What to build for the high-rent market

Also:
How to live with the big land squeeze
Only NuTone Radio Intercom Systems offer a variety of convenience features.

You may choose from the widest array of intercom systems ever! Add the sales appeal of fine music in every room or answering from any speaker... music on the patio... high in" when the baby awakens.

With all these valuable convenience features, NuTone systems check and easy to install — quality engineered to be trouble-free your sale.

High Fidelity 8" Metal Speaker and Remote Control panel. Exceptional tone. Can be painted to match decor.

Remote control

Hi Fidelity inside speakers for the utmost in tone and clarity. All available with volume control and talk-listen switches.

Electronic Door Chimes
Connect with all NuTone Intercom Systems and relay chime tones to all rooms with speakers. Can be clearly heard above music or intercom. Chimes sound even when intercom system is off.

Fold Out Stereo Record Changer
Real space saving convenience with new, lightweight tone arm, 11-inch turntable and high-performance ceramic cartridge, the unit plays all speeds and intermixes 10" or 12" records.

Surface Mounted Outdoor Speakers
Completely weather proofed, it is ideal for poolside, yard or garden. Includes remote controls.

Electronic Door Chimes
Connect with all NuTone Intercom Systems and relay chime tones to all rooms with speakers. Can be clearly heard above music or intercom. Chimes sound even when intercom system is off.

'plus: Protection!
NuTone Custom Alarm System warns against fire, smoke or intruders

Get the full story... see the complete line of NuTone Intercom Systems at your NuTone Distributor. Let him show you how a small investment in NuTone convenience can generate big sales returns.
From Lightcraft of California come the "in" lights . . . the "fun" lights! An explosion of flamboyant colors blended with refreshing new "young modern" designs. For use in those special places where the accent is on "mod". Select from the cheerful Daisy design or sparkling bright discs accenting gracefully formed metal shackles. Whatever the choice, your lighting will reflect a vitality and flair that's "up tight" with today's fun generation.

Put some "fun" in your lite . . . Contact your Lightcraft Representative today, or write for free color catalog; Lightcraft of California, Dept. HH 6 LC, Madison and Red Bank Roads, Cincinnati, Ohio 45227.
EDITORIAL

Don't let's throw the baby out with the bath water 57
Limited-dividend housing depends on tax shelters to bring in investors. But present tax-reform proposals could kill the shelter—and the housing with it.

FEATURES

How to live with the big squeeze 58
The land-price squeeze is creating the tight-site squeeze. But four unusual land plans show that high densities and good environment can coexist nicely.

How to be a big builder in a small town 68
Builder Al Hawbaker of State College, Pa., shows that it's not enough just to make your own business grow. You must help your community grow, too.

How to attract—and keep—high-rent tenants 76
There are lots of people willing to pay $300 to $400 a month for an apartment, if—and it's a big if—it offers enough environment, amenities and status.

NEWS

The train is coming—with a wave of change for builders 4
Rapid transit is already bringing new opportunities in San Francisco Bay area; bold new departures there could provide tomorrow's blueprint for several cities.

Romney's housing budget seeks more building for a buck 8
The Secretary has reduced the Johnson administration's requests by $200 million but he hopes new techniques and better programs will increase housing output.

Mortgage trusts turn up as year's hottest new stocks 12
The seven most recent issues generate $151 million in fresh housing investment; share prices rise briskly on the basis of companies' venturesome risk policies.

DEPARTMENTS

Housing-stock prices 16
Mortgage-market quotations 12
Letters 48
Leaders 36
Technology 90

New Products 98
New Literature 135
Reader Service Card 107
Advertising Index 140


NEXT MONTH

A portfolio of award-winning custom houses loaded with ideas for the merchant builder... How to turn unbuildable land into an exciting waterfront apartment site... A new dimension for the townhouse market.
Tomorrow's transit systems

Here comes the train—with a wave of change for builders

Tomorrow's high-speed trains will spark building booms wherever they roll.

Land in the paths of the new rapid transit lines will become prime development sites overnight. Today's barns and silos will give way to apartments and high-rise offices.

That is what happened in Toronto in the 1960s, after rapid transit was built. And that is what seems to have begun in San Francisco as its transit system nears completion.

For rapid transit brings distant suburbs within minutes of downtown. A network of trains can expand a city for 100 miles in virtually every direction.

When rapid transit comes to the Bay Area in two years, a commuter will be able to travel from his fogged-in San Francisco office to his home in sunny Orinda, beyond Oakland, in 19 minutes. The auto trip now takes 40 minutes to an hour or more, depending on freeway traffic (see map).

Indeed, Bay Area Rapid Transit (BART), already 55% built, will bring San Francisco's Market Street within 40 minutes of such distant communities as Fremont, Concord and Richmond.

The sweep of change. A study of Toronto and San Francisco suggests the awesome impact that high-speed trains will have on this nation and its building industry. Soon, several other cities will follow these examples and build transit systems to unsnarl transportation.

Brenton Welling, transportation editor of Business Week, says Baltimore, Atlanta, Seattle and Washington, D.C., are closest to beginning construction. He adds that within 30 years some 20 cities may have completely new networks.

In all those cities land values will soar, building opportunities will abound—especially for large builders—and the very faces of the cities will be transformed.

Some urban experts also contend that the trains will change the old ideas about urban redevelopment, luring high-rise offices to center cities while opening distant rural areas to housing. Such a pattern could reverse the government's Model City concept of rebuilding sections of a city's core into neighborhoods for the poor.

Toronto's land boom. Mass transit unites the areas it serves into one metropolis. The line blurs between urban and suburban locations—and between urban and suburban land values.

Downtown land in a suburb, minutes by train from the city, can be worth nearly as much as a like parcel in the city itself. (Offices and apartment rents increase toward urban levels, too.)

Fast-moving speculators in Toronto made fortunes by buying land at suburban prices in the 1950s and selling to builders at urban prices when the trains were running.

G. Warren Heenan, past president of the Toronto Real Estate Board, said land values all along the transit route increased two to tenfold. He adds: "Hundreds of large single-family lots [175 ft. x 200 ft] were rezoned for apartments, bringing some speculators as much as $4,000 a unit. Persons who owned $15,000 houses sold them for $50,000. And downtown land sold at $200 a sq. ft., which is $8.75 million an acre."

Speculation in Bay Area. The president of the BART board of directors, Arno Anderson, a real estate appraiser, says there is already some quiet speculation.

Fremont, a last stop on the line, touche off spirited bidding by announcing ambitious plans for a business-education complex near its BART station. Nearby sites are selling at $65,000 an acre, up from $22,00 a sq. ft in 1962 and $5,000 in 1955. Says Anderson: "Cabbage fields are bringing about $50,000 an acre."

Commercial land near Oakland's Rockridge station is selling for $8.65 a sq. ft up from $5 a sq. ft last year. And commercial land in Concord, the last stop on the Rockridge line, already costs $6 a sq. ft.

Apartment land in Concord costs about $70,000 an acre, $30,000 more than it cost four years ago.

A slower pace. Speculation started when construction began several years ago. Neighbors formed small investment club and some families repulsed by construction noise sold to the first bidder.

Now both owners and speculators are holding back. Julius Deubner, research director of the Contra Costa Board of Realtors, notes that on certain key Walnut Creek streets no property changed hands last year.

The slowdown is not surprising. The average builder or realty dealer cannot afford to tie up large sums in vacant land while waiting for the train. (Nevertheless...
me builders have bought small income-producing properties near BART stops, planning to replace these structures with larger buildings later.

The largest builders are having difficulty ring eastern money into their million-dollar deals. So they, too, are waiting for e train. When it comes, they expect to break the prevailing land prices. If Toronto's prices are any indication, e price that early developers pay in 1971 will be a bargain compared to what latecomers pay in 1975.

Builder opportunities. There will be entry for everybody. Nevertheless, large companies do enjoy a advantage. A big, well-financed builder can afford the market's entry fee—inflated prices for prime apartment and commercial sites. Towns all along the BART route are already planning to ring their stations with high-density clusters.

The same pattern emerged in Toronto. With many of the large companies building downtown, medium-sized home and apartment builders can stake their claims to the outskirts. And smaller companies, which require little lead time, can get their projects rolling well ahead of the big boys. The Toronto story suggests this approach:

A builder takes the train to the first town beyond the suburbs, walks until he finds vacant residential land, buys it and starts building. The buyers come along on e next train.

The dangers. Despite the success of the Toronto builders, rapid transit brings its own special dangers—stiff competition and a temptation to overbuild.

In a boom sparked by rapid transit, many projects are started at once, and all are only minutes apart. That means that builders with a poor product cannot expect to sell on location alone. Few will have clearly superior locations. So buyers looking for the best for their money will not hesitate to move to the next town—minutes away by train.

There is already a hint of overbuilding in the Pacific area. Virtually every city bucketed by BART is planning new high-rise offices and apartments, while Oakland and San Francisco are already building blocks all of them. Someone will eventually build the next one high-rise too many.

Despite these real dangers, BART still serves its greatest threat for builders operating outside its reach. Terrell W. Hill, head of San Francisco's Market Street Development Project, says areas not served by BART will see their development pace drop more and more sharply while BART's pace booms.

Says Hill: "San Mateo and Marin Counties are ripe for a shock [see map]."

The dangers. Despite the success of one Toronto builders, rapid transit brings its own special dangers—stiff competition and a temptation to overbuild.

In a boom sparked by rapid transit, many projects are started at once, and all are only minutes apart. That means that builders with a poor product cannot expect to sell on location alone. Few will have clearly superior locations. So buyers looking for the best for their money will not hesitate to move to the next town—minutes away by train.

There is already a hint of overbuilding in the Pacific area. Virtually every city bucketed by BART is planning new high-rise offices and apartments, while Oakland and San Francisco are already building blocks all of them. Someone will eventually build the next one high-rise too many.

Despite these real dangers, BART still serves its greatest threat for builders operating outside its reach. Terrell W. Hill, head of San Francisco's Market Street Development Project, says areas not served by BART will see their development pace drop more and more sharply while BART's pace booms.

Says Hill: "San Mateo and Marin Counties are ripe for a shock [see map]."

Breaking ground. A few developers, led by Systech Financial Corp. of Walnut Creek, have plunged into the BART market. Systech is building a $24 million apartment complex in Concord (photo above), plans a nine-acre commercial center in the same town and will soon start a $15 million community for wealthy renters in Walnut Creek.

Systech has already purchased 216 apartment units in Concord and built 466. It is building another 486 and plans 249 more in 1970. (Rents range from $140 for one bedroom to $250 for two bedrooms with two baths.)

Says Systech's research director, Reginald Olson: "We wouldn't be building this many apartments without BART."

Systech's rental program will have four stages:
1. The company will rent to persons from the surrounding area.
2. Businessmen moving out from the city ahead of BART will expand the market.
3. When BART starts rolling, renters will come by train.
4. By the mid-1970s, increased population and inflated land values will spur high-rise construction.

In Oakland, meanwhile, realty brokers George Steneberg and Thomas O'Mara are buying 60,000 sq. ft. only one block from the Rockridge station for a high-rise residential and commercial complex.

An urban facelift. Rapid transit's most visible impact will be the change it brings to the nation's cityscapes.

In the six years since voters decided to build BART, San Francisco's business district has been revitalized by more than $800 million in construction. Downtown office space has increased by 78%.

All the big new buildings have been situated within five minutes of transit stations, just as they were in Toronto.

San Francisco's taxpayers ignored a nationwide tax revolt to finance downtown renewal with $24.5 million in bonds for pedestrian plazas, brick walls, trees and street benches.

Planning director Allan Jacobs now makes this pledge: "Market Street will be comparable to the grand boulevards of the world."

And most experts contend that renewal has just begun. Says Russell Keil of the Keil Estate Co., a property management concern: "Along the Mission line [see map], I foresee all types of commercial space and a rebirth of the uplands residential areas."

Downtown Oakland is getting a facelift, too. Kaiser Industries and the Security and Golden West Savings & Loan Associations are about to put up $38 million of new office space adjoining the 19th Street stop.

And in Berkeley, First S&L is constructing the town's first large building in 40 years. The Bank of America plans to follow with a 14-story building of its own.

Berkeley taxpayers have voted $20.5 million in bonds to help beautify the town. The entire BART line was built underground, and the street above—Shattuck Avenue—is being restored and landscaped.

Suburban planning. Deeper in the suburbs, several communities are somewhat belatedly taking their first steps to see how BART can help upgrade the old and inspire the new:

• El Cerrito has overhauled its master plan to permit more commercial and high-density apartments. The school board now suggests an elementary school on a deck above a BART parking lot.

• Hayward has rezoned some residential land to higher densities.

• San Leandro has zoned the area near one station for high-rise apartments and the area near its second station for commercial projects.

• Even the little town of Brentwood, not even on the transit route, has hired a planner to determine BART's impact.

Specter of separatism. The home-rule principle that gives each town its own planners and plans may hamper overall development and suppress land values.

Not a few experts insist that Toronto's success derives from coordinated planning. Before the first trains ran in Toronto, 13 area municipalities formed a federation responsible for regional services. The Bay Area lacks such a regional agency.

But worry about transportation without coordination is of small concern. It pales before the ambition of the Bay Area's planning. Rapid transit will be the biggest thing to come to the region—and perhaps to urban America—in the next decade.
"New Alcoa Forecast Siding helps sell my houses. The quality's higher, but not the price."

Joshua A. Muss—Sr. Vice President N. K. Winston Corporation Palatine, Illinois

Right on both counts, Mr. Muss. While most building materials' costs have skyrocketed in the past few years, the applied price of Alcoa Siding today is the same as it was over eight years ago. And with more and more trained applicators in the field, the on-the-wall cost of our siding is now even more competitive with other sidings.
What's more, new Alcoa® Forecast Siding is installed by one man. You don’t need both a carpenter and a painter. This frees carpenters for other work and prevents the problem of scheduling painters after the siding is up. And you'll be dealing with only one supplier instead of several.

Alcoa Forecast Soffit and Fascia will give you the same benefits. In spades.

Something else to bear in mind: Alcoa is a household word, a name people know and trust. And extensive advertising and promotion make Alcoa Forecast Building Products just as respected by homebuyers.

The long-lasting beauty of all Alcoa Forecast Building Products—siding, gutters and downspouts, soffit and fascia, shutters—is well-known. Their built-in value is presold.

For the full story on all our building products, on application and on applied-on-the-wall costs in your area, just write to Jack W. Anderson, President, Alcoa Building Products, Inc., Grant Building, Pittsburgh, Pa. 15219.

*Trademarks of Aluminum Company of America
Secretary George M. Romney, shaving $200 million from the Johnson administration's Housing Budget for fiscal 1970, is still coming up with new twists in the hope of improving building programs.

Romney withdrew completely an advance request for $2.5 billion for the Urban Renewal and Model Cities programs for 1971. The Johnson administration had proposed $1.25 billion for each. But the Secretary, noting the withdrawal, said any appropriations for 1971 would be proposed later as part of the annual budget rather than in advance.

That's the Nixon administration's public posture. But it is known that major revisions are in store for Model Cities. Moreover, HUD officials state privately that all federal assistance or subsidy programs may be reshaped under one central authority, probably the Housing Assistance Administration.

Romney wants to find out where these programs are going and how much they are going to cost before he asks Congress for funding.

**Favorable reaction.** Housing industry leaders, in the main, seem pleased with Romney's budget. They note with satisfaction the primary importance placed on the new subsidy programs, Sections 235 and 236.

Romney maintained the requests for $100 million in spending authority for each of these. Here are other important features of the new Romney budget.

- A request for $473.5 million in annual contributions for contract payments for low-rent public housing, unchanged from the Johnson budget.
- A call for $675 million in supplemental grants for Model Cities, an increase of $363 million over fiscal 1969 but $75 million less than the original budget request.
- A request for $30 million for research and technology, up from $25 million asked for by the former administration.
- A request for $250,000 for the National Homeownership Foundation. No funding request was contained in the original budget. The money would be used for the initial organizational, planning and educational activities.

**The cutbacks.** While Romney made several increases in the Johnson budget, he also made some cuts.

Neighborhood facilities grants, in the Johnson budget for $52.5 million for fiscal 1970, were pared to $45 million. The re habilitation loan fund, which was to receive $78 million, is now ticketed for $50 million. It is getting that much only because some $26 million, available in the current year, is being carried over from the previous year's appropriation "because of the slow growth of the program."

Tenant services for public housing were cut from $15 million to zero. Comprehensive planning grants related to metropolitan development were reduced from $65 million to $60 million. Rent supplement payments, too, were sliced from $30 million to $23 million on the basis of "a re-estimate of the payments which will be required."

### Plumbing price-fixers face million-dollar suits

The price-fixing convictions of three plumbing supply companies and three executives have cleared the way for heavy civil suits from homebuilders.

The six criminal-court defendants found guilty last month in Pittsburgh are the Borg-Warner Corp. of Chicago; The Kohler Corp., of Kohler, Wis.; Norman Held, a Kohler vice president and director; the American-Standard Corp. of New York and two executives, Joseph Becker, a division president, and Daniel Quinn, a retired vice president. All plan to appeal.

A Justice Department lawyer says plaintiffs no longer need prove guilt against the three convicted companies, though they must establish damages. He adds: "It's an open field."

Some 300 suits have already been filed. Homebuilders, the Philadelphia Housing Authority, and some states and towns filed suits seeking triple damages after other defendants in the price-fix case pleaded no contest last year. (The individuals received jail sentences ranging from one to thirty days, and all defendants were fined a total of $370,000.)

In all, 14 suppliers, eight executives and a trade group were indicted in 1966 for conspiring to fix prices on $1 billion worth of bath fixtures.

From 1962 to 1966 the conspiracy was said to have affected prices of 98% of the enameled cast-iron fixtures and 80% of all vitreous china fixtures.

After the Pittsburgh verdict, the Justice Department filed to activate its own civil suit to put the 14 suppliers under tight supervision and to disband the Plumbing Fixtures Manufacturers Assn.

---

**Plumbing price fixers face million-dollar suits by LOU GOMOLAK**

McGraw-Hill World News, Pittsburgh
"Under weather conditions that only a polar bear could appreciate," says John R. Broadway, president of Marsh Broadway, Inc.

"10 men dried in 54 houses in 41 days."

Unbelievable? Not at all. Marsh Broadway builds Kingsberry Homes. The Charlotte, N.C., community pictured above was constructed during January and February of 1969 when that city was blanketed with more than 13 inches of snow, deluged with icy rains, and temperatures dipped to 12°. But the weather had little effect on the construction schedule. And today those homes are selling well.

An important reason behind this kind of success with Kingsberry Homes is the exceptional service provided by a Kingsberry sales representative. He puts his training to work for you — through all stages of construction — and helps you realize greater profits. Another plus is excellence of engineering. Kingsberry Homes are skillfully manufactured to avoid needless delays from misfit pieces or substandard materials. And Kingsberry also insures dependable scheduled deliveries.

So there you have it. Expert help from the Kingsberry sales representative, excellence of engineering, and dependable delivery. It all adds up to bigger profits for you. Let us tell you more — and show you specifically how Kingsberry can help you step up production. In any kind of climate.

Robert H. Welsh, Director-Marketing/Kingsberry Homes/Department HH-6
5096 Peachtree Road/Atlanta, Georgia 30341/(404) 457-4301

Please send more information on the Kingsberry program and have your representative call on me. I presently have ______ lots ready to build on. I have built ______ homes and/or ______ apartments during the past 12 months.

Name ____________________________
Firm ____________________________
Address __________________________
City __________________ State ______ Zip ______

Kingsberry serves leading builders in 35 Midwestern, Mid-Atlantic, Southeastern and New England states.
Take out a life insurance policy for beautiful masonry walls

Specify Dur-O-wal® Truss masonry wall reinforcement

Masonry walls are more beautiful, more versatile than ever. And more numerous. Close to 700 million dollars' worth this year. That's a lot of masonry walls. And you can protect nearly every one of them with a Dur-O-wal "life insurance" policy.

All kinds of walls, too—single wythe, cavity or composite. Dur-O-wal Truss not only controls cracking, but also ties wythes in cavity and composite walls. All this from one product.

Dur-O-wal stands back of the policy with material approvals from many national and local code organizations.

Specify the original. Specify the best. Take out a Dur-O-wal life insurance policy on masonry walls. Need evidence? Write Dur-O-wal, P.O. Box 368, Cedar Rapids, Iowa 52406.
Mortgage trusts catch fire as hottest new stocks of '69

They have been coming on strong since December and their seven new issues already represent $151 million in investment.

“They are the year’s biggest group of new stocks measured on capital flotation,” says Kenneth D. Campbell of Audit Publications, a New York advisory service that follows all real estate issues.

The more the mortgage loan investment trusts, sudden favorites on their ability to exploit tight money. A new investment policy promises them far higher returns than the dismal yields from FHA mortgages, and they are hotter than even the most flamboyant of real estate’s red-hots, the mobile homes.

Half a dozen trusts are standing in line with new issues. The biggest may be floated by Bankers Mortgage Co. of California (San Francisco), headed by Kent Colwell. The Transamerica subsidiary is thinking in terms of $50 million. Wall Street sources say the total of new offerings may reach $750 million by year’s end.

Sutro Mortgage Investment Trust of Los Angeles had set an initial offering of 1.25 million shares. But, watching the fevered welcome for competing issues, it jumped to 1.6 million shares.

The stock came to market on a Wednesday at 16. It ended the day at 23 bid and the week at 24.

The money machine. Such performance triggers a happy concatenation known to Wall Street as a self-reinforcing cycle. Rising stock prices give a company the means to increase earnings per share, the reverse of letting rising earnings lift share prices.

Sutro’s shares, issued at a book value of 16, can probably be expected to enjoy a yield of up to 13% in today’s lending market. That’s 2.08 a share.

If the shares rise to 34 or 35, the trust can issue an equal number at twice the old price, or 32. Book value of all shares is then 24.

If the new money is invested in the same way, earnings rise to $3.12 on all shares. That’s a yield of 9.75% for the new investors and an effective yield of 19.5% for the oldtimers.

The process can repeat if the stock continues to rise. One analyst calls the system a money machine.

The 13% yield. The trusts were born of the Real Estate Investment Trust Act of 1960, which forgives taxes if a trust distributes 90% of its earnings.

For years, the trusts bought FHA-VA paper earning 5% to 7%, and passed that on.

No more.

The Sutro prospectus provides a virtual beginner’s outline for the new technique. “They are the year’s biggest group of new issues,” says Colwell, who is chairman and president of the trust’s sponsor, the Investment Trust of Los Angeles.

The Sutro operation, for instance, is headed by Robert Sutro, whose father, Ralph Sutro (Mortgage Trust Co.), opened a window on Wall Street in 1910. The son can truly be said to know California real estate somewhat better than the palm of his hand, and so land development and construction lending will give an old pro a familiar arena.

Danger. The one danger, of course, is that the banks and insurers will troop back on field once money eases.

But Kent Colwell says no.

The new trusts—which might better be called front-money trusts than mortgage trusts—are faster and more adaptable, he insists.

By the time the banks charge back onto the turf, the game will be over.

Quote of the month

“The 1968 Housing Act, which sets the nation’s first specific housing goal, is a magnificent example of the substitution of rhetoric for reality... Our chances of meeting that goal (26 million units in 10 years) are zero... At this time, I don’t think the nation has the will to achieve that goal... We in America should eliminate the term ‘low-cost housing’ from our vocabulary. There is not such a thing.”

Anthony Downs, of the National Commission on Urban Problems, to National Planning Conference, Cincinnati, April 26.
3 ways to live it up!
...and keep living

Bold, high spirited design offered to you in a wide variety of styles and finishes! Daringly different? Darn right! That's the way sales leadership is made.

Still, we know when to play it safe. All Weslocks are panic-proof. They lock people out, but never in. To escape, one simple, instinctive turn of the inside knob unlocks and opens the door.

"The Name of the Game is Living." Isn't it?

WESLOCK®
The NEW Leader in Lock Ideas!
INTRODUCING... THE BATH THAT HAS EVERYTHING!

SPECTRA 70™
FROM AMERICAN-STANDARD

It has everything home buyers want! New built-in conveniences. New safety features. New luxury styling. A brand-new high fashion color “Bone” ...the go-with-anything color that makes decorating easy.

And it has everything you want! New installation economies. New construction time-savers. New selling features that make your bathrooms more exciting...your new homes easier to sell.

Three separate components make up the Spectra 70® Bath Group...each loaded with features that give your homes, and your customers, the best of the future right now.

1.
THE SPECTRA 70 TRI-WALL*.
Three classically styled walls and optional ceiling made of tough, high-gloss fiberglass. Light-weight. Easy to install. Eliminates costly tile setting. Trendsetting features include a convenient built-in storage compartment with a cover that becomes a drop-down table over the bathtub. Two soap dishes...a high one for showering, a low one for bathing. A drop-down seat over the back of the tub. Two safety grab bars are attached through the walls to the studs for maximum safety as recommended by the famous Cornell Study. Two recessed lights in the ceiling. The Spectra 70 Tri-Wall is available in either new Bone or Beige.

2.
THE SPECTRA 70 SHOWER TOWER® COLUMN.
An American-Standard exclusive! This beautifully styled unit combines all fittings, all controls into one central column. It’s all pre-piped and factory assembled. Installs with only 2 connections to hot and cold water supply. Deluxe features include Stereo® Shower Heads...twin, adjustable-flow, high and low shower heads that work separately or together. Plus a pressure balancing valve which prevents sudden scalding or very cold water temperatures due to changes in water pressure. Shoulder height controls are easy to reach. Handsomely styled Hide-away® Rinsing Spray comes built-in with its own revolving storage compartment.

3.
THE SPECTRA 70 BATHTUB.
Slimmer, trimmer lines. Gracefully designed to stay in style for years to come. And the style isn’t all that’s long-lasting. This tub is made of lifetime cast iron. Luxury features include a comfortable beveled edge, new easy-rest back and Stan-Sure® surface which is more slip-resistant than regular tub bottoms. Available in full range of American-Standard decorator colors including new Bone and Bayberry.

... The complete Spectra 70 Bath, with its Tri-Wall, Shower Tower and Bathtub, is an outstanding bathing-showering center. Its various components, however, are readily available separately—the Spectra 70 Shower Tower, Tri-Wall without Shower Tower and the Spectra 70 Bathtub.

For complete details on the new Spectra 70 Bath Group and the UltraBath® Group, see your plumbing contractor or write us.

Circle 56 on Reader Service card

AMERICAN STANDARD
PLUMBING & HEATING DIVISION
40 W. 40th St., N.Y., N.Y. 10018

*Trademarks of American-Standard
© AMERICAN-STANDARD 1969
Top court challenges U.S. Steel's captive-builder loans

Indeed, the U.S. Supreme Court has jeopardized all such insider loans to builders. The tribunal, in a 5-to-4 decision, questions whether U.S. Steel's special loans to builders who buy its prefabricated houses restrict competition and therefore violate anti-trust laws.

The case, which the court ordered to trial, involves a Louisville builder who accepted U.S. Steel's attractive financing in anti-trust laws.

Steel refused to rescind the loan agreement within a year the $3,100 units proved to be the houses he built and those he did not. A trial jury should decide whether U.S. Steel demonstrated such an economically attractive situation that it forced Fortner to take product only because it enjoyed a substantial competitive advantage over other lenders.

In his Supreme Court brief, Fortner argues that U.S. Steel demonstrated such an advantage by offering 100% land-developing financing only because it enjoyed a 100% land-developing advantage by offering 100% land-developing financing only because it enjoyed a substantial competitive advantage over other lenders.

The court's majority is aware of the ruling's potential impact. So Justice Hugo Black, writing for the majority, stated that the opinion would not prevent manufacturers from selling on credit.

Nevertheless, the minority's Justice Abe Fortas (who has since resigned) insisted that the ruling's effect on credit selling may be "vast and destructive."

The trial. The jury's decision may turn on whether builder Fortner can prove this claim: U.S. Steel was able to extend special financing only because it enjoyed a substantial competitive advantage over other lenders.

Housing stocks attain their all-time peaks

All five categories of housing issues on House & Home's industry-wide index rode a surging market to all-time highs in the month ended May. The composite index of 25 stocks reached a new peak too, leaping 7.8% from the May index.

How's the composite index:

HOUSE & HOME VALUE INDEX

OF 25 BUILDING STOCKS

Here's the composite index:

HOUSE & HOME

VALUE INDEX

OF 25 BUILDING STOCKS

How the top five did in each category:


TOP FIVE

of 25 BUILDING STOCKS

at May 1969

News

continued on p. 12
THE MANY FACES OF PALCO REDWOOD PLYWOOD

Combine the Beauty of Redwood with the Advantages of Plywood

And help you build in the sales appeal of quality—outside, inside, or both.

Available with faces that are clear—knot free—and without conspicuous patches.

Redwood has long been known for its superior ability to hold finishes. Now, we've added saw-texturing to further increase this ability. Result: PALCO redwood plywood holds finishes up to twice as long as other smooth surfaces. Or, may be used in its natural color; or leave it unfinished—it will weather beautifully.

Available in 3/8" & 5/8" thicknesses—8', 9' & 10' lengths, and in a variety of patterns.

Choose from the many faces of PALCO redwood plywood for the beauty and quality of redwood plus the economies of panel construction.

Write us for color brochure that describes application and various finishing recommendations.

THE PACIFIC LUMBER COMPANY
1111 Columbus Avenue, San Francisco 94133 • 35 E. Wacker Drive, Chicago 60601
2540 Huntington Drive, San Marino, California 91108
A close call for FHA’s new plan to curb housing costs

Picketing neighbors, a trumpet-toting lawyer and some disgruntled local officials have very nearly curbed a new FHA project set up to curb housing costs.

A Seattle developer sought zoning to expand one of the nation’s first CHOICE tracts last month after selling 600 houses at 25% less than the area’s prevailing prices. The request was answered by the pickets’ rallying cry:

“Timberlane is unfair to human ecology.”

(Translation: The subdivision has small houses and small lots—1,000-sq.-ft. units on 5,100-sq.-ft. lots.)

The developer, Covington Properties, a subsidiary of Quadrant Corp., has won its zoning. But the attendant dispute left obvious indications that several King County officials want it understood that this is to be the last CHOICE tract in metropolitan Seattle.

Yet the way the project prevailed may suggest a blueprint for builders who wish to try the program elsewhere.

What CHOICE is. Before the Seattle skirmish, the FHA thought it had a foolproof plan to provide $13,950 to $21,500 houses and that the program was acceptable to all local officials, builders and buyers.

Under CHOICE, the FHA and local officials waive certain development rules, thus allowing builders to cut development costs and lower house prices 20% to 30%. The housing is aimed at that 35% of the nation’s families earning from $6,000 to $10,000, a salary level too high for public housing but too low for the conventional market.

The CHOICE approach was introduced last fall in Seattle, a town crowded with airplane factory workers. The FHA’s Technical Standards Office has plans to extend CHOICE to Houston and Montgomery County, Md. (The CHOICE name is an acronym for Cost-effective Home Ownership in an Improved Contemporary Environment.)

Quick sales. Quadrant’s wooded 500-acre subdivision, largest of six CHOICE projects in Seattle, posted 300 sales in three weeks. And during the winter the tract’s two builders—Boise Cascade’s Ray Watt Co. and ITT’s United Homes Corp.—sold another 300, all priced from $13,950 to $21,500. So Quadrant ran out of zoned lots and went back to the county planning commission.

Suddenly Quadrant learned it had enemies.

Opposition was led by attorney Alva C. Long from middle-class Auburn, a nearby community. Long, who has a theatrical touch, made his case anywhere he could—in the newspaper and at public hearings.

First, he raised the human-ecology charge by recruiting teenage pickets to carry carefully-lettered placards.

Then he carried a trumpet into planning commission’s meeting to dramatize his arguments, some humorous and some deadly serious. Trumpet in hand, Long said any child wanting to practice the horn in the cluster-house tract “would have to get permission from all the neighbors.” He said a few tooths would bring “all the walls tumbling down.”

More seriously, Long charged that the tract’s assessed valuation would be inadequate to maintain public services. He noted that the only available elementary school was already on double sessions.

Others said that the tract was an economic ghetto, that it lacked even one Negro family and that the streets were too narrow to accommodate boats and trailers, prized possessions in the Northwest.

Winning the zoning. Quadrant Vice President Dick Kempa quickly spent $7,000 to landscape a typical cul-de-sac. Then he played host to a tour by the commissioners and their staff members.

At the hearings, Kempa let the residents speak for themselves. One community leader said: “This subdivision is an experiment in community living that is worth trying.”

The commissioners agreed, approving the zoning by a 6-to-2 vote with one abstention. But the commissioners added some conditions to the approval and indicated that any new CHOICE zoning would be much more difficult.

And the commissioners’ new conditions reinstated some of the original developer’s rules that had been waived to cut costs. Quadrant may have trouble keeping its costs down in the new section.

• Sidewalks must be added to two secondary collector streets.

• Some roads may have to be widened.

• The developers and builders must show the landscaping improvements they will make on the 5,100-ft. lots.

• The developer must provide two clear school sites.

And the developer will provide a separate storage area for boats and trailers.

And although he voted for the zoning, Commissioner Frank Perkins said he would never again support a tract that has streets below strict county standards.

The public interest, said Perkins, would be better served if the tract “had a few trees and a little more road.”

“I totally disagree,” says Kempa. “If local officials remain flexible, developers would create better subdivisions at lower cost.”

The CHOICE concept of waiving needles roads and drainage regulations should be extended to all FHA tracts in all price ranges.

—RAY BLOOMBERG

McGraw-Hill World News, Seattle

Selection of FNMA board heals an old wound

Housing Secretary George Romney has selected most of the Federal National Mortgage Association’s new board of directors, and the choices indicate something of a rapprochement between Romney and Fanny May’s President Ray Lapin.

The board is bipartisan. It includes Democrats Lapin and Philip N. Brownstein, FHA commissioner in the Johnson administration, and Walter W. Heller, chairman of President Kennedy’s Council of Economics. All have served previously on FNMA’s board.

Romney also named Lloyd Clarke, a past president of NAHB; Sherman Unger, counsel for HUD; William Ross, acting FHA commissioner, and Paul A. Volcker, Treasury undersecretary.

Three are leaving the board: Fred Kramer, president, Draper & Kramer, Chicago; C.C. Cameron, chairman, Cameron Brown Co., Charlotte, N.C., and C.E. Burney, a Texas lawyer.

Lapin emphasized the nonpartisan nature of the selections. “Significant in the naming of these seven is that it maintain FNMA as a non-political entity,” he said.

Unger added: “What we do not want is for FNMA to become a political agency.”

The emphasis on nonpartisanship is important because of the stormy beginnings in the Lapin-Romney relationship.

While HUD and FNMA officials denied there ever was a feud, Romney was reported to have wanted a Republican in Lapin’s job. Important FNMA programs were delayed as a result of the old disagreement.

—NEWS continued on p. 2

18
Try these for openers. They close sales.

The extra quality of a carved, wood panel entrance door, like our Coronado above, makes a fine first impression that carries over to the entire house. It could be the plus feature that closes the sale. Whatever you select...an elegant carved panel, a conventional panel, a cross/buck...be sure to get solid quality as well as elegance. Old growth, vertical-grain Douglas Fir cut and assembled with craftsmanship and pride makes every St. Regis door part of the "sizzle" that sells the whole house. Send for our new catalog of interior and exterior wood panel doors—over a hundred styles.

Write St. Regis Paper Company, Forest Products Division, P.O. Box 1593, Tacoma, Washington 98401
IVES
FULL LINE OF
MAGNETIC
CATCHES
Self-aligning, permanent "ceramic" type magnets
Attractive aluminum case design, versatile applications

• Can be used with two small or one large strike
• Unique case design permits surface mounting or mortising into stop.
• Can be used with two small or one large strike
• Adjustable screw holes in case provide for adjustment after mounting
• Two separate magnetic fields for pairs of doors.

THE H. B. IVES COMPANY
New Haven, Connecticut 06508
Circle 59 on Reader Service card

Bob Pease to lead mortgage men-
He's the man who wrote the book

The Mortgage Bankers Association has just nominated as its president a Chicago lending leader with a strong penchant for speaking his mind and an even stronger habit of knowing what he's talking about.

For he is Robert H. Pease, the co-author and editor of the industry's own textbook, Mortgage Banking, a 450-page tome that explains realty lending in acceleration clauses to zoning. He has taught investment and finance at Chicago University's graduate school of business and he is the senior vice president of that city's blue-chip mortgage banking house of Draper & Kramer.

It was Pease who landed on the financial front pages all over the country five months ago with the warning: "The financial markets are in chaos and the mortgage markets are in near collapse." He has mellowed a trifle since, but at the slightest provocation he still reads both government and industry a lesson on the need to control inflation. He has called the inflationary psychology the economy's foremost problem.

The MBA's spring conference in New York chose Pease to succeed Lon Worth Crow Jr. at the big trade association's convention in October. Pease, who served two terms as treasurer and is now MBA's vice president, won the association's distinguished service award in 1954. He was a Marine Corps hero in World War II, and he is a tennis player and a fisherman.

The MBA named Everett K. Spelman, president of Denver Western Securities Co. and second vice president of the MBA, to succeed Pease, and chose Philip Jackson, second vice president of the Jackson Co. of Birmingham to step aboard the election ladder as Spelman's successor.

Circle 59 on Reader Service card

Miss Mortgage steps out on her own

Selma Wallace, a leading lady on the national mortgage stage for the last several years, is forming her own brokerage.

Minor details are unresolved, but Selma has made three decisions: 1) her national company will be based in New York, 2) she will be president and 3) she will still work from her elegant Brooklyn Heights townhouse—"my Taj Mahal." She has not yet named her company. One suggestion: Selma Inc.

Selma posted sales of $48 million for J.I. Kislak Inc. of Newark, N.J., last year. She hopes her company's sales will hit $100 million this year.

Her resignation is the latest defection from Kislak, a $700 million company recently riven by a family fight for control. Last month, President David Kislak, who was suing his parents to gain control, resigned after accepting a $1 million settlement. He is succeeded by his brother Jay, who owns a separate mortgage company in Florida.

Jay and Executive Vice President Emanuel Brotman now plan to consolidate the Newark and Florida operations.

Last month when news of Selma's departure—and three others—reached the Mortgage

Circle 59 on Reader Service card
New ServASink®
in four colors

Capitalize on color! Install the only laundry tray line offering four colors, and then let your imagination soar in planning laundry room decor.

SERVASINK® the original wall-hung design, now offers total flexibility: single or double tray models; with legs or wall-hung; storage cabinets; matching covers; choice of accessories; and, repeat, choice of colors. Looking for new appeal? Look no further—SERVASINK supplies it all!

Tray construction of marvelous MOLDED-STONE® saves 80% on weight of old-fashioned models. Makes an easy-to-clean, stainproof fixture strong enough to withstand rough usage for a lifetime. Other exclusive FIAT features include raised back splash and the only twin tub with full molded return, clean to the wall at each side.

Mail coupon today for complete and colorful brochure 1007-F.
Everyone wants a little breathing room... so add a deck and profit from it.

Have you noticed? Today's home buyers are getting harder to sell. They're spending many careful hours shopping for the builder that gives them more home for less money. Wouldn't you like to offer that kind of a deal? You can, you know. Just by adding Western Wood decks to your models—that'll give you all kinds of sales extras. Extra charm and personality, a more unique total environment, more breathing room and the look of a customized home.

Western Wood decks are easy to build, too. You can put them anywhere. On a steep hillside, among trees or even over the carport. And don't forget, you can paint them or stain them any color under the sun (or order the material pre-finished).

Care to try all that with a slab of concrete? We have many more suggestions on how Western Wood decks can give you extra breathing room and move your models faster. If you'd like to see them, just mail the coupon. We'll send you a complete Western Wood "New Home Idea Kit." It's free.

Western Wood does it like nothing else can.

Western Wood Products Association
Dept. HH-669, Yeon Building,
Portland, Ore. 97204

Please send me your free "New Home Idea Kit."

Name
Address
City
State
Zip


One of a series presented by members of the American Wood Council.
Why sell just houses?

Keep pace with consumer preference—build Total Electric Homes.

Twice as many homebuyers want electric heat as builders are now providing, reports a recent Department of Commerce study. Electric heat has arrived. Millions of families already enjoy it. And millions more say they want it.

A Total Electric Home is full of features that turn browsers into buyers. Fast.

Features like flameless electric heat. Electric water heaters. Self-cleaning ovens. Electric clothes dryers. Electric air conditioning. Features that'll help you sell faster and more profitably. A big reason for the big trend to Total Electric Homes: nationwide ads like the one pictured are selling the benefits of carefree electric living in Life, Look, Better Homes & Gardens, and American Home.

Why not take advantage of the growing preference for Total Electric Living? Your electric light and power company will welcome the opportunity to work with you.

LIVE BETTER ELECTRICALLY · Edison Electric Institute · 750 Third Avenue, New York, N.Y. 10017
Who's shouting “revolution” from the rooftops?

Philip Carey.

We think you want roofing shingles that provide more than just cover. And we’re boldly expressing this belief on rooftops everywhere with new 250 Rustic Shingles—a refreshing departure from ordinary shingle design and colors. Rustic Shingles, with exclusive random tabs, let you create a distinctive "shake" effect at very moderate cost. They come in four harmonious colors to blend with any setting. And they carry a U/L Class "C" Fire-Safety Rating, a wind warranty and an 18-year shingle protection bond.

Where circumstances indicate a U/L Class "A" Rating, you'll want 350 Fire-Chex® Rustic Shakes®—a premium quality shingle with the same exclusive random tab design.

Join Philip Carey's "Revolution in Roofing." Put an end to the dull roof with 250 Rustic Shingles and 350 Fire-Chex Rustic Shakes. For more information, write Philip Carey Corporation Dept. HH-669 Cincinnati, Ohio 45215.
New president for savings bankers

He is Richard B. Haskell, an urban renewal leader in Hartford Conn., and president of the insurance capital's Mechanics Saving Bank (assets: $169 million). He was elected by the National Association of Mutual Savings Bank at its 49th annual conference in Minneapolis on May 28.

The association represents most of the 500 banks operating in the 18 states where savings banks are permitted.

Haskell, who had been the association's vice president, succeeded Robert J. Hill of Concord N.H. Frederick C. Ober, president of the Newton (Mass.) Saving Bank, succeeds Haskell as chairman and Ross D. Hill, president of the Union Dime Saving Bank of New York City, becomes the association treasurer.

From editor to building executive

Clarke Wells has left a silent typewriter in New York and caught a jet to the Coast to help build apartments.

He was a senior editor with HOUSE & HOME and a widely recognized expert on apartment management and building technology. He had done by such proficiency the hard way, he said in a farewell memo:

"You spend incalculable amounts of time with expounding builders, always resisting the urge to act like a pundit yourself."

Now, at 35, he puts the expertise to work for L.B. Nelson & Associates of Palo Alto, Calif. The company builds apartments, sells them to investors and leases them back under long-term management contracts (H&H, Sept. 68).

Nelson already manages 1,300 units it has built in 20 cities around San Francisco Bay. Wells will help build another 900 units outside the Bay Area this year, raising annual revenue from $10 million in 1968 to $15 million for 1969. His job is to analyze rental markets and scout up sites. His title: manager of market research and public relations.

Wells closed out 14 years as a business journalist before he ran for his plane. He was a managing editor for Printer's Ink and for the now departed American Builder before joining HOUSE & HOME in 1964.

He was the latest of several HOUSE & HOME alumni to move into the housing business as consultants, government officials or building company executives. A partial roll call: Arthur Sworn Goldman, Carl Norcross and Edward Birkner, all prominent marketing consultants; Kenneth Campbell of Audit Publications, a new stocks advisory service in New York City; Robert Siegel, president of a market research company in New Orleans; Robert Murray, a press agent for FHA; Jonathan Aley, a Connecticut homebuilder, and Peter Tomarcha, a public relations director for the Larwin Co., the California tract builder.

New S&L regulator appointed in California

Gov. Ronald Reagan has chosen Michael F. B. MacBarn, former administrative vice president of Metropolitan S&L of Los Angeles as California's savings and loan commissioner.

MacBarn, 50, is a Republican and a former staff vice president of the California S&L League, trade association for the state's $28-billion S&L industry. He succeeded Preston Martin, who resigned the $24,500 regulatory post to replace Robert Rand as chairman of the Home Loan Bank Board in Washington (News, Apr.).

BUILDERS: John E. Polk is the new production manager for all Kaufman & Broad subdivisions in the San Francisco area. Jim and its Kay Homes subsidiary expects to build 1,300 units in the area.
Kohler gives the ho-hum bath the heave-ho.

In with the bold... out with the ho-hum! Kohler’s in with bold colors and bold shapes for your customers. For an “in” color, it’s Kohler Avocado... mellow and warm. The go-with-everything color introduced to the bathroom by Kohler. Try it in the Caribbean tub: luxury-sized, with six feet of stretch-out comfort. Give the sides of the Caribbean any treatment that imagination suggests... laminates, paneling, even carpet. Continue Avocado in the Lady Fair, Kohler’s new bold idea in lavatories. It’s a shampoo center and a baby bath, too. Bold accent? A lavatory in Kohler Antique Red. Give the heave-ho to old ideas about the bath. Sell the bold! The bold look of Kohler.

Kohler Co., Kohler, Wisconsin
Chevy pickups come in three sizes: Long, Longer and Longhorn.

Chevrolet doesn’t box you in like most pickups with just two lengths to pick from. Chevies come Fleetside and Stepside. With 6 1/2- and 8-ft. boxes. And Longhorn to boot. With an 8 1/2-ft. box — ready to handle a full camper body up to twelve feet long.

But that’s only the first Chevy extra the other popular pickups can’t offer: Most Chevies come with full coil spring ride. Fleetsides have full double-wall steel in the box. Fender liners that fight rust. There’s wood flooring if you specify. A wider range of available automatic transmissions. The biggest selection of engines.

And something that surprises a lot of folks looking at popular pickups: The lowest price tags of all on many models.

Chevy pickups come three ways: Long, Longer and Longhorn. Size one up at your Chevrolet dealer’s today.... Chevrolet Division of General Motors, Detroit, Michigan.
We're U.S. Plywood not U.S. Sheathing.

lot of people seem to think we just make plywood sheathing. It must have something to do with our name. But as you can see, it isn't so.

We make a whole range of materials that can make your houses more attractive. We've shown you a few of them here, but your S. Plywood Builders Service Representative will tell you all about the others.

We also have a Design Assistance staff to help you integrate these materials into the houses you build. You'll be surprised how many original variations they can produce on your basic design. Ask our Representative about this service, too. That's what he's there for.

The following products are shown below:

1. Weldwood® Paneling—Fine domestic and imported natural hardwood prefinished panels.
2. Siding—Plywood and hardboard sidings including textured and overlaid panels and PF-L®, a Tedlar® surfaced panel.
3. Lauan Paneling—Quality low cost grooved panels—many with printed and embossed grain.
4. Doors—Residential and commercial doors including hollow core, metal and wood bi-folds.
5. Vinylgard® Paneling—Plywood panels with protective grain printed vinyl face, or Hearthside® wood grain printed hardboard panels. Resists scratches, dents and stains.
8. Molding—Prefinished hardwood molding and trim, and hardwood faced aluminum moldings in a variety of styles and finishes. Made to harmonize with Weldwood paneling.
9. Stor-Mor®—Prefinished grooved perforated hardboard panels. Panels provide useful areas of hanging storage with complete freedom of design. Embossed hardboards also available. Scuff and mar resistant.
pockets, checks, or grain to hamper play, and won't split or crack. You'll probably never have another checkerboard quite like it. You can order new Boise Cascade Vinyl-Bond Insulite Siding in long rectangles for the outside walls of houses or apartments, or other kinds of light construction. It is not available with the checkerboard pattern, but everything else is the same.
Every serious builder should play Checkers. It's a nice way to relax and have some fun and still get in some serious business. And besides, you can get this Checkers game absolutely free. The beautiful checkerboard itself is a square piece of our new Gold Vinyl-Bond Insulite Siding. It makes the only checkerboard with a satin-smooth, factory applied finish that's guaranteed in writing for 10 long years. Guaranteed against blistering, peeling, checking, and the repeated deployment of Kings. In addition to Gold, new Vinyl-Bond Insulite Siding is available in three other great colors: Avocado, Sandstone, and White. It can be easily applied with conventional tools and comes with reversible, weather-drip edges and color-matched accessories. It resists fading, and is completely weatherproof so you could set up a game in the rain. It also has no knots, pitch-pockets, checks or grain to hamper play, and will not split or crack. You may never have another checkerboard quite like it. So don't delay a minute. Send us the coupon below. Or, if you don't want to play games, call up your Boise Cascade dealer and put in an order for 8" x 16', or 12" x 16' Horizontal Lap Vinyl-Bond; or 4' x 8', or 4' x 9' Plain Panels. Unfortunately, neither type is available with the checkerboard pattern.

Please send me your Checkers game with the new Vinyl-Bond Insulite Siding checkerboard— including a set of checkers and rules.

NAME

COMPANY

STREET

CITY

STATE ZIP
The blue of Colorado skies meets its match in Reynolds Aluminum Shingle-Shakes®

People in the Aspen area refer to Snowmass Villas as, “that place with blue roofs,” and with good reason.

This award-winning condominium project consists of 6 buildings, providing 28 residential units for year-round vacation use. Of conventional wood-frame construction, the apartment complex is sided with cedar shakes. In designing steep, shed-type roofs, the architects used Reynolds Aluminum Shingle-Shakes in Heron Blue Colorweld® as color counterpoint to the rough-hewn siding. But, much more than color influenced that decision.

With their 4-way, interlocking design, Shingle-Shakes withstand winds up to 120 mph and remain stable even under heavy snow loads. The siliconized acrylic baked enamel finish actually helps shed snow. Regardless of humidity and temperature, Reynolds Aluminum will not rot, rust, warp or split.

Aluminum Shingle-Shakes are 12"x36", require no special framing or sheathing, and reduce the materials handling problem. Their low load factor is a distinct benefit in covering old roofing in remodeling jobs, too.

Texture and shadow effects can be obtained with Shingle-Shakes thanks to their heavily embossed linear pattern and deep butt design. Most important, Shingle-Shakes offer visual appeal and durability comparable to slate or tile, but at lower cost.

Shingle-Shakes and their matching accessories come in 16 colors, including Polar White, Terrace Green, Heron Blue, Autumn Brown and Charcoal, plus natural aluminum. Get information on Reynolds Aluminum Shingle-Shakes for residential or commercial buildings from Sweets Architectural Catalog, 21d/Reyn, or write to Reynolds Metals Company, Building Products and Supply Division, 325 W. Touhy Avenue, Dept. HH-69, Park Ridge, Illinois 60068.
The power of attraction...

CARADCO Cl00' Double Hung Wood Windows

C100’s attract builders whose homes attract buyers. They’re drawn by convenience factors: removable sash you can store during construction and paint easily; tough, stainless steel track/weatherstrip that resists damage and self-adjusts; snap-on, mar-proof vinyl grilles. They like quality features: leak-proof, permanent vinyl glazing for insulating glass; complete weatherstripping. They want cost savers: factory priming; stops applied; built-in lifts. The CARADCO C100’ has it all—a most attractive window.
The "System" door: you can't beat it.

It's called the Pease Ever-Strait door. But it's more than a door—it's an entire prehung entrance system . . . complete with frame, magnetic refrigerator-type weather stripping, a patented adjustable sill, and glazed lights . . . all factory assembled! So you save a bundle on installation, and on reduced call backs, too.

The Ever-Strait door is a weather-proof, warp-proof, sound-proof masterpiece. It is available in 28 basic styles of single, extra wide single, and double door combinations, with over a dozen matching sidelight and toplight options to choose from. (Including the "sales appeal" of Ever-Strait's exclusive ventilating sidelights . . . screened on the inside, hinged to swing open and let in summer breezes.)

Compare the Ever-Strait "System" to any mere door; see if you don't agree it's unbeatable. And . . . if you can't beat 'em, why not join 'em?
A small apartment project designed to conform to its traditional neighborhood

It didn’t start that way. Architect Philip Steel’s original plan for this garden apartment/townhouse project was, in his words, “much wilder” than the present product. But nearby residents complained, and city officials told Steel to change his design so it blended more quietly with its long-established neighborhood.

Steel’s purpose in creating this present design was to express the style and quality of an early Delaware Valley community, but to include a wide variety of materials, roof levels and structural shapes—e.g., clerestory windows on the top floor of some of the townhouse units (at left in photo above). The exteriors are finished in washed mortar and brick, and feature black railing outside second-floor windows.

The project consists of five two- and three-story townhouses and six two-story apartments. The one-, two- and three-bedroom units rent from $125 to $200. Most of them include step-down living rooms, floor-to-ceiling windows and fireplaces.

Almost all of the units were rented before construction was completed.

Builder: Tripodi Builders Inc. Location: West Chester, Pa.
We're very beauty conscious at Kwikset. So we have a score of beautiful trim rosettes to make our good-looking knob designs look even better. Kwikset decorative trim comes in just about every finish, size and shape imaginable. Lace-like filigrees, elegant stars and sunbursts. And captivating contours, like the one shown here. While our rosettes add greater beauty to entryways and doorways throughout the house, the real beauty is, they do it so inexpensively. Which makes our rosettes a great fringe benefit.
Add Dimensional Beauty with Wenczel Sculptured Tile

What a difference—when Wenczel Sculptured Ceramic Tile enters the picture! Yet it costs only $4 to bring the look of luxury to this wall. Wenczel's new 3-D tiles offer endless design possibilities, either as decorative inserts or in continuous patterns. Designs include CHEVRON (seen above), STAR, OBLIQUE and CIRCLET. Choice of finish: Brite Glazed or CrystaLace. Mix and match for exciting effects. All tiles are 4½" x 4½" available in 15 colors, shaded perfectly with Wenczel standard colors. You can find the nearest Wenczel distributor in the Yellow Pages. Or write for brochure and information to Wenczel Tile Company, Dept.HH-1, P.O. Box 5308, Trenton, N.J. 08638. Plants in Trenton and Tampa, Fla.

Quality Ceramic Tile by WENCZEL
Toss away the foil...

sponge off the Teflon panel.

Now...quick cleanability at the lowest cost

Provide Whirlpool ovens or ranges with Foil 'n Teflon liners for a modest cost ... a convenience readily appreciated by the housewife.

Cleaning a soiled oven takes just a few minutes. Simply replace the foil liner around the bottom and sides; sponge off the Teflon-coated back panel and put it in again. There's no heat build-up in the kitchen and no delay.

Simple solution to your need for set-in ranges or built-in ovens that will appeal to modern home buyers ... but keep your budgets in line. Ask your Whirlpool distributor about the several models available.
the home wreckers

Every home has a few. Which is why every home should have Tuf-flex® tempered safety glass in its patio and storm doors. It's three to five times stronger than regular glass of the same thickness. And if it's broken, it's safer than regular glass. Because it breaks into relatively harmless pebble-like pieces. Play it safe. Use Tuf-flex in your doors!

LIBBEY-OWENS-FORD COMPANY
Toledo, Ohio 43624
Fireplacing simplified

Heatilator® Mark 123 Fireplace

easy to build with

- costs up to 50% less installed than conventional masonry*
- is the most flexible wood-burning fireplace for home, apartment, vacation or weekend retreat use.
- can be offset 15° or 30° with starter section for easier installation.
- comes as a complete package from hearth to chimney top.
- can be installed by anyone (average time less than 3 hours).
- can be placed anywhere in any room with no special support foundation required. U.L. listed for zero clearance to combustible material.
- trims to look the way you want the fireplace to look with brick, stone, marble, glass, simple wood molding, etc.
- saves 6 sq. ft. on corner installations with exclusive slanted rear corners.
- two fireplace models available. Select 36" screened area (#3036). Or, 46" screened area (#3046) with flatte black decorative hood.
- is guaranteed smokefree.

*Based on national averages.

If you build apartments, here's how the Mark 123 system can increase your rental income...improve your sales value.*

Average rental without a fireplace ......................... $150.00 per month
Average rental with a fireplace ......................... $160.00 per month
Rental Increase ........................................... $120.00 per year
Mark 123 Fireplace Installed ......................... $325.00

Increased rental pays for the fireplace in less than 33 months—at that point you earn $120.00 per year extra profit per apartment. If you sell the building at a rate of 7.5 times annual income, you increase your return on investment by over $8,000.00 for a 10 apartment building.

There's a model and style for every home or apartment. See the complete line at the Authorized Heatilator Fireplace Dealer in your area, or write...

VEGA INDUSTRIES, INC. 1869 E. Brighton Ave. Syracuse, N.Y. 13205

- Circle 76 on Reader Service card
New...a floor underlayment suited to keep out moisture

When floors begin to look slightly seasick, chances are it's due to vapor absorption. Now, DURAFLAKE HMC* underlayment keeps the waves out—makes floor coverings go down, stay down, smooth as a millpond.

Whether you're laying a new floor system or doing a remodeling job, new DURAFLAKE HMC gives you a virtually moisture-tight result.

<table>
<thead>
<tr>
<th>TECHNICAL DATA</th>
<th>Water Absorption (24 hours)</th>
<th>Thickness Swell (24 hours)</th>
<th>Linear Expansion</th>
</tr>
</thead>
<tbody>
<tr>
<td>DURAFLAKE HMC**</td>
<td>12.4%</td>
<td>1.6%</td>
<td>.05%</td>
</tr>
<tr>
<td>Competitive underlayment product No. 1</td>
<td>30.0%</td>
<td>2.2%</td>
<td>.09%</td>
</tr>
<tr>
<td>Competitive underlayment product No. 2</td>
<td>25.0%</td>
<td>15.0%</td>
<td>.40%</td>
</tr>
</tbody>
</table>

**Above information is based on test data using samples from production run and tested with edges unsealed. The Timber Engineering Company tested 48" x 48" x ¼" samples for seven days at 90% Relative Humidity.

*Hot Melt (polymer) Coating applied to both sides of DURAFLAKE HMC by a process developed by Chevron Research Company.
CEDAR TEXTURE IN SHAKERTOWN
8 FOOT PANELS CREATE

A NEW DIMENSION

BARN SHAKE PANEL Rustic and rugged, these rough textured cedar shake panels provide the exotic natural beauty of the original barn shakes.

ROUGH SAWN PANEL An entirely new panel designed especially for the Mansard and sidewalls. Made from premium grade shingles with a cross sawn texture face for additional dimension and charm.

SHINGLE TEXTURE PANEL The smooth, elegant cedar shingle texture of these popular 8 foot panels blends harmoniously with other building materials in every setting.

3-Ply PANELS A combination of textured shakes or shingles and undercouring shingle backing with a cross-bond core of plywood veneer.

FOR MANSARD AND SIDEWALLS

Build distinctively . . . build fast with Shakertown 8 foot panels of western red cedar shakes or shingles. You can save up to 70% over the application costs of individual shakes or shingles while taking advantage of the warmth, texture and buyer appeal or natural wood cedar shakes or shingles. These “one-man” panels are self-aligning with either even or staggered butt lines in natural finish or seven unique semi-transparent stain finishes. Matching color nails and mitered wood corners help you finish fast.

Write for detailed brochure

SHAKERTOWN CORPORATION
DEPT. HH-4
4416 LEE ROAD
CLEVELAND, OHIO 44128

In Canada
BESTWOOD INDUSTRIES, LTD.
P. O. BOX 2042
VANCOUVER 3, B.C.
"We loved the house but that carpet color is impossible!"

Use Oak Floors and let the buyer decide on floor coverings

It doesn’t make good sense to give the owner some choice in her floor coverings by providing a permanent Oak floor? Then she can go the rug or carpet route ... in colors to match her room furnishings and personal taste.

If she decides to use wall-to-wall, she’ll still have a beautiful lifetime floor of Oak that will look like new when the carpeting is damaged or wears out in a few years. Think it over.

You don’t take a chance with OAK FLOORS

NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION 814 Sterick Building, Memphis, Tennessee 38103
In the fast growing Washington, D.C., metropolitan area, we have grown to be one of the major developers. Our success has been the result of freshness of our home styles, good locations, practical pricing—and a quality that we watch like hawks. In our Brookfield development, located in Chantilly, Virginia, we appeal to young families who want convenience and work-savers. All the features of the community and construction are directed to these ends: nearby parks, pools, shopping—and ‘lifetime’ siding and other building details.

We naturally expect the water system serving this community to be equally reliable and efficient. With cast iron pipe we are confident of a matching ‘lifetime’ of service in this vital utility; a real asset to us.

Builders seeking an easily installed water system that is tough and durable, put cast iron pipe in their plans. The trouble-free system it provides gives long strength and corrosion-resistance for long life.

Cast iron pipe does not absorb water or become soft. Modern push-on joints provide easy installation for start-ups and worry-free water service.

FREE BOOK. Ask for “Tract Development, Volume 2.” It has 48 pages of specially selected articles by top land-planning authorities.

Nothing serves better than CAST IRON PIPE

CAST IRON PIPE RESEARCH ASSOCIATION, 3440 Prudential Plaza, Chicago, Ill. 60601

An association of quality producers dedicated to highest pipe standards through a program of continuing research

ALABAMA PIPE COMPANY • AMERICAN CAST IRON PIPE COMPANY • CLOW CORPORATION • GLAMORGAN PIPE & FOUNDRY CO. • LONE STAR STEEL COMPANY

LYNCHBURG FOUNDRY COMPANY • MOWANE CAST IRON PIPE CO. • PACIFIC STATES CAST IRON PIPE CO. • UNITED STATES PIPE & FOUNDRY COMPANY

“BROOKFIELD,
the bright new word of ‘Moderneers’
has the dependability of a cast iron water system.”

Thomas A. Cary

President, Thomas A. Cary, Inc. Builder-Developer

Builders seeking an easily installed water system
Bugged about building costs?

With Float-Away you can save a buck.

You know what's happening to building materials costs. They're skyrocketing! Not so with Float-Away. Now you can actually save up to 30% when you buy Float-Away metal bi-fold closet doors. Yet they're still the finest closet systems at any price. Float-Away gives you a choice of five decorator styles—ease of installation—sizes to fit any opening—and prompt availability. Always. It's a good time, too, to introduce yourself to Float-a-Just shelves, Float-Away's complete line of metal shelving. Tops in durability. Yet they haven't gone up a penny!

So, whether you're building a home or a high rise, a manufactured home or an urban renewal project, why not save yourself a buck? With Float-Away. For further information, fill out the coupon below and return today to:

FLOAT-AWAY® COMPLETE CLOSET SYSTEMS
Department HH-17, 1123 Zonolite Road, N. E., Atlanta, Ga. 30306
Phone (404) 875-7986

You bet I'd like to save a buck! Send me complete details on Float-Away metal bi-fold closet doors and Float-a-Just shelves right away.

Name ____________________________
Company ____________________________
Address ____________________________
City ____________________________ State ____________ Zip ____________
Magnificent AFESA doors and authentic wrought-iron hardware can make the selling difference between a ‘nice’ home and an extraordinary showcase. Hand crafted, finished and stained by native Spanish artisans, AFESA doors bear a weather-beaten texture and rich patina which cannot be duplicated. And the perfect complement is Renaissance-inspired antique iron-mongery, distinctively ornate in “Dull Black.” For prestige sales assurance — contact your AFESA dealer or write Cornell-Newton today for free specifications and styles brochure.

Write for free illustrated brochure
CORNELL-NEWTON, INC.
P.O. Drawer 112,
Beverly Hills, California 90213

Cornell-Newton Dealers

CANADA
Toronto 15
Super Structure Door Co.
of Canada
62 Densley Ave.

CALIFORNIA
Orinda 94563
Edward T. O’Reilly & Co., Inc.
89 Loma Vista

COLORADO
Denver 80206
The McIntyre Co.
P.O. Box 6003
Cherry Creek Station

CONNECTICUT
Newington 06111
Laurence R. Smith
68 Holmes Rd.

FLORIDA
Miami
Farrey’s Wholesale
Hardware Co.
P.O. Box 1557
Little River Station

MASSACHUSETTS
Boston 02127
Creative Hardware
933 E. 2nd Street

NEBRASKA
Omaha 68144
Gibson Architectural
Products, Inc.
11902 Elm St.

NEW JERSEY
Trenton 08638
Lewis A. Jammer Co.
185 Ewingville Rd.
West Caldwell 07006
Pella Products of
Northern N.J.
35 Fairfield Place

NEW YORK
New York 10021
Elmer T. Hebert
410 E. 62nd St.

OREGON
Portland 97210
Mulino, Products Co.
2636 N.W. 26th Ave.

PENNSYLVANIA
Philadelphia 19130
Alexander Woodwork Co.
1529 Parrish St.

VERNOM
Manchester Depot
The Rat-Jerich Corp.
Bromley Mt. Rd. Route 11

FOR POSTERITY, TWO VIEWS OF FALKLAND GARDENS

A Horne’s friendly echo

HAI: My resignation from the Federal Home Loan Bank Board in no way lessens my interest in and my desire to be helpful to the home building and home-financing industry. In fact, that is the main reason that I accepted the position with Investors Mortgage Insurance Co. rather than one of several others that were offered me.

As usual I obtain valuable information from HOUSE & HOME. I particularly enjoyed your April editorial. There is much meat in what you say.

JOHN E. HORNE, president
Investors Mortgage Insurance Co.
Boston, Mass.
FLOW-MATIC® by PRICE PFISTER
the ultimate in single handle water controlling devices.

The classic beauty of Flow-Matic speaks for itself, but the real story lies in its performance. The totally new tapered lever handle is more comfortable to the touch and offers a wider arc of temperature control. A Lucite medallion accent adds to the decorative versatility through coordinated styling with other Price Pfister lines. And most important, the internal mechanism includes Flow-Matic's time proven ceramic cartridge...which means, no lubricants, washers, springs, or "O" rings that are subjected to friction. Engineered for whisper quiet water flow, the operating mechanism is maintenance and service-free and is guaranteed for five full years including labor allowance! Flow-Matic by Price Pfister is the ultimate in single handle water controlling devices.

© PRICE PFISTER
Manufacturers of Plumbing Brass
13500 Paxton Street, Pacoima, California 91331 / Sold only through wholesalers. Warehouses in:
Birmingham, Alabama; Chicago, Illinois; Dallas, Texas; Pacoima, California; Elizabeth, New Jersey.
Do you really save money with a better caulk?

**LOOK!**

This is DAP Butyl-Flex®—the 20-year caulk you can depend on to stamp out water leaks at chimney flashings, air vents, roof valleys, window flashings, gutters and downspouts. Permanently!

Butyl rubber base in DAP Butyl-Flex Caulk gives dependable seals between similar and dissimilar materials where ordinary caulks break down under sheer stress.

DAP Butyl-Flex gives positive seals between threshold strip and concrete floor in apartment building balconies and entrances to home patios—as well as long joints subject to repeated contraction and expansion cycles.

DAP Latex Caulk is another better caulk that can save you money. Flows smoothly, easily. Seals narrow and odd-shaped gaps that are easy to miss with more viscous caulks. Assures best sealing integrity.

DAP Latex Caulk ... so easy to apply it practically eliminates mechanic's skill as a concern in assuring good seals.

DAP Latex Caulk dries fast so you can caulk and paint the same day. Won't stain, blush or bleed through any paint.

There is a difference in caulks. A difference that can save you money, save you needless call-back headaches. If you spot any of your sealing problems in the pictures above, it'll pay you to investigate DAP Butyl-Flex and DAP Latex Caulks. They won't solve all your problems. Just all your sealing problems. See your building materials supplier or write us.
Engineered wood for modern builders

The editors of HOUSE & GARDEN used wood to set the pace in their 1969 House of Ideas. The beauty of the unbroken sweep of ceiling is possible only with modern laminated wood...Lock-Deck® decking and laminated posts and beams. At the same time, in a one-step application, you get the structural roof system and a handsome finished ceiling. Tremendous strength, freedom from warping, twisting or checking and choice of species, patterns and factory finishes are just a few of the advantages of Potlatch laminated wood products from the forests where innovations grow.
A home styled in aluminum with enduring PPG Color Coatings is a moving site!

An attractive exterior is the most effective traffic builder. And aluminum building components protected and beautified with factory-applied PPG Color Coatings deliver the action.

For windows, doors, shutters, siding, shingles and soffits, PPG Color Coatings offer a colorful finish that stays fresh and bright year after year, requiring practically no maintenance. The finish is so tough that it takes all the punishment of shipping, handling and installation, and still looks bright, clean and factory-fresh. Aluminum building components with PPG Color Coatings are available in a wide range of modern colors.

These PPG coatings, used on all components, achieve excellent color matches or color harmonies.

To put PPG color coated components to work for you, specify them to your supplier. For more information on these coatings, contact PPG INDUSTRIES, Inc., Dept. 16W, One Gateway Center, Pittsburgh, Pa. 15222. Telephone 412/434-3191.
Houses don’t sell. Homes do. Homes where families can live together comfortably and with pride.

The “OVERHEAD DOOR” electric — the radio-controlled automatic garage door — can help make the houses you build homes. And, because they’re homes, you’re a cinch to sell a lot more of them.

It’s not just because these doors are surpassingly beautiful. It’s something that transcends simple beauty. Pride of ownership, perhaps. A certain built-in warmth. Truthfully, we’re not quite sure why our doors have such a strong appeal to potential home buyers. But we know they do.

Put the tiny control transmitter of The “OVERHEAD DOOR” electric in the hands of your next prospect. Watch his face light up when he discovers the incomparable convenience of automa-
tic garage door operation. Keep an eye on the little lady, too. She's thinking about how the door actually improves the overall appearance of the house.

The "OVERHEAD DOOR" electric is installed, serviced, and warranted by a factory-trained door specialist. The warranty is for one full year and covers both material and workmanship. We give such a generous warranty because we build the best doors in the world. Just as we have been since 1921, the year we invented garage doors.

Put The "OVERHEAD DOOR" electric in every house you build. We make them in styles and materials to complement every architectural preference. Talk to your nearby Overhead Door distributor. His number is listed in the white pages of your phone book. He can add that extra ingredient that makes every house you build a home.
Color this roof quiet.
New rustic tones that don't shout from the rooftops.

Available in “3M” Brand Heavyweight Textured Granules to makers of quality asphalt shingles.

New colors sell themselves. Ask your prospect to compare colors. We did. And in 6 out of 7 cities across America, homeowners chose our new rustic tone granules over traditional blues, greens, maroons.

More texture, more profit. Next show your prospect a shingle made with heavyweight granules and one with standard granules. Ask him to feel the difference in texture.

Okay, now point out how the larger, coarser granules are embedded deeper into the asphalt. How they offer more adhesive surface with less chance of working loose. How they'll wear longer and take lots more abuse from sun, wind, hail and rain. And you'll wind up selling a premium roof at a premium price!

Ask your supplier today. Ask him for asphalt shingles made with “3M” Brand Heavyweight Textured Granules. Or drop a line to Industrial Mineral Products Division, 3M Company, 3M Center, Dept. OAE-69, St. Paul, Minn. 55101.
Dear Treasury Department

Please don’t throw the baby out with the bath water: your recent proposals may kill limited-dividend housing

In late April, before the House Ways and Means Committee, the Treasury Department proposed a 50% limit on the amount of a taxpayer’s income that could be sheltered from taxation by various preferential provisions now in the tax law. The preferences to which the Treasury honchos referred include accelerated depreciation on real property, but do not include a) income on tax-exempt state and municipal bonds, b) the now-untaxed portion of capital gains and c) accelerated depreciation on personal property.

The Treasury went on to propose that allowable deductions be allocated proportionately between taxable income and sheltered income. Deductions attributable to sheltered income would be disallowed. Under this proposal, tax-exempts, capital gains and accelerated depreciation are included in determining disallowed deductions.

Now then, the arithmetic involved in those proposals is pretty complex, and inasmuch as we all have been through a rather unpleasant spring with the IRS, we won’t go into it here. But those proposals do three things which would hurt housing. That’s right friend, they’re aiming that gun right at you!

1. Obviously, they would decrease after-tax income of taxpayers who invest in real estate, and thereby make real estate less attractive as an investment. Let us point out that in 1966 manufacturing took 45.7% of all depreciation and depletion value in the U.S. while real estate took only 5.8%. Such figures hardly condemn housing as being depreciation-rich.

2. The Treasury’s proposals make income-producing real estate less attractive as an investment than tax-exempt bonds, or property with little income but high capital gain potential, like raw acreage.

3. The proposals would continue to allow accelerated depreciation in personal property. People who otherwise might invest in real estate would be more attracted to investments in depreciable personal property like investments in the leasing of computers and airplanes.

Now the tragedy is what would happen to limited-dividend housing programs. We all know that a prospective investor in such a program is not irresistibly enticed by that 6% return the law says he is limited to. No, investors are drawn to them because of the depreciation shelter. No one in his right mind would go through all the mickey mouse of limited-dividend housing for a 6% return on his money and no return for his effort.

Even with the present depreciation shelter, the history of limited-dividend programs shows that investments in them are still marginal at best because of red tape and high risk. The Treasury’s proposals might well kill limited-dividend programs completely.

Even if the Treasury assumes that luxury rental housing and commercial property should not get special tax benefits, their proposals need not apply to moderate-income housing. The Douglas Commission made this point quite strongly: “It (the income tax) can and should be used to reinforce those subsidy programs by which the Federal Government seeks to attract private capital for construction and rehabilitation of low- and moderate-income housing on a limited-profit basis. By limiting the available tax preference to projects that qualify under such programs, the revenue cost would be held within reasonable bounds. Moreover, the task of determining eligibility for preferential treatment would not be added to the other difficult duties of the Internal Revenue Service.”

The Treasury paid lip service to urban problems by alluding to possible tax incentives for investment in poverty areas. But the Treasury ignored the political problems that such proposals always create, problems like which constituency gets the boodle.

Let’s see to it that low-income housing is not the unwitting victim of the Treasury Department’s shotgun attack on sheltered income. Even when they’re shooting at something else, they always seems to get the wrong bird in their sights.

—Richard W. O’Neill
New patterns in high-density, single-family land planning

or

How to live with the big squeeze

There are two aspects to the squeeze.

The economic aspect is the pinch between rising suburban land costs and the growing demand for suburban single-family housing. The squeeze, so to speak, is of course the builder.

The physical aspect, which emerges (or is perhaps extruded) from the first, is the actual housing that results when the builder is forced to crowd six or eight or more houses onto each acre of his high-priced land. In this case, the squeeze is the buyer.

And in both cases, the squeeze hurts.

By and large, the housing industry has reacted to the squeeze with a dazzling display of inflexibility and unimaginativeness. Ordinary houses have been pushed closer together, with occasional fences put up as concessions to privacy. And thousands of townhouses have been built, most of them in nice, neat, dull rows, just like in the city. But while both methods do pack more houses on the land, they seldom provide that element indispensable to both sales and livability—good environment.

The obvious thing to say is that new ideas are needed. But, in fact, new ideas are already available; four examples are shown at right and on the eight pages that follow. Note that in every case the architects who designed the houses also did the land plan. This is as it must be; in high-density situations, land and house are inseparable. —Maxwell C. Huntoon Jr.
No type of single-family house uses land more efficiently than the townhouse; by the same token, few housing types are so consistently mishandled. In transferring the townhouse from city to suburb, builders seem to forget that those nice long, straight rows were dictated by city blocks, and there's no reason whatsoever to maintain them out of the city.

The townhouse project shown below was designed on an entirely different pattern. The starting point was a series of landscaped motor courts which put both permanent and guest parking immediately adjacent to each unit. These courts imparted a basic cluster configuration to the plan. Two other considerations were topography—a relatively steep slope from upper left to lower right in the plan—and the view of a golf course to the south; they made it desirable for some units to be more or less aligned, although jogs and setbacks keep the lines unaligned.

The result is a density very moderate for townhouses (just over eight units per acre) but very efficient for suburban, single-family housing. More important, as the renderings immediately below indicate, the environmental effect is one of openness, not squeeze.

The project will be built in La Costa, Calif., by A. J. Hall Corp. Thomas/Richardson Associates is the architect.
Detached houses can be squeezed tighter than you think, but some old conceptions have to go out the window first.

This plan calls for 98 houses on 11.2 acres. That's a density of almost nine units per acre—more than the townhouse project on the previous page, and an eye-opener even in California, where squeezing detached houses has become a fine art.

To get this density, the architect, Callister & Associates, stretched the concept of detached house about as far as it can go. Some of the houses abut; all have at least their patio walls touching their neighbors.
But the design calls for an inch or so of air space between abutting units, so they aren't brownstones; they are actually patio houses with zero side yards. And, as such, they can be grouped in just about any pattern—which is the key to this land plan.

The project has three main groups of houses, each with a central court. Drives from these courts lead into still smaller courts, around which the houses are grouped in varied patterns. The courts themselves are a sort of reconception of the urban street; they serve as play areas, meeting places and parking areas. The only difference is that the traffic is dead-ended, and the courts create a much more cohesive neighborhood feeling than a straight street could.

The plan includes three house models: a two-bedroom, one-story with 1,000 sq. ft., and two two-story, three-bedroom models—one with one bath and 1,200 sq. ft. and the other with two baths and 1,400 sq. ft.

Sad to relate, this project is not being built. The builder, Alpha Land Co. of Sunnyvale, liked the plan and tried to move ahead with it. But residents of the neighborhood expressed the fear that a project of such high density would devalue their own conventional houses, and the town refused the necessary zoning. However, Alpha Land hopes to do a similar project in a different location.
On high-priced waterfront land, the squeeze can mean a difference of thousands of dollars.

The primary requirement, of course, is to put as many houses as possible on the water. The reason is that the basic pricing unit is the lot, not the front foot; if a building lot is worth, say, $30,000, the plan that can put another ten or 20 lots on the water is a very nice asset for the builder.

But this is a stick with two ends, because the prospect who is asked to plunk down $30,000 for an extra-small lot won't be happy unless he gets something very special.

**REJECTED PLAN** (above) created shallower lots at the outer ends of the fingers, allowing space for park-like landscaping. Houses not immediately adjacent to the water are sited so that they nevertheless have a water view. The project never got into the detailed planning stage, so houses and sites are shown only in preliminary form.

**CONVENTIONAL PLAN**, and the one that is actually being used for development, has narrow, deep lots fronting on dead-end roads.
in the way of environment. In other words, one may not buy, and that is a very big liability for the builder.

So the builder must walk a very thin line between density and livability.

The land plan shown below might have been an interesting test of this balancing act, but—unfortunately—it will not be built. It is a preliminary study made by architect Robert Jones of La Jolla, Calif., for builder Lewis W. Douglas Jr. The site is 32 acres of lakefront in Westlake Village, a new town north of Los Angeles. The cul-de-sac fingers were originally divided into conventional lots, as shown in the small plan at the bottom of the facing page. Under Jones’ scheme (top plan) the houses are pushed out closer to the water, and the areas inside the fingers are widened and landscaped. The number of lots is only slightly higher, but Jones has given all non-waterfront houses clear views to the lake, thus increasing their value.

American-Hawaiian Land Co., developer of Westlake, liked the new plan, but felt that 1) it might add too much cost, 2) not enough lots were added to cover the increase and 3) the higher prices and smaller lots might create buyer resistance. Said an American-Hawaiian executive: “We felt that the conventional scheme was safer.” The company now plans patio houses on the original lots.

NEW PARKING CONCEPT (right and below) for finger-end lots would have put parking for a dozen houses under a raised mall. By eliminating need for garages, Jones put more lots in the most valuable spots.
Here's proof that the squeeze can create single-family projects as exciting as any in the country.

At the moment, Saybrook Mews exist only in the form of the model pictured below. But construction is scheduled to start this fall, and the result promises to be spectacular evidence that higher densities need not squeeze out good environment.

Briefly, these are the project's vital statistics: It covers 25 acres, and will have 131 condominium units priced from about $50,000 to $65,000; it is part of Huntington Harbor, an 877-acre ex-swamp south o
Los Angeles that has become one of California's most successful marina communities; it was designed by architect Robert Jones of Jones & Hom, and will be built by the Huntington Harbor Corp.

What these statistics don't show is that Saybrook Mews could have ended up as just another tight-lot waterfront community. Huntington Harbor Corp. has already sold some $20 million worth of lots like those shown in the "original" plan below. They are 6,000 sq. ft. in area, and the old site plan called for 110 of them, each with a one-story detached house.

But, says Martin Fenton, president of Huntington Harbor Corp., "For some time now we've been trying to work more toward better communities and better environments. In the long run, we feel we'll make much more money this way." And the new plan, with 28 more lots as well as much more unusual and interesting house design (see the next two pages), should do just that.

The new scheme owes its existence in large part to a malaise that might best be called "Architects' Complaint." According to architect Jones, the symptoms are something like this: "The master planner comes in and draws some nice broad areas. Then the engineer figures out the contours and how to dredge the canals, and somebody else lays out the lots. And when everything
is bulldozed and filled and recorded, the builder comes to the architect and says, 'Okay, you've got a free hand.' The only way to get anything really fresh is to bring the architect in at the very beginning."

Jones got his wish at Saybrook Mews. In fact, the subdivision really started as a sort of architectural R&D project, with Huntington Harbor Corp. in effect saying to Jones, "We aren't necessarily going to build it, but if you had your druthers, what would you do here?"

Jones' druthers took the form of smaller lots (5,000 sq. ft.) and two- and three-story houses that are pushed right out to the water's edge. This leaves room on the inside of the finger peninsulas for extensive landscaped malls, which create a much handsomer view from the land side (photo, right) than would an ordinary cul-de-sac road running down the middle of the finger. Huntington Harbor Corp. was sufficiently excited by the concept to schedule it for production. There have been delays. Zoning variances were needed to get the three-story models ("But city planning officials have been wonderfully cooperative," says Fenton), the company went through a management change and a new freeway close to the project has forced some minor redesign.

"But with luck," says Fenton, "we break ground in September."

**PLAN OF TYPICAL FINGER** shows how each group of houses is reached by private drives. The plan and the photo below also explain how advantage is taken of the choice locations. The most desirable land is on the end of the finger; lots there are smallest and have three-story units. Moving down the sides of the finger, lots become deeper and houses are predominantly two-story.
TYPICAL HOUSES include a two-story unit (left) and three-story unit (right). There are 11 models altogether, most of them three- and four-bedroom houses ranging in size from 2,500 to 3,000 sq. ft. One exception: a two-bedroom model with 1,800 sq. ft. Prices are expected to be in the $50,000 to $65,000 category. Note the wall extensions at both ends of the houses. They assure outdoor privacy, vital where units are so close together.
He’s a highly successful builder, land developer, real-estate broker, mortgage banker and apartment owner. And he’s proof that . . .

There’s plenty of opportunity to grow big in a small town—if you help the town grow big too
When J. Alvin Hawbaker set up shop in State College, Pa., 4 years ago, both he and the town were small. To a market of only 6,000—most of them connected with Pennsylvania State College—Hawbaker managed to sell just 31 houses.

But Hawbaker believed that State College would grow and that he could grow with it—and he was right. Today the town is the commercial hub of a 130-square-mile region which offers builders a market of 50,000 (and it should reach 100,000 in 5 years). The college has become a full-fledged university and the cultural center of the area. And Hawbaker himself has become not only the town's biggest builder, land developer and apartment manager but also a real estate broker, appraiser and co-founder of an S&L that holds at least half the mortgage financing of the entire area.

Certainly much of Hawbaker's success can be attributed to his broad range of business ability and to his judgement of the area's growth potential. But there's another factor that is perhaps even more important, especially in a small town—Hawbaker's own contribution to the welfare and growth of his community. State College is still too small to support a high-volume building operation, so Hawbaker's growth is necessarily the result of his participating in all aspects of housing. In an era where builders are still somewhat suspect, such participation demands both the respect and trust of the community. Hawbaker has both and then some, because while he has made much from State College, he has given back even more. He is a model of how a responsible builder can—and should—involve himself in his community.

To see how Hawbaker and State College grew big together, turn the page.
Al Hawbaker moved to State College in 1945. Up to that time he had been an apprentice carpenter (he dropped out of high school in Greencastle, Pa., to take the job), and he had risen through the ranks of two lumber companies to become first a construction foreman and finally a manager. During the war he had worked for a firm that built defense-worker housing; in State College his first contracts were also for government houses, and when the war ended he moved into private housing.

**Hawbaker wanted to grow as a builder,** and he saw in the State College area a promising future. So in 1949 he took his first major step towards bigness—a mistake, as it turned out—by expanding geographically. He started moving out into several areas throughout central Pennsylvania, working as general contractor on commercial buildings and scattered-lot housing. Some of the non-residential projects he handled were in the $1 million range.

"But I couldn't control it," says Hawbaker. So in 1955 he phased out his broad scattered-construction operation and took a new tack. He decided to limit his operations to the State College market, but make it as diversified as possible.
“It was obviously a growth town,” says Hawbaker, “and it had cooperative lenders and a cooperative city government.” It was also the core of a 130-square-mile area in central Pennsylvania known as Centre Region, which consists of a borough, State College, surrounded by four townships—College, Ferguson, Harris and Patton. Actually the borough and townships are rapidly growing into a single urban complex. And in the near future they will be even more firmly joined by a regional sewerage system, more efficient road networks, new shopping centers and industrial plants.

Hawbaker’s first big subdivision, the 750-acre Park Forest Village, is being built in Patton township. Park Forest Village was also the region’s first large-scale subdivision, and the start of real residential growth in Patton which is now the region’s fastest-growing township. The housing was in the medium price range (although today it averages close to $30,000 and up past $40,000, which is considered luxury housing in Centre Region).

Park Forest Village was surprisingly sophisticated in its design. It had curvilinear streets, spaces for small parks, and houses that were sited diagonally on their lots so that floor plans, topography and street design worked together unusually well.

“You can look out any window of those houses and see landscape,” says Hawbaker.

(A national magazine gave the project an award for its siting, but in 1958, after the first 50 houses were sold, the land became subject to a zoning ordinance that forced Hawbaker to return to traditional setbacks. His diagonal sites are still cited by planners, however. And a new regional plan refers to them as an example of what could be gained by making front and side yard zoning ordinances more flexible.)

Hawbaker started Park Forest Village...
Shortly after World War II, Hawbaker and John Madore (at right in top photo) organized the State College S&L to assure local homebuilders of a steady supply of money. Later he found himself managing rental housing and even a mobile-home park. With him (above) in an apartment project are three members of his apartment-management staff.

because he ran out of improved lots in State College. The project started with 350 acres of wasteland known as The Barrens which had no water service, no sewers and no roads. But it was close to State College, and is now virtually an extension of the borough.

Hawbaker brought water more than a half mile from State College to Park Forest Village, paying for the water lines and a pumping station ahead of township approval. He installed his own temporary sewage-treatment plants—the first sewage system outside of State College—and, in 1961, made a financial contribution to the township for a public-sewage feasibility study. Later he gave the township a two-mile strip of land 80' wide for a key road through Park Forest Village, and also did the grading at his own expense.

Park Forest Village has more than doubled from the original 350 acres. It now includes apartments and townhouses, a large park, and in the near future it will have a 22-acre community shopping center that will be Centre Region’s largest.

Park Forest Village has given Patton township a tremendous boost in growth not just because of the 2,000 people it houses, but because it has encouraged other builders to think on a larger scale. In fact one new developer is now planning a 700-acre project with houses clustered to permit a continuous open-space network throughout, and a mix of single-family houses, medium-density apartments and townhouses, high-rise apartments, recreation and shopping centers, light industry and an 18-hole golf course.

One of the most important contributions Hawbaker has made to State College is to create a steady source of financing for home builders. When he arrived there in the ’40s no such source existed. So in 1949 he and
Another State College builder, John Madore, set up their own Federal Savings and Loan Assn. to function as a mortgage company. They organized a board of directors to raise $100,000, traveled to Pittsburgh together to file their charter, and even made several trips to Philadelphia to sell loans in secondary markets.

Today the s&L handles more than $40 million worth of mortgages, including at least half of the mortgage financing in Centre Region, and it has contributed tremendously to homebuilding in the community. Says Madore (who gave up building to devote all his time to the s&L): "We've never turned down a homebuilder for lack of funds. Even in 1966 we loaned $8 million. We wanted to keep our homebuilding industry growing."

In Patton township, home of Hawbaker's Park Forest Village development, the s&L handles 60% of the mortgages. When federal s&L's were permitted to grant land acquisition and development loans, the association picked up Hawbaker's sewer, water and other community improvement financing.

Because of this and close relationships with other lenders, Hawbaker has no serious money problems. His policy: "I keep all my business with the same lenders. I don't shop around." He deposits money in the same lending institutions he borrows from, and gives them the business that comes from his joint ventures, apartment management accounts and various other operations.

And finally, Hawbaker is a director of the First National Bank of State College.

Hawbaker got into the brokerage business soon after opening Park Forest Village through a trade-in plan that offered a guaranteed price for his buyers' old houses. This program also moved him into appraisal

continued
work (as did his relationship with the S&L). Today he holds an SRA (Senior Real Estate Appraiser) license and is often called to other areas for appraisal jobs that have included a 60,000-sq.-ft. industrial plant and shopping centers. He also teaches real estate and appraising courses three mornings a week at the University.

In estimating a property's market value, Hawbaker's diversified housing experience gives him unusually broad knowledge in three key areas:

1. Cost—based on his 36 years of experience as a builder.
2. Income—based on his experience as a manager of 1,100 apartments.
3. Market data—based on his experience in selling $3.5 million worth of real estate annually.

Hawbaker's apartment management business began in the early '60s when big out-of-town developers began scouting the State College multifamily market. Hawbaker started buying and assembling land for these companies either through joint ventures or by serving as agent for investor groups. (One advantage of assembling land in State College is that it is usually farm land assessed at about $100 an acre, and the assessment doesn't change until the land is rezoned. This eases the problem of holding.)

And because he was in at the beginning, so to speak, it seemed natural to move into the rental collection and maintenance business after the apartments were built. Since 1960, close to 3,000 units have gone up in State College—about 75% of all new housing units—and Hawbaker manages a third of them, as well as 150 units of his own in Park Forest. He provides 24-hour maintenance service with roving crews totaling 25 men, employs resident managers in projects of more than 100 units, and uses interviewers to survey 25% of tenants at random to hear their criticisms of his management. As an incentive, his resident managers get bonuses for beating the budget.
Hawbaker sets up for each of his buildings.

Finally, Hawbaker now offers another apartment service—apartment feasibility studies.

J. Alvin Hawbaker Inc. doesn’t have a large staff. In fact, like many smalltown building companies, it is still basically a one-man shop. Here’s how it is set up:

- The construction crews and equipment that Hawbaker carried in his multi-market expansion days have been eliminated. His construction work is completely subcontracted and supervised by two foremen. And construction is further simplified by prefab packages. (Hawbaker became a prefab builder in 1949, starting out with National Homes and later switching to Presidential Homes.)

- The brokerage and new home sales are handled by a sales manager who started as a labor foreman; he supervises seven salesmen, most of whom have brokers licenses.

- Apartment management is handled by a property manager who moved up through the ranks as foreman and maintenance supervisor.

Hawbaker stays close to his department managers. For example, he meets with them every morning at 7 a.m. to organize the day and review the previous one. He also uses one department as a training ground for the other. For example, apartment management helps train new salesmen; Hawbaker has prospective salesmen show and rent apartments until they have absorbed enough basic sales experience. Then he has them licensed and moves them into the sales department.

Hawbaker’s company has also proven to be a training ground for his competition. Several of the community’s best builders and subcontractors started out with Hawbaker, and some of them now build in Park Forest Village—where they get both financing and sales help from Hawbaker.
In market after market
garden-apartment builders are
learning more and more
about. .......

What it takes
to attract and keep
high-rental tenants

"Tenants don't balk at our relatively high rents," says Robert
C. Powell, builder of the Sacramento, Calif., project at left.
"They're willing to pay extra for the space, the privacy, the
good design and the atmosphere of a scrupulously maintained
village in a wooded park."

Elsewhere, other builders who have ventured into the high-
rental market talk along the same lines. To the potential renter,
they agree, price is a minor matter when stacked up against
roominess, amenities, environment and status.

Just who are these people who can—and will—pay from
$4,000 to $5,000 a year in non-deductible dollars for the best
in rental housing?

Many are former owners of expensive suburban houses.
Some are fugitives from center-city, high-rise living, tenants
who are accustomed to high rents but prefer a suburban en-
vironment.

They tend to have few children living with them, and, more
often than not, those few are either infants or college students.

And with some notable exceptions (see p. 78), they are
generally older than other renters and homeowners—50 is
usually a more common age than 30.

So how are builders appealing to this affluent rental market?
For a close look at four widely scattered projects—including the
one at left—see the next 10 pages.
In Sacramento...

A combination of striking design and park-like land use makes these luxury apartments competitive with less expensive units.

SITE PLAN saved 85% of the mature walnut trees on the 38 acres and allowed maximum open space around groups of apartments. Future expansion (across irrigation creek) will have its own swimming pools and recreation facilities.
Sacramento is a tenant's market—plenty of one-bedroom apartments at $125 a month and two-bedroom units at $155. But despite these modest rates, builder Bob Powell has had no trouble filling his Woodside project at the highest rentals in town—anywhere from $140 for one bedroom to $350 for a three-bedroom townhouse. He rented the first 200 of his 700 units as fast as he completed them, has now started the second phase of 114.

“We are pulling people away from other apartments, including our own,” says Powell. The lure: partly the high quality of the design by architect Donald L. Sandys Jr. of San Francisco; partly the arrangement of the units in small clusters separated by clumps of walnut trees; partly such apartment features as carpeting, fireplaces (in some units), large balconies or patios and ample outdoor storage; and partly such community amenities as a social center, swimming pools, tennis courts, a sauna and an art studio and gallery.

Powell’s tenant mix may come as a surprise to other builders of expensive apartments (he admits it surprised him): Sixty-two percent of his renters are well-paid single people.

“These comparatively young singles have kept our average age at 37, only two years higher than in our lower-priced projects,” he says. “Most of them are professional or business men and women who definitely don’t want the so-called swinger environment.”
INFORMAL LIVING ROOM has a cathedral ceiling and corner fireplace, opens onto a living deck and into a den/sitting room.

FORMAL LIVING ROOM has conventional 8' ceiling and a fireplace centered on an end wall. All units are carpeted throughout.

Inside Woodside: open planning, spacious rooms and luxury details
ARIETY OF PLANS (four of six shown here) provides the wide choice that upper-income tenants demand. In the smallest unit (directly above), an open balcony bedroom overlooks the living area.

PEN DINING AREA, with high-yale chandelier and decorative cabinet faces, illustrates the quality and originality of apartment appointments.
In a Philadelphia suburb...

High-rent townhouses and apartments meet the unfilled demands.

*FRONT PARKING STALLS* were put as close as possible to entries.

*REAR PATIOS* are screened by fences and staggered siting of buildings.
of well-to-do empty nesters

"The need for shelter apartments had been satisfied in our area," says builder Laurance Nilsen of Moorestown, N.J. (across the Delaware River from Philadelphia). "But when it came to a quality rental environment, there was great demand by families who could afford to buy, or already owned, expensive houses."

Nilsen knew such families well—for several years, he had sold them houses priced as high as $60,000 to $70,000. That knowledge strongly influenced his planning of the high-rental project shown here—a mixture of 37 townhouses (at $350, $400 and $425 a month) and 28 apartments (at $300 and $315).

All the units, designed by Hassinger & Schwam of Philadelphia, are carpeted and air conditioned and have fireplaces, washers and dryers and private entrances. An imposing gatehouse (background photo above) is manned around the clock. But there are no recreational facilities: "Many of our tenants own summer homes, belong to country clubs or travel widely," says Nilsen. "So they don't require recreation in their housing environment."
In a Boston suburb . . .

A vest-pocket village adds prestige to an already prestigious

Photos: Warren Patriquin

WOODED KNOLLS help screen groups of townhouses from each other, and wood sidewalks (2x4s on edge) retain the site's rustic feeling.
This five-acre parcel in a multifamily zone of Georgetown, Mass., is right across a town line from a subdivision where the same builder, Canterbury Realty Trust, had sold eighty $40,000-$80,000 houses on two-acre lots. Canterbury's problem: how to capitalize on the multifamily zoning without arousing the ire of the neighboring homebuyers.

The answer was a group of 20 townhouses that are not only in character with the area but also have many of the desirable qualities of detached housing.

The project's density is low—only four units per acre. Its four buildings—two with five units each, one with four and one with six—are well separated. And most of the site's natural assets—trees and rock outcroppings—have been preserved.

Architect Claude Miquelle (H&H, Aug. '67) created the effect of a New England village with a variety of colonial facades plus garages that resemble farm sheds. Plans are also varied: Six different layouts, all with three bedrooms, range from 1,600 to 2,000 sq. ft. and from $350 and $390 a month. And because the site slopes down to a pond, every unit has a daylight basement opening to an outdoor living area.

**residential neighborhood**

STAGGERED SITING puts groups of four, five and six units at angles to each other, so each unit gets an unobstructed view.

TYPICAL PLAN has three levels, with screened porch opening from basement family room to grade that slopes to lake (see site plan).
In Tulsa...

Patio-house design gives renters more private outdoor living than they could get in most single-family homes

Every room in these one-floor apartments opens to a walled outdoor area, and each apartment has three such areas: a large one in the rear (above) and two smaller ones in front.

That’s one reason why the project—designed by architect Donald Honn for builder Howard Grubb—appeals to former homeowners. Another is plenty of indoor space: 2,180 sq. ft. in the three-bedroom apartment, 1,750 sq. ft. in the two-bedroom unit. And a third is the tenant’s right to order interior changes at his own expense. As a result, some tenants have put in costly paneling, flooring, built-ins and lighting fixtures, and even moved partitions (roofs are trussed).

The project is limited to renters who have no children living with them. Community features include a 24-hour entry guard, swimming pool and putting green. Rentals are $350 for two bedrooms, $390 and $400 for three bedrooms. Vacancy rate: zero.
TWO PLANS were used throughout project, with three-bedroom units at ends of each building and two-bedroom units in center. Each apartment has two baths, utility room and three courtyards.

ENTRY COURT, like other courts, is enclosed by wood fence and brick wall. Double carport (below) serves each apartment. Guests park in stalls in center of street.

CUSTOM CHANGES in this living, dining and entry area included shortening of window wall, new marble-faced fireplace and elimination of guest closet.
Studies take time
Framing up 30%
Plywood up 92%

Here are instant answers to


☐ Write for descriptive literature, GS-102.


☐ Write for descriptive literature, WB-1152.

*Lumber Price Study Given Nixon Nod

Washington, March 7—President Nixon today approved a study of soaring lumber and plywood prices recommended by his cabinet committee on economic policy. The committee, which met today with Nixon presiding, proposed the study by a special task force after Dr. Paul J. McCracken, chairman of the council of economic advisers, reported that prices of Douglas fir lumber have risen as much as 30 per cent and plywood prices as much as 92 per cent over 1968 levels.

A White House spokes­man told the sharp increases in lumber and plywood prices were a "dramatic" factor in building.
NEW CONCORDE Siding. The low cost solution when owners want the beauty of wood but the permanence of something better. CONCORDE won't burn. Resists rotting, warping, peeling, blistering. Won't rust, dent or rattle, either. It's termite-proof, weather-tight and never needs painting. Eight handsome nature colors.

Write for descriptive literature, ACR-438.

USG Metal Studs. The answer to today's high 2 x 4 costs. Strong U-shape, hot-dipped galvanized steel. Non-load bearing. Studs anchor to matching floor and ceiling runners. Gypsum board attaches easily, quickly with special screws.

Write for descriptive literature, WB-1267.
Here's how to put in townhouse basements at half normal cost

Most California townhouses are built on slabs. But Menlo Park builder Walter Harrington had two reasons for including basements in the six houses shown at right:

First, to provide extra storage and utility space, a good selling point with prospects contemplating a move from larger houses.

Second, to create a five-car underground parking area—a necessity because of the small size (50'x190') of the site.

Harrington created this below-grade space at roughly 50% of the usual cost by using two shortcuts (drawings at right):

1. For basement storage rooms, he used wood-framed walls rather than masonry block. Instead of digging a vertical-walled excavation, he had a bulldozer cut a 45° slope from ground level to basement level. Then he left the hardpan-clay embankment uncovered and concealed it behind 7'-high loadbearing walls which were framed with 3x4 studs and covered with gypsumboard. The stud walls cost $10 a lineal foot vs. $20 for masonry block.

The crawl space between wall and embankment wasn't wasted. It was used to run sewer and drain lines, heat ducts and electrical wiring (there's an access hole in every other basement).

2. For retaining walls in the underground parking area, Harrington used concrete piers instead of conventional footings and Gunite instead of masonry block. He thus eliminated four steps—trenching, formwork, backfilling and block-laying—and, he estimates, saved 40%.

Harrington strengthened the retaining walls with steel reinforcing rods.

To tie the walls to the concrete piers, he set two 3/8" rods in each hole before pouring the piers, which are 18" in diameter, 6' deep and 5' o.c. Then he installed a grid of 1/2" rods on 18" vertical centers and 12" horizontal centers. Finally, he sprayed Gunite over the grid and the vertical rods to form a wall that's 12" wide at the bottom and tapers to 6" at the top.

SIX-UNIT TOWNHOUSE PROJECT contains two-bedroom condominiums with top price of $33,200. Basement (drawings, below) provides 300 sq. ft. of extra utility and storage space for each unit.

SLOPING CLAY EMBANKMENT offers a cheap alternative to masonry block walls. Concrete piers support perimeter grade beam; interior basement walls are framed.

RETAINING WALL for parking area is Gunite sprayed over reinforcing grid of steel rods.

BASEMENT-LEVEL PLAN has parking space for five cars, left, enclosed by Gunite retaining wall. Each townhouse basement contains gas-fired furnace, water heater, washer and dryer.
“Five years ago, I started using KitchenAid dishwashers in my homes because I heard they were the best,” says Joseph Dapkins of Woodbridge, Connecticut.

His reaction? “They’re great. I’ve installed hundreds since then, and I’ve had no aggravation. My service calls were cut down to nothing.” His customers’ reaction?

“Very good,” Dapkins says. “In fact, many of them compliment me on using such a good product.”

Dapkins, who has been in home construction since 1950, also does much remodeling work.

And enjoys an excellent reputation by offering such unique features as his own custom-made cabinets, outstanding finish carpentry and, of course, KitchenAid dishwashers.

So don’t fight it. If the dishwashers you’re using now are giving you service headaches, switch to KitchenAid. Call your KitchenAid distributor and ask him about his KitchenAid builder program.

Or write KitchenAid Dishwashers, Dept. 9DS-6, The Hobart Manufacturing Company, Troy, Ohio 45373.
American Plywood Association.
The innovators.

Dept. H, Tacoma, Washington 98401

☐ Please send me (free) "Plywood Building Systems for Low-Income and Moderate-Income Housing." We’ll send along our manuals, "Plywood Construction Systems" and "Plywood Construction Guide for Residential Building."

Name__________________________________________
Firm___________________________________________
Address________________________________________
City______________State_________Zip__________

(USA only)
This new book proves 20 times over that there's money in low and moderate-income housing.

Send the coupon for your free copy.

American Plywood Association's new, fully illustrated 28-page book meets the low and moderate-income housing shortage head-on. With 20 practical, workable solutions—real answers to real problems. They're actual case histories on the experience of some of the country's most successful builders and architects.

Plywood building systems are the common denominator. Because providing sound construction at the lowest possible cost per square foot is what plywood is all about. The examples range from urban core high-rise to self-help Indian housing. They'll give you ideas and facts to help you get started.

So write now for our new, free book. Just clip the coupon or tear out the page and send it to us with your letterhead attached.

And if you have any questions about plywood or plywood construction, contact one of our field offices: Atlanta, Chicago, Dallas, Los Angeles, New York, San Francisco, Tacoma, Washington, D.C. (Look in the white pages under American Plywood Association.)
Someone was bound to try it: Here's a mobile home without wheels

The new concept pictured above (and so far it's no more than a concept) provides all the mobility a mobile home needs—but without wheels. The modular house telescopes to half its normal length for shipping, and can be relocated as often as necessary by flatbed truck.

The designer, architect John Vredevoogd, replaced the conventional undercarriage with vertical stanchions containing hydraulic jacks. After the house arrives at its site, horizontal supporting girders on 8' centers are extended to a width of 16', and the stanchions folded down from their ends. The built-in jacks lift the house from the truck body, then lower and level it.

Modular construction makes the system feasible. Each of the units that make up a house is an open-ended cube formed from a sandwich panel of reinforced plastic and urethane. Cubes overlap (section, above) permitting the house to telescope for shipment and expand lengthwise as it's unloaded.

Module arrangement is flexible: Transverse partitions are assembled on site from interchangeable plastic panels; door, window and wall panels can be placed in whatever configuration the occupant wants (plan, above).

Improved adhesive lets you lay new floor tile directly over old

Now remodelers can skip the time-consuming step of ripping up the old covering before they lay a new vinyl-asbestos-tile floor.

For the first time a manufacturer—Armstrong—is recommending tile installation directly on top of an existing surface. The key word is "recommending"—it has always been possible to install tile on tile, but manufacturers have discouraged the practice because, they claimed, adhesives that were available on the market today weren't good enough.

The reason for the recommendation is Armstrong's new S-139 adhesive, which is improved in two ways: It bonds securely to a smooth surface, and it sets up in a clear coat, thus minimizing clean-up problems.

By following the three-step sequence above, a remodeler can use the system over any resilient tile, linoleum or sheet-vinyl flooring. But there are four limitations:

1. The new tile must be laid so that joints don't coincide with joints in the existing installation.
2. Only 1/8" and 3/16" tile can be used.
3. The new installation must be made over a smooth surface—not one that's embossed or textured.
4. The system is designed for above-grade installations only.
How to hit it lucky with these 13 nails.

All nails available in plain, cement-coated or galvanized finishes.

Drive them with a Bostitch Model N2 air-driven coil-fed nailer. It's almost single-handedly revolutionizing nailing. Coils of any of the nails shown here turn the Model N2 into a high-capacity portable nailer with up to five times the capacity of any other.

And, driving all these different nails, it's the all-purpose nailer. Use it for roof decking, siding, underlayment, building forms. Dozens of other applications. However you use nails, get lucky with one or all of 13 different nail choices.

Call THE MAN WITH THE FASTENING FACTS. He's listed under Bostitch in most phone books. Or write direct to Bostitch.

Build it better and faster with

Bostitch can do something for you.

---

Bostitch Division of Textron Inc.
246 Briggs Drive
East Greenwich, R.I. 02818

I'm especially interested in power-nailing nails with a Bostitch N2 Coil Nailer.

Name ___________________________ Phone ___________________________

Company ___________________________ Street ___________________________

City ___________________________ State ___________________________ Zip ___________________________
If you get condensation in the insulating glass in your homes, it's not Thermopane® with the GlasSeal® edge.

We fuse glass to glass at the edges so moisture can't get into the air space between the panes.

- Sort of like a sealed bottle.
- It is standard in many good wood windows in numerous sizes.
- We’re telling homeowners about Thermopane insulating glass and we’re telling them to beware of imitations.
- Don’t dampen their enthusiasm.

Thermopane insulating glass is made only by Libbey-Owens-Ford Company, 811 Madison Avenue, Toledo, Ohio 43624.
Want to jazz up your kitchens and baths?
Pick from this assortment of new product ideas

Some of the three dozen products shown here and on the following pages embody brand-new concepts that could lead to major changes in kitchens and baths. Others are variations on products that have already proved their appeal in the two most salable rooms in merchant-built houses and apartments. And all of these products are recent offerings by leading suppliers of the kitchen and bath markets.

Included among the new products: an oven that cleans itself while baking or roasting, an eye-level control console, with its own heat lamps to keep food serving hot at the back of the rangetop, and a prefabbed compact sauna bath.

Included among the new ideas for using existing products: standard vanities put together in custom-like arrangements for dressing areas, a flooring material (photo left) used right up the side of kitchen cabinets, a separate bathing room (photo below) as part of a master bath suite and handsome sculptured panel fronts to dress up kitchen appliances.

Any one of these products or ideas will help to perk up the kitchens and baths in your next houses or apartments.
Nestle a bank in country as beautiful as the Blue Ridge foothills of North Carolina and you need a material with character enough to add to the historic setting. Red cedar handsplit shakes provide a natural solution. And one just as practical as it is beautiful.

That's because an exterior of cedar shakes stays looking good — snowfall or sunshine, year-in and year-out. Cedar ages gradually, naturally, offering outstanding appearance, complete weather protection and freedom from maintenance as it does.

Red cedar's distinctive texture patterns and rich, earthy colors are perfect used in combination with other materials, too. See for yourself. Next time to capture the mood you're after, specify the real thing: Certi-Split handsplit shakes. For more information, see our Sweet's catalog listing. Or write: 5510 White Building, Seattle, Washington 98101. (In Canada: 1477 West Pender St., Vancouver 5, B.C., Canada.)
Here's an example of an attractively finished, completely waterproofed garage in a beautiful texture. (above)

Exterior concrete surfaces were first treated with a trowel and float application of THOROSEAL PLASTER MIX-plus-ACRYL 60 for a super-strong bond, then finished with THOROSHEEN Exterior acrylic paint. (below) All interior overhead concrete beams, columns and block were finished with White THOROSEAL PLASTER MIX sprayed on in two applications.

STOP RUBBING CONCRETE!

Finish and waterproof concrete economically with THORO SYSTEM PRODUCTS.

U. S. Steel Homes components used in one of Kentucky’s first 221(d)(3) projects

Clifford A. Knopf, President of Town and Country Homes, Louisville, Ky., wouldn't have used any other system. First, he's totally sold on pre-engineered components because they save time and money. Second, he's sold on U. S. Steel Homes because they offer more advantages than any other component manufacturer.

"I'm a businessman," says Cliff Knopf. "Every hour I can save with pre-engineered components is an hour I can spend making money." At Indian Oaks, one of Kentucky's first 221(d)(3) projects, 28 buildings contain 192 apartment and townhouse units. The entire project is built with U. S. Steel Homes exclusive steel-stud exterior and interior panels. Additional components include steel soffit and fascia, pre-hung steel exterior doors, pre-mounted windows, steel shelves, stairways, floor systems, roof shingles, and various hardware.

"U. S. Steel Homes components go together quickly and easily," Knopf says. "We get units under roof far faster and, one of the biggest advantages, with less skilled labor. We have precise control of the materials going into the job, and precise costing. Shipments of components are pinpointed to our erection schedule so that we have a minimum of storage problems, virtually no theft or vandalism, and we can make the most efficient use of site labor. In addition, no one can touch the engineering assistance service U. S. Steel Homes gives us. With their help, we've designed a practically maintenance-free exterior. They also give us outstanding help on planning the program, processing the applications, financing, and field erection."

U. S. Steel Homes exclusive steel framing system assures quality construction at competitive cost for any type of construction. We offer a wide range of apartment, townhouse, and duplex plans in a variety of sizes and designs, priced to fit any market, as well as a complete line of single-family homes and plans for special markets such as dormitories, nursing homes, motels, and vacation homes. Send for our free booklet that shows elevations and floor plans.

U. S. Steel Homes
2549 Charlestown Road
New Albany, Ind. 47150
Please send me your free book of USS Homes multifamily dwelling elevations and floor plans.

Name
Firm Name
Address
City __________________ State ______ Zip ______
I have built ___ homes, ___ apartment units in 1967.
New products continue on p. 104

**Kitchens**

**Continuous-cleaning oven** features removable liners that use catalytic process to clean themselves at normal baking temperatures. This 30” gas range, one of four models, also features a warming shelf. Tappan, Mansfield, Ohio. Circle 202 on Reader Service card.

**Colonial cabinets** have maple front frames, nylon roller catches on doors for fingertip operation, three-point nylon roller drawer guides, solid drawer fronts fastened to dove-tailed drawers 5” deep. Brammer Mfg., Davenport, Iowa. Circle 203 on Reader Service card.

**Plastic dishwasher** rotates dishrack and cleans on normal household water pressure and temperatures. Inexpensive and relatively maintenance-free because of its simplified design, it is ideal for small apartments, mobile homes. Vulcan, St. Louis, Mo. Circle 204 on Reader Service card.

**Burnproof countertop** is matte white glass-ceramic material with a smooth or textured slate finish in 12 3/4” squares (shown), also comes in smooth-surfaced pieces 18”, 24”, 36” or 48” long and 24 3/4” deep. Corning Glass, Corning, N.Y. Circle 206 on Reader Service card.

**Self-cleaning electric range**, only 27” wide, is designed for small kitchens, apartments or vacation homes. Model comes in avocado, copper, gold or white, features rotisserie, oven window, hood. General Electric, Louisville, Ky. Circle 205 on Reader Service card.

**Ice cuber** will produce 25 lbs. of ice per day. Unit measures 15” wide, 26 1/2” high, 16 1/2” deep, weighs 70 lbs., can be plugged into any 110-volt outlet. One-gallon tank provides ice for 1,000 cubes without refilling. York, Borg-Warner, York, Pa. Circle 207 on Reader Service card.

**Decorating fronts** for appliances are shown here on an eye-level range and a 21-cu.-ft. side-by-side refrigerator/freezer. French provincial and early American styles, plus this sculptured panel design. Philco-Ford, Philadelphia, Pa. Circle 208 on Reader Service card.

**New products continued on p. 104**
Here's all you need to nail anything from a roof truss to a complete house

**Model CN-137** drives nails 6d thru 16d sinkers

**Model IN-123** drives nails 1¼" thru 1½"

THE POWERFUL CN-137 drives coated round-head nails from 6d commons to 16d sinkers—regular, screw and ring shanks...23 different nails. A time and money saver for in-plant and on-site home construction, including truss work, framing, wall components, sub-flooring, roof-decks, millwork—any other construction where such nails are used.

THE NEW IN-123 drives coated, round-head nails from 1¼" to 1½", including ring shank nails. Holds a coil of 300 nails. Here is another great costcutter for the nailing of wall sheathing, plywood fill-ins, cabinets, and other assemblies requiring these shorter, tight-holding nails.

BOTH NAILERS drive nails more than 5 times faster than a hammer. Both are very portable, easy to take to the job. Both drive nails with a single impact. The driving blade strikes each nail dead center to assure straight, precise driving. Both tools are built for hard, professional use; they are exceptionally rugged. Both load quickly and easily, and protect users with a built-in safety mechanism that prevents accidental firing.

IN BRIEF: If you assemble trusses, wall components, sash and millwork, or build the complete house, you will find costcutting benefits accruing from the use of Duo-Fast Automatic Nailers. Why not investigate today?

SEND FOR FREE STAPLE & NAIL GUIDE and full information about these remarkable tools.

DUO-FAST FASTENER CORP., DEPT. HH
3702 River Road, Franklin Park, Illinois 60131

DUO-FAST IN FAST TO HOLD FAST
Everything you need for tacking, stapling and nailing.
big Shake up:
BARRETT® Traditional Shake Asphalt Shingles.

Big on sell-from-the-curb beauty. Big on distinctive styling that appeals to discriminating buyers. This bold new shingle concept combines the custom character of a random wood shake roof with the economy, fire protection and long life of top quality asphalt shingles. Its extra heavy weight and complete double coverage provide the ultimate in durability and weather resistance. Designed to last at least 25 years.

Three specially created blends give you a color choice to complement every architectural design, every exterior material. The Barrett Traditional Shake looks great on any roof, is especially attractive on large areas, steep slopes, mansards, wherever the roof is a dominant design element.

Your dealer, roofing contractor, or Celotex representative will welcome a chance to show you samples and tell you more about this unique new shingle.
HOME BUILDER WANTED!

If you are a successful home builder—in any major market, we would like to talk to you. We require a successful background in the initiation, planning and completion of substantial projects. Ability, competence and organization are what we want.

We offer—the financial and management resources of a rapidly growing, successful builder/developer. We are profitable, diversifying, and have an outstanding core of professionals in our headquarters management group. Our sales in 1969 are up 40% and our profit picture is more than keeping pace. We now want rapid geographic expansion. We offer a listed security and the opportunity to help lead this growing, dynamic organization. If you're interested in a preliminary discussion in strictest confidence, please contact us through:

14 Hill Circle, Marlboro, New Jersey 07746

VICE PRESIDENT—GENERAL MANAGER, HOUSING DEPARTMENT

An outstanding opportunity with the land development subsidiary of a major New York Stock Exchange corporation. If you have extensive knowledge in the second or vacation home field, consider this position. Candidates must be capable of directing technicians in architecture and construction. This calls for a marketing-oriented man who is also an efficient administrator.

Priority will be given to candidates who have experience in all housing fields including on-site, modular, sectionalized and pre-fabricated housing.

Salary in the $30,000 to $35,000 range plus special incentive compensation. Outstanding other corporate benefits including stock option eligibility.

Send resume immediately to our recruiting consultant:

HERGENRATHER, GIBSON, HANRAHAN & ASSOC.
3424 Wilshire Blvd. Suite 1224 Los Angeles, Cal. 90005
J.D. Reisser (213) 385-0181

1. Packages are shipped by more direct route.
2. They are handled fewer times.
3. There is less chance of damage.

ZIP Codes keep postal costs down but only if you use them.
Formica gives you new golds and more to complete any design picture.

Formica has appealing new golds to accentuate popular appliance colors... designed to help build sales for you. Call your Formica man about the new golds: Gold Gossamer, 361 and Gold Irish Linen, 162...plus Pearl Ondine, 700, Tan Irish Linen, 163, Gray Irish Linen, 164, and Natural Irish Linen, 161. FORMICA® laminate offers you more ways to coordinate with all the fashion colors in appliances and fixtures.

Leadership by design
Kitchens

NEW PRODUCTS
start on p. 98

Two-faced hood is designed for peninsula or island cooking areas. The 24"-high unit comes in 30", 36", 42" and 48" widths and six color choices. High-rise unit has twin blower fans. NuTone, Cincinnati, Ohio. Circle 209 on Reader Service card

Easy-clean cooktop lifts up or off, has folding support rod to hold it open. Burners and control knobs are removable, and pilot housings snap out. Unit is less than 3" deep. Modern Maid, Chattanooga, Tenn. Circle 210 on Reader Service card

Refrigerator/freezer has metal trim that frames thin decorator panels of laminates or metal. The 16.6-cu.-ft. model has 137-lb. freezer, reversible door swing, automatic ice maker with control for varying cube size. Whirlpool, Benton Harbor, Mich. Circle 211 on Reader Service card

Shallow refrigerator is only 24" deep, won't protrude beyond cabinet fronts when built in. Side-by-side unit is 36" wide, 84" high, has 14-cu.-ft. refrigerator, 10-cu.-ft. freezer, both with automatic defrost. Sub-Zero Freezer, Madison, Wis. Circle 212 on Reader Service card

Self-cleaning oven, only 25" wide, is designed to be built in. Unit comes in four colors, has automatic timers and oven light, features automatic shutter to shield oven window during high-temperature cleaning process. Westinghouse, New York City. Circle 213 on Reader Service card

Gas wall ovens have individual thermostats. Upper oven has broiler that moves up and down. Lower oven has keep-warm setting. Both are 20" wide, have interior lights, removable doors. Black glass is optional. Magic Chef, Evansville, Ind. Circle 214 on Reader Service card

Gas surface unit features a broiler that barbecues by intense radiant heat, has self-cleaning ceramic coals and a patented flame control. Whirlpool, Benton Harbor, Mich. Circle 215 on Reader Service card

Black glass doors, now available on manufacturer's line of 36 ranges, are used for both oven and storage compartments. Lighted control panel has automatic timers. Cooking surface lifts up and off. Hanwick Stove, Cleveland, Tenn. Circle 216 on Reader Service card

New Products continued on p. 1

Circle 96 on Reader Service card
Aluminum is easy to engineer... so aluminum windows and doors are snug and rattle-free. And they lock in place easily.

Aluminum makes painting unnecessary... because aluminum resists corrosion. But aluminum can make painted windows and doors look great... because aluminum holds a coat of paint better and longer than any other material.

Aluminum windows and doors come in a wide choice of styles, sizes and modifications... for new construction or remodeling.

What makes aluminum windows and doors better? The aluminum.

Change for the better with Alcoa® Aluminum
FIREHOOD
A truly magnificent open hearth, fabricated metal fireplace for beauty, comfort and decorative accent. FireHOOD reaches up to beamed ceilings or installs effectively in front of large picture windows without obstructing the view. In a choice of distinctive colors and models... wood-burning or gas-fired.

2
FIREPLACES
DESIGNED FOR BUILDER PROFITS

AZTEC
Aztec fireplace is one of the newest and most unique free-standing units available for contemporary homes and apartments. The space age ceramic bowl in a selection of 5 modern colors lifts the room completely "out of the ordinary." Aztec, like FireHOOD, takes minimum floor space and requires no extra structural support.

• SAVE $100 PER INSTALLATION
  The free-standing units can be installed in less than half a day. Requires no masonry. Costs less to buy and install.

• REQUIRES NO EXTRA STRUCTURAL SUPPORT
  Fabricated fireplaces are lightweight. They sit on regular floor construction.

• CHOICE OF COLORS, SIZES AND MODELS
  Select the color to match your decorative scheme. Available in various hearth sizes. Wood-burning or gas-fired models.

Write for free literature and specifications...

CONDON-KING CO., INC.
5611 208th Ave. S.W., Lynnwood, Wash. 98036
IN CANADA: FIREHOOD MANUFACTURERS, LTD.
266 East Esplanade, North Vancouver, B.C.

Circle 97 on Reader Service card

Kitchens

Eye-level control console for electric range features two infrared food-warming lamps. Other controls include keep-warm setting, delayed start cooking. Oven is self-cleaning. Unit is 30" wide. Frigidaire, Dayton Ohio. Circle 217 on Reader Service card

Countertop laminate is now available in marble-like pattern in avocado and ivory. One of two new patterns added to a line of 11 standards for horizontal surfaces, 25 new designs for vertical surfaces. Formica, Cincinnati, Ohio. Circle 218 on Reader Service card

No-gloss plastic surfacing is resistant to scratching, staining and chipping. Design has cloth-weave pattern, comes in avocado or a grey beige. Textured surface feels like stone. Johns-Manville, New York City. Circle 219 on Reader Service card

New products continued on p. 112

Circle 98 on Reader Service card
DESIGNER BATH

This bath designed to fit into an area as small as 5'6" x 7'6".

Easy-to-build cabinetry provides abundant storage space and important work surface adjacent to lavatory.

Prefabricated drop ceiling unit repeats louvered door design for unusual lighting effect. Also contains heating element and vent fan.

Feature Eljer-planned baths in your homes.
Eljer provides working drawings free.

Eljer has developed a unique, new concept in bathroom planning—a concept that can help you sell houses. It's based on a very simple fact: While bathroom functions have expanded, the size of the bathroom has not.

Eljer Plan can show you how to inexpensively add more beauty and usefulness to your baths without increasing their size an inch.

Three of our baths are shown here. Take a close look. You can build this sales appeal into your baths without increasing the size and without adding big money to your cost.

There are seven other bath designs in the Eljer idea book. All kinds of baths, in a spectrum of sizes, from a 4' x 4' powder room to a 14' x 17' luxury bath. And Eljer will send you free working drawings. In addition, the book contains almost everything you'll need to know to create your own bath designs—explanations of types and functions of plumbing fixtures, information about color and decorating, and definitions of plumbing terms.

The Eljer Plan Book is free to builders. Just write, on your company letterhead, to Eljer, Three Gateway Center, Pittsburgh, Pennsylvania 15222.
The extra touch that home buyers like.

No matter what the price range, Colonel Logan Ornamental Iron adds just the touch of distinction that impresses home buyers. Standard sizes keep costs surprisingly low; speed deliveries.

Free 16-page catalog gives all the facts. Fully illustrated. Shows complete line of railings, columns and matching accessories.

Free "idea" book. "Decorative Ideas in Iron" is loaded with suggestions for unusual ways to use ornamental iron—inside and out.

Both books FREE! Mail this coupon today!

Logan Co.
Dept. HH-6, P. O. Box 6107, Louisville, Ky. 40206
Please send me your new catalog and "Decorative Ideas in Iron" book.
Name
Address
City/State/Zip

Western District: 1426 S. Santa Fe Ave., Los Angeles 90021

Vanity ensemble includes oak-finished Mediterranean style cabinet with center mirror and two side compartments above a wide base, pewter finished top light. faucets and bowl. General Bathroom Products, El Grove Village, Ill. Circle 220 on Reader Service card

Vanity faucet has a single push-pull acrylic handle that controls both water temperature and pressure. Slim-line chrome spout features a concealed aerator. Unit includes pop-up drain with lift knob. Design matches new shower valve. Powers Regulator, Skokie, Ill. Circle 221 on Reader Service card

Space-saver lavatory is only 18" wide by 15" deep. Of vitreous china, it comes in six colors plus white, features an extra large bowl, two recessed soap dishes, an anti-splash rim and concealed front overflow. Gerber Plumbing Fixures, Chicago. Circle 222 on Reader Service card

High-fashion accessories include towel bars, trees and rings in bright brass finish with faceted crystal knobs. Complete line includes paper holders, soap dishes, grab bars, etc., in brass and chrome. Ha-Mack, Cincinnati, Ohio. Circle 223 on Reader Service card
This apartment building came in $100,000 under the estimate. 8" Brick-Bearing Walls provided the structure, exterior and interior finish, fireproofing, and sound control.

Muskegon Retirement Apartments
Muskegon, Michigan
Architect and Structural Engineer
DeVries & Associates
General and Masonry Contractor
Muskegon Construction Company
Owner
Muskegon Retirement Apartments, Inc.

8" brick bearing walls are used through the entire 11 floors of Muskegon Retirement Apartments, in Muskegon, Michigan.

The structural system consists of 8" brick bearing walls and 8" precast concrete floor planks topped with 1 1/2" of concrete.

Eliminating the traditional building framework offers economies, and permits infinite design possibilities. One example is shown in the exterior corner detail to the right.

Construction is simple, and rapid, because all brick wall thicknesses are identical from foundation to roof. In essence, Muskegon Retirement Apartments is a series of 11 one-story buildings, one atop another.

Complete details, including a thorough cost-breakdown of 40 major elements of the building are contained in an 8-page brochure that you can have. Ask your brick salesman for SCPI brick bearing wall Case Study No. 16. Or contact SCPI.
Fountains by RAIN JET

Thousands of crystal-like droplets capture the color and brilliance of underwater lighting and become a shower of diamonds. Thousands in use in homes, industrial and office buildings, banks, restaurants, stores and motels as well as gardens and parks. Patented.

Complete fountain, including 3-ft. bowl, recirculating aquavator and underwater lighting from $199.50. Other size bowls to 8-ft. No plumbing needed. Just provide electrical connection and fill bowl with water. Send for free full-color literature...or for full-color 3-D Viewer ($2.00).

Division of RAIN JET CORP., Dept. HH-31
301 S. Flower St., Box 868, Burbank, Calif. 91503

Whirlpool tub has four jets, two on each side, to activate water. Tub is 5' long, 32" wide including 5¾" seat, 16½" high (2¼" higher than normal), comes in nine colors plus white. Completely assembled. Brig Mfg., Warren, Mich. Circle 224 on Reader Service card

Adjustable shower puts spray wherever needed. Arm is either 16" or 24" long, and head has self-cleaning spray disc. Unit comes with thermostatic (shown) or pressure-equalizing regulator. Milwaukee Faucets, Milwaukee, Wis. Circle 225 on Reader Service card

Compact sauna is 4'x4'x6' high. Prefabricated unit has interiors of redwood, exterior in mahogany veneer or fir plywood, operates on 220 volts, comes completely prewired. Knocked-down shipping weight is 400 lbs. Am Finn Sauna, Camden, N.J. Circle 226 on Reader Service card

Snap-on end panel permits on-the-job conversion of molded shower floors to left- or righthand corner installations. Can be used for 42", 48", 54" and 60" floors. T&g design is integrally molded. Formico Cincinnati, Ohio. Circle 227 on Reader Service card

New products continued on p. 12
Better look into this:

Money is just one of the things it can save you this year.

How would you like to locate one convenient source of a wide selection of the latest finishing products and materials, available at wholesale prices, for fast, free delivery?

You have that source already, if you have the new 1969 Morgan-Wightman catalog on hand. Use it, and save hunting, paperwork, delivery delays, time—and money. One trial order gives all the proof most builders need.

If you don't have your M-W catalog yet, send the coupon and we'll send it immediately, free. The sooner you send, the sooner you save.

On orders of $250 or more ($350 west of Continental Divide).

Please send me the 1969 Morgan-Wightman catalog free of charge.

Name _____________________________
Company ___________________________
Address ____________________________
City ____________________________ State ______ Zip ______

MORGAN WIGHTMAN
P.O. Box 1, St. Louis, Mo. 63166 • Phone (314) 428-9700
BOND-DECK CUTS DECK LAYING COSTS IN HALF AT NO EXTRA COST TO YOUR CREW.

Bond-Deck comes in panels — rather than pieces, which means easy laying of four runs in the time it would normally take to lay one. You save money and your crew saves work, which saves you money again.

Bond-Deck is T & G quality white fir panelized decking made up of four individual 2 x 6's finger-jointed to form eased edge splices matching the rated strength of the wood itself. It comes in two patterns and surfaces — Channel-Groove or V-Groove and smooth or saw-textured face. Prefinished or not. Premium or architectural grade.

To find out which is best for your application, call your local TW&J jobber or write: Bond-Deck, P. O. Box 3498, San Francisco, California 94119. The price is right.
If vinyl is so expensive, why are so many low-cost projects using it to save money?

Here's what dollar-conscious builders are doing in several major developments:

Michigan's largest residential rehabilitation program chooses siding made of Geon vinyl to reduce maintenance expense.

Maryland housing for the elderly project chooses vinyl clad windows for long-time maintenance savings.

Ohio project chooses PVC pipe made of Geon vinyl because it saves from 35 to 50 percent in materials plumbing costs.

The truth about PVC is this: building components made of Geon vinyl do not peel, dent, corrode or need paint, and the long-term dollar savings are substantial. Ask us for facts. Also for free brochure. B.F. Goodrich Chemical Company, Dept. H-17, 3135 Euclid Avenue, Cleveland, Ohio 44115.
NEW WROUGHT IRON CREATIONS
THAT BLEND BEAUTIFULLY WITH
ALMOST EVERY DECOR

See this Scroll Series and other groupings
in the 74-page, full color catalog at your
EJS Distributor’s Showroom, or write EJS.

5465 dia. 23", length 16 1/2", o-a drop 42".
W5442 width 8 1/2", length 13 1/2", proj. 5 1/2".
Candelabra sockets.

NEW PRODUCTS
start on p. 98

Baths

Two-part ensemble includes standard base, with blonde finish an
gold-rubbed white hardware, and matching upper cabinets. Accessories
include hamper, marble-like counter, lightcap, bowl. Williams Product
Elkhart, Ind. Circle 231 on Reader Service card

Companion accessories are a three-in-one tub filler, with diverter an
built-in soap tray, and a shower control with a stainless steel escutcheon
and smooth-surfaced acrylic dial for easy cleaning. Moen, Elyria, Ohio
Circle 232 on Reader Service card

Safety cabinet latch cannot be opened by a child’s hand. The latch
mounts on top of medicine cabinet exterior and requires an adult hand
span to apply pressure simultaneously at three release points. National
Lock, Rockford, Ill. Circle 233 on Reader Service card

New products continued on p. 12
On the Roks. With a twist.

A new kind of built-in fun for your prospects can mean built-in sales for you.

The twist? A Charmglow "Chef's Choice" Gas Grill. It charbroils steaks, hamburgers, kabobs in minutes. With no lighter fluid. No messy ashes. In fact, with no mess at all.

Charmglow Gas Grills come in doubles, singles and portables. With another twist: hickory or almost any other flavor your buyer wants.

Call your local gas company or write: Charmglow Products, Inc., P. O. Box 329, Antioch, Illinois 60002.

Gas makes the big difference.

Costs less, too.

AMERICAN GAS ASSOCIATION, INC.
Quick Henry, the prints!

If you need quick copies, stop waiting and start saving with the Blu-Ray 146 whiteprinter.

With the Blu-Ray 146 semi-automatic, diazo printer-developer, you make check prints on-the-spot—fast and cheap—much cheaper than sending out for blueprints.

The table-top 146 is inexpensive to buy, yet a rugged performer that will work for you all day long. It's the sturdy, quality machine in the compact whiteprinter field and backed by Blu-Ray's exclusive 1-year warranty.

Anyone (even Henry) can operate the table-top 146, just set it up where it's handiest and its 47" throat will take up to 46-inch wide prints and expose and develop them sharply for 1¢ per sq. ft.

Send today for Free brochure and/or a demonstration by one of our 600 dealers coast to coast.

BLU-RAY
INcORPORATED
4524 Westbrook Road
Essex, Conn. 06426
Phone (203) 767-0141

Circle 111 on Reader Service card

Why Not Install the Finest . . . When it Costs No More?
FENESTRA all-steel FOLDING CLOSET DOORS

Fenestra Folding Closet Doors are the finest quality in the industry. Savings result from quick, fool-proof installation. Sizes and designs to meet any decor. Check your local Fenestra distributor...he's listed in the Yellow Pages under "Doors-Metal." Or write for full color brochure.

Circle 142 on Reader Service card

Baths

Triple-mirror cabinet provides three-way viewing. Two extra wide cabinets offer separated storage. Special hardware helps in mounting center mirror on wall. Frame finish is silver or gold. Grote Mfg., Madison Ind. Circle 234 on Reader Service card

Self-ventilating water closet draws air from bowl at 6 cu. ft. per min. at normal supply line pressure. Trip lever, raised, starts ventilating process which continues till lever is down for flushing. Kohler, Kohler Wis. Circle 235 on Reader Service card
Urban rehab: can it be done profitably?

Yes, says this report from National Gypsum which documents the company’s recent experiences in a Columbus, Ohio, pilot rehab project.

The step-by-step account shows that local enterprise can undertake, finance and accomplish within its own community one phase of urban rehab (restoring single-family homes) at a return on investment that encourages continuing interest. The study aims to encourage other builders, lenders and realtors to begin their own local programs that will fill community needs—and return a reasonable profit.

National Gypsum went into partnership with a builder and a realtor in Columbus, supplying the working capital and technical assistance, while the local men supplied day-to-day supervision of all phases of the program. They acquired deteriorated houses on scattered sites throughout the city, paying $3,000 to $4,000 for each house, then spent $5,000 to $6,000 to renovate them and sell them for $12,000 to $14,000. Mortgage payments are $85 to $100, close to—or less than—what buyers have been paying in rent in the same neighborhoods. And the partnership made money as well: profits on four typical case studies included in the report were about $1,000 to $2,000 per house, a return of 25% to 29% on investment. This first success has encouraged the partnership to plan $1.5 million more in rehabilitated housing during the next year. The report offers guidelines, describes the operating methods and includes before and after photos. For a free copy, circle 300 on Reader Service card.

LIGHTING FIXTURES. More than 650 individual fixtures are described and illustrated in full-color and black-and-white photographs and drawings. Included are chandeliers, wall lights, pendants, recessed ceiling fixtures, post lights and lanterns and fluorescent lights in colonial, contemporary, Mediterranean, French and Italian styles with glass. Complete ordering information given. Progress Lighting, Philadelphia, Pa. Circle 303 on Reader Service card.

FLOORING. “Mod” look vinyl-asbestos tiles in nine brilliant or muted color chip combinations are only part of a complete line of new and continuing patterns illustrated in a 24-page full-color booklet. Also included: vinyl polymer tiles with through-the-tile patterns for hard-use areas and light commercial installations, adhesive-backed peel-and-stick tiles, marbelized vinyl asbestos and heavy-duty asphalt asbestos in a full-color range, cushioned vinyl sheets reinforced with fiberglass, vinyl cove bases and a range of adhesives and cleaners. Flintkote, New York City. Circle 302 on Reader Service card.

or copies of free literature, circle the indicated number on the Reader Service card, p. 107

JSTOM REFRIGERATORS. A kitchen design kit includes manufacturer’s brochures on U-shaped freestanding or built-in custom-like refrigerators and freezers, two icemakers and a fresh fruit and vegetable center, plus information on factory service policies and instructions and detail drawings for properly leveling, squaring and aligning refrigerators for built-in installations. Sub-Zero, Madison, Wis. Circle 301 on Reader Service card.

WE are looking for the best young man we can find—with a lot of experience and determination packed into relatively few years of professional activity.

You must be:

* Skilled in land procurement
* Knowledgeable in construction techniques
* Able to be a growing manager in a dynamic builder/developer corporation
* Experienced in conceiving, planning and executing
* Aware of zoning and ordinance regulatory work

ARE YOU THIS CREATIVE INDIVIDUAL?

If your need may be your personal route to success, unprecedented growth has created this strong requirement for management talent. We offer the financial management resources of a diversified, successful company with an outstanding management group. This is listed, public corporation where individual performance is recognized. Our employees know of this ad.

RESPOND IN CONFIDENCE TO:

14 Hill Circle
MARLBORO, NEW JERSEY 07746
an equal opportunity employer

NEW LITERATURE

Move them up to the elegance of “Thai-Teak” Floors
WITHOUT MOVING THEM OUT OF THEIR PRICE RANGE!

Thai-Teak (Botanical name, Tectona Grandis; imported from Thailand) is lustrous and luxurious... easy to maintain with just an occasional waxing... withstands the hardest wear... resists termite, rot, decay... is available at a cost that compares with medium-priced carpet and vinyl... comes in 85 different patterns.

See our insert in Sweet's Light Construction Catalog. For complete details, attach coupon below to your firm's letterhead.

619 BANGKOK INDUSTRIES, INC., 1545 W. Passyunk Ave., Phila., Pa. 19145
Please have your representative call on me.
Please send details on Thai-Teak Custom Flooring.
NAME
ADDRESS

NEW LITERATURE

or copies of free literature, circle the indicated number on the Reader Service card, p. 107

JSTOM REFRIGERATORS. A kitchen design kit includes manufacturer's brochures on U-shaped freestanding or built-in custom-like refrigerators and freezers, two icemakers and a fresh fruit and vegetable center, plus information on factory service policies and instructions and detail drawings for properly leveling, squaring and aligning refrigerators for built-in installations. Sub-Zero, Madison, Wis. Circle 301 on Reader Service card.

WE are looking for the best young man we can find—with a lot of experience and determination packed into relatively few years of professional activity.

You must be:

* Skilled in land procurement
* Knowledgeable in construction techniques
* Able to be a growing manager in a dynamic builder/developer corporation
* Experienced in conceiving, planning and executing
* Aware of zoning and ordinance regulatory work

ARE YOU THIS CREATIVE INDIVIDUAL?

If your need may be your personal route to success, unprecedented growth has created this strong requirement for management talent. We offer the financial management resources of a diversified, successful company with an outstanding management group. This is listed, public corporation where individual performance is recognized. Our employees know of this ad.

RESPOND IN CONFIDENCE TO:

14 Hill Circle
MARLBORO, NEW JERSEY 07746
an equal opportunity employer

NEW LITERATURE

Move them up to the elegance of “Thai-Teak” Floors
WITHOUT MOVING THEM OUT OF THEIR PRICE RANGE!

Thai-Teak (Botanical name, Tectona Grandis; imported from Thailand) is lustrous and luxurious... easy to maintain with just an occasional waxing... withstands the hardest wear... resists termite, rot, decay... is available at a cost that compares with medium-priced carpet and vinyl... comes in 85 different patterns.

See our insert in Sweet's Light Construction Catalog. For complete details, attach coupon below to your firm's letterhead.

619 BANGKOK INDUSTRIES, INC., 1545 W. Passyunk Ave., Phila., Pa. 19145
Please have your representative call on me.
Please send details on Thai-Teak Custom Flooring.
NAME
ADDRESS

NEW LITERATURE

or copies of free literature, circle the indicated number on the Reader Service card, p. 107

JSTOM REFRIGERATORS. A kitchen design kit includes manufacturer's brochures on U-shaped freestanding or built-in custom-like refrigerators and freezers, two icemakers and a fresh fruit and vegetable center, plus information on factory service policies and instructions and detail drawings for properly leveling, squaring and aligning refrigerators for built-in installations. Sub-Zero, Madison, Wis. Circle 301 on Reader Service card.

WE are looking for the best young man we can find—with a lot of experience and determination packed into relatively few years of professional activity.

You must be:

* Skilled in land procurement
* Knowledgeable in construction techniques
* Able to be a growing manager in a dynamic builder/developer corporation
* Experienced in conceiving, planning and executing
* Aware of zoning and ordinance regulatory work

ARE YOU THIS CREATIVE INDIVIDUAL?

If your need may be your personal route to success, unprecedented growth has created this strong requirement for management talent. We offer the financial management resources of a diversified, successful company with an outstanding management group. This is listed, public corporation where individual performance is recognized. Our employees know of this ad.

RESPOND IN CONFIDENCE TO:

14 Hill Circle
MARLBORO, NEW JERSEY 07746
an equal opportunity employer

NEW LITERATURE

Move them up to the elegance of “Thai-Teak” Floors
WITHOUT MOVING THEM OUT OF THEIR PRICE RANGE!

Thai-Teak (Botanical name, Tectona Grandis; imported from Thailand) is lustrous and luxurious... easy to maintain with just an occasional waxing... withstands the hardest wear... resists termite, rot, decay... is available at a cost that compares with medium-priced carpet and vinyl... comes in 85 different patterns.

See our insert in Sweet's Light Construction Catalog. For complete details, attach coupon below to your firm's letterhead.

619 BANGKOK INDUSTRIES, INC., 1545 W. Passyunk Ave., Phila., Pa. 19145
Please have your representative call on me.
Please send details on Thai-Teak Custom Flooring.
NAME
ADDRESS

NEW LITERATURE

or copies of free literature, circle the indicated number on the Reader Service card, p. 107

JSTOM REFRIGERATORS. A kitchen design kit includes manufacturer's brochures on U-shaped freestanding or built-in custom-like refrigerators and freezers, two icemakers and a fresh fruit and vegetable center, plus information on factory service policies and instructions and detail drawings for properly leveling, squaring and aligning refrigerators for built-in installations. Sub-Zero, Madison, Wis. Circle 301 on Reader Service card.

WE are looking for the best young man we can find—with a lot of experience and determination packed into relatively few years of professional activity.

You must be:

* Skilled in land procurement
* Knowledgeable in construction techniques
* Able to be a growing manager in a dynamic builder/developer corporation
* Experienced in conceiving, planning and executing
* Aware of zoning and ordinance regulatory work

ARE YOU THIS CREATIVE INDIVIDUAL?

If your need may be your personal route to success, unprecedented growth has created this strong requirement for management talent. We offer the financial management resources of a diversified, successful company with an outstanding management group. This is listed, public corporation where individual performance is recognized. Our employees know of this ad.

RESPOND IN CONFIDENCE TO:

14 Hill Circle
MARLBORO, NEW JERSEY 07746
an equal opportunity employer

NEW LITERATURE

Move them up to the elegance of “Thai-Teak” Floors
WITHOUT MOVING THEM OUT OF THEIR PRICE RANGE!

Thai-Teak (Botanical name, Tectona Grandis; imported from Thailand) is lustrous and luxurious... easy to maintain with just an occasional waxing... withstands the hardest wear... resists termite, rot, decay... is available at a cost that compares with medium-priced carpet and vinyl... comes in 85 different patterns.

See our insert in Sweet's Light Construction Catalog. For complete details, attach coupon below to your firm's letterhead.

619 BANGKOK INDUSTRIES, INC., 1545 W. Passyunk Ave., Phila., Pa. 19145
Please have your representative call on me.
Please send details on Thai-Teak Custom Flooring.
NAME
ADDRESS
NEW LITERATURE
continued from p. 135

Low-rise design ideas
More builders are going into multifamily construction every year, and more of each year's multifamily units are low-rise apartments and townhouses. This booklet shows ideas in low-rise design from more than 20 new urban, suburban and resort projects. The emphasis, in four-color and black-and-white photos, is on the use of redwood for siding, interior paneling and ceilings, balconies, decks, mansard and pyramid roofs, as well as architectural ornamentation. Redwood's advantages—warmth of appearance, low maintenance and resistance to fire, termites and decay—are discussed. For a copy of the ten-page booklet, send 10¢ to: Service Library, Department R.M., California Redwood Assn., 617 Montgomery St., San Francisco 94111.

GARAGE-DOOR HARDWARE. Four spec sheets show tracks and hardware for residential and commercial overhead garage doors. The leaflets tell how to order and use the hardware for various sizes of doors and loads. Drawings illustrate parts, accessories and installations. Charts show overhead clearance paths. Roberts Consolidated Industries, City of Industry, Calif. Circle 304 on Reader Service card

ROTARY DIMMERS. A spec sheet describes a new line of 1,000-, 1,500- and 2,000-watt dimmers with full-range controls. Units mount in single-gang switch boxes for easy conversion from standard switches. Leviton, Brooklyn, N.Y. Circle 305 on Reader Service card

VINYL-SURFACED WALLBOARD. A sample kit contains 15 swatches of vinyl surfacing for gypsum wallboard. Included are three wood grains (walnut, cherry and pecan), three patterns and three textures. Colors of patterned and textured vinyl are gold, black, sand, fawn, honey, beige, green, blue, avocado, orange and white. Also included is information on specifications and applications. Drawings show the two types of edges available and seven types of color-matched aluminum moldings. Georgia-Pacific, Portland, Ore. Circle 306 on Reader Service card

Ever thought of building or financing a motel?

This sixteen-page booklet describes how six Holiday Inns were designed by six different architects, all of whom provided good long-term investments. Every one was built of materials that can provide a good long-term investment. These buildings were planned so they could be erected fast, saving interest on construction loans, saving premium construction insurance, and cutting on on-the-job labor. One project was completed in only 32 days after ground-breaking. But even more important, all can be kept in top shape year after year with a low investment in maintenance. Because every one uses first class materials, with masonry walls and Flexicore precast concrete floors and roofs. Add to this the insurance savings of over $18,000. You'll find this booklet valuable if you are interested in any type of multiple-resident construction, apartments, retirement homes, or motels. I'll be happy to send you a copy. write for “Holiday Inn Report,” Flexicore Co., Inc., P.O. Box 825, Dayton, Ohio 45401.

Robert E. Smith
Vice President and Manager
Many architects and builders think that all the sliding glass doors they specify or buy are now glazed with safety glass.

Not so.

Not unless you specify it.

That bit of news might make you a little nervous, because of the number of accidents involving sliding glass doors.

Since 1959, we have been doing everything in our power to bring about the universal use of safety glass in all sliding glass doors.

And all the noise we have made about it may have led you to believe the job was done.

It isn't. But the first significant accomplishment has now been made.

An industry standard has recently been approved which specifies that safety glazing materials be used in aluminum sliding glass doors. This reference is now contained in USA Standard A134.2—1968, of which AAMA is the sponsor.

But you will be able to tell for certain which doors are safety-glazed by looking for these labels on the glass and on the aluminum frames.

This label in itself is not a certification label. It is intended to alert the user to the presence of a small permanently, etched certification mark near one corner of the glass. Look for it.

This label is a certification label. Although it certifies compliance with this USA standard for sliding glass doors, it does not necessarily assure this presence of safety glass.

The purpose of this advertisement is to clear up any misapprehensions you may have about sliding glass door safety-glazing, and to warn you of the facts.

For the specifications which will protect your customers and you, plus a list of products which live up to these specifications, write us.
Join the Sta-Smooth rebellion.

Kick the old habit. Get on the highroad to more profit and fewer hangups with trouble-free drywall. Now there's a new system that's miles ahead of the system you're now using.

It's the Gold Bond Sta-Smooth system. A two-trip system that eliminates ridging or beading caused by moisture and unseasoned lumber.

The secret is in the deep V joint formed by the Sta-Smooth wallboard. When used with Sta-Smooth Compound, together they form a joint with extra inner strength, stronger than the wallboard itself.

Use the Gold Bond® Sta-Smooth system and build walls and ceilings that are stronger than conventional drywall systems.

Overthrowing outmoded methods is a National responsibility.

Gypsum Company

The name Gold Bond identifies fine building products from the National Gypsum Company. For full information on the Sta-Smooth system, write Dept. HH-69G, Buffalo, New York 14225.
# House & Home Advertisers' Index

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Plywood Assn.</td>
<td>108W1</td>
</tr>
<tr>
<td>American Gas Assn.</td>
<td>111</td>
</tr>
<tr>
<td>Bangkok Industries</td>
<td>135</td>
</tr>
<tr>
<td>Architectural Aluminum Mfg. Assn.</td>
<td>137</td>
</tr>
<tr>
<td>Armstrong Cork Co.</td>
<td>142, 3rd Cover</td>
</tr>
<tr>
<td>B. F. Goodrich Chemical Co.</td>
<td>121</td>
</tr>
<tr>
<td>Cast Iron Pipe Research Assn.</td>
<td>46</td>
</tr>
<tr>
<td>Chevrolet Motor Div. (General Motors Corp.)</td>
<td>28</td>
</tr>
<tr>
<td>Condon-King Co.</td>
<td>48</td>
</tr>
<tr>
<td>Caradco, Inc.</td>
<td>33</td>
</tr>
<tr>
<td>Celotex Corp.</td>
<td>100, 101</td>
</tr>
<tr>
<td>SKF Bearings Corp.</td>
<td>24</td>
</tr>
<tr>
<td>Condor-King Co.</td>
<td>48</td>
</tr>
<tr>
<td>Davidsson's Lumber Co.</td>
<td>108N4A, N4B</td>
</tr>
<tr>
<td>Duofast Fastener Corp.</td>
<td>99</td>
</tr>
<tr>
<td>Duraflake Co.</td>
<td>43</td>
</tr>
<tr>
<td>Dur-o-wal</td>
<td>10, 11</td>
</tr>
<tr>
<td>EJ's Lighting Corp.</td>
<td>122</td>
</tr>
<tr>
<td>Edison Institute</td>
<td>24</td>
</tr>
<tr>
<td>Eljer Plumbingware Div. (Wallace-Murray Corp.)</td>
<td>113, 114, 115</td>
</tr>
<tr>
<td>Fenestra</td>
<td>124</td>
</tr>
<tr>
<td>Fire Products Dept.</td>
<td>21</td>
</tr>
<tr>
<td>Flexicore Co., Inc.</td>
<td>136</td>
</tr>
<tr>
<td>Floor-Float-Away Door Co.</td>
<td>47</td>
</tr>
<tr>
<td>Florida Gas Transmission</td>
<td>108SA, SB</td>
</tr>
<tr>
<td>Formica Corp.</td>
<td>103</td>
</tr>
<tr>
<td>Frant Mfg.</td>
<td>108M1, N2</td>
</tr>
<tr>
<td>Georgia-Pacific Corp.</td>
<td>125, 126</td>
</tr>
<tr>
<td>Hergenrath, Gibson, Hanrahan &amp; Assoc.</td>
<td>102</td>
</tr>
<tr>
<td>Home Comfort Products Co.</td>
<td>133, 134</td>
</tr>
<tr>
<td>Inland Homes Corp.</td>
<td>108M4, N1</td>
</tr>
<tr>
<td>International Pipe &amp; Ceramics Corp.</td>
<td>108W2</td>
</tr>
<tr>
<td>Ives Co., H. B.</td>
<td>20</td>
</tr>
<tr>
<td>Kingsbury Homes</td>
<td>9</td>
</tr>
<tr>
<td>KitchenAid Home Dishwasher Div. (Hobart Mfg. Co.)</td>
<td>91</td>
</tr>
<tr>
<td>Kohler Co.</td>
<td>27</td>
</tr>
<tr>
<td>Koppers Co., Inc.</td>
<td>109</td>
</tr>
<tr>
<td>Kwisket (Div. of Emhart Corp.)</td>
<td>37</td>
</tr>
<tr>
<td>Lehigh Products, Inc.</td>
<td>131, 132</td>
</tr>
<tr>
<td>Libby · Owens · Ford Co.</td>
<td>40, 41, 96, 97</td>
</tr>
<tr>
<td>Logan Co.</td>
<td>116</td>
</tr>
<tr>
<td>3M Co.</td>
<td>56</td>
</tr>
<tr>
<td>Morgan-Wightman Supply Co.</td>
<td>119</td>
</tr>
<tr>
<td>National Gypsum Co.</td>
<td>138, 139</td>
</tr>
<tr>
<td>National Oak Flooring Mfrs. Assn.</td>
<td>45</td>
</tr>
<tr>
<td>NuTone, Inc.</td>
<td>Cover II, 1, 2</td>
</tr>
<tr>
<td>Overhead Door Corp.</td>
<td>54, 55</td>
</tr>
<tr>
<td>PPG Industries</td>
<td>52, 53</td>
</tr>
<tr>
<td>Pacific Clay Products</td>
<td>108W5</td>
</tr>
<tr>
<td>Pacific Lumber Co.</td>
<td>17</td>
</tr>
<tr>
<td>Panel Clip Co.</td>
<td>122</td>
</tr>
<tr>
<td>Payne Co., The</td>
<td>108W4, SW1</td>
</tr>
<tr>
<td>Pease Woodwork Co.</td>
<td>34, 35</td>
</tr>
<tr>
<td>Pella Rolscreen Co.</td>
<td>105, 106</td>
</tr>
<tr>
<td>Philip Carey Corp.</td>
<td>25</td>
</tr>
<tr>
<td>Potlatch Forests, Inc.</td>
<td>51</td>
</tr>
<tr>
<td>Price Pfister Brass Mfg. Co.</td>
<td>49</td>
</tr>
<tr>
<td>Quality Courts Motels, Inc.</td>
<td>26</td>
</tr>
<tr>
<td>Rain Jet Corp.</td>
<td>118</td>
</tr>
<tr>
<td>Red Cedar Shingle &amp; Handsplit Shake Bureau</td>
<td>98A</td>
</tr>
<tr>
<td>Reynolds Metals Co.</td>
<td>32</td>
</tr>
<tr>
<td>Richard Fite</td>
<td>108E2</td>
</tr>
<tr>
<td>Rimco</td>
<td>108E1, M3, N3</td>
</tr>
<tr>
<td>St. Regis Paper Co.</td>
<td>19</td>
</tr>
<tr>
<td>Schumacher Co., F. E.</td>
<td>108E4, N4</td>
</tr>
<tr>
<td>Senco Products, Inc.</td>
<td>141</td>
</tr>
<tr>
<td>Shakertain Corp.</td>
<td>44</td>
</tr>
<tr>
<td>Southern California Edison Co.</td>
<td>108W3</td>
</tr>
<tr>
<td>Standard Dry Wall Products, Inc.</td>
<td>9B</td>
</tr>
<tr>
<td>Structural Clay Products Institute</td>
<td>117</td>
</tr>
<tr>
<td>Tarler, Webster &amp; Johnson</td>
<td>120</td>
</tr>
<tr>
<td>United States Gypsum Co.</td>
<td>88, 89</td>
</tr>
<tr>
<td>United States Plywood</td>
<td>29</td>
</tr>
<tr>
<td>United States Steel Homes (Div. of U.S. Steel)</td>
<td>98C</td>
</tr>
<tr>
<td>Vega Industries</td>
<td>42</td>
</tr>
<tr>
<td>Ventarama Skylight Co.</td>
<td>118</td>
</tr>
<tr>
<td>Wenczel Tile Co.</td>
<td>38</td>
</tr>
<tr>
<td>Wesco Electric Heater Co.</td>
<td>136</td>
</tr>
<tr>
<td>Weslock Co.</td>
<td>13</td>
</tr>
<tr>
<td>Western Wood Products Assn.</td>
<td>22, 23</td>
</tr>
<tr>
<td>Western Woodworking Co.</td>
<td>46th Cover</td>
</tr>
<tr>
<td>Whirlpool Corp.</td>
<td>39</td>
</tr>
<tr>
<td>Wood Information Bureau</td>
<td>108W6</td>
</tr>
</tbody>
</table>

**ADVERTISING SALES STAFF**

**ATLANTA** 30309
Glen N. Dougherty
1375 Peachtree St. N.E.
(404) 892-2558

**BOSTON** 02116
David Persson
McGraw Hill Bldg.,
607 Boylston St.
(617) 262-1160

**CHICAGO** 60611
John L. Filson;
James R. Schaffer;
Ray W. Stoddard,
645 N. Michigan Ave.,
(312) 664-5800

**CLEVELAND** 44113
Milton H. Hall, Jr.
55 Public Square
(216) 781-7006

**DALLAS** 75201
Richard Poole,
1800 Republic Natl. Bank Tower
(214) 774-7772

**DENVER** 80202
Richard W. Carpenter
1700 Broadway,
(303) 255-5483

**DETROIT** 48226
Stuart G. McKenzie
2600 Penobscot Bldg.
(313) 962-1791

**HOUSTON** 77002
Robert A. Wallin
2270 Humble Bldg.,
(713) 254-3831

**LOS ANGELES** 90017
Donald Hanson,
1125 W. Sixth St.,
(213) 482-5450

**NEW YORK** 10036
Charles M. Murtaugh
500 Fifth Ave.,
(212) 971-3686

**PHILADELPHIA** 19103
Donald C. Stanley
Six Penn Center Plaza
(215) 568-6161

**PORTLAND** 97204
Linwood S. Williams
Mohan Bldg.,
222 S.W. Morrison St.,
Suite 218
(503) 223-3118

**SAN FRANCISCO** 94111
Stephen D. Blacker
225 California St.,
(415) 362-5600

**ADVERTISING PRODUCTION MANAGER**
Vito De Stefano
McGraw Hill, Inc.
330 West 42nd St.
New York, N.Y. 10036
(212) 971-3204

---

The advertising index and reader service numbers published by HOUSE & HOME is a service to its readers. HOUSE & HOME does not assume responsibility to advertisers for errors or omissions.

W denotes Western edition
M denotes Mid-Western edition
N denotes North Central edition
E denotes Eastern edition
S denotes Southern edition
SW denotes Southwest (Ying)
The Senco-Nail:™
a spectacular new nail for the spectacular all new nailer from Senco

World's only power driven nail totally acceptable for finish work. It's the Senco-Nail... the neat nail. A true, full-headed finish nail that won't gouge, won't leave ugly, frayed pits like imitation finish nails, old fashioned squareheads and other "first generation" fasteners. Drives clean, counter-sinks beautifully (see enlarged photo below) for spectacular results!

World's only power nailer with fully automatic firing and a cabinet maker's touch. It's the Sen-Nailer... the light nailer. 3 3/4 lbs. of perfect balance. Sinks up to 12 Senco-Nails per sec. (Senco-Matic® with one trigger squeeze. Gets in and out of tight spots easily with its tilted, 30° magazine, extra-small guide body lip. So easy to use, your least experienced employee can become a craftsman with it—at production speeds—practically overnight.

The SN-I Sen-Nailer drives popular 1" to 1 1/2" length Senco-Nails. Tool capacity: 100-plus per loading. Exclusive Sencoting® optional. Painted heads available for flush driving. For a touch of the spectacular in your nailing, contact Senco Products, Inc., Cincinnati, Ohio 45244 Dept. 109

Senco... where the Big Ideas in fastening come from

Branches in all principal cities of the world
Give your homes “the soft sell” with an Armstrong cushioned vinyl floor in the kitchen.

This is something new from Armstrong called Castilian™... a cushioned vinyl floor that has several things going for it... for you as well as for your buyers.

Castilian’s 12-foot width and flexibility give you faster, labor-saving installations. In most kitchens, there are no seams to cut. And with the modified loose-lay system, no adhesive to apply. These cost-cutting installation features are in addition to the savings you get with Castilian’s inviting, low price.

Beyond its cushioned comfort and quietness, Castilian’s bright, heartwarming designs and colors can help make your house the one people warm up to... the one they want to hold their housewarming in.

Armstrong can help you sell your homes with display and merchandising aids, too. As a starter, send for our Builder’s Color Scheme Kit with actual fabric, paint, and flooring samples coordinated by professional decorators in six dramatic schemes. IT’S FREE! Write Armstrong, 906 Sixth Street, Lancaster, Pa. 17604.

Shown here is new Castilian Corte (69032), just one of 18 color patterns available. Walking proof Armstrong thinks kitchens should be colorful and comfortable. (Floor design copyright by Armstrong)
Introducing: Superwide laminated decking from Weyerhaeuser®.

It's Ponderosa pine in 8, 10 and 12-inch widths of precision-made laminated decking.

The extra width means extra economy. There are fewer parts to handle, and it takes less labor.

And you get beauty as well as efficiency.

The new superwides are available in all the standard surface patterns, textures and architectural and standard grades from Weyerhaeuser.

Prestaining available. You can specify both pine and hemlock decking prestained in a choice of six Olympic® Stain tones. They're standard colors, easy to match if you finish the trim at the site. Custom staining is also available in any color you choose.

To learn more about our new wide decking, laminated beams and other Weyerhaeuser products, send us the coupon.

To: Weyerhaeuser Company, Box B-5926
Tacoma, Washington 98401
I'm interested. Send me the facts on Weyerhaeuser superwide laminated decking.

Name
Firm
Address
City
State Zip