Today's prefabs spark an industry-wide revolution in construction and marketing
Also: How housing fares in 40 key cities
RANCHERO® Embossed Inlaid Vinyl Flooring

...for on and below grade...helps sell homes faster

From surface to back, Ranchero is an all-new, 6-foot wide “Spacemaker” floor with features to help you sell your homes faster.

The surface has a “natural” look with a 3-dimensional mortar line deep-set in the vinyl. Embossing and sateen finish hide underfloor irregularities, heel indentations and scuffing. And, Ranchero’s non-directional pattern permits waste-free, economical installation. It comes in 8 beautiful, high-fashion colors.

The exclusive White Shield Backing™ is moisture- and alkali-resistant to let you install it on, above, below grade. Ranchero is one of a series in the complete Congoleum-Nairn Home Builder Line that meets FHA and VA requirements. And, Ranchero carries an attractively low price.

For information and free samples, write to Congoleum-Nairn Inc., Kearny, N. J. 07032.

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NuTone Announces...
The World's Safest GAS Range-Ovens

Newest range idea since Gas! Remote control from a panel at adult eye-level. Only NuTone offers you this extra margin of safety... with the controls out of children's harmful reach. For mother — it's utmost convenience, with NuTone's Twin-Blower type Hoodfan to banish cooking odors, grease, smoke... plus complete closed-door, smokeless broiling.

Here is the most outstanding Range-Oven for your 1965 new homes, apartments, remodeling.

New Cooking Luxury plus Ventilation!

NEW FACT FILE AVAILABLE
SEE OTHER SIDE FOR DETAILS
SHE LOVES THIS NUTONE IDEA

Self-Ventilated ELECTRIC Range-Ovens

See Previous Page

Cook without Greasy Odors
Broil without Smoke Damage
Protect with Safety Controls

She wants to get rid of odors, grease and smoke over the ENTIRE range-top... not just the back units. Powerful Twin-Blower Fan plus Hood's 21" depth does it best.

She enjoys broiling meat with the oven door CLOSED! NuTone's built-in oven exhaust whisks away smoke. Cabinets and walls stay clean, kitchen is cooler, meat more flavorful.

She appreciates the extra protection and good-looks of safe-level controls. Children can't accidentally turn them on. And they're easier to see, to operate and to keep clean.

Free Fact File
To see what NuTone Range-Ovens can do for YOUR 1965 Kitchens, Write to NUTONE, Inc.
Dept. R-1, Cincinnati, Ohio 45227
EDITORIAL
A cabinet post for housing

HIF A is almost powerless to solve the housing problems posed by the growth of our cities. The answer: a new department of housing and urban affairs

PREFABRICATION
The big change in today's prefab market

It's a stronger market than ever, but the past two years have brought a different class of buyer, a different type of dealer and a boom in multi-family housing

Merchandising is geared to the small prefab builder

Manufacturers help him with everything from market analysis to sales training

Advanced prefab systems find limited applications

New materials and techniques can be used only in rural, noncode areas

Mobile-home makers are filling a void in the prefab market

This year they will sell 180,000 units—33% of the under-$10,000 market

One big homebuilder is moving into the mobile-home market

John Long of Phoenix plans to beat the mobile-home makers at their own game

PLANNING
New approach to new-town planning

Developer James W. Rouse has turned to human-relations experts to help him lay out Columbia, an 18,000-acre new town near Baltimore

MARKETING
Coast-to-coast market roundup

A 44-city report on key housing trends, prepared by HOUSE & HOME's editors and members of McGraw-Hill's news bureaus

NEWS
Democratic landslide virtually assures cabinet post for housing

ALSO: California voters nullify Rumford Act and kick off national fight over renewal subsidies...  ULI tells how to make private parks work...  NAHB President Blackfield starts $10-million mortgage trust... Complete News Index on p. 5

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NEXT MONTH
Special report on kitchens: how to plan and design the most salable room in the house... How a kitchen remodeler streamlines a custom business... NAHB's new president... Management ideas from a builder who started in business two years ago and expects to build 1,300 houses in 1965
The Arlington. A four bedroom, 2 1/2 bath home that's built to suit today's demands for more room, more value. Master design, precision construction and intensely appealing custom features combine to produce over 1900 square feet that sell—at a profit. Priced about $18,500—plus lot.

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Actually, all Kingsberry homes are built to sell — and sell fast! Each of the more than 90 Kingsberry models has been uniquely and beautifully designed by big-name architects for maximum customer appeal and low construction cost. And Kingsberry's Total Marketing Program — the most professional "how-to" merchandising plan in the industry — was also designed by experts to assure sales success. From planning through financing to sales training and advertising, Kingsberry has everything you need to build and sell at a profit. Sound interesting? For more information, just mail the coupon below.
Democratic landslide virtually guarantees cabinet post for HHFA and changes in housing laws

President Johnson's smashing election victory carried so many Democrats into the House of Representatives that a project Administration projects stalled in the House this year are almost sure to pass early in 1965. The President has told NAHB leaders and others that elevating HHFA to cabinet status as the Housing and Community Development Dept. will probably have to legislate prior priority. And the 1965 housing bill, expected to be one of the largest ever presented to Congress, will almost certainly contain Administration proposals to expand the Sec. 221d3 low-interest-loan program for moderate-income families, and to provide new grants to help cities and suburbs build a water and sewer lines to open up land for homebuilding. Congress will be asked to authorize more spending for urban renewal and public housing.

All proposals are expected to pass easily in some form because the Democrats retained a two-to-one margin in the Senate and added 39 seats in the House where their margin will now be 296 to 139. But even this count tells only part of the House story: seven Deep South Democrats who often voted with Republicans were defeated. So Democrats in reality filled 46 seats with liberal Northerners. Republican ranks were decimated from top to bottom. Dallas voters ousted Rep. Bruce Alger, an implacable foe of urban renewal, who a year ago filled 19 pages of the Congressional Record with an antirenewal polemic.


And Robert A. Taft, Jr., a fellow member of the House banking committee, parent of the housing subcommittee, failed in his bid for a Senate seat.

In all, the new House has lost 14 congressmen (12 Republicans and two Democrats) who were part of a hard core of 68 that opposed the 1964 Housing Act.

The 1965 housing bill probably will be shaped in a housing subcommittee headed by Rep. William A. Barrett, a Philadelphia Realtor and appraiser beginning his 21st year in Congress.

Both the housing subcommittee and the government operations committee—which will consider a bill to elevate HHFA to cabinet status—will have two Democrats to every Republican. This majority is likely to prevail over the go-slow wishes of the Southern Democratic committee chairmen.

Some Washington observers are even predicting that President Johnson's new cabinet proposal may go one step further and put the Home Loan Bank Board back under HHFA, as it was before 1952. The board supervises nearly 5,000 S&Ls. S&L men would oppose the change.

But all observers agree the cabinet proposal, whatever its final form, will come before a House vastly different from the one which in 1962 killed a similar plan by a 264 to 150 margin.
"ELECTRIC HEATING SURE SAVES SPACE," says Jim Foley, shown at the rear of his most recent apartment project. “In this building, for example, I was able to use the entire ground floor for rentable apartments, instead of having to lose valuable space for a heating plant.” Another advantage of electric heat that Jim Foley likes is that each tenant’s heating can be billed to him individually—according to the amount he uses—along with his other electrical usage.
"ELECTRIC CEILING CABLE is so simple a system that right here is everything I need to put heating into an apartment," says Jim Foley. "And it also combines perfectly with through-the-wall air conditioning to give tenants a complete year-round comfort system that's both efficient and dependable."

"OTHER TOTAL ELECTRIC FEATURES in Jim Foley's apartments include a built-in electric range, electric refrigerator and a quick-recovery electric water heater. "Since there's no need for any flue or ventilation," Jim Foley explains, "I can install the unit out of the way right in the back of a storage closet like this."

"FLAMELESS ELECTRIC HEATING HELPS ME BUILD MY APARTMENTS FASTER AND RENT THEM FASTER, TOO"

In Lexington, Kentucky, Jim Foley tells how switching to electric heating has helped increase his profits both as a builder and a landlord

"The way I figure it," reports Jim Foley, "the natural enemy of any builder looking for a decent profit is lost or wasted time. And this is exactly why I've switched to flameless electric heating in my new construction."

"From beginning to end, electric heat saves me time and money in more ways than I can ever begin to count up. First of all, its easy installation helps me build my apartments faster. Second, its extra sales appeal means that they rent faster, too—most of the time even before they're ready for occupancy. Then, after rental, I don't get tied up with call-backs on the heating. And maintenance and repair time are down to an absolute minimum."

All across America, more and more builders like Jim Foley are discovering that it pays to install and promote electric heat in their new homes and apartments. This year alone, for example, it is estimated that 20% of all new homes will be heated electrically.

Why not find out how you, too, can increase your profits with flameless electric home heating? First chance you get, talk it over with your local electric utility company.

THIS GOLD MEDALLION identifies a modern total electric home that uses a single source of energy for heating, cooling, light and power. When displayed on the homes you build, it helps you to profit more by capitalizing on the fast-growing customer preference for total electric living.

LIVE BETTER ELECTRICALLY
Edison Electric Institute, 750 Third Avenue, New York 17

BASIC TYPES OF FLAMELESS ELECTRIC HEATING EQUIPMENT

- **Baseboard units** take up little space, permit room-by-room temperature control. Two types are available: radiant or hot water.
- **Ceiling cable** is invisible. Wires less than ⅛" thick are concealed within ceilings. Each room's temperature is individually controlled.
- **Heat pump** heats home in winter, cools it in summer. One thermostat setting maintains any desired year-round temperature.
- **Wall panel heaters**, with heating coils behind decorative grilles, provide radiant heat with natural or fan-forced convection.
- **Central systems** are available for either hot water or warm air heating in which flameless electric units supply the heat.
Why is PVC pipe so often better than anything else for drain/waste/vent lines? This book tells why. Sixteen pages, 37 pictures, stories of 13 installations—these show and tell the advantages of PVC piping in residences and commercial buildings. If DWV systems are any part of your business, and you are not aware of what PVC pipe and fittings can do, chances are you are either losing money or putting in less efficient installations. To know for sure,

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California voters nullify antibias housing law by 2-to-1 margin and stir row over renewal funds

The same California electorate that backed President Johnson in a landslide also voted by 4,147,000 to 2,133,000 to negate the Rumford antidiscrimination law and to write into the state constitution a unique ban against any bias regulation in housing.

Voters in Akron, Ohio, threw out a similar ordinance. Berkeley, Calif., and Seattle and Tacoma, Wash., had previously voided such codes (News, May '63 et seq). The overwhelming California vote adopted the state's bitterly contested Proposition 14. It reserves to homeowners the absolute right to choose or reject buyers or renters for any reason, including race or religion. And the effect is to abrogate most of the Rumford Act of 1963.

The strategy of victory was simplicity itself. The California Real Estate and Apartment Owners Associations narrowed their campaign to the single issue of property rights. They hammered relentlessly on the theme, "freedom of choice—sell or rent to whom you choose." They stressed that Proposition 14 did not nullify antibias housing law by 2-to-1 margin and stir row over renewal funds.

"Yes" leaders hit one theme—right of choice.

Homeowners' fears. The vote cut across party, religious, racial and economic lines. It represented a clear expression of opinion by the white laborer and small homeowner. The proposition carried in every county but one, and such single-family-home counties as San Diego, Orange and Los Angeles backed it by anywhere from 2 1/2 to 1 to 3 1/2 to 1. The blue-collar labor vote ran so heavily in favor that Edward McHugh, managing the northern California campaign against the proposition, called it the critical factor.

"These people felt threatened," he said. Another anti-14 leader, Attorney William Jewell, added: "The labor districts voted badly from our point of view. They fear the Negro in job competition as well as in the neighborhood."

Simple strategy. The strategy of victory was simplicity itself. The California Real Estate and Apartment Owners associations narrowed their campaign to the single issue of property rights. They hammered relentlessly on the theme, "freedom of choice—sell or rent to whom you choose." They stressed that Proposition 14 did not prohibit sale to Negroes if an owner so desired but gave him free choice.

Prop 14 leaders campaigned under the slogan, "Don't legalize hate." They called the proposition illegal, immoral, un-American, un-Christian and racist.

Repercussions. Rights leaders promised fast action to test legality of the new amendment. Meanwhile the federal government announced it would sign no more urban renewal contracts in California and withhold funds to cities which have not resold slum land because the new law prevents cities from adding nondiscrimination clauses to the contract. Attorney General Robert C. Weaver had warned Californians of just such a cut-off. The state has $265 million in federal allocations.

New York State voters reject public-housing bond issue

New York voters turned thumbs down on $165 million in state bonds to finance 8,200 public housing apartments and rejected a constitutional amendment to liberalize state and local renewal financing. The State Association of Real Estate Boards opposed both proposals, and New York City's voters failed to give them big enough majorities to offset traditional up-state opposition.

Public housing fared better in San Francisco as voters approved 2,500 new units, giving the city 8,500. Voter reaction to urban renewal spending was mixed; two proposals and one housing code and thereby killed a renewal program in one of the most controversial elections in the city's 67-year history.

South Milwaukee, Wis., rejected a housing code and thereby killed a renewal program in one of the most controversial elections in the city's 67-year history.

Columbus, Ohio, beat down a $6-million renewal bond plan, although Cleveland endorsed four issues providing $10 million in renewal funds.

Philadelphia endorsed $10.5 million for redevelopment of 17 areas. Chester, R.I. passed a $2 million issue.

NAHB takes steps to broaden its role in housing

With its membership at an all-time high of 43,000 and its eye on the housing boom expected by 1968, the National Association of Home Builders has stepped up the tempo of its work in developing constructive programs and legislative policies.

NAHB could have been expected to take a breather after playing a major role in the passage of the 1964 Housing Act, biggest one-year housing bill since 1958. Instead President William Blackfield immediately appointed a 96-man legislative policy committee headed by Legislative Chairman and First Vice President Perry E. Willits and including 12 past presidents.

"They [the committee members] all have differing views on the federal role in housing," said Blackfield, "but they all have flexible, fertile and imaginative minds. Nothing radical is expected to come out of the committee, for NAHB's policies have traditionally been ones of evolution, of refinement and extension of current basic polices."

At a two-day meeting the new committee named eight subcommittees to study NAHB's 1965 legislative goals and to shape its long-range policies on: 1) the role of government in housing, 2) land and public policy, 3) urban blight, 4) residential needs in urban renewal, 5) rehabilitation, 6) public housing, 7) low-cost housing and 8) government organization, including the proposed Cabinet post for a Secretary of Housing and Community Development.

"We want positive thinking, and we can shed ourselves of one shibboleth at the outset—the semantics of the proposal—and concentrate on reaching affirmative decisions on the new department's many intricate aspects."

To tighten its ties with producers, NAHB last month called a meeting of 30 builders and 40 top manufacturers to work on policies common to building markets and knit closer all elements of the industry." The meeting was sponsored by the National Housing Center Council.

Blackfield said the NHCC will conduct a "long-term campaign that will bring enduring benefits to the American people in terms of more and better housing."
Outside of nature, a permanent, water-resistant barrier is not easily achieved. Some products require continuous treatment to preserve a moisture-proof state. In the Bestwall Tile Backer Board system, however, we offer an ideal base for adhesive application of ceramic, metal or plastic tile in all high moisture areas — kitchens, bathrooms, utility rooms. Cut edges and joints are sealed with a special vinyl tape and no further waterproofing is required. Bestwall Tile Backer Board may also be used above the area to be tiled, then primed and painted along with the rest of the regular wallboard.
K-V drawer slides glide smoothly, freely every time!

K-V 1300 drawer slides add the finishing touch that tells customers you've built cabinets of quality! K-V drawer slides are easy to install. They're inexpensive. They're built of high-grade steel to hold up to 50 lbs. with no wobble or sag, and they glide noiselessly on nylon ball bearing wheels. Positive stop keeps drawer from coming out too far. But at the touch of a finger, stop lever can be released for easy drawer removal. The K-V 1300 slide comes in lengths from 12' to 28'. Ask your K-V representative or distributor about the complete line—from lightweight to heavy duty. Or write for our free catalog.
Another trendsetting idea
from Ponderosa Pine Woodwork

Total Privacy Zoning
in a house that offers 8 elevations
from one basic floor plan

Ponderosa Pine Woodwork makes these
unique and distinctive plans available in
order to present new and broader uses of the
products made by its members. Feel free to
use any of the ideas put forth.

1 basic floor plan: 2 elevations—plus . . .

4 unusual site orientations . . .

Here is a home that offers the utmost in casual,
carefree, modern living . . . and made possible by a
revolutionary new concept . . . Total Privacy Zoning.
The interior is zoned so that formal areas are away
from work areas . . . children away from adults . . .
older children apart from the younger ones . . . noisy
rooms from quiet areas. Everything is easy to get to
yet set apart. And the artful, generous use of
elegant Ponderosa Pine woodwork gives this home
quiet dignity and warmth. All in all . . . inside and out . . .
here is a home carefully designed with sales in
mind. Some of the “designed-for-sales” ideas are
shown on the opposite page.
Shown here are some "designed-for-sales" ideas you'd expect to find only in custom houses:

- Install Ponderosa Pine awning windows in the breezeway and glass panels in the roof. . . now you have a dramatic sales feature . . . a solarium.

- Add beautifully crafted Ponderosa Pine louvered doors to turn a common living-dining room into an imaginative, stunning area, perfect for large parties.

- Use standard Ponderosa Pine panel doors as wall paneling in the living room. Gives the house a truly custom appearance . . . a flair of elegance missing in most houses today.

Another outstanding achievement in Ponderosa Pine woodwork is the sliding glass door-wall leading from the living room, dining room, and kitchen onto the rear patio. At long last, thanks to Ponderosa Pine woodwork and the high insulating qualities of natural wood, these door walls are as practical to install as they are lovely to live with. For . . . unlike metal types . . . Ponderosa Pine patio doors are draft-free and sweat-free. Keep out the cold. Keep in the warm.

Look at these other features. 1544 square feet, 3 or 5 bedrooms, 3 baths, family room, sound-deadening closet walls, full basement, 2 car garage and many, many more features you will see when you order your set of working drawings. Use the coupon below.

Specify Traditional or Contemporary elevation.
List of promotion material available is included.

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39 S. LaSalle St., Chicago, Illinois 60603

Gentlemen: Please send me the following:
Contemporary elevation(s)—($10.00, additional sets $2.00 each)
Traditional elevation(s)—($10.00, additional sets $2.00 each) Enclosed is my check for $.___

Name

Company Name

Address

City State Zip Code
today's home buyers are electrically-minded... that's why circuit breakers have tremendous appeal!

More and more, electrical equipment and appliances are being provided and promoted as an integral part of the home. It takes adequate wiring to provide for these "built-in" electrical features and others that will be added later on.

You have a real, merchandisable selling feature when you install QO "quick-open" circuit breakers in your homes. You're providing far more than adequate wiring. You're providing a convenience that's easily demonstrated and readily appreciated. In fact, many buyers have come to consider circuit breakers "standard equipment" in the modern home. There are no fuses to replace. Even a child can restore service, quickly and safely. You're providing modern protection against overloads and "shorts." And—you're providing for future circuits as they're needed.

As your electrical contractor can tell you, Square D's QO is the circuit breaker that heads the list in quality and performance. Specify QO... the finest breaker ever built!

May we send you the complete QO story?
Address Square D Company, Dept. SA-20
Mercer Road, Lexington, Kentucky

SQUARE D COMPANY
wherever electricity is distributed and controlled

Circle 6 on Reader Service Card
U.S. sticks to its strong stand on parklands; wins dispute near Washington, enters another

The Department of Interior has won a legal test of its move to preserve a scenic vista near the nation's capital and has gone into court to bar an apartment project adjoining a federal park in Maryland. Both actions underline the government's new determination to protect public parks and unspoiled land.

A federal court in Alexandria, Va., has awarded $744,500 to owners of the Merrywood Palisades as compensation for a scenic easement taken atop the Potomac Palisades as part of park development next to Greenbelt Regional Park in Prince Georges County. A circuit court had upheld apartment zoning for the 76-acre site developed by B. Francis Saul 3rd. His tract is bordered on two sides by the federal preserve, and the government charges that the apartments would bring 7,000 people into the area.

On Fire Island, a 26-mile strip off Long Island, federal officials are fighting to preserve areas authorized by Congress for New York's first national park. Builders have rushed to erect new homes on Fire Island, hoping to find public park areas developing around them. Any structure built after July 1, 1963 can be condemned, but the Park Service may have to pay so much that costs will be prohibitive. Efforts to halt building permits have been upset in court, and at least 60 are about to be granted. Yet Interior Secretary Stewart Udall warns, "If these people think they are going to build with those permits, they are mistaken." He has pledged to speed up land acquisition, and his aides are negotiating to halt the rush of building.

Water-sewer controls stalled two years by foes' protests

Objections by the water-pump and well-drilling industry have led the U.S. Public Health Service to recall the model law it sent to all 50 State legislatures last spring in hopes of obtaining controls over sewer and water systems in suburbs.

A two-day Washington conference between industry representatives has produced a choice of milder substitutes. But a draft will not be ready in time for action by the 47 legislatures meeting in 1965. Most legislatures meet only in odd years, and only 20 will convene in 1966.

The delay gives homebuilders more time to lobby against the legislation if they decide it could restrict building in fringe areas. NAHB has already alerted local and state affiliates the draft is coming.

The original model law was attacked by the Water Systems Council, composed of about 60 pump makers, and the National Water Well Assn. They argued that state laws requiring connections to sewer and water mains might hinder building of 500,000 homes now going up each year in urban-fringe or rural areas. And they said the cost of extending mains from populated areas would be prohibitive.

The industry won a major concession. Instead of one law, PHS will suggest three. One would apply controls to both water and sewer systems. The other two would contain separate controls for the systems. Other changes: 1) derogatory language about private systems is deleted, 2) states could restrict private water systems only when they endanger health.

ULI tells builders how to make private parks work

The Urban Land Institute and FHA have aimed a massive new book squarely at local government officials, neighborhood protective associations, mortgage investors and even FHA district offices—a loose coalition which has frustrated innumerable builders attempting cluster subdivisions.

Best results will be obtained by setting aside automatic owner associations in tracts ranging from 200 to 500 homes. Typical yearly charges will range from $75 for a 200-house tract to $30 for 500 houses.

The book is packed with valuable details: typical cost-cutting cluster plans, sample sales brochures actually used in marketing tracts with common space, model legal documents and guides to setting up associations in low-priced tracts which typically attract first-time buyers.

News continued on p. 18
More effective selling methods... more imaginative home designs! The 1964 award winner dramatically demonstrates the outstanding results of the annual Horizon Homes Program. And everywhere, model Horizon Homes have impressed home buyers with the beauty and livability of modern concrete.

Backed by widespread publicity and promotional support at both national and local levels, the Horizon Homes Program is doing an effective job of helping builders sell more homes.

To find out how you can participate in the 1965 program, stop in at the PCA exhibit at the NAHB convention.

Rudolf Hermes, Vice President of August Hermes & Sons, Cincinnati, Ohio, is the winner of the 1964 National Award. The awards jury selected the home for its many excellent design features and for the effective merchandising support it received.

PORTLAND CEMENT ASSOCIATION  An organization to improve and extend the uses of concrete

Attractive concrete split block of interior walls provides intriguing, rough-textured background for furnishings. Truncated pyramid ceilings have central skylights.

SEE HORIZON HOMES EXHIBIT at the NAHB CONVENTION
This year's award-winning Horizon Home is designed to provide maximum use of the entire lot, while assuring complete privacy from street.

The floor plan shows how the home is oriented to the winter sun. All rooms face south, and into an enclosed courtyard.

Textured patio stones and planters of precast concrete bring added charm to garden areas, harmonize with color and texture of house walls.

Spaces 1150-1151 McCormick Place DECEMBER 6 TO 10
Quality quest: city bans overhead wires, lender requires air conditioning

An ordinance requiring underground installation of all utilities serving new houses has gone into effect in Carlsbad, Calif., near San Diego, without a complaint from subdividers or utility companies.

And a savings and loan association in St. Petersburg, Fla., has struck another blow for quality in housing by penalizing applicants for mortgages on $15,000-plus homes without air conditioning.

Three-bedrooms for $4,000? Maybe, says research panel

Gov. Terry Sanford of North Carolina recently asked his state's Board of Science and Technology to study the feasibility of his little dream house.

HHFA study. A research team has just reported* sturdy, movable three-bedroom house being built by the Kayman Construction Co.

Gov. Terry Sanford of North Carolina is asking $50,000 for a full-scale study to establish themselves as one-stop remodeling centers, offer a no-down-payment job that can be ordered from plans and models designed by experts. Sears says its work is "fully backed by Sears dependability."

Some small prestige communities have always required underground wiring, but Carlsbad is the first town of any size (12,000) to join these ranks. City Administrator John Mumaux says the San Diego Gas & Electric Co. and the Pacific Telephone Co. both agreed with the plan.

First development affected will be Falcon Hills No. 3, a 40-unit subdivision being built by the Kayman Construction Co.

Utility companies estimate the ordinance will add $150 to $300 to house price.

In Seattle a survey of 1,365 homeowners has just disclosed that about 75% of them would pay $400 for underground wires. In St. Petersburg, Fla., President Robert Elston says his First Federal sat. subtracts from an appraisal the cost of complete air conditioning with ducts, if such a feature is not part of the original plan.

Housing market: strong sales trim inventories

One-family houses are currently the merchant builder's steadiest seller. Total sales for the year are running 2% ahead of 1963, according to the latest Census Bureau-HHFA count (see table).

Builders have trimmed 22,000 homes off an unsold inventory which had grown to 264,000 in May because of heavy building activity early in the year. So they will enter the usually slow winter months with about the same inventory they had in 1963. (But the average price tag is appreciably higher: $19,400 vs. $18,600 a year ago.) And housing probably will finish its fifth straight year with one-family starts near one million.

The voluntary apartment market seems to have stabilized. Economist George Christ- ie of F. W. Dodge Co. notes that apartment contracts are up from an unusually poor August: "Even if housing activity continues to strengthen in the months ahead, comparisons with year-ago values are not likely to be encouraging because the final months of 1963 reflected a peak."

### KEY HOUSING INDICATORS

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<td>ENR House vacancies, met area</td>
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### QUARTERLY PERCENTAGES

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<td>House vacancies, met area</td>
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<td>Mortgage delinquencies</td>
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Rival FHAs court builders in small towns

The FHA, long the mainstay of the urban and suburban residential building boom, is setting its cap for builders in poorer rural areas. HHFA Administrator Robert C. Weaver has just had FHA report on how it can move into small towns.

Competition is the spur. FHA's alphabetical twin, the Farmers Home Administration, is widening its own program of 4% loans to homebuyers in towns up to 2,500 population and in larger towns distant from regular FHA offices. Result: small-town builders now find themselves courted by both FHAs.

The city FHA is considering an educational program to interest small-town bankers in originating FHA mortgages. It is also weighing a rise in FHA application fees from rural areas. An increase from the present $45 to $60 would compensate the agency for the extra time required to service isolated areas.
Redevelopers wrestle with a new snag—property tax ‘surprise’—and the old one of multiple delays

Take it from renewal builders, local tax assessors are the biggest new threat to the profitable operation of the 49,000 apartments and townhouses built so far in the nation’s renewal areas.

Gathered in Washington last month for the first annual meeting of the Urban Renewal Department of Action (URDOA), the developers sought ways to avoid unpleasant tax surprises—official assessments after buildings are completed that far exceed the estimates they used in financing the project and setting rents. “This is one of our toughest problems,” said URDOA Chairman Lewis Kitchen, Kansas City redevelopers. “They [local assessors] lead the taxes on new structures.”

Fellow redevelopers agreed: Arthur Rubloff of Chicago cited taxes ranging up to 27% of rent income. The tax surprise in one project was so high that the builder would need 107% occupancy.

Federal sympathy. Federal officials agreed the problem was serious. “Some Sec. 220 [urban renewal] apartments have been jeopardized by unexpected taxes and tax increases,” said FHA Commissioner Philip Brownstein. “When the tax reaches a point where a project is taxed into foreclosure, I can’t see you gain anything.”

A Brownstein aide, Assistant Commissioner for Programs Carter McFarland, said recent FHA studies showed unexpectedly high reality taxes and operating expenses are the main causes of foreclosure of renewal apartments (see below): “Cities must realize they are defeating the purpose of renewal by too hungry tax policies. Too much too fast will kill the golden goose.”

Convincing the assessor. But when developers sought federal aid in forcing assessors to adopt a more sympathetic view, they were rebuffed.

Urban Renewal Commissioner William Slayton rejected a plea to make city control of tax assessments mandatory before spending renewal money. He pointed out that in most areas the county—instead of the city—assesses property taxes.

Slayton suggested instead that redevelopers turn to state legislatures for relief. State laws in Massachusetts and New Jersey already let communities set property taxes at a fixed percentage of rent receipts. In New Jersey the developer must agree to limit profit to 6% before receiving a tax bill of 15% of rent for 15 years.

“If you want freedom to operate your project, then you have to be satisfied to work out the problem with the assessor as you do today,” observed W. Beverly Barrett Construction, Richmond, Calif., a FHA official now consultant with Owens-Corning Fiberglas Corp. Nevertheless, Brownstein pointed out the FHA “will keep up-to-date tax data and try to bring home its importance to the local assessor.” So, he said, developers will be backed by FHA when discussing taxes with assessors.

FHA finds what’s wrong in some renewal projects

On the theory that builders can learn from their mistakes, FHA has just tried to find out what went wrong with several ailing Sec. 220 renewal apartments.

Its major finding: time is the biggest single aid to renewal apartments. For example: 63 projects opened before 1963 have a 6.1% vacancy rate while 19 projects opened since then are 18.4% vacant. And, says Assistant Commissioner for Programs Carter McFarland, 17 projects which once were in forbearance while renting up are now paying their own way.

McFarland also found five major reasons why renewal projects have flopped:

1. Real estate taxes and operating expenses exceeded original estimates.
2. The builder was thinly capitalized and ran out of operating capital before he could finish the units.
3. Competition from other nearby rental units depleted the market.
4. The builder relied upon poor management.
5. The builder (and renewal agency) misjudged potential rent levels or volume. A parallel Urban Renewal Administration study produced this ranking of reasons for slow renting of renewal projects:

Poor surrounding neighborhood, 13; voters; torn-up (or bombed-out) look of renewal area, 12; too many units offered at one time, 10; no facilities such as stores, 10; lack of site improvements, 9; poor design, 6; poor management, 5; rents too high, 4.
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Right on these stars, in your model home windows, home buyers learn that
PPG TWIN® eliminates storm windows, reduces heating bills, cuts downdrafts, reduces fogging and frosting, helps keep noise out.
Right on these shields, home buyers learn that PPG HERCULITE® K Tempered Safety Glass makes sliding doors safe . . . because HERCULITE K is hard to break. If it should break, it breaks safely—without long, sharp, cutting fragments.
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and shields on the doors in 1965.

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Hide-away cooling that installs through the wall... that's what's new. This Luxaire air-cooled condensing unit is so neat and compact that you can tuck it away almost anywhere... with a blower so powerful that it handles both intake and exhaust even when vented through an 8" block wall. Quiet, too, so quiet that they can be installed in bedroom closets. If this kind of comfort versatility—heating or cooling—could improve the saleability of your homes, you'd profit by looking at our Luxaire Builder Brochure. It's loaded with dozens of good-comfort ideas. You see Luxaire makes 1155 different pieces of comfort equipment, so there's bound to be a combination that's right for your blueprints, budget and buyers. Contact your local Luxaire wholesaler or write direct.

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Circle 14 on Reader Service Card
The 1964 Housing Act section which boosted top FHA loans from $25,000 to $30,000 is not speeding sales of higher priced houses, according to Home & Home's panel of leading mortgage bankers.

In one of the best housing markets, the Southwest, the nation's biggest mortgage banker finds only scattered evidence of slightly higher FHA volume in $25,000-plus lending, Vice President Everett Mattson of Houston's T. J. Bettes Co. reports insignificance of the new program but traces it from his managers in New Orleans, Tulsa, Oklahoma City and the big Texas cities. Others among Home & Home's 18 mortgage men say builders are apathetic.

But the National Association of Real Estate Boards predicts the higher FHA loan limits, coupled with a shortage of qualified buyers, will bring conventional sales to a near halt which will lead to a sharp rise in FHA. NARER bases its forecast on a survey of 200 Realtors.

Unsuspected advantages. Mortgage bankers find builders are generally unaware of the program's advantages, perhaps because the FHA has promoted it only through Commissioner Philip Brownstein's speeches and has made little effort toward an educational campaign.

The program's big advantage: it offers a $30,000 mortgage with an 11½% down payment, 5½% interest and 30 years to pay. So it presents a way to sell higher-priced houses without second mortgages used in many conventional loan sales.

Bankers also see little immediate need for the higher FHA loans.

"Conventional loans appear thoroughly adequate, and they can be obtained so much more quickly," says Sherwin Vine of Detroit's Citizens Mortgage Co.

Unsuspected market. And some mortgage bankers believe houses priced over $30,000 make up such a tiny segment of the new-house market that the higher FHA will have minimal impact.

Yet the latest Bureau of Census-HHFA shows that houses priced over $25,000 accounted for one-fours of all new merchant-buited houses for sale at mid-year. Builders sold 58,000 houses in this price class (20% of all sales) in the first half of the year and had another 56,000 on hand. Last year sales totaled 96,000 houses.

"There is a few people interested in it. This $30,000 lever can start a trend for FHA because of lower down payments," says Vice President M. F. Haight of American Mortgage & Investment in Oklahoma City.

Mortgage men agree election won't change price picture

"We will continue to have easy money," sums up Senior Vice President Frank W. Cortright of Mortgage Bankers Co. of California in a typical comment. "Everybody is breathing a sigh of relief."

Vice President Christian Gebhardt of the Colwell Co. reports Los Angeles mortgage bankers are firm on their new FHA Sec. 203 price of 97½—up a half point from the previous month. House & Home's mortgage advisers expect the national market to continue its buoyancy.

Fanny May sells $300 million in notes on pooled mortgages

The Federal National Mortgage Assn. has succeeded in substituting private capital for Treasury financing of mortgages it holds for the government. Purpose: to reduce the federal deficit.

Under the 1964 Housing Act, the agency created serial participation certificates based on a $625-million pool of FNMA and VA mortgages.

Cash proceeds—$200 million for FNMA and $100 million for VA—are more than the agencies could have realized by selling the loans on the open market.

President J. Stanley Baughman of FNMA says the program will attract to the mortgage market new money not previously available for mortgages.

Baughman says FNMA will soon test a second way of boosting private housing investment by starting to deal in participations in FHA apartment loans. Details are being worked out for minimum $100,000 deals.

CONVENTIONAL LOANS (combined average)

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<th>FHA 207</th>
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<td>Interest charged by various lenders, new homes</td>
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Denver builder Ken Ensor did something different this fall...

K. C. Ensor, a Copper Award Home builder, is President of the K. C. Ensor Construction Company. This company has erected more than 4,000 homes in the Denver area since 1932.
He built a model home that featured extensive use of copper, brass and bronze. He included gleaming copper gutters and downspouts... copper roof flashing and attic ventilators... a copper fireplace hood... copper switch plates... copper wall tiles and range hood... bronze weatherstripping... solid brass and bronze hardware... and he even used an X-Ray wall to show the copper plumbing and copper drainage piping. Then he promoted what he did.

In Ensor’s words, here’s what happened... “A record opening—and a high level of traffic of well-qualified buyers!”

Did it cost Ken Ensor more to use copper? Of course it did. Copper, brass and bronze have never been sold as the cheapest materials. But you’d be surprised at how little the difference really was. The rain carrying equipment cost more. The plumbing and drainage lines cost less. But the unquestioned sales value that was added to the house by the builder’s use and emphasis of these features, more than compensated for any slight difference in cost.

More lookers came to see the model house. And more lookers became buyers. How? By demonstrating quality and value rather than just talking about it.

In today’s market, isn’t that more than half the battle?

On the exterior
"The copper ventilators, flashings, gutters, downspouts and decorative trims on the exterior excited comment from the public prior to their entry into the home. They liked the 'no painting' feature."

In the interior
"The warm bronze and copper tones used in the interior decoration blended with and accented the copper metals used in the home, creating a 'welcome home' feeling."

In the kitchen
"The copper range hood, accented with copper tile and blending with the bronze-tone built-in range and oven, brought favorable comment."

In the family room
"The family room, with the fireplace accented by a sheet copper hood, gave a feeling of relaxation and warmth that invited people to linger."

On the exterior
"A superior new protective coating called Incralac has been developed for copper, brass and bronze which helps eliminate maintenance problems. Incralac was developed and tested by the International Copper Research Association.

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*That's if you're in the Yellow Pages. If not, call your Yellow Pages man — he's in the Yellow Pages under ADVERTISING — DIRECTORY & GUIDE.
Filing of a $10 million issue by WESTERN MORTGAGE INVESTORS of Honolulu marks further expansion in the operations of NAHB President Bill Blackfield, already both a mortgage banker and a large builder in San Francisco and Hawaii.

Western Mortgage Trust, which Blackfield chairs, was organized in August. It is now seeking Securities & Exchange Commission registration of one million shares at $10 a share, with underwriters receiving a 10% commission. The first 94,180 shares will be offered on an all-or-nothing basis.

Like three other mortgage trusts, WMT will invest in FHA and VA loans and make construction and land-development loans. Blackfield is sole owner of the trust's advisor, Mortgage Advisers Inc.

Blackfield follows in 1957 NAHB president George Gooyder into the mortgage trust field. Goodyear's successor, Mortgage Advisers Inc., is seeking SEC registration of a $15 million of convertible debentures.

The return of housing companies to the stock market for financing reflects new strength in building, mortgage and land development issues last month. But S&L issues, still slipping in Wall Street's favor, last month dropped 9.5% to an average of 14.89. As a result House & Home's average of 86 stocks fell 4.8% to 8.95. The averages:

**With the public companies. ADMIRAL HOMES of West Newton, Pa., will build a 50,000-sq. ft. plant in Rocks, Md., about 30 miles from Washington.**

Two companies are securing new financing. BRENTWOOD FINANCIAL, Los Angeles-based S&L holding company, privately placed $2 million last month. 20-year, 5.5% unsecured notes. MACCO REALTY of Paramount, Calif., is seeking SEC registration of $1.5 million of convertible debentures.

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**Sept. 2 Oct. 7 Nov. 6**

Building 5.19 5.18 5.38
Mortgage banking 9.84 9.98 10.15
Preparation 8.58 8.64 8.03
S&Ls 16.45 16.48 14.89
Land development 5.93 5.46 5.66
Average 9.44 9.40 8.95

**Kingsberry sale.** As expected (NEWS, Nov.), BOISE CASCADE CORP., Boise, Idaho, building materials manufacturer and dealer, has bought KINGSBERRY HOMES of Chambtree, Ga., in a straight stock swap. No purchase price was announced for the privately held home manufacturer, which grosses $16 million from its two plants.

"Joining with Boise Cascade is a logical move," says Kingsberry President Albert Hildebrandt because Boise's strong position in the West gives Kingsberry "a strong base from which we can sustain growth." BC owns component plants in the West.
They put the heating and air conditioning on the roof to save money.
They used multiple units to save money.
They specified Janitrol to save money.
Saving money has always been part of the "specs" with us at Janitrol.

Case in point: Eight roof-mounted Janitrol Skyliners at the W. T. Grant Company, Tigard Shopping Plaza, Tigard, Oregon.

The Skyliner package goes in fast with less labor. Equipment is shipped completely factory assembled, tested, charged, wired, ready to install. No water cooling towers, refrigerant piping or equipment rooms needed. Not a single cubic foot of usable inside space taken up. Conditioned air is circulated through a ceiling diffuser located beneath the unit or into a ducted system.

One or more Skyliner units can be used to provide zone-controlled comfort, with each Skyliner controlled by its individual thermostat.

A wide range of models fit the demands for each zone... allows more efficient utilization of heating and cooling capacity; cuts operating costs.

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Still looking for ways to avoid ...splits? ...and just
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2. Steel post cap ties 4 x 4's together quickly.

3. Adjustable steel post anchor cuts labor time 50%, eliminates damp rot, termites.

7. Steel joist supports add strength, install quickly.

8. Split ring connectors expand as they go into groove in truss members.

9. Steel truss plate has pre-punched nail holes.

10. 2-sided plate connector is one unit. Nails driven through holes hit backing plate, become self-clinching.

for maximum strength, dependability, economy
fastening into end grain?
plain aggravation?

4. Component assembly with steel plates saves time, money, adds strength.

5. Steel clips replace backing studs, save $10 to $15 per house.

6. Steel rafter ties insure strength against high winds.

These are only 10 different ways steel fasteners and nails can save time and money, and help you build a stronger, more stable house. There are many, many more. Each product shown on these pages is produced by competent manufacturers from quality steel furnished by U. S. Steel (U. S. Steel does produce nails). For more information, mail the coupon.
Architects, builders, contractors agree **ARTISTIC BRASS** helps sell homes and apartments...

Successful salesmen know that "the more you tell, the more you sell". The beautifully sculptured elegance of Artistic Brass fittings and accessories give salesmen something to talk about. And these exciting, luxurious plumbing fixtures are so visually stimulating that they "speak for themselves" even when no salesman is in attendance, to sell prospects on the homes or apartments they handsomely adorn.
Re Redeveloper Scheuer wins House seat—two other builders lose races

After campaigning intermin­ately for more than two years, Redeveloper James H. Scheuer, 44, has finally won a seat in Congress from New York's 21st district in the Bronx.

Scheuer, an outspoken Demo­crat who is one of the nation's largest renewal apartment builders, started running in 1962, when New York City's Democrat reform wing asked him to try to unseat James C. Healy, a $100-000 effort netted a 1,084-vote defeat in the party primary.

Undaunted, Scheuer cam­paigned harder than ever this year against alleged bossism and payroll padding in Healy's office, succeeding in edging out Healy in the primary. In the general elec­tion his opponents tried to tag him as a carpetbagger because his family lived in Manhattan while he maintained an apart­ment inside the district. But the heavily Democratic district gave him 85% of the vote (74,584 to 12,898).


Scheuer entered renewal quite by chance. From 1948 to 1952 he practiced law in New York City, and for a time was counsel for the Office of Price Stabiliza­tion. Then a builder client asked Scheuer to handle a renewal proj­ect, and Scheuer became so fascinated with it he entered the business himself.

His first apartment project was Capitol Park, built in a former 500-acre slum area in south­west Washington, D.C. "The area was off-limits to the Army for 150 years," Scheuer recalls, "and was known for rapes and muggings. We finished 400 units and won all types of architectural compe­titions, but the renters—the people —weren't interested. I would have had to commit rape, robbery and muggings to get some­body to come down here."

Capitol Park took 2½ years to fill up, but it was there that Scheuer established techniques he has since used successfully in other cities. He paid extra money for well-known architects. And he added a whole panoply of amenities—fountains, sculpture and the like—to attract renters.

At first he paid for these items out of his own pocket; later, be­cause of the plea, FHA was asked to hold them to mortgage costs. But sometimes his design ideas have sparked bitter fights, as when he built 59 homes on poles in Marin City, Calif. (News, Nov. 29).

Scheuer has also fought, through articles in law journals, for simpler sales of renewal land.

As Scheuer takes up his new legislative duties, his IRB Corp. will finish renewal projects in Sacramento, St. Louis and Brook­line, Mass.

Two other builder candidates failed to win seats in Congress. Republican Norman G. Shana­han, 34, treasurer of the Home Builders Association of Los Angeles-Ventura-Orange Coun­ties failed to unseat Democrat Charles Wilson in Los Angeles.

In the suburbs of Cleveland, Redeveloper Chat Paterson failed in his third bid to defeat Mrs. Frances P. Bolton. Paterson, through Midwest Redevelopment Corp., is building in Denver, Jackson, Mich., Minneapolis and Norfolk, Va. Democrat Paterson lost by his usual 21,000-vote margin even though the district went for President Johnson.

LENDEES: Frederick W. Jack­son becomes senior vice president for mortgages for Dime Savings Bank of Brooklyn, second largest in the U.S.

Clinton DeVitt Jr. has been elected chairman and president of Pacific States Mortgage Co. in Oakland, Calif.

Western lumbermen pick Barnes

The new Western Wood Products Association has tapped Wendell B. Barnes, 55, as its first executive vice president.

WWPA emerged early this year from the merger of the Western Pine Assn. and West Coast Lum­berman's Assn., joining producers of 65% of the nation's softwood from a dozen Western states.

Barnes, a lawyer and Small Business Administration head un­der President Eisenhower, will head WWPA's beefed up effort to expand the market for softwoods. To do this, WWPA has allocated $1.5 million for advertising and promotion next year, more than the combined budget of the two smaller groups.

WWPA is also stepping up its aid to homebuilders. It will main­tain a single quality-control and grade-marking division to assure builders that they are getting properly marked lumber. Three inspectors will be added to pre­vent ferging of grade marks (see p. 5). WWPA hopes to simplify lumber specifications and, through a field staff of lumber experts, help builders find the best pos­sible uses of wood.

Barnes steps into an organiza­tion that has already started mov­ing under the temporary领导­ship of James Turnbull, who took a three-month leave from the American Plywood Assn. to

NEW YORK'S SCHEUER
Victory after a two-year campaign


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Barnes, a lawyer and Small Business Administration head un­der President Eisenhower, will head WWPA's beefed up effort to expand the market for softwoods. To do this, WWPA has allocated $1.5 million for advertising and promotion next year, more than the combined budget of the two smaller groups.

WWPA is also stepping up its aid to homebuilders. It will main­tain a single quality-control and grade-marking division to assure builders that they are getting properly marked lumber. Three inspectors will be added to pre­vent ferging of grade marks (see p. 5). WWPA hopes to simplify lumber specifications and, through a field staff of lumber experts, help builders find the best pos­sible uses of wood.

Barnes steps into an organiza­tion that has already started mov­ing under the temporary leadership of James Turnbull, who took a three-month leave from the American Plywood Assn. to

DECEMBER 1964

WWPA's BARNES
To expand use, simplify

organize WWPA.

A one-time member of the Oklahoma House of Representa­tives, Barnes has been a man­agement consultant and lawyer in New York City since leaving the Eisenhower Administration. Join­ing him on the WWPA staff are George Whittier, 55, Portland architect, who will be building code and specifications manager, and Edward Place, 62, director of information.

BUILDERS: Richard L. Weiss, 40, veteran southern California builder, has switched from Lar­win Group Companies to vice president and chief of real estate operations for Sunset Interna­tional Petroleum.

Martin Seligson has resigned as president of Atlantic Improve­ment Corp., which lost a hard

battle to develop Breezy Point in New York City last year. His successor, John Marquese, chairman of United Improve­ment & Investing which owns 16% of Atlantic.

Philadelphia Builder Norman D'Amico has been named president and chairman of Philadelphia's newest bank, Lincoln National.

Bill Levitt has strengthened his management team by nam­ing three new senior vice presi­dents: Nelson C. Kamuf, head of production, Norman Peter­freund, finance and Dr. Norman Young, marketing. Louis Ferkin becomes mortgage vice president.

OFFICIALS: San Francisco has given its energetic renewal dire­ctor M. Justin Herman a broader new role. He'll coordi­nate planning, housing and com­munity development.

Neal J. Hardy, FHA Commis­sioner until 1963, has left the Ford Foundation to become depu­ty Rent and Rehabilitation Ad­ministrator for New York City.

Eight builders indicted in home loan frauds

A federal grand jury has charged eight Oklahoma City builders and a house salesman with falsify­ing $50 home loan applications to FHA or to federal savings and loan associations. All nine have pleaded not guilty.

The mass indictment, one of the nation's largest on such charges, is the biggest in Oklahoma since a scandal under the Veterans Administration's home loan pro­gram in 1952. It charges the builders with falsely stating the amounts of down payments made by new homeowners.

The indictments cover mort­gage applications filed from 1959 to 1963 and involve houses priced from $14,150 to $21,800. Charged with falsifying FHA loan applications are Melvin Earl Hatley, Bill Wayne Slater (a salesman of Hatley), Jesse W. Mashburn, Benny I. Nall, How­ard L. Coleman, H. T. Jordan Jr. and Gervase A. Bryant.

Ross L. Robe and Frank L. Richards face 22 counts of false statements to federal S&LS.

Conviction on the falsification charges carries a possible $5,000 fine two years in jail or both.

DIED: I. J. Harvey, 68, presi­dent and board chairman of Flint­kote Co. for 30 years (1934-64), Oct. 14 in New York City. A champion of research, he once said: "The larger we grow the more money we have to devote to research into better ways to do more things at less cost."

Gaines Slayter, 67, the father of glass fibers, Oct. 15 in Columbus, Ohio. Former vice president of re­search and development of Owens-Corning Fiberglas for 25 years, he held over 160 patents and two honorary doctorates.

37
Business in the making

New reports of projects in planning provide leads for future contracts

House & Home presents locations, sponsors, architects and estimated costs of representative new projects costing over $500,000, as gathered by Engineering News-Record and F. W. Dodge Co., division of McGraw-Hill Inc., to alert builders and contractors to new business.

NORTHEAST
Pennsylvania—Joe De Corp. of Norristown will build 164 houses in Lower Providence costing $2.3 million.

New York—A $4 million, 190-house project will be undertaken by Seneca-Craftsmen Builders in West Seneca.

New York—Hamburg-Como will build 125 houses in Lackawanna to cost $1.7 million.

New Jersey—C. J. Kordys of Wayne will plan 168 houses in Lickawanna to cost $1.7 million.

Connecticut—Stone Inc. of Clinton will build 105 houses costing $24 million.

SOUTH


Florida—Architect James Robinson, Lake Worth, plans a $2 million apartment and swimming pool project in Lake Worth.

Maryland—Tadier-Cohen, Silver Spring, is engineer for $2 million apartment project in Upper Marlboro. Plans: Cohen, Haft & Assoc., Silver Spring.

Florida—Club of Miami will build $2 million apartment in northwest Miami. Plans by Herbert H. Johnson Assoc., Miami.

Texas—William J. Lackey is designing 72 apartment units in San Antonio. They will cost $1.7 million.

Maryland—Northern Parkway Development Corp., Baltimore, will build Greenberry Terrace Apartments, costing $1.5 million, in Baltimore. Plans: Jewel & Wolf, Baltimore.

MIDWEST

Nebraska—Bellevue Construction Co. of Omaha are sponsoring 24 apartments costing $1.5 million in Omaha. Architects: Dunbar & Dunn.

Indiana—J. B. Pfister Co. of Terre Haute have assigned Miller, Miller & Assoc., to design a 100-unit apartment building costing $550,000 in Terre Haute.

Ohio—Leonard Fuchs of Beachwood will build 59 homes in Wickliffe. Cost: $1,380,000.

Iowa—Goodwin Brothers of Indianola will build 58 homes costing $700,000 in Indianola.

Minnesota—Ecklund & Swedlund Construction Co. of Hopkins are contemplating 250 homes in Plymouth.

Ohio—Bert Construction Co. of Cincinnati will build 27 homes costing $540,000 in Cincinnati.

WEST


Hawaii—Blackfield Enterprises will receive bids for a 243-home development in January. The Honolulu project will cost $6 million.

California—A planned community with 168 houses, recreation areas, swimming pool and commercial buildings in San Pablo will be designed by George Swallow of Richmond.

California—Eichler Homes and Brown & Kaufmann plan a 264-house development in East Oakland Hills costing $10 million.

California—Fullerton-Continental Garden Apartments will construct a $1 million condominium apartment in Los Angeles. Plans by Cliff Osten & Assoc., Downey.

Colorado—A $1.5 million apartment-office building is planned by Frank M. Weller in Greeley.

Nebraska—Robert Batchelor of San Francisco is architect for a 374-unit apartment in Lake Tahoe. Cost: $10 million.

California—A Senior Citizen's housing development planned by Orr, Strange, Insel & Senefeld, Los Angeles, will be built by Pacific Evangelical United Brethren Home in Santa Ana.

California—Chester C. Sutter of Carmichael will build a 78-unit apartment in Pacific Grove costing $1.2 million.

California—Two 27-unit apartments in Los Angeles will be built by F. Plochin. The $6.6 million project is designed by Chester C. Smith of Redondo Beach.

California—Dr. William R. Nesbitt will construct an apartment with a restaurant and clinic in Fairfield. The $8 million project will be designed by Bond & Dougherty, Sacramento.

California—Reinhard Lesser of North Hollywood is architect for a $1.5 million apartment by Jerome S. Rosenberg in Los Angeles.

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finish and help take the guesswork out of building.

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Andrew S. Place of Place & Co. in South Bend,
Indiana, says,
"I think that Consultron is one heck of a fine service
that Barrett is offering to aid the building
industry. It has saved us thousands of dollars in
advance planning."

Mike Henderson of Henderson Homes in Oklahoma
City, Oklahoma, tells us,
"We followed Consultron's recommendations and
increased our sales of homes 102% over 1963 sales
even though the local residential market was off
44% from 1963."

From Clarence "Bucky" Pierce of North Shore
Suburban Homes, Inc., in Lynnfield, Mass., we hear,
"We can't build fast enough to take care of the
customers, and we feel that Barrett Consultron and
the marketing ideas contained in the report are major
causes of this."

Julius Rembrandt, Subdivision Manager
Holiday Homes of Memphis, Inc.,
in Memphis, Tennessee
"We feel that every builder contemplating the building
of a subdivision should have Consultron advice. If we
had had their advice a year ago, we feel that our profits
would have been greater and our headaches smaller."

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HH-12
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Aberdeen East, Matawan, New Jersey, is an attractive community of 240 Gold Medallion Garden Apartments being built by Arthur Goldberg and Paul Waters of Parr Associates, Inc. The sales appeal of these total-electric apartments is enhanced by the modern General Electric lighting and underground power system.

Ambassador East Apartments, Royal Oak, Michigan—Builders Allen Layne and Marv Brooks built their 82-unit Garden Apartment complex to Medallion standards, featuring General Electric push-button kitchens and climate control. These sales features, plus attractive exterior lighting, a swimming pool, and beautiful landscaping add to the appeal of this outstanding Detroit-area apartment.

Medallion City, New York World’s Fair—approximately 46,000 people a day will tour Medallion City at General Electric’s World’s Fair Progressland. The many advantages of all-electric living will be demonstrated through General Electric’s complete line of electrical products for residential and commercial applications.
Cape Coral, Florida, where Gulf American Land Corporation is building Medallion Homes on carefully planned waterfront lots. Each contemporary Florida home will feature a modern General Electric kitchen and electric climate control for year-round comfort. All-electric living, coupled with well-planned community facilities, are making Cape Coral one of Florida’s most successful residential communities.

Hallcraft West Plaza Townhouses, Phoenix, Arizona, where builder John Hall has combined the comforts and conveniences of total-electric living by General Electric in Gold Medallion townhouses, with the pleasures of a carefully planned family recreational area and community center. Fifty-six townhouse sales the first week at West Plaza have proven that Hallcraft’s combination brings results.

Lakeshore Estates, Topeka, Kansas, where 20,000 people turned out on opening day in the rain to tour George Emery’s new Gold Medallion home community. Three hundred all-electric homes will feature a General Electric range, dishwasher, Disposall®, refrigerator, separate freezer, built-in stereo, intercom, hot water heater, central air conditioning and General Electric’s ceiling cable heat.
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There's visibility unlimited when wood works with glass. A sure protection against the elements, wood is used in this home as a sure winner of compliments from customers. Roger Lee Associates, Architects.

These see-through wood stairs provide a touch of brilliance, because they never obstruct the view. Stairs of wood are sturdy and sure-footed, the beautiful way to go up or down. Architect: Joseph Esherick & Associates.

Here's another wood stair with a flair. Getting from floor to floor can be as wood looks traditional as you wish. With wood at work, stairs don't have to be hidden. Architects: Schweikher & Elting.
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Courts give this city house outdoor privacy . . .

Although this compact house in downtown Philadelphia is on a lot only 22' wide, it provides better indoor-outdoor living than many suburban homes. A secluded entry court (top photo) extends the living room, adding entertainment space, light and a view of the garage planter area (shown in plan). The architects (see story below) put a second court behind the kitchen-dining area and enclosed it with a high fence for private outdoor dining. A second-floor study overlooks this court, and bedrooms look down into the living-room court and out over the garage. The house cost: $20,000.

. . . and split levels give this one indoor privacy

From the street this looks like a small one-story house, but inside it has three levels (section, left) and 2,184 sq. ft. of living space. The main level (plan, left) includes the living room, a kitchen-dining area directly behind the street facade and a recessed center entry with a view of a large court behind the garage. Two bedrooms and a bath-dressing area on the upper level are connected by a ramp to the living room and by two bridges over a moat to the rear court. On the level below these bedrooms is space for storage and utilities, plus a bath and a guest bedroom with sliding glass doors opening to the landscaped bank of the moat. The L-shaped house was designed for an irregular 54'-wide lot between existing buildings. Its cost: $54,000.

Both this house and the one above were designed for individual clients in Philadelphia by Architects John D. Sacksteder and Newton Le Vine.

Leaders continued on p. 56
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DECEMBER 1964
A deep center hall divides this hillside into two separate zones

On one side is the formal living room and, below it, the master bedroom suite. On the other side are the kitchen, dining and family areas, with children's bedrooms and a playroom below. This division allows complete separation of adult living and entertainment from children's and shared family areas. An outside spiral staircase connects the entrance deck to the carport.

Since this house is on a hillside, the traditional positions of the levels have been reversed, but the plan would work equally well on a flat site if the bedrooms were upstairs and the living areas downstairs.

The well-zoned plan is one reason why this house, and a similar one on an adjacent site (just out of the photo above) won an Award of Merit in the recent FHA design program (H&H, Nov.). Architect-owner Clement Chen Jr. built the 2,400-sq.-ft. house for $40,000 in San Carlos, Calif.

This open yet secluded house is designed for a transitional area

The house was planned for a 70' lot in an undistinguished neighborhood, yet the owners wanted attractive outdoor views and plenty of outdoor living space. So Architect Charles McAfee put a patio (photo, lower left) between the bedroom wing and the rear garage wall to provide both controlled views and outdoor privacy for the master bedroom and family room. Another patio—with access from the living room, family room and study—is screened by a sculptured concrete block wall (photo, lower right).

The facade, closed to the street, has a covered entrance walk leading into a side foyer which, with the kitchen-utility area behind it, separates the formal entertaining area from the family room. The 1,550-sq.-ft. house in Wichita won a First Honor Award in the FHA design program. Cost of the house, including land and central air conditioning: $20,500.
WHY ARE THESE THE HOTTEST SELLING HOUSES IN AMERICA?
See next page
19 REASONS WHY SCHOLZ HOMES ARE NOW

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The Loire Valley Chateau No. 2

The New England Colonial No. 5

The Pennsylvania Dutch - Gambrel Roof

DECEMBER 1964

Circle 27 on Reader Service Card
How Bertrand Goldberg used General Electric Zoneline Air Conditioning to design Marina City “for the varying needs of the individual tenant.”

Bertrand Goldberg explains a step forward in apartment design: “Today we are designing as flexibly as possible for the varying needs of the individual tenant. In the past we’ve frequently forgotten that each tenant has needs and preferences which are different from his neighbor’s.”

This new approach to apartment design is exemplified in Mr. Goldberg’s Marina City, a 60-story project in Chicago housing 896 families, recreation and shopping facilities and a 700-boat marina.

“At Marina City individual Zoneline air conditioning units for each room allow not only each tenant—but each room occupant—to enjoy exactly the temperature and air environment that he desires. The push of a button gives each room occupant his choice of hot or cold air, automatic or manually controlled and either re-circulated or filtered outdoor air.”

Goldberg is also enthusiastic about Zoneline because it can be used so unobtrusively that “it doesn’t compromise the integrity of the architectural design.”

In addition to Zoneline room air conditioning, Marina City features 117 three-ton and 117 five-ton G-E central air conditioning units. Using both room and central air conditioning in the same building is just one more example of how Zoneline’s flexibility and custom design can make it an integral part of any architectural design. For details, write Air Conditioning Department, General Electric, Appliance Park, Louisville 1, Kentucky.
Land prices and land planning ... design awards ... urban fix-up

Land report

H&H: Congratulations on your land issue [Sep.]. House & Home is noted for the prominence it has given to the land problems of the homebuilding industry and especially to the problem of speculatively over-priced land. And it has repeatedly warned of trouble ahead from this cause.

WELD S. CARTER, executive secretary
Committee on Taxation, Resources and Economic Development
Milwaukee

H&H: Some people thinking on an admittedly bad situation [urban sprawl] fasten on to one idea: the unbuilt-on open spaces are the villains. The question should be raised: if we should succeed in getting buildings on these open spaces, would not then increase the pressure on those who are losing the open spaces to go out farther to gain what they are losing? Instead of condemning these open spaces should not we be thanking Allah that we still have these left? Should we not turn our attention to getting these lands for city parks before it is too late? We have a legal process available for acquiring these lands, namely eminent domain. The national study of recreational needs headed up by Lawrence Rockefeller arrived at the conclusion that the most needed and the most useful recreation areas would be those provided the nearest to where people live, which they could enjoy in their daily lives.

We are setting up millions of acres in a National Wilderness System. Yet only a small percentage of our total population will ever get to use these remote areas and then only for a brief part of the year. How about applying some of our vision, foresight and millions of dollars to making parks out of open spaces in cities or at least many of them?

F. J. HELMICH, president
Helimich Investment Corp.
Phoenix

H&H: Your September issue telling of some of the abuses of stupid zoning has practically saved our real estate economy here.

FRANK SWEENEY
Hot Springs, Ark.

H&H: Your land issue is most impressive. It assembles the prime ideas and problems involved in this whole subject and does so in a convincing fashion.

WILLIAM A. McINNIS, director, planning resources
East Central Florida Regional Planning Council
Tallahassee, Fla.

H&H: Sometimes an article that shows how to cut [land] costs without stating the sacrifice in privacy and good engineering practice will tend to do more harm than good, unless these aspects are pointed out:

Less than standard cul-de-sacs with stub-street designs are not practical in getting garbage trucks in and out. This is the same problem with all delivery service on tee-head, dead-end streets.

Some layouts disregard the basic rules in turning radiuses and reverse curves, bad intersections, and problem for private activity looks more like exploitation than conservation. Thanks for what you have done for us and for the neighborhood.

R. ODEN HANNAFORD, architect
Chicago

H&H: We were so pleased by the H&H story that we told the Department of Urban Renewal that we would be delighted to accept and distribute 15,000 reprints at their expense, which we shall be doing soon.

WILLIAM FAULANDER, executive director
Lincoln Park Conservation Assn.
Chicago

Erratum

H&H: We make errors too, and, goodness knows, we are sympathetic, but the error in your October report on Community Research and Development is distressing as it comes just as our new stock issue is being offered to the public.

You erred in reporting that "the company showed a loss of $2,195,905 net loss in the year..." If you will read our annual report again, you will find that the net loss for the year was $457,420—not $2,195,905. This "loss" is after depreciation reserve (noncash items) of $1,379,118. Net earnings before depreciation were reported at $949,232.

JAMES W. ROUSE, president
Community Research and Development Inc.
Baltimore

H&H: House & Home's apologies to Reader Rouse. For the story of his company's newest venture—a revolutionary approach to planning a new town—see p. 82.—Ed.
L·O·F’s new thinner plate glass meets all safety standards, yet costs far less

Tuf-flex® 200 Tempered Safety Plate Glass is only .200” thick, 20% thinner than regular 3/4” plate glass, yet meets the safety standards for tempered glass established by the FHA and VA.

L·O·F supplies it to sliding-door manufacturers in standard sizes: 28” x 76”, 34” x 76” and 46” x 76”. L·O·F makes both Tuf-flex 200 and 3/4” Tuf-flex of clear Parallel-O-Plate®, sun heat- and glare-reducing Parallel-O-Grey® and Parallel-O-Bronze®. All are twin ground for greatest clarity.

Thermopane® insulating glass units made from Tuf-flex 200 Plate Glass will fit sliding-door frames formerly restricted to the use of 3/8” insulated glazing made from sheet glass.

Libbey·Owens·Ford
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EDITORIAL

A cabinet post for housing

Thomas Jefferson said, "The care of human life and happiness is the first and only legitimate object of good government." Jefferson's precept is especially important today as the Administration lays its legislative plans for President Johnson's "Great Society"—plans which will go to an overwhelmingly Democratic Congress.

Of all the housing legislation headed for Congress next year (see p. 5), none is more important than the creation of a cabinet post for housing and urban affairs. Its importance stems from a desperate need for better solutions to urban problems which the present housing agency is almost powerless to solve. The economic decline of central cities, inadequate transportation, slums and blight, urban sprawl and scattering—all these problems spawn ugliness where there should be beauty, hopelessness and want where there should be hope and abundance.

One of the greatest domestic challenges now facing the nation is to make our cities more livable. Today about 70% of the U.S. population is clustered on just 1% of our total land mass, and in a few years this urban-suburban concentration will be up to 80%.

Few would favor a stronger federal role in urban policy if there were some other way of solving our urban problems. But the forces of economic growth and shifting populations are already well beyond local control. For instance, we have clearly reached a point where our urban slum problem alone is greater than the farm problem. And Congress gave cabinet recognition to rural needs when it created the Department of Agriculture in 1889 at a time when less than two-thirds of our population lived in rural areas.

The obvious question: what would a cabinet post do for housing that is not already being done? Here are a few possibilities:

- **Administration.** Cabinet status for housing would spotlight housing problems more prominently and bring them to Congress with more urgency. The HPHA administrator cannot provide the leadership that housing and urban programs now need. Reason: his authority is limited to general supervision and coordination of five major constituent agencies two of which (FHA and PHA) can, if they choose, disregard his policy directives,

- **Community facilities.** Cabinet status for housing could broaden grants and loans for new community facilities (e.g., water and sewer lines) and lead to FHA loans for new land development. Such federal programs could relieve builders of huge capital investments, which most of them can't afford and open up new suburban land for housing.

- **Land planning.** Cabinet status for housing could produce more effective regional planning. In the nation's 220 top metropolitan areas, there are thousands of cities, towns and villages—each with its own set of land controls. The result is a jigsaw puzzle of meaningless land-use patterns.

- **Rehabilitation.** Cabinet status for housing could provide the coordinated administration necessary to end rehabilitation bottlenecks. After a decade of well intentioned efforts by FHA and URA, rehabilitation—the most pressing need in urban renewal—is still not a going proposition. An executive department could provide a completely fresh start, removing rehabilitation from its present administrative straitjacket. The U.S. has already staked $4 billion on some 1,500 urban renewal projects in 787 cities, and the biggest handicaps these projects face are the rundown fringe areas surrounding them. Most of these areas could be salvaged through rehabilitation.

A cabinet post for housing need not lead to unnecessary increases in programs and spending. Only Congress can establish new programs and appropriate funds for them. True, our urban problems will require greater expenditures in the years to come, but a cabinet post for housing could provide more for the money through tighter control and better coordination of housing and urban programs.

As housing men deliberate their policy toward the proposed cabinet post, HOUSE & HOME urges them to keep in mind that the government is not an enemy but an instrument to accomplish common goals. And in this case we think the common goal will be best served by giving housing cabinet status.

—Richard W. O'Neill
The big change in today's prefab market

The most important thing to be said about prefabricating today is that it is growing. Since 1962, when HOUSE & HOME made its last major survey of the industry, the volume of prefabricated housing has risen more than 20%. This year the industry will turn out an estimated 250,000 units—15% of all the country's housing and an impressive 22% of all detached houses.

The second important fact about the industry is that it is losing one market but gaining two others. Prefab's share of the low-priced tract market is dwindling; in its place there are growing markets for more expensive houses and for apartments like the one pictured at left.

Finally, the prefab industry itself is changing. The giant home manufacturers—who produce over 1,000 houses a year—have almost doubled their share of the market since 1962; the medium-sized firms—500 to 1,000 houses—have lost almost three quarters of their 1962 share; and a rush of newcomers into the field—most of them lumber dealers—has caused the under-500-house category to more than triple its 1962 production.

To establish these and other facts about today's prefab market, HOUSE & HOME mailed questionnaires to 258 established prefabbers; their replies represent a volume of some 70,000 units—more than a quarter of the industry's total.

For a closer look at the significant findings of the survey, and at the picture they paint of today's prefab industry, turn the page.
The changing prefab market

The small builder is the key to today's prefab market

For the past two years the average prefab builder-dealer has built less than ten houses a year on scattered lots and in small subdivisions. This small builder has become the prefabbers' most important customer and, as such, has brought about some major changes in the way prefabbers operate.

Specifically:

1. He demands more design variety and thus is forcing home manufacturers to expand their product lines enormously. Because he builds in many locations and many price ranges, he is putting the prefab market virtually on a custom basis.

2. He has forced new sales policies on the prefab industry. All of the highly standardized prefabbers who used to be sustained by high-volume tract builders have been compelled to make it easier for the small builder to buy from them. Dealer sales quotas have been lowered, and prospective dealers whose current volume is low but whose potential seems high are getting much closer consideration.

Nevertheless, it is harder for the prefabber to sell the small builder. A few years ago a salesman might sell 500 houses through half a dozen dealers; today that same volume may require ten times as many calls.

But the emergence of the small builder has in many ways been a boon to the prefabber. Scattered-lot and small-tract building does not require large-scale land acquisition and development, formerly a big and expensive part of many manufacturers' aid-to-builders programs. Today, land buying by prefabbers is a thing of the past (although some are still involved in liquidating land investments made for their builder-dealers). And while builder services—especially market analysis—are more important than ever, the small builder requires much less splashy and expensive promotional assistance than does the large tract buyer.

But the most important fact is this: the growing importance of the smaller builder is both the cause and the result of a major shift in the prefabricated house market.

Prefab's biggest gains are in the over-$20,000 range

Almost half of the prefabbers surveyed by House & Home reported gains of 50% or more in their sales of $20,000-and-over houses during 1964. And almost one-third said their biggest gains were in the $15,000-to-$20,000 range. Conversely 70% said they had either no increase at all or else a decrease in their $15,000-and-under sales.

One reason for the changing market is, as noted above, the growing role of the small prefab builder; his low volume makes it impossible for him to build profitably in the lower-price brackets. The other reason is the change in the over-all housing market: the second and third-time buyer is more important than ever; rising land costs make low-cost housing less and less feasible; the apartment boom has diminished demand for low-cost housing; and mobile-home manufacturers have grabbed off a big slice of the $10,000-and-under market (see p. 78).

Here's how the shift in price range has affected some of the major prefabbers:

National Homes, which two years ago put 80% of its production in $15,000-and-under houses, this year sold only 40% in that price range. One of National's dealers—Dougherty Co. of Chicago—has started a project with nothing but $30,000-and-up models.

Concord Homes of St. Louis, a market area in which one-fourth of this year's single-family starts were prefabs, builds exclusively in the $19,000 to $24,000 range (with land) although the average St. Louis house sells for under $19,000. And Concord doesn't build a house with a one-car garage. They're all two-car—evidence that most sales are to second and third-time buyers.

Presidential Homes of Pemberton, N.J., reports that 44% of its 1964 volume is in over-$20,000 houses, which include such custom features as entrance porches, large foyers, formal dining rooms and master-bedroom suites.

Buyers in these higher price ranges—and particularly those who buy houses on scat­tered sites—have a wide variety of space needs and design tastes. This has pushed prefabbers further away from offering only a few highly standardized models.

Today's prefabbers are offering close-to-custom design

Only a few home manufacturers—chiefly smaller firms—provide complete custom service. But more than half of those surveyed by House & Home say they do some customizing for their higher-volume dealers. And almost all manufacturers offer enough standard models (an average of 55) and variations to satisfy most build­ers' needs for variety. Some examples:

Kingsberry Homes of Chamblee, Ga., offers 16 design types and 96 models plus hundreds of additional options. Wind-
may be wood doublehungs, aluminum slid­
ers, aluminum awnings or aluminum dou­
blehungs; exterior finishes include beveled
cedar, cedar shakes, vertical plywood with
battens and fiberboard with metal ties af­
fixed for brick veneer. Result: Kingsberry
dealers can buy literally thousands of dif­
ferent designs.

Pease Woodwork Co. of Hamilton,
Ohio, will accept a builder’s custom plan,
but staff architects adapt it to the factory’s
module and end up with a design close to
one of Pease’s basic models. Pease can sat­
sify most builders because it has a wide
selection of basic designs and an even

Design variety helps sales—but hurts production

“The overriding problem,” says John King,
president of New Century Homes, “is how
to achieve speed and quality and still sat­
sify a full range of buyer preferences.”
Greater standardization means lower costs
but fewer design variations. Greater design
variety means less standardization, hence
higher production costs.

Most manufacturers solve the dilemma
by compromising: they start with basic de­
sign objectives, then, to a greater or lesser
degree, adapt the designs to factory pro­
duction.

At one end of the standardization scale
are companies like Great Lakes Homes,
which turns out a precut package with lit­
tle more than hand power tools. At the
other end of the scale are the sectional
house manufacturers (see p. 78) whose
products are so standardized that their as­
sembly lines can turn out a completely
finished house every half hour.

Between these two extremes lie most
home manufacturers, pressing as far toward
automation as they can without sacrificing
their all-important design flexibility.

“You simply can’t have the full benefits
of mass production in this industry,” says
assembly-line designer Bob Abramson. His
firm, Roberts & Assoc. of Midland Park,
N.J., has redesigned the production plants
of Arbor Homes (Waterbury, Conn.),
Hilco Homes (Philadelphia) and Admiral

Most prefabbers shy away from unorthodox systems

There’s little question that many advanced
construction techniques—notably entirely
prefinished walls—could cut building costs
appreciably in volume production. But
both prefabbers and builders have learned
—one of them the hard way—that local
codes and buyer conservatism are, for the
time being at least, insurmountable
barriers. Two examples:

1. After a two-year try, General Homes
of Fort Wayne, a subsidiary of Koppers
Co., stopped producing houses built of
Laminite, a foamed-plastic-core panel.

Continued
when it became apparent that the design and the price were not going to click in the marketplace. Alside's models and brochures generated national excitement but no sales, and most observers agree that prospective buyers were as leery of the distinctive tubular steel frame and aluminum-skinned sandwich panels as they were of the advanced design.

 Says Presidential Homes' Joseph Grasso of the General and Alside failures:  
"It shows that neither the public nor the housing industry are receptive to the unorthodox in design and materials unless there are very big economic advantages. Today's market definitely prefers traditional designs and materials." (Presidential's specialty is Colonial houses.)

Apartments are prefab's fastest growing special market

Two years ago only half the country's home manufacturers were producing apartments. Today, according to HOUSE & HOME's survey, almost three-quarters of them are supplying this market, and many of this group attribute almost all of their 1964 volume increase to apartments.

Broadly speaking, prefabbed apartments fall into two categories:

1. Standard apartment packages, usually fourplex, sixplex or eightplex buildings, are produced by established home manufacturers with multi-state distribution. These packages, almost as complete as detached-house packages, contain flooring, fixtures, hardware and exterior materials as well as basic framing components.

2. Large custom apartment projects with more than ten units per building are generally prefabbled by manufacturers or lumber yards with plants close to building sites. These prefabbers supply only framing components, rather than complete packages, because the size of custom apartment projects usually makes it possible for the prime contractor to buy other components directly from manufacturers and wholesalers. The prime contractor uses the prefabber more or less as a factory in the field—and demands fast delivery of components and a high degree of flexibility to meet a day-to-day construction schedule.

Given a choice, most prefabbers would probably choose houses over apartments. Apartments are far less profitable because the package is seldom as complete; engineering and production costs are higher; and a whole new selling approach is necessary. National Homes, which reports an 86% increase in sales of multifamily units in the first half of 1964, has had to recruit a whole new sales organization to attain this volume.

The day-to-day aspect of supplying components for bigger apartments can raise havoc with a prefabber's assembly-line schedule. Davidson's Lumber Co. of Southport, Ind., is supplying up to four projects simultaneously, which means producing at least 12 apartment units per week along with its normal single-family house production. All too often Davidson's assembly line must be switched over to apartment components to meet an apartment builder's revised schedule.

But, problems or no problems, prefabbers are serving an important purpose for prefabbers: they are helping to keep production volume at profitable levels at a time when single-family house sales are moving at a lethargic pace. County Lumber Co. of St. Louis, for example, has had to add a night shift to its prefab operation to supply framing components for a 500-unit garden apartment being built by the Lusk Corp. a couple of miles away. County Lumber's role as a supplier of components is significant. It typifies the growing importance of a relatively new member of the prefab industry.

Local lumber dealers are pushing into the prefab market

As of the moment, they do not constitute a serious threat to the big, established home manufacturers. But their growing importance is shown by the chart on the facing page: the under-100-prefabs-a-year category, into which most lumber dealers fall, has almost tripled since 1962.

Most forward-looking lumber dealers are convinced that prefabrication is both a logical and necessary step for them. Prefabbing's production is increasing at the rate of 10% a year, and some observers think that by 1970 one-third of all the homes built will be prefabricated. Obvi-
ously, the local lumber dealer must share in this trend if he is to survive and grow.

Fortunately, the dealer is in an ideal position to move into prefabrication. Consider these three advantages:

1. The local lumber dealer starts out with an established clientele. His salesmen know every builder in the area, and they know each builder's market, his financial status, his business ability and his potential. So the dealer starts with a big lead over the established home manufacturer: he already has customers—he needs only to sell them on the benefits of prefabbing.

2. The dealer sells in a limited area, so much of his prefab business can come from referrals attracted by nothing more than a job sign. And he can pick up leads by watching the local paper for land sales, building permits and zoning changes.

3. The dealer has an easy transportation problem. The jobs he supplies are comparatively close to his yard (few lumber dealers ship more than 50 miles), so he can afford to deliver a house in three or four loads instead of one. He can deliver each load just when the builder needs it, stockpiling the rest of the house in the yard. And, of course, his total transportation costs are lower.

The local lumber dealer does face one serious disadvantage in his prefabbing operations—just as in his conventional lumber business: he is completely dependent on the economic health of his local housing market. The big regional prefabber, on the other hand, supplies many market areas, and a housing slump in one area is balanced by strong markets in others.

Nevertheless, most lumber dealers who have turned to prefabbing during the last few years are doing well. Some examples:

- Union Mfg. & Supply Co. of Fort Collins, Colo., supplied components to 35 builders for several hundred units this year—and increased its prefab business 45% over 1963. Some 70% of Union's production was complete house packages, and 50% of these were in the $15,000-and-up price range. Union provides its builders with both merchandising and design aid, also leaving a tower-mounted crane on each job as part of its standard service.
- W. J. Conrad Lumber Co. of Coos Bay, Ore., is supplying components to 50 builders within a radius of 120 miles. Conrad plans next year to increase its activity in low cost, built-on-owners'-lot housing.
- Tylander's Inc. of West Palm Beach, Fla., increased its prefab business 50% in 1964 by concentrating on special markets. Half of Tylander's volume is in apartments, 40% in utility buildings and 10% in vacation houses.
- County Lumber Co. of St. Louis started prefab operations in 1962 and is already moving toward a 1,000-unit-a-year volume. In three years County's gross annual volume has jumped from $1.5 million to $3 million, and 40% of this increase represents sales of components and packages.
- County began prefabbing operations in an unusual way—by merging with a homebuilder, Duenke-Vorhofs, which had been running a factory in the field for several years. Duenke-Vorhof's 200-house-a-year volume gives County's prefab operation a strong underpinning, also serves as a design guinea pig that helps screen design flaws out of County's prefab packages.

Service to the builder is still prefab's biggest asset

Every established home manufacturer—and almost every prefabbing lumber dealer—gives its builder-dealers free design and construction help, advertising and promotion assistance that often includes sharing of costs, market and sales guidance and, in the case of some high-volume prefabbrers, construction financing.

And inherent in the prefab package itself is what is to most builders the biggest service of all: a single price tag that covers just about everything in the house and gives the builder automatic cost control.

As the small builder becomes the prefabbrers' prime customer, services like these become even more important than price. The cost of retaining an architect, a marketing consultant or an advertising agency is way out of this builder's reach. But the prefabber, who distributes the costs over a much larger and more consistent volume, can include all of these services for a few hundred dollars a house.

"They give me a good product and they help me sell it," says Builder C. P. Sims of Winchester, Pa., explaining why he buys 15 to 20 houses a year from Kingsberry Homes. Sims' profits are no greater than those of the average conventional builder of his size, and many conventional builders could match his construction time (about four weeks). But what a conventional builder cannot match is the $400 to $500 worth of services that Sims gets as part of each house package: market-proven designs, market research, cooperative advertising, low-rate construction financing, decorating help, management and sales training and merchandising aid.

It is through merchandising, more than any other service, that prefabbrers are now trying to increase their appeal to the small tract and scattered-lot builder. To see how, turn the page. —H. CLARKE WELLS

continued
Merchandising is geared to help the smaller builder-dealer

And prefabbrs have discovered that the most effective way to provide this help is to become directly involved in the small builder's efforts to find and sell homebuyers. Some examples:

Arbor Homes, which distributes its prefabs in nine Northeastern states, lines up prospects itself, then turns them over to dealers. Arbor maintains a 2,400-sq.-ft. atrium house in John Wanamaker's main Philadelphia store (photos, above). This model generates customers for dealers in the Philadelphia area and also publicizes the company's name over an even wider area. Some 25,000 people tour the house each month, and salesmen refer serious prospects to specific dealers. Arbor also runs ads with coupons in regional consumer magazines and refers reader-prospects to dealers in their area.

Davidson's Lumber Co. has its dealers concentrated around Indianapolis, hence can provide more direct merchandising assistance. Davidson spends close to $40,000 a year on advertising and promotion for its dealers and devotes a large share of this budget to sponsoring a mobile broadcasting unit. Each Sunday afternoon from April to October the unit is stationed at a builder's model home for four hours, and an announcer ad libs about the builder and his operation between segments of the radio station's regular programs. Davidson's furnishes a billboard to announce the unit's visit to a particular site and also runs announcement ads in local newspapers. This program assists the 25 most active of the 150 builders who buy components and house packages from Davidson's. For promising builder-dealers outside the mobile unit's 25-mile range, Davidson's provides equivalent support in the form of co-op advertising.

Many prefabbrs consider it important to keep a strong guiding hand in the builder-dealer's daily sales effort. At the Home Manufacturers Assn. convention in Dallas this fall, members discussed a possible mutual sales training program, and there was as much interest in ways to train the dealer and his salesmen as there was in training the prefabbr's own salesmen. Thomas Ferguson of Inland Homes summed up the problem thus: "It isn't enough for a manufacturer to teach his own salesmen to sell prefabs to builders. He must also get into the builder's business."

To this end, many companies have designed step-by-step programs that tell the dealer what kind of house to build, how to sell it and how much to spend on merchandising it. On the facing page are some examples of such programs.
**Vacation-house program guides developers**

Stanmar Inc. of Sudbury, Mass., sells high-quality packages to developers and realtors who own or have ready access to vacation resort property. It recommends building a model at the tract, but tells the developer not to use conventional house merchandising on vacation buyers. Stanmar suggests these ideas for presenting a vacation model:

*Put in low-maintenance landscaping.* Pine needles and myrtle are good substitutes for grass. This shows the prospect how easily he could care for a vacation house (and it also simplifies the developer's maintenance).

*Choose decorating and furnishings that reflect the easy life.* Items:
1. Use colorful window shades instead of curtains.
2. Use an old foot locker for a cocktail table.
3. Use dull floor finishes that don't need constant care.
4. Use furniture that is easy to relax in.
5. Do not emphasize the kitchen. The housewife wants to forget this aspect of vacation home living.
6. Emphasize mudrooms and other areas where people coming off the beach or from skiing can clean up.
7. Include a freezer as one of the appliances.

*Give the house a lived-in look.* Eliminate large signs, roped-off areas and product displays that detract from this look.

*Stay open on rainy days.* A model in a resort area gives people something to look at when they can't go swimming or boating. Stay open at night for the same reason.

*Provide benches outside the model.* This creates an outdoor viewing area—especially important if the model is surrounded by trees and can't be viewed from a distance.

**Model promotion program stresses door prizes**

National Homes advises its dealers to use S&H Green Stamps and other gifts to sell houses. It has outlined a referral program the dealer can promote by offering a reward of 20,000 Green Stamps or $50—of which National pays $25—for each customer sent to him. And stamps can also be used as premiums for model-home visitors. Here is National's "12-Month Traffic-Builder Calendar," combining model-home door prizes and an electric heat promotion, as presented to dealers three months ago:

**September-October:** Give S&H Green Stamps for model visitors' ideas and comments.

**November-December:** Give fur coat door prize.

**January-February:** Promote hot water electric heat.

**March-April:** Give appliance door prize.

**May-June:** Give original paintings as prizes.

**July-August:** Give sporting goods or outdoor-living door prize.

National added electric heat to its line this year to give the dealer something new to sell—"hot water heat without plumbing." This makes the dealer eligible for promotional assistance from his local power utility.

**52-week program budgets merchandising money**

Starting with a budget for the model opening, Kingsberry Homes will help the dealer map out a week-by-week "Salesmaker Program" geared to the peaks and valleys of his needs and market trends. If a builder doesn't know how much promotion money he can put into his product and still make a profit, Kingsberry will show him. Here is what the prefabber tells dealers:

*The model home is the most important investment.* Kingsberry will advance two-thirds of the money needed for an opening day promotion, and the builder repays the advance only if the promotion succeeds.

*Set up a semi-permanent closing room.* Kingsberry will furnish the signs for this area and suggests using an enclosed double carport.

*Use the correct ad message.* Kingsberry sample ads stress location, product or price, and the Salesmaker program determines which ad to use and when. Two-for-one co-op assistance pays up to $220 per ad for each house.

*Sell benefits rather than features.* Kingsberry will teach the dealer the difference: i.e., "Don't say 'two windows,' say 'cross ventilation.'"

*Make customer service part of the business.* This must be a consistent program to establish and maintain the dealer's reputation.

*Use furnishings that fit.* To help the dealer show off his model to best advantage, Kingsberry makes available low-cost furniture packages, contemporary or traditional, that are scaled to room size (to keep a small bedroom, for instance, from looking crowded). Its packages are detailed to the extent of including an open knitting basket, eyeglasses on an open book and a table set for breakfast.

Kingsberry tells dealers: "Take the construction money you save by using our package and put it where the buyer can see it." Landscaping is one place: one Atlanta dealer spends $1,250 for landscaping his $30,000 to $60,000 houses. Good finish carpentry is another: a Kingsberry survey showed that the reason 42.8% of homeowners wouldn't buy another house from the same builder was poor workmanship. Other places Kingsberry says extra money should go: a kitchen big enough to eat in; a master bath (homebuyers would rather have two small baths than one large one); more glamorous bathrooms.

Kingsberry's ad assistance starts at the national level: a Kingsberry home was given away on TV's "Price Is Right" earlier this year. At the local level, the prefabber's share of advertising is in direct proportion to the number of houses purchased. Its star dealer, Homer Barrett of Fayetteville, N.C. (cover), has received $21,000 for ads he has run in the past 12 months. His 1964 volume will be about 200 houses.

There are also special promotions, like Kingsberry's current Colonial classics program. Layouts and scripts have been prepared for local newspaper and radio advertising of 13 Colonial models in the prefabber's line. If the dealer runs the newspaper and radio ads for four week-ends, Kingsberry will pay 100% of the radio cost.
STACKED BOXES for low-cost fourplex apartments have stressed-skin tiled floors, structural redwood siding, 1/4" paneling as interior finish. Each 12'x30' section weighs about four tons.

**Advanced prefabbing systems find limited applications**

Prefabbers have discovered—sometimes the hard way—they can be as progressive as they want in the factory, but not at the site. Strongly unorthodox materials and methods find application only in rural, noncode areas where, as long as the lender approves, there are no restrictions on sealed walls, mechanical cores, sandwich panels or all-prefinished sections like those shown above.

In these remote areas, where labor is scarce and must often be imported, the highly prefabricated house makes good sense. That’s why today’s number-one market for progressive prefab methods is vacation houses.

Says Graham Schadt, president of Holiday House, Fort Worth, Tex.: “We told our people to forget codes and FHA and design a vacation house that can be built fast and with a minimum of labor.” Result: a sealed-wall house of from 800 to 1,200 sq. ft. with siding and prefinished paneling applied, wiring and plumbing installed in walls and partitions, and kitchen sink and lavatory installed in countertops. Remaining construction and finishing costs are about $1,000.

Concord Homes of St. Louis makes a plumbed and wired package with three bedrooms. It is adequate for year-round living but is sold chiefly as a vacation house.

Northwest Homes of Chehalis, Wash., builds completely prefinished house sections which can be stacked two-high (photos above and left) for relocatable housing (they are being used for apartments at a dam construction site) and hopes to sell the same idea to ski-lodge developers. President George Osborne claims the sections—complete with tile floors, lighting fixtures and finished cabinets—cut costs by at least $1 a sq. ft.

Two more advanced vacation-house systems are shown on the facing page.
Vacation House by Armco comes in three models, 675-865 sq. ft., retails from $10,000.

Steel prefab sets up like an erector set

Armco Steel Corp. says four men can bolt together its new all-steel leisure home in four days. The interlocking wall panels have a baked enamel finish outside, wood paneling and drywall inside and roof panels aluminized to reflect heat. Techbuilt Inc. is distributing the house in the East.

Wood foundation was used for aluminum house shown at 1964 California State Fair.

Floors are plywood sheets on 2x6s. Panels are 20', the standardized depth of the house.

Walls and gable ends, finished on both sides and wired, are shipped partly assembled.

Aluminum prefab uses foam-core panels

Alcoa's Alply panel—polystyrene foam sandwiched between aluminum sheets—is used for walls, partitions and roof in this vacation house made by A.B.A. Products Co., Sacramento, Calif. It will be sold in Western areas in 1965.

Alply, a load-bearing panel which was introduced to homebuilders at the 1962 NAHB Convention, has an aluminum skin on each side that extends slightly beyond the vertical edge of the insulating core and is roll-formed into a hooked flange. A V-shaped aluminum strip fits over the flanges of adjacent panels, leaving a seam which is filled by a zipper-like neoprene gasket to lock the panels and weatherproof the joint.

Completed house costs about $10 per sq. ft. Models range from 500 to 800 sq. ft.
NEW MOBILE HOMES roll off Richardson Homes' assembly line every 20 minutes. Components are assembled at the side (note wall sections at right) and brought to the line by overhead tracks.

SECTIONAL HOUSES and mobile homes are manufactured together in Richardson's plant.

SECTIONAL HOUSE ASSEMBLY is simplified by integral steel base. Note fold-down gutter.

Mobile-home makers fill a void in the prefab market

As prefabbers move out of low-cost housing, mobile-home manufacturers are moving in. This year plants like the one above turned out 180,000 units—one third of all the under-$10,000 housing produced in the country. If they continue their present growth (it has averaged 25% each of the past three years) mobile-home manufacturers could conceivably dominate the low-priced market before 1970.

The mobile home, defined by the industry as a trailer longer than 28' and heavier than 4,500 lbs., has always had an advantage over the low-priced conventional house. It is not subject to code restrictions; its price does not include land; it is readily financed (five to eleven-year loans at 4% to 6% add-on interest); there is a strong market for used mobile homes; and, most important, the price includes appliances, furniture, draperies and rugs.

Now some mobile-home firms are beginning to apply these advantages to the conventional house market. They are building two-section, completely prefabricated houses that can be put together on a conventional foundation in a matter of hours. Even though they are built on the same assembly lines as mobile homes, their construction is changed enough (i.e., 2 x 4 studs instead of 2 x 2's) so they can be built in many code areas. And a handful of manufacturers are making sectionalized houses that meet all FHA specifications.

Sectionalized houses are not new to mobile-home manufacturers. But past attempts at marketing them failed because they were sold through mobile-home dealers who were totally unfamiliar with conventional housing. Now the manufacturers are turning to builders, realtors and lumber dealers to market sectionalized houses.

For the moment, however, the basic mobile home is the bread and butter of the industry, and manufacturers are currently pushing sales in two ways:

1. They are building bigger units. Mobile homes were only 8' wide until 1956, when the 10'-wide was introduced. In 1962 12'-wide models went into production, and double-wide units—two sections joined at the site—were introduced. Since standard lengths of over 60' are available, a buyer can get close to 750 sq. ft. in a mobile home for as little as $8,000—fully furnished.

2. Manufacturers are trying to upgrade mobile-home communities. Many parks in the past have been run by undercapitalized operators who have nothing to do with the sales of mobile homes and do little to maintain an attractive environment. Manufacturers, concerned with the
image such parks give their product, are now encouraging dealers to develop and operate their own parks so they can maintain better standards. In Cleveland, for example, the Columbia park run by dealer Gerald Brookins offers 45'x85' lots (to accommodate the new 12'-wides and double-widths), 30'-wide streets with concrete curbs and shade trees, underground wiring and a shopping center which Brookins built and is leasing. The City of Cleveland has included the park in its official street guide. Parks in California and Arizona are commonly built around golf courses and luxurious recreation and social centers. And many mobile home parks in Florida have private docks.

But no one in the industry has done more to improve the image of the mobile home than a famous Phoenix homebuilder. To see how, turn the page.

BEST-SELLING SECTIONAL for Detroit Mobile Homes has 880 sq. ft. of living space, 32 linear feet of closet space.

LIVING ROOM reflects one change—higher ceilings—made in mobile design to get FHA approval.

BIG KITCHEN in sectional house has copper plumbing instead of plastic used in mobile units.

This sectional gets a state code OK

When Detroit Mobile Homes runs its new two-section houses through the assembly line, a state inspector examines the plumbing and wiring as it is walled up and gives each unit a certificate of approval. Four out of five times this certificate gets local approval in the three states—Michigan, Pennsylvania and Kansas—in which Detroit is producing them.

Since the units are constructed to meet all FHA requirements, they differ too much from the company's basic mobile home to be alternated with it in daily production and instead are run through in special batches of 20 to 30 units.

continued
One big homebuilder is moving into the mobile home market

John Long of Phoenix has turned his 17-year, 16,000-house experience to beating mobile-home manufacturers at their own game. Two months ago Long opened eight mobile home models, and during 1965 he expects to be producing nine Longmark units a day in a new 26,000-sq. ft. plant located in his present ten-acre prefabbing yard.

Long's venture is based on two ideas:

1. Phoenix already has a booming mobile home market. Dealers sold some 1,500 new units last year—90% of them manufactured out of state. And the area has more than 100 mobile home parks.

2. Lots of people who wouldn't think of buying a mobile home will change their minds if offered a unit that looks—and lives—more like a conventional house.

Long merchandises his mobile homes in exactly the same way he merchandises his conventional houses. The models, grouped in a park-like area among waterfalls and citrus trees, are lowered into shallow wells to conceal their wheels and bring their floors down to grade (photos). They are landscaped, displayed with all extras, and include many interior features that Long puts in his conventional homes.

In addition to his fresh merchandising and design approach, Long has these advantages over competitors:

1. He offers the same warranty and service for his mobile homes that he gives with his conventional houses.

2. He is building a model community as a permanent showcase. The 169-unit park is open only to Longmark homes.

Long has talked to mortgage men and hopes soon to offer 5½% ten-year financing to mobile-home buyers who now get seven-year loans and add-on interest.
1.160-SQ.-FT. PLAN of three-section model (left) includes utility room and half-bath off kitchen.

RAISED CEILING over 14'x26' living room of triple-unit is 9½' high. Other ceilings are 8'.

58.000 MODEL, combining two 10'x55' sections, is extended at sides by patio and carport roofs.

$4,500 MODEL is lowest-priced of line. It can be expanded with optional enclosed porch.

510,000 MODEL combines 10'-wide sections of different lengths to create setback for entry.

$10,000 MODEL combines 10'-wide sections of different lengths to create setback for entry.

920-SQ.-FT. PLAN gives buyer big bath plus space for extra 3/4 bath (in walk-in closet).

550-SQ.-FT. PLAN has tile floors throughout. Higher-priced models have deep-pile carpets.

$500-SQ.-FT. PLAN includes such extras as pantry, living-room bookshelves, walk-in closet.

DECEMBER 1964
SOCIAL STRUCTURE
Nelson N. Foote, sociologist,
General Electric Co.

WOMEN'S SOCIOLOGY
Antonia H. Chayes, President's Commission on Status of Women

CHAIRMAN
James W. Rouse, president
Community Research & Development

ECONOMICS
Robert M. Gladstone, consultant,
economic research

RECREATION
Robert W. Crawford, commissioner,
Philadelphia Dept. of Recreation

LOCAL GOVERNMENT
Henry M. Bain Jr., consultant,
administration and government

COMMUNITY PLANNING
Morton Hoppenfeld, chief planner,
Columbia project staff

ADMINISTRATION
Wayne E. Thompson, city manager,
Oakland, Calif.
Can these thinkers help put across a vast new town?

Developer James W. Rouse (top, center) thinks they can. That's why he's called on the professionals pictured here, plus others from such remote fields as education, medicine and communication, to help his planners design Columbia, Md., a huge new town for 150,000 people midway between Baltimore and Washington, D.C.

Rouse believes that little is known about the social problems posed by new towns. Do buyers really benefit from neighborhoods that are racially or economically mixed? Is there a way to relieve women residents of the isolation and frustration they often feel in suburban homes? Is there a way to design a large town so that the individual resident feels an identity with it?

Rouse did not expect the social scientists and other consultants to give him solid answers to questions like these; he simply wanted what he calls "shafts of light" to influence the planners of Columbia.

His consultants, brought together in an informal work group, were also to act as judges of Rouse's contention that, somehow, a way can be found to lift community life to a new level of dignity and inspiration.

For a discussion of the work group's views, turn the page.
Step 1: Work group explores social needs seldom considered by planners

Jim Rouse wants Columbia to be "a garden where people grow," and the consulting work group's job was, so to speak, to help him provide the right soil. The group, which met for over 200 hours, came up with two requirements:

1. The town must have a land plan that is oriented toward people instead of buildings. Explains Psychologist Donald N. Michael of the Institute of Policy Studies, Washington, D.C.: "A good physical plan can actually encourage social activities and encourage individual growth."

2. The town must have enough schools, churches, libraries and playgrounds to meet residents' cultural and recreational needs.

To reach these goals, the work group established three fundamentals of new-town planning:

A new town can provide the best community facilities without putting a heavy financial burden on its residents or the developer.

Every school can have an elaborate gymnasium, a lunch room and an auditorium, not just a multi-purpose room that functions inadequately as all three. Churches can be spared their competitive investment in meeting rooms and parish halls. And valuable land need not be squandered on parking lots at shopping centers.

The key to these savings is understanding the inherent relationships between seemingly unrelated parts of a community.

Shopping centers and office buildings, too often separated in the suburbs, can be grouped around a shared parking lot. If the shopping center and the office buildings are properly placed they will attract people to a central area where restaurants and amusement parks will flourish. High-density housing, instead of acting as a buffer between houses and stores, can be built along a main artery, where it will support a transit system that can free the community from its dependence on automobiles.

By placing junior and senior high schools near each other, the developer makes it possible for both schools to share a lavish auditorium, library and gymnasium that might not be economically feasible for just one school. Another advantage: once the educational complex is centered in a residential area, its facilities become available for extensive adult education (an idea inspired by pro-
grams in New Haven, Conn., and Flint, Mich.). Churches, if grouped near the complex, can also share the buildings. And if a medical building is added to the complex, it makes possible an inter-relation between the community (particularly its schools) and its medical experts.

Says Education Consultant Christopher S. Jencks of the Institute of Policy Studies: "No one has gone as far as this with the principle of shared facilities."

The result of this planning can be a new sense of freedom in the community.

Residents who live within walking distance of stores, schools and playgrounds—or within a ten-minute bus ride of a shopping center—regain a freedom they lost when they left the city. And they acquire a freedom for expression usually available only in small communities, where the nearness of recreation areas and meeting rooms gives everyone an opportunity for participation—and leadership. In Columbia, says Wallace Hamilton, project historian, "Nobody need feel like a nobody."

Out of these free-wheeling sessions came a raft of ideas for new-town developers

The work group felt that a developer can make valuable contributions to his new town—both in the way he plans it and through the institutions he helps establish. Specifically:

The developer can teach a new town how to grow. The key to this idea is an institute of human development. This agency—acting as a sort of planning department for people—would study changing social needs and try to fuse the community's resources (its facilities, talent and money) into new social programs. In the field of health, for example, the institute could evaluate the community's public health service, its doctors, its hospital and foster continuity among all three. And the institute could begin early to collect data that reveal the state of the community's health.

The developer can teach a new town to talk. He should not desert the town when it begins to grow, but should give it the means to communicate with itself. Says Work Group Participant Stephen B. Withey of the University of Michigan Institute of Social Research: "Communication in a growing community is like a nervous system. Patterns must be learned, associations must be established and memories must be built." Withey proposes a centralized information center, early creation of a town newspaper, an annual community report, closed-circuit television and a rumor checking service. The last of these would ferret out misinformation (after the manner of the federal government in World War II) and use the local press to set the record straight. Withey would also encourage an occasional Mardi Gras to let the residents "blow off steam."

But the town must also respect individuals' privacy. Says Historian Hamilton: "We don't want a place where someone rings your doorbell on Saturday morning and announces, 'Everybody out for shuffleboard.'"

The developer can help the new town establish a good image. A new town is a setting for many subdivisions. The kind of housing built in early subdivisions will set the tone for subsequent projects, so great care is necessary in selecting the first houses built. And the developer must also be prudent in his promotion lest he give potential buyers a distorted picture of the town.

But, says Group Member Robert Gladstone, an economic consultant: "There's a lot of opposition in this country to the company town or the community that smacks of too much planning." He points out there may be some value in merchandising a new town piecemeal and letting each subdivision create its own image.

The developer must give a new town the means of supporting itself. A new town destined to grow from 8,000 people (the present population in the Columbia area) to 150,000 in 15 years will put a huge financial burden on its county. Work Group Participant Henry Bain, a private consultant in government, proposes a "fiscal fence" around Columbia to shield the rest of the county from the burden of facilities which would be used mainly by Columbia residents. To do this, he would turn Columbia into a community improvement district with power to float bonds and finance and administer its own improvements, leaving responsibility for police protection, education and certain other functions with the county. This proposal, which would require legislative approval in Maryland, is based on a principle (the Estero municipal-improvement district) used by Foster City, a new town in California. Columbia residents who do not wish to use all the town facilities also should be protected, says Bain, who suggests special user charges for people who do use the facilities.

continued
NEW TOWN continued

Step 2: schematic layout scales a huge new town to social needs

This theoretical plan—produced by Developer Rouse's work group of consultants and planners—takes a town of 150,000 people and breaks it up into manageable units. Here's how it works:

- The town itself is divided into ten (mile-wide) villages.
- Each village is divided into five neighborhoods.
- Town, village and neighborhood each have their own centers (see drawings at right).
- Permanent open space is interposed between the town center and the villages—and between the villages themselves.
- A bus-route—closed to automobiles—connects eight of the village centers with the town center.
- A belt of industry is separated from the residential areas.
- This community-planning scheme goes a long way toward fostering better education, better government and better transportation within the town.

It improves education by adopting the town plan to school requirements. Each neighborhood has an elementary school located so that all young children can easily walk to school over unobstructed paths. Each village contains a junior and senior high school no more than a half mile from any house in the village. And the town center itself has a college or university, which becomes the cultural heart of the community.

The work group's scheme promotes better government by encouraging residents to participate in local administration. Consultant Wayne Thompson, Oakland, Calif., city manager, points out that clear village boundaries may even stimulate the residents to form their own associations to handle such housekeeping functions of government as street maintenance and garbage collection. Says Thompson: "We have to turn loose the resources of the public sector for more urgent problems."

The scheme simplifies transportation by providing convenient bus stops in the town and village centers. A local bus can circle the villages in 40 minutes, and it connects with an intercity bus at the town center. For residents who still wish to rely on their cars, two villages (with predominantly low-density housing) are located outside the bus route.
The key to the scheme: a center for each level of community life—town, village and neighborhood

Ideally, each center must meet these requirements:

- It must be so well located that it is surrounded by just the right number of residents to support its services.
- It must be so well sized that it is rarely overcrowded.
- It must contain the proper mix of facilities to satisfy the residents it is designed to serve.
- It must be so well planned that its facilities don’t conflict with each other. For example, an elementary school cannot be placed next to a garage.

The town center should contain the one-of-a-kind resources that must be accessible to a large population.

- It should have a hospital, department store, restaurant, hotel, theatre and perhaps even an amusement park. In addition, the town’s administration should be concentrated here, along with office buildings and high-rise apartments. The town center—with its square—should also provide a common meeting ground for all residents.

The village centers should serve a collection of neighborhoods clustered in villages a mile in diameter.

- Here will be much of the town’s active life, with a center for weekly shopping, teen-age activity and recreation. To keep the recreation facilities in each village in tune with over-all town needs, Work Group Participant Robert Crawford, Philadelphia recreation commissioner, proposed a single corporation to operate all facilities from playgrounds to bowling alleys.

The village center can also offer opportunity to promote religious life. With that thought in mind, the National Council of Churches has studied Columbia’s plan and is now considering such innovations as 1) a townwide cooperative ministry, which would provide central administration for church planning, construction, training and community development; 2) an extensive shared-time education program which would make use of public school facilities; 3) an ecumenical institute to promote adult religious education; 4) a national conference center; and 5) a nonprofit religious-facilities corporation to build, own and manage churches in the new town.

Neighborhood centers must offer a point of orientation for families and young children.

- They should contain a nursery and a tot lot for infants, a kindergarten and playground for pre-school children, a school and play field for children in the first four grades and a general store which would answer a minimum of shopping needs. The store would also serve as administrative nucleus for the neighborhood and its recreation facilities. The store manager should receive special training for his role. His duties would include maintaining a neighborhood bulletin board, keeping an eye on recreation facilities and issuing sports equipment.

Though the neighborhood is the smallest geographic entity in the scheme, Participant Herbert J. Gans, who conducted sociological research in Park Forest and Levittown, N.J., proposes an even smaller unit—the block. Says he: “This is the major social arena, the major source of friends for many people. Block homogeneity is necessary. Putting well educated with poorly educated, working class with upper-middle class creates conflict. One cannot segregate by education or by child rearing values. So price—which reflects income—is the developer’s only form of leverage.”
Step 3: final plan fits a new social framework to the land

Fortunately, the site of Columbia, Developer Rouse's new town, lends itself well to the planning theory evolved by Rouse's work group (see p. 86). The site offers these advantages:

1. It divides easily into villages and neighborhoods.

Much of the terrain is rolling. There are rivers that can be dammed into lakes. And high ground near the middle of the huge tract (18,000 acres) makes a good location for the town center.

2. It is roughly one contiguous parcel.

To assemble it required 140 separate transactions at an average cost of $1,500 an acre. Community Research & Development—the company headed by Rouse—was backed in this purchase by Connecticut General Life Insurance Co., which contributed $23 million to the venture. Some 4,000 acres within the town are not part of it. One pasture will become CRD property only after a horse dies; other land, including a 300-house subdivision and an orchard, is not for sale. But the town plan is large enough to absorb these thinly scattered tracts without disrupting the scheme of villages and neighborhoods.

3. It is well situated to attract residents.

Columbia's site is connected to Baltimore and Washington by major highways and a proposed interstate road. And the site lies in an industrial corridor that itself is a source of new residents because of its attraction for new plants. The town must draw 1,500 new buyers and renters every year to survive—and 2,500 to flourish.

Like most new towns, Columbia will accelerate the development of its rural surroundings, a process that often generates local resentment. Some Howard County residents are exurbanites who settled there after World War II, hoping to outdistance Baltimore's urban sprawl, so they could be expected to oppose the rezoning CRD needs to carry out its plan. But Rouse and his staff have mitigated their fears of urbanization by tirelessly explaining the village concept. Says Mrs. Philip Thompson, publisher of the Ellicott City (Md.) Times: "To me, it's comforting to see this town developed by men who are concerned with people and what can be done with the land—and not just with profits."
Columbia will make it easier for builders to develop, design, build and sell

Says Developer Rouse: "Builders in Columbia won't have to worry about getting zoning, roads, sewers and the other facilities they need. It will be done for them. Instead of spending all their time at city hall, they will be free to devote their energy to the actual job of building." And Columbia will also help builders with a townwide merchandising and publicity program. As a result, says Rouse, "we'll probably attract the more craft-oriented builders."

Columbia will offer its builders these other advantages:

The town will permit design that is more practical than aesthetic.

Builders who locate in Columbia will have to conform to design standards when they build, but architecture will not be an over-riding consideration. Says Rouse: "I don't think we're going to create anything new in design in Columbia." This prophecy reflects Rouse's attitude toward architecture in general: "There has been too much emphasis on the role of the architect as an artist—and not enough on his role as a social servant." Significantly, architects were not represented on the planning work group.

Inevitably, economics will be a prime consideration in determining design, a fact which doesn't dismay Rouse in the least. Says he: "Too often we prejudge what is good in design. I'm a great believer in what the marketplace has to say. And I have a genuine respect for the guy who understands the marketplace—the builder."

Up to now the planning of Columbia has not been crimped by a tight budget. Says Rouse: "We haven't had to make many compromises. But eventually, feasibility will restrict what we can put into this town." One significant work-group proposal has already been dropped: a half-mile-wide green belt surrounding Columbia. This was discarded when some 3,469 acres of permanent open space were apportioned within the town. Says Rouse: "We just couldn't afford another 3,000 acres for a green belt."

Columbia will offer builders a variety of markets.

Builders who buy land there will find land planned for a wide choice of housing:

Low-density housing (on plots ranging from an acre to ten acres) will cover 1,420 acres.

Medium-density housing (on quarter-acre and half-acre plots) will cover 4,099 acres.

High-density housing (garden apartments, townhouses and high-rise buildings) will cover 1,220 acres.

Most of this housing will be built by independent builders, though Community Research & Development will probably take on the high-rise and commercial construction.

Columbia's builders can promise their buyers one of the largest shopping centers in the world.

This center will eventually include more than 1 million sq. ft. of space. It will consume much of the 345 acres allocated to commercial properties, though stores are also planned for every neighborhood and village. The center, to be built in stages matching the pace of demand, will feature a covered mall and convenient transportation to and from the villages. When completed, the center will reverse a trend of two decades: it will be the first regional shopping center that contributes to the core of a city instead of competing with it.

Some 1,674 acres are set aside for industry. This property is expected to generate 8,000 primary jobs in Columbia. Community services will create about 22,000 secondary jobs.

—ROBERT L. SIEGEL
What the public is buying and renting in 44 top markets

Local market facts, not national housing statistics, are most meaningful to the builder fighting to increase his share of sales and/or rentals. So House & Home has gone behind the figures in 44 major metropolitan markets (see map) to tell you what kinds of houses are selling and what kinds of apartments are renting—and also to uncover clues to what buyers and renters in each market will want in 1965.

Certain trends and selling features turned up in city after city. Items: stronger sales of two-story houses (even in the Southwest), a demand for four or more bedrooms, opulent master-bedroom suites and farm-sized kitchens. But despite these and other common trends and features, the most obvious finding was that all housing markets are local markets—largely influenced by local likes, dislikes and economic conditions. Many cities can point to builders who came in with successful models from other markets and then flopped because they failed to recognize the differences in the public's tastes and needs.

The 44 market reports are distilled from hundreds of pages of research. They are based on interviews with builders, realty men and lenders by reporters from McGraw-Hill news bureaus and by H&H staffers like Senior Editor Jim Gallagher, who alone visited 14 cities on a 7,000-mile coast-to-coast trip.

For the city-by-city story, plus graphs showing each city's six-year trend in housing starts, begin at right.
and will also sell sites to other builders. Both projects were badly delayed by wet spring weather, but are moving fast now.

In the over-$25,000 market, there is little standardization—partly because of market resistance to look-alike houses and partly because Atlanta's generally hilly terrain rarely permits two identical sites. Almost all design is traditional.

The apartment market seems saturated in the $125-to-$200 rental range, but some luxury apartments in prime locations have waiting lists. About 7,800 units are expected to come on the market by January 1, so competition should become bitter. Some owners already say it costs up to $300 in advertising and promotion to rent each apartment.

Baltimore-area housing starts are at an all-time peak, but the figures are even better than they look because few of the starts are speculative. Border-state Maryland still fears effects of the Presidential order on open housing, and few builders want unsold houses sitting available in their subdivisions.

It is southwest of the city, in the corridor that stretches toward Washington, 39 miles away, that the biggest growth is expected. The new town of Columbia (see p. 82), has a potential population of 150,000—three times the present population of all Howard County which surrounds it. Bill Levitt has successfully pulled buyers out to his Belair development near Bowie, and Ross Cortese's proposed retirement community near Olney may bring another 18,000 people.

New apartments, going up at a rate of 1,000 units a year, have yet to saturate Birmingham's rental market. But vacancy rates are rising in older buildings. HBA Executive Officer George Perkins says vacancies will go still higher unless the old apartments are modernized to meet their new competition.

Local homebuilders are concentrating on middle to upper-priced houses. This year's Parade of Homes drew 12,000 visitors to see 20 models, all over $30,000. Many included luxury items like electronic garage-door openers, built-in vacuum systems, carpeting and top-of-the-line appliances. Most builders use conventional financing.

In the low-price market, Builder Vince Mazzara has built 120 houses for Negroes (upper-income Negroes can get excellent custom houses). He is also experimenting with townhouses including a 1,000-sq.-ft. model for $10,500 and hopes to do some cluster planning in urban renewal areas, if he can pick up small pieces of land instead of major acreage.

There is real strength in Boston's rental market, and apartments are gaining not only in the city but also out in the suburbs. Many older people find the blend of convenience and country living in suburban garden apartments is just what they want. Typical of suburban apartment builders is A. J. Tambone, whose Bear

continued
MARKET ROUNDFUP continued

Hill Manor in Stoneham (20 minutes from Boston) is located opposite a country club. Each apartment in the five-story, 40-unit project has a balcony, hall carpeting and all kitchen appliances; and there is a laundry on every floor.

The luxury and opulence of builder houses in other markets—particularly the West—has yet to reach Boston. For example, although there’s a trend to more bathrooms—the one-bath house is now a rarity, and 2½ baths are common in two-story houses—most baths are still small. Builders are offering more built-in appliances, especially the top-of-the-line ranges and ovens, plus a wider choice of paints, wallpaper, tile and appliance colors. When it comes to house exteriors, clapboard siding has always been king in Boston, but steel, aluminum, asbestos and hardboard siding manufacturers are fighting for the market.

CHICAGO: newspaper ads cry low cost, but second-time buyers are a prime market

A casual look at Chicago real estate ads would convince an outsider that all houses cost less than $18,995, but many builders insist that the higher-priced market is still solid. HBA President John Stastny says buyers are looking for three-bedroom (or more), two-bath houses “with lots of amenities.” Space has a strong appeal, but it’s not so much the number of rooms as their size and usefulness.

Sound conditioning, a must in apartments, is becoming much more common (and more salable) in middle and higher-priced single-family houses. Some builders offer a “quiet area”—a den, hobby room or library isolated from the rest of the house. Others use acoustic ceilings and quiet appliances. Speaking of ceilings, luminous ceilings in kitchens and baths have caught on like wildfire. Although suburban activity is still high, there is a growing interest in the inner city, as HAH noted in an October report on remodeling town houses in Lincoln Park. Says the HBA’s Stastny: “People want to live near the Loop, close to work and entertainment.” Renewal projects like Carl Sandburg Village, University Apartments and the Hyde Park redevelopment have given older neighborhoods strong anchors for rehabilitation.

About 20 Chicago builders are seeking Negro buyers—mostly in odd-lot operations. Arch Hermann of Arjack Co., one of the few builders of subdivisions for Negroes (Maple Park and Golden Gate), found differences in selling this market.

“They’re one-car families. Yet both parents often work—many wives take jobs to help pay for their new homes—so they must have public transportation.”

CINCINNATI: sales are steady despite sticky used-house market competition

Local builders of lower-priced housing face two handicaps: 1) sites cost up to $4,000, making it difficult to price houses below $19,000; 2) a sticky resale market has owners of older houses cutting their prices as much as 10% below appraised value, which often lets them offer close to 100% financing.

But the biggest builder in town, Marvin Warner, still sells about 300 houses a year in the lowest price class (about $17,000); there are few unsold new houses in any price range; and 270 local building and loan associations guarantee a wide choice of financing.

Well-located suburban apartments, especially large projects that include swimming pools and recreation, are almost all fully rented. One in-town, high-rise apartment in a nonprestige area is reported to have gone back to the mortgage lender, but two others (Madison House and Highland House) are doing well in prime locations. Builder Allan Paul is readying a large garden-apartment project in a bypassed ravine within minutes of downtown.

CLEVELAND: house-wise buyers demand tasteful styling and good neighborhoods

A market of second-time buyers with plenty of money to pay for what they want, plus keen competition from apartment and townhouses, has forced local builders to upgrade their designs. Styling preferences are still heavily traditional, but now it must be authentic. Buyers will no longer accept lumbaryard floor plans and elevated alleyways. Where a sophisticated movie might be filmed. Good design and good taste are the best trade secret.” Schmitt, who also rates neighborhood environment as a key to sales, put in one of the area’s first community swimming pools at his Longbrooke development.

Apartment rentals are still renting well. Although this year’s production of multi-family housing will drop 40% from 1963’s peak, Robert Flath, HBA executive officer, says apartment builders are still active.

Adds Flath: “The wide selection of new apartments with modern amenities has hurt rentals of some older buildings and marginal converted housing. Young people, especially, are attracted to the best new apartments.”

Some efforts have been made to get rezoning for luxury apartments in the better suburbs, but only about half the applicants succeed because of homeowner opposition.

Single-family housing stays strong. In fact, it’s up a little from last year. Builder Don Ettore has sold more than 500 three-bedroom, 1½-bath Inland Homes prefabs priced at $12,000. Pittsburgh’s Ed Ryan of Ryan Homes is building in five Columbus subdivisions where other builders are also active. Many scattered-site builders will sell 30 to 35 houses this year.

DALLAS: builders are turning from big tracts to multi-site operations

“Everybody is a little builder now. Even the big builders are spread out and don’t have many houses in one location anymore,” says Executive Officer Herb DeShong of the Dallas HBA. “Though their merchandising is still excellent, they can’t get the volume of four years ago.”

Lawson Ridge’s Centennial Construction Co. is now building in six locations, with models priced from $10,000 to $22,000 (each project has about a $3,000 price spread). And Fox & Jacobs has seven locations (prices: $12,000 to $40,000).

Fred and Harold Peek have jumped their volume 20% over 1963 and are 14 sales ahead of construction although they build no speculative houses and have built a single model. They offer FHA and VA terms in the $23,000-to-$25,000 price class, a market generally neglected by other builders in the area.

Apartment construction is still booming...
DAYTON: sales increase fastest in the upper-price house market

Dayton's housing market is firmly based on two statistics, one high and one low. Local wages and salaries are among the highest in Ohio, and the unemployment rate (2.6%) is the lowest. Result: the fastest rate of increased sales is among over-$25,000 houses—up almost 50% in five years, according to MBA President Robert Miller of Cornell Builders.

Miller builds 65 houses a year in the $21,000-to-$27,500 class. He uses electric heat in all models (although local gas costs are low), puts 6" of insulation in the ceilings and full-thick insulation in the walls, includes insulating glass or storm windows and offers air conditioning at no extra cost. Buyers get a choice of space in children's bedrooms as well as a lengthy list of amenities and equipment (including air conditioning).

An invader from Phoenix—Builder John Hall—has opened Denver's first townhouse condominium, and initial buyer response is enthusiastic. His 207 units range from $16,200 to $20,400. The largest: a four-bedroom, two-bath model. Like Perl-Mack, Hall includes appliances, carpeting and a long list of extras.

DETOUR: biggest continuous auto boom in history has houses selling like hardtops

Detroit is well into its third straight year of record auto sales, and this prosperity has rubbed off on housing. Many builders are as much as six months behind in deliveries. Says one: "We can't build them fast enough. We were simply unprepared for this kind of boom."

Sales are good across the price spectrum—from $13,000 tract houses to $100,000-plus custom houses in Grosse Pointe. In every price bracket, buyers are choosing the most expensive models. And even with well-equipped houses, they are paying for more extras. Says a builder: "We put in everything we thought they wanted, and they still spend another $2,000 for better light fixtures and other extras."

To meet the healthy Detroit market, builders are offering:

1. More space for the money. Bert Smokler sells a 2,322-sq.-ft. model for $28,690, and Ed Rose has a 1,387-sq.-ft. house for $14,990 including land.

2. More bedrooms. Four- and five-bedroom houses are common—and not only in higher-priced houses. Kaufman & Broad offered four-bedroom houses at $15,900 this year—and sold 150 of them. Says a K&B spokesman: "Buyers with $5,000-to-$7,000 incomes often have the biggest families, and there were few houses that filled their needs."

3. More luxuries in the basic house. Built-in cooking is a must. Most houses over $20,000 have 2½ baths, and some above $30,000 have as many as four.

HONOLULU: soaring land costs boost house prices and spur demand for apartments

Builders of Honolulu's new apartments are surprised to find their two-bedroom and larger units filling up faster than small ones. The answer: families with children—the usual market for houses—are renting apartments instead.

Behind the need for apartments is a population concentration that has led in part to rising land costs. Eighty per cent of Hawaii's population (estimated at 665,000 in 1960) lives on the 640-square-mile island of Oahu.

Land costs, higher than most in the U.S., range from a $1 a sq. ft. in outlying areas to $2 or $3 in the city of Honolulu and up to $50 (or over $2 million an acre) at Waikiki Beach. Half the island's home-owners lease their lots at 3% to 4% of appraised value per year.

Most tract houses start at about $20,000 without land. Former mainland builders like NAHB President Bill Blackfield, Centex Construction and Henry J. Kaiser are vying with such important Hawaiian firms as American Factors and Lewers & Cooke. Most builders see a trend to four-bedroom houses (the two-bedroom home is fading fast) and say the use of brand-name products is a key to mass sales.

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new houses. HBA membership is at an all-time high of 750, and Houston expects to have the nation’s largest builders’ association by 1965.

The HBA Parade of Homes drew its usual 100,000 visitors this year to see 20 houses priced from $17,000 to $24,000 (most were sold by the Parade’s end). Most models cost less than $12 a sq. ft. and included carpeting, walk-in closets, master-bedroom suites, intercoms, appliances and air conditioning, which is now standard in Houston houses.

Houston builders are also making heavy use of wood paneling, top-grade vinyl floorings in entries, kitchens, baths and family rooms and carpeting everywhere else, and lots of appliances.

Builders are not hurting for reasonably priced land. So many developers sell lots at good terms that small builders have no trouble getting land.

Although Houston is close to Galveston Bay and only 40 miles from the Gulf, the city was never oriented to water and water sports. But now waterfront, second-house developments are springing up. Builders in the Clear Lake-NASA area feature the joys of “boating and fishing from your backyard.” Heavily promoted Jamaica Beach on Galveston Island has about 50 houses, most built by odd-lot builders on owners’ sites. A new project, Bryan Park, will cover an entire island on the gulf with concrete houses (from $15,000) designed by a top young architect, Clovis Heimsath, who also did the land planning. By building the island up 9’, well above hurricane water, the developers made the houses insurable—and thus more profitable—which should encourage buyers who fear investing in a house that might be washed away.

Condominiums, too, have come to Houston. Jim Philips sold 20 of 89 units in five weeks despite competition from hundreds of nearby rental apartments. Priced from $15,000 to $24,000, his two-story townhouses are restricted to families with no children under 16. They include nylon carpeting, all appliances, air conditioning and soundproofing. Frank Sharp sold 50 of the 132 units in his 16-story condominium in the first month after opening, and has started two similar buildings nearby. Each unit has through-the-wall heat pumps and separate meters.

Under the impact of the aerospace explosion at the Marshall Space Flight Center, Huntsville builders are putting their main efforts into guessing the housing tastes of incoming Civil Service and contractor employees. Merchandising takes a secondary place.

New residents come from all over the country, so builders find a market for a variety of styles, ranging from West Coast contemporary to traditional Southern Colonial. Newest trend is to planned communities, like Willow Brook, Country Club and Mt. Charron, built around country clubs and golf courses. Prices of houses in these communities start at about $27,000.

The local HBA, now up to 162 members, is trying to educate buyers to the effect of land costs on house prices. Land prices have soared 35% to 55% in four years.

INDIANAPOLIS: a strong rental market tops boomng 1963 by 20% A key factor behind the city’s demand for rentals is the slow market for used houses. In recent years transferred families have often had difficulty in selling their houses, and this has convinced some people that they should keep their housing investment as fluid as possible by renting rather than buying.

Though 1963 was considered a boom year for apartments, the first half of this year showed a 20% increase, and builders and lenders do not feel the market has topped out yet—particularly in the townhouse and suburban garden-apartment categories.

Most apartments feature fully equipped kitchens, often including washer and dryer, and units as large as four-bedrooms are being offered. New single-family housing is fighting back with more luxuries and amenities. Almost every house over $13,000 has a large family room and two bathrooms. This fall the Indianapolis HBA held its first one-site Parade of Homes, and drew more than 15,000 visitors to see nine furnished models.

LITTLE ROCK: small builders top a solid market for semi-custom houses.

This state capital, with a good economic underpinning of insurance company headquarters, absorbs over 2,000 housing units annually (1,600 single-family), and has no serious inventory of either houses or apartments. Most builders are slightly behind sales, and do not lack prospects for more.

The three largest subdivisions—the Mathews Organization’s Lakewood, Winrock Corp’s Indian Hills and Long-Bell Lumber Co.’s Leewood—are well planned and follow the almost-custom-house pattern typical of many Southern markets. At Leewood, Long-Bell builds no houses but sells finished lots to some 25 builders who buy most of their materials from Long-Bell. Recently a 90-lot section was almost sold out in a day. Scarcity in town: good finished lots for small builders in prime areas.
LOS ANGELES: a shortage of buildable land pinches this huge housing market

With 1,000 people flocking into California every day, Los Angeles is still the nation's No. 1 housing market. But builders are scrambling harder than ever to find land priced low enough for middle-income housing.

Ratios of land cost to house prices range from 33 1/3% to 65%. Flat land inside the mountain chains that ring the city is rapidly being used up, and builders are paying $40,000 to $50,000 an acre for sites that would ordinarily be called marginal. The land pinch is so tight that paying $40,000 to $50,000 an acre for income housing.

Occidental Oil and Larwin, for example, have properties in the mountains and valleys beyond the city—Sunset Petroleum, Macco, Janss, Occidental Oil and Larwin, for example. Developing these tracts is a blue-chip investment and apartments but also thousands of new houses are coming on fast. Most new projects include pools and other recreation facilities in interior courtyards.

MIAMI: the market fights a glut of FHA foreclosures

Hanging over the market are 2,000 repossessions by FHA. The agency is now selling some 200 a month, but new foreclosures about equal this. Hardest hit is the low-cost market, and there's some spillover into the middle range because families get frozen into cheap houses they've outgrown.

But Porter-Wagner-Russell has sold 15 houses ($21,000 to $24,000) in two months to buyers seeking better locations and bigger homes. Partner Henry Russell says a trade-in program is an important sales factor, but "it was expensive learning about trading and appraising." All P.W.R. houses have two baths with ample space and workable floor plans than in eye-catching design and luxury touches.

MILWAUKEE: most housing is tailored to demands of practical-minded buyers

Milwaukee's buyers are more interested in plenty of space and workable floor plans than in eye-catching design and luxury touches.

Builders like Shroeder Bros.—which has nine models—are getting fine customer response to plans that separate formal living, family and sleeping areas— all with easy access to the kitchen. Buyers also want full basements, big dressing rooms and sunken tubs.
garages (to store boats and camping gear), large utility rooms, prefinished hardboard siding and sliding glass doors in family rooms. And while few houses have formal dining rooms, most have kitchens spacious enough to satisfy even a farm family.

As in other areas, today's increase in large families is spurring demand for two-story, four-bedroom houses. But the 1½-bath house, still common in Milwaukee, lags behind the two- and three-bath standard in other cities.

MINNEAPOLIS-ST. PAUL: new apartments and resale sales squeeze low-priced market

Sales of houses priced under $18,000 are slowing down, says HBA Executive Officer Larry Nelson. Reason: competition from hundreds of new apartments and from post-World War II houses now coming on the market with liberal financing. "But," Nelson says, "sales above $20,000 continue very strong, and apartments (50% of starts) still have sound vacancy rates and are not overbuilt."

Builder Don Partridge introduced the Twin Cities' first townhouses—19 two-story units priced at $24,900 and $27,500 in suburban St. Anthony. The first three units were sold while under construction. Buyers pay $15 a month for outside maintenance and use of a swimming pool and putting green.

Builder Marv Anderson's $16,200 houses (three large bedrooms and two baths) in either Big Bear Lake, 12 miles north of town, are served by complete city utilities (a few years ago a project this far out would probably have had wells, septic tanks and dirt roads).

Local builders have borrowed features from fast-selling houses all over the U.S. Items: big bedrooms (often with dressing rooms), sliding glass doors, ceramic tile and full appliance packages.

NEW ORLEANS: high land costs and tough zoning hamper a healthy market

In this city's booming economic climate—based in part on backlogged shipbuilding and NASA's giant missile plant—builders face a dilemma: high land costs keep them from offering houses priced low enough for most of the market, and zoning often rules out apartments—the logical answer to expensive land.

Only 32% of New Orleans families can afford most of the new housing being built here, according to a massive report by Marketing Consultant Bill Smolkin (who turns out a computerized market analysis used by 40 local builders). So now the builders' goal is to push house prices below $20,000. But few of them have reached the goal because raw land anywhere near utilities now commands $10,000 to $15,000 an acre—prohibitive for under-$20,000 houses.

Two of the few—Builder Bill Kelly and the Chicago-based Dover Construction Co.—have opened tracts across the Mississippi from New Orleans, an area reached by a toll-free bridge from the heart of the city. Kelly sells National Homes prefabs for $14,900. Dover has sold 160 houses in the $14,995-to-$16,995 class. Most Dover buyers paid $500 extra for an appliance package (range, dishwasher, disposer and vent hood), and some paid another $500 for a refrigerator, washer and dryer.

In the middle-income bracket, Dallas-based Centerx has sold 118 houses since February (prices: $19,950 to $26,500) in the first phase of New Orleans East, a 32,000-acre complex across the highway from NASA, with its 10,000 jobs.

MINISTERS: homebuyers want conservative styling but new ideas inside the house

Although the Norfolk market accepts all sorts of innovations in floor plans and equipment, even the most California-like interior is clothed in its own way (mostly wood). And many speculative models, are brick, and some areas forbid asbestos shingles.

One spreading innovation is electric heat. Reason: the local utility (Virginia Electric) offers a special heating rate plus strong advertising and promotional support of electrically heated houses.

There is a trend toward combining kitchens and family rooms, which results in informal areas that may be as much as 40% longer. Houses with four bedrooms are fast sellers. Most new models have 2 or 2½ baths. And Norfolk is sold on the one-story house.

OKLAHOMA CITY: buyers shop hard for maximum value in a slowed-down market

Single-family starts have slipped from the record highs of 1962 and 1963, and apartment starts are down 16% in the first nine months of 1964, but builders are still coming up with new models to compete for hard-to-please shoppers.

Builder Harry E. Reeder is challenging the luxury apartment with a deluxe two-bedroom house aimed at families that might otherwise rent plush apartments: well-to-do retirees (southern branch). Almost all custom houses, and many speculative models, are brick, and some areas forbid asbestos shingles.

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Although single-family house sales will be off 10% to 12% this year in Philadelphia and Camden, new apartments are likely to keep total starts at the healthy rate this housing market has enjoyed for four years.

Northeast Philadelphia's row-house market, formerly strong, is now spotty. Big builders like Hyman Korman and A. P. Orleans have little trouble selling their $13,000-to-$17,000 traditional row houses, but some small builders have cut back. Korman is moving into the Eastwick renewal project, where he has land for 2,000 units.

Suburban apartment builders like Jack Blumenfeld in Chester County and Dick Fox in the Plymouth Meeting area are doing well with garden-apartment projects. Apartments are also springing up across the Delaware River in the Jersey suburbs around Camden.

In suburban Media, Bud and Ed Arters are selling from three subdivisions and just about sold out in a fourth. In their newest project they have sold 47 houses at an average price of $34,000, but in others, they have models as low as $18,900. Says Bud Arters: "To hold our annual volume of 75 to 100 houses, we have to be in different locations and different price ranges."

PHILADELPHIA: a growing apartment market offsets falling house sales

Portland homebuilders are optimistic about sales in 1965, and even in 1966. But apartment builders and lenders think multi-family starts will taper off until the rental market absorbs what has been, and is being, built. Competition has led to rent concessions, and some tenants are moving from one apartment to another, working the landlords for the best deal.

In 1960 local builders reacted to a severe shortage of modern apartments in the face of a huge in-migration. By early 1964 the medium and luxury rented apartments had saturated the market, and builders began to find strong demand for medium-priced ($20,000-to-$30,000) single-family houses.

Families can rent good two-bedroom apartments for as little as $90 to $100 a month. That, coupled with the high cost of building sites ($4,000 to $5,000), effectively rules out houses below $15,000.

Space is the big demand of homebuyers. Most of them want four bedrooms, and five-bedroom plans are not unusual. Two baths are expected, and if there are three, so much the better.

Some Richmond-area likes: natural wood paneling, built-in bookcases, recessed lighting, opulent bath fixtures and fittings, underground wiring, smooth red brick two-story houses.

PHOENIX: buyers seek a wider variety of housing and more custom changes

Portland, Ore.: apartment builders grow wary, but the housing market is strong

This city's staple is still the three-bedroom, one-story slab house. But now split-level and split-entry models are gaining popularity; a few houses are being built with basements; a steady influx of retirees is spurring sales of two-bedroom apartments; and townhouses, offered by half a dozen major builders, are cutting into the already slow detached-house market.

Fred Godwin of Forrest Cox Homes says in the over-$15,000 market most buyers demand custom changes, but their needs vary too much to freeze into standard plans, designs and equipment packages. Darkrooms and other hobby rooms are in high demand, as is boat-storage space in garages and carports (lately the garage has gained on the often-messy looking carport). Master bedroom suites well away from the hub of the house are popular. And air conditioning instead of cheaper evaporative coolers is now mandatory in all houses over $9,500.

RICHMOND: single-family houses rebound after four years of apartment building

In 1960 local builders reacted to a severe shortage of modern apartments by embarking on a spate of multi-family building.

Though the local FHA estimates there are 5,000 unsold houses in this area, about 1,500 of them new inventory, good merchandisers are still making sales.

Besco Corp. of Fremont opened its Glenwood development in October to a crowd of 500, made 20 sales in a week. The $14,950-to-$16,950 houses featured curving driveways and master suites.

Builder Dick Price is still selling three houses a week (off from a normal seven) in his Rosemont subdivision but notes that, to compete, builders must keep adding features and cutting their profit margin. Item: many builders now insulate sidewalks.

Western Enterprises made a hit with a $350 landscaping package (builder's cost: $400) of lawns, shrubs, trees and patio, plus a choice of three FHA-approved landscaping plans. By request, the company extended its offer to already-moved-in homeowners in its Valley Hi project, which will eventually total 3,000 homes.

One luxury garden apartment, Townhouse South, has rented 81 units at

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continued

rooms and bedrooms, dishwashers, ranges and refrigerators, plus washer-dryers in the larger apartments.
$190 to $220. All have private terraces or patios, Italian marble baths and carports. Tenants have use of a heated swimming pool and a sauna bath.

**SALT LAKE CITY:** condominiums catch on while big-tract building slips

"The day when Utah builders had 300 speculative houses under way is past," says Alan Brockbank, NAHB past president. "Builders don't want the interest burden, and banks don't want to carry them. Anyone with 20 homes going at once is unusual today."

Salt Lake's slowdown in major tract development shows in a 28% decrease in total starts in the first eight months of 1964. But a swing to rental apartments and condominiums—many of them townhouses—may take up some of the slack. Attorney Keith Romney, father of Utah's condominium law, says 1,200 condominium units have already been built in the state, and another 2,300 are on the way.

Most of the single-family houses built this year in the Salt Lake market are on previously bypassed land close to existing areas. Buyer interest is strong in split-entry models (at $20,000 to $30,000) and in so-called pagoda houses with roof-mounted air-conditioning units. Plastic tubs and shower stalls are gaining popularity, as are luminous ceilings in kitchens and baths and pantries with lots of storage space in back-of-door shelves.

**SAN DIEGO:** the two-story house arrives—and raises hob in a one-story market

In this typical California market the typical California house—a sprawling one-story—is facing surprising competition from two-story models. Rising land costs probably started the trend, but many builders say the two-story is gaining because it is "something new and different." Builders Harvey Furgatch and Martin Gleich of American Housing Guild tried out their first two-story houses last year, mixed in with their regular one-floor models. The experiment turned out so well ("we sold them all") that they will build nothing but two-story houses in a new development called "Upstairs." Also catching on with San Diego buyers: ceramic-tile countertops, stainless-steel sinks, acoustic ceilings, hardboard paneling with laminated finishes, one-piece glass-fiber shower stalls and tubs.

**SAN FRANCISCO:** sales are steady, but tomorrow's land must be created

In the Bay Area's housing industry, no one dismisses land as unbuildable. And a good thing, too, considering the topography and the steady growth of population and industry. The level areas and the easy foothills of the Peninsula have been largely used up, so now builders are tackling the steep hills and bayside salt flats.

Foster City—at the intersection of the Bayshore Freeway and the San Mateo-Hayward Bridge—is one such effort. Developer T. Jack Foster is spending $13 million to put 18 million cu. yds. of fill into the 2,600-acre tract. And three major builders—Eichler Homes, Kay Builders and Duc & Elliott—have already started construction.

Up on the mountainous spine of southwest San Francisco, Henry Doelger is moving mountains around like molehills to create subdivisions where he is building 1,000 houses and 300 to 900 apartments a year. He puts his houses (priced from $25,000 to $30,000) on small lots, keeps close control of landscaping—so even new areas have an established, settled look—and builds his own commercial facilities.

Contra Costa and Alameda counties are the scenes of much large scale building. Volk-McLain's 3,500-house San Ramon Village is now selling well after a slow start caused by underestimating the market. Models were $13,950; now range from $17,000 to $30,000. One of San Francisco's best marketed, best presented subdivisions is Brad-Rick Builders' Way Out West. Marketing Director Mike Metcalfe insists on low-key selling. For instance: salesmen stay out of model houses and public areas and take over only when prospects ask questions that women demonstrators can't answer. A scale model of the subdivision has plastic houses that are lighted as sites are sold. Results: 325 confirmed sales, at $19,000 to $24,000, since midsummer.

**SAN JOSE:** in a still-active market, housing production has caught up with demand

Unsold inventory in Santa Clara County accounts for 50% of the Bay Area total, so construction starts are down. But the county is still northern California's most active market.

Most of the unsold single-family houses have been on the market less than three months. The biggest cluster (386) is in the $17,500-to-$19,999 class, but houses over $35,000 are moving slowest (167 of them are unsold).

The over-all vacancy rate of rental units is disturbing—but deceptive. Hardest hit are papa-mama fourplexes, which have consistently higher vacancies than apartment projects. Of 1,324 fourplexes built this year, 57% are still vacant compared with 19% of two- and three-bedroom apartments and 10% of studio apartments.

Cutbacks in the electronics and missile industries seem to be at an end—a hopeful sign for housing.

**SEATTLE:** in a hard-hit city, builders refuse to stop trying

Roughly 30,000 jobs left Seattle within six months when Boeing lost the TFX and Dyna-Soar contracts. Yet there are no long faces among builders who are working hard to reduce an inventory of almost 2,000 houses. Chief worry is for the small builder, with most of his capital tied up in a few unsold houses which must compete with hundreds of existing houses listed at less than FHA valuation. Most builders are sure the area's natural growth will blot up the bulk of the surplus by next spring, because current production has been cut to reflect sales: 2,200 houses were built the first six months of 1964 vs. a normal 5,500 to 6,000.

Builder George Bell of Bell & Valdez has perked up his sales with a new line of all-brick houses in this wood, wood, wood area. He never builds the same house in both wood and brick, so buyers cannot make a house-by-house comparison. Bell feels the split-entry house is a drug on the market. His fastest seller is a four-bedroom, one-story model. His laundry rooms, large enough for ironing and sewing, all include a laundry tub.

Herman Sarkowsky, who also builds in Portland, Ore., has drawn good traffic to four new models in his Bellewood East subdivision. Prices start at $20,500 and range up to $24,650 for a two-story, four-bedroom, 2½-bath center-entry model.

Seattle's first planned unit development has just been opened by Tiffany Homes (Bill Hoffus and Bob Brown). It mixes townhouses and detached houses—designed by Architect Larry Higgins and priced from $15,000 to $28,000—on cul-de-sac streets, and includes a swimming pool and tennis courts.

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Another nine-page report to builders from AMERICAN PLYWOOD ASSOCIATION
The new name for Douglas Fir Plywood Association.
Quality-tested by the Division For Product Approval.

FOUR MORE BUILDING PROBLEMS SOLVED WITH PLYWOOD

A saleable house on a steep hill and a tight budget

Quality compacts at a profit

Keeping big operations on schedule

A house to build in bad weather
A house designed for midwinter construction
NAHB's 5th research house was deliberately planned for wintertime construction. It demonstrates new materials and methods that let you keep building right through the worst weather, and keep your labor costs to the bare minimum. Sidewalls and roof are Exterior plywood, presurfaced with tough plastic film. (Du Pont's Tedlar on walls, Hypalon on roof.) The plywood came through rain, snow and rough treatment during construction without a mark — and needed absolutely no painting or finishing at the site.

The use of plywood in this house is important to builders for a number of other reasons. You build with big components — so you close the house in quickly. You use materials that combine plywood's traditional strength with the durable protection of factory-applied plastic surfaces — so they do two jobs at once. One thickness of Tedlar/plywood serves as siding as well as sheathing; Hypalon/plywood provides roof sheathing and finish roofing, all in one step. Finally, you can offer home buyers a better break on maintenance. Du Pont predicts that Tedlar-coated plywood won't need painting for 15 years — maybe 25. For information on these and other new presurfaced plywood products, write American Plywood Association, Tacoma, Wash., 98401.
This house had to be built with plywood
A steep site and a tight budget: this combination creates some of the toughest problems a builder can face. Here’s a house in Marin County, California, that solves them all with one simple structural concept.

Seven plywood box beams, resting on a single reinforced concrete foundation wall, support a platform on which the house is built just as though it were on a level lot. Site preparation, usually extremely expensive in hillside construction, was less than $100. The whole substructure came to only $233 per sq. ft. This took care of everything up to and including the floor platform: foundations, box beams, purlins, plumbing, wiring, insulation, soffits, the 28x72-ft. plywood floor and the 7-ft.-wide perimeter redwood deck.

Twentieth Century Homes of San Rafael built the house on speculation and sold it for $65,000. It was designed to demonstrate a practical solution to hillside construction problems, and was so successful that the architect, R. R. Zahm, is planning 17 medium-priced homes with the same support system. It could be adapted to build on almost any grade at costs comparable to those for level lots. For more information on plywood box beams and components, write American Plywood Association, Tacoma, Wash., 98401.

(continued)
Big builders use plywood to keep on schedule

Mayer/Peterson makes money by building good houses fast. They can go from foundation to closed-in house in less than a day because they build with big plywood parts.

"We just don't have time for archaic methods—putting thousands of small pieces together at the site," says Curt Peterson. So they use plywood and components, keep on-site labor to a minimum and stick to their schedules. "We can build so quickly that the buyer moves in before we get the bill from the supplier," says partner Kurt Mayer. "Very little of our capital is tied up, and overhead is cut to the bone." They buy the whole house as a package, so ordering, delivery and accounting are greatly simplified.

Mayer/Peterson built ten homes in Parkland, Washington in 1959. They'll build about 200 this year. In general they still use the system they started with. For example, wall components are of two standard types: four-ft. pre-framed sections with plywood sheathing on studs, to which siding is applied at the site; or entire wall sections with sheathing and siding. A typical time-saver, worth about two man-hours per house: they apply PlyScord® sheathing without precutting to fit at roof edges, then cut at eave-line. The pictures below show how they build a house in a day.

1. Foundation was poured the day before. Plywood floor on this model is 2-4-1, the ¾-in.-thick combination subfloor-underlayment, with supports on 4-ft. centers.

2. The rest of the parts come just as the floor is completed. Buying is simplified because plywood sheathing, wall panels, flooring, trusses and even interior partitions all come from the same supplier.

3. By 10:30 (2½ hours after the start of work) the crew is ready to lift prefabricated gable ends into position. Almost at the same time, they begin installing trusses which are waiting inside on the floor.

4. PlyScord roof sheathing is stacked alongside the house so the crew can reach it easily. Mayer/Peterson have never used anything but plywood for roof decking on their houses.
Most Mayer/Peterson houses are between $10,000 and $17,000 and are in medium-sized developments like this, a group of 17 near Lakewood, Washington. Most of these were sold before completion. All houses use plywood component systems, but vary widely in siding and architectural styles ranging from ranch to colonial (below).

3. Wall components for this M/P model have plywood sheathing on studs; siding will be applied later. Components are stacked on the floor platform near where they'll be used.

6. As soon as roof sheathing is on, the house is enclosed and doors can be hung. Interior work—which uses as many prefinished parts and materials as possible—can start any time. It's 1:30.
Plywood is your key to profits in compacts

Ron Mitchell of Tacoma, Washington, builds compacts at a profit by keeping costs down and quality up — with plywood construction. He has no trouble selling them because he gives the buyer what he wants.

"Low-cost housing does not have to look cheap or small," says Mitchell. All his homes are architect-designed, and have clean, simple lines and attractive siding treatments. He uses a variety of plywood sidings, including the new rough-sawn plywood seen on the contemporary house above, a national award-winner for design. Mitchell's construction methods are geared to use of components which he fabricates in his own plant. He uses as many other time-saving plywood techniques as he can (see details at right).

Currently, he sells about a home a day. Sizes of compacts range from 800 to 1,100 sq. ft., prices from $6,250 to $9,450 on buyer's lot. Mitchell also builds larger homes from 2,500 sq. ft. on up, at prices from $10,000-$20,000.

With the National Plan Service, the American Plywood Association has developed seven compact home plans, which are available to builders. (This does not include the "Fantastic" home above.) For more information, write American Plywood Association, Tacoma, Washington 98401.
Wall sections are prebuilt in Mitchell's own plant, to save on-site labor. He uses timesaving equipment such as power nailers to fasten plywood to studs. Walls of this house are Texture 1-11® plywood, except for panels over and under windows. These are smooth plastic-overlaid plywood for contrast. Floors in most houses are T&G plywood, either 3/4" or 1⅝" (2-4-1)®, combining subfloor-underlayment.

American Plywood Association is the new name for Douglas Fir Plywood Association

The new name reflects our members' growth and progress. Instead of making plywood only from Douglas fir, and only on the West Coast, the industry now makes a wide range of plywood products from some 20 different species of wood—and in plants in many parts of the country.

Although the name is new, you can still specify DFPA plywood. These familiar letters in our grade trademarks still mean quality in plywood certified by the association. But instead of Douglas Fir Plywood Association, they now stand for Division For Product Approval. For more information or technical data on plywood, write: American Plywood Association, Tacoma, Washington 98401.

AMERICAN PLYWOOD ASSOCIATION
The new name for Douglas Fir Plywood Association
Quality-tested by the Division For Product Approval

It takes about four man-hours to apply plywood roof sheathing to one of Mitchell's compacts. The house on this page, a little larger than the one at left, has 1,008 sq. ft and sells for about $70 a month on buyer's lot. It's called the "Holly" and was designed by Robert Bruce Waring of the American Plywood Association.
In Jackson, Mississippi, this house sells for $22,500

"Concealed telephone wiring gives our homes that extra touch of distinction," says Thomas B. Kelly, co-owner of Perry and Kelly Home Builders. "We have been building homes for almost five years and have pre-wired every house," says Mr. Kelly. "The beauty of the walls and trim is not spoiled by wires. Besides, the built-in telephone outlets are conversation starters and help stimulate interest in the homes." As president of the Jackson Home Builders Association, Mr. Kelly has found that 98% of the homes built in the area feature concealed telephone wiring. For help in telephone-planning your homes, call your Bell Telephone Company and ask for Architects and Builders Service.

Bell System
American Telephone and Telegraph Co. and Associated Companies
Heating and air conditioning

Room air-conditioners have optional decorator front panels in fruitwood, walnut or cherry. Eighteen models are offered ranging from 5,500 Btu to 23,500 Btu. They have snap-on grilles and germicidal filters. Carrier, Syracuse, N.Y. Circle 209 on Reader Service card

Humidifier is a self-contained, automatic, power driven unit with its own power source and humidistat. Model W-12 has a capacity of 12 gals. a day, enough for a tightly constructed home of more than 30,000 cu. ft. Lau Blower, Dayton, Ohio. Circle 210 on Reader Service card

Humidifier is a self-contained, automatic, power driven unit with its own power source and humidistat. Model W-12 has a capacity of 12 gals. a day, enough for a tightly constructed home of more than 30,000 cu. ft. Lau Blower, Dayton, Ohio. Circle 210 on Reader Service card

Electric heating-cooling unit is designed to condition air in apartments and single-family houses with 800 to 3,000 sq. ft. of space. Units from 5 kw to 20 kw occupy only 3 to 5 sq. ft. of floor space. American Furnace, St. Louis. (Circle 208 on Reader Service card)

Package-unit year-round air conditioner is a quiet heating-cooling plant for apartments, motels and offices. Roommate is made in built-in, wall-hung and floor-mounted models. It is 49 7/8" wide and 25 1/2" high. ITT Nesbitt, Philadelphia. Circle 211 on Reader Service card

32,500 Btu cooling unit is only 26 1/2" wide, can be installed through-the-wall, in a standard double-hung window or in a store door transom. All moving parts in the Titan are cushion-mounted to reduce noise. Chrysler Airtemp, Dayton, Ohio. Circle 212 on Reader Service card

Vented portable heater lets all combustion fumes be piped outside the building. Model re-su-300 has 300,000 Btu capacity, a stainless steel combustion chamber, safety shut-off controls and rubber tires. Aeroil Prods., Hackensack, N.J. (Circle 213 on Reader Service card)

All-purpose humidifier has been adapted from forced-air furnace type so it can be used with unducted systems. The unit can be installed between joists in the basement with short room ducts. Research Prods., Madison, Wis. (Circle 214 on Reader Service card)

New products continued on p. 130
"We chose
RCA WHIRLPOOL
appliances
due to their
TOP CONSUMER

say Rocco Zoppo
and Lawrence Merigan,
co-developers of the
Park Avenue Apartments,
Hyde Park, Mass.

"In planning our development", said Mr. Merigan, trustee of Zoppo-Merigan Realty Trust, "we decided it was very important to stress high quality appliances in our kitchens. This quality story, in addition to unexcelled factory service, was the main reason we chose the RCA WHIRLPOOL brand". And, with wall-to-wall carpet, sliding glass wall to balcony terraces, sound proofing and air conditioning, the owners feel they’re America’s most modern apartments . . . the perfect answer for today’s leisure living. “Our lifetime ambition has been to bring a truly quality apartment house like this within the budget of the average American family”, said Mr. Zoppo.

With RCA WHIRLPOOL appliances you get maximum selection, styling and quality with minimum bother and paper work. You choose from a full line of gas or electric appliances. All are perfectly correlated in color and design. And, because you deal with one man, sign one order, you save time and paper work . . . and enjoy undivided responsibility. Why not let your local distributor show you how the RCA WHIRLPOOL appliance “package plan” can add that extra touch of value to your homes and apartments? Call him today.

Model RLE1588  Model RLE2998
Choose 24” and 30” electric built-in ovens. Double-oven models in each size.

Model RLE887
Four matching electric built-in cooktops offer wide selection.
All built-in gas models feature exclusive BLANKET-O-FLAME® oven. Choice of 24" or 30" models. Model RLG255

Model LMA-440-0
Complete selection of matching automatic washers and dryers.

Model RKE2700
New electric set-in range hangs from the countertop and no bracing is required.

Model RLG889
Five built-in gas cooktops; one shown features BLANKET-O-FLAME® burner.

Model ELT-12S
RCA WHIRLPOOL refrigerators give kitchens a built-in look, a size and price for any prospect.

Model SLU-70
Built-in dishwashers and food disposers are easier than ever to install. Big capacity.
HILLSIDE LOTS — This home has a substructure of five inverted wood girders, each composed of three Sanford trusses boxed in plywood, mounted on concrete piers. Savings in labor, materials and site grading enabled the builder to use this steeply-sloped lot efficiently.

OFFICE BUILDINGS
Sanford Truss Joists offer the savings and ease of wood construction for commercial structures such as warehouses, manufacturing plants and stores. Send for free "Joists" brochure.

FARM BUILDINGS
The roof of this packing house consists of pairs of multi-panel Kingpost trusses made of 2 x 4's and 2 x 6's. Note the clear-span work and storage area. Free! 8-page Sanford Farm Building Booklet.

RESTAURANTS
These unusual Sanford trusses were used by a restaurant chain to achieve a radical roof line that would attract the attention of passing motorists.

Colonial-style kitchen cabinets in Autumn Tone Birch have vertical grooves and solid-core doors. Three baked-on finish tone coats resist water, heat and kitchen stains. Mengel Wood Inds., Union City, Ind. (Circle 215 on Reader Service card)

Quartz wall barbecue duplicates charcoal flavor electrically. Requiring 15" x 25½" of wall space, rotisserie broiler cooks without flames and leaves no spatter or ashes. Unit also has a timer. Purecarb Inc., New York City. Circle 216 on Reader Service card

Kitchen cabinets have solid-lumber core doors, edge routing on doors and drawers. Symmetrical construction and finished tops and bottoms allow identical design for left and right cabinets. Noblecraft Inds., Hillsboro, Ore. Circle 217 on Reader Service card

Stainless steel bar tops have single or double compartmented sinks with bottle holders on both sides. Cold-water glass-filler faucets are optional on all three models. Just Mfg., Franklin Park, Ill. (Circle 218 on Reader Service card)
**36” gas range** has two ovens, two broilers and a built-in griddle. Three cooking areas all have eye-level controls. All three models permit simultaneous baking and broiling. Available in white or coppertone. O’Keefe & Merritt, Los Angeles. Circle 219 on Reader Service card

**Raised panel cabinets** are finished in Tawny Maple to blend with most kitchen decors. Door edges are in contrasting brown and hardware is dark copper. A variety of cabinet tops is available. Brammer Mfg., Davenport, Iowa. Circle 220 on Reader Service card

**Divided refrigerator** has fresh food storage at eye level, large roll-out freezer and illuminated counter in between. The Americana never needs defrosting, includes an electrical outlet and a cutting board. General Electric, Louisville, Ky. Circle 221 on Reader Service card

**Built-in barbecue** char broils electrically, also toasts, grills and roasts with thermostatically controlled heat. Unit cooks steaks in ten minutes. Char-Kel has sliding chrome rack, rotisserie and pull-out grease receptacle. Harvic Mfg., Bronx, N.Y. Circle 222 on Reader Service card

**Tilt-top range** allows easy cleaning of one-piece splash pan underneath. Eight new models also have raised edge surface panels, lift-off oven doors, pin-point heat controls and 23-inch master ovens. Philco, Philadelphia. (Circle 223 on Reader Service card)

**New products continued on p. 136**
Make the weather work for you with:
Red Cedar Shingles & Handsplit Shakes
Blistering heat, snapping cold — dust, hail, salt air, rain, hundred-mile winds — nothing short of a falling tree bothers Red Cedar roofing. In fact, the worse the weather gets, the smarter a builder looks for choosing it. Couple Red Cedar’s toughness with its light weight, high insulating ability, rich appearance, low maintenance and high re-sale value and you can see why builders coast to coast find it profitable to use.

For more information, write the RED CEDAR SHINGLE & HANDSPLIT SHAKE BUREAU, 5510 White Building, Seattle, Washington 98101 or 550 Burrard Street, Vancouver, B. C.

Specify the Certigrade, Certi-Split and Certigroove labels. They are your guarantee of consistent quality and grade based on rigid inspection and quality control.

(1) San Francisco, California / A 294-unit urban renewal project on a 22-acre hillside site. Architects: James K. LeVorsen and B. Clyde Cohen. Builder: San Francisco Redevelopers, Inc. More than 2,600 squares of Red Cedar shingles (Certigrade #1, 18" laid with 8" exposure) are used on the sidewalls.

(2) Upper New York State / Residence built by Glenmont Building Corp. The roof shingles are Red Cedar (Certigrade #1, 16" Fivex with 5" exposure.) Sidewall shingles are the same material, but with 7" exposure.

(3) The Red Cedar shingles on this Pacific Northwest home are 55 years old, yet they remained essentially intact during a storm that stripped away part of the newer aluminum over-roof. Winds reached 100 MPH.

(4) Houston, Texas / Red Cedar handsplit shakes were used on the mansard roof of this apartment building. (Certi-Split tapersplit shakes laid with 7" exposure.) Architect: Lucian Hood, Jr. Builder: Roy M. Horlocks.
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HOUSE & HOME

DON'T MISS THIS EXCITING ISSUE

134
THIS WILL GET YOU ANY NUMBER YOUR CUSTOMER WANTS

Your Progress “cover-to-cover” distributor is the one-stop lighting center for your area. He has every lighting fixture in the comprehensive Progress catalog in his stock for immediate delivery—what you want, when you want it. Progress offers you and your customers the widest choice of popularly-priced, eye-appealing lighting fixtures. And delivery is only as far away as a phone call to your “cover-to-cover” distributor. Life gets simpler every day. That’s Progress!

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Tools and equipment

Lumber buggy lets one man haul loads up to 2,000 lbs. Wheel-it is 8' long, 3' wide and 32" high (saw-table height). Side stakes fold down for wider items and 20" diameter wheels have roller bearings. Hawkeye Inds., Longmont, Colo. (Circle 224 on Reader Service card)

Combination rule has standard six-foot markings on both sides, also is marked with four basic architectural scales—$\frac{1}{8}$, $\frac{1}{4}$, $\frac{3}{16}$ and $\frac{3}{8}$ inches to the foot—for scaling blueprints. List price is $4, Murray Equipment, York, Pa. (Circle 225 on Reader Service card)

Miniature gas welding torch mixes LP gas and oxygen to produce a 5000° F flame. Small unit (right), complete with cartridges fits in hand. Industrial unit (left) has bigger fuel supply, lists for $64.75. Microflame, Minneapolis. (Circle 226 on Reader Service card)
Radial saw called UniPoint is made so saw blade enters the stock at the same point in the table for any angle or miter cut. Blades up to 18" can be used with the 5-h.p. motor. Northfield Foundry, Northfield, Minn. Circle 227 on Reader Service card.

Super-duty saw has improved retractable lower guard, push-button blade lock, ball bearings, safety clutch and burn-out protected motor. Model 856 (6½") lists for $89.95, 7¼", 8½" and 10" models are also available. Skil Corp., Chicago, Ill. Circle 228 on Reader Service card.

Automatic stacker is designed to work with automatic cutting machines, can handle sizes from 2" x 2" to 12" x 12". Machine puts from 9 to 27 pieces a minute in a stack measuring 45" x 36". Clary Corp., Fort Worth, Tex. (Circle 229 on Reader Service card).

Ceiling grinder eliminates both scaffolding and the operator fatigue normally associated with overhead grinding of concrete ceilings. With this machine, one man can smooth up to 500 sq. ft. an hour. Eveready Brick Saw, Kansas City, Mo. Circle 230 on Reader Service card.

Production nailer clamps work with 1,000 lbs. pressure, freeing both of the operator's hands for positioning work. Called a Sub-Assembly Nailer, it can drive nails, staples, brads, pins and corrugated fasteners. Spotnails, Rolling Meadows, Ill. Circle 231 on Reader Service card.

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Circle 44 on Reader Service Card

Circle 45 on Reader Service Card

New products continued on p. 140
come on in...
let's talk

about
new products
about
new ideas
about
building profits

Our NAHB exhibit is the perfect place. We can show you a full line of Masonite hardboards to cut building time and material cost. You'll see new products, new design ideas. And you'll talk to men who know home building and appreciate your problems.

Among the things to be seen: the Royalcote family of wood grains. This year it features two new members, Alpine Oak and Fireside Birch. Like all Royalcote panels, these prefinished beauties resist denting, won't split or splinter, and clean easily with a damp cloth.

Also new are Ruf-X ninety siding with its deep-textured, rough-sawn surface, and low-cost, heavy-duty Peg-Board, prefinished in a restful monk's cloth pattern.

Put these on your browsing list, too: Weatherall, an all-purpose outdoor utility panel that can go unpainted up to a year; plastic-coated Colorlok siding that ends maintenance worries; a complete display of rugged, mirror-smooth X-ninety sidings; plus specialty interior panels like travertine-textured Marbletone and airy screens of Masonite Filigree.

You'll find all this at Booth 634 of the big NAHB Show. Come have a look and chin with our people. You'll find it pays.

Masonite Corporation, Dept. Box 777, Chicago 90, Illinois.
They speed new home sales and apartment rentals!

Here's the exciting feature you've been looking for to make you stand out from the competition. The Thermasol Steam Bath is the bathroom luxury everyone is talking about. It draws attention to your ads; lures traffic to your model homes and apartments; helps close sales and leases faster, at higher profits. People tell friends about your homes and apartments—and newspapers write about them—when there's a Thermasol in the bathroom! Real Estate Forum says it's "a must for the progressive builder."

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Please send complete literature on Thermasol individual Home and Apartment Steam Baths.

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Circle 46 on Reader Service Card

NEW PRODUCTS
start on p. 119

Baths

Limited-space bathtub has 45" bathing well, straight tile edge for easy installation. A narrow outside ledge widens at front corner for seating space. Comes in white and seven colors. American-Standard, New York City. (Circle 232 on Reader Service card)

Marbled-color shower receptor is offered in same seven colors as manufacturer's shower doors. Embossed surface prevents skidding, light weight allows one-man installation. Nine models from 32"x32" to 34"x60". Showerfold, Chicago. (Circle 233 on Reader Service card)

Vanity shelf made of stainless steel puts all toiletries within easy reach. It can be installed over any vanity-type lavatory. Shelf will resist staining and corrosion indefinitely and is easy to clean. Hall-Mack Co., Los Angeles. Circle 234 on Reader Service card

Medicine cabinet has vertical sliding mirror with Touch 'N Glide mechanism that maintains any desired position. Unit is surface-mounted, has two electrical outlets at bottom and a defused top light. Jensen Inds., Los Angeles. Circle 235 on Reader Service card

New products continued on p. 144
Glass fiber door in Shoji design has bonded translucent skins. For exterior or interior use, doors are weather-insulated and limit sound transmission. Five other patterns are available: modern Glass Laminators, Seattle.

Colonial-style aluminum storm door is available for most door openings. Tension-leveled aluminum skins bonded to flakeboard make stiles, panel and head rail wide enough for Early American design. Hess Mfg., Quincy, Pa. (Circle 242 on Reader Service card)

Sliding patio door is made of aluminum and reinforced oak with vinyl weatherstripping and thermal insulating glass. Stainless steel tracked tandem rollers and glides permit easy sliding. Caradco, Dubuque, Iowa. (Circle 243 on Reader Service card)

Stainless steel thresholds are self-sealing. Notched and pre-fitted threshold is durable, weather, scratch and rust resistant. Concealed screws and vinyl seal prevent accumulation of dust and dirt. United Inds., Chicago. Circle 244 on Reader Service card

NEW PRODUCTS

start on p. 119

Wall Street Welcomes...

Shares of The Kissell Company, Springfield, Ohio have been admitted to trading on The American Stock Exchange

The Kissell Company, adding its Dimension in Mortgage Banking, becomes the first mortgage banker to list on a national exchange, servicing over $1,000,000,000. Trading symbol is KSL.

October 27, 1964

Circle 47 on Reader Service Card

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DECEMBER 1964
YOU ARE CORDIALLY INVITED TO ENTER THE TENTH ANNUAL HOMES FOR BETTER LIVING NATIONAL AWARDS FOR ARCHITECTS, BUILDERS AND HOMEOWNERS

Sponsored by The American Institute of Architects in cooperation with HOUSE & HOME and American Home. All the award winners will be published in HOUSE & HOME. A selection of the winning entries will be published by American Home. All the winning entries will be displayed at the AIA convention in Washington, D.C. and at the Octagon.

Houses and apartments must be designed by a registered architect and built and completed since January 1, 1962 in any of the 50 states. Outstanding architects, housing industry leaders, and the editors of HOUSE & HOME and American Home will judge the entries. Awards will be made on the basis of outstanding contributions to better living through residential design, site planning, and construction. Winners will be announced at the AIA convention June 14-18, 1965. Awards will be made in three categories: a) Custom houses designed specifically for an individual owner, in three classes according to size: a) Under 1,600 sq. ft. of living space. b) 1,600 sq. ft. to 2,800 sq. ft. c) Over 2,800 sq. ft. b) Merchant-Built Houses designed for a merchant builder and sold speculatively, in three classes according to sales price, including land: d) Under $20,000 e) $20,000 to $35,000 f) Over $35,000, and one-of-a-kind prototypes. c) Garden Apartments and Townhouses (walk-up) built for rent or sale. Apartments shall not be over three stories in height from grade, must comprise four or more living units, and may be single buildings or one of a group: g) Single apartment buildings; h) Multi-building apartment groups; i) Townhouses (single or in blocks).

Pertinent information shall be submitted on the registration blank below by January 31, 1965, accompanied by a payment of $10 for each house or apartment entered. Any number may be entered. A separate registration blank must be submitted for each. Upon receipt of registration blank and fee, each entrant will be sent for each house or apartment entered, an 8½" x 11" binder and full instructions for preparation. It must be completed and postmarked no later than March 21, 1965. It is imperative that the appropriate category be designated on your original registration slip so that you receive the correct binder for your entry.

This registration slip and entry fee must be submitted by January 31, 1965. Make checks payable to: Homes for Better Living and mail to: Homes for Better Living Awards, House & Home, McGraw-Hill Building, Fourth Floor, New York City 10036, N. Y.

Enclosed is check □ money order □ in the amount of $10 covering the entry below.

category: □ Custom Built House □ Merchant-Built House □ Garden Apartment/Townhouse

location__________________________

owner__________________________

architect__________________________

builder__________________________

submitted by__________________________

Houses for Better Living Awards
130 West 42nd Street, New York 36, N. Y.

NEW LITERATURE

For copies of free literature, circle the indicated number on the Reader Service card, page 141.

Catalogs
CONSTRUCTION AND MINING EQUIPMENT. 12 pages. Condensed catalog of excavators, truck cranes, crawler cranes, electric excavators, soil stabilizers and tower cranes. P&H Harnischfeger, Milwaukee. (Circle 300 on Reader Service card)

DECORATIVE FOUNTAINS. 20 pages plus 2-page price list. Drawings, photographs and descriptions. Mermaid Fountains, Miami. (Circle 301 on Reader Service card)

GENERATING PLANTS. 8 pages. Pictures, descriptions and specifications of primary and standby electric plants. Osburn Div., Sundebaker Corp., Minneapolis. (Circle 302 on Reader Service card)

INDUSTRIAL POWER TOOLS. 40 pages. Heavy duty tools, allied equipment and accessories. Photographs and specifications. Stanley, New Britain, Conn. (Circle 304 on Reader Service card)

Product bulletins
ALUMINUM-BASED PAINTS. 4 pages with color samples. Pigmented Aluminum paints for protection of industrial structures. Data on properties and applications and recommendations for the several available types of paint for particular exposure conditions. Socony Paint Prods., Meruken, N.J. (Circle 305 on Reader Service card)

THINWALL VENTILATING FAN. Folder. Prices, specifications, installation details for bath and laundry fans. Leigh Prods. Inc., Coopersville, Mich. (Circle 306 on Reader Service card)

SILICONE-BASED MAINTENANCE PAINTS. 4 pages. Descriptions, photographs and chart on weatherability. Dow Corning, Midland, Mich. (Circle 307 on Reader Service card)

INFRA-RED KITCHEN-CABINET HEATER. 2 pages. Under-cabinet unit warms plates, trays, frozen food, roast, weiners. Maskella Infra-Red Co., Cleveland. (Circle 308 on Reader Service card)

PREFINISHED ALUMINUM SHUTTERS. 4 pages. In nine colors, three heights and heights from 3½" to 9½". Modern Materials Corp., Detroit. (Circle 309 on Reader Service card)

INFRARED LIGHTING. 4 pages. Specifications and operating instructions. Units for residential and professional use. MacLevys Mist-Aid Corp., New York City. (Circle 310 on Reader Service card)

Technical literature
BUILDING PRODUCTS FACT FILE. 72 pages. A collection of six technical bulletins on metal curtain walls, metal-clad fire walls, rolling steel doors, cellular subfloors for electrified installations, steel roof decks and floor and ceiling air distribution systems. Write on letterhead to R. C. Mihon Co., Marketing Services Dept., 6565 E. Eight Mile Road, Detroit, Mich. 48234.

RAID URETHANE FOAM. 22 pages. Chemical and mechanical factors used in manufacturing building panels, transportation and refrigeration equipment. National Aniline Div., New York City. (Circle 311 on Reader Service card)

METAL CURtain WALL MANUAL. 1964 revisions reflect new developments, new products and new standards of manufacturing. Write for copy to: National Association of Architectural Metal Mfrs., 228 N. LaSalle St., Chicago.
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DECEMBER 1964
Tracino Corlon: gives you the luxury appeal of a sheet vinyl floor at about the cost of Embossed Linoleum

and the best-known name in building materials, too!

It costs very little extra to give your homes the luxury of a sheet vinyl floor, the most popular resilient flooring in America today. The added sales appeal more than compensates for the increased cost over vinyl-asbestos tile, and, if you're using Embossed Linoleum, the cost is almost the same.

Most of your prospects have known Armstrong floors all their lives. Today, they see them advertised every week on the Danny Kaye Show, CBS-TV. And there are full-color ads for Armstrong floors running all year round in 25 top consumer magazines. So it's not surprising that most people regard Armstrong as the foremost maker of resilient floors.

So you get a valuable extra with Tracino Vinyl Corlon: the goodwill and confidence that a well-known and respected brand name always brings with it. Simply because Tracino Vinyl Corlon is an Armstrong floor, it offers a big plus that you can use to help merchandise your homes.

When you use Tracino Vinyl Corlon, or any Armstrong floor, in your homes, you're putting this well-known name to work for you. Display this emblem on the floors of your model, and you tell your prospects that they're getting quality.

Tracino Vinyl Corlon gives your prospects a choice of three attractive designs in twenty-one colors—and some very practical benefits, too. Because it's a sheet floor (not tile), Tracino has a minimum of seams to catch dirt. Your prospects know that the fewer the seams, the easier it is to keep a floor clean.

Because Tracino has Armstrong's exclusive Hydrocord Back, you can have it installed at any grade level, even in a basement directly on concrete (except where excessive alkaline moisture makes the use of any resilient floor impractical).

Your Armstrong Architect-Builder Consultant in the nearest District Office can help you get the most out of Armstrong floors—and the Armstrong name, too. Call him or write Armstrong Cork Company, 312 Sixth Street, Lancaster, Pa.

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