs in the utilities and oversees contractors. Plus being on the scene for warranty service.

"It has been quite a learning experience for us," says Coulter. "But now that our feet have gotten wet, we're convinced that this is the way to go in the future."

Construction loans for the dealer, too

Nationwide is providing the dealer with up to \$6,000 to improve each mobile-home lot. This amounts to a construction loan—believed to be the first of its kind for mobiles—to set up sidewalks, driveways and concrete foundations for carports and garages. And the innovation is a veritable bonanza for the mobile-home seller.

"This gives us a big edge," says Coulter. "Finishing costs for these

units are averaging about \$10,000, money that we'd normally have to put up before closing. With the advance from Nationwide, however, we can complete the units much faster—and without straining our cash flow."

Lots of variety in the product mix

Lake Mountain Estates opened last November with a 76-unit first section. Included are five model homes, set up in a landscaped area at the site's entrance. The project is just off heavily traveled U.S. Highway 93.

Models were supplied by four manufacturers: Silvercrest Industries, The Immobile Home Corp. (whose units come with garages that, once sited, make them virtually unmovable), Fleetwood Enterprises and Moduline Industries. The four product lines offer more than 100 floor plans and a broad selection of prices. Lot sizes vary from 6,000 to 15,900 sq. ft.

All of the units, which are sold unfurnished, have asphalt shingle roofs, fireplaces, carports or garages and patio areas. A mix of siding is used: aluminum, Masonite and shake. Optional features include cathedral and beamed ceilings, wet bars, skylights and hot tubs.

And, as in conventional homebuilding, it's the extras that lift prices.

"Models are furnished to the hilt," says Coulter. "We put \$75,000 into the first five units, and it has paid off. Customers are usually locked into

Action builds up on mobile front

Despite slow growth of late—1978 shipments rose only 4% to 275,000 units—the mobile-home industry may be in for better times. Some promising developments:

- To counter single-family prices in Orange County, Calif.—now averaging \$131,000 for new homes—zoning officials will soon provide for mobile subdivisions.

- The Veterans Administration is now offering 30-year mortgages at 9½% for mobiles built under HUD's upgraded (*Structural Engineering Bulletin*) specifications. Developer Jack Morris, now doing a VA-financed project in Killeen, Tex. (459 land-home packages, \$30,000-\$34,000), says: "They're selling so well we plan to go into Houston."

- An expected decline in rental-park development is also easing the way for more subdivisions. Parks are now afflicted with many of the same economic and tenant-group pressures that curtailed apartment building.

- Crocker National Bank of Los Angeles, a major lender, has shifted its mobiles portfolio from its installment loan to its mortgage department.

- Many S&Ls and mutual savings banks have begun to bypass the dealer and make direct loans to mobile buyers. Moreover, lending decisions are being based on actual mobile-home appraisals as well as site location and other factors—rather than on arbitrary but widely used depreciation data.

- And the California-based Western Manufactured Housing Institute is spending \$2¼ million on a 15-month TV ad campaign to promote mobiles as a smart housing buy.

Says one industry observer, "This is just the beginning. Over the next few years, I think you'll see quite a turnaround in consumer attitudes toward the mobile."

Homebuilders take note.
—B.M.

stock models—i.e., whatever the dealer has on hand—but our buyers are ordering largely customized homes.”

Phase one sales: right on target

Thus far, 40 of the first 76 units have been sold. Although the two-section mobiles account for the lion's share, triplewides are getting an unexpectedly heavy play. Indeed, 15 buyers have opted for the bigger models.

According to Coulter, most of the land-home packages are going for \$45,000-\$55,000. Lot sizes, typically, run about 8,000 sq. ft. Average land cost: \$17,500.

And the customers? “We're getting a 50:50 mix,” says Coulter, “out-of-state retirees or empty nesters and 40 to 50-year-old people who work in Las Vegas, just 25 miles away.”

Interestingly, he notes, many buyers had never seen a mobile home. “In fact, one couple that lived in the area signed a petition to block the project. They have since sold their \$175,000 home and bought one of ours: a Fleetwood double-wide at \$68,000.”

Phase two, a scheduled 115 units, should fare even better. Reason: By then, the project should have a clubhouse, pool and tennis courts.

Manufacturers to do their own subdivisions

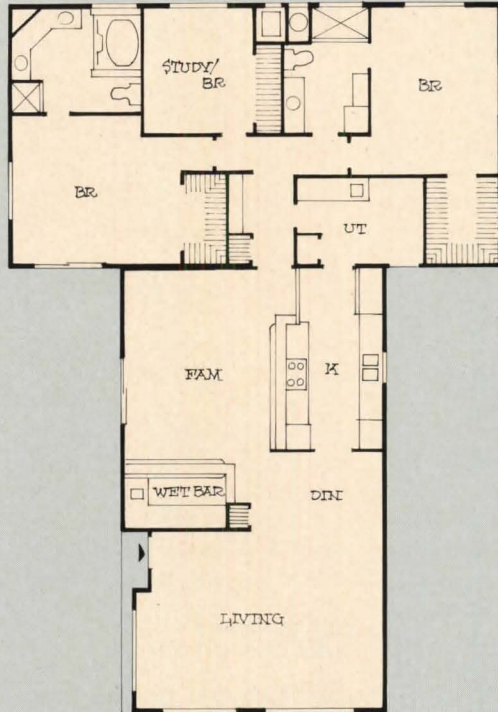
Developer Syd Adler, who's got other fish to fry, recently sold Lake Mountain Estates. But not to another land developer. Surprisingly, the new owner is Silvercrest Industries. What's more, says Board Chairman Herman Kay, “we expect to start a new subdivision before long. All we're waiting for is a zoning approval.”

Fleetwood, however, will probably beat its competitor to the punch. The company has already announced plans to launch two separate projects, probably on a joint-venture basis with a land developer. Other manufacturers are said to be mulling similar moves.

“Given the current cost of money and land,” says Adler, “I think you'll see a lot of new 200 to 300-unit subdivisions in the near future. And with land now included in the package, appreciation rates for mobile homes should improve markedly. Most importantly, this approach positions the mobile as an affordable—and acceptable—alternative to high-cost conventional housing. It's a concept whose time is now.”

—BILL MULLIGAN

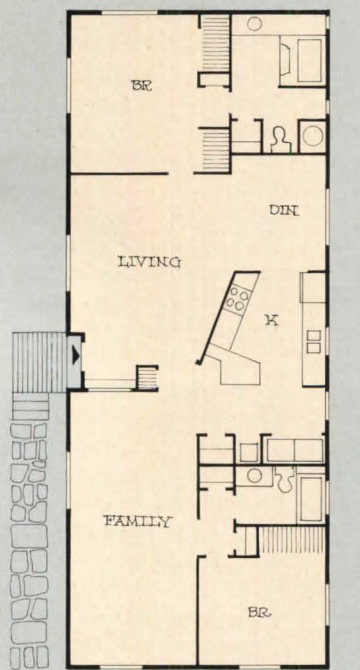
Hillside mobiles come in a variety of sizes, designs



A

Outsized rooms in this 1,990-sq.-ft. Silvercrest four-sectional (A) appeal to buyers accustomed to large houses. Eight-foot bay windows and cathedral ceilings are standard, and there is a choice of five wet-bar styles. These luxury models, with lot, fetch up to \$85,000.

Zero-lot-line siting, interior design and window placement in this 1,550-sq.-ft. Immobile home (C) combine to ensure privacy as well as clear views of Lake Mead. Also featured: built-in garages and extra-large master bedrooms to hold oversized furniture. With land, about \$80,000.

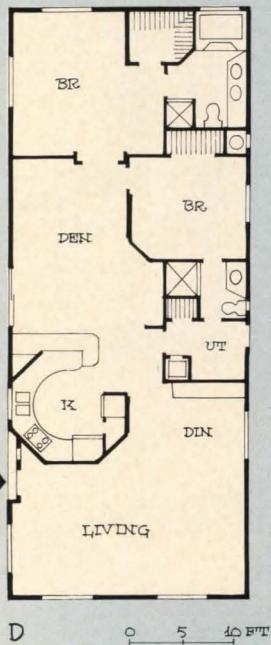
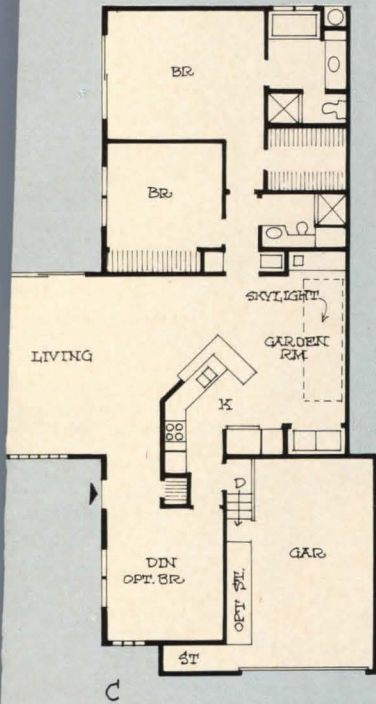


B

Free-flow layout of 1,440-sq.-ft. Moduline unit (B) stresses openness and makes good use of space. Selling point: Guests sleep just off the family room; master bedroom is at other end of the house. Package price: \$53,000.

Unique floor plan of 1,410-sq.-ft. Fleetwood (D) offers a circular kitchen that breaks up otherwise open living areas. This \$60,000 package can also be expanded with add-on rooms.

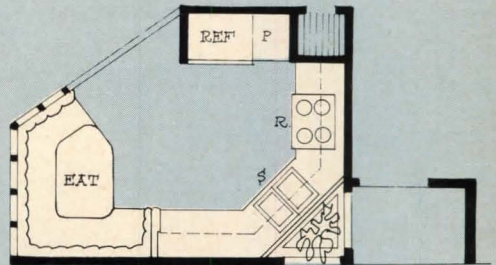
And with a wide selection of kitchen layouts



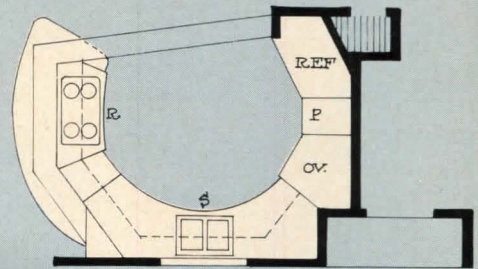
With more than 100 mobile-home designs to choose from, most Lake Mountain Estate buyers have little trouble finding a kitchen to suit their needs. Silvercrest, however, is missing no bets. Instead of offering one kitchen per floor plan, it offers up to five.

Why? To provide more flexibility in customizing. The layouts at right, for example, are available in 16 plans. Key features include (1) breakfast nook and windowed planter area, (2) a step-saving circular design, (3) an island setup with range and oven in the center, (4) extra counter-space and stand-up breakfast bar.

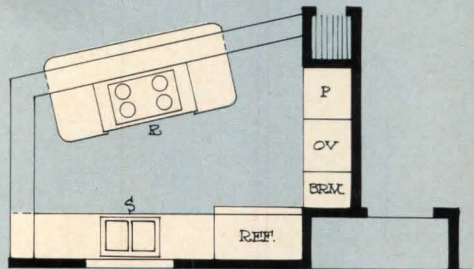
"This has been one of our strongest selling points," says Steve Coulter, "especially with discriminating buyers who opt for the more expensive land-home packages."



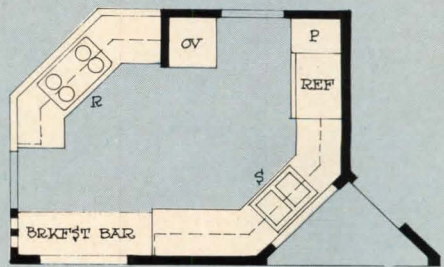
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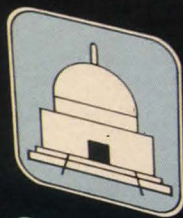
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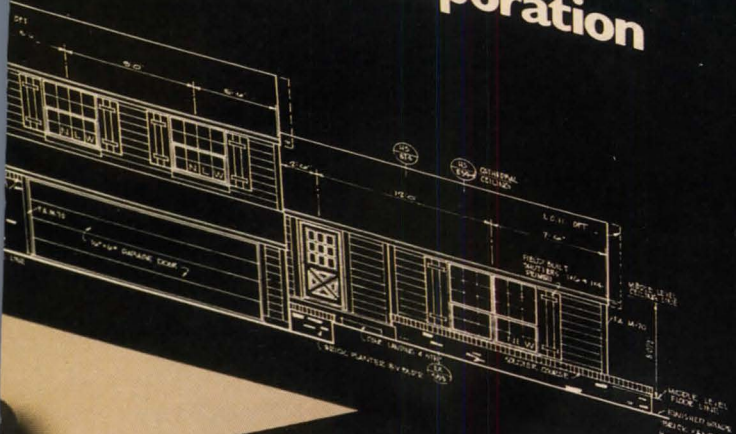
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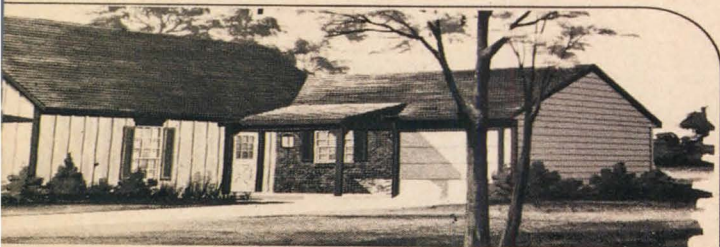
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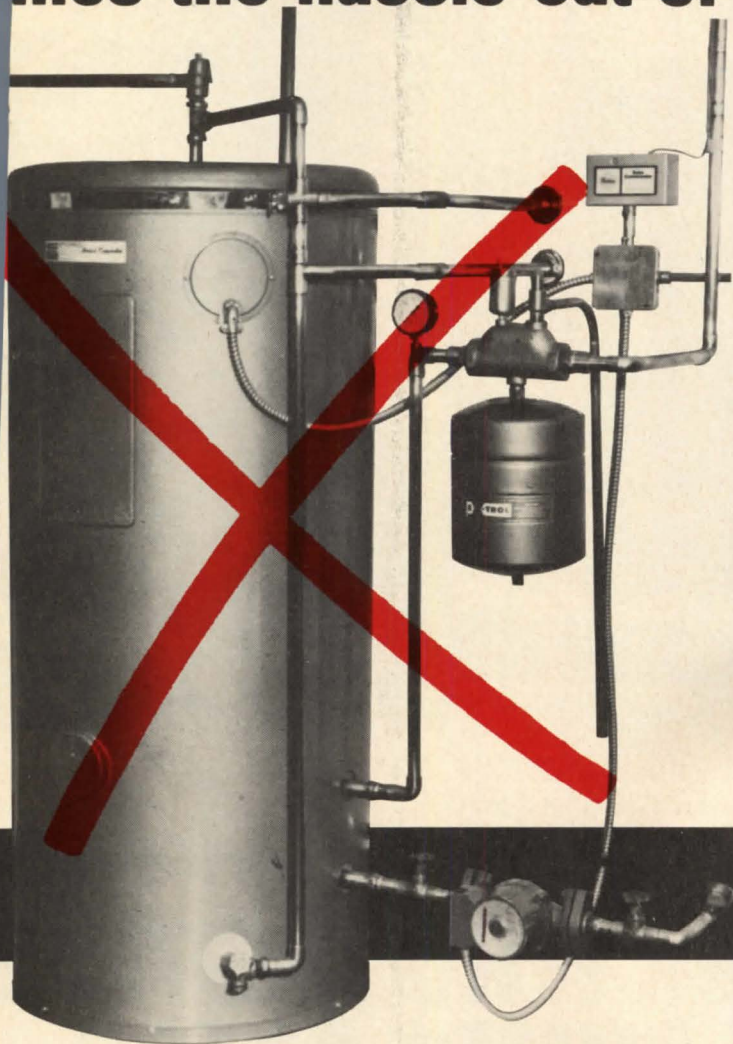


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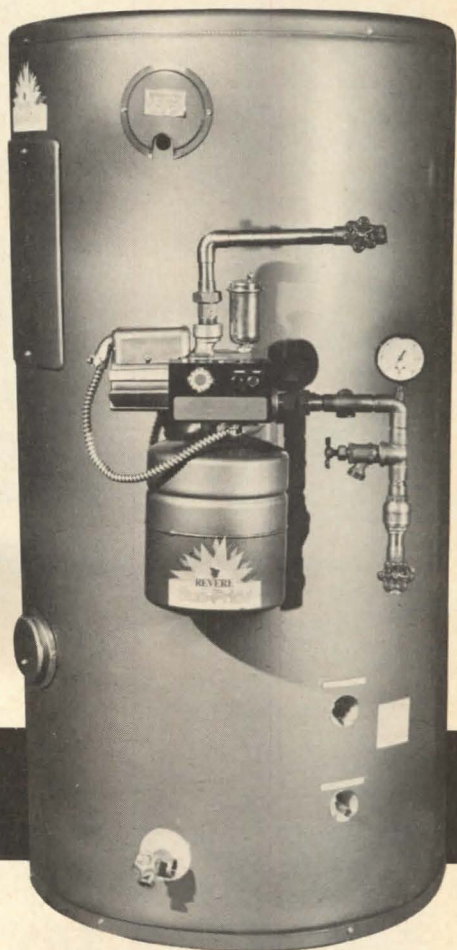
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“That’s probably because it’s widely known now that the heat pump is the most economical method of electrical heating available. And if they ever need it, the customers can rely on service from the GE installing dealer. Timely service. Good service.

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

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GENERAL  **ELECTRIC**

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**Net Income
(In Millions)**

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1957

1978



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MASCO CORPORATION
Dept. 118
21001 Van Born Road
Taylor, Michigan 48180



Bill P. Krueger, Executive General Manager, Midwest Youngstown Industries, Inc., St. Louis, Missouri



"Firm, even walls make residing jobs go fast."



"We get snug window trimming with a simple stroke of a knife."



"Fome-Cor board bends around corners."

"Why do we sell Fome-Cor[®] underlayment board by Monsanto?"

Our customers like the way it cuts fuel costs. We like the fast, easy installation features!"

Award-winning contractor, Bill Krueger, gives Fome-Cor board credit for helping his residing business climb to a new sales peak. Bill says:

"Fome-Cor board really sells itself. Homeowners quickly see how Fome-Cor board tightly seals the house against air infiltration—weatherwraps it for more comfort and lower fuel bills. Extra features like protection against moisture, condensation, dust and noise help us turn prospects into customers fast.

"Our crews like to install Fome-Cor board because it's lightweight, easy to handle and makes a smooth, firm wall for residing jobs. We save a lot on furring time, waste and man hours.

"We know Fome-Cor insulation on residing jobs pays off. Sixty percent of our new business is based on referrals from customers!"

Fome-Cor is a product of Monsanto Company, distributed nationally by Denny Corporation.



PRODUCTS

For remodelers: a vapor barrier that goes on with a paint brush

And with a perm rating of only .6, the coating falls well below 1.0, meeting FHA minimum property standards for new and existing houses.

Moreover, if the National Energy Conservation Policy Act of November 1978 (Public Law 95-619, Title II, Part 1) is enacted, vapor barriers will be required in bathrooms and other high-moisture areas after January 1, 1980. The new standards will apply to existing houses of four units or less in the northern third of the country.

Insul-Aid™, which applies as easily as paint, provides an easy solution for meeting those standards.

Rupe Chobert, a painting contractor in the Philadelphia area, has used the coating for several jobs. "It goes on easily, it doesn't separate and it's virtually impermeable," he says. "It's ideal as a primer, too."

The liquid substance dries quickly and can be topped (after four hours) with any type of paint, including epoxy. A one-gallon can covers approximately 400 sq. ft. And, if an even lower than .6 perm rating is desirable, two coats of Insul-Aid™ achieves a .3 rating.

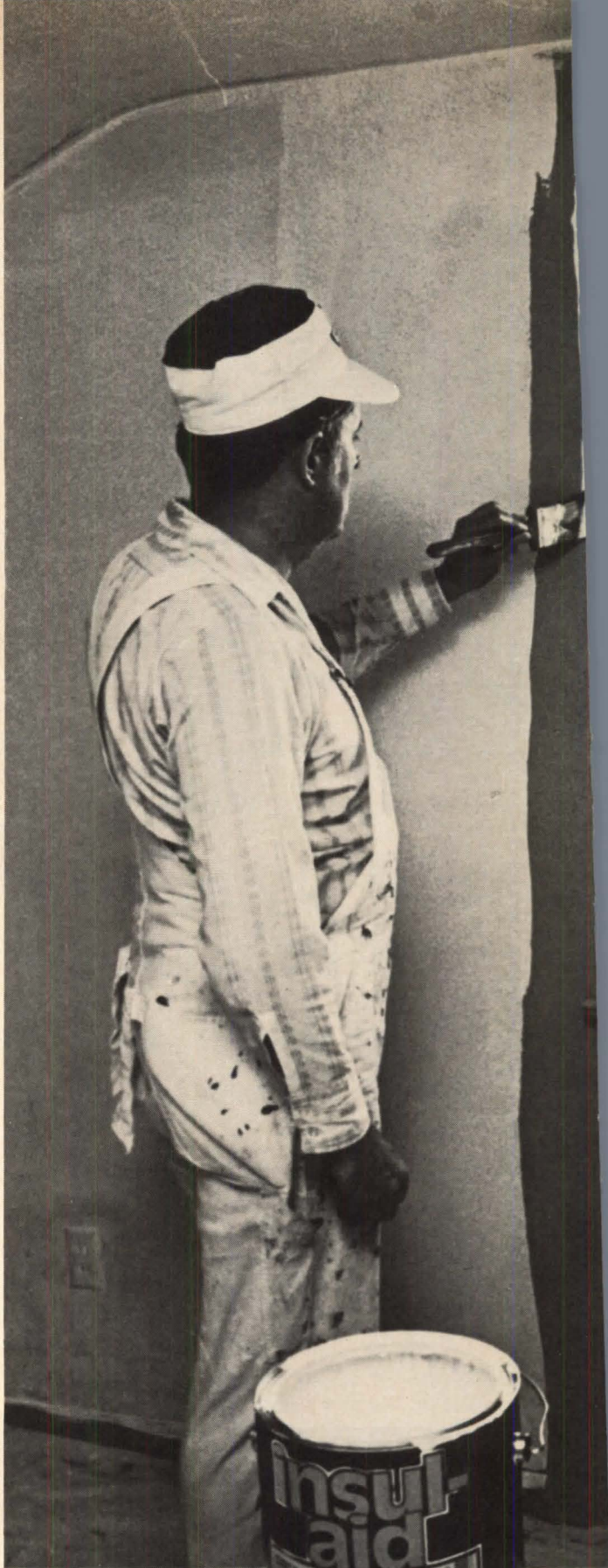
Although the perm rating for Insul-Aid™ shows that it isn't as efficient as polyethylene (the chart at right shows perm ratings for some commonly used building materials), it's far more practical to use in re-work.

Case in point: a \$6.5 million renovation of the St. Louis Art Museum, where a high level of humidity is necessary to preserve oil paintings. Building superintendent Dan Esarey turned to Insul-Aid™.

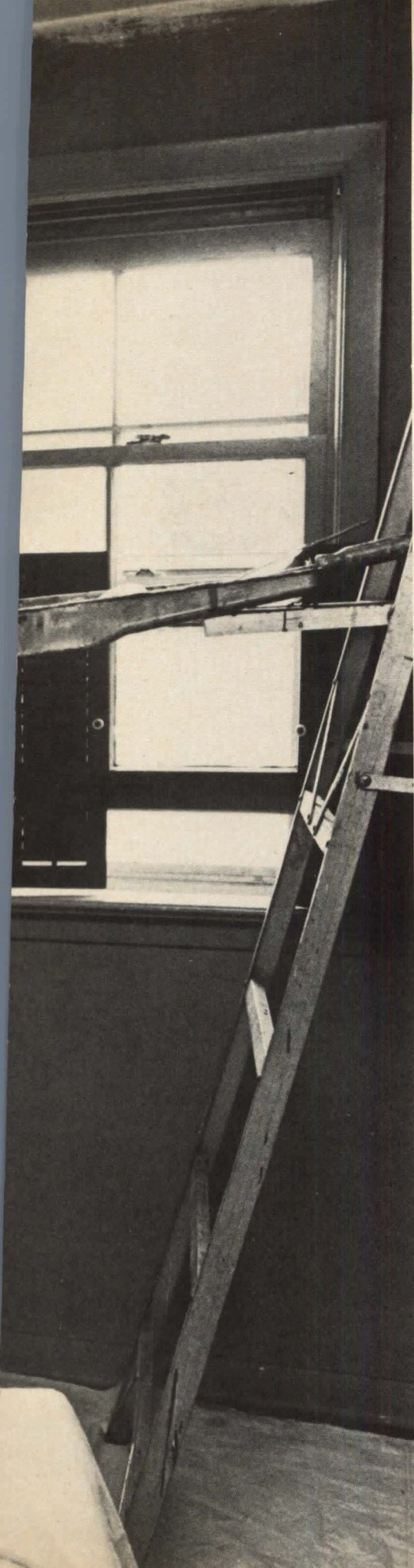
"Our only other option was to remove the existing walls, install polyethylene, then build new walls," he says.

Prices for Insul-Aid™ vary in different regions of the country, but the general range is from \$8.50 to \$10.00 a gallon. Glidden, Cleveland, OH. Circle 200 on reader service card

One-step process: Easy-to-apply Insul-Aid™ provides a vapor barrier and primes walls for topcoating at the same time.



Coatings/adhesives	124
Electrical	126
Electrical	128
Electrical	131
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Kitchens	114
Kitchens	116
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Outdoors	118
Outdoors	121



Representative Moisture Permeability Ratings

Liquid-applied coatings (one coat)	Perm rating
Insul-Aid™	.6
Latex primers	5.0 - 15.0
Flat or low-sheen alkyds	5.0 - 15.0
Alkyd semi-gloss and glossy enamels	< 1.0
Latex-based paint	5.0 - 15.0

Plastic films and metal foils

Polyethylene (4 mil)	.08
Polyethylene (6 mil)	.06
Aluminum foil (.35 mil)	.50

Typical materials used in interior wall construction

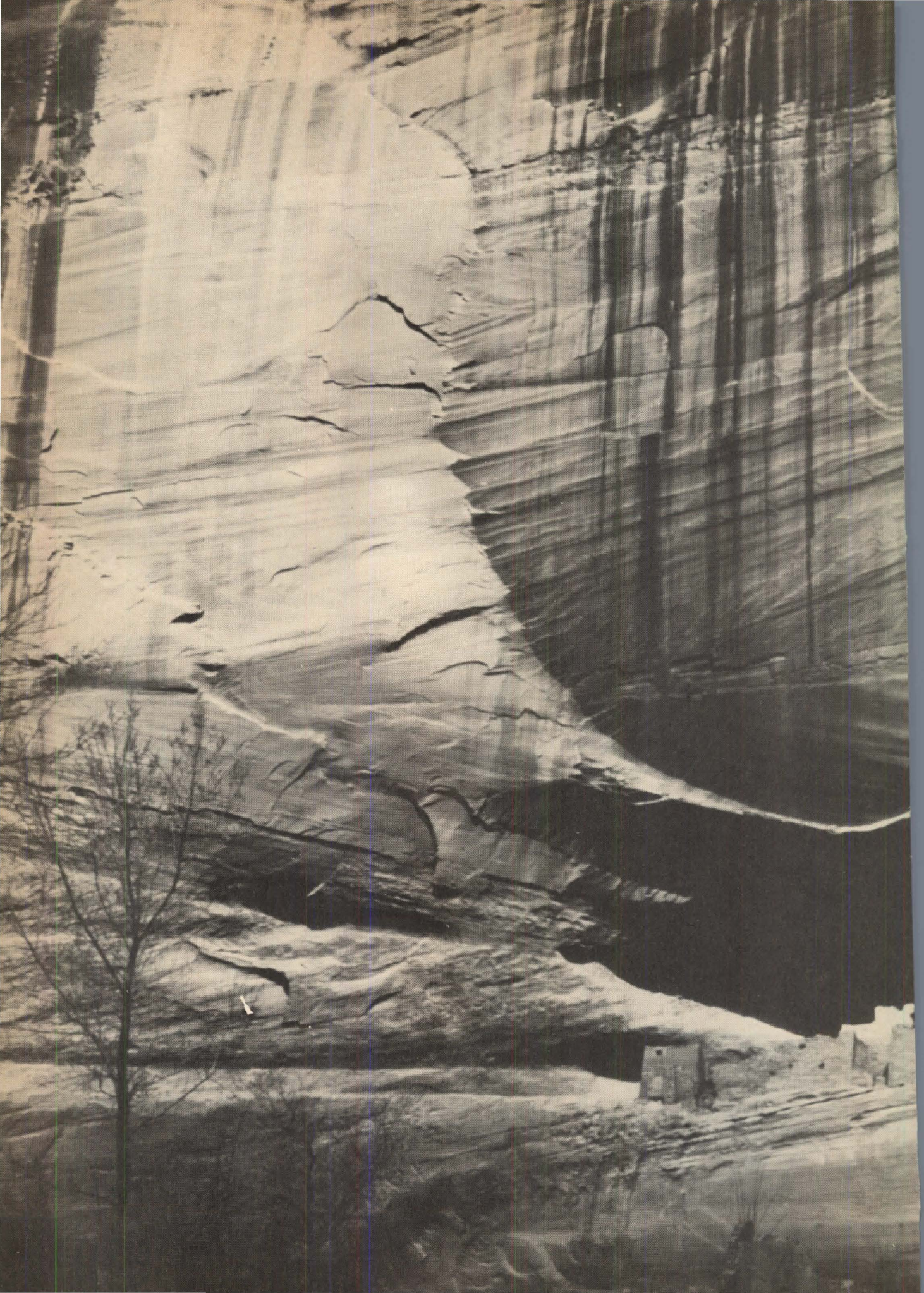
3/8" drywall	50.0
1/2" interior structural insulation board	50.0 - 90.0
1/4" plywood paneling	1.9

Sources: ASHRAE Fundamentals Handbook (1977); Manufacturers' specifications



Comparison test: Two chambers (*left*), simulating typical rooms, were constructed with siding, sheathing, insulation and drywall. Using thermostatically controlled equipment, the interiors were heated to 65-70°F with a 48-50% relative humidity; the outside temperature was maintained at 8°F. Drywall in one chamber was coated with Insul-Aid™; drywall in the other chamber was unprotected.

Result: During the two-month test period the unprotected "room" lost 9½ times as much moisture and 20% more heat than the protected "room."



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Shakertown Corp.
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Modular cooktop (above) features interchangeable grill, griddle and smooth- or coil-top burner units. A rotisserie module may also be obtained. Roper, Kankakee, IL. Circle 234 on reader service card



Wood range hood (above), which has a metal-lined exhaust system, is made to order. Hood is available in oak, pine, cherry and pecan. Quaker Maid, Leesport, PA. Circle 235 on reader service card

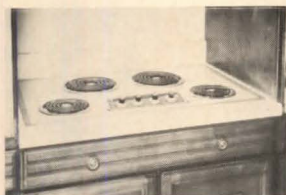


Freestanding range (left) includes a self-cleaning oven. Modular cooktop comes with burner, grill, griddle and rotisserie. DACOR, Pasadena, CA. Circle 236 on reader service card



Slide-in range (left) features a porcelain-enamel cooktop and oven door. The 30'' unit has a self-cleaning oven. Hotpoint, Louisville, KY. Circle 237 on reader service card

Cooktop (right) comes with two 6'' and two 8'' heating elements. The 34'' unit is offered with a brushed chrome or a porcelain-enamel finish. White-Westinghouse, Pittsburgh, PA. Circle 238 on reader service card



Microwave oven (right) is activated by magnetic cards, pre-programmed with data on food type and amount. Program variations may be punched in. Sharp, Paramus, NJ. Circle 239 on reader service card



Double wall-oven (above) can be switched from convection to radiant-heat cooking. Oven comes with black-glass doors. Jenn-Air, Indianapolis, IN. Circle 240 on reader service card



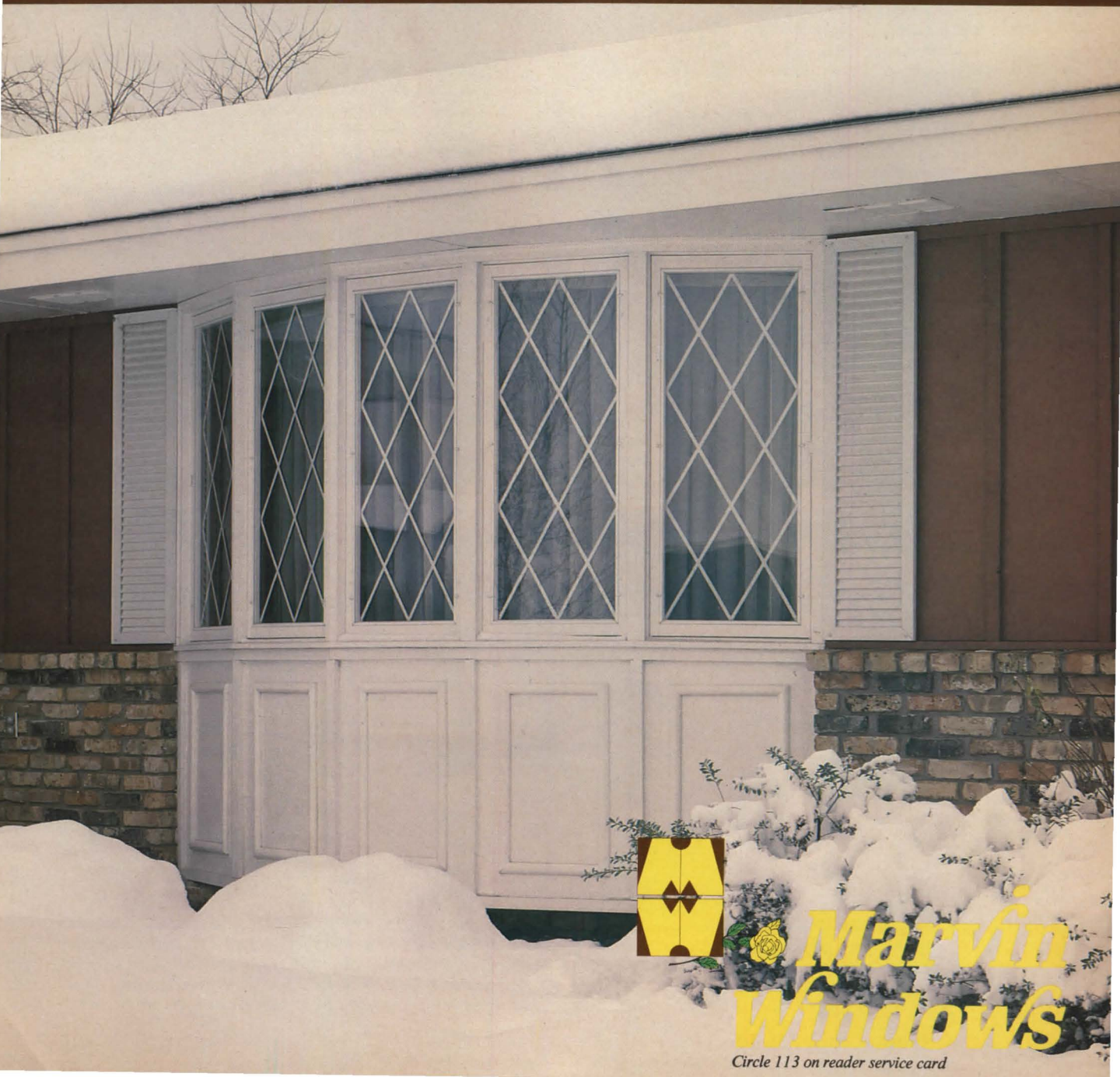
Convertible cooktop (above), shown with optional rotisserie, comes with one grill and two heating element modules. Whirlpool, Benton Harbor, MI. Circle 241 on reader service card

When it's 40° below in Warroad, we're making the windows for places that are even colder

When the temperature hits 40° below zero in Warroad, we take a little "cold comfort" from knowing that some of our windows are used in places that are even colder, such as northern Canada and the Antarctic (where they're used in housing for scientific search teams). It's no accident that Marvin windows are picked for this kind of cold. To begin with, they're some of the tightest windows ever put together (air infiltration data available on request.) Next, many of them can be triple glazed, which minimizes

heat loss through the glass. Third, they can be furnished with extra wide jambs, making them easy to use in thick walls designed for extra insulation. All things considered, it's easy to see why Marvin windows are right for places that get very hot, very cold, and everywhere

in between. Write for complete information on the energy saving features of Marvin wood windows. Marvin Windows, Warroad, MN 56763. Phone: 218-386-1430.



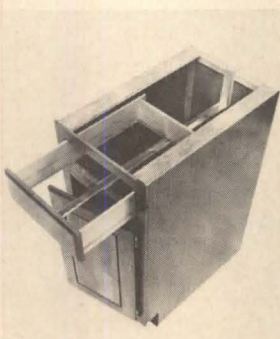

**Marvin
Windows**

Circle 113 on reader service card



Steel cabinetry (above) has door and drawer fronts covered with a woodgrain-patterned plastic laminate. Kinzee, Saddle Brook, NJ. Circle 242 on reader service card

New drawer-suspension system (right), with center-track design, is now available in Long-Bell® cabinets. International Paper, Portland, OR. Circle 244 on reader service card



Double-bowl sink (left) is available in 18- or 20-gauge stainless steel. Unit's outer dimensions are 33" x 22"; the large bowl measures 21 1/4" x 15 1/4" and the small bowl measures 16" x 7 1/2". Sink accommodates 8" centerset fittings. Jensen-Thorsen, Addison, IL. Circle 246 on reader service card

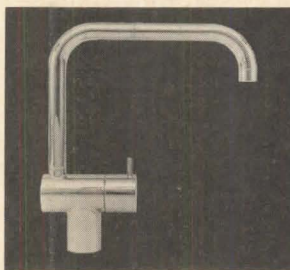
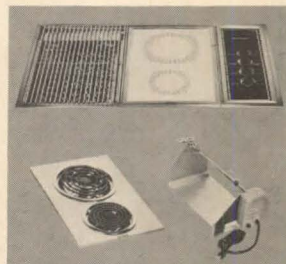


Leaf-patterned wall paneling (above) is made of 1/8" tempered hardboard surfaced with melamine plastic. The moisture-resistant, 4' x 8' panels are available in two colorways. Abitibi, Troy, MI. Circle 248 on reader service card



"Pineville" cabinetry (above) features pine doors. Cabinetry comes with white ceramic knobs mounted on brass backplates. Del Mar, Dallas, TX. Circle 243 on reader service card

Modular cooktop (top in photo right), shown with smooth-top heating element, may also be obtained with a coil-top burner module (bottom left). Optional accessories include a rotisserie module (bottom right). Cooktop measures 36" wide. Sears, Chicago. Circle 245 on reader service card



Brass faucet (left) features a washerless mixing valve. Spout swivels vertically and horizontally. A single control handle regulates water temperature and flow. Faucet is available in 10 epoxy colors and in polished brass and chrome. Architectural Complements, Lincoln, MA. Circle 247 on reader service card



Solid and woodgrain-patterned plastic laminates are shown on the cabinetry above. "Planked Maple" is used on the countertops and cabinet trim; "Natural Almond" is used on the cabinet fronts. Wilsonart, Temple, TX. Circle 249 on reader service card

Temple siding: personality for homes!



Temple stucco hardboard siding, for example, adds traditional skip-troweled beauty to English Tudor, colorful Spanish or Mediterranean styled homes.

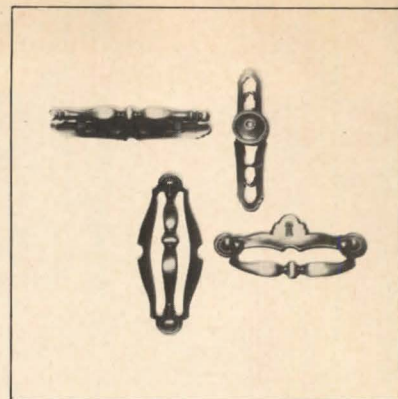
And to achieve this beautiful personality, there's no need for the cost of installing wire mesh, or plastering delays. The big 4' x 8' or 4' x 9' panels go up in a hurry, and are factory primed to cut painting costs. All Temple sidings are made to reduce on-site construction time and costs, to keep your homes profitable! (They also are profit builders in the re-siding market.)

No matter what personality you're planning for your homes, ask your Temple dealer to show you the full line of distinctive Temple hardboard sidings.

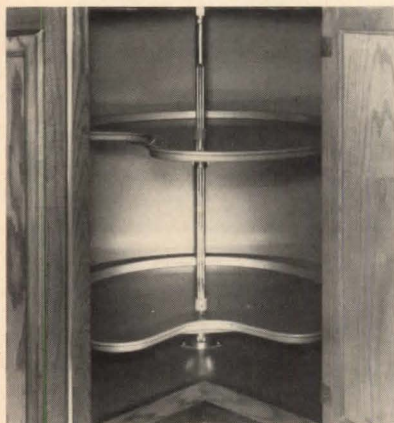
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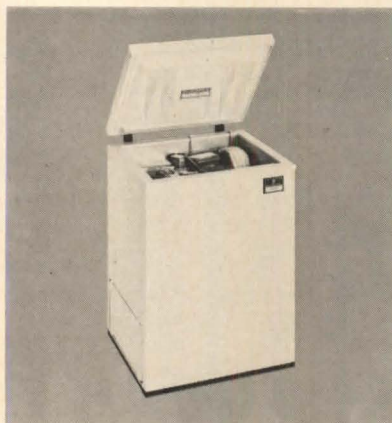
Washer and dryer (above) have pushbutton controls. Washer controls allow the user to regulate the amount of water in the machine. Dryer door handle is located 19'' off the floor. Frigidaire, Dayton, OH. Circle 250 on reader service card



Decorative hardware series, "Classic" (above), comes in a satin-brass finish. Series, shown clockwise from upper left, includes a backplate-mounted pull, a backplate-mounted knob, a fixed-bail pull and a one-piece pull and backplate. Ajax, City of Industry, CA. Circle 251 on reader service card



Corner-cabinet shelving, "Turn-A-Shelf" (above), is made of steel. Each shelf revolves independently and adjusts up or down on a center post. Amerock, Rockford, IL. Circle 252 on reader service card



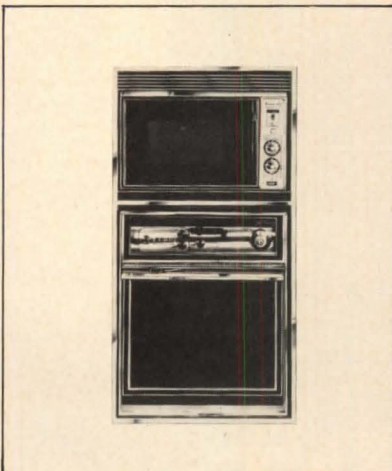
Space-saving Trimwall® freezer (above) is 25'' wide. Freezer, which comes in a white acrylic finish, has a 5.3-cu.-ft. capacity. Kelvinator, Grand Rapids, MI. Circle 253 on reader service card



Stor-Mor® trash compactor (above) comes with a bucket that holds up to 40 lbs. of compacted trash. Unit is available in a variety of colors. Amana, Amana, IA. Circle 254 on reader service card



Energy-saving refrigerator (above) features a control which can shut off the condensation-reducing heaters around the door seal. Unit has a 17.6-cu.-ft. capacity. GE, Louisville, KY. Circle 255 on reader service card



Wall-mount dual oven (above) includes a microwave and a self-cleaning electric oven. Both units come with digital timers. Magic Chef, Cleveland, TN. Circle 256 on reader service card



Combination range (above) includes a microwave upper oven and a gas lower oven. Range may also be obtained with an electric lower oven. Caloric, Topton, PA. Circle 257 on reader service card

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A beautiful looking roof can help you sell your houses right from the driveway. That's why we design our Bird shingles to do a lot more than keep the rain out. We use colors and textures that show off a roof, adding to the beauty and individuality of your houses. We call our look Roofscape, because it blends in with everything from rugged wilderness to formal shrubbery.

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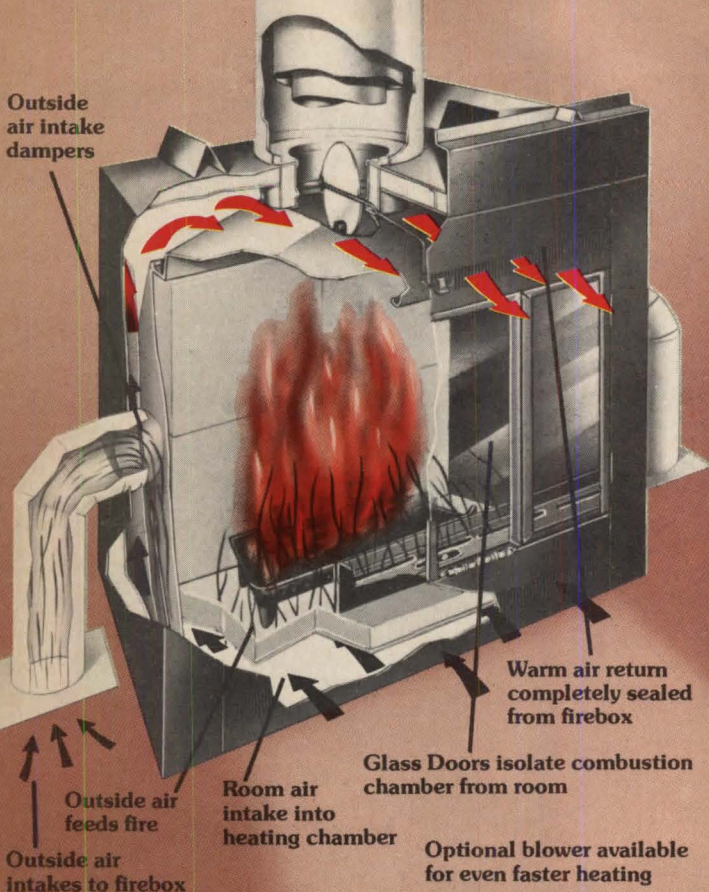
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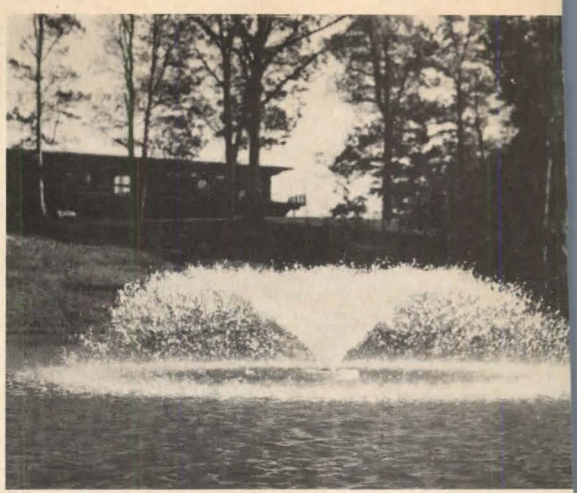
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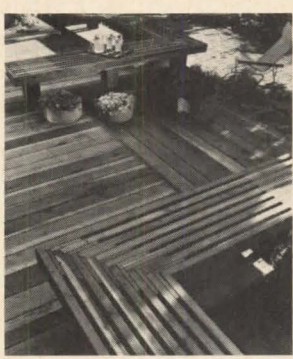


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OUTDOORS

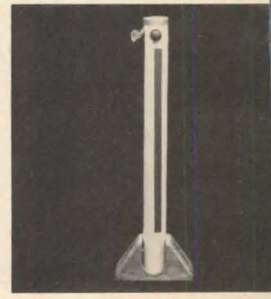


Water conditioning system (above) produces an ornate spray as it aerates and circulates water in lakes and ponds. Rodale, Emmaus, PA. Circle 264 on reader service card



Bee™ garden-grade redwood (left) may be used for a variety of outdoor applications, as the deck and bench shown. Georgia-Pacific, Portland, OR. Circle 259 on reader service card

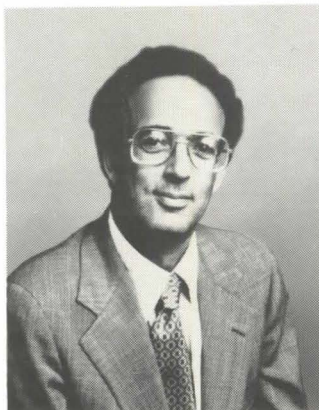
Parking space barrier, "Safe-park" (right), is designed to prevent unauthorized vehicles from entering an empty parking space. Swivel-mounted pole unlocks and swings to a horizontal position to allow keyholder to enter the space. The pole is 32" high. Progressive Systems, Chicago. Circle 260 on reader service card



"Thinset" concrete topping (above) is poured over concrete slab. The topping, primarily used for retrofit applications, may be formed in a variety of patterns according to the template used. Bomanite, Palo Alto, CA. Circle 262 on reader service card

← Circle 118 on reader service card

Levitt Homes In Florida. A Progress Report.



Edward P. Eichler, President

MARKETS

We began analyzing Florida markets in 1976. In homebuilding there is a lot more to choosing a community than demand. What kind of demand? In what price ranges? For what kinds of housing? These are just a few of the questions we put to our researchers about many Florida areas.

In addition, a homebuilder must consider markets in relation to its own management style. We like to operate in places where we can put a number of projects under the

direction of a cadre of top resident managers and technicians. And we like to build where we can look forward to many years of activity and growth. We started in Puerto Rico 15 years ago and in Chicago 12 years ago. Today we are the largest builder in Puerto Rico and one of the largest in Chicago.

After many hours of deliberation over a two-year period we decided to concentrate our operations in three markets—**Tampa-Clearwater, Palm Beach County, and Orlando.** We have already begun construction in six projects, three in Tampa-Clearwater and three in Palm Beach County. We have purchased land for two additional projects in these areas. Other sites are under study. In Orlando we have signed contracts for four projects, all of which should be under construction by the end of 1979.

By 1980 we expect to be among the larger homebuilders in each of these three markets. And then we shall have a solid base for the inevitable growth in demand we anticipate for Florida in the next decade.

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



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

Appraise need for equipment and materials.

Learn size and locations of potential land buyers' needs.

Develop new target accounts by determining activity in particular areas.

Pre-qualify prospective customers.

Identify specific executives by name and area of responsibility.

Track growth patterns and judge strength of earnings.

Increase the number of accounts per territory.

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'79 GOLD BOOK OF MULTI-HOUSING

195

FALLBER, INC.

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Los Angeles, California 90028
213/643-2114

TYPE OF COMPANY
Ownership of rental multi-housing.
Development and construction of new multi-housing properties.
Management of multi-family (as well as other) properties.

KEY PERSONNEL
Carl Waters - Chairman of Board
Michael Fallon - President
Jack Burns - Vice President/Operations
Walt Skenk - Vice President/Marketing
Armand Colly - Vice President/Property Management
William Forest - Secretary/Treasurer

GROSS REVENUES \$65 million
1977-1978:

OPERATING AREAS

Los Angeles, CA	40%
Seattle, WA	30%
Houston, TX	15%
Portland, OR	15%

MULTI-HOUSING DEVELOPMENT AND CONSTRUCTION ACTIVITIES

	(Units)			
	79	78	77	76
HOUSING PRODUCTION				
FOR SALE HOUSING				
Multifamily	180			
High-Rise				
Multifamily	50	300		
Low-Rise				
Townhouses	70	50		
Quadplexes				
RENTAL HOUSING		250		
Multifamily				
High-Rise				
Multifamily	1000	860	750	200
Rise				350
				48
				73
				423

MONEY REQUIREMENTS
Construction Financing: \$7
Permanent Financing: \$8

Firm is interested in joint and is seeking partners with land holdings.

LAND REQUIREMENTS
Firm is seeking 150 raw developed acres for multi in Seattle, WA; and Montana.

REMODELING AND/OR REHABILITATION
Firm is engaged in remodeling and construction of rehabilitation and completed valued at \$500,000 in the months.

OTHER CONSTRUCTION ACTIVITY
Firm builds commercial 1978 two projects are valued at \$5 million. In 1977 one project valued at \$2 million. In 1976, one project valued at \$2 million.

PROPERTY MANAGEMENT
Firm manages 1,500 a valued at \$45 million and a gross annual rent of \$525,000. sq. of shopping center and a gross annual

OTHER RELATED PROPERTY MANAGEMENT
Real estate brokerage appraisal and real estate

PROPERTY OWNERSHIP
Residential: Firm valued at \$30 million and a gross annual

Commercial: Firm shopping center a gross annual

SOURCES OF REVENUE
Ownership of rental property:
Sale of multi-family property:
Management of multi-family property:
Other: Rental

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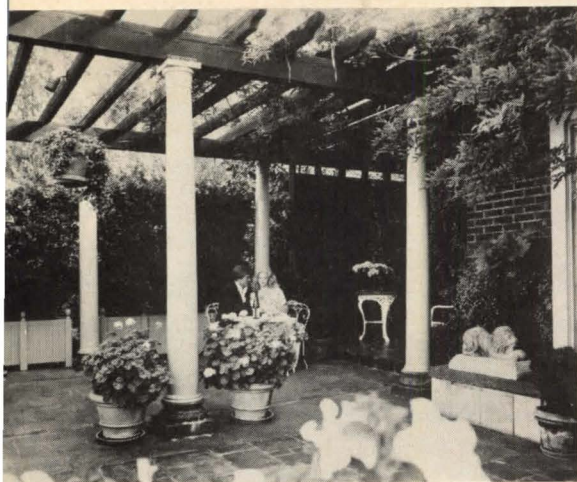
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Send your check for \$105 with order, to avoid \$5 additional postage and handling charge.

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THE '79 GOLD BOOK OF MULTI-HOUSING

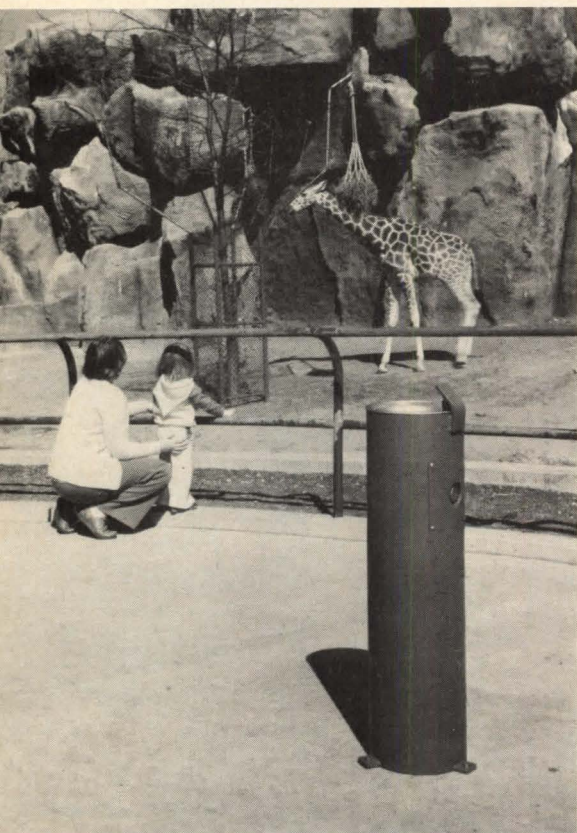
OUTDOORS



Weathergard™ columns (above) are made of fir or hemlock. Columns are available smooth or fluted, in lengths from 8' to 20'. E.A. Nord, Everett, WA. *Circle 263 on reader service card*



Outdoor furniture line (left) is handcrafted of mahogany. Furniture features double-dowel or fitted-finger joints. CI Designs, Medford, MA. *Circle 258 on reader service card*



Drinking fountain (above) is made of 10-gauge rolled steel prefined with green or bronze epoxy. The 36''-high fountain is operated by a recessed push-button valve. Western Drinking Fountains, Glen Riddle, PA. *Circle 261 on reader service card*

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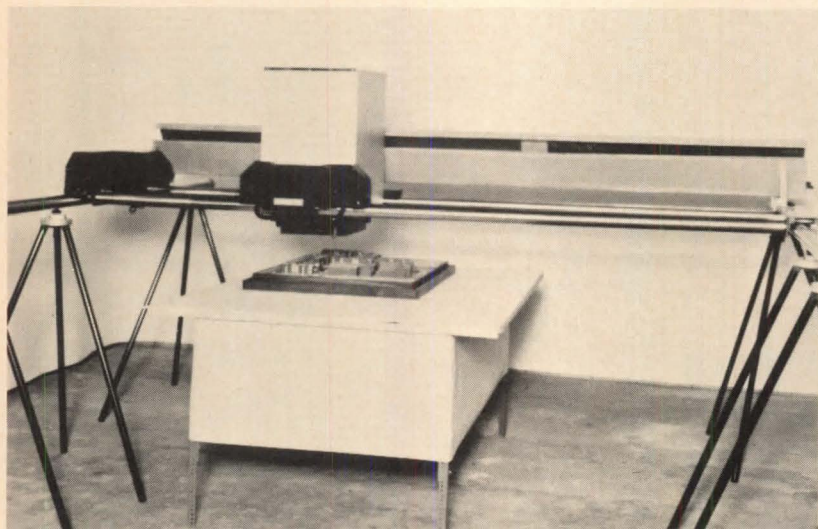
We deliver from stock.



Compact whiteprinter (above) prints at speeds up to 10' per minute. Unit has no heat or ozone discharge problems that require venting. XRA, Stirling, NJ. Circle 228 on reader service card



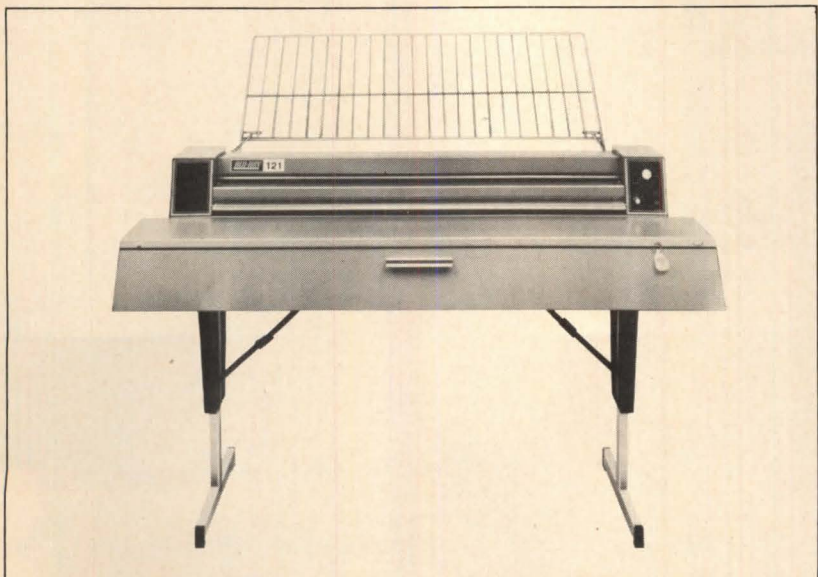
Magnetic control board (above) allows a manager or foreman to monitor the location and assignment of equipment. Methods Research, Farmingdale, NJ. Circle 229 on reader service card



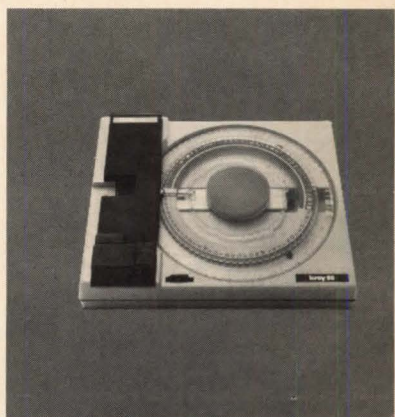
Model scanning system, "Urbanoscope" (above), includes television equipment that allows viewer to "walk" or "drive" through a project model. Netherlands Consulate General, New York City. Circle 230 on reader service card



Office storage unit (above) holds up to twenty 36''-wide clamped binders. Unit can also accommodate 42''-high tube files and 24'' x 36'' envelopes. Plan Hold, Irvine, CA. Circle 231 on reader service card

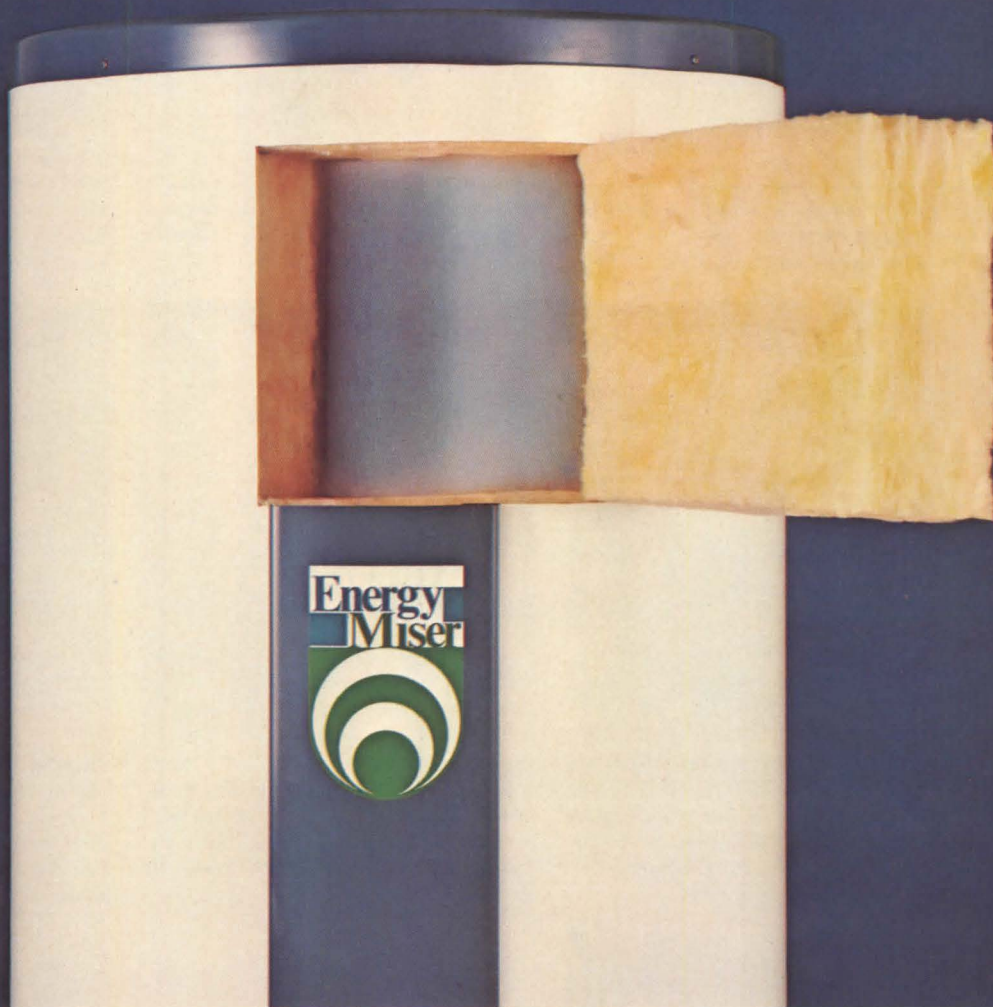


Whiteprinter stand (above) is designed to accommodate the manufacturer's models "121" and "350" whiteprinters. Unit features a lightproof compartment for storing sensitized paper. Blu-Ray, Essex, CT. Circle 232 on reader service card



Electric lettering machine (above), for use in labeling architectural drawings and presentations, prints colored type on strips of transparent or opaque tape. Backing on tape is removed before application. Interchangeable lettering discs are available for 18 typefaces in sizes from 8 to 36 points. Kroy, St. Paul, MN. Circle 233 on reader service card

Security Blanket.



Double-thick insulation guards against standby heat loss.

It's a nice, warm feeling... to offer your homebuyers a way to save money on the cost of heating water in their new home. An Energy Miser⁺ water heater can save enough on utility bills to pay for itself over its lifetime.

You see, an Energy Miser differs from the best standard water heaters—even ours—in several important, energy-saving ways. First, there's double-thick insulation to limit standby heat loss. Then, we add features like an energy-conserving flue baffle and low-input pilot on gas models, and a special isolated

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*trademark applied for
*based on 500 gallons/week used, 3.8¢/KWH cost, 616 KWH saved/year



The Energy Miser Water Heater by Rheem and Ruud



"Sta-Lok" anaerobic adhesive sealants (above) are used for locking and sealing threaded and pressed metal parts. Sealants are available in a wide range of strengths and viscosities. Broadview Chemical, Broadview, IL. Circle 202 on reader service card



Tileboard adhesive (above) can be used to bond hardboard, melamine board and tileboard to a variety of hardwall surfaces. Elmer's, Hilliard, OH. Circle 203 on reader service card



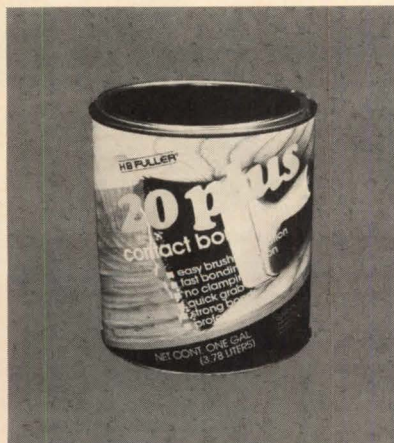
Wallcovering adhesive primers (above) are designed for use with Ultra-Hide® paste. Primer-bond (top) is for use on nonporous surfaces; primer-sealer (bottom) is for porous surfaces. Glidden, Cleveland, OH. Circle 204 on reader service card



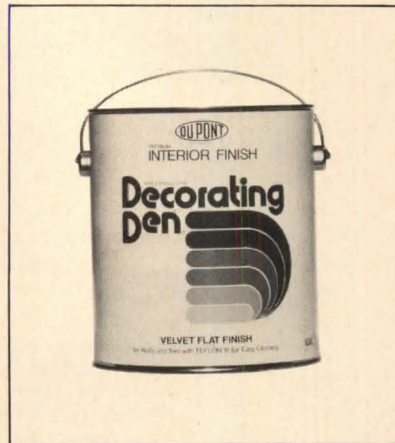
High-strength adhesive, "AO 1700" (above), is nonflammable. The synthetic latex adhesive is for use in applying floor and wall tiles. Product comes in 2-gal. containers. American-Olean, Lansdale, PA. Circle 205 on reader service card



"Krystal" caulking compound (above) has a thermoplastic base. Caulking is available in a variety of colors in 11-oz. cartridges and in 1- and 5-gal. containers. Goss & Goss, San Leandro, CA. Circle 206 on reader service card



Contact cement, 20 Plus™ (above), is neoprene based. High-strength adhesive is said to have an average flash point of 47°F. Cement dries in 5-10 minutes. HB Fuller, St. Paul, MN. Circle 207 on reader service card



Latex flat wall paint (above), with Teflon® E additive, is stain resistant. The durable paint washes easily with soap and water. Paint is available in a wide range of colors. Decorating Den, Indianapolis, IN. Circle 208 on reader service card



White shellac, "Ful-Hide" (above), is applied to exterior and interior surfaces before painting. Shellac primes and seals; it also prevents bleeding stains. Fuller-O'Brien, San Francisco, CA. Circle 209 on reader service card

Cedar can have bottom line beauty, too.

Designs can be beautifully realized in Western red cedar. *That's a given.* But when you specify quality PenPly exterior 303 plywood panels, beauty becomes more than a surface thing. The savings are also beautiful. The bottom line is *real* economy that comes from reducing labor intensity. For example, a 2,000 square foot surface requires only 62 panels, minus windows and doors. And, PenPly goes on in less time, using less manpower than masonry and other piecework sidings. This means faster completions, and quicker sales with greater profits.

Our Western red cedar plywood panels also give you the advantage of low maintenance, weather resistance and the ability to take a wide variety of stains. Side with PenPly and show a good-looking bottom line, too.

For additional information, contact your nearest wood products distributor or see Sweet's General Building and Light Residential Files under Siding/Cladding Section (7.6 Pen).

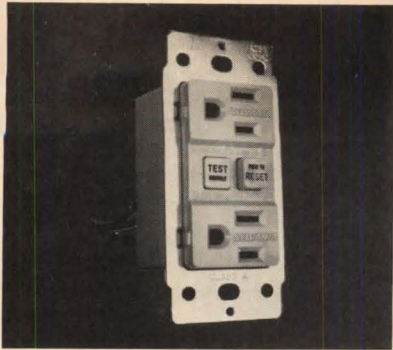
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Circle 125 on reader service card

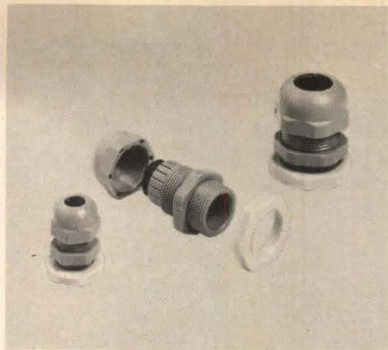


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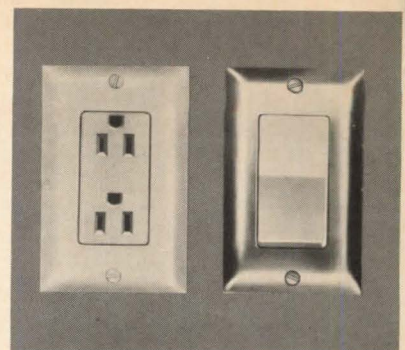
Residential design concept by
Phillip Brown, A.I.A., Seattle, WA



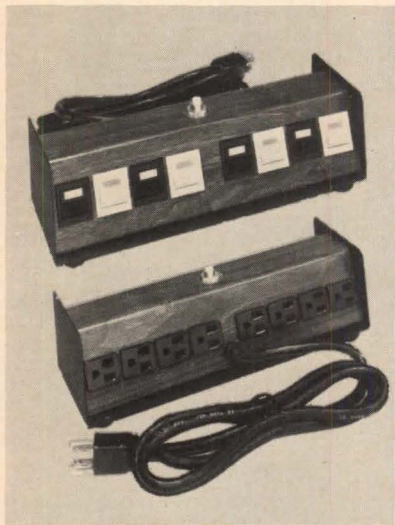
Ground-fault-interrupter receptacle (above) measures 1.1" deep and fits in any outlet box over 2½" deep. The duplex receptacle, rated at 15 amps, will continue to function in the event of power surges up to 20 amps. GTE Sylvania, Jackson, MS. *Circle 210 on reader service card*



Liquid-tight nylon connector (above) consists of a main body, a neoprene compressing gland, a domed sealing cap and a locking nut. Connector is available in five sizes for cables ranging in diameter from ⅜" to 1½". Heyman, Kenilworth, NJ. *Circle 213 on reader service card*



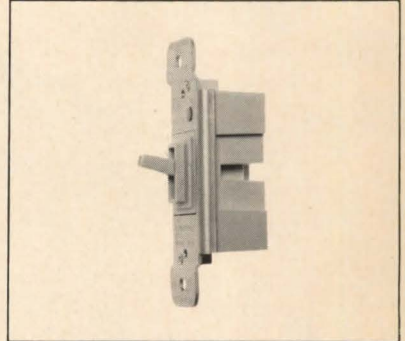
Duplex grounding receptacle and wall plate (above left and right) are available in brown, ivory and white. Receptacle, made of compressed plastic, has brass contacts, terminals and screws. Eagle Electric, Long Island City, NY. *Circle 217 on reader service card*



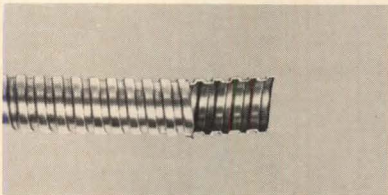
Freestanding outlet console (above) allows physically handicapped persons to operate electrically powered devices from one location. Console is available in 4-, 6- and 8-outlet models. On/off switches are located on the front. SGL Waber, Westville, NJ. *Circle 211 on reader service card*



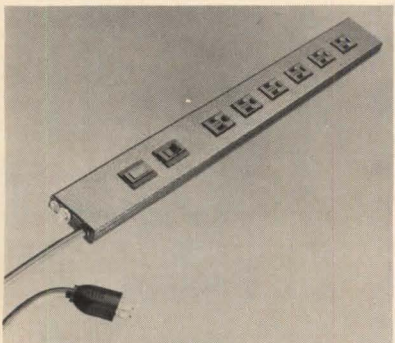
Anti-power surge device (above) is designed primarily for single-phase, 120/240v systems. Approved Lighting Protection, Elmont, NY. *Circle 214 on reader service card*



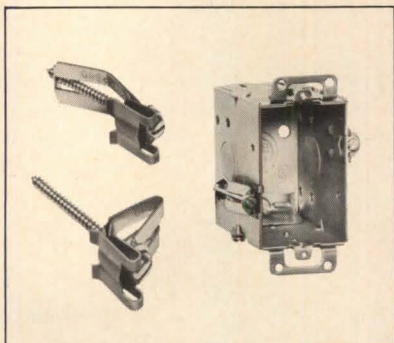
Light Demand!™ solid-state dimmer switch (above) may be installed into standard switch boxes. Dimming circuitry is bypassed when switch is snapped into full-on and full-off positions. Power Controls, San Antonio, TX. *Circle 218 on reader service card*



Square-lock metal hose (above) can be used as conduit for wiring. The flexible hose is available in ID sizes ranging from ⅝" to ¾". Hose can be obtained in galvanized steel, bronze, brass and stainless steel. Flexible Metal Hose, Costa Mesa, CA. *Circle 215 on reader service card*



Temporary power tap (above) provides power from a single source to remote locations. Unit has six grounding receptacles and a single on/off switch to control all receptacles. Unit is equipped with a mini-breaker. Wiremold, West Hartford, CT. *Circle 212 on reader service card*



"OWC" support clips (above left) attach to a steel switch box (above right) for use in retrofit installations. Steel clips expand when tightened, as shown bottom left, to secure box in a hollow or solid wall. Midland-Ross, Pittsburgh, PA. *Circle 216 on reader service card*



Surface-mounted aluminum air outlet (above) is part of the "Evap-Air" hand dryer system. A motor/blower box is mounted behind the wall or in the ceiling. System may also be obtained with two air outlets. Loma Enterprises, San Diego, CA. *Circle 219 on reader service card*

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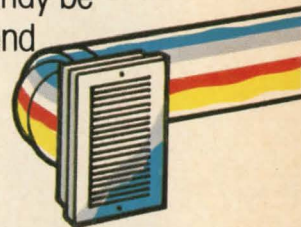
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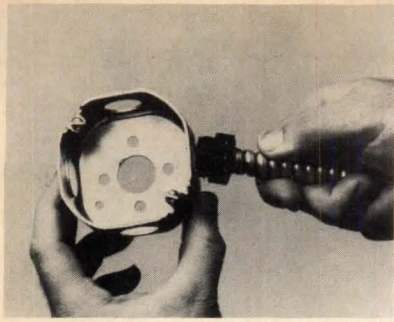


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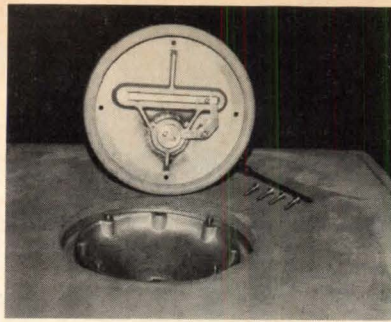


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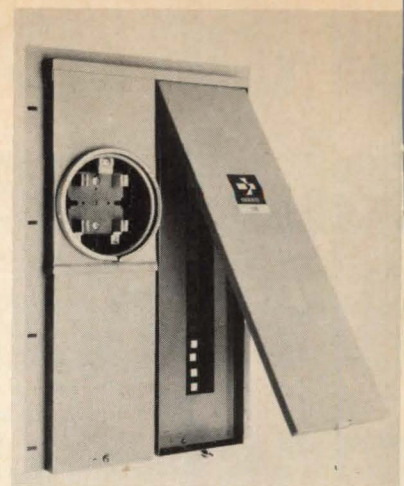
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Flexible conduit connector (above) snaps into 1/2" knockouts in standard junction boxes. Connector is available for 1/2" and 3/8" conduit sizes. AMP, Valley Forge, PA. Circle 224 on reader service card



Floor valve assembly, "Floor-Vac" (above), is designed for use with commercial and industrial built-in vacuum systems. H-P Products, Louisville, OH. Circle 225 on reader service card



Combination meter/load center (above) features EQ® circuit breakers for main and branch circuit protection. Gould, Rolling Meadows, IL. Circle 221 on reader service card



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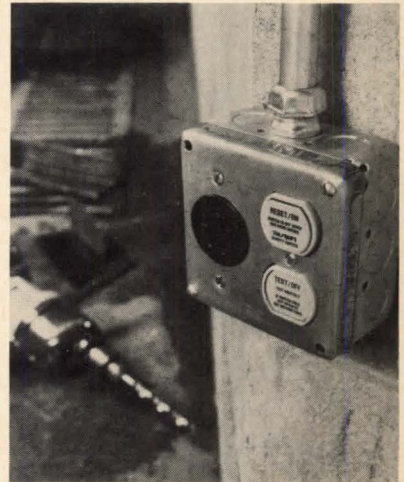
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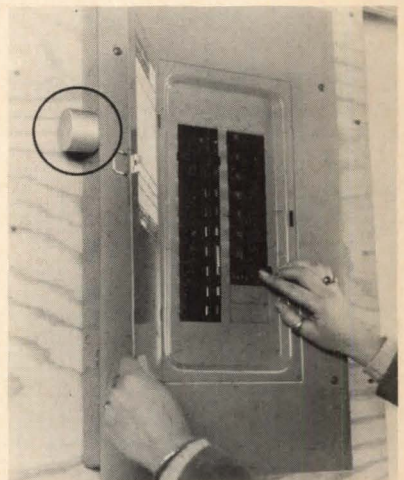
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Ground-fault-interrupter safety switch (above), shown mounted in a standard receptacle box, is rated at 20 amps, 125 volts. 3M, St. Paul, MN. Circle 222 on reader service card



Anti-power surge device (circled above) protects circuitry against excessive voltage caused by lightning or other large circuit disturbances. Unit is primarily for single-phase 120/240v circuits. GE, Plainville, CT. Circle 220 on reader service card

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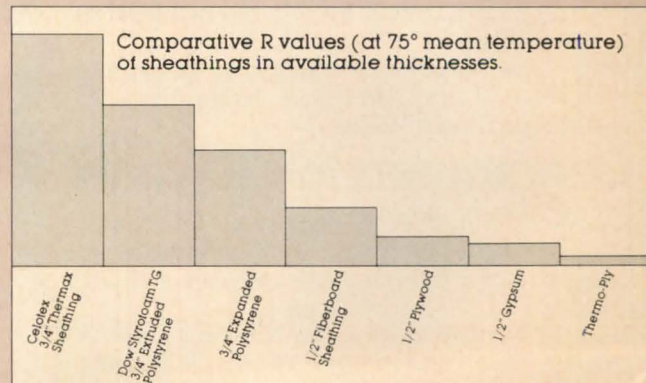
a Jim Walter company

*Thermax has an R of 6 at 40° mean temperature and an R of 5.4 at 75° mean temperature.



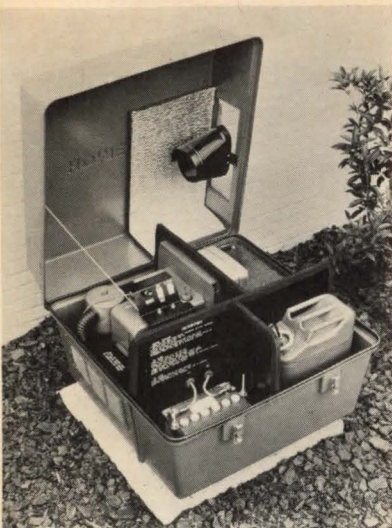
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Backup generator (above) is prewired into a home's electrical system. The 5,000w gasoline-powered unit produces 60 Hz, 120/240 volts AC. Refillable tank holds enough fuel for eight hours of operation. All components are housed in a weatherproof enclosure. Homelite, Charlotte, NC. Circle 226 on reader service card



Central vacuum cleaning system (above), designed for new or retrofit installation, includes a "Power Pack" unit. System is activated when a 28' vacuum hose is plugged into a wall inlet. "Power Pack" unit may be installed in remote areas of the home. Vent-A-Vac, Richardson, TX. Circle 227 on reader service card

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Long Island home; Architects: Vernon and Jay Sears, Quogue, Long Island; vertical siding treated with Cabot products.

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Energy: What's news under the sun?

One of the newer ideas—solar systems that cut energy costs in brick buildings.

Case in point: A house in Royal Oak, Md. had a maximum electric heating bill of \$50/month during the severe winter of 1976-77. The house is designed to be heated 55% with solar energy.

This is just one example described in "The Use of Solar Energy Heating Systems in Brick Buildings," a 24-page booklet. The handbook lays down the basics of active and passive systems and lists eight case studies. An extensive list of reading materials and sources of information are included. Available from the Brick Institute of America, 1750 Old Meadow Road, McLean, Va. 22102. Price: \$2.00.

The Complete Solar House, by Bruce Cassidy, gets down to basics. It is not a how-to-do-it manual, but rather an introduction to the use of solar energy in the home. The fully illustrated, 288-page book presents details of successful solar applications in residences, including the addition of a solar system to an existing space and water heating system. Chapters cover such topics as solar space heating, solar air conditioning

and even a solar swimming pool. Send \$9.61 to Dodd, Mead & Co., 79 Madison Ave., New York, N.Y. 10016.

Here's a simple way to conserve energy—use **solar screening**. If you want a concise description of this passive energy-saving system, a pamphlet outlines how the screening helps cut both cooling and heating costs. Step-by-step instructions on replacing old screens and constructing new ones are given. Screen Manufacturers, Chicago. *Circle 301 on reader service card*

All-copper solar energy systems are described in a 50-page handbook. "Solar Energy Systems" explains and illustrates a range of solar systems designed to harness, store and distribute energy emitted from the sun. One useful section is devoted to "Sun-chart hand calculations": a method which determines space and water heating loads, collector performance and recommended collector area. The comprehensive and practical manual is available from Copper Development Association Inc., 405 Lexington Ave., New York, N.Y. 10017. Price: \$2.00.

Performance data of **silicone materials in solar energy systems** are discussed in a 12-page full-color brochure. Conceptual drawings illustrate the durable materials' use in flat-plate collectors, concentrating collectors, solar electric units and passive systems. Dow Corning, Midland, MI. *Circle 302 on reader service card*

Practical Guide to Solar Homes, compiled by the editors of *Hudson Home Guides*, is a how-to guide for planning a solar home. The book explains types of systems (and costs); aids in evaluating homes for conversion; and provides case studies of existing solar homes (and their plans) throughout the country. The soft-cover publication lists sources of information and provides plans for more than 20 solar houses. Price: \$6.95. Bantam Books, 666 Fifth Ave., New York, N.Y. 10019

Terra-Light™ solar absorber plate is the subject of a concise brochure. Informative performance tables indicate the efficiency attainable from the all-copper, lightweight component. Terra-Light, Lexington, MA. *Circle 303 on reader service card*

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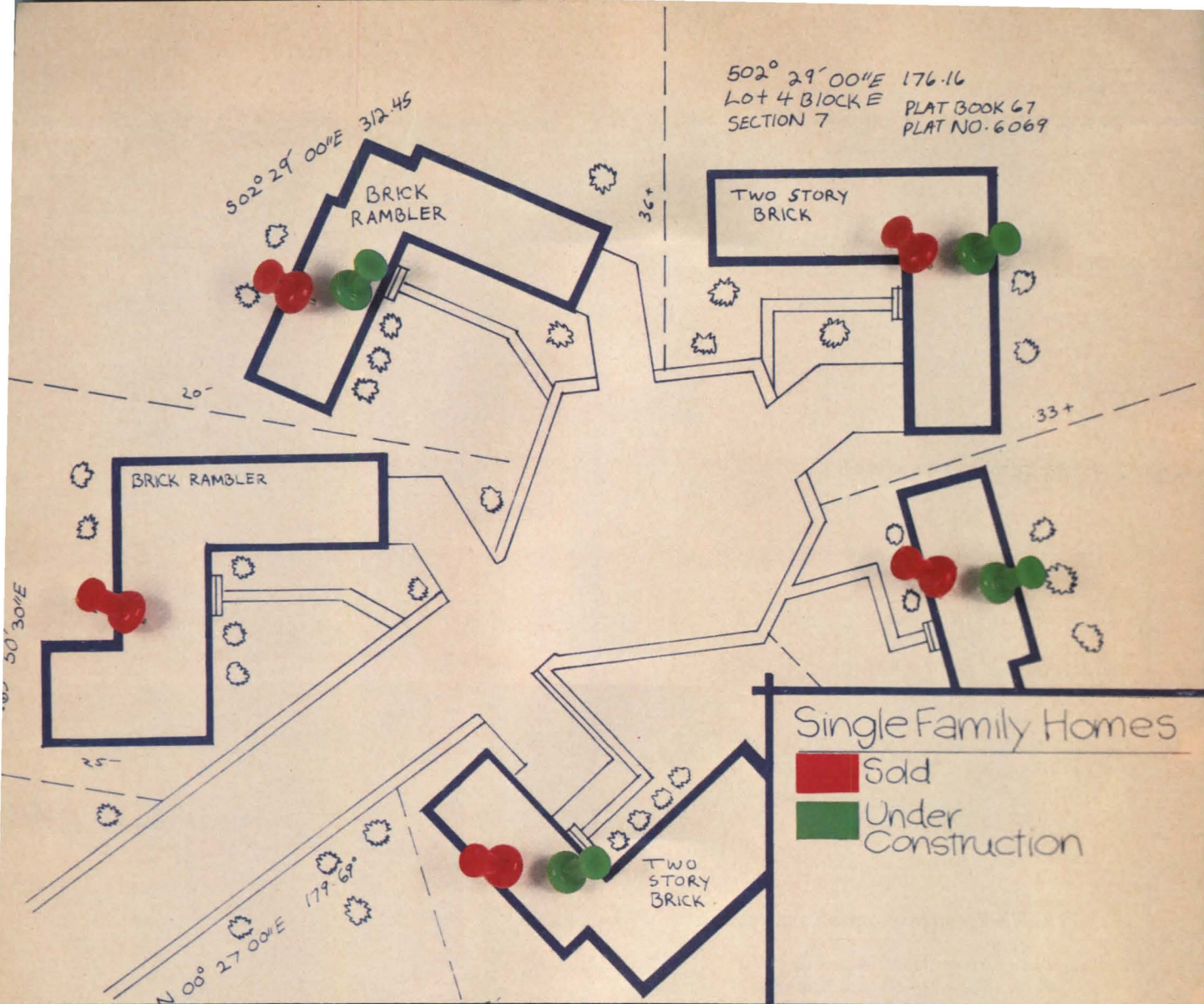
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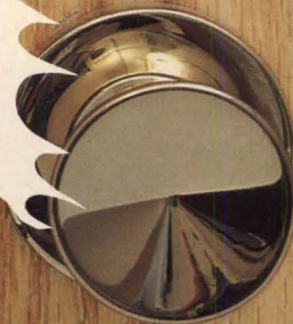
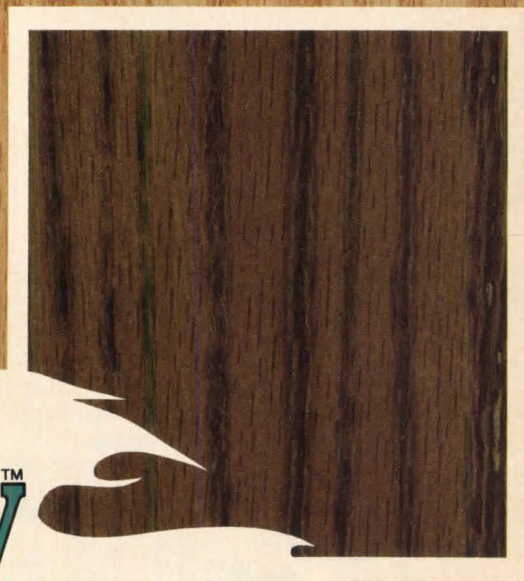
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