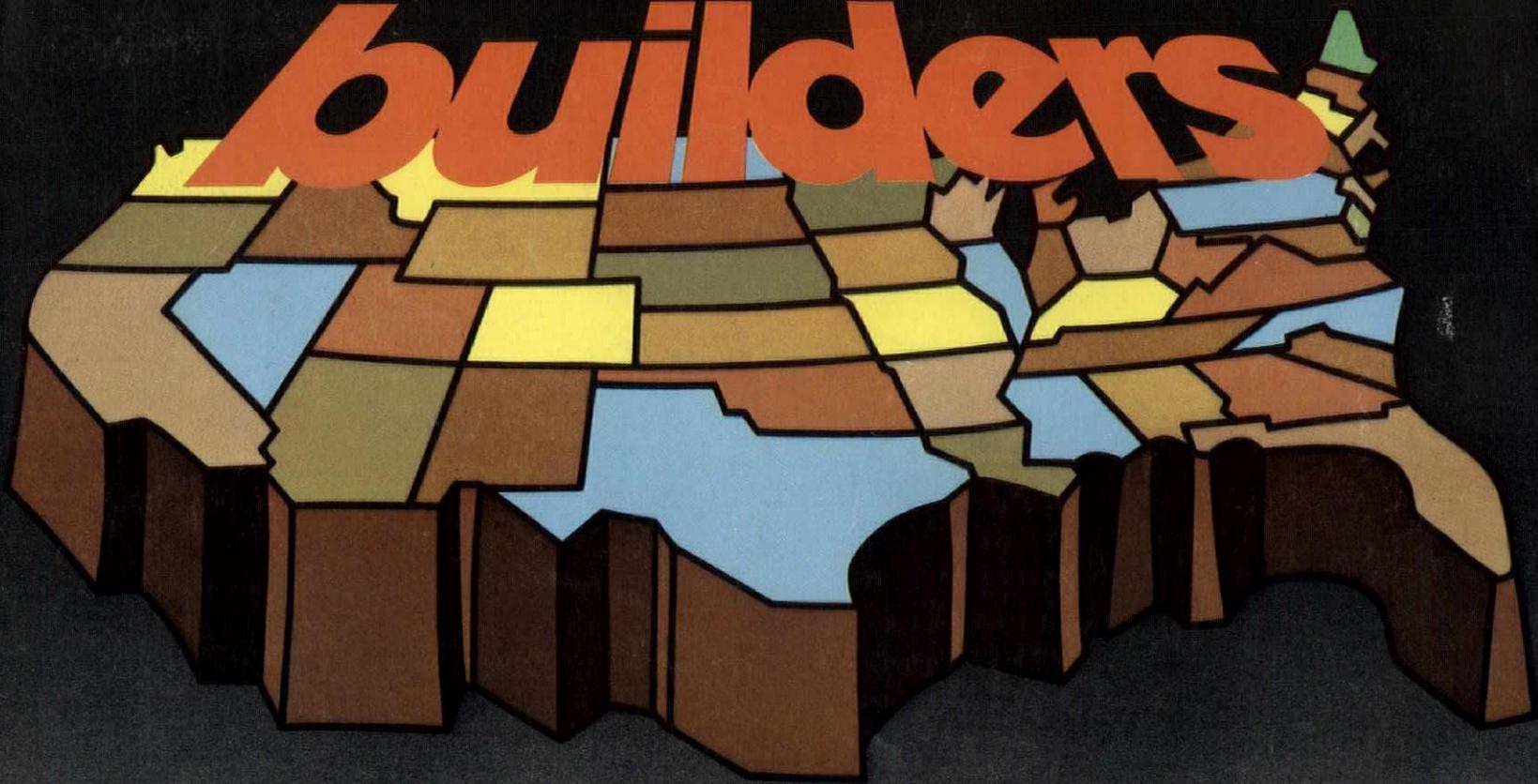


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The Nixon Administration takes first steps to ease rise of lumber prices

No sooner had the homebuilders left Washington after their lumber crisis march (see page 8) than the Administration announced a series of moves to increase lumber supplies and check spiraling prices.

The homebuilders had protested that lumber costs have added \$1,200 to the price of an average house in the last six months alone.

John T. Dunlop, director of the Cost of Living Council, admitted that February softwood lumber prices were up 8% from January and told Senator John Sparkman's housing subcommittee hearing on lumber prices that:

1. The Cost of Living Council had scheduled public hearings to determine whether to reimpose controls under a plan that could include a limitation on mark-ups or gross margins, a narrowing of the small business exemption to bring more of the industry under controls and more detailed reporting and record-keeping requirements.

2. The Administration was moving to increase the cut from national forests. Agriculture Secretary Earl Butz had appointed a task force to see that 11.8 billion board feet are sold in calendar 1973 instead of the 10 billion board feet originally

planned. The task force will also "set higher output goals and develop specific action plans for 1974 and 1975."

3. The U.S. has been negotiating with the Japanese to reduce log exports, and Japan has agreed to "set a specific goal" to ensure that her imports don't "inconvenience" the U.S.

4. The Transportation Department has been asked to resolve rail car bottlenecks caused by the demand for cars to ship the grain bound for the U.S.S.R.

No investigation. The Admin-

istration did not act on the builders' demand for an investigation of the entire sales, pricing and distribution system of lumber. Some builders had claimed that the big mills were using computers to fine-tune the supply into the demand, always keeping the supply a few percentage points below demand to keep the pressure on prices.

President George Martin of NAHB termed the Administration's moves "very welcome news" but warned that similar crises would recur periodically

unless long-range actions were taken.

The most important was to assure a more sensible use of the federal forest lands, Martin said.

Martin's position coincided with that of the lumber industry, which has long hammered away at the Administration's failure to come up with a long-term plan for a more generous forest policy.

'Psychological impact.' The lumber industry has been advocating increased timber sales from federal lands as the cure for the price ills. It contends that, as prices for lumber products are set in a classic free-market auction, higher prices are the classic response to the surge of demand created by the housing boom.

Still, Charles W. Bingham, vice president of Weyerhaeuser Co., the largest lumber producer, feels that the "psychological impact" of the plan to expand timber harvests will not be felt "until the first sale the forest service puts on."

A builder agrees—bitterly: "Until that happens, timber owners aren't inclined to cut the timber they now own. All they're doing is watching that standing timber get more valuable."

—DON LOOMIS
McGraw-Hill World News,
Washington

Comment

President Nixon and the builders

When the Senate sustained President Nixon's veto of the vocational rehabilitation bill, it became clear, or should have become clear to everyone, that the Administration can make its economic postures stick. What it means to housing is that the Administration does not have to do anything for housing if it chooses not to. It chooses not to at the moment. It means that all of the protests over new housing subsidy authorization freezes are simply whistling Dixie, and those making the protests might as well know it now as later.

RICHARD W. O'NEILL
in *The O'Neill Letter*, April 10

All that noise out of Congress adds up to this: no housing bill this year

Chances for Congress to enact housing legislation this year are just about zero.

The outlook became clear within a few minutes after housing Secretary James Lynn appeared last month before Senator John Sparkman's housing subcommittee. Lynn was summoned to answer questions about how he and his aides are going about the reevaluation of the housing subsidy programs, frozen last January. The object is to compare them with other housing options to see which seem best to President Nixon.

The critical fact is that Lynn now has until Sept. 7 to come up with recommendations for the President. Sparkman made it clear that receipt of the Administration's recommendations as late as next September will mean that legislation would almost certainly be carried over into next year.

"If we don't get it finished by the time Congress adjourns," Sparkman told Lynn and the committee, "at least it won't die as it did last year."

On into summer. Failure to complete their legislative work this year, Washington housing experts agree, suggests strongly that Congress isn't likely then to get it done before the late spring or summer of 1974.

The last Congress worked two years on a bill containing many Administration proposals. But then the House democratic leaders knocked it to the ground after the House Banking Committee jammed through a highly controversial measure at the tag-end of the session last year.

The Administration may not adhere completely to its Sept. 7 deadline, either. Lynn gave a fuzzy reply to a direct question as to whether draft legislation for Congress to work on would be

presented along with the Administration's housing policy recommendations. Lynn's implication that this might come later prompted Senator John Tower of Texas, top Republican on the committee, to advise Lynn: "It would be in your best interest to have legislation ready at that time."

Research. The pressure to meet the deadline is heaviest for Michael Moskow, assistant secretary for policy development and research, who has the evaluation assignment as his major responsibility. He's a 35-year-old economist who has been at the Council of Economic Advisers and the Labor Dept. He'll have working on the project about 25 HUD staffers organized into four teams.

Team 1, led by Arthur Newburg, former director of Project Breakthrough, will answer such questions as: Is the 26 million

unit national housing goal set in 1968 still sound? Are subsidies necessary?

Team 2, led by David Lafayette, whom Moskow brought to HUD from the Labor Dept., and team 3, led by Judy Segal, a housing expert at the moribund Office of Economic Opportunity, will evaluate how well existing programs are meeting legislative guidelines; team 4, led by Robert Sangster, who was chief of FHA's subsidized mortgage insurance division, will "flesh out" major alternatives to existing programs.

Out in cold. Where does Congress fit into all this?

"We don't," said one Capitol Hill staffer after a Moskow briefing.

And one housing consultant said the question is whether the whole study "leads to a policy decision or supports one already made."

—D.L.

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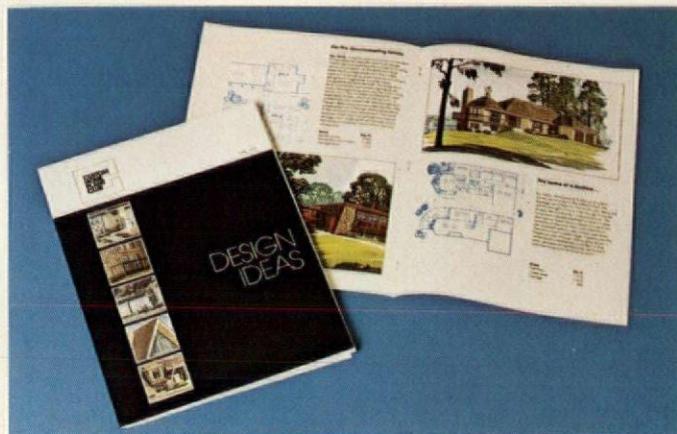
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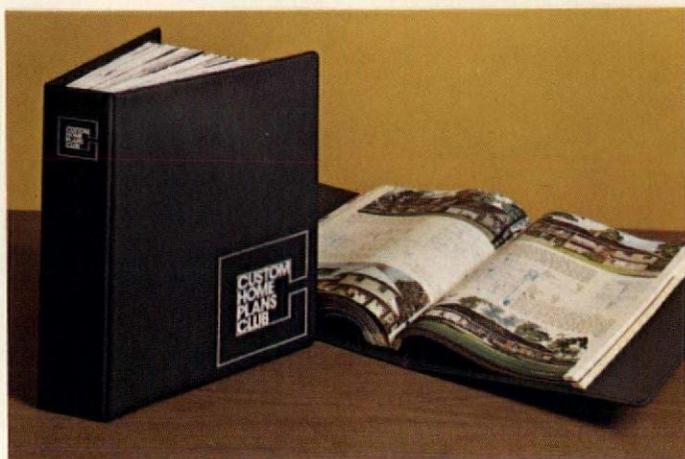
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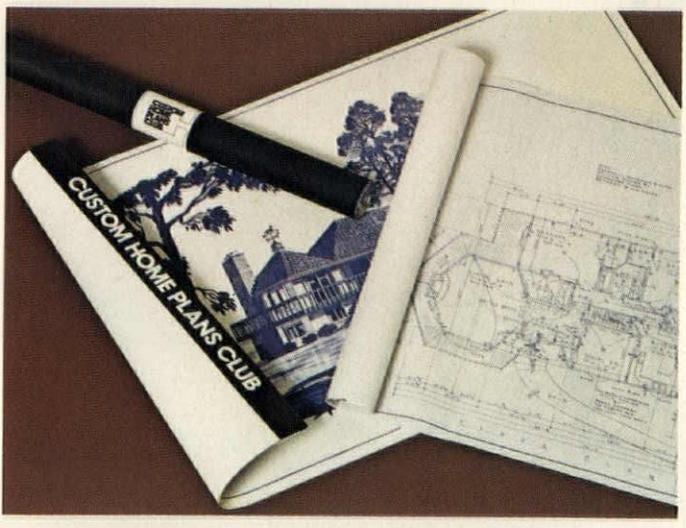
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Homebuilders march on Washington to nail a ceiling on lumber prices

Fifteen hundred strong they converged on Washington by plane, train, bus and car from 41 states. The problem was clear: Lumber prices were too high, supplies too low. And no solution was in sight.

The NAHB had drafted a series of recommendations, including:

1. an immediate embargo on exports of logs and lumber

2. a full-scale investigation of the system of log sales from federal forests

3. the release of impounded funds to the U.S. Forest Service

4. action by the Cost of Living Council

'Nothing ventured . . .' The builders pressed for these recommendations even though they recognized how deeply they ran counter to the Nixon Administration's policies.

But, as Al Feibel of Milburn, N.J., put it:

"If you don't at least try, nothing will happen."

Feibel, who had traveled most of the night by chartered bus with a delegation from the Somerset and Morris Counties HBA, was typical of the builders who rallied for the march knowing that they could not return home proclaiming success.

Iceberg. Bob Widdicombe, executive vice president of the Greater Chicago HBA, explained:

"We're dealing with the tip of an iceberg when we touch on any one solution. That's why you can't offer a legislator something neat and positive to which he can say, 'Yes, I'm for it. You can count on me to vote for it.' What's he going to vote for?"

Still, the consensus was that the march was worth the effort.

"These guys don't know a damn thing about what's going on but they know they're in the middle of something," another



March on wheels: Builders arrive on Hill via bus caravan.



Hallway huddle: Jersey builders brief Sen. Case's aide.

builder added.

Progress. Four days later, when a Senate subcommittee opened hearings to study the lumber price problem, Washington showed that it had indeed taken notice. John T. Dunlop, director of the Cost of Living Council, announced that the Administration was taking several steps to increase the lumber supply, including scheduling hearings on reimposing controls (see page 4).

Aid to consumers. Lumber shortages and delivery delays were worsening under Phase III even before the spring building spurt had begun, and so the NAHB hastily set a date for the march. Still, it staged the event with military precision.

Builders gathered in the Sheraton Park hotel to hear NAHB Vice President Lewis Cenko tell them:

"More and more families are shut off from the decent homes and apartments they need while logs and lumber go floating off to other lands to build homes for other people."

To the front. Packets of ammunition were distributed: a map of Capitol Hill, office and telephone numbers of senators and congressmen, questionnaires to determine attitudes on the issues and sets of cards and

graphs describing the problem and recommending solutions. Thus armed, the homebuilders boarded a fleet of chartered buses for downtown.

On the Hill, they jammed the reception areas as secretaries, prepared for delegations of four or five, scurried to find space for the congressmen to meet twenty or thirty. In some cases the builders were shunted from room to room, building to building as congressmen failed to appear and legislative assistants struggled to take their places.

"Senator Case is very concerned about your situation. But he doesn't want to introduce any bills," Alan Boyd, Case's executive assistant, told a group of New Jersey builders huddled at the entrance to a committee room.

Their discussion was cut short by a noontime concert of sacred music that enveloped them from the rotunda below.

The case for Case. Senator Case finally did meet both the builders and the New Jersey lumber dealers. The builders were particularly eager to point out the conflict between high lumber prices and the federal rent-control bill Case had sponsored a few days earlier.

"I want to work out something to everybody's best interest," the

senator told them. "I like to keep flexibility very flexible, especially when I've got six years to run."

"If it were an election year he might consider doing something, but it's not an election year so he won't," a disgruntled builder muttered.

'To the drawing board.' The Mobile, Ala., delegation fared better with Congressman Jack Edwards, who arrived fresh from a Republican leadership meeting with President Nixon.

"Our general feeling was that a temporary embargo was necessary but I got the impression that the President didn't think it was the right thing to do," he reported.

"He's pretty good at temporary embargos on the 235 program, so let's experiment with one on lumber prices," a builder retorted.

Edwards reported that his group had "jumped on the President" for impounding \$3 million for roads into the national forests and that the President had immediately asked Budget Director Roy Ash to look into the matter.

"I think it was driven home to them in a pretty forceful way that something had to be done and they've gone back to the old drawing board, so to speak," Edwards told the builders. "After we got through with them they were going to look at the embargo again."

Tally. When it was all over, the builders reassembled at the hotel, where the NAHB staff was waiting to tabulate the congressmen's replies to the questionnaire. The results: Nearly 100% indicated they were concerned about the lumber crisis, but only 60% would support legislation banning lumber exports.

—NATALIE GERARDI



Alabamans greet Rep. Jack Edwards. He told them Washington was "going back to the drawing board" on lumber policy.



Sen. Williams got the word from Jersey delegation. "Your case would be well received in the Senate," he said.



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Hartford has a Process for tackling urban problems with regional action

If it succeeds, it may well set the pattern for cities across the country.

The key ingredient is local initiative, which works two ways.

First, the initiative of the Connecticut capital's business leaders who created and continue to support the Greater Hartford Process and its development arm, the Greater Hartford Community Development Corp. (DevCo).

Process's function is to study the region, set goals for it and come up with ways to make it work. DevCo's is to carry out Process's plans.

Second, the initiative of all the elements of the community—local governments, residents, the private sector, the public sector. They are the ones who will be affected by the changes Process brings about, so they must decide what these changes should be. They are represented on Process's board of directors, which means that the planners will not produce utopian schemes that will be filed away and forgotten, but something the community wants and needs.

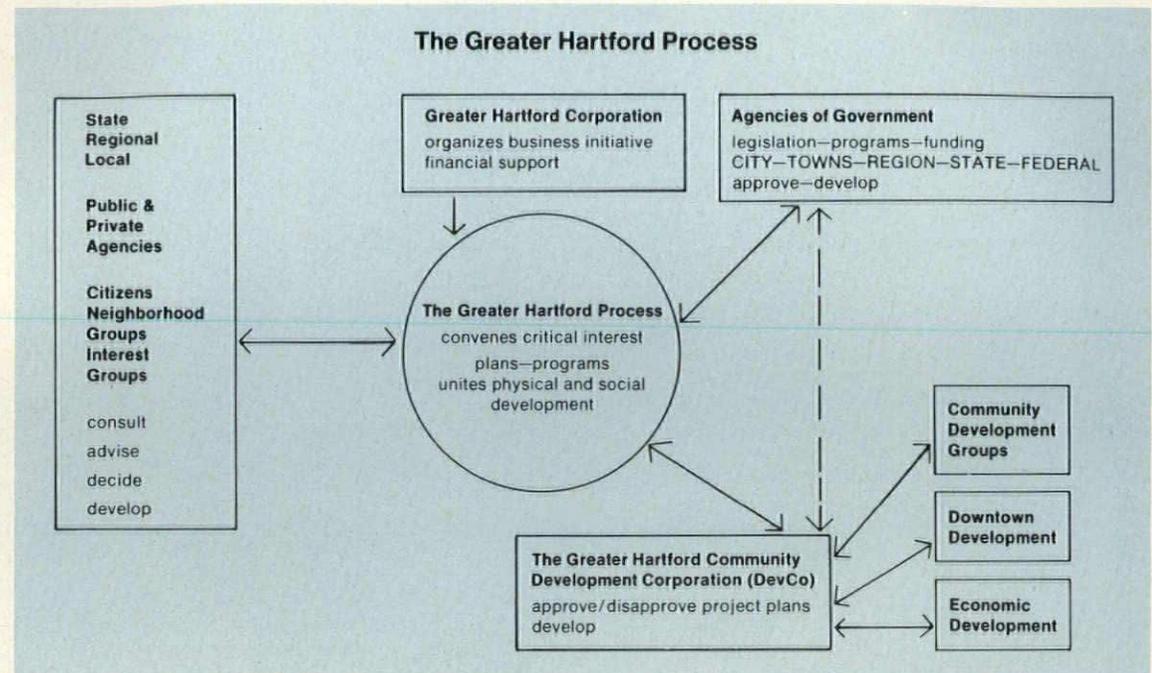
Regional approach. Process has not limited its scope to the city of Hartford but is planning for the whole region of 29 towns, 750 square miles and 670,000 people.

The planners believe that this regional approach—plus their philosophy that social, economic and physical planning and development must go hand-in-hand so that physical development can be used to produce social change—will help them succeed where others have failed.

For Hartford is a city that has already tried all the prescribed solutions and found they didn't work.

It had its own poverty program before the federal plan was enacted. It was first with a jobs-now program. It had a beautiful new downtown. Its Chamber of Commerce was in the housing business in a big way: By acting sometimes as a developer, sometimes a general contractor or by joint-venturing, it had built some 7,000 units in the city and suburbs.

Still, in the parts of North Hartford that are primarily black and Puerto Rican, unemploy-



The place for Process is right in the middle, so that information and ideas can flow between it and the community and the government.

ment runs as high as 56%. Some 26% of the families are on welfare and the average income is \$5,700.

In contrast, the population of the surrounding suburbs is 98% white and the average income is \$14,900.

Model. In 1967 and 1968 the city was torn by riots and the business community decided to look for a new approach. Early in 1969 it raised \$3 million to form the Greater Hartford Corp. Its purpose: to come up with a model of what Greater Hartford could be like if its people decided to make it so.

To create this model, the corporation retained the American City Corp., a subsidiary of Rouse Co., builders of the new city of Columbia, Md. Soon Process was born.

After a year of study, Process issued a 149-page report* crammed with ideas and proposals on social services, recreation, housing, schools, transportation, employment, health and most other aspects of life in the region. These were not intended to be implemented without question but were to act as a focus of discussion.

Progress. Work has now begun on a number of the proposals. These are some of the most important.

*The report can be obtained for \$10.00 plus \$1.20 in postage by writing to The Greater Hartford Process Inc., 100 Constitution Plaza, Hartford, Conn. 06103.

In the city:

- Hartford has filed a new-town-in-town pre-application with HUD for guaranty authority and other assistance. Phase 1 of the New Hartford program is an \$800 million effort to rebuild the northern area of the city, which has 50% of the land area, 40% of the population and 75% of its commercial base.

- To get a quick start on Phase 1, DevCo entered into a joint venture with the South Arsenal Neighborhood Development (SAND), which had already begun work in the area. Some 612 units will eventually be built. The first phase involves 342 units, some 270 of which should receive section 236 funds. The other 72 were not approved before the freeze.

- The backbone of the South Arsenal program will be eight open-classroom "everywhere schools." SAND is already operating one such school and the Hartford Board of Education has agreed to build the others.

- HEW has given Process a \$225,000 grant to establish a new approach to social services known as a Community Life Association. The first CLA will open in South Arsenal in the next month or so.

In the suburbs:

- DevCo has assembled a 1,000-acre tract in Coventry, 15 miles east of Hartford, to build a new community.

- DevCo has gotten the go-ahead to look for 400-500 acre

sites for new neighborhoods in the suburbs.

These new suburban developments are particularly vital to the plan for a New Hartford, for the planners expect to set housing prices to make the population reflect the income levels of the region as a whole (roughly 20% of families with incomes below \$7,000, 20% in the \$7-12,000 range and 60% over \$12,000). This means that many low- and moderate-income families must find housing outside the central city.

- The town of Farmington has retained Process to devise a plan for 2,000 acres of land.

Other areas. Some other results of the Process initiative include a drive by the Chamber of Commerce to create 25,000 jobs in three years, an agreement by the Capitol Region Council of Governments to develop a region-wide housing strategy for the coming decade, a \$75,000 HUD grant to study housing abandonment, and action by public groups to implement new education and health plans.

Nixon's philosophy. Process, with its emphasis on local initiative, is remarkably in tune with President Nixon's philosophy that "states and localities [should] address their own needs in their own ways in the light of their own priorities."

"For a long time the cities have been trying to make their needs fit the government's priorities,"

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Hartford has a Process for solving nation's urban problems . . . continued

FROM PAGE 12

says Peter Libassi, Process's energetic young president. "It should be the other way around."

Last fall, Libassi and a group of officials from Hartford and surrounding towns journeyed to Washington to try to convince both HUD and HEW to back Process's initiative and its regional approach with a new funding arrangement. They asked for a \$5 million line of credit for the Greater Hartford region, meaning that funds would be reserved before the formal program applications were completed.

New set-up. HUD has responded. Lawrence W. Thompson, the HUD area director, recently announced that Greater Hartford will receive extra millions in federal money as the first and only metropolitan area in the nation to receive funds under a regional arrangement.

Process must now work with state and regional governments to develop a statement of principles and offer proof of ability to carry out large-scale develop-

ment plans and to meet certain other conditions.

"That's the first sign that HUD is trying to shake itself out of its traditional pattern of dealing with governments and only with governments," Libassi exults.

Funding. While Process is taking advantage of all the federal funds it can get, it does not intend to depend on them. Thus, as the development programs of many other cities ground to a halt with the announcement of the subsidy cut-off, Libassi was able to say: "We're going to do the job with or without the government. If they help, we'll be able to do a better job. If not, we'll find a way to do it ourselves."

Finding a way to "do it ourselves" is the job of Bob Tyler, vice president of DevCo.

Tyler believes that the private sector can do the job better than government, and his success at raising funds on the national market seems to bear him out. He tells prospective lenders:

"We're a corporation with a

negative balance sheet of \$600,000. We have no cash flow. We have no track record. We need 100% financing. We'll give away no equity. And we'll give no guaranties, neither implicit or explicit."

Still he gets his money.

"We're offering three things," says Tyler. "First, the expertise of our board. The national lenders know that these guys know what they're doing. Second, there's confidence in the staff. And then you've got the moral credit."

'Everybody wins.' A fourth item that Tyler did not mention is Process's everybody-wins philosophy.

"We're investing money to deal with urban problems, not spending it," says Libassi.

He reasons that the value of the land increases as it is assembled, planned, zoned and developed. And similarly as social and economic improvements make the people more self-sufficient, tax-paying and independent, the geographic area becomes more attractive to private investment

which further enhances the value of the land.

Other cities. "This isn't a program just for Hartford," says Tyler. "What we're trying to do is to demonstrate what can be done to renew a region. That's why we go to the national money markets for funds rather than tapping the \$50 billion worth of assets represented on our board of directors. We don't want people in other cities to say 'you can do it in Hartford, but we can't do it here.'"

Cities across the country seem to be getting the message. Long before the first parcel of land was assembled, teams of leaders and planners from Baltimore, Memphis, San Diego, Dayton and Detroit had come to Hartford and hundreds more had attended Process tap-in sessions at Columbia.

Their interest spurs on the Process team.

"We've got a long way to go but we've got to succeed," says Tyler. "If we don't, we'll set back community development by years." —N.G.

. . . and New York has 'town meetings' where people tell planners what to do

New York's Regional Plan Association has applied electronics to the old town meeting concept to give residents of the New York area a chance to express their preferences on planning decisions.

The private research and planning group has produced *CHOICES for '76*, a series of one-hour films discussing some of the major issues in housing, transportation, environment, poverty and cities.

All of the major television channels in the area have contributed time to show these films, which pose a series of policy choices to the viewer. He can then vote on ballots printed in local newspapers and distributed in banks and other outlets.

Clubs, churches and businesses are also cooperating by organizing discussion groups to debate the issues.

And a book, *How to Save Urban America**, has been pub-

lished as background.

The aim, as in Hartford (*see above*), is to ask people what kind of future they want and to make them think in regional terms. Unlike Hartford, however, Regional Plan has no development arm to carry out its policies.

Housing. The first program concerned ways to get more housing in an area that is notoriously short of housing. Ten days after the film was shown on all the television channels in the region, viewers had returned 30,000 ballots.

The preliminary tabulations, which are summarized below, are not expected to change materially when the final results are in, according to George Gallup Jr., president of the American Institute of Public Opinion, who assisted with the survey.

The results show that 53% of those surveyed favored zoning more land for less-expensive housing—either townhouses or single-family houses on small lots—even if it meant shifting some zoning responsibility to

county or state governments. Forty-two percent opposed such a policy and 5% offered no opinion.

Low-income sites. On the question of where new low-income subsidized housing should be built, 34% favored putting it primarily in ghetto areas, 43% wanted it built outside of ghetto areas and 15% thought no more subsidized housing should be built. Eight percent offered no opinion.

In deciding where outside the ghetto low-income housing should be built, however, only 23% favored a fair-share plan requiring each municipality to accept a quota, and 68% voted for putting such housing near jobs and transportation. Nine percent had no opinion.

Given a choice between public housing and housing allowances, 53% opposed a shift to allowances and only 40% favored it. The rest were undecided.

Other solutions. Fifty-five percent of the respondents, who were primarily middle class,

voted for greater subsidies for middle-income housing in cities, 74% favored greater public investment in rehabilitating and maintaining older city housing, 82% favored encouraging tenants and community organizations to take over management of deteriorating apartments and 64% favored replacing local school taxes with some form of state-wide tax.

Finally, 50% favored allowing more mobile home parks to be built if they were well designed.

'Civic activists.' The people who participated were not representative of the region, according to Dr. Gallup.

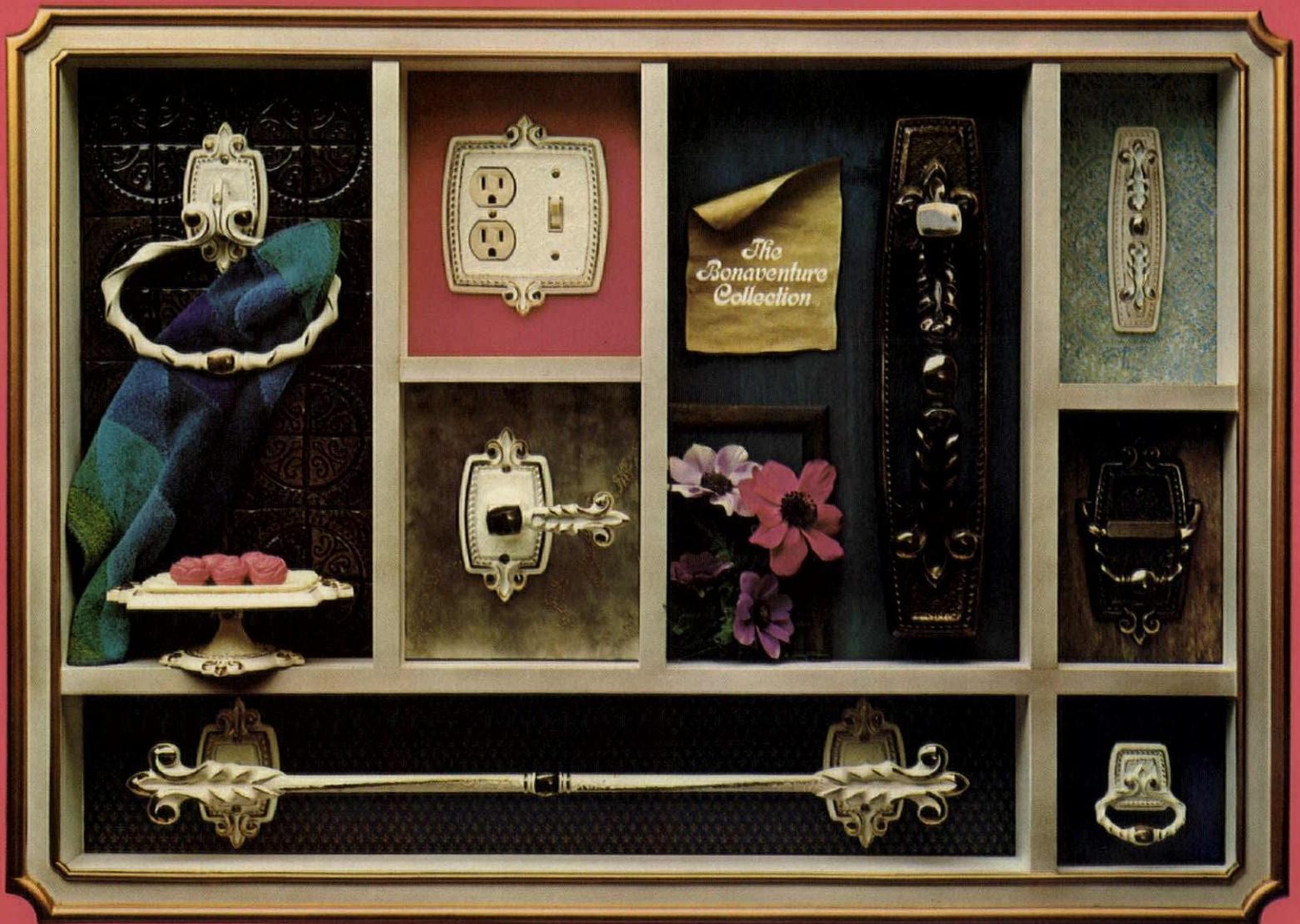
"This must be seen as the views of civic activists, not a scientific sample of the region's whole population," he said. A scientific sample will be taken when all returns are in.

In the meantime, Regional Plan has organized a committee to stimulate the interest of the black and Puerto Rican communities so that the choices will be more representative of the region as a whole. —N.G.

*Caldwell, William A., ed., pub. by Signet, available from New American Library, Box 999, Bergenfield, N.J. 07621, \$1.50.

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CIRCLE 17 ON READER SERVICE CARD

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NECA study reveals opinions of general contractors.

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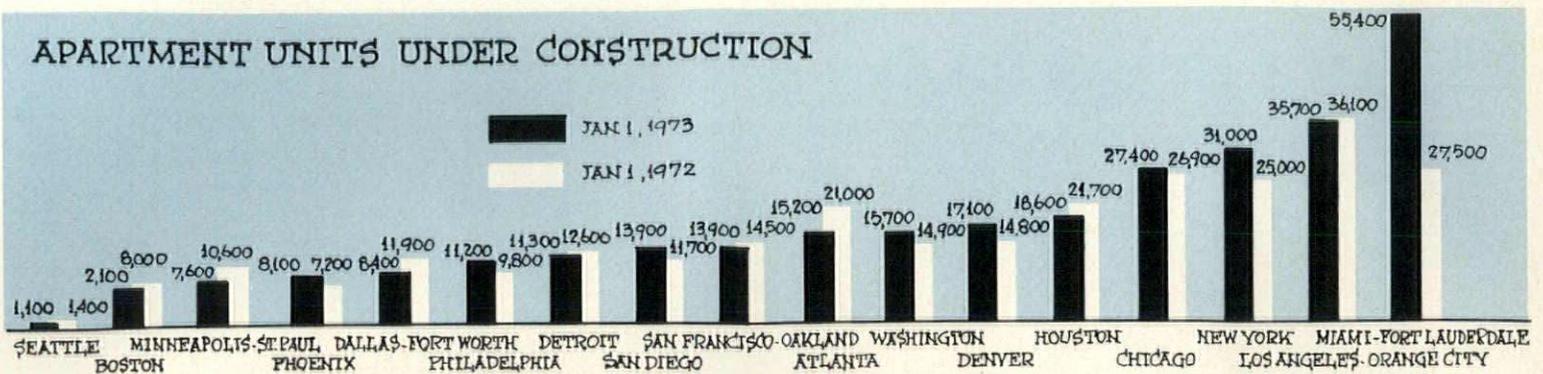


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APARTMENT UNITS UNDER CONSTRUCTION



Surge in apartment rentals to ebb—condominiums will pick up slack

Apartment demand rose so sharply in mid-1972 that the number of apartments rented within three months of completion was almost 50% higher in the second half than in the first.

That's the finding of the latest nationwide market survey by Advance Mortgage Corp. of Detroit, which publishes the semi-annual *U. S. Housing Markets*.

Advance, a subsidiary of First National City Corp. of New York, includes condominiums in its latest apartment figures.

Dip in starts. For 1973, Advance projects 825,000 to 850,000 apartment starts—250,000 to 300,000 of which should be condominiums—compared with the record of 915,000 starts in 1972. But completions should reach an all-time high of nearly 900,000 in 1973, as against 780,000 in 1972.

Henry Lyngos, Advance's senior vice president in charge of income properties, predicts that the rental pace will decline but that the dip will be offset by increasing condominium demand.

Suburban demand. The demand for apartments and condominiums was twice as high in the suburbs as in the cities. Outside of Florida—which generated nearly 20% of all U.S. apartment starts—and Washington D.C., city vacancies increased while suburban vacancies dropped sharply.

The city vacancy rate is now 50% higher than the suburban rate, but the survey points out that most of the increase was in older apartment houses.

Vacancies. The survey found high vacancies in Dallas and Houston and in segments of the Atlanta, Denver, San Diego and Los Angeles markets. However, it pointed out that nearly all these markets are enjoying high in-migration, so a relatively short pause should bring their

vacancies back into line.

Still, in Houston, where the vacancy rate is estimated at

15%, President Vernon Young of the Houston Apartment Assn. is urging all owner-members to

cancel or delay residential construction for the next 12 months.

According to Jenard Gross, chairman of HAA's builders division, the building boom has intensified competition to the point where rental rates for apartments are now about the same as they were in the mid-1960s.

Apartment owners are building new projects because lenders are making construction money readily available, Gross said. Thus the HAA is taking the initiative in alerting lenders throughout the country to the risks involved in financing new apartment construction in Houston.

The survey found that the sec. 236 subsidy halt had had very little impact on apartment building. Some 2,000 starts were affected in Chicago, but in Detroit, where 2,000 units were built last year, hardly any were planned for 1973.

Condominiums. Throughout the country it is the swing to condominiums that is keeping apartment starts at such a high level.

Advance reports that condominiums account for 70% of the apartment starts in the Miami area, 60% in Washington and San Diego, more than half in Detroit, more than a quarter in Chicago, Atlanta and Los Angeles and 10% in New York, Phoenix and Dallas.

In Washington some condominiums have doubled in price between the first offering and completion, and in Miami, one builder who planned a 970-unit project to sell out in four or five years sold 260 in three months.

A recent enabling law has resulted in a rush of condominium conversions in Washington, and in Los Angeles one lender handled 30 conversion deals in January alone.

Architect Robert Hayes drowns trying to save wife swept into Pacific surf

A sleeper wave had dragged Bob and Sharon off a surfside rock and into a raging tidepool.

Bob had scrambled out, but then he had looked back.

And he had seen his wife still caught in the tides.

So he went back in after her.

The were both swept to sea.

The drownings occurred on March 24, nine miles south of Fort Bragg and 140 miles north of San Francisco on California's Mendocino Coast. Bob and Sharon, 24, weekending there, had been strolling the shoreline. They had stopped to sit on a rock when the wild wave reached for them.

Robert W. Hayes, at 42, was an architect and urban planner in San Francisco and a visiting professor of architecture at the University of California in Berkeley. He had been a contributing editor for *HOUSE & HOME* for the last two years.



ARCHITECT HAYES
One last look back

Hayes had received a master's degree in architecture at Berkeley and had founded the architectural firm of Hayes & Smith in 1960. Nine years later he organized Compla Corp. as a planning service. He was its president until 1972, when he entered private practice.

JENNESS KEENE
McGraw-Hill World News,
San Francisco

People

Savings bankers get a new leader

John S. Howe, president of The Provident Institution for Savings in the Town of Boston, becomes president of the National Association of Mutual Savings Banks this month.

The membership is confirming his appointment at its convention in New York City May 6-9. Members hold 99% of the industry's \$96 billion in assets.

Howe succeeds Francis B. Nimick Jr., president of Dollar Savings Bank of Pittsburgh.

Kenneth L. Birchby, president of Hudson City Savings Bank, Jersey City, N.J., succeeds Howe as vice president of the association and Donald L. Thomas, president of Anchor Savings Bank of New York City, will serve a second term as treasurer.

Howe joined The Provident, the largest savings bank in Massachusetts, in 1956 after spending 15 years in commercial and investment banking. He has been president since 1958.

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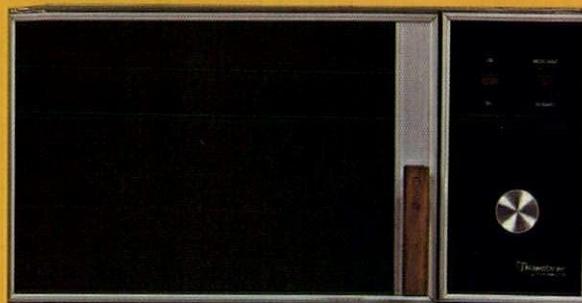
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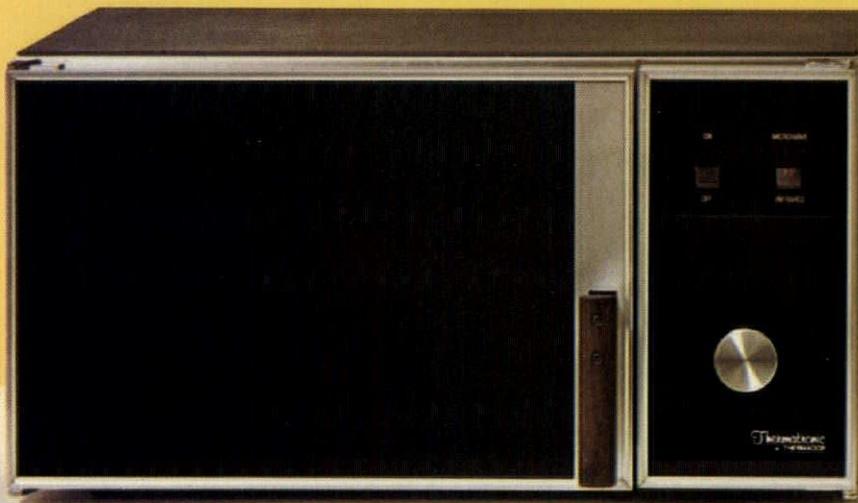
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Tax-shelter builder tells Congress: We're leading too sheltered a life

A highly controversial builder of tax-shelter apartments told a congressional tax-reform hearing last month that tax shelters are generally not necessary to the housing industry's growth.

George H. Deffet, president of the Deffet Companies of Columbus, Ohio, and an outspoken critic of several tax practices usually defended by his industry, testified before the House Ways and Means Committee. The tax-writing panel is considering several proposals for tax reform.

'Tax millionaires.' Deffet said of the tax incentive often used to encourage the production of poor people's housing:

"There must be better, more efficient, more equitable ways of providing decent housing for low-income families," and he argued at another point:

"It seems very strange that in order to provide decent shelter for millions of Americans, we must unerringly produce more tax millionaires."

Deffet said rapid depreciation and favorable capital gains treat-

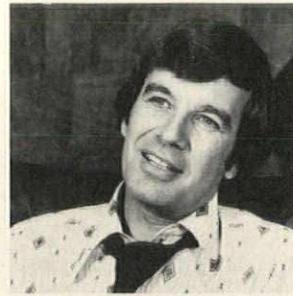
ment, the "major real estate tax incentives," are "a totally unfair form of taxation" that "promote waste and inefficiency" in the housing industry.

Losses by loophole. Deffet estimated that tax loopholes for high-bracket investors cost the Treasury from \$500 million to \$1 billion in 1971, and he said the loss would be higher for 1972 and 1973.

Deffet labeled a myth the belief that any curtailment of tax preferences would drive up rents, drive down starts and drive venture capital out a apartment building.

Partly because of the abnormal demand for tax shelters, Deffet said, rental apartments are already saturating most metropolitan areas. The builder argued that this surplus of space stimulates artificial competition in the markets in which his own company now builds.

The Deffet Companies build in Columbus, Cincinnati, Troy and Lima, Ohio; Memphis, Knoxville, Nashville and



WILLIAM F. UTTERBACK

BUILDER DEFFET

'There must be better ways'

Kingsport, Tenn.; and Burlington, N.C. They completed 3,500 low-rise apartment units in 1972, and they have built 200 units under the FHA's section 236 program as well as building other tax-shelter projects.

Call for reform. Deffet urged the committee to limit effects of tax-shelter loopholes by tightening accelerated depreciation and capital gains rules. He also pleaded with the panel to reject the argument of other witnesses, who argued that tax reformers were making the housing industry a target.

Deffet's views were shared by

very few other businessmen appearing at the hearing. The housing industry's consensus was presented to the committee on the same day by President George C. Martin of the National Association of Home Builders.

Martin said tax advantages offered under present law were a crucial element in achieving "the highest sustained rate of housing development in our nation's history." He said the incentives should be continued.

Uncertain outlook. The outlook for legislation on realty and other tax reforms remained cloudy. At the end of March Chairman Wilbur Mills (D., Ark.), who has the most to say about what if anything will happen, had not yet received a long-overdue package of reform recommendations from the Nixon Administration.

With the subsidized housing freeze likely to last through this year, chances for any significant tampering with the tax structure that supports housing production seems unlikely. —D. L.

Woes of Fannie Mae or how can a gal make a buck—with inflation and all?

As money becomes dearer and scarcer, both mortgage bankers and builders on the one hand—and Wall Street analysts on the other—will be keeping a keen eye out to see what the credit pressures do to Fannie Mae policy.

But while builders and lenders will be eager to see the secondary market-making Fannie Mae—officially the Federal National Mortgage Corp.—keep up and even increase its volume, there will be less enthusiasm for that course of action from traders in the corporation's stock. Even though Fannie Mae itself strongly denies that such is the case, there seem to be qualms among investors that the corporation's duty to uphold the mortgage market is not compatible in the short run with a fat profit margin.

Fit of jitters. Fannie Mae has had a few qualms itself. One signal of its nervousness and that of the whole mortgage market came when a stampede of would-be buyers of Fannie Mae's 12-month convertible standby mortgage commitments forced the corporation into a two-week closure of the commitment win-

dow and other protective measures to hold down volume.

In the wake of that experience a Fannie Mae spokesman says:

"There are no present expectations we will have to close it again, but we will if the volume (of standby commitments) and the yields (on the securities Fannie Mae itself issues) get out of hand."

The squeeze. Fannie's current problem is how to make a buck when the margin becomes smaller between the rapidly rising costs she must pay for short-term money to finance mortgage purchases and the interest rate earnings on those mortgages. As a matter of government policy if not market choice, mortgage rates can hardly be expected to rise much.

Short-money market rates, on the other hand, could rise a lot. Aside from the developing rush by mortgage lenders to grab up the 12-month commitments, the other factor which triggered Fannie Mae's hasty slamming of the window on 12-month convertible standbys was the breaking loose of the highly symbolic prime lending rate that big com-

mercial banks charge to top-grade customers. When the prime shot skyward, the implication that maybe money market costs in 1973 might be going to rise a lot faster than expected chilled Fannie Mae.

Risk taking. Rechecking the outlook for the costs it must pay this year, the corporation decided the risks, for the moment, seemed tolerable. But aides of the organization stress that cost factors remain under review.

The 12-month convertible standby commitment poses a special hazard for Fannie Mae, since the private mortgage originator who buys one can come back to the corporation all of 12 months later and sell his mortgage at a price contracted for when mortgage prices were much higher. Thus to take on a big volume of such commitments, Fannie Mae has to have a very sure handle on its own costs as far as an entire year ahead.

Stock's decline. If Fannie Mae does not have that handle, corporation profits will suffer. And, though spokesmen for Fannie Mae insist there is no reason for

doing so, there are some signs in the price of Fannie Mae stock that Wall Street has already anticipated and discounted a retrenchment in the corporation's earnings this year under the yield curve pinch. The stock price faded from a high of \$20 early in the year to \$14, at which point the corporation's president, Oakley Hunter, issued one of those statements to the effect that the decline was "not warranted" by Fannie Mae prospects. Its 1973 earnings would be up "substantially," he said.

If so, it will be in the teeth of the traditional difficulties besetting mortgage lenders when money is tight. For volume of 12-month standbys promises to be high. When savings flows are down in thrift institutions, as they are now, mortgage bankers think they need Fannie Mae to buy their loan paper. Both the mortgage men and many home-builders protested—and vociferously—the temporary closing of the convertible standby window.

—STAN WILSON
McGraw-Hill World News,
Washington



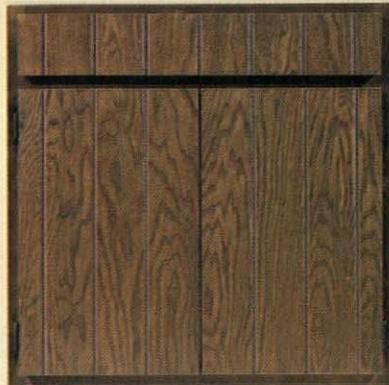
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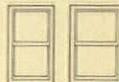
Reversible Wood Patio Doors



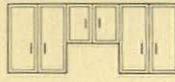
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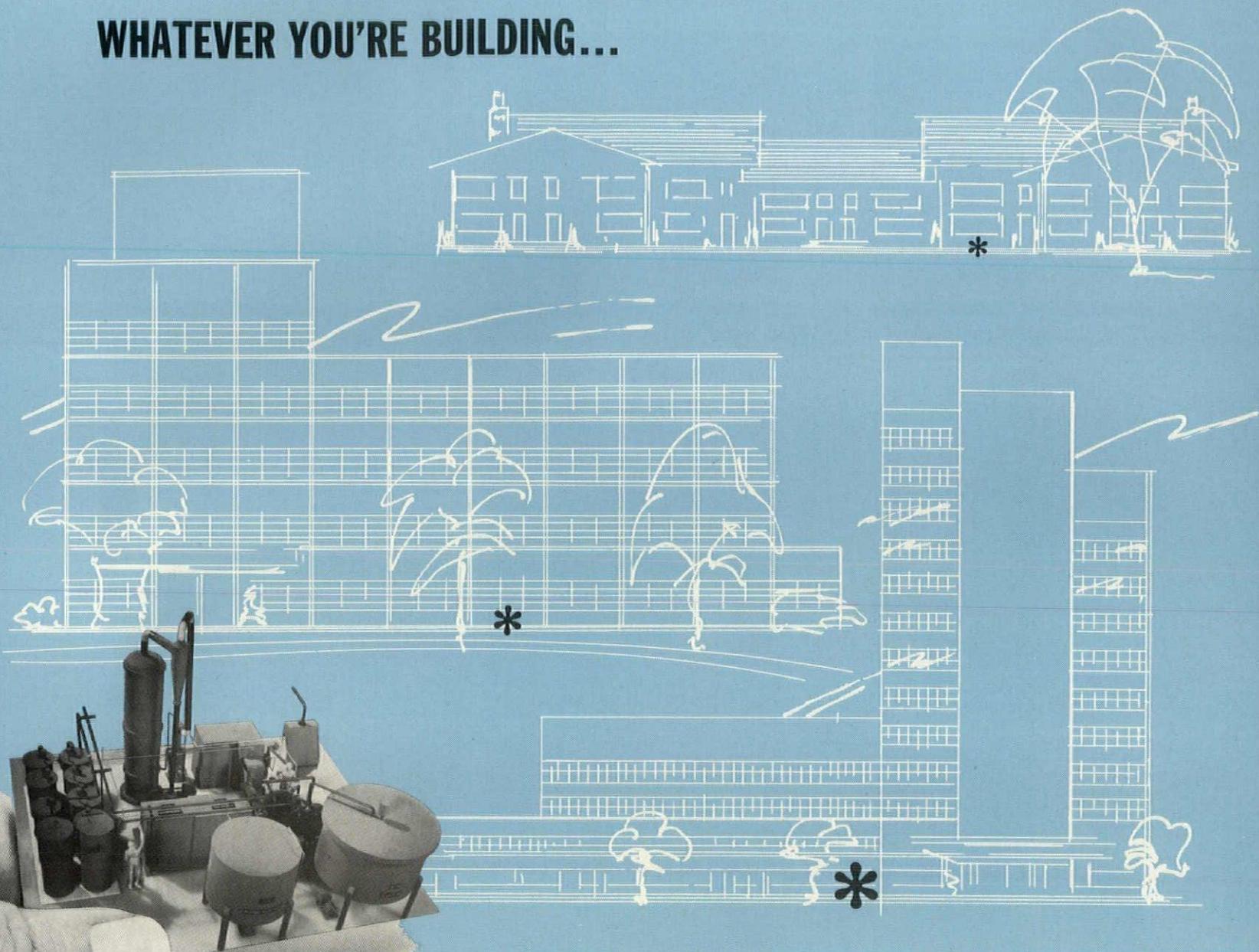


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CIRCLE 27 ON READER SERVICE CARD

Tom Bomar named Bank Board's chief; he promptly warns about overbuilding

Thomas R. Bomar was nominated last month as chairman of the Home Loan Bank Board and he took advantage of his first telephone interview to say he was concerned about the overbuilding of homes in several sections of the country.

Bomar made the observation in a talk with a *Wall Street Journal* writer, and Bomar's office later confirmed his remarks.

Bomar could speak from experience. He had been a real estate lending officer with Security Pacific National Bank in Los Angeles for six years in the 1960s, when southern California reached its greatest excesses in overbuilding. The tremendous new-house inventory built up at the time was not cleared until the credit crisis of 1966 curtailed building throughout the country.

Nomination. A long wait for the new post ended when President Nixon announced the nomination from the western White House at San Clemente. Thus at 35, Bomar, executive vice president of the Federal Home Loan Mortgage Corp. since 1970, was named for the post that his friend and fellow Californian, Preston Martin, resigned unexpectedly last fall [NEWS, Dec. '72]. The board is the supervisory agency for the nation's savings and loan industry.

Bomar had frequently been mentioned as the heir apparent, and he had been embarrassed by telegrams from housing officials congratulating him prematurely on his selection. Other candidates had entered the race, however, and the competition stretched into six months.

Innovator. Bomar had won a reputation as a mortgage innovator during his years as director of Freddie Mac, the HLBB subsidiary set up in 1970 to create a secondary market in home mortgages for the S&L associations. He has developed several programs that have attracted new mortgage funds for the S&Ls, and he has been a fervent advocate of the establishment of a futures market for mortgages. The Chicago Board of Trade is studying the feasibility of such trading, but an actual market is considered months or even years away.

Plans. Bomar said after his nomination that he would try to



BANK BOARD'S BOMAR
A lender who knows building

move the Bank Board into still other new areas in the home financing field. There are experts

Mortgaging's Aubrey Costa is dead

To the end he had worked full days in his office high above downtown Dallas—for so many of whose nearby towers he had helped arrange the financing.

But the bronchitis attacks simply became too intense. He had been to Mayo's, and he had been hospitalized twice in Dallas. When they took him in again, and the cruel tests began anew, he pleaded fatigue and just went on home.

There, on April 2, Aubrey M. Costa slipped quietly into death at 76.

Thus passed one of mortgaging's pioneers, a pillar of the market for nearly half a century.

Of his career. Costa had founded Southern Trust & Mortgage with E.M. Love in 1924 and had been president from 1951 to 1962, when it became one of the city's largest mortgage banking houses. He retired as chairman in 1972.

He had been president of the Texas MBA in 1939 and of the Mortgage Bankers Association of America in 1951-52.

Himself a recipient of the national MBA's distinguished service award (1948), Costa gave a parallel but personal award of \$1,000 each year after his presidency. Many of the winners went on to become presidents of the MBA themselves, including most recently Lon Worth Crow Jr. (1969), Robert H. Pease (1970), Philip C. Jackson Jr. (1972) and Everett Mattson, incumbent.

In his honor. Mattson said the MBA would set up a \$1,000 scholarship in Costa's name at his favorite university, Southern Methodist in Dallas.

who feel that this may not be easy, for Martin is generally considered to have led—or dragged—the conservative S&L industry to its logical frontiers. One reason often advanced for his resignation, in fact, was the belief that opposition to further innovation was building in Congress.

The newsletter of the National League of Insured Savings Associations quoted Martin as saying Bomar "will be the greatest chairman in the history of the system" and adding that he would expect Bomar to follow an

expansionist policy.

In an interview with Andrew R. Mandala, editor of the league's *Journal*, Bomar indicated he still had an open mind on the Hunt Commission's proposals for closer unity among all lending institutions, including banks, and for a phaseout of dividend ceilings that protect thrift houses. Martin had opposed virtually all of the Hunt report.

Bomar is expected to win prompt Senate confirmation. His term would run to June 30, 1974.

Personality. The U.S. Savings & Loan League said Bomar's nomination was "excellent," and George C. Martin, the president of the National Association of Home Builders, said it was "highly welcome."

Associates at the board's Washington headquarters described Bomar as quiet but forceful, and they pointed out that he knows his way around government. He has worked with Arthur Burns, the Federal Reserve chairman, for example, on the Committee on Interest and Dividends, and has wide contacts in Congress.

Bomar's real estate experience is extensive. Besides his time with Security Pacific, he spent three years as a vice president of the Larwin Group, the big West Coast homebuilding and mortgage combine, and six months as a partner in Armur Associates, a realty consulting firm in Encino, Calif.

Clarke's exit. One day before Bomar's nomination, the President accepted "with regret and deep gratitude" the resignation of Thomas Hal Clarke, who had been a board member since August 1969. His term was to run out June 30.

Clarke had long been known as a voice of moderation on the board. He had warned only recently that a headlong rush into wider lending areas and electronic fund transfers might cost the S&Ls their special housing status in the eyes of Congress [NEWS, Feb.].

Clarke's destination, like that of so many of the President's appointees in recent months, was stated simply as "private life."

—PETER GALL
McGraw-Hill World News,
With the President
at San Clemente



AUBREY M. COSTA

Costa himself had never found time to finish college. He had enrolled at Tyler (Texas) Community, but he had left after a year to join an oil-drilling crew and then to become a U.S. Navy seaman in World War I.

And in remembrance. Costa had remained active as a mortgage adviser, and he was still president of the Love & Costa Real Estate Co. at his death.

He was also a vice president of the Dallas Urban League and a member of the Tri-Racial Council, which was credited with keeping the city tranquil during the riotous sixties.

Perhaps his secretary of 30 years, Frances Clark, best described his life.

"He was a dedicated business man," she said. "He was not married, and business was his life."

"But he got a great kick out of doing things for people, no matter what their walk of life."

Among those he helped—with infinite patience—were young financial writers struggling to understand the mortgage market. Along with the mortgage men, they won't soon forget him.

—E.W.R.

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CIRCLE 29 ON READER SERVICE CARD

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FTC accuses seven plywood makers of charging illegal prices to homebuilders

Homebuilders—at least those in the South—may get better buys on plywood if the Federal Trade Commission has success with its latest campaign against delivered pricing.

The agency's antitrust chief, Alan S. Ward, says that the practice of forcing all buyers to pay the equivalent of freight from Portland, Ore., regardless of where the plywood is made, is a form of illegal price tampering.

So the commission has issued a proposed complaint charging major producers with using anticompetitive pricing and shipping prices.

The companies. The proposed complaint cites Georgia-Pacific Corp. of Portland and six other companies, which together account for more than half of the \$1.25 billion in annual plywood sales: Boise Cascade Corp. of Boise, Idaho; Champion International Corp. and International Paper Co., both of New York City; Weyerhaeuser Industries, Tacoma, Wash.; Willamette Industries, Portland; and an operation of Skelly Oil Co. called Vancouver Plywood Co., in Florien, La.

The American Plywood Assn. is accused of helping make the

industry-wide pricing system work by passing out books listing freight rates to all points from Portland. But the trade group isn't named as a defendant since, Ward says, an "effective remedy" will result if the seven producers switch to F.O.B. (price-at-mill) quotes.

Pricing. The pricing system was first worked out when all softwood plywood was made in the Pacific Northwest out of Douglas fir. But after Georgia-Pacific Corp. began in 1963 to produce Southern pine plywood at Fordyce, Ark., the Portland basing-point price system stuck—even though 50 other plywood mills opened in the South in the next eight years. Buyers there and up the East Coast still find their bills increased by phantom freight charges far in excess of actual shipping costs.

The FTC cited this example:

A retail lumber dealer in New Orleans paid \$4,289 last September for plywood trucked from the plant 60 miles away in Holden, La. The \$4,289 price was derived from a \$3,525 charge for the plywood and a \$764 theoretical shipping charge for the 2,500 miles from Portland to New Or-

leans. The actual freight charge was just \$80.

The FTC proposes to settle the complaint with consent orders under which the companies would abandon the basing-point system and charge prices based on actual freight costs.

No fast relief. Commission staffers are careful not to claim that an end to the basing-point system would mean that homebuilders in the South and East would immediately pocket the phantom freight charges they are now paying. In fact, if manufacturers quote separate prices for the plywood and the freight, the basic price on the product may well go up to cover costs now recovered by the false shipping charges. But the FTC figures that if F.O.B. prices are quoted, mills near a buyer may be able to offer a better deal. That in turn might spur mills farther away to slice their F.O.B. prices, the agency feels, and this might lead to more vigorous fighting for sales.

Reaction. Georgia-Pacific said that, as the FTC ruling applies to it, "there is obviously a misunderstanding on the basic pricing factors in some areas," and insisted that the ultimate price of plywood is determined by supply

and demand rather than by freight costs.

"This is why many mills have been forced to close in the past when supply exceeded demand and prices fell," G-P said. "Today, with demand exceeding capacity, prices are higher for the same basic reason."

Weyerhaeuser said it did not believe it had violated the law on plywood pricing and contended that the complaint "bears no relationship to current conditions in the market."

"Price levels substantially exceed, and have exceeded for some time, the prices charged by Weyerhaeuser."

Most of the other companies declined comment.

Other industries. Basing-point systems were attacked decades ago in the steel and cement industries, but those cases involved conspiracies among producers.

The plywood case is the first to charge that the delivered-price system can be unlawful when it is the result not of collusion but merely "parallel action" among competitors.

—DAN MOSKOWITZ

McGraw-Hill World News,
Washington

Critics sue HUD for \$65 million to force repair of 16,100 Detroit homes

Charging that HUD, through mismanagement of its 221 and 235 programs, has provided FHA mortgage insurance for more than 16,100 decaying homes in Detroit, five legal-service groups are suing the agency for \$65 million in damages in an effort to force rehabilitation of each home at government expense.

The charge is that HUD and its Detroit office violated the National Housing Act by insuring mortgages on homes improperly certified as meeting state and local health and safety laws.

A wide scandal over HUD's activities in Detroit has raged for more than two years. It has brought a number of criminal indictments, including one against the agency's deputy chief appraiser in the city. He is charged with accepting bribes. The lawsuit by the five groups is merely the latest chapter.

Class action. The coalition, composed of the Legal Aid Research Office, Michigan Legal

Services, Wayne County Neighborhood Legal Services, Center for Urban Aid and the Urban Law Clinic, combined legal talent and clients to come up with five cases constituting the class action against HUD.

All five cases involve homes insured under the older 221 program. But the class action will, if successful, provide assistance to those buying homes with 235-program insurance. Owners of multiple-family dwellings purchased under the 236 program are excluded.

Similar suits filed elsewhere in the country have failed because plaintiffs failed to specify or propose an acceptable remedy to the problem. The coalition is quite thorough in its demands for redress for homeowners.

Costs. The suit asks that the federal government be ordered to pay all purchases of defective homes damages not to exceed \$10,000 in order to permit them to bring homes up to require-

ments of local housing codes.

Under this plan, the buyer and seller could agree to a rewriting of the mortgage to include the balance due plus the cost of required repairs minus the government's contribution. Or, the government could accept deeds from purchasers, thus terminating the mortgage, then repair the home and sell it back to the original owner provided he wanted it back.

The government would also be asked to arrange for the sale—without down payment—of restored homes or reposessed homes, and give priority to those who had deeded their 221 and 235 homes back to the government.

Case study. One of the five plaintiffs is a Mrs. Mable Massey. Under the 221 program, she purchased a home that was allegedly certified as meeting local building codes. She was later charged first with nine violations and later with 45 viola-

tions. Both exceeded \$11,000. HUD refused to refinance the mortgage because the added amount would have upped the loan to in excess of \$26,000, much more than the value of the home.

Unable to make the repairs on her own, Mrs. Massey faces trial in a city court and the probable loss of her home.

Attorneys for the plaintiffs based their \$65 million damage estimate on government estimates which put the number of 221 and 235 homeowners eligible for damages at 16,100 and other government figures which estimate the average repair needs for each home to be in excess of \$4,000.

If the action is successfully prosecuted in court, each homeowner becomes automatically eligible to participate unless he files a certificate disclaiming any desire to share in the damages.

—JIM WARGO

McGraw-Hill News, Detroit

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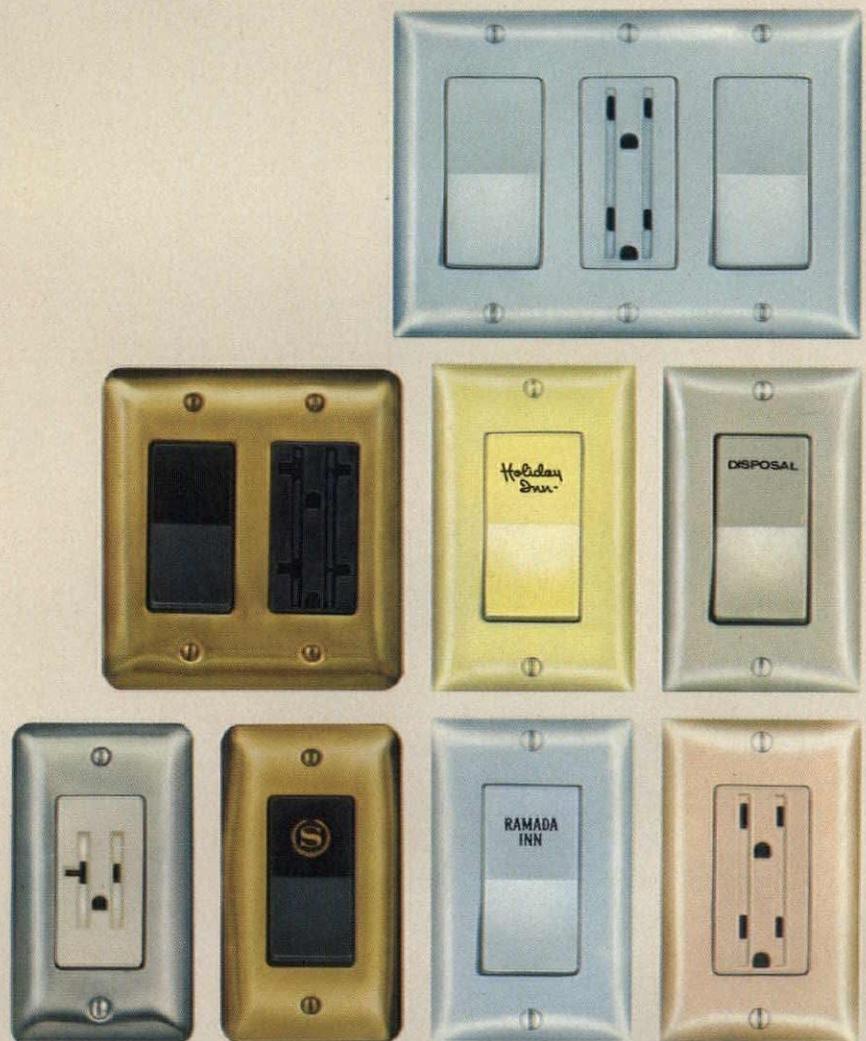
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New Kaufman & Broad division to sell pre-cut homes direct to consumers

Kaufman & Broad, one of the nation's largest tract builders, is moving into the odd-lot market.

The company has formed a new subsidiary, Kaufman & Broad Custom Homes, to sell pre-cut homes directly from factory to consumer.

Max Zamansky, formerly president of the Homes Group Division of Evans Products Co., will head the new company, with headquarters in Minneapolis.

New Market. The new subsidiary taps a market that the company has not been able to reach with its site-building operation: families earning about \$9,500 a year and living in towns of about 10,000.

"This market's potential for

long-term growth is even greater than that of all our current U.S. on-site housing operations," Chairman Eli Broad commented.

Broad has often pointed to the fact that no one housing company has gained even 1% of the market by building in the traditional way because more than 70% of American housing is produced in areas that are too small for major building companies to enter.

K&B is already serving a portion of this market with its mobile-home operation. Its abortive attempt to merge with National Homes last November [News, Jan.] was also directed at this market.

Operation. The new subsid-



K&B's ZAMANSKY

Pre-cuts for the odd-lot market

ary is preparing a catalog from which the consumer can select the model he desires, or he may submit a plan of his own to the design staff.

Prices may range anywhere from \$5,000 to \$150,000, ac-

cording to Zamansky, but most will be in the \$12,000 to \$18,000 bracket.

The buyer will be responsible for all permits, for the foundation, sewer and utility lines and electrical, plumbing and heating work.

The company will train independent subcontractors to erect the shell and to do as much of the finishing as the buyer contracts for. It will also provide financing.

Quarterly results. For the quarter ended February 28, 1973, the company set a new record with net income of \$5.2 million, up 25% over 1972's \$3.7 million. Sales were \$69.2 million, up 41% from \$55.3 million the year before.

Lloyd Clarke out as Alodex president; first-quarter sales were down by 50%

Lloyd D. Clarke has resigned as president of Alodex Corp. of Memphis, Tenn. "to pursue personal interests." He will be succeeded by Charles R. Watson Jr., formerly president of Barnett Mortgage Advisors of Jacksonville, Fla.

Clarke, a former president of the NAHB, took over as president of Alodex in 1969 after exchanging his Iowa building companies for Alodex stock. His tenure has been marked by costly law suits and, recently, by disappointing financial results.

Lawsuits. Three lawsuits were filed accusing the company of fraud in connection with a 1971 stock offering [News, May '72].



ALODEX'S CLARKE

"To pursue personal interests"

Alodex has reached agreement in principle on two of those, both class actions, and has set aside reserves of \$5 million to cover the projected settlement costs.

Final agreement is subject to court review, expected in June.

The company has offered to settle the third suit, which was brought against it by a number of mutual and pension funds, on similar terms, but no agreement has been reached.

Losses. Alodex's sales plunged by more than 50% in the quarter ended January 31, 1973—to \$3,070,000 from \$6,702,000 in 1972—resulting in a net loss of \$1,628,000 versus a profit of \$335,000 in the same period a year ago.

Despite higher sales in 1972, net income for the year ended October 31 was only \$267,000, down from \$475,324 the year be-

fore, after the company set aside a \$609,498 reserve for losses on its investment in United Security Holding Co.

1972 FINANCIAL RESULTS (in millions)

| | 1972 Rev. | 1972 Net Inc. | 1971 Net Inc. |
|--------------|--------------|------------------|------------------|
| Boise | | | |
| Cascade | \$1167.1 | \$(171.6) | \$(85.1) |
| Leadership | 116.3 | 4.9* | 8* |
| Lennar | 61.9 | 7.5 | 5.2 |
| Lindal | 15.2 | .5 | .3 |
| McCarthy | 24.5 | .8 | .3 |
| Oriole | 19.7 | 2.2 | 1.3 |
| Prel Corp. | 55.1 | 3.1 | 2.2 |
| Ryan Homes | 150.4 | 8.1 | 6.4 |

*Income from continuing operations.

Mobile homes criticized as costly and dangerous when used as housing for rural poor

Mobile homes "deserve some consideration" as acceptable housing for elderly, one or two-person households in rural areas—but for rural poor families generally "this type of dwelling doesn't meet (their) housing needs . . . at a cost that is affordable."

That's the conclusion of two researchers of the Office of Economic Opportunity who published their report before the Nixon Administration had dismantled the agency created by Lyndon Johnson to wage war on poverty.

The cost sheet. The researchers, Emily A. MacFall and

E. Quinton Gordon, noted the qualities of mobile homes that suggest their suitability for housing in rural areas and particularly in the rural South—"their lower price, financing, availability, ease of transportation and ease of installation." Because they are factory-built and hauled to the site on their own chassis, the report says, "they can be placed in those rural areas where it would be difficult, if not impossible, to provide conventional housing."

But cost analysis shows, the report says, that "mobile homes are not substantially less expensive over time than low-cost

conventional homes" which provide "more value . . . more space, safety and a longer life-time."

The authors say that mobiles "may provide housing which is initially superior" to the housing poor rural families now have, "but the short life span and rate of depreciation of mobile homes would mean that this would not be the case for long."

Safety hazards. The report also emphasizes the danger of fire and wind damage, and it says the cost of safety devices to eliminate such risks "may well raise the price of mobile homes to such an extent that any cost advantage

they may have would disappear."

However, the authors suggest that mobile homes may be desirable for the elderly who are now in substandard housing in declining areas. The elderly require less space and give housing less wear, and mobiles would be "safer and more adequate than the shacks which many of these households currently occupy."

The 66-page report is titled *Mobile Homes and Low-Income Rural Families*. Copies are available without charge from E. Quinton Gordon, OEO, 1200 19th St. N.W., Washington, D.C. 20506. D.L.

the driver that clocks in at 8,000 n.p.h.



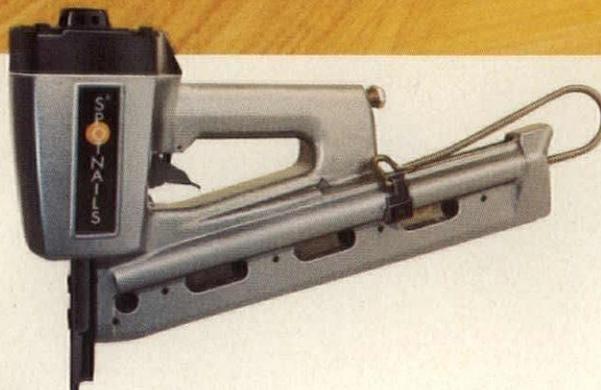
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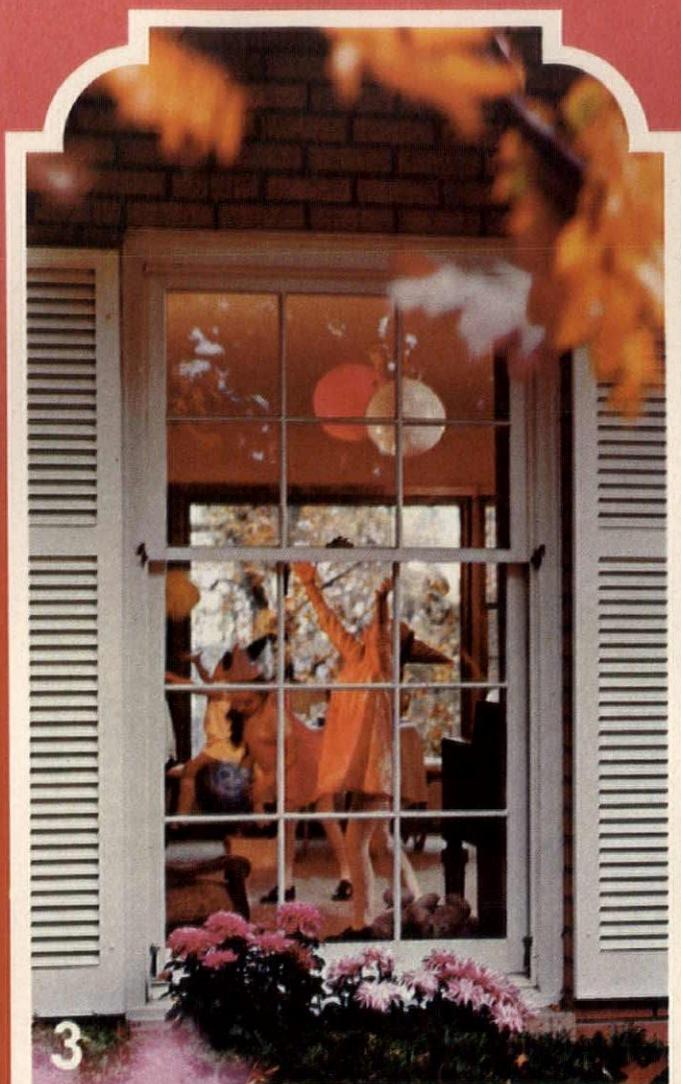
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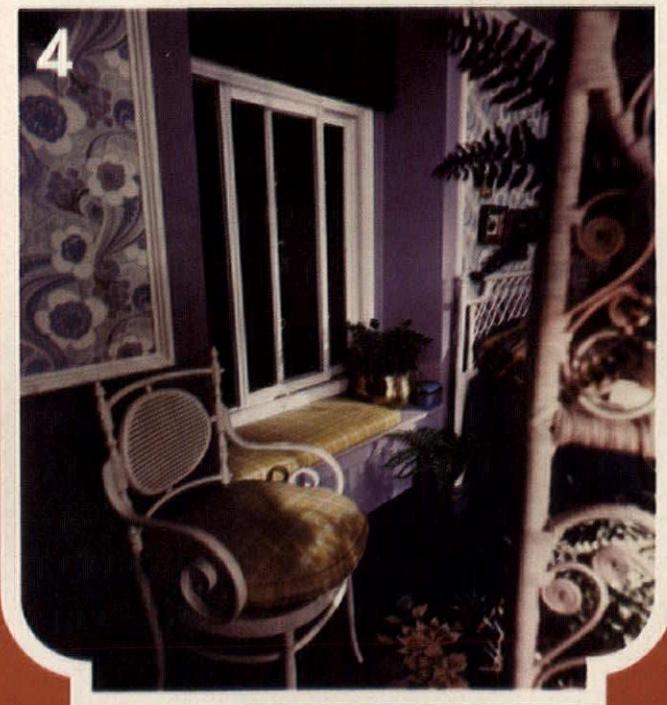
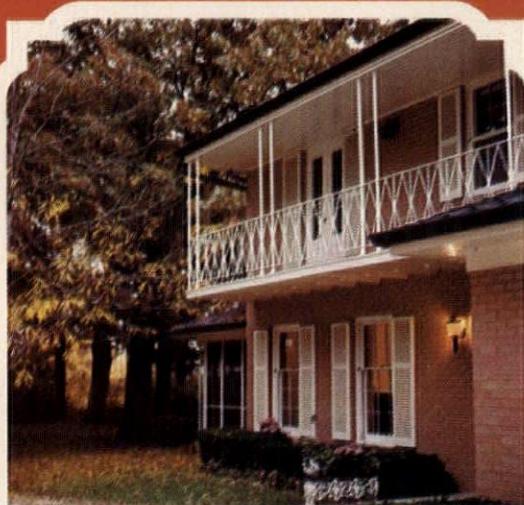
1. The Caradco C-200' casement complements any home or apartment in regular installations . . .

2. Or, in graceful bow window style with fixed and operating sash . . . 3. Our C-100' double-hung

economy window offers: stainless steel track/ weatherstrip that lets you lift out sash for easy cleaning, then snap back in weathertight; cost-saving factory priming, and complete package convenience with grilles, storm panels or optional insulating glass, screens. Also available in a

PF-C100' version, completely prefinished outside, wood-toned inside. 4. Especially suited for apartments and volume house production are our HPL and VPL prefinished wood windows, polybagged for protection, available complete with screens. Storms or optional insulating glass, vinyl grilles and locks.

For the added appeal of wood windows at competitive prices, put Caradco in your plans. Ask us . . . or your Caradco dealer for details.



Caradco Window and Door Division

Scovill

Dubuque, Iowa 52001/Hainesport Assembly Plant Hainesport, New Jersey 80836/Ohio Assembly Plant Columbus, Ohio 43204

'Not afraid to admit a mistake'—Redman Industries abandons house building

Two years after it entered the single-family housing market, Redman Industries, the nation's second largest mobile-home builder, is calling it quits and getting out of the field.

The Dallas-based combine is also drastically reducing its activity in multifamily housing, which it entered in 1969.

Citing soaring costs of building materials, construction delays and serious cost overruns recently discovered in house and apartment operations, President Lee Posey resorted to radical surgery to prevent further losses in the company's on-site activities.

But in spite of a decline in net income for the fourth quarter of fiscal 1973 (March 30), Posey forecasts a very good year:

"The company will post a 50% sales gain—approximately \$340 million in fiscal '73 compared to \$227 million in '72, and net will rise 60% to \$11.8 million. We had greater gains in market penetration in mobile homes than any other company, and we expect new records in the coming year."

\$75-million operation. On-site building accounted for approximately \$75 million of the \$340 million in revenues for fiscal 1973. Single-family house building accounted for \$3 million of the \$75 million.

Fourth-quarter income from all operations for fiscal 1973 is estimated to be down to \$1.6 million compared with \$1.8 million in the same period in fiscal 1972. The decline is due primarily to the construction division.

For sale. Posey said in a letter to Redman stockholders in March that the company would immediately sell or close its single-family building operation, centered in Dallas. It has one townhouse and two single-family projects in the Dallas suburbs and a single-family project near Fort Worth, with 50 units under construction. Since it opened its first subdivision in July 1971, Redman has completed 200 homes.

The company is also disposing of its land, including sites bought in Houston for a planned expansion into that market.

In addition, Posey said, Redman will "slow down our activity dramatically" in the garden-

First big mobile-home maker buys into multifamily

Redman Industries has just agreed to pay \$6.5 million in stock for Kansas Quality Construction, a garden-apartment and public-housing builder operating in 18 states. "Our interest is in the entry into the multifamily market," explained Chairman Jack Redman at the mobile home company's headquarters in Dallas. "This is a perfect fit with our concept of becoming a total supplier to the housing industry."

The combination produces one of the most unusual and powerful marketing forces in homebuilding.

"With so much of the market lying before us, it just makes economic sense as to



Bertoglio's company gets wide new buying power through Redman's 19 scattered plants, and the factories ease the supply problems for his entry into new building areas. He also gets the chance to experiment with modular units and a whole range of experimental products turning up in Redman's labs.

Redman's entry into homebuilding was reported in HOUSE & HOME in February 1969. The ambitious goal was "an entirely new kind of company... a total shelter company."

apartment business. It has—in eight southern cities—10,000 units completed and under management contract and 7,600 under construction. The start of any new apartment projects is indefinite, Posey says.

"We have decided that we will no longer make any guaranties to equity partners," Posey added. "We have changed some field management personnel, and we are installing control systems that will provide us with more timely information on our field activity."

Redman's construction work has been completely subcontracted. The single-family division has 15 management/sales personnel, and they are being offered transfers to the apartment or mobile-home operations.

Company's growth. Redman, listed on the New York Stock Exchange since December 1969, became a holding company in February 1972, with four subsidiaries: Redman Mobile Homes, Redman Properties, Redman Building Products and Corporation R (a developer of mobile-home communities).

Effective Jan. 1, 1973, the recreational vehicle division, previously part of Redman Mobile Homes, was set apart as a wholly owned subsidiary, Redman Recreation Vehicle Co. Sales in February 1973 were \$2.1 million, compared to \$500,000 in February 1972.

Redman Properties, the housing subsidiary, included Redman Development Corp. (RDC), the garden-apartment developer and manager.

Goals of yesteryear. Redman Properties grew out of Redman's 1969 purchase—for \$6.5 million in stock—of builder Jack Bertoglio's Kansas Quality Construction, a garden-apartment

builder operating in 18 states (*see photo above*). The purchase was part of a diversification plan with the goal of making Redman "a total shelter company."

The 1972 annual report said Redman would be "an entirely new kind of company—not wholly a manufacturer or a developer, but having the best characteristics of both." Its market area was to be the South.

Now, says Posey, just as Redman was "not afraid to try new things then, it is also not afraid to admit a mistake" and to take immediate action to close a loser.

'Emotion.' "We just want to make money for our shareholders," he says, "and we have not let ourselves get emotionally involved like some who want to be homebuilders just for the fact of being homebuilders."

Houses in Redman's Freedom line sold first at \$18,100 to \$20,500 but now go for \$1,000 more. The Liberty series, initially priced at \$23,500 to \$27,000, now sells at \$25,000 to \$32,000. Townhouses—with only 40 of a projected 210 under construction—sell for \$24,000 to \$28,000.

Redman also had its eye on modular housing. It constructed a 12- to 16-unit modular apartment in Detroit in 1969, but it now says it has abandoned the field completely.

Redman built 500 single-family homes in Pennsylvania from sectionals, although it later sold that manufacturing facility. Last year the company constructed a 136-unit apartment in a Dallas suburb using sectionals built at its plant in Burleson, Tex. The apartment rented well, says Posey, but the company decided it could make more money with mobile homes and so it con-

verted the plant.

Apartments. Posey said in his letter that Redman Development Corp., the apartment division—which had losses in 1972-73—is expected to be profitable in 1974.

"We are virtually assured of this," he said, "both from the steps we are taking now and the deferral of income that took place last year and this year."

At the end of fiscal 1972 Redman began deferring part of its pretax income from multifamily construction. After deferring \$3.8 million in pretax profit to be recognized ratably because of guaranties to equity partners that extend from three to five years on each apartment project, it showed a loss for 1972 of \$395,000.

A recent accountants' recommendation is that revenues as well as profits should be recognized only as each guaranty and risk period expires. This will have the effect of reducing reportable sales or revenues from RDC by 50% in fiscal 1974 and fiscal 1975.

Posey still predicts that "over the next six years RDC will generate an average profit of \$2 million annually pretax, if we do not start any more projects." He says, however, that the company will continue to build apartments. The cutback is "just to get a better handle on what we are doing."

"RDC will have sales of about \$10 million for the first quarter of 1974, which is down about 50% from a year ago," Posey says.

Mobile parks. Redman will dispose of another unprofitable operation, Corporation R, the mobile-home-park subsidiary opened in January 1970.

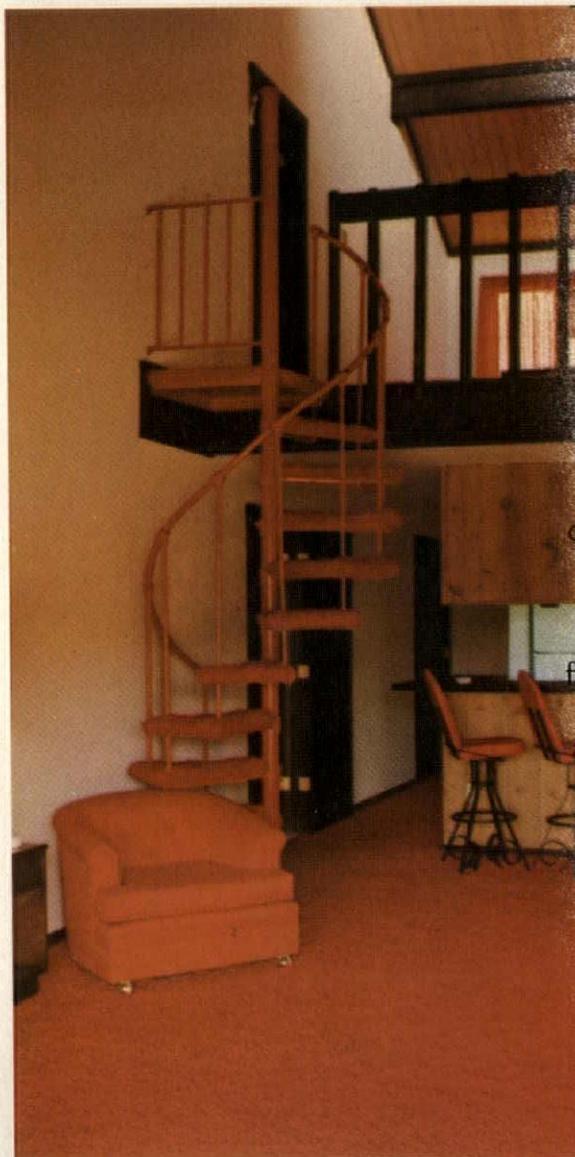
The outlook is strong for Redman's mobile-home division in 1974, Posey says. "For the eleven months ended February 28, 1973, unit sales were 36,062, a 54% increase over 23,436 units for the prior eleven months.

"We have approximately 7% of the market... and we have targeted a goal in excess of 8.5% in the coming fiscal year."

Posey predicts sales of 625,000 to 630,000 units for the industry this year compared with about 570,000 in calendar 1972.

—LORRAINE SMITH
McGraw-Hill News, Dallas

Step up to higher profits with Logan spiral stairs.



Jabco Developer, Inc.

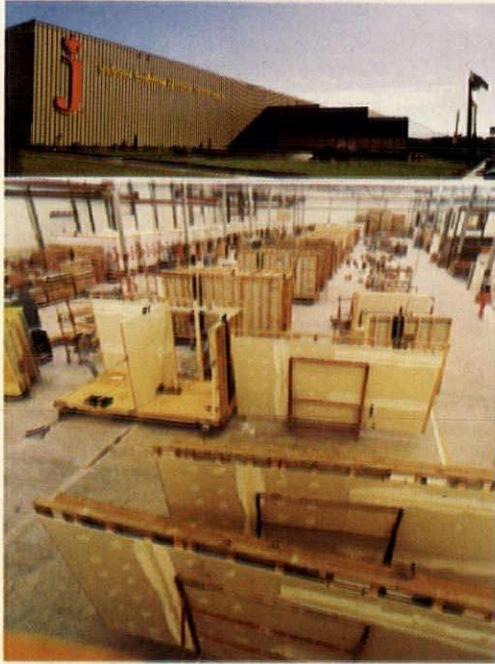
That's no run-around. When you add the uniqueness of Logan spiral stairs, you add a distinctive custom look and compact convenience that your customers are willing to pay for and could well be their reason for buying. The low cost Logan spiral stairs can easily add far more than their cost to your selling price. ■ The four-foot diameter stair is only \$359.95. And that includes the exclusive upper landing platform and decorative Logan safety railing. These spiral stairs also are available in five-foot and six-foot diameter models. All stock size stairs are pre-engineered to fit floor-to-floor dimensions from 8'-7½" to 10'. ■ Erection? It's the easiest. There are only four steps from the carton to the finished installation. And all Logan spiral stairs are reversible for either left or right hand conditions in innumerable applications. ■ Give your customers the unique look of luxury that only Logan spiral stairs can deliver. Call your nearby Logan distributor for immediate delivery. Or contact us for details. Either way, you'll find the stairway to higher profits with Logan. ■ LOGAN CO. Subsidiary ATO Inc. P.O. Box 6107, Louisville, KY 40206. 2421-25 Hunter Street, Los Angeles, California 90021

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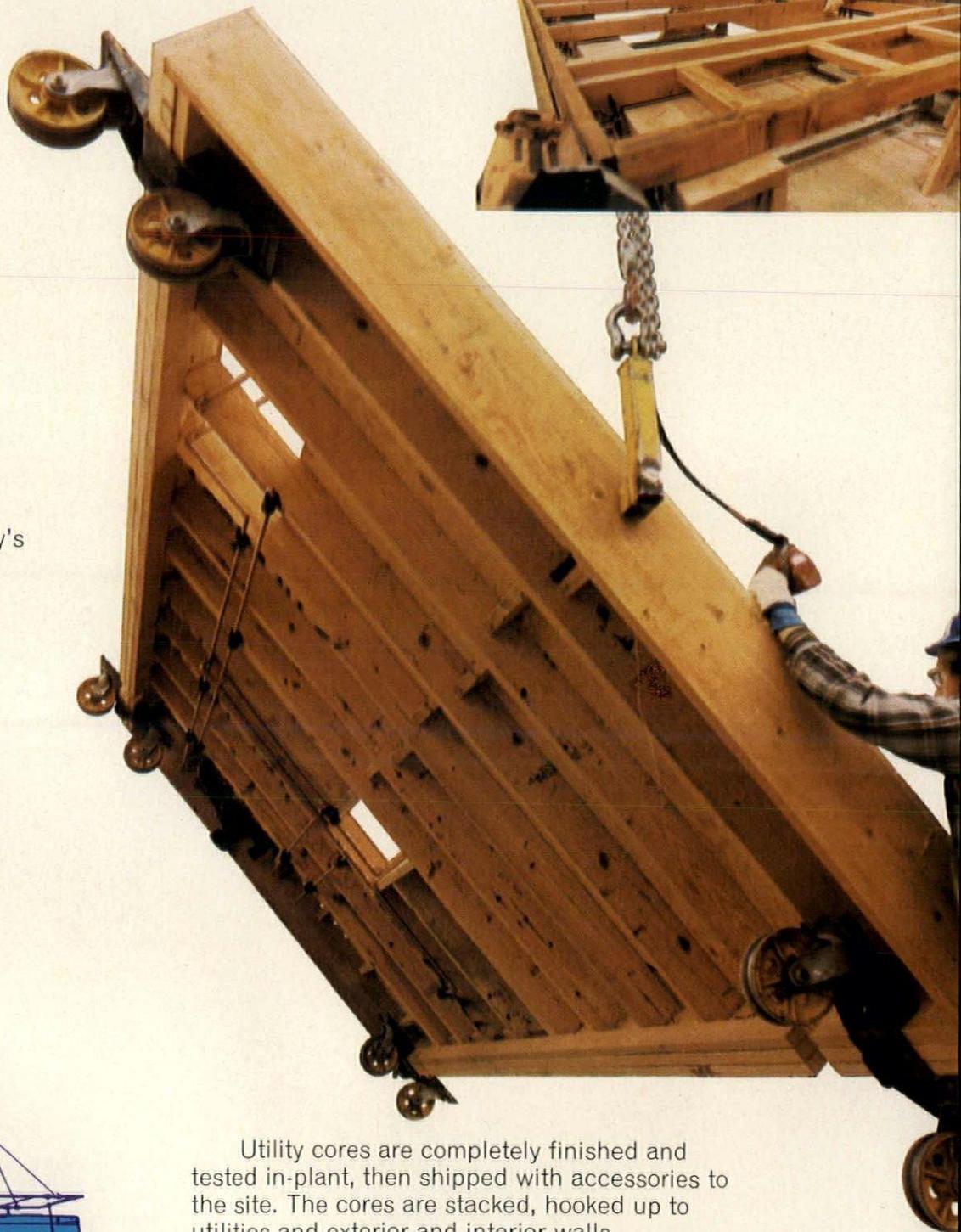
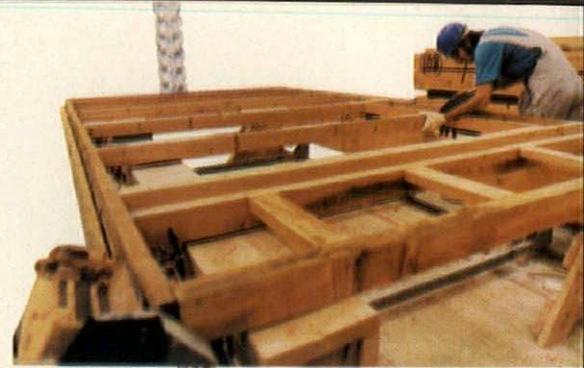
Old pros, up to something new

Programmed systems using pre-cut helped DeBoer become 2nd largest apartment builder.



In five years, Jack P. DeBoer Associates, Inc. has become the country's second largest apartment builder. Working out of Wichita, Kansas, the firm produces 6,000 units per year.

DeBoer Building Systems Corp., a wholly owned parent company subsidiary, is an integrated operation. It develops, designs, manufactures and erects apartment projects from its headquarters and single plant in Wichita. Before building the plant, a test line evaluated both wood and metal framing. The result: a utility core system using Western Wood framing throughout.



Utility cores are completely finished and tested in-plant, then shipped with accessories to the site. The cores are stacked, hooked up to utilities and exterior and interior walls assembled around them, using either panelized wood framing or conventional construction from Western Wood pre-cut lumber.

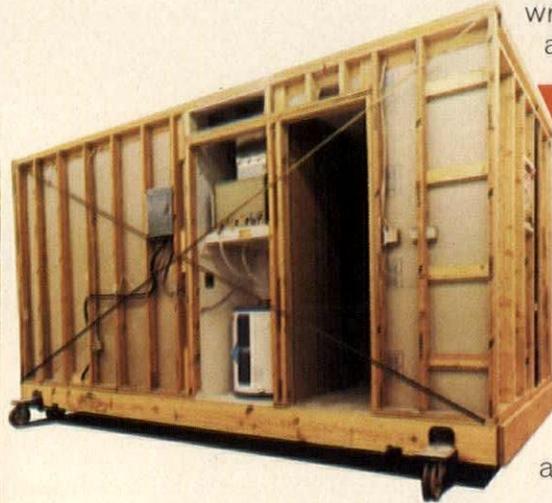
CIRCLE 43 ON READER SERVICE CARD

Western Wood

Component production lines feed the main utility core line. One line produces floor panels. Another the walls and a third the roof panels. All use Western Wood pre-cut in the plant.



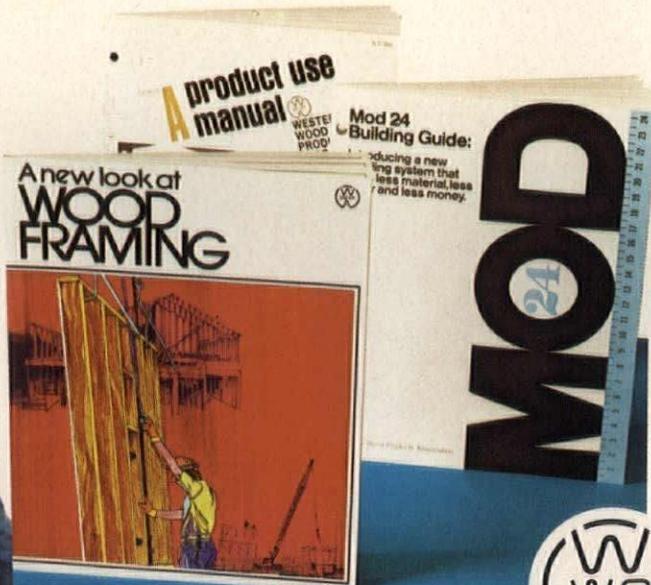
Final stages of production add cabinets, appliances, mechanical hook-up and testing, interior wall finishing and wrapping for shipment via truck and rail as far as 1,200 miles.



Sturdy Western Wood framing contributes to damage-free delivery after repeated handling, reports DeBoer.

Free! All you need to know about wood.

Western Wood's free data file includes: CATALOG A, PRODUCT USE MANUAL—a guide to use selection of Western Wood with technical data for all grades, species, and sizes. MOD 24 BROCHURE—a comparative cost study proving the new 24-inch wood frame system can save up to \$200 per house. A NEW LOOK AT WOOD FRAMING—a new brochure featuring successful users of wood framing for conventional, componentized and manufactured housing. Mail the coupon for your free file today!



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Western Wood Products Association

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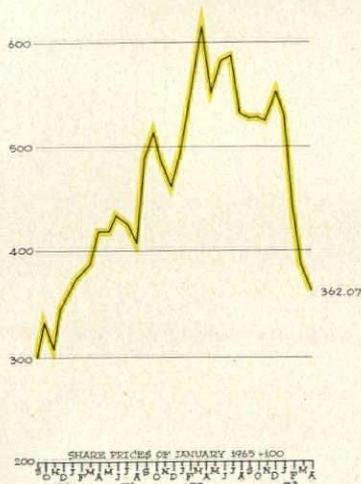
There is a four-letter word to describe housing stocks and it is 'd-o-w-n'

They have been in a tailspin ever since December.

HOUSE & HOME's index of 25 industry issues fell to 362.07 from 386.49 in the month ended April 4, off 6% for the month and 35% since December's reading of 559.47. (The Dow-Jones industrials were down 12%, from 1,050 to 925, over the same December-April period.)

The S&Ls led last month's retreat, plummeting 24%. Far West Financial, which figures in the H&H index, was suspended from trading on the New York Stock Exchange when Leasco Corp. decided against going through with a merger. When Far West did manage to open a day later, it tumbled 35%, from 14 1/2 to 9 1/8.

Share values of January 1965 represent 100 on the H&H index. Here's the composite graph.



Here's how the five companies in each division performed.

| | Apr. '72 | Mar. '73 | Apr. '73 |
|----------------------|----------|----------|----------|
| Builders | 609 | 349 | 323 |
| Land develop. | 687 | 239 | 220 |
| Mortgage cos. | 1,115 | 1,217 | 1,159 |
| Mobile homes | 2,033 | 727 | 675 |
| S&Ls | 211 | 160 | 149 |

| Company | Apr. 4 Bid/Close | Chng. Prev. Month |
|---------|------------------|-------------------|
|---------|------------------|-------------------|

BUILDING

| | | |
|--------------------------|--------|---------|
| Alodex | 3 3/8 | + 3/8 |
| AVCO Community Devl. | 2 1/4 | - 1/4 |
| American Housing Systems | 3 | ... |
| American Urban Corp. | 3 3/4 | ... |
| Bramalea Cons. (Can.) | 6 | + 5/8 |
| Building Systems Inc. | 1 1/4 | ... |
| Capital Divers. (Can.) | .66 | + .05 |
| *Centex Corp. | 17 | - 1 1/2 |
| Cheezem Dev. Corp. | 4 | + 1/4 |
| Christiana Cos. | 2 1/2 | - 1/4 |
| Cons. Bldg. (Can.) | 3.00 | ... |
| Dev. Corp. Amer. | 20 3/4 | - 1 1/4 |
| Dev. Int. Corp. | 1 | - 3/8 |
| Edwards Indus. | 9 1/4 | - 1/2 |
| First Builders Bancorp. | 3 1/8 | - 1 3/8 |
| First Hartford Corp. | 4 1/2 | ... |
| First Nat. Rlty. | 3 1/4 | ... |
| FPA Corp. | 9 3/8 | - 3/8 |
| Froupe Corp. | 5 1/4 | ... |
| General Builders | 2 1/8 | + 1/8 |
| Gil Development | 1 1/8 | - 1/4 |
| Hallcraft Homes | 4 1/8 | - 1/2 |

| Company | Apr. 4 Bid/Close | Chng. Prev. Month |
|---|------------------|-------------------|
| Hoffman Rosner Corp. | 4 | - 3/4 |
| Homewood Corp. | 12 1/4 | + 1 |
| Hunt Building Corp. | 5 1/8 | - 1 3/8 |
| *Kaufman & Broad | 31 1/8 | - 3 3/8 |
| Key Co. | 5 1/4 | + 1/4 |
| Leadership Housing (includes Behring Corp.) | 5 1/2 | - 1 1/8 |
| Leisure Technology | 8 1/4 | - 1 1/4 |
| Lennar Corp. | 12 1/2 | - 2 1/8 |
| McCarthy Co. | 4 | - 1/2 |
| McKeon Const. | 4 1/8 | ... |
| H. Miller & Sons | 8 1/2 | - 2 |
| Mitchell Energy & Dev. | 25 1/2 | - 4 1/4 |
| National Environment (Sprout Homes) | 1 3/4 | + 1/2 |
| L. B. Nelson Corp. | 8 1/8 | - 1 1/8 |
| New America Ind. | 5 1/8 | - 1/8 |
| Oriole Homes Corp. | 15 | + 1 1/8 |
| Prell Corp. | 8 | - 1 |
| Presidential Realty | 12 1/4 | - 3/4 |
| Presley Development | 7 | - 2 1/4 |
| Pulte Home Corp. | 5 | - 1/4 |
| Robino-Ladd Co. | 9 3/8 | - 1 |
| Rossmore Corp. | 7 1/2 | - 3/4 |
| *Ryan Homes | 17 1/2 | - 1 1/4 |
| Ryland Group | 15 1/4 | - 1 |
| Shapel Industries | 15 | - 1 |
| Shelter Corp. of America | 2 1/8 | - 7/8 |
| Standard Pacific | 2 1/8 | - 3/8 |
| Universal House & Devl. | 2 3/8 | - 1/4 |
| *U.S. Financial | 26 1/2 | ... |
| *U.S. Home Corp. | 13 | - 1 1/8 |
| Valley Forge Corp. | 6 | - 5/8 |
| Washington Homes | 4 1/8 | + 1/8 |
| Del. E. Webb | 5 1/8 | - 1 1/8 |
| Western Orbis | 1 1/8 | - 3/8 |
| Westchester Corp. | 4 1/8 | - 1 1/8 |

SAVINGS & LOAN ASSNS.

| | | |
|---------------------------|--------|---------|
| American Fin. | 14 | - 2 1/4 |
| Calif. Fin. | 5 1/8 | - 1/4 |
| Citizens S&L Assn. | 25 | + 2 1/4 |
| Empire Fin. | 10 1/8 | - 7/8 |
| *Far West Fin. | 9 1/8 | - 4 1/4 |
| Fin. Corp. of Santa Barb. | 18 1/2 | - 4 |
| *Fin. Fed. | 16 1/8 | - 2 3/8 |
| *First Charter Fin. | 19 1/8 | - 7/8 |
| First Lincoln Fin. | 4 1/8 | - 5/8 |
| First S&L Shares | 18 1/8 | - 1 1/2 |
| First Surety | 4 | - 1/4 |
| First West Fin. | 2 1/8 | - 3/8 |
| Gibraltar Fin. | 20 1/8 | - 2 1/8 |
| *Great West Fin. | 22 | - 2 1/4 |
| Hawthorne Fin. | 10 1/8 | - 1/2 |
| *Imperial Corp. | 12 1/8 | - 1/4 |
| Trans-Coast Inv. | 4 7/8 | - 1/8 |
| Trans World Fin. | 9 1/8 | - 1 3/8 |
| Union Fin. | 11 1/4 | - 1/4 |
| United Fin. Cal. | 11 1/4 | + 5/8 |
| Wesco Fin. | 15 1/8 | - 1 1/8 |

MORTGAGING

| | | |
|--|--------|---------|
| Charter Co. | 26 1/4 | + 1 3/4 |
| CMI Investment Corp. | 45 3/4 | - 2 3/4 |
| *Cotwell | 16 1/8 | - 1 1/8 |
| Cont. Illinois Rlty. | 19 1/2 | - 3 1/8 |
| Excel Investment | 17 1/2 | - 2 |
| Fed. Nat. Mtg. Assn. | 14 1/4 | - 1 1/4 |
| Financial Resources Gp. (Globe Mortgage) | 2 1/2 | - 3/8 |
| First Mtg. Ins. Co. | 20 1/4 | - 5 3/4 |
| *Lomas & Net. Fin. | 13 1/4 | - 1 1/2 |
| *MGIC Inv. Corp. | 71 1/2 | - 3 |
| Midwestern Fin. | 17 1/8 | + 7/8 |
| Mtg. Associates | 16 | + 1 1/2 |
| Palomar Fin. | 5 1/8 | - 1 |
| So. Cal. Mort. & Loan Corp. | 4 1/8 | ... |
| UPI Corp. | 2 | - 1 1/2 |

MORTGAGE INV. TRUSTS

| | | |
|-----------------------------|--------|---------|
| Alison Mtg. | 27 1/8 | - 1 1/2 |
| American Century | 19 3/4 | - 1 3/4 |
| Arlen Property Invest. | 16 | ... |
| Atico Mtg. | 20 3/4 | + 1 1/8 |
| Baird & Warner | 19 | - 1 1/4 |
| BankAmerica Rlty. | 29 3/8 | + 1 1/4 |
| Barnett Mtg. Tr. | 26 7/8 | - 1 1/4 |
| Beneficial Standard Mtg. | 24 | - 1 1/4 |
| Cameron Brown | 30 | - 1 1/8 |
| Capitol Mortgage SBI | 25 1/4 | - 1 |
| Chase Manhattan | 54 1/8 | - 7 1/4 |
| CI Mortgage group | 22 3/4 | - 1 1/2 |
| Citizens Mtg. | 17 1/8 | - 1 1/8 |
| Citizens & So. Rlty. | 37 | - 1 3/4 |
| Cleve Trust Rlty. Investors | 19 1/4 | - 1 1/4 |
| Colwell Mtg. Trust | 30 1/8 | - 1 1/4 |
| Conn. General | 26 1/8 | + 7/8 |
| *Cont. Mtg. Investors | 11 | - 1 1/2 |
| Cousins Mtg. & Eq. Inv. | 25 7/8 | - 1 1/8 |
| Diversified Mtg. Inv. | 25 | - 1 |
| Equitable Life | 25 1/8 | + 3/8 |
| Fidelco Growth Inv. | 37 1/8 | - 3/8 |
| Fidelity Mtg. | 33 1/8 | - 1/8 |
| First Memphis Realty | 20 1/2 | - 3/4 |
| *First Mtg. Investors | 21 1/4 | - 3 |
| First of Denver | 22 1/4 | + 3/8 |
| First Pennsylvania | 23 1/4 | - 1 1/2 |
| Franklin Realty | 8 1/8 | - 1/2 |
| Fraser Mtg. | 19 1/4 | - 3/4 |
| Galbreath Mtg. | 27 1/8 | + 7/8 |
| Gould Investors | 9 | + 1 1/8 |

| Company | Apr. 4 Bid/Close | Chng. Prev. Month |
|----------------------------------|------------------|-------------------|
| Great Amer. Mtg. Inv. | 34 1/8 | - 3/8 |
| Guardian Mtg. | 41 3/4 | - 3 |
| Gulf Mtg. & Rlty. | 18 1/8 | - 1 1/8 |
| Hamilton Inv. | 17 1/4 | - 1/4 |
| Heitman Mtg. Investors | 12 3/4 | - 1 1/4 |
| Hubbard R. E. Investments | 19 1/4 | - 5/8 |
| Larwin Mtg. | 27 1/8 | - 1 1/8 |
| Lincoln Mtg. | 9 1/2 | + 1/4 |
| Mass Mutual Mtg. & Realty | 24 1/4 | + 1 1/4 |
| Median Mtg. Investors | 12 1/8 | - 1 1/8 |
| Mony Mtg. Inv. | 12 1/8 | - 5/8 |
| Mortgage Trust of Amer. | 20 1/8 | - 1 1/8 |
| National Trust & Fund | 13 1/2 | - 1 1/4 |
| North Amer. Mtg. Inv. | 28 | - 2 |
| Northwest Mut. Life Mtg. & Rlty. | 22 3/4 | - 1 1/8 |
| PNB Mtg. & Rlty. Investors | 23 1/2 | - 1 1/8 |
| Palomar Mtg. Inv. | 15 1/8 | + 1/8 |
| Penn. R. E. Inv. Tr. | 12 1/8 | - 1 1/2 |
| Property Capital | 20 1/2 | - 2 1/4 |
| Realty Income Tr. | 14 1/8 | + 1/8 |
| Republic Mtg. | 17 1/8 | - 1 1/2 |
| B. F. Saul, R.E.I.T. | 18 1/4 | - 1 1/8 |
| Security Mtg. Investors | 10 3/4 | - 1 1/4 |
| Stadium Realty Tr. | 7 1/2 | ... |
| State Mutual SBI | 25 1/8 | - 1 1/2 |
| Sutro Mtg. | 16 1/4 | + 1/8 |
| Unionamerica Mtg. & Eq. | 24 1/8 | - 2 |
| U.S. Realty Inv. | 15 1/8 | + 1/8 |
| Wachovia Realty Inc. | 25 1/8 | - 2 1/8 |
| Wells Fargo Mtg. | 22 1/8 | - 1 1/8 |

LAND DEVELOPERS

| | | |
|---|--------|---------|
| All-State Properties | 1 1/8 | ... |
| American Land | 1/8 | ... |
| *AMREP Corp. | 9 1/4 | - 7/8 |
| Arvida Corp. | 10 1/8 | - 1 1/8 |
| Atlantic Imp. | 5 | ... |
| Canaveral Int. | 3 1/2 | + 1/2 |
| Cavanagh Communities | 4 1/8 | - 1 1/2 |
| Crawford Corp. | 5 1/4 | - 1 1/2 |
| *Deltona Corp. | 17 1/8 | + 1 1/8 |
| Disc Inc. | 2 1/8 | + 1/4 |
| Fairfield Communities | 2 1/8 | ... |
| *Gen. Development | 10 1/4 | - 1 1/4 |
| Getty Financial Corp. (Don the Beachcomber) | 4 1/2 | - 1 1/2 |
| *Holly Corp. | 1 1/4 | ... |
| Horizon Corp. | 9 3/4 | - 1 1/8 |
| Landmark Land Co. (Gulf State Land) | 2 1/8 | - 1 1/4 |
| Land Resources | 2 | ... |
| Major Realty | 6 1/2 | - 3/8 |
| *McCulloch Oil | 9 1/8 | - 1 1/8 |
| Southern Rlty. & Util. | 4 1/2 | - 1 1/2 |

MOBILE HOMES & MODULES

| | | |
|---|--------|---------|
| *Champion Home Bldrs. | 8 1/4 | - 3/8 |
| *Commodore Corp. | 5 1/8 | - 3/4 |
| Conchemco | 12 | - 1 1/4 |
| De Rose Industries | 3 1/8 | - 3/8 |
| *Fleetwood | 13 1/8 | - 5/8 |
| Golden West Mobile Homes | 6 1/4 | - 5/8 |
| Moamco Corp. (formerly Mobil Americana) | 6 1/4 | + 1/4 |
| Mobile Home Ind. | 11 1/8 | - 2 3/8 |
| Monarch Inc. | 1 1/2 | - 1 1/2 |
| *Redman Ind. | 12 1/8 | + 3/8 |
| Republic Housing Corp. | 6 | - 1 1/8 |
| Rex-Norec | 3 1/2 | - 1 1/4 |
| *Skyline | 17 1/2 | - 3 1/2 |
| Town & Country Mobile | 5 | - 7/8 |
| Triangle Mobile | 2 3/4 | + 5/8 |
| Zimmer Homes | 5 1/4 | ... |

DIVERSIFIED COMPANIES

| | | |
|---|--------|---------|
| Amer. Cyanamid | 26 3/4 | - 2 3/8 |
| Amer. Standard (Wm. Lyon) | 10 1/2 | - 1 |
| Arlen Realty & Develop. | 7 1/4 | - 3/8 |
| AVCO Corp. | 12 3/4 | + 1 1/4 |
| Bethlehem Steel | 29 | + 3 1/4 |
| Boise Cascade | 9 1/8 | ... |
| Building & Land Tech | 8 1/8 | - 1 1/8 |
| CNA Financial (Larwin) | 14 1/8 | - 2 |
| Castle & Cooke (Oceanic Prop.) | 13 1/8 | - 3/4 |
| CBS (Klingbell) | 37 1/8 | - 5 1/8 |
| Champion Int. Corp. (U.S. Plywood-Champion) | 17 1/8 | - 1 1/8 |
| Christiana Securities | 160 | - 10 |
| Citizens Financial | 6 1/8 | - 1 |
| City Investing (Sterling Forest) | 12 | - 7/8 |
| Corning Glass | 101 | - 5 1/4 |
| Cousins Properties | 22 1/2 | - 1 1/2 |
| Davos Inc. | 1 | ... |
| Dreyfus Corp. (Bert Smokler) | 11 1/4 | - 1 1/4 |
| Environmental Systems | 7 1/4 | - 3 1/4 |

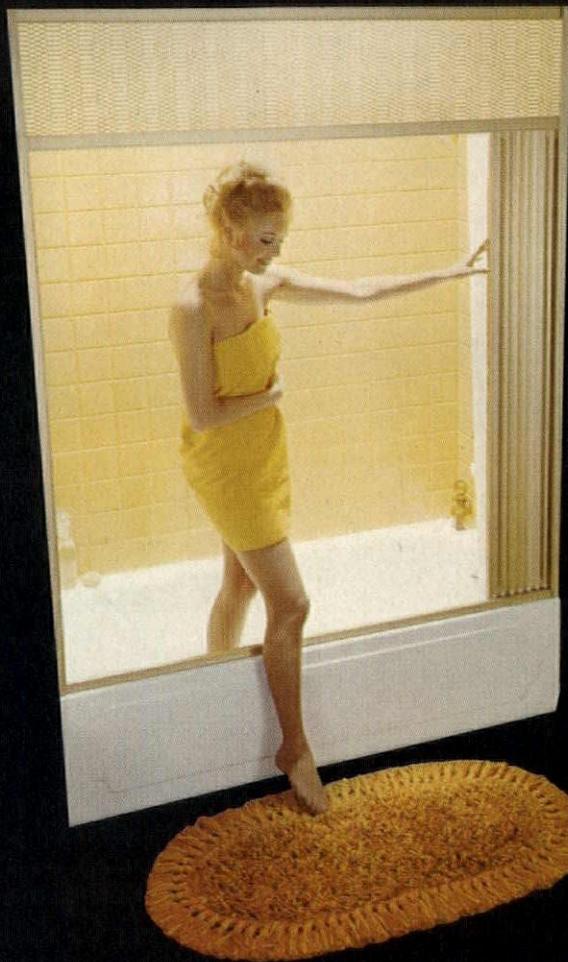
| Company | Apr. 4 Bid/Close | Chng. Prev. Month |
|--|------------------|-------------------|
| Evans Products | 16 1/8 | - 1 1/8 |
| Ferro Corp. | 36 3/8 | - 3 3/8 |
| First Gen. Resources | 1 | ... |
| Fischback & Moore | 54 1/4 | - 5 1/8 |
| Frost City Ent. | 9 | - 1/4 |
| Flagg Industries | 3 1/8 | - 1/4 |
| Frank Paxton Corp. (Builder Assistance Corp.) | 11 3/4 | - 1/2 |
| Fruehauf Corp. | 27 1/8 | - 2 1/8 |
| Fuqua Corp. | 14 1/8 | - 1/2 |
| Georgia Pacific | 32 1/8 | - 1 1/8 |
| Glassrock Products | 5 1/8 | - 1 1/8 |
| Great Southwest Corp. | 3 1/4 | - 1/8 |
| Gulf Oil (Gulf Reston) | 25 1/8 | ... |
| INA Corp. (M. J. Brock) | 39 1/2 | + 1 1/4 |
| Inland Steel (Scholz) | 34 | + 2 1/4 |
| International Basic Econ. | 3 1/4 | - 1 1/4 |
| International Paper | 36 1/8 | - 1 1/8 |
| Internat. Tel. & Tel. (Levitt) | 41 1/2 | - 8 3/8 |
| Investors Funding | 6 1/2 | - 7/8 |
| Killbuck Properties | 9 1/8 | ... |
| Leroy Corp. | 2 3/4 | - 1 3/8 |
| Ludlow Corp. | 16 1/2 | - 2 1/4 |
| Monogram Industries | 8 1/8 | - 3/4 |
| Monumental Corp. (Jos. Meyerhoff Org.) | 49 3/4 | + 1 1/4 |
| Mountain States Fin. Corp. | 6 1/2 | - 1/4 |
| National Homes | 7 3/4 | - 1 |
| Occidental Petroleum (Occ. Pet. Land & Dev.) | 10 1/4 | - 3/4 |
| Pacific Coast Prop. | 2 1/4 | - 5/8 |
| Perini Corp. | 5 1/8 | - 1/4 |
| Philip Morris | 128 1/4 | - 1 1/4 |
| Prosher Corp. | 1 1/8 | - 1/8 |
| Rouse Co. | 13 1/2 | - 1 |
| Santa Anita Consol (Robt. H. Grant Corp.) | 17 | - 1 |
| Sayre & Fisher | 5/8 | - 1 1/2 |
| Shareholders Capital Corp. (Shareholders R.E. Group) | 7/8 | ... |
| Temple Industries | 18 | - 2 |
| Tishman Realty | 19 1/2 | + 1 1/4 |
| Titan Group Inc. | 1 1/8 | ... |
| UGI Corp. | 17 1/8 | - 1 1/4 |
| Unis Bldg. | 14 1/8 | + 2 1/8 |
| Weil-McLain | 13 1/8 | - 1 1/4 |
| Westinghouse Westinghouse (Coral Ridge Prop.) | 36 1/2 | - 3/8 |
| Weyerhaeuser | 51 | + 2 |
| (Weyer. Real Est. Co.) | ... | ... |
| Whittaker (Vector Corp.) | 6 1/8 | + 3/4 |
| Wickes Corp. | 18 3/4 | - 3 1/4 |

SUPPLIERS

| | | |
|--------------------------|---------|----------|
| Armstrong Cork | 24 1/4 | - 2 1/4 |
| Automated Building Comp. | 5 1/8 | - 1 |
| Bird & Son | 26 3/4 | ... |
| Black & Decker | 109 3/8 | - 5 1/8 |
| Carrier Corp. | 21 1/4 | - 3 1/8 |
| Certain-teed | 14 1/8 | - 3 1/8 |
| Crane | 17 1/4 | - 1 1/8 |
| Dexter | 16 1/8 | - 1 1/8 |
| Dover Corp. | 41 1/2 | - 3 3/4 |
| Emerson Electric | 86 1/2 | - 3 1/2 |
| Emhart Corp. | 26 1/2 | - 1 1/4 |
| Fedders | 22 1/2 | - 1 1/2 |
| Flintkote | 20 | - 1 1/8 |
| GAF Corp. | 14 1/2 | - 1 |
| General Electric | 60 7/8 | - 6 1/4 |
| Goodrich | 23 1/8 | - 1 1/2 |
| Hercules | 71 3/4 | + 3/4 |
| Hobart Manufacturing | 29 1/8 | - 1 1/4 |
| Int. Harvester | 31 1/4 | - 2 1/4 |
| Johns Manville | 23 3/4 | - 1 1/4 |
| Kaiser Aluminum | 16 1/8 | + 1 1/4 |
| Keene Corp. | 6 1/4 | - 5/8 |
| Leigh Products | 11 1/4 | - 4 3/8 |
| Masco Corp. | 48 1/4 | - 3 |
| Masonite Corp. | 24 | - 1 1/8 |
| Maytag | 34 1/8 | - 1 3/8 |
| Modern Maid | 6 3/4 | - 1 1/4 |
| National Gypsum | 15 | - 1 1/4 |
| Norris Industries | 35 | + 3 3/4 |
| Overhead Door | 15 1/4 | - 1 1/4 |
| Owens Corning Fibrgl. | 44 | + 1 1/2 |
| Pottlatch Forests | 22 3/4 | + 1 1/2 |
| PPG Industries | 34 3/4 | - 2 |
| Reynolds Metals | 15 | + 2 |
| Rohm & Haas | 97 1/2 | - 10 3/4 |
| Ronson | 6 1/2 | + 3/4 |
| Roper Corp. | 24 | - 3/4 |
| St. Regis Paper | 38 1/8 | - 1 1/8 |
| Scovill Mfg. | 23 1/8 | + 1 |
| Sherwin Williams | 40 1/4 | - 7/8 |
| Skil Corp. | 28 1/2 | - 4 1/8 |
| Slater Electric | 13 1/2 | - 1 1/2 |
| Stanley Works | 30 1/2 | - 3 1/2 |
| Tappan | 16 | - 1 |
| Thomas Industries | 14 1/4 | - 1 1/4 |
| Triangle Pacific | 16 1/8 | - 1 1/2 |
| U.S. Gypsum | 23 1/8 | - 1 1/2 |
| U.S. Steel | 31 1/2 | + 1 |
| Wallace Murray | 13 1/4 | - 1 1/8 |
| Jim Walter | 24 | |

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DOMESTIC VACATIONS

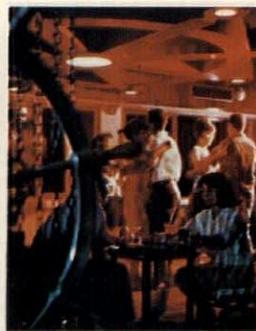
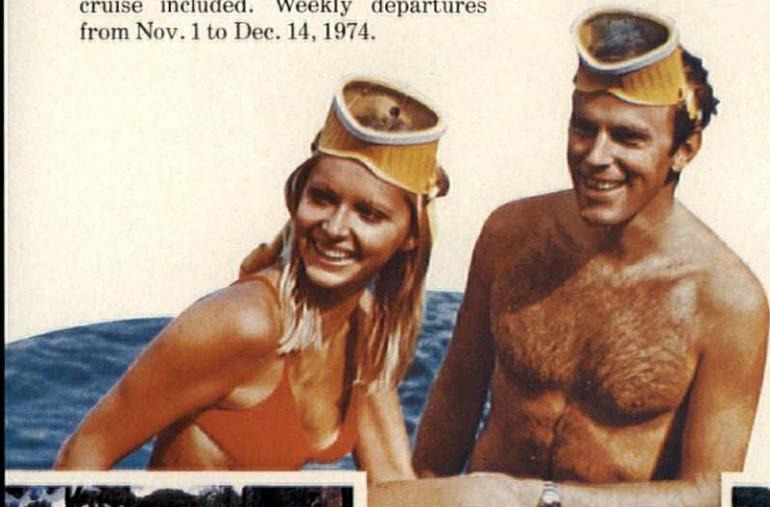
Prefer a vacation nearer home? That's easy, too! Only a half book of stamps lets you live it up for any six consecutive days, June 15 to Sept. 5, 1974. You provide the transportation (perhaps a motor trip). Your Progress Distributor provides deluxe accommodations, all breakfasts and dinners, and more...

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*New York departures. Varies from Atlanta and Chicago. Plus airport taxes.

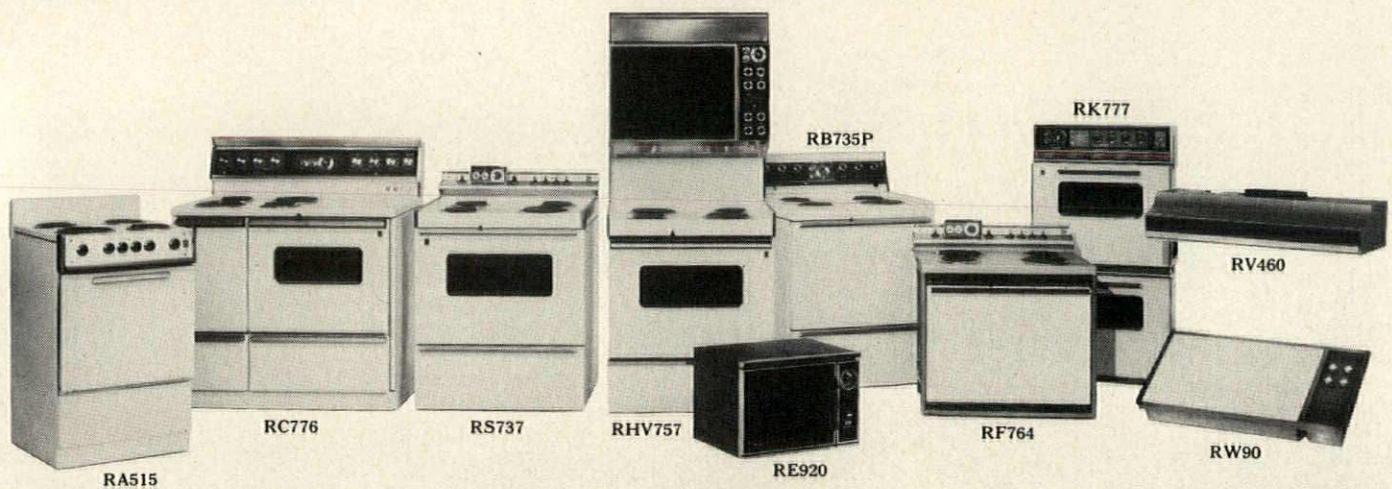
progress
LIGHTING
DIVISION OF LCA CORPORATION
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Send me the Progress Lighting Vacation Club brochure with more information.

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Hotpoint Hustle: It's building every type of oven and range for any type of kitchen.



Whether a kitchen is L-shaped or corridor, U-shaped or one-wall, Hotpoint has the oven and range to fit your design needs: Drop-ins. Slide-ins. Cabinet ranges. Hi-lows. Surface sections. Single and double wall ovens. And microwave ovens, too.

Our oven and range line is full of the kind of features that can turn browsers into renters or buyers.

Features like self-clean ovens, for instance. Hotpoint's self-clean system is pyrolytic, the only system that cleans every part of the oven interior completely—walls, floor, inner window, door and racks. It even cleans the drip pans from the surface unit.

Your Hotpoint builder representative can fill you in on the complete Hotpoint oven and range line. (The models shown above are only a sample.) Like all the

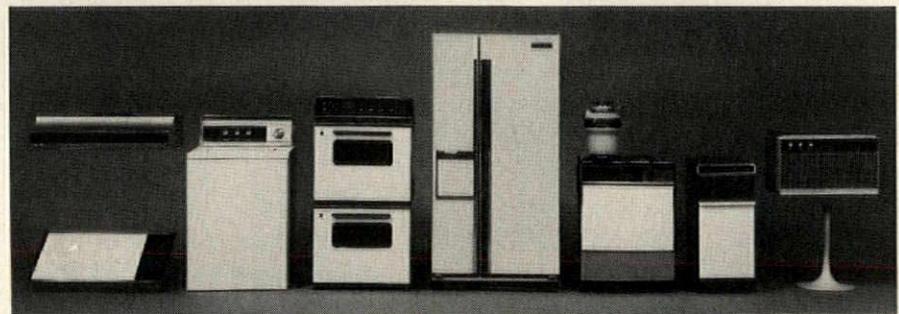
appliances Hotpoint makes—washers and dryers, dishwashers, compactors, disposers, refrigerators, freezers and room air conditioners—it's backed by the largest company-owned and trained service organization of any manufacturer in the business. We call it Customer Care... Everywhere.™

Your builder representative will also be happy to talk with you about other services Hotpoint can

offer you. Like promotional planning and kitchen design assistance.

Why not give him a call. You'll find him as versatile as the line of ovens and ranges he sells.

Hotpoint. The difference is hustle.



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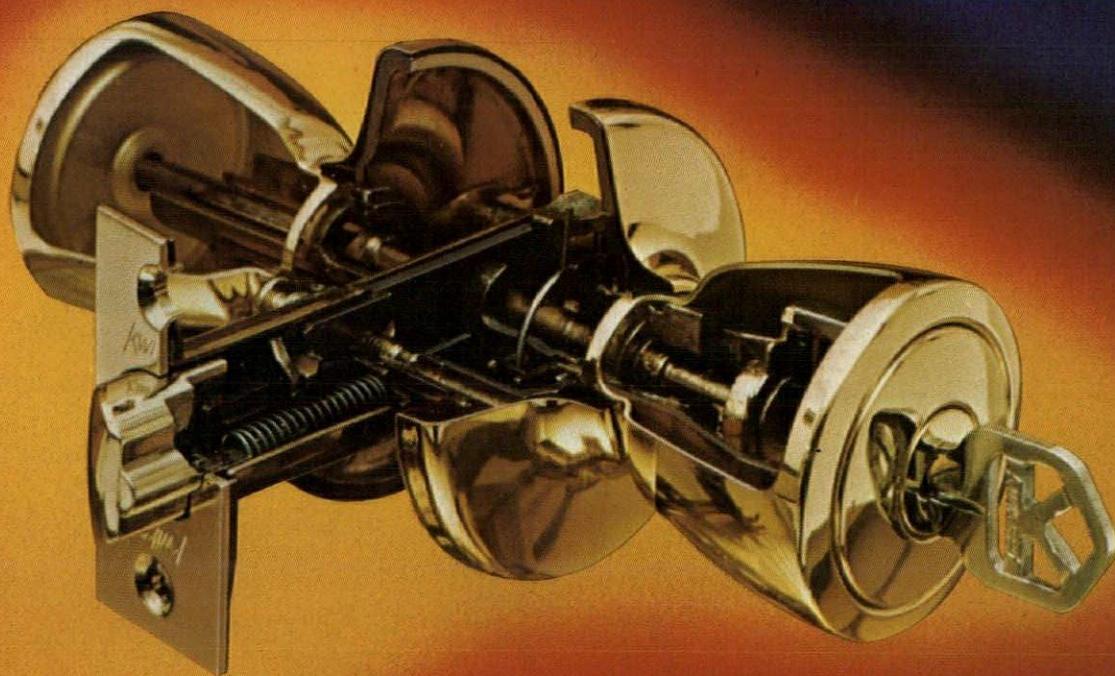


All muscle and no fat.

The lion was designed for maximum performance. Smooth, quick, precise, muscular. So are the mechanisms in Kwikset locksets. They are precision-engineered and precision made to insure flawless performance. And they have all the muscle needed for years of reliable safety and security. Kwikset. Like a lion, not a pussycat.

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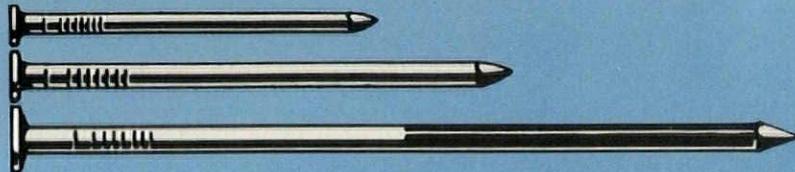
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The cost of hand-nailing is doubling every seven years. That means the savings you can make with a Paslode® nailer are doubling every seven years. It's nailing speed that does it. For example, Paslode's famous Gun-Nailer® tool drives 7,000 6d (1 7/8") or 8d (2 1/2") commons or coolers an hour. As fast as six men with hammers.



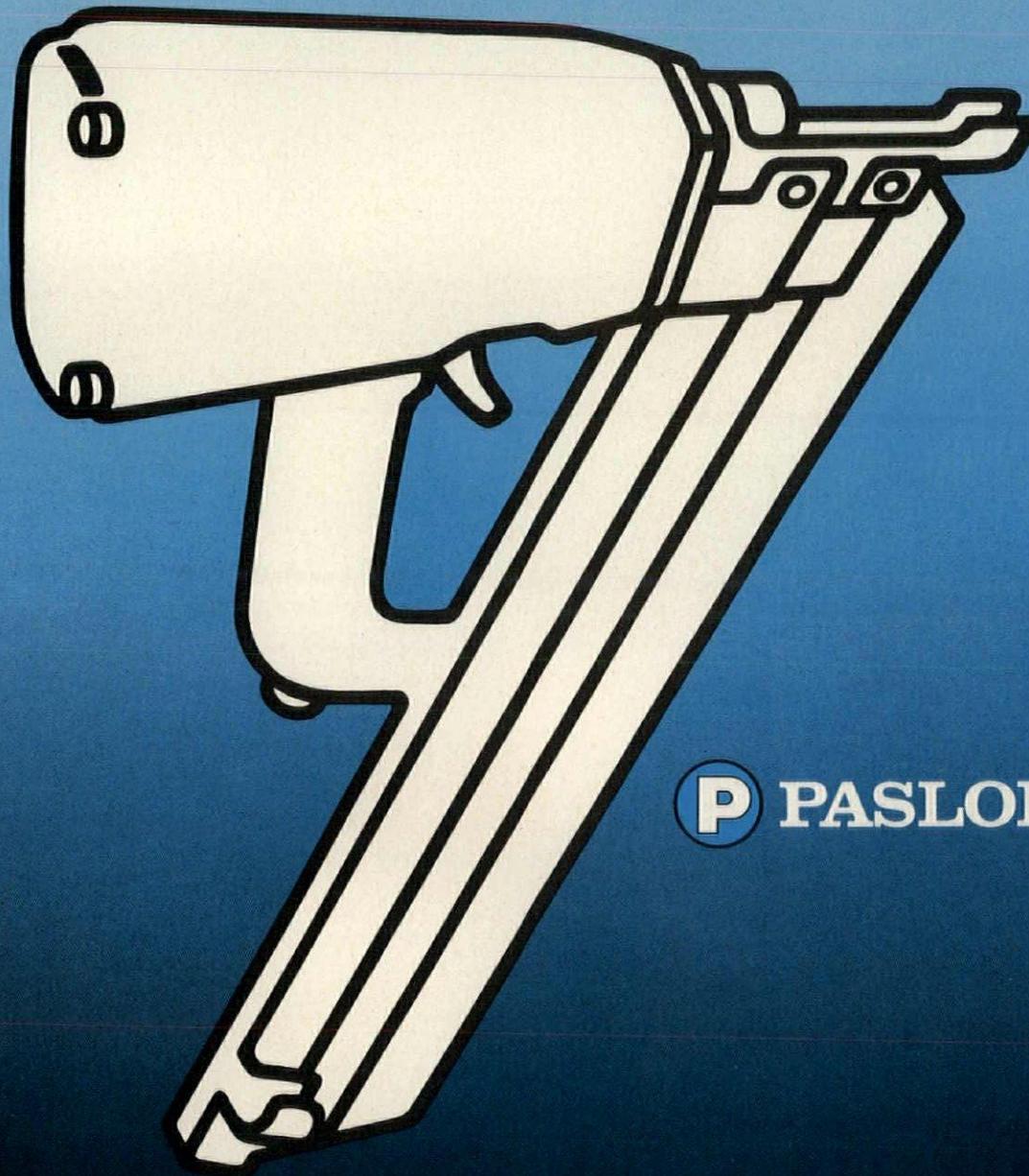
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About the weather resistance:

"Rain, humidity, sun, cold . . . nothing seems to bother these Therma-Tru doors. We've used them extensively, and weathering effects have been absolutely negligible."

Ken Carlson, Sr. Vice-President
THE RYLAND GROUP, INC.
Columbia, Maryland

About the better thermal break:

"We'd seen instances of actual frost on the inside of other steel doors around hinges and lockset. But there's none of that with Therma-Tru, thanks to its extra-wide wood edge."

Samuel Primack
THE PERL-MACK COMPANIES
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"Not only is it much better insulating than other doors — including wood — but because it's packed so tight, the Therma-Tru door has a really solid sound. It *sounds* like quality."

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SCHOLZ HOMES
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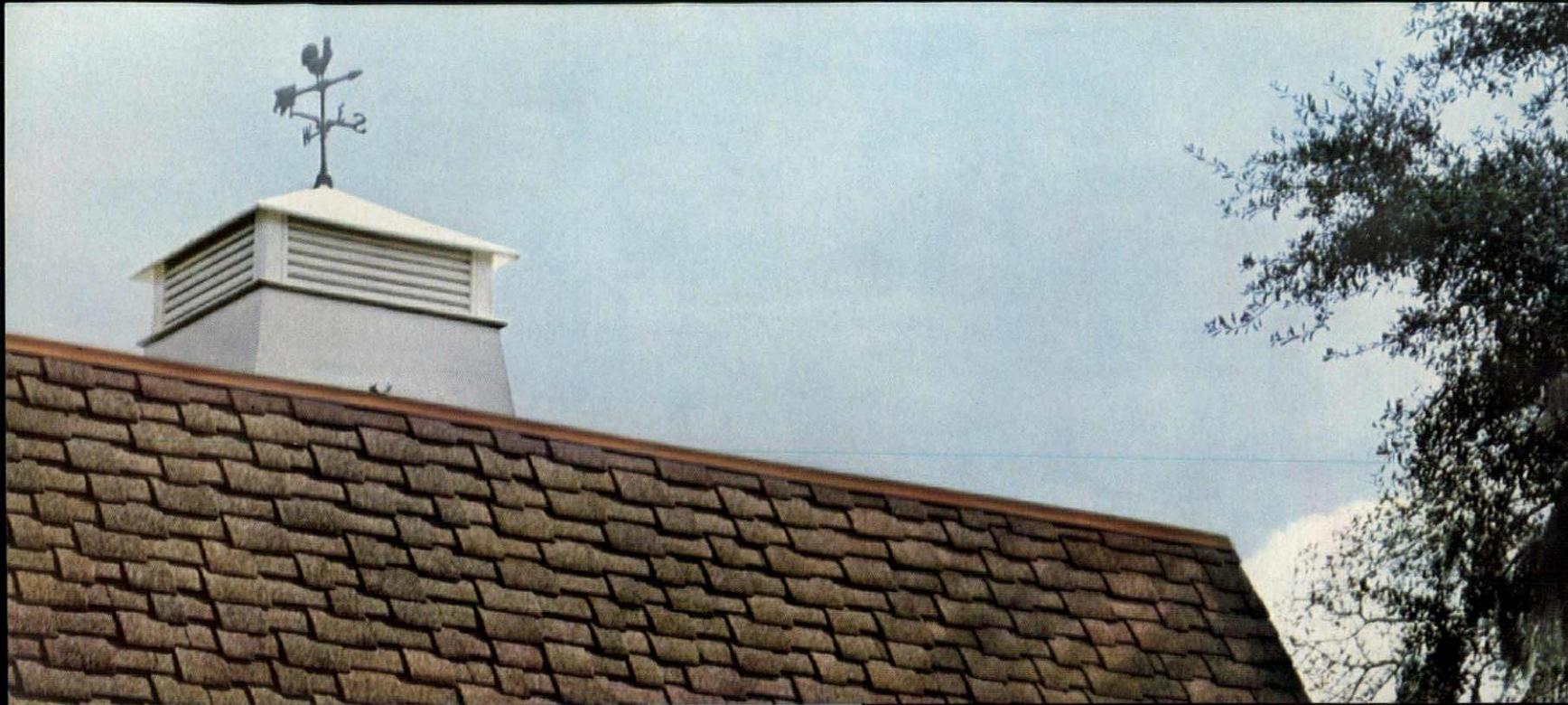
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Four condominium projects win joint NAHB-Better Homes & Gardens contest

And the publicity—BH&G has a circulation of nearly 8 million—should give the PUD concept a welcome shot in the arm.

Selected from some 50 entries from builder members of NAHB, the four winners shown here and on page 58 were featured in the magazine's April issue. The ac-

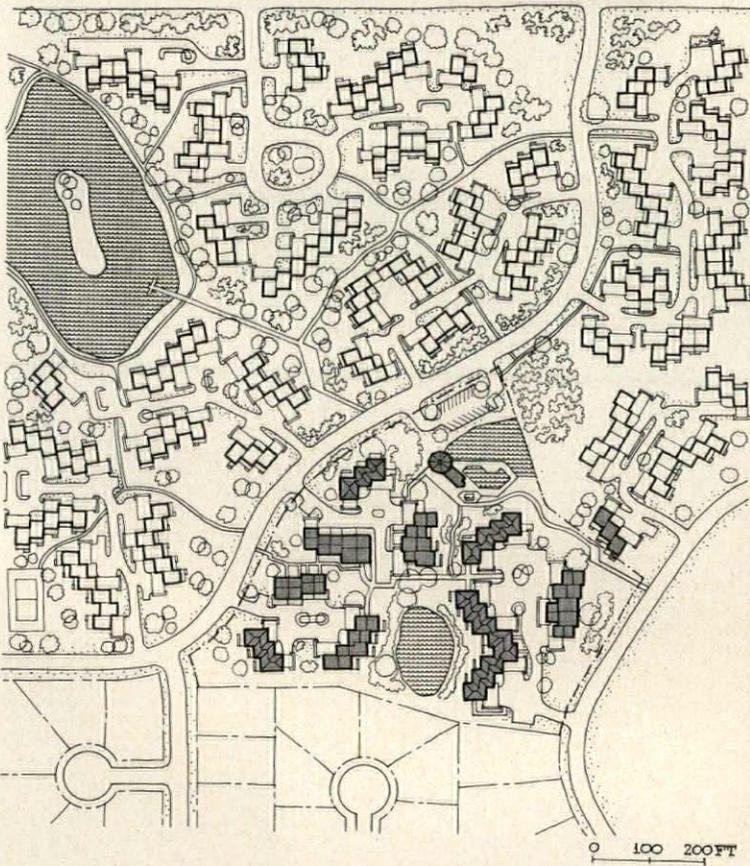
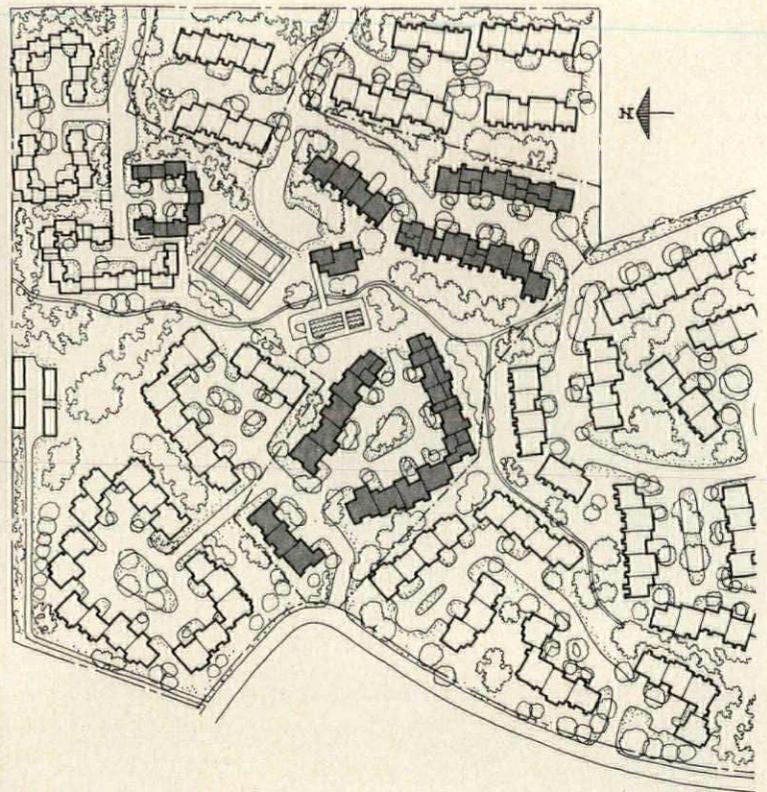
companying article stressed the advantages of PUD—good house design, preservation of the landscape, recreation facilities, privacy and good value at a reasonable price.

One winner and one runner-up were chosen in each of two density categories: one to five units

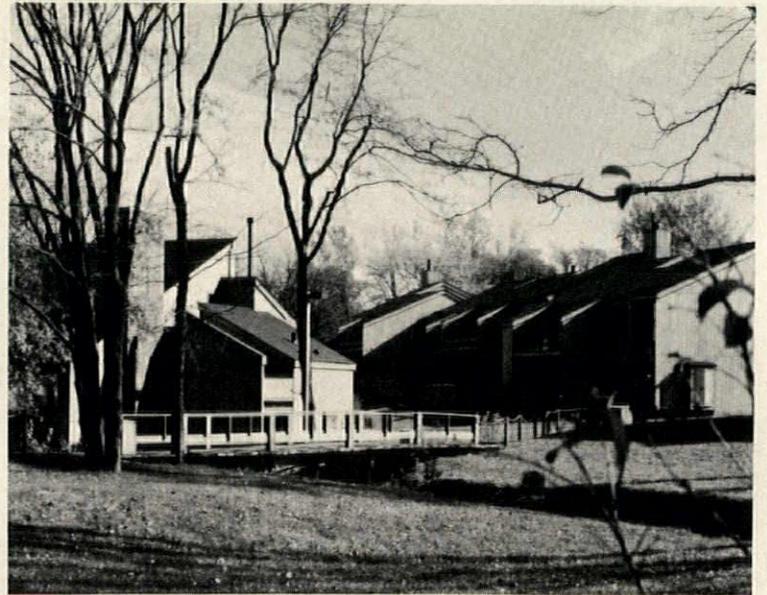
per acre and six to ten per acre. Rather surprisingly, the winners are all located in the Middle West, an area which is not often singled out for excellence in PUD design.

Future issues of H&H will cover each project in detail.

TO PAGE 58



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Honor award, 1 to 5 units per acre

Scarborough, in Bloomington, Minn. . . All townhouses, most in 4-to-6-unit clusters, priced from \$41,000 to \$58,500 . . . Selling out as fast as they can be built, with strongest demand at high end . . . Market: second-home buyers, many of them empty nesters . . . Exteriors of brick and wood siding blend with wooded environment . . . Shaded area of site plan shows first 89 units on 45 acres; completed project will have up to 266 on 120 acres . . . Culs-de-sac are laid out to keep cars from view of units . . . Architect: Michael McGuire; Landscape architect: Marc Putman; Builder: Pemtom Inc.

Runner-up, 1 to 5 units per acre

The Park at Southern Hills, in Des Moines, Iowa . . . Pioneer PUD in area . . . Prime location, six minutes from downtown, six from airport . . . Three townhouse designs for as many markets are clustered separately: 1) 1½-to-3-bedroom studios for young marrieds; 2) tri-levels with separate sleeping and living areas for older marrieds with children; 3) one-level ranch-style for empty nesters . . . First phase (shaded): 40 units . . . Architect: John D. Bloodgood; Landscape architect: Elizabeth Howerton; Builder: Weitz Construction Co.; Owner: Southern Hills Development Corp.



PRICE PFISTER



BEHIND EVERY WINNER

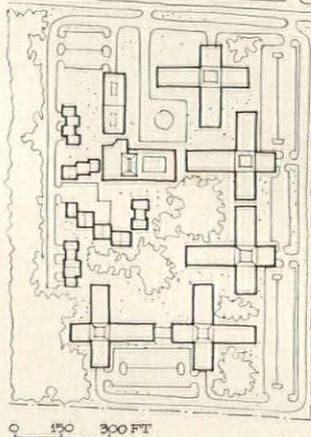
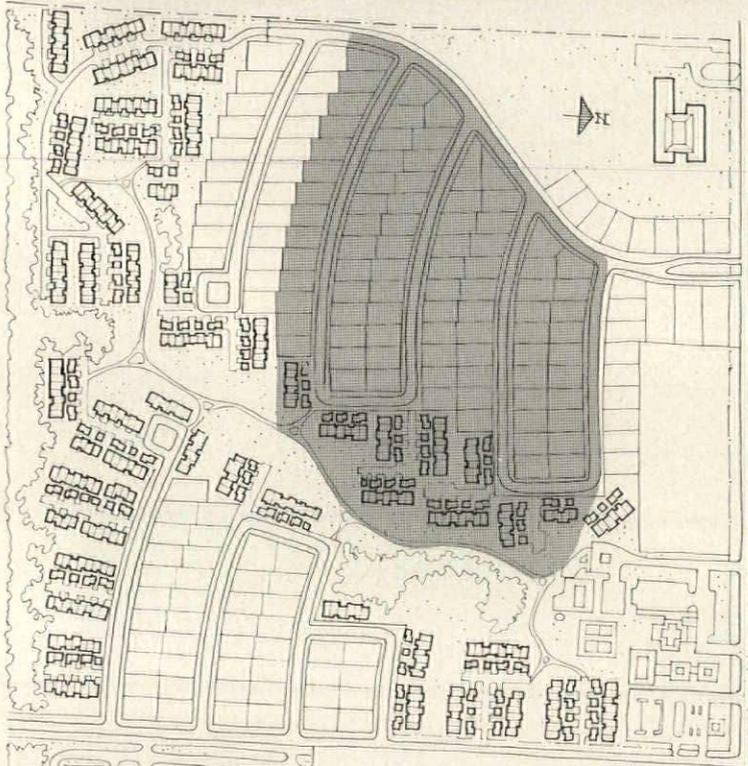
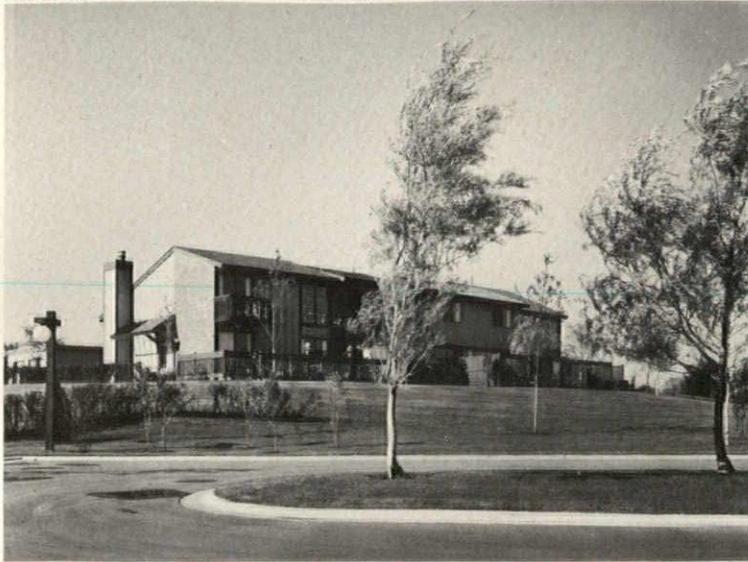
PRICE PFISTER

Manufacturers of Plumbing Brass
Subsidiary of Norris Industries
13500 Paxton Street
Pacoima, California 91331

... is the hard worker you don't often see. Our top ranked lines of bath and kitchen fittings are well backed up by *hundreds* of precision engineered rough brass items — from gate valves to log lighters and everything in between. No wonder Price Pfister products lead the way — from start to finish!

Award-winning condominiums... continued

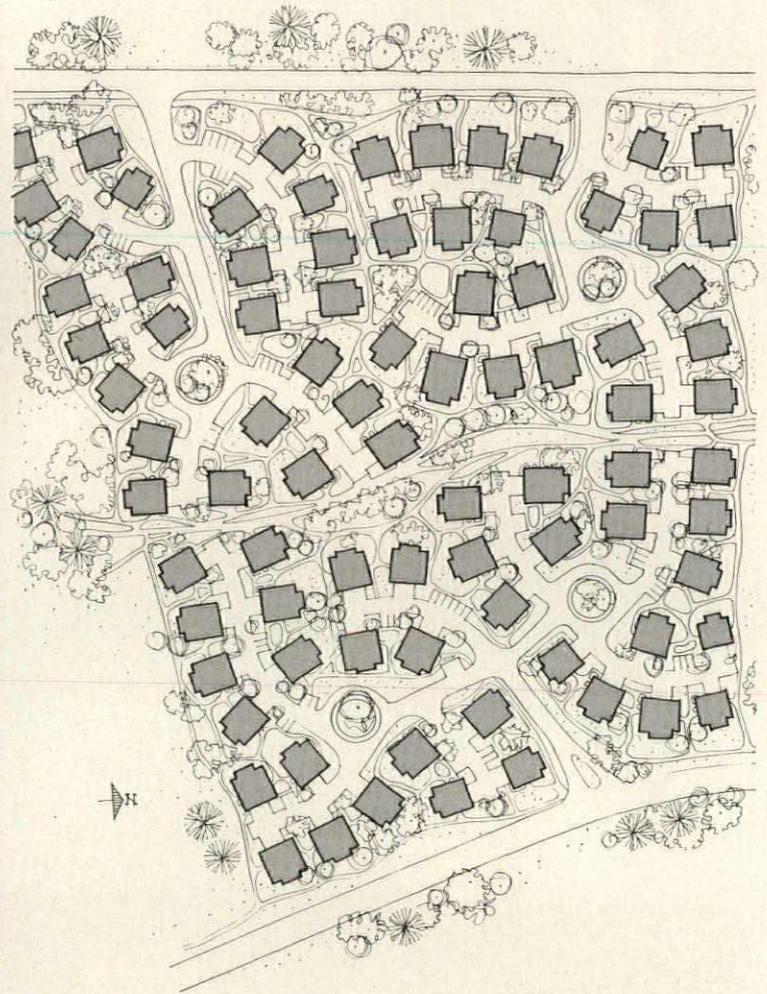
FROM PAGE 56



| LAND USE | HOUSING UNITS | ACRES | PERCENT OF SITE |
|------------------------|---------------|-------|-----------------|
| OPEN SPACE | | 30.9 | 19.8 |
| SINGLE FAMILY | 172 | 32.9 | 21.0 |
| GARDEN APTS. | 457 | 25.4 | 16.3 |
| TOWNHOUSES | 345 | 20.0 | 12.8 |
| PUBLIC RIGHT-OF-WAY | | 14.2 | 9.1 |
| UTIL. (O) RIGHT-OF-WAY | | 20.0 | 12.8 |
| COMMERCIAL | | 3.9 | 2.5 |
| SCHOOL | | 9.0 | 5.7 |
| TOTAL | 974 | 156.3 | 100.0 |

Honor award, 6 to 10 units per acre

The Trails at Woodfield, in Roselle, Ill., a Chicago suburb... 165 units built, 240 sold... Phase 1 (shaded) has 110 townhouses, 60 detached houses... Zero-lot-line siting is abetted by blank wall facing neighbor's yard to give a private 18 ft. side yard... Considerable berming was required to add interest to flat site... Townhouses range from 1,200 sq. ft. (\$29,900) to 1,550 sq. ft. (\$40,000); single-families from 1,600 sq. ft. (\$45,490) to 2,100 sq. ft. (\$50,000)... Architect: Selleg, Stevens, Peterson & Flock Inc.; Builder: Kennedy Brothers Inc.



PHOTOS © MEREDITH CORP. 1973



Runner up, 6 to 10 units per acre

Monterey Village, in Park Forest South, a new town going up outside of Chicago... Townhouses, aimed at young white-collar workers (average income: \$12,000) who are now renting apartments in area... Key siting feature: all units face green area and away from surrounding streets... Since garages can be seen from streets, they were given stronger brick and cypress treatment to break up mass... Plans call for just under 400 units on 39 acres... Prices range from \$24,490 to \$28,990... Architect: Environmental Systems International Inc.; Builder: 3-H Building Corp.



Kitchen Blender.

Unique Congoleum designs in both cushioned vinyls and Carpets by Congoleum give you total flexibility with any kitchen design.

In cushioned vinyl, Congoleum innovations such as no-wax Shiny!® Vinyl and luxurious quarter-inch-thick New Dimension...

In the long line of Carpets by Congoleum, you can offer your customers a wide range of popular prints and other styles to fit any decorating theme.

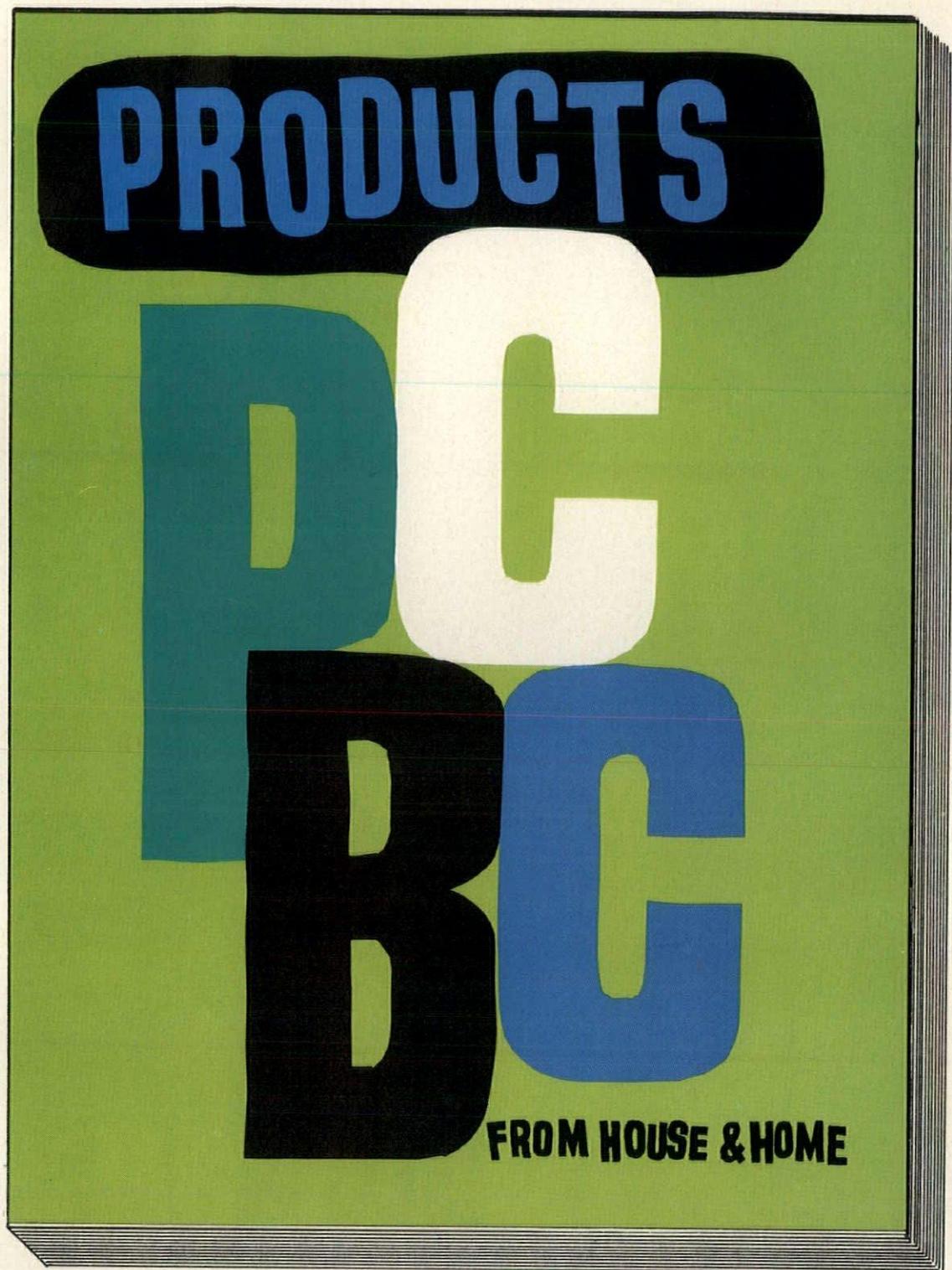
Whatever your kitchen recipe, Congoleum has the blend of flooring products for a gourmet kitchen. Try our ingredients...you'll like the results.

Congoleum Industries, Inc., 195 Belgrove Drive, Kearny, N.J. 07032.

Congoleum[®]
FINE FLOORS

**a timesaving
guide
to the 1973
PCBC exhibits**

Builders attending the fast-growing PCBC show in San Francisco this June will encounter a colorful array of new products displayed in several areas of the Fairmont Hotel as well as the Mark Hopkins. PRODUCTS PCBC has been created by House & Home and its advertisers to organize your shopping tour of all exhibit areas. Copies will be available free at the show.



see the best, newest, most exciting
This pocket sized guide to the exhibits is a collection of building products, materials, tools and equipment . . . in each case especially selected by the exhibitors themselves as being the best, the newest, the most exciting they will be offering in 1973. Each product will be handsomely illustrated in full color, described in detail and identified by company and booth number.

save time and steps
With a significant expansion of exhibits at this year's PCBC show, booths will be located in the Mark

Hopkins as well as in several areas of the Fairmont Hotel.

For this reason the order of presentation in PRODUCTS PCBC will be by booth sequence for each separate exhibit area. Thus, all exhibits at the Mark Hopkins will be grouped together in PRODUCTS PCBC, enabling you to move quickly and efficiently through the exhibits to pinpoint products of special interest to you.

can't make the show?
If you can't make the show this year you can use PRODUCTS PCBC to see for yourself just what the participating exhibitors are displaying as

their best, their newest, their most exciting. Every copy of PRODUCTS PCBC, including those distributed at the show, will have two reader service cards so that you and your associates can request catalog information by mail.

reserve your copy now
If you can't make the show, you can reserve a copy now by sending one dollar along with your name and address to PRODUCTS PCBC, House & Home, 1221 Avenue of the Americas, New York, New York 10020. Your copy will be mailed immediately on publication in early June.



WEISER SECURITY IS A COMFORTABLE FEELING!

Barring the entrance is one form of security. A better way is to use a Weiser high security dead bolt in combination with a Weiser entrance lock. A one inch dead bolt with tempered steel center and free-turning collar deters the most persistent intruder. The deadlocking latch on the entrance lock prevents forced entry by using a credit card or knife blade.

Homeowners like the comfortable feeling of Weiser security. Make it a selling feature of every home.

WEISER® LOCKS

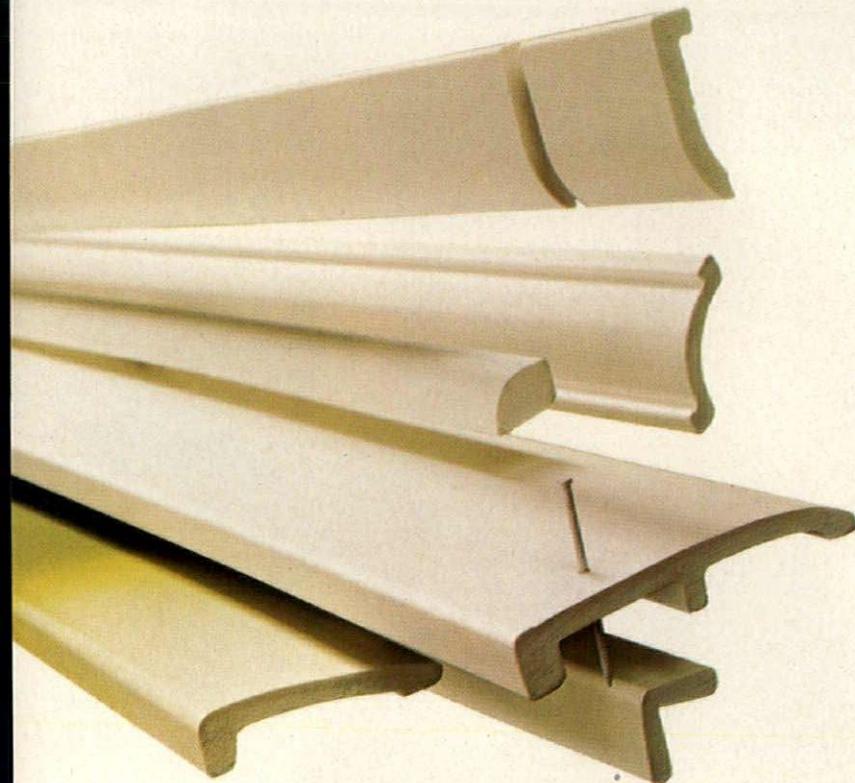
WEISER COMPANY • SOUTH GATE, CALIFORNIA
DIVISION OF NORRIS INDUSTRIES

ANOTHER NORRIS INDUSTRIES BUILDING PRODUCT

Imma

Molding that's even easier to use than wood!

Georgia-Pacific's new Vinyl Shield® polyvinyl chloride moldings have the advantages of wood without the disadvantages. They cost no more than many wood moldings. Resist splitting, scratching and denting. They're flexible. Easy to cut, nail and paint. And come in lengths up to 16' with no shorts to sort out. Prefinished in off-white and wood-grains. Can be left as is or painted to harmonize with room decor.



A gypsum fire and sound control system that saves you up to \$36 per thousand square feet of wall area!

Georgia-Pacific's gypsum system for fire and sound control gives you a one-hour fire rating (U.L. Design ULU312), and an STC of 45. And it costs \$36 per thousand square feet of wall area less than using a comparable wood fiber sound control system. It saves you installation costs too, because it's so easy to install.



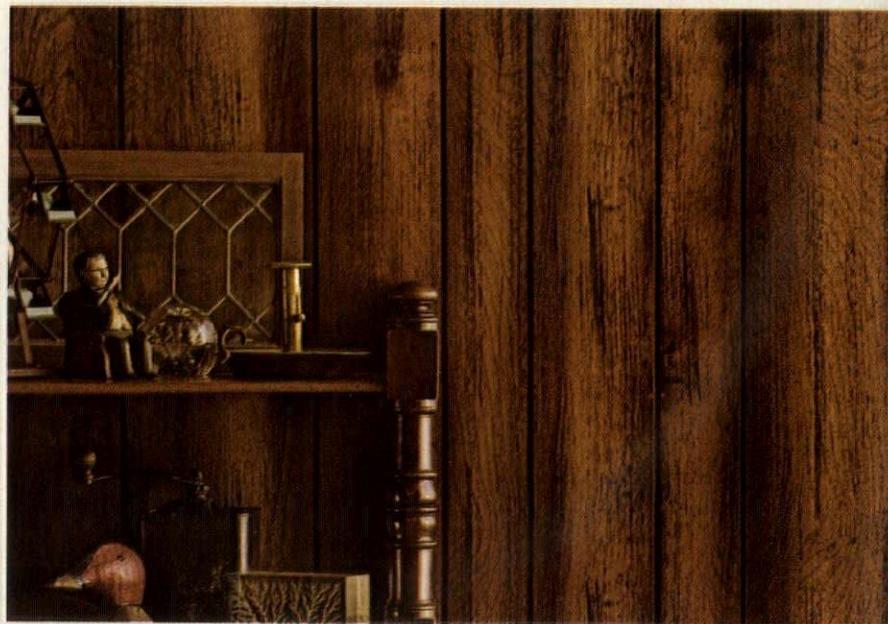
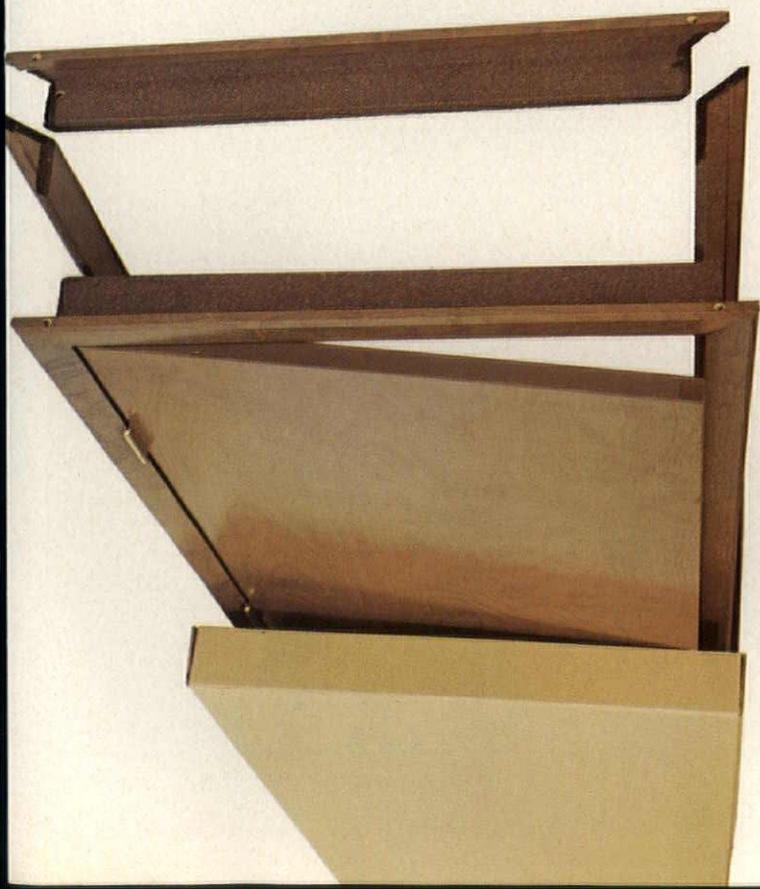
gime!

Doors that are prefinished and pre-hung!

Georgia-Pacific's Vinyl Shield® pre-hung doors are already finished. No painting or staining, so you save installation costs. And there are tough vinyl surfaces on both the door and the jamb/casing so dirt and stains wipe clean quickly. Easily. Units are available in woodgrain patterns, plus new solid white.

Real hardwood paneling* at an imitation price!

New Renaissance™ paneling. It's the new antique look. At old-fashioned prices. Renaissance comes in six warm shades of real hardwood face veneers. Georgia-Pacific makes other kinds of paneling, too. In fact, paneling in every style. Every price range. For any type of home.



*Simulated antique finish plywood 1/4".

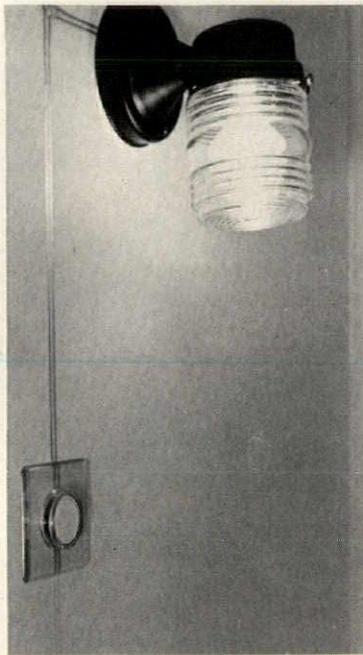
Imagine the time and money you'll save. Then call us!

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The Growth Company
Portland, Oregon 97204



CIRCLE 63 ON READER SERVICE CARD



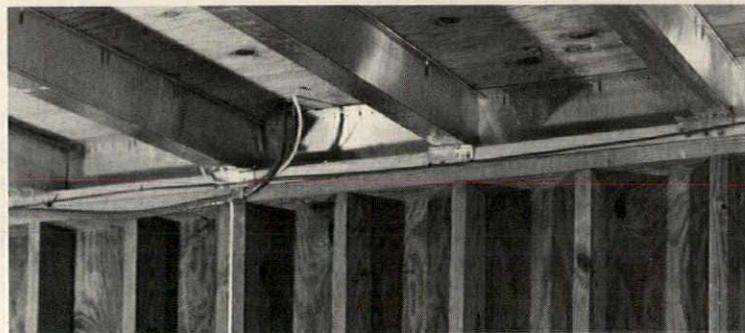
Low-voltage switch system



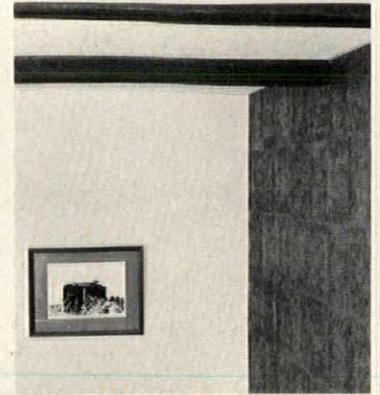
Surface electrical raceway



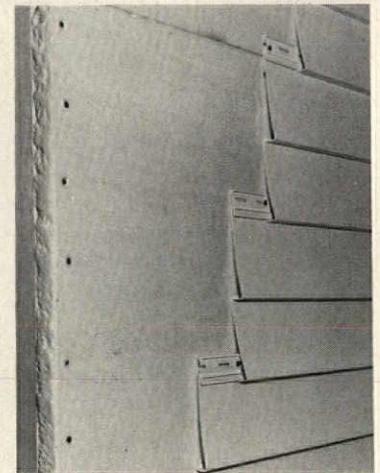
Molded entrance door, brick exterior wall panels.



Waterproofed basement framing, aluminum joists



Seamless ceiling



Vinyl siding, styrofoam sheathing

Ryland turns model home into a showcase of building technology

Question: What is there about the rather ordinary-looking house below that could pull 2,000 visitors in two weekends?

Answer: It's not as ordinary as it looks. In fact, it's loaded with non-standard building systems, structural components and appliances that were contributed by some 15 companies in an unusual cooperative effort.

Located in the new town of Columbia, Md., the house was the brainchild of the Ryland Group, one of Columbia's developers. The aim was twofold: 1) to acquaint the public with the various products and systems, and 2) to get feedback from the visitors both for the manufac-

turers' and Ryland's edification, since many of the new ideas will be considered for future Ryland houses. Visitors were asked to note their reactions as they toured the house, and about 50 agreed to take part in a more extensive seminar. The eventual purchasers of the \$46,000 house will be asked to evaluate the components over at least a year's time.

Although most of the components have been around for a while, in most cases they do represent departures from traditional methods. Selection criteria were quality, cost, production efficiency and low maintenance.

Some of the components are illustrated above. They include, from left to right and top to bottom:

Low-voltage light switches by Switchpack that permit surface installation of touch switches and .005" wire, which the maker calls almost invisible when painted.

Entrance door of molded glass fiber by Owens-Corning Fiberglas. Also, in the same picture, flanking brick walls made of 1/2"-thick panels of kiln-fired brick. Manufacturer is Merry Companies.

Ceilings with seamless look by Armstrong Cork. They consist of close-fitting tiles plus woodlook beams of polyurethane from Urethane Products Co.

Surface-mounted wiring raceway by Johnson Rubber. It cuts construction costs while providing easy accessibility in case of trouble. Shag carpet is a Masland product.

Waterproofed basement wall framing by Barnes Lumber. Wood is treated by a liquid compound pressure-driven into wood cells. Floor joists at top of same photo are of Alcoa alumi-

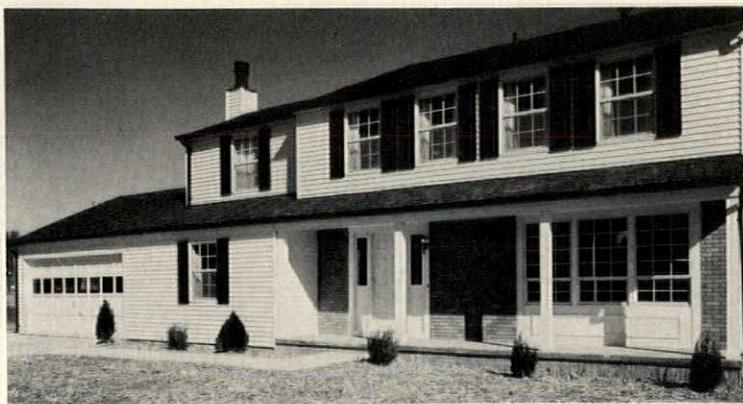
num, whose dimensional stability is said to cut down on stress warping and resulting squeaks.

Siding of color-impregnated vinyl by Certaineed. Also in photo is Dow Chemical's Styrofoam insulation. Applied to the exterior, it replaces conventional sheathing and batt.

Not pictured are two major factory-built components. One is an experimental kitchen by General Electric that came with all wiring, plumbing, wall cabinets and indirect lighting installed. The other is a two-bathroom core unit with common wall that was aluminum-framed by Alcoa and uses an Eljer prebuilt shower and Owens-Corning Fiberglas tub-shower.

Other manufacturers and their products were:

Acme General: passage locksets; Alenco Industries: windows; Armstrong Cork: bathroom and kitchen floors; Certaineed Products: roof shingles; Delta Faucet: bathroom faucets; Dupont: carpet padding; Genova: plastic DWV piping; Georgia Pacific: interior trim; Owens-Corning Fiberglas: oil tank; Permaneer: interior doors; Upson: wall panels.



Our beautiful Designer Line™ works beautifully, too.

Our new Designer Line tub and integral wall surround has one thing no one else can duplicate . . . our name. And when Mr. & Mrs. Home Buyer meet fiberglass reinforced polyester for the first time, that's important!

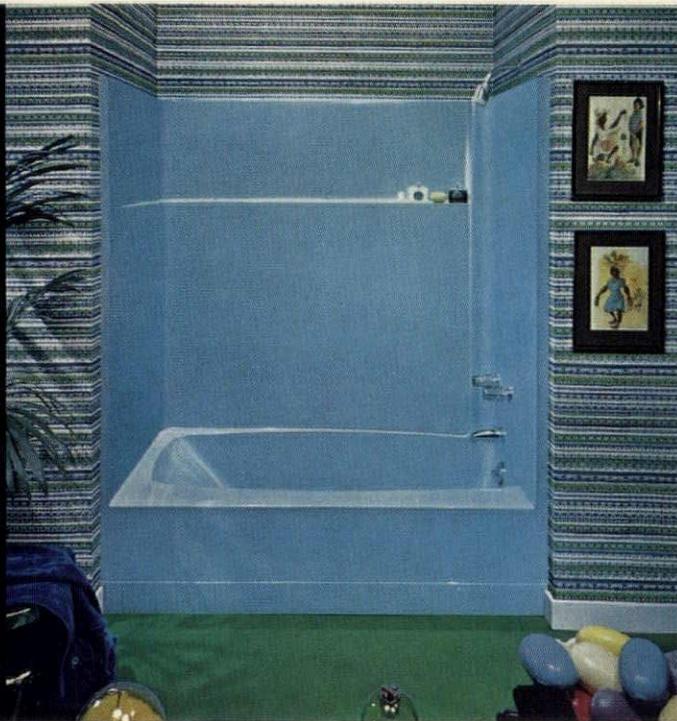
Naturally they're attracted by the crisp modern styling and warm-to-the-touch properties of American-Standard FRP. (Just as you'll like its easy-to-handle, easy-to-install ways.)

And home buyers are happy to see there is no mildew and dirt-collecting grout. (As you'll be glad it's repairable in place and NAHB tested and certified.)

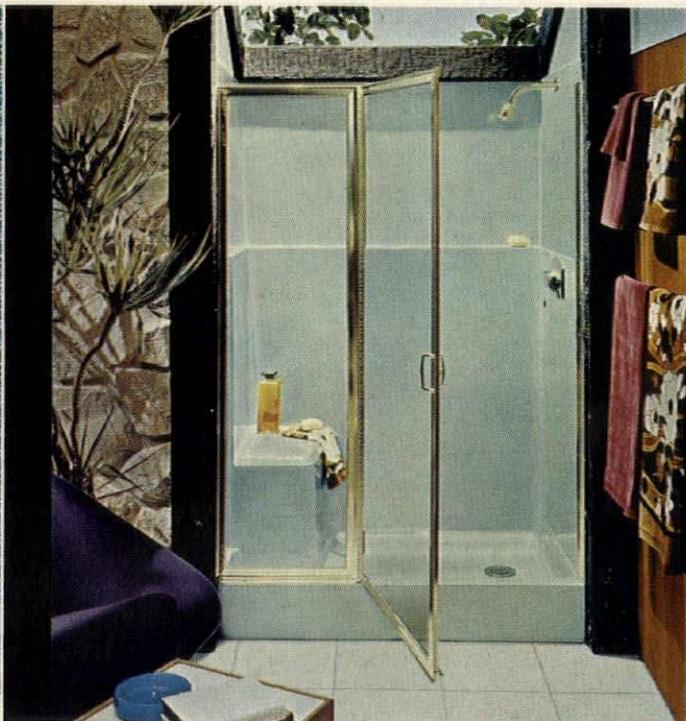
But just as important are the seat-wide front apron, shoulder-high accessory shelf and figure-fitting backrest — considerate features generations of homebuyers have come to expect from people who make solving bathroom problems their full time business.

For any further information, please write to American-Standard, Plumbing/Heating, P.O. Box 2003, New Brunswick, New Jersey 08903.

We've been leading up to this for over 100 years.



Tub and Integral Wall Surround



Deluxe Recessed Shower



For beautiful fixtures that work beautifully.



This man makes it easy to put Heatilator factory-built fireplacing in your plans.

He's the Heatilator Man—the fireplacing expert. An experienced specialist prepared to help you take best advantage of Heatilator fireplacing simplified. It's easy, economical and competitively favorable to factor this important amenity into your homes and apartments.

Your Heatilator Man will show you how to work fireplacing into your plans—help you select the right type for your needs, and determine the best installation procedures.

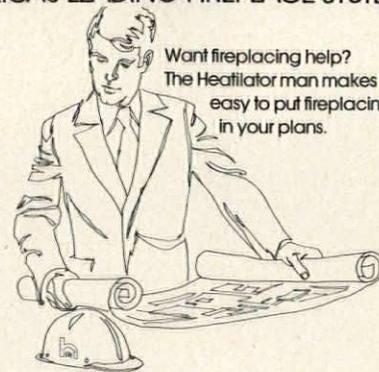
He'll have the facts on fireplace economics, too—increased cash flow, increased sales and rental profits, and higher loan values.

He can show you any type of fireplace—built-in, wall-hung and free-standing—woodburning as well as gas. All may be set anywhere in any room, right on a wooden floor, against combustible wall materials—no masonry foundation required.

Call collect (319) 385-3198 for fireplacing assistance from your Heatilator Man. He'll help you factor fireplacing simplified into your plans and leave behind a useful Fireplace Planning Guide. Heatilator Fireplace, A Division of Vega Industries, Inc., 1853 W. Saunders St., Mt. Pleasant, Iowa 52641. Also available in Canada.

See Catalog in Sweet's Architectural and Light Construction File.

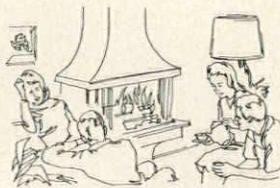
heatilator[®]
AMERICA'S LEADING FIREPLACE SYSTEMS



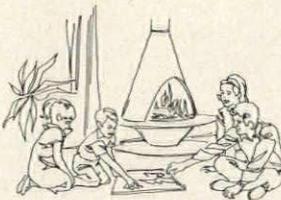
Want fireplacing help?
The Heatilator man makes it
easy to put fireplacing
in your plans.



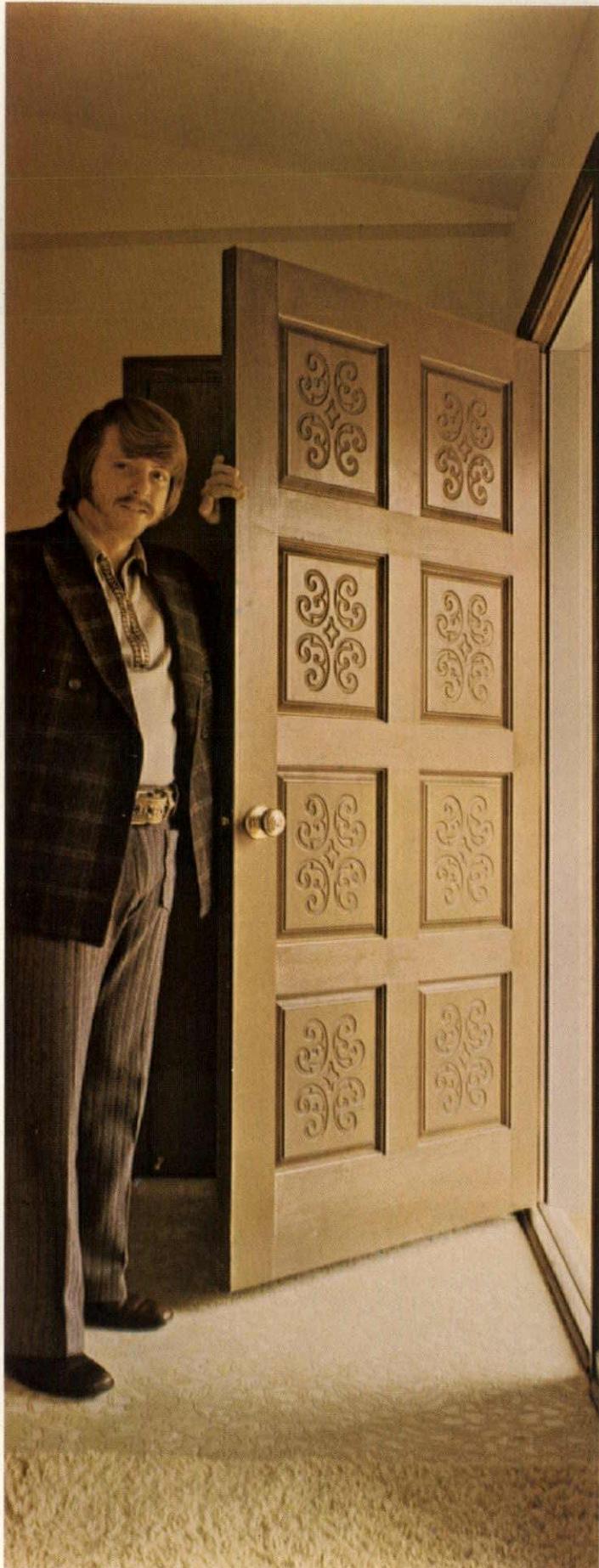
Built-in wood or gas fireplacing.



Wall-hung gas fireplacing.



Free-standing wood fireplacing.



Waldo Wals and the Nord Regency A entry door used in the Pointe Bleue development near Atlanta.

“Nord doors give instant curb appeal.”

More than 80 acres of DeKalb County, near Atlanta, Georgia, have been developed by Waldo L. Wals. All the homes he has built have one thing in common—Nord doors. Wals likes the way Nord designs complement the style of his homes. And he thinks Nord does a better job of construction: “You can see the difference in the panels and the entire door.”

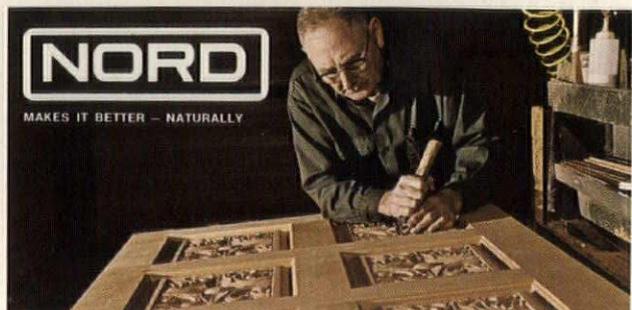
Gets the guided tour off to a good start

Wals builds about 80 units a year and has four major developments to his credit. One is Pointe Bleue, where the homes are priced from \$37,000. They are reflective of the French architecture he enjoys—and he can often be found showing the homes himself. “Since the door is one of the first features a prospect sees as he gets to the home, it is an important selling point. Nord doors get the guided tour off to a good start.”

Distinctive doors, “commodity” prices

Wals takes personal pride in his homes. Similarly, the Nord family takes personal pride in their doors. Nord perfected a 4-way clamp to assemble doors so all joints are tight and exact, but each door is still hand-finished by one of Nord’s skilled artisans. It’s part of the Nord philosophy of combining natural wood with advanced technology and old-world craftsmanship. That way, builders get doors of distinction at “commodity” prices.

*For full-color literature on Nord doors of distinction, just write “doors” on your letterhead and mail it to
E. A. Nord Company, Everett, WA 98206.*





"Dollars spent for a well run recreation program may do more to keep occupancy high than the same amount of money spent on advertising"

As our company has grown increasingly generous with sports and exercise facilities in our projects, we've also begun to set up professionally run recreation programs. We're convinced that a well run program for leisure-time activities is the most logical way to merchandise apartments. And considering people's increasing leisure time, this approach can't help but become more important over the years.

Of course the real reason we've set up our recreation programs is to hold down tenant turnover. Comparisons of turnover rates before and after installing rec programs show there's a very noticeable difference. Turnover has been reduced by an average of 15% over a 12-month period where recreation programs are introduced in a project for the first time. Obviously, like everything else in this business, how successful you are depends on how hard you work at it.

Our programs focus on recreation specifically and not just on social activities. We avoid the impression that we're trying to cram a social program down tenants' throats. And we offer activities for every age group from 18 to 80 because we rent to all ages. We don't favor swinging singles or retirees in any of our projects. So our programs range from softball teams to bridge clubs.

Athletic activities. We have softball, football and basketball leagues, volleyball and bowling teams, tennis and golf tournaments, jogging, bicycling, sailing and ski clubs for our athletically inclined tenants. And we keep lists of players for some of these activities. Our tennis-player registry, for example, includes phone numbers, the days and hours players are available and their level of ability. This helps residents get together on a regular basis and helps new tenants line up partners as soon as they move in.

For non-athletic tenants—and everyone in general—we offer lectures, travelogs, bingo, dances, pot-luck suppers, discount pizza nights in local restaurants, fashion displays, bus tours, movies, armchair quarterback nights, barbecues, chess and book reviews.

We provide instruction in tennis, golf, karate, candlemaking, scuba diving, dieting, bridge, yoga, sewing, cooking, music and photography. Some classes (in tennis and sailing, for example) are handled by professionals who make a good living instructing our tenants.

These pros turn back a percentage of their earnings for the use of our equipment. This helps cover our overhead. Our contracts with these instructors usually specify that we get

10% of their monthly income from our residents for the first six months until they get established. Then our share goes to 15% of their income on a permanent basis. The contract also spells out the minimum number of hours per week that the instructor must make his services available.

Offering professional instruction is a very useful service. We also offer packaged trips and tours—ski trips and weekend vacations, for example—at low group rates that otherwise would not be available to our tenants.

One of our most successful ventures—and one way we build cohesiveness in a new project—is simply to provide free coffee and donuts every Sunday from 10:00 A.M. to noon. It's called Mingle and Munch. And it gives residents an opportunity to meet one another, helps newcomers become acquainted and offers resident managers and recreation directors an opportunity to hear tenant complaints and suggestions in a relaxed atmosphere. Of course, we don't encourage our apartment staff to socialize with residents on an individual basis, but we do encourage this kind of group mingling.

Tenant sponsorship. We let tenants set up their own rec programs. Once we have enough residents in a new project to make a program worthwhile, we use a questionnaire to find out which activities people are interested in and how many want to participate. Then we set up a residential advisory board under the guidance of our paid rec director (generally a young professional with a college degree in a related field). The tenant-advisers plan the events and make sure the right activities are being offered. In some projects, for example, we show movies once a week—and they're chosen by the tenants. They arrange lectures on a variety of topics—anything from auto repair for women to investment techniques.

One problem: If you add a program like this to recreational facilities that weren't designed for it, chances are you'll run into a space problem. A solution we've used is to set aside a two-bedroom apartment for small gatherings—like chess or bridge clubs and advisory board meetings. Some of the rent loss can be made up by offering the space to outside clubs and other groups in small communities where inexpensive meeting space usually is hard to find.

The rec director. The caliber of the director is the most critical element in a recreation program. He must be well educated in his field and he also should understand the general objectives and problems of apartment

management. He needs a lot of enthusiasm plus a lot of ideas. And he also needs some administrative ability—which isn't always easy to find in a young college graduate. The reason he should understand management objectives is that he has to get along with your resident manager. If the two are constantly bumping heads over how to run the project, you're actually better off not having a recreation program. The friction will not only cause morale problems among your own staff, but also among your tenants.

Recreation directors must develop even closer rapport with tenants than do resident managers. The rec director not only needs tenant participation in the program, but also a great deal of volunteer help to keep the program running. Volunteers are necessary to help design printed material, to letter signs and for dozens of other jobs.

There should be a separate office for your rec director. In our larger projects—500 units and up—we actually have three offices: one for leasing, one for tenant service (the resident manager's function) and one for the recreation director. Each activity is quite different, so the three shouldn't be combined in one office.

Another problem can develop if outsiders, who are not guests of your residents, trespass. We have eliminated this rather effectively by issuing tenant identification cards which must be produced when asked for.

We get another use from these cards. They are issued to all employees in all our divisions to encourage their participation in the recreation programs. This gives our own people a better understanding of the apartment side of our business and builds some good will for our company by bringing residents and employees together socially.

Communications. One of the necessities of a recreation program is a monthly newsletter. You need it for two reasons. First you have to provide a calendar of events so residents know what's happening and when. Secondly, you need to talk up certain activities—particularly when you've invested money in them. Bus tours and ski trips, for example, require advance deposits; and if you run a theater party, you have to purchase a block of tickets beforehand.

If you take these newsletters too seriously, they can become a real pain in the neck. The best procedure is to leave them up to the rec director and not worry too much about achieving perfection in grammar and design. As long as he conveys a sense of enthusiasm and interest, he's doing the job just fine.

H. CLARKE WELLS, SENIOR VICE PRESIDENT, L.B. NELSON CORP., MENLO PARK, CALIF.



Natural wood lamp posts: a bright idea from Potlatch.

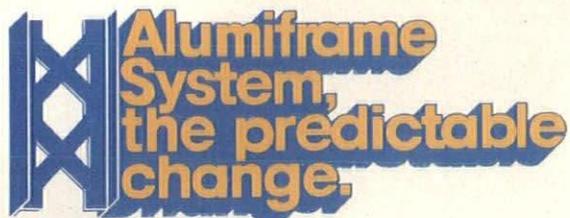
Today's building trend to natural, native materials and textures is perfectly interpreted by Potlatch laminated wood lighting standards. They are available for a wide selection of either electric or gas luminaires, and suitable for broad area illumination as well as more intimate patio or courtyard uses. Potlatch light standards are laminated with weather-proof adhesive from selected kiln-dried woods, then pressure-impregnated with an approved preservative for protection from decay and insects. They may be left to weather naturally, or stained or painted to meet any design need. They let you combine the warmth, strength and nostalgic human appeal of wood with the most modern lighting concepts. So tell us your lighting requirements; we'll put you in touch with the people who know that business best.



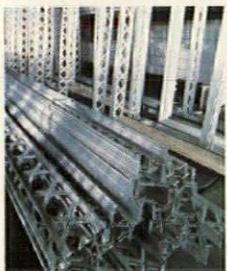
Potlatch

Potlatch Corporation,
Wood Products Group
P.O. Box 3591, San Francisco, Ca. 94119

CIRCLE 69 ON READER SERVICE CARD



Here's why the Alcoa Alumiframe system is replacing wood.



If you'd like to build more profit margin into every house you build, consider the Alumiframe* building system from Alcoa.

This system combines all the labor-saving benefits of pre-engineered construction with the uniform quality and traditional price stability of aluminum. Here is why the Alumiframe system is gaining national acceptance by builders and consumers alike:

Price is the same 365 days a year

This is no short-term sales incentive. Alcoa guarantees that the price of Alumiframe members will remain the same for a full calendar year. This means you can plan your construction schedule months in advance. You can pinpoint your framing costs. You can count on supply—and delivery. And at no risk to your profits.

No warps, cracks, knots or cure problems with the Alumiframe system

Unlike other materials, aluminum offers consistent quality, piece after piece. So you won't waste money on material imperfections or weaknesses.



Alumiframe members are strong. They're made of the same architectural alloy used to make bridge railings and overhead highway sign trusses. And because they're extruded, each member has the metal distributed exactly where it's needed for maximum strength and function.

Less weight to every piece, fewer pieces to every component

With Alumiframe construction, you save time two ways. First, each component weighs much less than similar sized components made with any other material. They're easier to handle. They go together easily. Go into place faster. In fact, five men

can place a floor frame that you'd ordinarily need a crane to handle. The result: You build better homes, faster, more economically.

Conventional construction, conventional methods

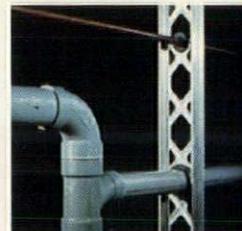
With the Alumiframe system, the only change you make is in the material itself. Even your most inexperienced worker can quickly learn the framing system with little or no trouble. Here are some of the reasons why: *No special tools are needed.*



You or your men can handle the job with the tools you're using now. Here are all you'll need:

- Conventional carpentry tools
- Pneumatic nailer
- Hand circular saw with combination blade for cutting aluminum
- Powder-actuated tool and cartridges
- Electric screw driver with No. 2 Phillips head bits

You can nail aluminum members. Alumiframe members can be fastened with spiral-shank nails. For joists and plates, use hand-driven nails. For exterior sheathing



and floor decking, power-driven or hand-driven nails work best. For dry-wall, self-drilling, self-tapping screws hold tight. So there are no nails to pop out and mar the finish.

Electrical, plumbing and heating work goes easier, too. The reason for that is the pre-punched webs of the Alumiframe studs. Pipe and wiring are easily passed through insulating grommets fitted into the open webbing. These grommets prevent frayed wiring, eliminate the possibility of noise produced by vibrating pipes, and prevent copper pipes from coming in contact with aluminum members.

*Registered Trademark of Aluminum Co. of America.

The Alcoa Alumiframe building system is a residential framing concept that includes columns, beams, integral doors and windows and all the parts and members needed for framing floors, exterior walls and interior partitions.

Panelization: factory-built or on-site fabrication

Besides its advantages in replacing wood in conventional construction, the Alumiframe system is especially suited to industrialized housing.



Because Alumiframe members nest together, they require a minimum of storage space. Aluminum's light weight simplifies materials handling. Jigs can be quickly rigged to produce multiple panels. Radial arm saws trim Alumiframe plates

and studs to size. Pneumatic nailing helps speed production. When complete, panels are loaded and unloaded by work crews or light equipment. Although it's a system, you don't have to buy the whole package. Order just floors, walls or interior partitions. Buy what you want. Have it when you need it. When your Alumiframe shipment arrives, there's no worry about outdoor storage. Even in weeks of sun, wind and rain, Alumiframe members won't warp, crack or shrink.

Buyers can appreciate the added value of aluminum framing

Buyers will appreciate the built-in advantages of the Alumiframe system's



durability (won't rot or crack), its termite resistance, incombustibility (won't feed a fire), strength and dimensional stability (won't warp or dry out; no nails to "pop" from drywall because walls are straight and true). In fact, the Alumiframe system has received the approval of builders and their customers in homes of all different sizes, designs and price ranges from coast to coast.

Major building codes approve the Alumiframe system, too.

In just three short years, the Alumiframe system has moved from the position of being a new construction concept, to today, becoming accepted as a new building standard. The Alumiframe system meets

Federal Housing Administration standards and has the approval of the Building Officials and Code Administrators International, Inc., the International Conference of Building Officials, and the Southern Building Code Congress.

Here are the report numbers to check in your area: BOCA Report 449; ICBO Report 2574; SBCC Report 7203; FHA Bulletin 717.

For more information on the Alumiframe building system, write or call Ken Lally, national sales manager, (412) 553-2853, Aluminum Company of America, 1092-E Alcoa Building, Pittsburgh, Pa. 15219.

ALCOA BUILDING INDUSTRIES
DIVISION OF
ALCOA



"With some careful planning, you might sell your town on the ecological benefits of curbless, narrow roads for single-family subdivisions—and save money too"

Given present community concern with environmental and tax problems, it seems paradoxical that curbs and gutters and excessively wide streets of the typical single-family subdivision should still be defended, indeed demanded, despite their ecological and economic costs to the developer and the community. There are many reasons.

In essence, the principle of good ecological planning is to do the least to the land. Although the developer often finds himself chastized because he has done too little—not too much—in terms of ecological planning, the opposite should be the case. The least is best. The less clearing you do the better; the less natural condition and natural terrain you disturb the better; the fewer times a truck or a bulldozer runs over a piece of ground the better. Essentially, this formula applies to the natural drainage system. The less you change natural drainage, the more it will do to disperse and absorb runoff. If you can keep constant or reduce the amount of water flowing through the streams and swales of your site, runoff will not be a problem. The natural system will absorb the water.

It seems quite reasonable that a developer, in order to eliminate curb, should covenant with a town that the natural drainage system will be respected. Ideally he should covenant that he will not increase the level of runoff as he develops his site. This can be accomplished by breaking the site down into the smallest watershed areas possible—through use of swales and holding ponds—to encourage maximum absorption into the ground. Obviously, the downstream cost of not controlling water at its source is vast (the flooding of major cities, for example) and can no longer be tolerated.

The advantage of keeping water on the site and allowing its percolation is equally obvious. The underground watertable is replenished keeping the level of wells high and the trees in the watershed healthy. The equilibrium of the natural system is maintained or even improved.

The first step toward maintenance of the natural drainage system is to limit the amount of impervious surface put onto the ground to a practical minimum. Impervious surfaces, such as paving, can't percolate water and are not rough enough to slow its speed. The result is 99% runoff moving at a rapid rate to the lowest point of a watershed and causing, under some circumstances, downstream flooding. In other words, the more paving, the more runoff and the more

problems. An ecologically sensitive planner's preference, therefore, should be for the least amount of paving.

Roads and their appurtenances. One way to limit paving is by narrowing the excessively wide roads usually required (and built) for single-family residential. (Here, the question of traffic planning arises and we'll discuss this in a future column). In most cases it should be possible to get residential streets down into the 22'-to-26'-wide range when there is no through traffic. If driveways are well spaced, a feeder road with parking prohibited could be 20' to 22' wide. The narrower roads, with controlled access and no parking, not only runoff less water but are also safer.

There is also the issue of the curb. Historically, there have been three justifications for curbing.

- It is supposedly the best way to keep paving edges from unraveling. Unraveling is a severe and legitimate problem and the curb is certainly one solution.

- It controls traffic, keeping it from running up on the sidewalk.

- It concentrates water to prevent its draining across off-site properties, to prevent small floods and to prevent pocketing and related health problems. However, when the curb is used to concentrate runoff, water velocities and volumes are considerably increased and the chances of guiding the concentrated water back into the natural drainage system without serious erosion problems are reduced accordingly.

Use of the curb almost prohibits the ecologically preferable small watershed absorptive system. So let's examine each of the above justifications for the curb and see if there are alternative engineering solutions which are more ecologically sensitive.

Paving edge unraveling. This is the most reasonable justification for the curb. Usually paving unravels because the gravel underneath does not extend out far enough beyond the edge of the blacktop. Thus, the blacktop is undermined structurally because soil at the edges moves too much, far more than a base of gravel. In the case of the superhighway, the expressway and the parkway, however, the gravel is brought out further to satisfactorily stabilize the paving edge. Residential roads could employ the same technique; curbs can be eliminated if the gravel is brought out 18" to 24" beyond the edge of the blacktop.

Another reason why paving unravels at its edges, and, incidentally, breaks up in other

areas as well, is trapped water underneath the blacktop. We believe that roads with curbs are more likely to trap water, causing heaving problems and ultimately the unraveling of the majority of the paving. As a matter of fact, the swale system, if done properly, should reduce the amount of heaving on a road and improve its engineering characteristic. In a well designed swale system the bottom of the swale should be lower than the bottom of the gravel base supporting the road so that no surcharging is possible. The water is cut off before it can get beneath the road. In any case, with proper engineering, the unraveling problem is resolvable and should not prohibit no-curb development.

Traffic control. This second argument for curbs, we think is quite questionable. Whether curbs are used or not, it seems to make sense to disassociate sidewalks from roads. We build our sidewalks in naturally maintained valley areas completely away from the roads. Quiet, safe and pleasant walkways are the result. If this type of system is used, the curb's value as a safety device is reduced to irrelevance.

Transporting water. The system we prefer is one of swaling. The swale should be run relatively flat and should not exceed about 5% slope on normal soils. Provision should be made for very good sod cover. (An early trip to the local Soil Conservation Service office will be invaluable in this respect.) The critical thing is to avoid water velocities that are so high they erode the bottoms of the swale and cause erosion. Generally we covenant with a town that when we hit velocities higher than the absorption capacities of the soil, we will put in some technological change—for example, rip rap, concrete bottom or pipe itself. If washouts do begin we go back as quickly as possible to put in rip rap or sod to infill it. A swale that's beginning to erode is very like an open sore. If remedial treatment is provided early, the sore will never amount to anything. If remedial treatment is not provided, it could easily abscess and become critical. Swales do require well controlled grading but the ease of having the curb as a grade to work towards hardly justifies its expense or possible problems of downstream drainage.

One final legitimate concern has to be resolved. Where a tight series of driveways connects with a road, it is difficult to swale beneath them with a series of small pipes—one beneath each driveway—because the

TO PAGE 77

JOHN RAHINKAMP, PRESIDENT, RAHINKAMP SACHS WELLS AND ASSOCIATES, PHILADELPHIA, PA.



meet Kemper's new split/personality kitchen.

The opportunity to standardize while continuing to offer your customers important options... that's what Kemper's new Stratford cabinet line is all about. This beautiful, fast selling cabinet is available in both Traditional and Contemporary (shown at right) styling. In addition, it is offered in both a dark grain or light grain "Honeywood" finish. Think what this can mean to purchasing/production efficiencies. Think, too, what it can mean to sales and profits. Find out all you can about this popular, competitively priced cabinet. See your Kemper Kitchen Dealer or write.



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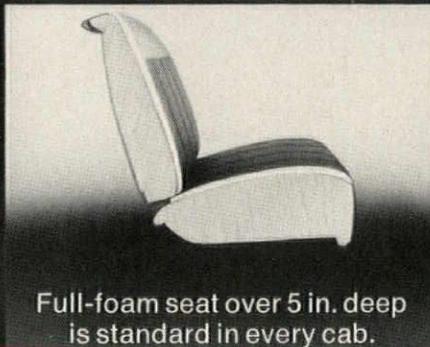
'73 Ford pickups
start the better
ideas coming
all over again!



Behind seat is storage space
not gas tank on most models.



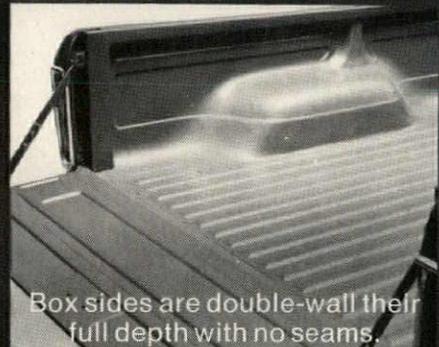
Ford box cover looks and fits
right, protects your cargo.



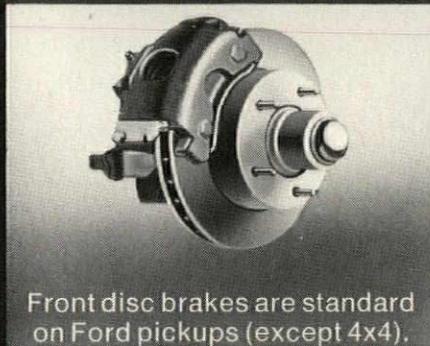
Full-foam seat over 5 in. deep
is standard in every cab.



Heater is modern blend-air type;
optional "air" is all built in.



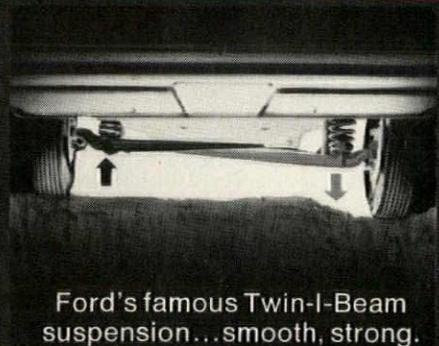
Box sides are double-wall their
full depth with no seams.



Front disc brakes are standard
on Ford pickups (except 4x4).



Roomiest Ford pickup cab ever
offers unusual quiet, comfort.



Ford's famous Twin-I-Beam
suspension... smooth, strong.

A better idea for safety:
Buckle up.



FORD PICKUPS

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Works like a truck/rides like a car.

The American forest still belongs to the American people.

33% public and private forestland not suitable for commercial trees, or set aside for parks and wilderness areas.

19% state and federal forestland.



And to a *lot* of people.

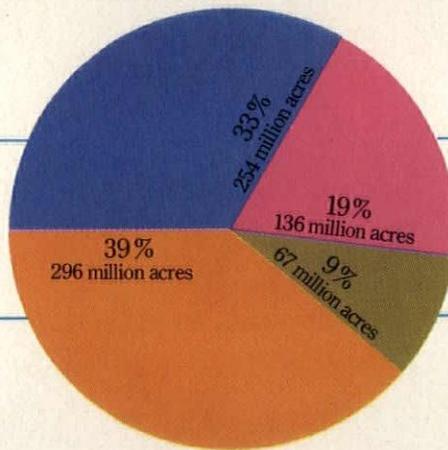
To begin with, four million individual Americans own 39% of the entire forest—a forest that's still nearly three-fourths as large as it was when Columbus landed.

Then, too, *everybody* shares ownership in that 19% of the forest owned by federal and state governments which supplies so much of the raw material for building our houses and cities and making our paper products.

And when you add the 17 million acres of forestland that's been set aside for parks and wilderness areas, and the government land not suitable for growing commercial trees, the American people—individually or collectively—own 91% of America's 753 million acres of forest.

So if the forest industries seem

39% individually-owned forestland.



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to own more than their 9%, it's probably because with responsible, scientific management they've been able to make this 9% produce 26% of all the raw material we need for today's wood and paper products, and still keep America green and growing.

Source: Department of Agriculture, U.S. Forest Service.

For the whole story on America's forest today, get "Forests USA." For your copy of this full-color, 16-page booklet, send 25¢ to AFL, P.O. Box 963, Arlington, Virginia 22216.

| | |
|---|-----|
| Name | |
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| American Forest Institute 24 F | |

9% forest products industry forestland.



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THE ENVIRONMENTAL SCENE

FROM PAGE 72

pipes may clog and represent a maintenance problem. An alternative is to plan short culs-de-sac (coming from feeder roads with swales) assuring short distances and low runoff velocity. This done, concrete curbing can be used in the culs-de-sac—although not the type that goes down two or three feet. Rolled or flat curb directs runoff and prevents unraveling; this type of curbing will not trap water beneath the road. In addition, curb cuts are not required when a new driveway is put in because an automobile is able to swing over the flatter curb. The critical thing is that the runs be kept short. A cul-de-sac could include perhaps ten to 15 houses. If much longer, runoff velocity can become so high that water can never be directed back into the natural drainage system.

One critical characteristic of the overall drainage design is that it should sheet drain rather than concentrate drain. If the road is designed as a parkway it can be superelevated rather than crowned and drained to the low points. Eliminating crowns would make turning on a 300'-400' radius a far simpler, safer proposition and allow more direct sheet drainage.

An additional benefit. We've used all these techniques and found that they not only preserve the natural drainage system but also save construction costs for the developer and maintenance costs for the municipality. The accompanying economic analysis was developed for Millbrook Farms, a PUD which we designed for Bob Ashbrook in Allentown, Pa. It demonstrates that the cost of wider, curbed roads is very high for both the private and public sectors. Since the curb's purposes can be served more effectively by less expensive devices, the outmoded regulations which dictate the curb and its costs should be replaced by more logical performance standards. Municipal vigilance is required to insure proper completion. We're all aware that badly graded swales have been all too common in the past. But the savings of investment and maintenance funds would seem to justify more careful control of the grading operation. Downstream owners will be ever grateful.

Construction (Developer):

| | New Standards | Previous Subdivision Regulations |
|---------------|--|--|
| Paving: | 20' Collector: 15,560 sq. yd. @ 4.00/sq. yd. | 40' Collector: 31,120 sq. yd. @ 4.00/sq. yd. |
| | \$62,240 | \$124,480 |
| | 24' Local: 19,866 sq. yd. @ 4.00/sq. yd. | 36' Local: 29,799 sq. yd. @ 4.00/sq. yd. |
| | \$79,464 | \$119,196 |
| | Culs-de-sac—26 516 sq. yd. x 26 = 13,416 sq. yd. @ 4.00/sq. yd. | Culs-de-sac—26 1,080 sq. yd. x 26 = 28,085 sq. yd. @ 4.00/sq. yd. |
| | \$53,664 | \$112,340 |
| Curbing: | None | 45,922 lin. ft. @ 3.00/lin. ft. |
| | | \$137,766 |
| Swales: | 36,680 lin. ft. of sod @ \$.80/lin. ft. | None |
| | \$ 29,344 | |
| TOTALS | \$224,712 | \$493,782 |

As the above table indicates, the difference in cost is \$269,070.00—exclusive of the additional outlays for the storm lines and catch basins which would be necessary to take off storm water generated by the wide roads required by the previous subdivision regulations.

Maintenance (Municipality): New Road Widths

| | New Road Widths | Previous Subdivision Regulations |
|--|--|---|
| 20' Collector: | 15,560 sq. yd. @ .41/sq. yd. \$ 6,379.60 | 40' Collector: 31,120 sq. yd. @ .41/sq. yd. \$12,759.20 |
| 24' Local: | 19,866 sq. yd. @ .41/sq. yd. \$ 8,145.10 | 36' Local: 29,799 sq. yd. @ .41/sq. yd. \$12,217.60 |
| Cul-de-sac circle (45 outside rad. 25' inside rad.) | 13,416 sq. yd. @ .41/sq. yd. \$ 5,500.60 | Cul-de-sac (50' outside rad.) 28,085 sq. yd. @ .41/sq. yd. \$11,514.90 |
| TOTAL | \$20,025.30 | \$36,491.70 |

Average yearly maintenance costs for storm sewer is \$750 per mile or \$.14 per linear foot. Use of curbing in the standard subdivision probably would necessitate the use of twice as much storm line as a system which combined storm lines and grassed swales. The following cost comparison results:

| | | | |
|-------------------------------|---------------|-------------------------------|-----------------|
| 4,550 lin. ft. @ .14/lin. ft. | \$ 637.00 | 9,100 lin. ft. @ .14/lin. ft. | \$ 1,274.00 |
| | \$ 637.00/yr. | | \$ 1,274.00/yr. |

These maintenance costs represent a significant increase in the costs which homeowners bear as a part of their taxes.



Cape Cod home: Architect: Royal Barry Willis Associates; Boston, Mass.; Developer, Emil Hanslin, New Seabury, Mass.; Cabot's Stains on all wood surfaces.

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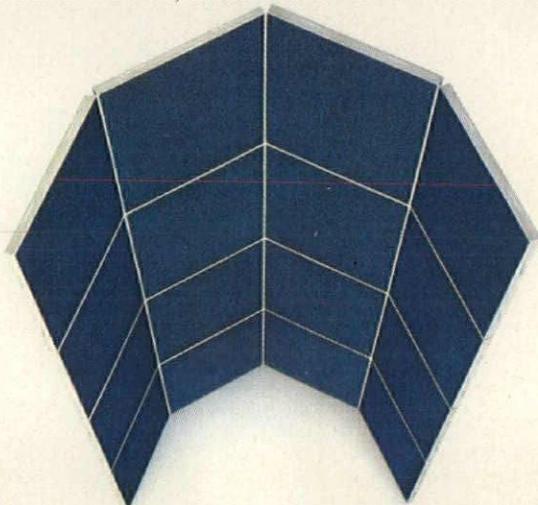
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News! American systems for every

This was just the beginning.

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Redi-Set grout. It's waterproof, wipes clean, and won't crack—even when the building settles. Use Systems 100 in the luxury baths in your condominiums, apartments, custom and semi-custom housing, and for remodeling jobs. It comes in sheets of up to 16 tiles.



Anywhere there's a standard-size tub in a standard recess

there's where you use Redi-Set System 310 pregrouted tub surround. It's designed to fit most

of the tub enclosures found in apartments, townhouses, industrialized housing, tract homes, and low-cost FHA housing. Installed in under an hour over almost any backup, this eight-sheet beauty is self-trimmed. Most grouting and most cuts are eliminated. Extension packages are available to extend the glazed tile to the ceiling.

The matching Redi-Set tile wainscot.

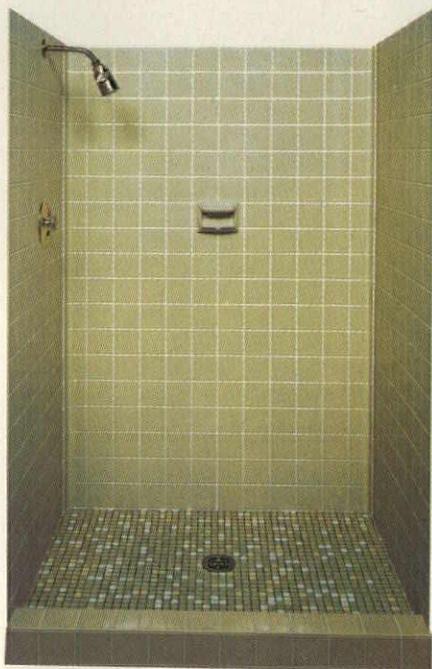
Almost anywhere you use System 310, you can add even more sales appeal with Redi-Set System 350, the matching pregrouted wall sheets. It's quick and easy to build in. Or offer it as a trade-up option. Sheets are 2' by 2', and contain up to 36 tiles.



Olean ceramic tile kind of bath.

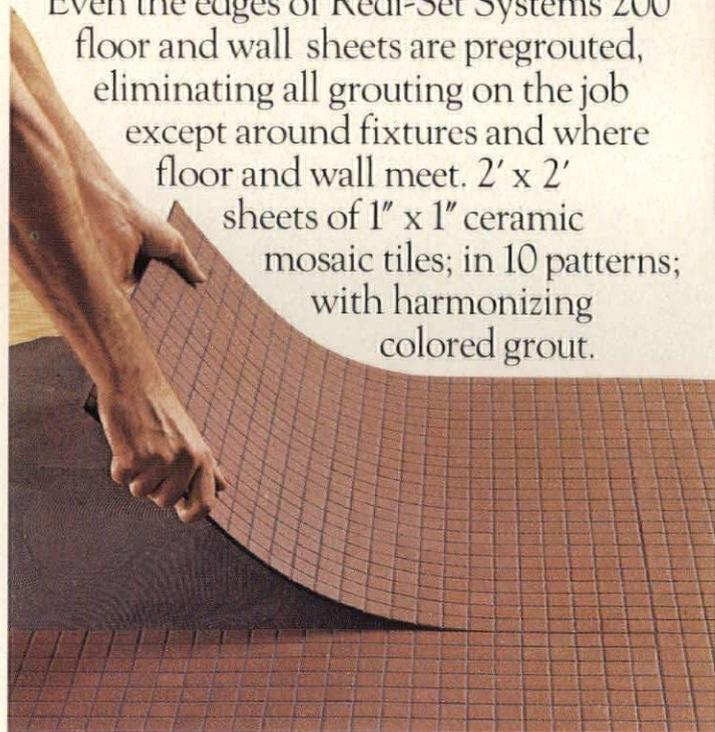
Redi-Set shower systems.

Redi-Set Systems 300 glazed tile shower surrounds are sized to fit the four most popular receptor sizes. These units can be installed directly over properly sealed drywall. 72" high, there are extension packages available to extend the tile to the ceiling.



Redi-Set ceramic mosaics.

Even the edges of Redi-Set Systems 200 floor and wall sheets are pregrouted, eliminating all grouting on the job except around fixtures and where floor and wall meet. 2' x 2' sheets of 1" x 1" ceramic mosaic tiles; in 10 patterns; with harmonizing colored grout.



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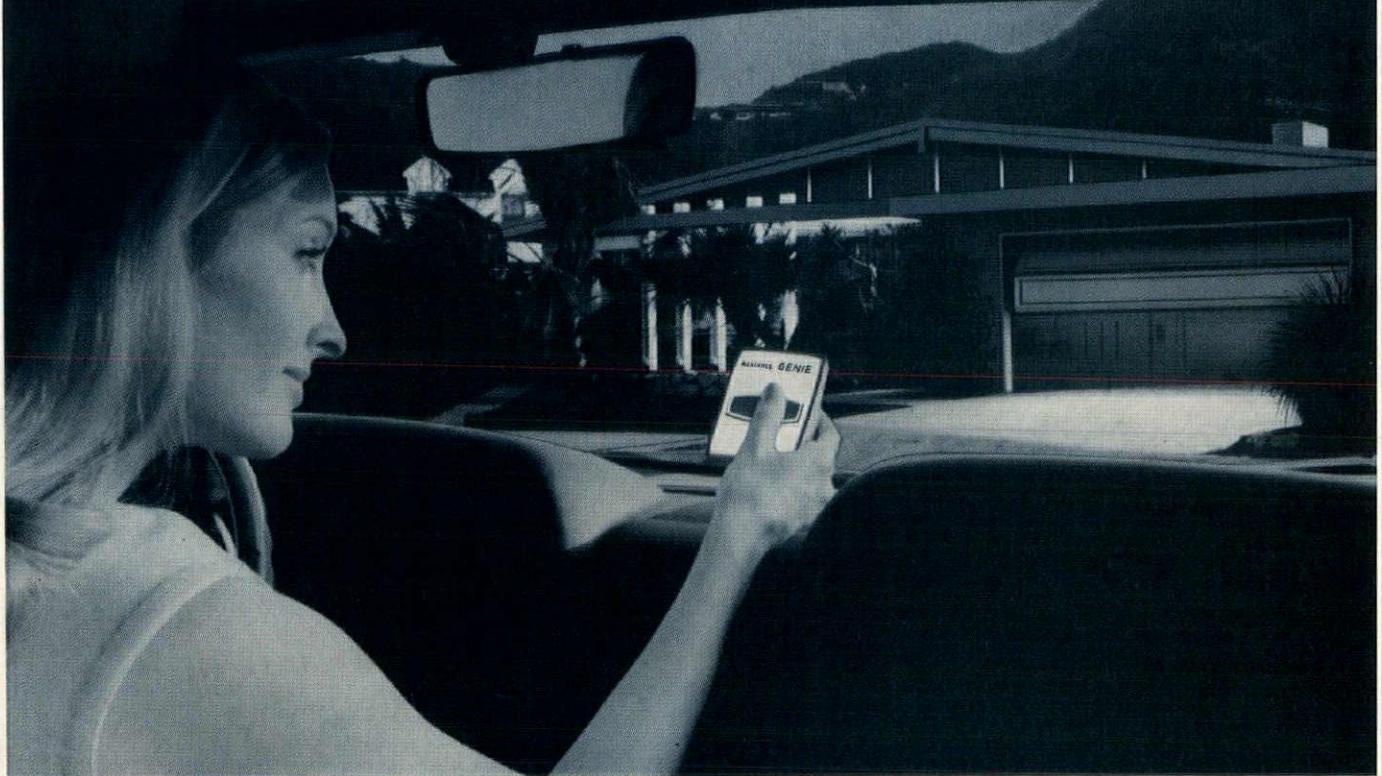
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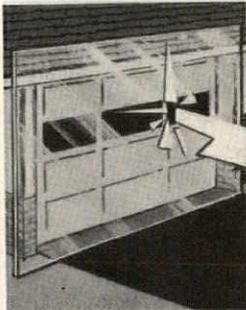


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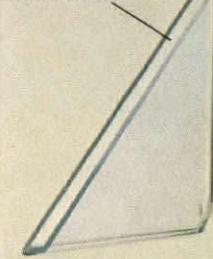
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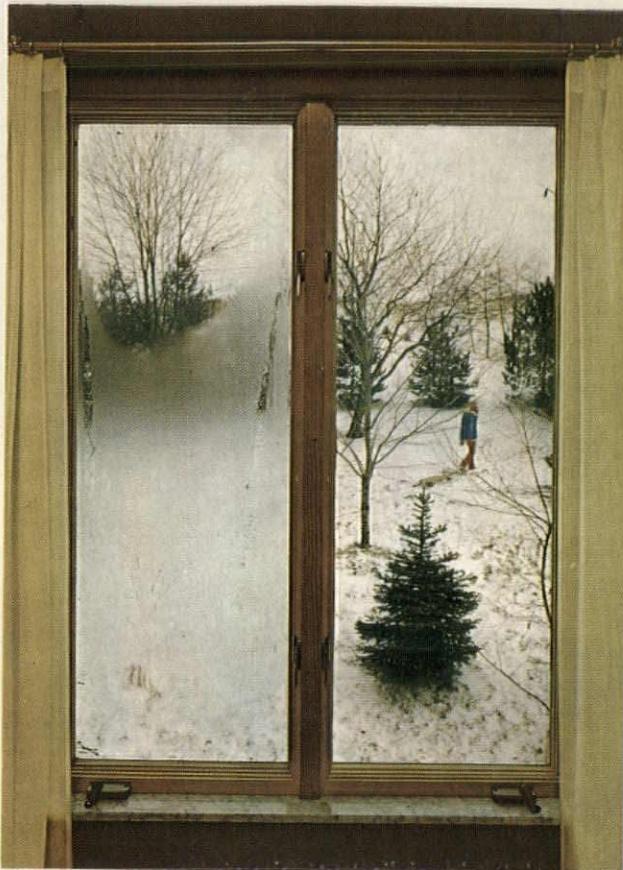
"*Twindow Xi* insulating glass, a major breakthrough from PPG Research, is a remarkable cure for most cold weather ills you associate with poor windows—icy glass, dripping sash and sills, cold drafts, chilly rooms, storm windows, high heating bills. Life can be uncomfortable.

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Unique welded-glass edge
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This gas and glass sandwich saves more heat than an 8"-thick wall of face brick.*



Unretouched photo comparing *Twindow Xi* unit to single-pane glass—Outdoor temperature 20 F; indoor, 72 F/indoor humidity, 32%. *Twindow Xi* unit is pane on the right, of course.

"In *Twindow Xi* units, two pieces of glass are permanently fused together, in a patented manufacturing process. This 'welded,' all-glass construction gives you the true, airtight hermetic seal that ensures long life and trouble-free performance. Performance that will actually keep your rooms warmer while cutting your heating bills.

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This mark guarantees your comfort for 20 years

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During a period of twenty (20) years after date of manufacture, *Twindow Xi* Insulating Glass Units, installed in the United States or Canada, are guaranteed not to develop, under normal conditions, material obstruction of vision as a result of dust or film formation on the internal glass surface caused by failure of the hermetic seal other than through glass breakage. We make no other guarantee or warranty, expressed or implied.

This guarantee is effective only if installation is made in accordance with our specific instructions and does not apply to units damaged by improper handling or installation. This represents our maximum liability. Any units failing to comply with the terms of this guarantee will be replaced F.O.B. nearest shipping point to place of installation. This guarantee does not apply to replacement units beyond the original twenty (20) year period applying to the original unit.

*Comparison based on U-values (heat loss) from Handbook of Fundamentals, 1972, American Society of Heating, Refrigerating and Air Conditioning Engineers.

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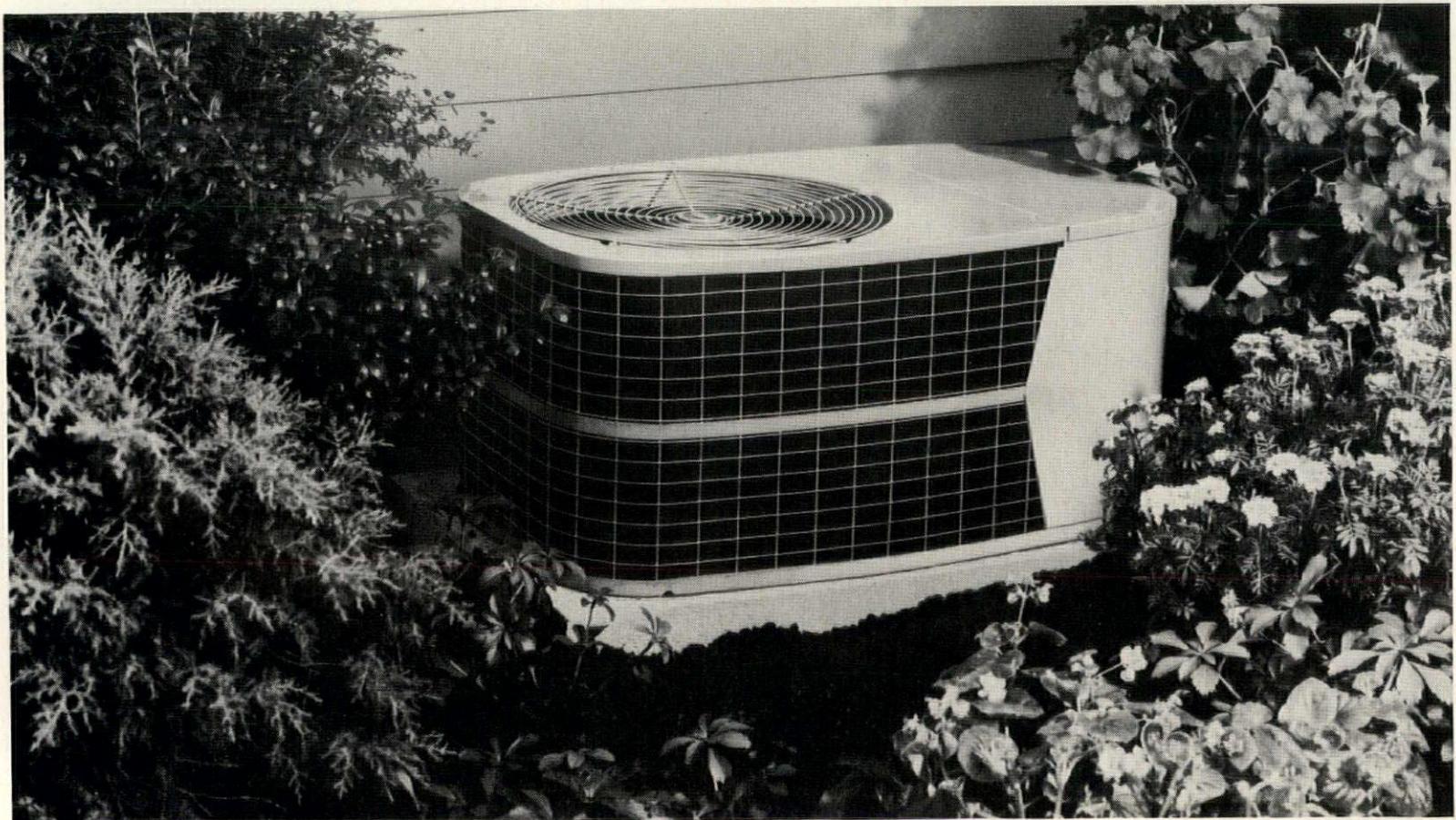
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New from the dependability people

Multi-load Maytag DIAL-A-FABRIC Gas Dryers

Now your customers can set a scientifically programmed cycle for practically any fabric.

Built rugged to keep working for you, keep making money for you.

Backed by prompt, dependable Maytag service.



MAYTAG
THE DEPENDABILITY PEOPLE



Multi-load Maytag DIAL-A-FABRIC Dryers

- 1. All-fabric temperature selection.** Permanent press. Delicate and bright colors. Whites and colors.
- 2. Dual coin control.** Uses 25¢ or 10¢ or both. 25¢ gives triple time of 10¢.
- 3. Safety Door Switch and Push-to-Start Button.** No accidental starts.
- 4. Choice of 4 colors.** California Gold, Spanish Avocado, Sunset Coral, and White.
- 5. Choice of 2 models.** DG30CM Dual Coin Control. DG30CA Manual Timer Control. Available for natural or LP gas.
- 6. AGA design certified for safety, durability and performance.**

“We almost settled for the usual two-handed faucets.”

Lincoln Property Company's 800-unit Raintree community was well into the third stage of construction when Bill Curson switched to Aquamix™.

He liked the price at first sight. And he knew prospective tenants would like that clean, contemporary styling. But would Aquamix hold up in the long run?

We had news for him. The ceramic cartridge inside is completely unaffected by sand, silt, grease and other impurities that

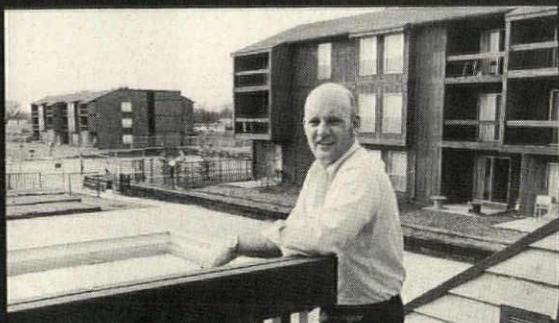
cause leaky faucets and nagging tenants.

In fact, Aquamix may well outlast Bill's own kitchen faucet at home. In a laboratory test, we turned five Aquamix fittings on and off 250,000 times (the equivalent of 10 years of normal use) and those fittings are still going strong today.

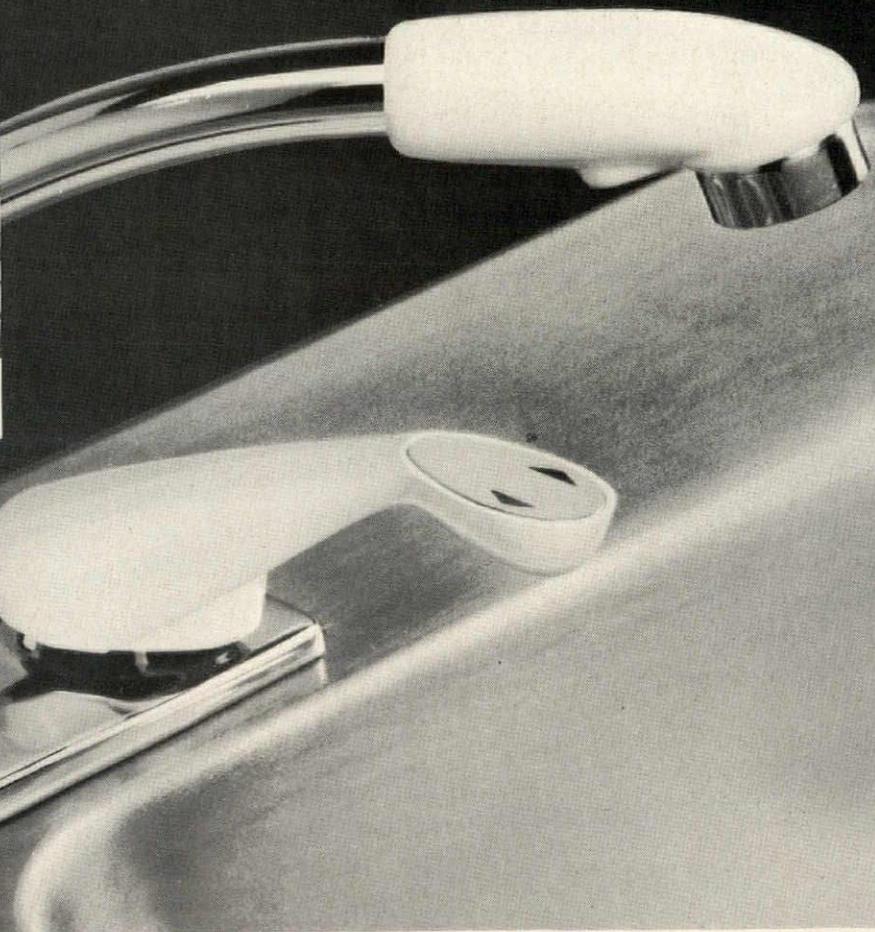
Bill Curson is an Aquamix believer, now. Your plumbing contractor has the figures to make you one, too.

Ask him.

“I'm from Missouri, but Aquamix showed me.”



Says builder Bill Curson,
Lincoln Property Company, St. Louis, Missouri.



 **AMERICAN
STANDARD**
PLUMBING / HEATING

The major home- builders

**Who are they?
What are they building?
What's their share
of the market?**

All these questions are answered in detail in the next 20 pages. But in general, it can be said here that . . .

1. The major homebuilders are those who build 200 or more units per year, and there are 511 of them. So says *The Blue Book of Major Homebuilders*, the most authoritative statistical publication in the housing field and the source of the data in this issue of HOUSE & HOME.

2. They are building primarily in the multifamily field. While less than half of all housing units produced in 1972 were townhouses and apartments, the major builders put more than three quarters of their production into multifamily housing.

3. They have a disproportionately high share of the market. The 511 producers listed in this issue represent roughly 2% of all homebuilding firms in the country, yet they are building nearly 30% of all the housing. And this proportion is getting larger every year.

On the two pages immediately following, you'll find an analysis of the major homebuilders' position in the marketplace, plus a breakout of the very biggest builders.

Then, in the subsequent 18 pages, you'll find the listing of the 511 companies in approximate order of production, their total output in 1972 and a breakdown of that output in terms of single-family detached units, townhouses and apartments.

So to see how the country's biggest homebuilders performed in housing's biggest year, turn the page.

**The Blue Book:
a who's who of housing**

Only the highlights of the eighth annual *Blue Book of Major Homebuilders* are presented and interpreted in this 21-page report. The book itself is a 429-page volume that profiles not only the 511 major builders—those producing at least 200 housing units a year—but also 161 home manufacturers and 34 new towns.

Here are the key areas covered by the individual profiles in each section:

Builders. Annual production since 1968 in five categories—1) detached houses, 2) townhouses and four-plexes, 3) low-rise apartments, 4) medium-rise apartments and 5) high-rise apartments. Also market areas, price and rental ranges, related business activities and (if publicly held) capsulized financial reports.

Home manufacturers. Annual production since 1968 classified not only by type (single- or multifamily) but also by the degree of industrialization—precut packages, componentized packages, modular housing and mobile homes. Also annual dollar volume, plant locations and financial statements of public companies.

New towns. Size, present and planned population, history and current status and residential, commercial and industrial features.

Obviously the size and scope of this book precludes 100% accuracy.

Some companies had yet to close out their 1972 fiscal years when the book went to press in early '73. So their '72 unit counts are estimates. Others reported their total production but did not break it down into housing types.

Furthermore, some builders whose '72 volume topped 200 housing units are missing from the book—either they failed to respond to the editor's survey, or they are newly formed companies not yet known to him.

The Blue Book is published by CMR Associates Inc. of 1559 Eton Way, Crofton, Md. 21113. It sells for \$69.95.

For this report HOUSE & HOME made a last-minute telephone survey of the biggest companies to up-date their totals with the latest available figures. The results are shown in the tables on the facing page—ED.

The major homebuilders: How did they do in '72?

They did very well indeed, judging from the facts and figures reported in the eighth (1973) edition of *The Blue Book*. Here's a fast wrap-up of their 1972 performance:

Their production: more than half again their '71 total

If 1972 was a boom year for the housing industry as a whole, it was a boom-boom year for the major builders. While all housing starts in 1972 topped the '71 level by 15%, the 500-odd companies listed in *The Blue Book* boosted their annual output from 429,300 units to 665,200—a 55% increase.

But, impressive as they are, those fig-

ures tell only part of the story. Dig a little deeper, and you find that the biggest gains were made by the biggest of the major builders—the so-called giants in an industry hardly notable for corporate size. These were the 225 companies whose '72 volume topped 1,000 houses and/or apartments. Their group total—520,000 units—was up 60% from '71.

Their share of market: almost 17% higher than in '71

For all the growth by the nation's largest builders, none of them is about to become a General Motors of housing or even a General Electric or a General Foods. And for all its size, housing is still a fragmented industry made up primarily by small companies—each dominated by one man and each operating in a single local market.

But there's also no doubt that, year by year, the major builders—the roughly 2% at the top—are capturing a larger share of the housing market. That share was 28% in 1972—up from 24% in 1971, 23% in 1970 and 18% in 1969.

Here again, it is the biggest of the big—the 225 companies at the top of the heap—that play the dominant role. Although they make up less than 1% of all builders, their share of last year's total housing market was 22%.

One reason the major builders are capturing more of the total market is the geographic scope of their operations.

Most builders do business in a single market area. But more than two-thirds of the majors listed in *The Blue Book* have projects in at least two markets. And, *The Blue Book* estimates, the average large builder operates in four large cities, while several build in 20 or more cities across the country.

Not surprisingly, the major builders go where the action is, seeking opportunity—and thus putting competitive pressure on the smaller local companies—in established housing centers.

For example, there are 20 or more major builders in 18 metro areas. Los Angeles leads the list with 61, followed by San Francisco with 54, Miami with 44 and Chicago with 43. Other totals: San Diego and Washington, D.C., 38 each; New York, 35; Tampa-St. Petersburg, 33; Atlanta, Dallas and Houston, 31 each; Phoenix and Denver, 24 each; Las Vegas, 23; Detroit, 22; and Baltimore, Boston and Cleveland, 20 each.

Their major market: medium- and high-density housing

Nowhere is the swing to higher housing densities more apparent than in the major builders' 1972 performance. Attached and multifamily housing made up 75% of their year's output—a sizable increase over 1971's 66%.

Townhouses and fourplexes made the biggest jump. Fueled in large part by the sudden popularity of condominium ownership, their production more than tripled—rising from 51,500 units in 1971 to 179,600 last year.

But despite the surge in townhouses and fourplexes, low-, medium- and high-rise apartments accounted for almost half of the major builders' construction. The year's total: 319,300—up

36% from 236,100 in 1971.

It's reasonably clear that this high rate of apartment building made for soft rental markets in some areas toward the end of the year. It's also reasonably clear that the condominium craze is spreading to apartments and that more and more apartments are being sold as condos. The prime example: Florida, where high-rise condos dominate the market and the landscape.

So what about that old industry staple, the single-family detached house? Its production by the major builders also increased in 1972, but at a relatively slow rate of 17%. The year's output was 166,300 vs. 141,700 in 1971.

Their '73 outlook: more of the same but with one change

Among other things *The Blue Book* editors asked the major builders to report on how many units they plan to build this year. Such projections usually tend to err on the optimistic side. But this year they may be closer to the mark because the downturn in total housing starts, predicted late last year by most housing economists, has not taken place.

Here, then, is how the major builders see their 1973 performance:

Volume—661,300 units, or only 3,900 short of last year's all-time high.

Share of market—close to 33% but perhaps a bit lower if the industry's over-all starts continue at their current

unforeseen pace.

Housing mix—a slump in townhouses and fourplexes, a jump in apartments. Townhouse/fourplex production will drop 32% to 112,400—a sharp reversal of a five-year upward trend. By contrast, apartment construction will be up 18% to 376,900 units. Meanwhile, single-family detached houses will remain close to their '72 level—rising just 3% to 172,000 units.

Why the sudden drop in attached housing? Nobody knows the answer to that one. But a good guess is that many builders of condominium townhouses and fourplexes are shifting their emphasis to condominium apartments.

For an approximate ranking
of 511 major builders—plus breakdowns
of their '72 production—
see the next 18 pages

TOP TEN BUILDERS

| Company | Units |
|-------------------------------|---------|
| U.S. Home Corp. | 10,100+ |
| Kassuba Devel. Corp. | 10,000 |
| Levitt and Sons Inc. | 9,036 |
| Jim Walter Homes Inc. | 9,000 |
| Lincoln Property Co. | 7,554 |
| Centex Corp. | 7,317 |
| Lefrak Organization Inc. | 7,200 |
| U.S.F. Constructors | 7,000 |
| Kaufman & Broad Inc. | 6,998 |
| The Larwin Group Inc. | 6,765* |

*Fiscal year ended February 28, 1973.

*Units sold, not necessarily built.

Levitt, U.S. Home and Larwin are not listed in the detached-house and townhouse rankings (below) because their auditors do not break out the two housing types. Their respective townhouse/detached-house totals: 6,200, 5,800 and 3,972.

DETACHED-HOUSE LEADERS

| Company | Units |
|-----------------------------------|-------|
| Jim Walter Homes Inc. | 9,000 |
| Ryan Homes Inc. | 5,175 |
| Centex Corp. | 3,900 |
| Kaufman & Broad Inc. | 3,849 |
| U.S.F. Constructors | 3,600 |
| Hallcraft Homes Inc. | 2,510 |
| National Homes Constr. Corp. | 2,431 |
| Wood Bros. Homes | 2,338 |
| Olin-American Inc. | 2,005 |
| Leadership Housing Inc. | 2,000 |
| Presley Development Corp. ... | 2,000 |

TOWNHOUSE LEADERS

| Company | Units |
|---------------------------------|-------|
| Kaufman & Broad Inc. | 3,149 |
| Irvin J. Kahn Organization | 3,000 |
| Hallcraft Homes Inc. | 1,962 |
| Olin-American Inc. | 1,765 |
| Highland Construction Co. ... | 1,398 |
| Donald L. Bren | 1,284 |
| Robert H. Grant Corp. | 1,200 |
| Urban System Devel. Corp. ... | 1,200 |
| Westport Home Builders Inc. ... | 1,200 |
| Centex Corp. | 1,192 |

APARTMENT LEADERS

| Company | Units |
|--------------------------------|-------|
| Kassuba Development Corp. ... | 9,800 |
| Lincoln Property Co. | 7,554 |
| Lefrak Organization Inc. | 7,200 |
| Jack P. DeBoer Associates | 5,930 |
| Redman Properties | 5,331 |
| Klingbeil Co. | 4,800 |
| Jetero Construction Co. | 4,500 |
| U.S. Home Corp. | 4,300 |
| Leon D. DeMatteis & Sons ... | 3,732 |
| U.S.F. Constructors | 3,400 |

| Rank | Company | Home state | Parent company | Publicly held co. | Housing units produced | | | |
|------|---|------------|-----------------------------|-------------------|------------------------|--------|-------------|-------|
| | | | | | Total | Houses | Town houses | Apts. |
| 1 | U.S. Home Corp. | N.Y. | | ✓ | 10,100 | 5,800 | | 4,300 |
| 2 | Kassuba Development Corp. | Fla. | | | 10,000 | 200 | | 9,800 |
| 3 | Levitt and Sons Inc. | N.Y. | ITT | ✓ | 9,036 | 6,200 | | 2,836 |
| 4 | Jim Walter Homes Inc. | Fla. | Jim Walter Corp. | | 9,000 | 9,000 | | |
| 5 | Lincoln Property Co. | Tex. | | | 7,554 | | | 7,554 |
| 6 | Centex Corp. | Tex. | | ✓ | 7,317 | 3,900 | 1,192 | 2,225 |
| 7 | Lefrak Organization Inc. (fiscal year ends 2/73) | N.Y. | | | 7,200 | | | 7,200 |
| 8 | U.S.F. Constructors | Calif. | U.S. Financial | ✓ | 7,000 | 3,600 | | 3,400 |
| 9 | Kaufman and Broad Inc. | Calif. | | ✓ | 6,998 | 3,849 | 3,149 | |
| 10 | The Larwin Group Inc. | Calif. | CNA Financial Corp. | ✓ | 6,765* | 3,972 | | 2,793 |
| 11 | Jack P. DeBoer Associates Inc. | Kans. | | | 5,930 | | | 5,930 |
| 12 | Ryan Homes Inc. | Pa. | | ✓ | 5,706 | 5,175 | 531 | |
| 13 | Jetero Construction Co. | Tex. | | | 5,500 | | 1,000 | 4,500 |
| 14 | Redman Properties | Tex. | Redman Industries Inc. | ✓ | 5,497 | 160 | 6 | 5,331 |
| 15 | Leadership Housing Inc. | Fla. | Cerro Corp. | ✓ | 5,200 | 2,000 | 200 | 3,000 |
| 16 | Klingbeil Co. | Ohio | | | 5,050 | | 250 | 4,800 |
| 17 | Hallcraft Homes Inc. (fiscal year ends 4/72) | Ariz. | | ✓ | 4,563 | 2,510 | 1,962 | 91 |
| 18 | Irvin J. Kahn Organization | Calif. | | | 4,500 | 1,000 | 3,000 | 500 |
| 19 | Del E. Webb Corp. | Ariz. | | ✓ | 4,072 | 1,600 | 122 | 2,350 |
| 20 | Olin-American Inc. | Conn. | Olin Corp. | | 4,070 | 2,005 | 1,765 | 300 |
| 21 | McKeon Construction | Calif. | | ✓ | 4,000 | 150 | 800 | 3,050 |
| 21 | Structural Buying Service Inc. | Ohio | | | 4,000 | 1,000 | | 3,000 |
| 22 | Urban Systems Development Corp. | Va. | Westinghouse Electric Corp. | ✓ | 3,825 | 500 | 1,200 | 2,125 |
| 23 | Leon D. DeMatteis & Sons Inc. | N.Y. | | | 3,732 | | | 3,732 |
| 24 | Forest City Enterprises Inc. | Ohio | | ✓ | 3,700 | 800 | 400 | 2,500 |
| 25 | National Homes Construction Corp. | Ind. | National Homes Corp. | | 3,512 | 2,431 | | 1,081 |
| 26 | Slavik Investors | Mich. | | | 3,350 | 50 | 300 | 1,000 |
| 27 | L.B. Nelson Corp. | Calif. | | ✓ | 3,250 | | 250 | 3,000 |
| 28 | Mathews Phillips Inc. | Pa. | | | 3,135 | 100 | 710 | 2,325 |

* units sold

| Rank | Company | Home state | Parent company | Publicly held co. | Housing units produced | | | |
|------|---------------------------------------|------------|---------------------------------------|-------------------|------------------------|--------|-------------|-------|
| | | | | | Total | Houses | Town houses | Apts. |
| 29 | Thomas P. Harkins Inc. | Md. | | | 3,090 | | 350 | 2,640 |
| 30 | Century Village Inc. | Fla. | Cenvill Communities Inc. | ✓ | 3,000 | | | 3,000 |
| 30 | Multicon Construction Corp. | Ohio | Bethlehem Steel Corp. | ✓ | 3,000 | | 1,000 | 2,000 |
| 30 | The Perl-Mack Companies | Colo. | | | 3,000 | 1,200 | | 1,800 |
| 30 | Presley Development Corp. | Calif. | | ✓ | 3,000 | 2,000 | 900 | 100 |
| 30 | R&B Development Co. | Calif. | | | 3,000 | | | 3,000 |
| 30 | Bert L. Smokler & Co. Inc. | Mich. | Dreyfus Development Corp. | ✓ | 3,000 | 550 | | 2,450 |
| 31 | Ervin Industries Inc. | N.C. | American Cyanamid | ✓ | 2,872 | 1,669 | 472 | 731 |
| 32 | Oxford Development Corp. | Ind. | Lippman Associates | | 2,800 | 60 | 120 | 2,620 |
| 33 | Edward Rose & Sons | Mich. | | | 2,700 | 400 | 100 | 2,200 |
| 34 | Pardee Construction Co. | Calif. | Weyerhaeuser Corp. | | 2,676 | 1,927 | 389 | 360 |
| 35 | Donald J. Scholz & Co. | Ohio | | | 2,597 | 156 | 416 | 2,025 |
| 36 | Donald L. Bren | Calif. | International Paper Co. | ✓ | 2,574 | 540 | 1,284 | 750 |
| 37 | American Housing Guild | Calif. | | | 2,515 | 1,324 | 150 | 1,041 |
| 38 | Amcon International Corp. | Tenn. | | ✓ | 2,500 | | | 2,500 |
| 38 | West Bay Financial Corp. | Calif. | Meridian Investing and Developing Co. | ✓ | 2,500 | 50 | 150 | 2,250 |
| 39 | Highland Construction Co. | Mich. | | | 2,498 | 200 | 1,398 | 900 |
| 40 | Ray Ellison Industries Inc. | Tex. | | | 2,490 | 1,974 | 100 | 416 |
| 41 | Construction Advisors | Colo. | Construction Coordinators Ltd. | | 2,475 | | | 2,475 |
| 42 | Robert H. Grant Corp. | Calif. | Santa Anita Consolidated | | 2,400 | 1,200 | 1,200 | |
| 42 | Pulte Home Corp. | Mich. | | ✓ | 2,400 | 1,700 | 700 | |
| 43 | Wallace E. Johnson Enterprises Inc. | Tenn. | | | 2,380 | 500 | 656 | 1,233 |
| 44 | Wood Bros. Homes | Colo. | City Investing | ✓ | 2,338 | 2,338 | | |
| 45 | American Continental Homes Inc. | Ohio | American Financial Corp. | ✓ | 2,300 | 1,890 | 410 | |
| 45 | Hylton Building Corp. | Va. | | | 2,300 | 1,600 | | 700 |
| 46 | Lennar Corp. | Fla. | | ✓ | 2,230 | 1,895 | 335 | |
| 47 | S&S Construction Co. | Calif. | Shapell Industries | ✓ | 2,200 | 1,000 | 200 | 1,000 |
| 47 | J.H. Snyder Co. | Calif. | | | 2,200 | 300 | 700 | 1,200 |
| 47 | Whittaker Community Development Corp. | Tenn. | Whittaker Corp. | ✓ | 2,200 | 300 | 400 | 1,500 |

| Rank | Company | Home state | Parent company | Publicly held co. | Housing units produced | | | |
|------|-----------------------------------|------------|----------------------------------|-------------------|------------------------|--------|-------------|-------|
| | | | | | Total | Houses | Town houses | Apts. |
| 48 | James Bynan Co. Inc. | Mo. | Jabco Developers Inc. | | 2,100 | | 100 | 2,000 |
| 48 | Urbanetics Financial Corp. | Calif. | | | 2,100 | | 150 | 1,950 |
| 49 | Development Corp. of America | Fla. | | ✓ | 2,060 | 1,640 | | 420 |
| 50 | Jabco Developers Inc. | Mo. | | | 2,000 | | | 2,000 |
| 50 | The Korman Corp. | Pa. | | | 2,000 | 300 | 900 | 800 |
| 50 | Arthur H. Padula Construction Co. | N.J. | | | 2,000 | | | 2,000 |
| 50 | Rossmoor Corp. | Calif. | | ✓ | 2,000 | 500 | 200 | 1,300 |
| 51 | Doug Frank Development Corp. | Ariz. | | | 1,983 | 150 | 150 | 1,683 |
| 52 | Avco Community Developers | Calif. | Avco Corp. | ✓ | 1,928 | 1,193 | 735 | |
| 52 | Tekton Corp. | Ill. | Union Camp | ✓ | 1,928 | 725 | 160 | 1,043 |
| 53 | Jerome Building Co. | Mich. | | | 1,900 | 650 | 500 | 750 |
| 54 | Gersten Construction Co. | Calif. | | | 1,856 | 156 | | 1,700 |
| 55 | Homewood Corp. | Ohio | | ✓ | 1,850 | 800 | 100 | 950 |
| 56 | Condev Corp. | Fla. | | | 1,810 | 230 | | 1,580 |
| 57 | National Community Builders | Calif. | | ✓ | 1,800 | 400 | 800 | 600 |
| 58 | Leon N. Weiner & Associates Inc. | Del. | | ✓ | 1,785 | 215 | 380 | 1,190 |
| 59 | Lamont-Shimberg Corp. | Fla. | MGIC | ✓ | 1,760 | 650 | 410 | 700 |
| 60 | Leisure Technology Corp. | N.J. | | ✓ | 1,750 | 150 | | 1,600 |
| 60 | New America Industries Inc. | N.Y. | | ✓ | 1,750 | 1,100 | 336 | 314 |
| 61 | Jones Homes Inc. | Tenn. | | | 1,725 | 1,500 | 75 | 150 |
| 62 | Monumental Properties Inc. | Md. | Monumental Properties | ✓ | 1,650 | 150 | | 1,500 |
| 63 | Hill Companies | Tex. | | | 1,600 | | | 1,600 |
| 63 | Prel Development | N.J. | | ✓ | 1,600 | 500 | 300 | 800 |
| 63 | Robino-Ladd Co. | Ill. | | ✓ | 1,600 | 1,200 | | 400 |
| 63 | Ring Bros. Co. | Calif. | Monogram Industries Inc. of L.A. | ✓ | 1,600 | | | 1,600 |
| 64 | Real Estate Technology Inc. | Calif. | | | 1,570 | | 400 | 1,170 |
| 65 | Estes Bros. Construction | Ariz. | | | 1,565 | 1,015 | 450 | 100 |
| 66 | Westport Home Builders Inc. | Calif. | | | 1,550 | 350 | 1,200 | |
| 67 | Highland Homes of Topeka Inc. | Kans. | | | 1,515 | 15 | | 1,500 |

| Rank | Company | Home state | Parent company | Publicly held co. | Housing units produced | | | |
|------|--|------------|------------------------------|-------------------|------------------------|--------|-------------|-------|
| | | | | | Total | Houses | Town houses | Apts. |
| 68 | Beacon Construction Co. | Mass. | | | 1,500 | | | 1,500 |
| 68 | Crawford-Strauss Properties | Tex. | | | 1,500 | | | 1,500 |
| 68 | Habitex Industries Inc. | Okla. | | ✓ | 1,500 | 150 | | 1,350 |
| 68 | Henderson Properties | Okla. | | | 1,500 | | | 1,500 |
| 68 | John F. Long Homes Inc. | Ariz. | John F. Long Properties Inc. | | 1,500 | 1,500 | | |
| 68 | Mission Viejo Co. | Calif. | | ✓ | 1,500 | 1,200 | 300 | |
| 68 | Raldon Corp. | Tex. | | | 1,500 | 900 | 600 | |
| 68 | Thomas & Waller | N.C. | | | 1,500 | | | 1,500 |
| 69 | Vernon & James Smith Co. | Tex. | | | 1,450 | | 450 | 1,000 |
| 69 | Jenard Morris Gross Investments | Tex. | | | 1,450 | | 50 | 1,400 |
| 70 | John Errichetti Associates | Conn. | | | 1,447 | 400 | 252 | 795 |
| 71 | Log Development Co. Inc. | Tex. | | | 1,436 | 400 | 50 | 986 |
| 72 | The Quincy Lee Co. | Tex. | | | 1,430 | 500 | | 930 |
| 73 | J.D. Builders Inc. | Calif. | | | 1,413 | | | 1,413 |
| 74 | Multiplex Inc. | Ohio | Tital Group Inc. | ✓ | 1,410 | 35 | 75 | 1,300 |
| 74 | Ponderosa Homes | Calif. | Kaiser-Aetna | | 1,410 | 978 | | 432 |
| 75 | Housing Associates Inc. | Ohio | | | 1,400 | | 900 | 500 |
| 75 | Harold A. Simpson & Associates Development Co. | Colo. | | | 1,400 | | | 1,400 |
| 76 | Kettler Brothers Inc. | Md. | | | 1,389 | 236 | 398 | 755 |
| 77 | Rocks Engineering Co. | Va. | | | 1,380 | | 366 | 1,014 |
| 78 | Pacesetter Homes Inc. | Calif. | American Electronics | ✓ | 1,372 | 660 | 312 | 400 |
| 79 | Ditz-Crane | Calif. | Foremost-McKesson Inc. | ✓ | 1,350 | 950 | 400 | |
| 80 | Steve Laufer | Fla. | Cavanagh Communities Corp. | ✓ | 1,347 | 600 | 75 | 672 |
| 81 | T.J. Flatley & Co. | Mass. | | | 1,328 | | | 1,328 |
| 82 | Seligman & Associates Inc. | Mich. | | ✓ | 1,322 | 527 | | 795 |
| 83 | Herman Christensen & Sons | Calif. | | | 1,302 | | | 1,302 |
| 84 | The Deltona Corp. | Fla. | | ✓ | 1,300 | 1,000 | | 300 |
| 84 | Kelly & Picerne Inc. | R.I. | | | 1,300 | | | 1,300 |
| 84 | MacKay Homes | Calif. | Kaiser-Aetna | ✓ | 1,300 | 150 | 800 | 350 |

| Rank | Company | Home state | Parent company | Publicly held co. | Housing units produced | | | |
|------|--|------------|--------------------------------------|-------------------|------------------------|--------|-------------|-------|
| | | | | | Total | Houses | Town houses | Apts. |
| 84 | Suburban Homes Lumber | Tex. | | | 1,300 | 1,300 | | |
| 85 | Bratten Construction Inc. | Tex. | | | 1,287 | 250 | 50 | 987 |
| 86 | Rotonda Development Corp. | Fla. | Cavanagh Communities Corp. | ✓ | 1,280 | 560 | 120 | 600 |
| 87 | Carl M. Freeman & Associates | Md. | | | 1,255 | 130 | 225 | 900 |
| 88 | Baker-Jones-Crow Co. | Tex. | | | 1,250 | 50 | 200 | 1,000 |
| 89 | Hartsville Construction Co. | Pa. | The Pennstar Co. | ✓ | 1,238 | 200 | | 1,038 |
| 90 | Ames-Ennis Inc. | Md. | | | 1,223 | | 80 | 1,143 |
| 91 | Bel-Aire Homes Inc. | Fla. | | | 1,200 | 800 | 200 | 200 |
| 91 | Caltex Construction Co. | Tex. | | | 1,200 | | 100 | 1,100 |
| 91 | Deffet Companies | Ohio | | | 1,200 | | | 1,200 |
| 91 | Edwards Construction Co. | N.H. | | | 1,200 | 500 | 700 | |
| 91 | Jewell Builders Inc. | Ohio | Inland Steel Urban Development Corp. | ✓ | 1,200 | 200 | 200 | 800 |
| 91 | Mark Z. Jones Associates Inc. | Minn. | | | 1,200 | | | 1,200 |
| 91 | Realtex Industries Inc. | Ohio | | | 1,200 | | | 1,200 |
| 91 | Windsor Construction Co. Inc. | Colo. | Trans-Union Corp. | | 1,200 | | | 1,200 |
| 92 | The Christiana Companies Inc. | Calif. | | ✓ | 1,172 | 772 | 126 | 274 |
| 92 | Standard-Pacific Corp. | Calif. | | ✓ | 1,172 | 700 | | 472 |
| 93 | April Industries Inc. | P.R. | | ✓ | 1,166 | 500 | | 666 |
| 94 | Polinger & Zupnick Builders Corp. | Md. | | | 1,150 | | 250 | 900 |
| 95 | Environmental Developers Inc. | Colo. | Trans Union Corp. | | 1,125 | | 142 | 983 |
| 96 | Hunt Building Corp. (fiscal year ends 8/72) | Tex. | | | 1,105 | 1,005 | | 100 |
| 97 | Crossgates Inc. | Pa. | | | 1,100 | | 200 | 900 |
| 97 | Housing Systems Inc. | Ga. | | ✓ | 1,100 | | | 1,100 |
| 97 | MGIC-Janis Properties | Fla. | MGIC Corp. | ✓ | 1,100 | 400 | 400 | 300 |
| 97 | Princess Park Estates Inc. | Calif. | | | 1,100 | 950 | | 150 |
| 97 | Republic Development Corp. | Mich. | | | 1,100 | 800 | 300 | |
| 98 | The Ryland Group Inc. | Md. | | ✓ | 1,078 | 1,078 | | |
| 98 | Staggs-Bilt Homes Inc. | Ariz. | Staggs Enterprises Inc. | ✓ | 1,078 | 900 | 100 | 78 |
| 99 | Caldwell Development Corp. | N.Y. | | | 1,050 | | 100 | 950 |

| Rank | Company | Home state | Parent company | Publicly held co. | Housing units produced | | | |
|------|---------------------------------------|------------|--------------------------|-------------------|------------------------|--------|-------------|-------|
| | | | | | Total | Houses | Town houses | Apts. |
| 99 | Emmer Development Corp. | Fla. | | | 1,050 | 300 | 50 | 700 |
| 99 | Lieberman Corp. | Mo. | | | 1,050 | 250 | 280 | 520 |
| 100 | Achenbach Realty Co. | Conn. | | | 1,036 | 161 | 57 | 818 |
| 100 | American Urban Corp. | Ohio | | | 1,036 | 500 | 50 | 486 |
| 100 | Ernest G. Fritsch & Co. | Ohio | | | 1,036 | 336 | 200 | 500 |
| 101 | Cloverleaf Developers Inc. | Ind. | | | 1,020 | 20 | 800 | 200 |
| 102 | Andes & Roberts Brothers Construction | Mo. | | | 1,000 | 150 | 600 | 250 |
| 102 | Blackmon & Associates Inc. | Tex. | | | 1,000 | | | 1,000 |
| 102 | Cross Companies | Minn. | | | 1,000 | | | 1,000 |
| 102 | Dorvin-Huddleston Developments Inc. | La. | | | 1,000 | | 300 | 700 |
| 102 | Wayne Duddleston Interests | Tex. | | | 1,000 | | | 1,000 |
| 102 | General Development Corp. | Fla. | | ✓ | 1,000 | 1,000 | | |
| 102 | Gumenick Properties Inc. | Va. | | | 1,000 | 300 | 400 | 300 |
| 102 | Hickman-Hoppe & Co. | Tex. | | | 1,000 | | | 1,000 |
| 102 | K & S Construction Co. Inc. | Ohio | | | 1,000 | | 500 | 500 |
| 102 | Kencraft Inc. | Kans. | | | 1,000 | | | 1,000 |
| 102 | Morton Rosenberg & Abner Rosenberg | N.Y. | | | 1,000 | | | 1,000 |
| 102 | Zidell Properties & Construction Co. | Tex. | | | 1,000 | | | 1,000 |
| 103 | Beechwood Park Inc. | Ohio | | | 995 | | | 995 |
| 104 | Lanewood Co. Inc. | Fla. | | ✓ | 987 | 192 | 450 | 345 |
| 105 | FPA Corp. | Fla. | | ✓ | 968 | 300 | 78 | 590 |
| 105 | C.G. Rein Co. Inc. | Minn. | | | 968 | | | 968 |
| 106 | The Bush Organization | Va. | | | 967 | | 563 | 404 |
| 107 | Griffin Development Co. | Calif. | | | 957 | 550 | 225 | 182 |
| 108 | Stanley Herman Homes | Ind. | | | 950 | 300 | 350 | 300 |
| 109 | The Hoffman Construction Co. | Calif. | | | 929 | 518 | 211 | 200 |
| 110 | Centennial Construction Co. | Tex. | Weyerhaeuser Real Estate | ✓ | 925 | 925 | | |
| 111 | Hawaii & San Francisco Investment | Calif. | | | 919 | | 283 | 636 |
| 112 | Rexco Industries Inc. | P.R. | | ✓ | 915 | 775 | 40 | 100 |

| Rank | Company | Home state | Parent company | Publicly held co. | Housing units produced | | | |
|------|--|------------|----------------------------|-------------------|------------------------|--------|-------------|-------|
| | | | | | Total | Houses | Town houses | Apts. |
| 113 | Superior Homes Inc. | Tex. | | | 914 | 600 | 178 | 136 |
| 114 | M.J. Brock & Sons Inc. | Calif. | INA Corp. | ✓ | 900 | 500 | 200 | 200 |
| 114 | Diamond & Kaye Properties | Ga. | | | 900 | | | 900 |
| 114 | Duffel Financial Construction Co. | Calif. | | | 900 | | 600 | 300 |
| 114 | Signal Landmark Inc. | Calif. | Signal Oil Co. | ✓ | 900 | 600 | 300 | |
| 114 | Southern General Builders Inc. | Fla. | | | 900 | | | 900 |
| 115 | Urban Development Co. & Associates | Md. | | | 886 | | | 886 |
| 116 | Housing Management Co. | Md. | | | 880 | | 100 | 780 |
| 116 | Sierra National Corp. | Ariz. | | | 880 | | | 880 |
| 117 | Butler Housing Corp. | Calif. | | | 878 | 257 | 250 | 371 |
| 118 | Stephen C. Baytos Associates | Ohio | | | 868 | 210 | 258 | 400 |
| 118 | Jaxon Construction Co. | Ohio | | | 868 | 189 | 11 | 668 |
| 119 | Wilson P. Abraham Construction Co. | La. | | | 860 | 860 | | |
| 120 | Belmar Builders Inc. | Minn. | | | 850 | | 50 | 800 |
| 120 | Clarke-Frates Corp. | Tex. | | | 850 | | | 850 |
| 120 | Robert & Harry Meyerhoff Building Co. | Md. | | | 850 | | | 850 |
| 120 | PBS Corp. | Calif. | | | 850 | 700 | 150 | |
| 120 | United Associates Of Orlando Inc. | Fla. | | | 850 | 150 | 200 | 500 |
| 120 | N. Zurich Contractor | Wis. | | | 850 | 300 | 150 | 350 |
| 121 | Tanco Development Corp. | Calif. | | | 841 | 701 | 140 | |
| 122 | Holtzman & Silverman | Mich. | | | 840 | 100 | 300 | 440 |
| 123 | Collins Bros. Construction Co. Inc. | Fla. | Killearn Properties Inc. | | 831 | 265 | 16 | 550 |
| 124 | A.P. Orleans & Co. | Pa. | Orleans Construction Co. | | 820 | 500 | 200 | 120 |
| 125 | Jack W. Blumenfeld & Co. | Pa. | | | 808 | | | 808 |
| 126 | Hoffman Rosner Corp. | Ill. | | ✓ | 807 | 481 | 269 | 57 |
| 127 | Shareholders Construction General Inc. | Md. | Shareholders Capital Corp. | ✓ | 804 | | 225 | 579 |
| 128 | Casee Development Co. | Mich. | Hessee Industries Inc. | | 802 | | | 802 |
| 129 | C&H Construction Co. Inc. | Fla. | | | 800 | | | 800 |
| 129 | Ellenville Development Corp. | N.Y. | | ✓ | 800 | | | 800 |

| Rank | Company | Home state | Parent company | Publicly held co. | Housing units produced | | | |
|------|----------------------------------|------------|-----------------------|-------------------|------------------------|--------|-------------|-------|
| | | | | | Total | Houses | Town houses | Apts. |
| 129 | Jagger Associates Inc. | Tex. | | | 800 | 50 | | 750 |
| 129 | William Kilps Sons Builders Inc. | Wis. | | | 800 | 300 | 200 | 300 |
| 129 | Northwestern Construction Co. | Ill. | | | 800 | | | 800 |
| 129 | Viking Homes Inc. | Tex. | | | 800 | 350 | 150 | 300 |
| 129 | W.H. Weaver Construction Co. | N.C. | | | 800 | | | 800 |
| 129 | WEB Associates | N.J. | | | 800 | | | 800 |
| 130 | Olympic Homes Realty Inc. | Wis. | | | 799 | 300 | 125 | 374 |
| 131 | Crowell-Leventhal Inc. | Calif. | | | 795 | 331 | | 464 |
| 132 | Davis Homes Inc. | Ind. | Weil-McLain | ✓ | 794 | 794 | | |
| 133 | Standard Enterprises Inc. | La. | | | 785 | 175 | | 610 |
| 134 | Fickling & Walker Inc. | Ga. | | | 780 | | 80 | 700 |
| 134 | The McCarthy Co. | Calif. | Pacific Holding Corp. | | 780 | 518 | 262 | |
| 134 | Standard Development Co. Inc. | Ga. | | | 780 | | | 780 |
| 134 | Turnkey Proposals Inc. | N.Y. | | | 780 | | 300 | 480 |
| 135 | MCD Enterprises Inc. | Md. | | | 774 | 491 | 35 | 248 |
| 136 | I.Z. Mann & Associates Inc. | Fla. | | | 773 | | 500 | 273 |
| 137 | American Modulares Corp. | Ohio | U.S. Steel Corp. | ✓ | 770 | 350 | 20 | 400 |
| 137 | Flair Corp. | Ohio | | | 770 | 50 | 50 | 670 |
| 138 | Washington Homes Inc. | Md. | | ✓ | 767 | 581 | 186 | |
| 139 | E.J. Frankel Enterprises Inc. | Pa. | | | 765 | | 65 | 700 |
| 140 | Sage Investments | Tex. | | | 764 | | | 764 |
| 141 | Royalton Acres Development Corp. | Ohio | | | 760 | 60 | | 700 |
| 142 | Richmond Construction Corp. | Fla. | | | 753 | 753 | | |
| 143 | Commonwealth Development Co. | Tex. | | | 750 | 250 | 250 | 250 |
| 143 | Denny Development Corp. | Pa. | | | 750 | 50 | | 700 |
| 143 | Vern Donnay Realty Inc. | Minn. | | | 750 | 500 | 250 | |
| 143 | Investments Diversified Ltd. | Fla. | | | 750 | | | 750 |
| 143 | George Clark Martin | Ky. | | | 750 | | | 750 |
| 143 | Robert C. Powell Properties | Calif. | | | 750 | 50 | 200 | 500 |

| Rank | Company | Home state | Parent company | Publicly held co. | Housing units produced | | | |
|------|-------------------------------|------------|------------------------------|-------------------|------------------------|--------|-------------|-------|
| | | | | | Total | Houses | Town houses | Apts. |
| 143 | Stanley Tate Builders Inc. | Fla. | Investments Diversified Ltd. | | 750 | | | 750 |
| 143 | States Construction Co. Inc. | Va. | | | 750 | | | 750 |
| 143 | Thompson-Brown Co. | Mich. | | | 750 | 350 | 400 | |
| 143 | Triple K Development Inc. | Calif. | | | 750 | 150 | 600 | |
| 144 | Barton Davis/J. Evan Hallas | Pa. | | | 742 | 50 | 244 | 448 |
| 145 | Robert C. Langslet | Calif. | | | 736 | | 236 | 500 |
| 146 | Practical Home Builders Inc. | Mich. | | | 728 | 150 | 578 | |
| 147 | Warner Consolidated Corp. | Ohio | Warner National | ✓ | 718 | | 448 | 270 |
| 148 | Meeker Development Co. | Calif. | | | 715 | 250 | 465 | |
| 149 | Soar Corp. | Tex. | | | 707 | | 75 | 632 |
| 150 | Columbia Properties Inc. | Ohio | Citizens Financial Corp. | ✓ | 702 | | 250 | 452 |
| 151 | Alodex Corp. | Tenn. | | ✓ | 700 | 256 | | 444 |
| 151 | Bracy Development Co. Inc. | Ark. | | | 700 | | | 700 |
| 151 | Chudnow Construction Co. | Wis. | | | 700 | 165 | 90 | 445 |
| 151 | Greenhill Properties Inc. | Md. | | | 700 | | | 700 |
| 151 | Kirkman & Koury Inc. | N.C. | | | 700 | 250 | 50 | 400 |
| 151 | Lewis Homes Inc. | Calif. | | | 700 | 700 | | |
| 151 | North Hills Inc. | N.C. | | | 700 | 200 | | 500 |
| 151 | The Scarborough Co. Inc. | N.J. | | | 700 | 300 | 100 | 300 |
| 151 | Severn River Construction Co. | Md. | | | 700 | | | 700 |
| 151 | Wyandott Communities | Ohio | | | 700 | | 500 | 200 |
| 152 | Surety Homes Corp. | Ill. | | | 696 | 200 | | 496 |
| 153 | R.A.M. Construction Co. Inc. | Ariz. | | | 675 | 600 | 75 | |
| 153 | Young America Homes Inc. | Calif. | | | 675 | 430 | 120 | 125 |
| 154 | U.S. Development Corp. | Calif. | First Builders Bancorp | ✓ | 671 | | 671 | |
| 154 | Ward-Ryder Construction Co. | Calif. | | | 671 | 121 | 450 | 100 |
| 155 | Gold Crown Inc. | Kans. | | | 670 | | | 670 |
| 156 | Multihome Corp. | N.Y. | | | 669 | 50 | 195 | 424 |
| 157 | Sunset Development Corp. Inc. | Calif. | | | 668 | 500 | 98 | 70 |

| Rank | Company | Home state | Parent company | Publicly held co. | Housing units produced | | | |
|------|-------------------------------------|------------|------------------------------------|-------------------|------------------------|--------|-------------|-------|
| | | | | | Total | Houses | Town houses | Apts. |
| 158 | Twin City Construction Co. of Fargo | N.D. | | | 665 | 175 | | 490 |
| 159 | Huber Homes Inc. | Ohio | Huber Enterprises Inc. | | 660 | 500 | 160 | |
| 160 | Seldin Development & Management Co. | Nebr. | | | 659 | 75 | 120 | 464 |
| 161 | Marvin Deutsch Enterprises | Mo. | | | 654 | | 20 | 634 |
| 162 | Amrep Corp. | N.Y. | | ✓ | 650 | 400 | 250 | |
| 162 | Bresler & Reiner Inc. | D.C. | | ✓ | 650 | 100 | 150 | 400 |
| 162 | Crestwood Village | N.J. | | | 650 | 450 | | 200 |
| 162 | Evans Enterprises | Tenn. | | | 650 | | | 650 |
| 162 | Federal Construction Corp. | Fla. | Federal Construction Corp. of Fla. | | 650 | 400 | 100 | 150 |
| 162 | The Fogelson Companies Inc. | Ill. | | | 650 | | 200 | 450 |
| 162 | The Fox Companies | Pa. | | | 650 | | 320 | 330 |
| 162 | H.W. Roberson Co. Inc. | Va. | | | 650 | 500 | | 150 |
| 162 | Philip S. Seltzer | Pa. | | | 650 | 150 | | 500 |
| 163 | Medema Homes Inc. | Colo. | American Continental Homes Inc. | ✓ | 640 | 560 | 80 | |
| 163 | Meritex Corp. | Ill. | | | 640 | 40 | 350 | 250 |
| 164 | George O. Yamini Co. | Tex. | | | 637 | | | 637 |
| 165 | John Crossland Co. Inc. | N.C. | | | 630 | 350 | 10 | 270 |
| 165 | Fralin & Waldron Inc. | Va. | | | 630 | 125 | | 505 |
| 165 | Golden Key Homes Building Corp. | Colo. | | | 630 | 500 | | 130 |
| 166 | Franklin Construction Corp. | Va. | | | 626 | | | 626 |
| 167 | Dunbar Builders Corp. | Ill. | | | 625 | | 325 | 300 |
| 168 | Whitecliff Homes | Calif. | | | 622 | 131 | 241 | 250 |
| 169 | Towne Properties Inc. | Ohio | | | 621 | 35 | 36 | 550 |
| 170 | Bob Erickson Home Builders Inc. | Iowa | | | 620 | 350 | 50 | 220 |
| 171 | Abreen Corp. | Mass. | | | 615 | 150 | | 465 |
| 172 | Dinerstein Construction Co. | Tex. | | | 603 | | 33 | 570 |
| 173 | Advance Homes Inc. | Iowa | | | 600 | 250 | 50 | 300 |
| 173 | Alpha Land Co. | Calif. | | | 600 | | 600 | |
| 173 | Atlas Diversified Services | Ohio | | | 600 | | | 600 |

| Rank | Company | Home state | Parent company | Publicly held co. | Housing units produced | | | |
|------|---------------------------------------|------------|----------------------|-------------------|------------------------|--------|-------------|-------|
| | | | | | Total | Houses | Town houses | Apts. |
| 173 | Blackwell Homes | Calif. | | | 600 | 350 | 250 | |
| 173 | Candlelite Builders Inc. | Ohio | | | 600 | 70 | 56 | 474 |
| 173 | Edwards Industries Inc. | Ore. | | ✓ | 600 | 300 | 300 | |
| 173 | General Builders Corp. | N.Y. | | | 600 | 100 | | 500 |
| 173 | Heatherwood Communities | N.Y. | | | 600 | | 600 | |
| 173 | Hebb & Narodick Construction Co. Inc. | Wash. | | | 600 | 400 | 200 | |
| 173 | J.H. Hedrick & Co. | Calif. | | | 600 | | 600 | |
| 173 | Knoell Bros. Construction Co. Inc. | Ariz. | | | 600 | 600 | | |
| 173 | Merit Homes Inc. | Ind. | | | 600 | 300 | | 300 |
| 173 | Paparazzo Heritage Corp. | Conn. | | | 600 | | 600 | |
| 173 | Richard B. Smith Inc. | Calif. | | | 600 | 300 | 300 | |
| 173 | Westward Builders Inc. | Tex. | | | 600 | | | 600 |
| 174 | Altman Construction Corp. | Mich. | | | 595 | | | 595 |
| 175 | Robin Construction Co. | Ill. | | | 594 | | | 594 |
| 176 | Sunstate Builders Inc. | Fla. | The Erwin Industries | | 591 | 100 | 52 | 439 |
| 177 | Bellair Home Builders Inc. | Fla. | | | 590 | 350 | | 240 |
| 178 | Medema Builders Inc. | Ill. | | | 580 | 320 | 60 | 200 |
| 179 | Arthur Chalupa Builders Inc. | Ill. | | | 578 | | | 578 |
| 180 | Robert-Martin Corp. | N.Y. | | | 575 | | 75 | 500 |
| 181 | The Key Co. | N.C. | | ✓ | 573 | 534 | 39 | |
| 182 | Padaro Co. | Calif. | | | 565 | | | 565 |
| 182 | Scott E. Weller Operations | Ill. | | | 565 | 400 | | 165 |
| 183 | Walden Investment Corp. | Ill. | | | 563 | | 63 | 500 |
| 184 | Farash Construction Corp. | N.Y. | | | 562 | 12 | | 550 |
| 184 | New Landvest Development Corp. | Minn. | | ✓ | 562 | 12 | 50 | 500 |
| 185 | The Kanter Corp. | Ohio | | | 561 | | | 561 |
| 186 | Gotham Construction #II Inc. | N.Y. | | | 556 | | | 556 |
| 187 | Comprehensive Communities Corp. | Fla. | | ✓ | 552 | 500 | 52 | |
| 188 | Congdon-Castle Construction Co. | Calif. | | | 551 | | | 551 |

| Rank | Company | Home state | Parent company | Publicly held co. | Housing units produced | | | |
|------|-----------------------------------|------------|---|-------------------|------------------------|--------|-------------|-------|
| | | | | | Total | Houses | Town houses | Apts. |
| 189 | Champion Companies | Fla. | | | 550 | 50 | 100 | 400 |
| 189 | H.C. Elliot Inc. | Calif. | | | 550 | 550 | | |
| 189 | Gross Realty & Construction Co. | Pa. | | | 550 | | 50 | 500 |
| 189 | Jefferson Home Construction Co. | Ala. | | | 550 | 350 | | 200 |
| 189 | Ray W. Lotto Inc. | Wash. | | | 550 | | | 550 |
| 189 | Sheltec Corp. | Calif. | | | 550 | 50 | 500 | |
| 190 | Crow-Pope & Land Enterprises | Ga. | | | 543 | | 113 | 430 |
| 191 | Hollywood Builders Co. Inc. | Ill. | | | 540 | | 100 | 440 |
| 192 | Trans American Construction Corp. | Va. | Trans American Research & Development Corp. | | 534 | | | 534 |
| 193 | Robert T. Foley Co. | Md. | | | 533 | | 40 | 493 |
| 194 | H.B. Zachary Properties | Tex. | H.B. Zachary Co. | | 530 | 20 | 110 | 400 |
| 195 | F&T Contractors Inc. | Mich. | | | 525 | 225 | | 300 |
| 196 | Amir Development Co. | Calif. | | | 522 | | | 522 |
| 197 | Lawrence Properties Inc. | Mich. | Windiate, Pierce, Davidson Co. | | 520 | 30 | 40 | 450 |
| 197 | Roberts-Rosenthal Associates | Mass. | | | 520 | 56 | | 464 |
| 198 | The Babcock Co. | Fla. | | | 518 | 14 | 208 | 296 |
| 198 | Classic Development Corp. | Calif. | | | 518 | 400 | | 118 |
| 199 | Euro Corp. | Mich. | | | 510 | 440 | | 70 |
| 199 | Givens & Rowles Inc. | Mo. | | | 510 | 150 | | 360 |
| 199 | The Morrissey Corp. | Ill. | | | 510 | 10 | | 500 |
| 200 | Transcon Builders Inc. | Ohio | | ✓ | 508 | 100 | | 408 |
| 201 | Community Technology Inc. | N.Y. | | | 503 | | 103 | 400 |
| 202 | ASP Construction Co. | N.D. | | | 500 | | | 500 |
| 202 | Baker Firestone Inc. | N.Y. | | | 500 | | 500 | |
| 202 | Bell Development Co. | Mich. | | | 500 | | 200 | 300 |
| 202 | Camellia Construction | Calif. | | | 500 | 225 | | 275 |
| 202 | Condiotti Enterprises Inc. | Calif. | | | 500 | 450 | 50 | |
| 202 | Crescendo Homes Inc. | Mich. | | | 500 | 400 | 100 | |
| 202 | Cresthaven Enterprises Inc. | Fla. | | | 500 | 100 | | 400 |

| Rank | Company | Home state | Parent company | Publicly held co. | Housing units produced | | | |
|------|-------------------------------------|------------|--------------------------------|-------------------|------------------------|--------|-------------|-------|
| | | | | | Total | Houses | Town houses | Apts. |
| 202 | Falender Homes Corp./Indiana | Ind. | | | 500 | 200 | 150 | 150 |
| 202 | Frank H. Malone Inc. | Tex. | | | 500 | | | 500 |
| 202 | Mt. Royal Building Co. | Md. | | | 500 | 50 | | 450 |
| 202 | Myers Bros. Construction Co. | Calif. | | | 500 | 500 | | |
| 202 | Pacific Coast Fabrication Co. | Wash. | Dave Christensen Inc. | | 500 | | | 500 |
| 202 | Quality Homes Inc. | Minn. | | ✓ | 500 | 200 | | 300 |
| 202 | Max H. Resnick Co. | Calif. | | | 500 | | | 500 |
| 202 | Rose Park Investment Corp. | Utah | Inter-Mountain Building Credit | | 500 | 400 | 100 | |
| 202 | Sabine Valley Lumber Co. Inc. | Tex. | | | 500 | 150 | | 350 |
| 202 | Skogman Construction Co. | Iowa | | | 500 | 475 | | 25 |
| 202 | Southern Engineering Corp. | D.C. | | | 500 | 50 | | 450 |
| 202 | Systech Development Co. | Calif. | Systech Financial Corp. | | 500 | | | 500 |
| 202 | Tarinelli Palmer Construction Co. | Conn. | | | 500 | | | 500 |
| 202 | Westview Realty Corp. | Mo. | | | 500 | | | 500 |
| 203 | Robert R. Shaw Co. Inc. | Wis. | | | 493 | | | 493 |
| 204 | Magness Construction Co. Inc. | Del. | | | 490 | 160 | | 330 |
| 205 | W. P. Cherry & Son | N.C. | | | 480 | | 80 | 400 |
| 205 | Ferland Corp. | R.I. | | | 480 | 180 | | 300 |
| 206 | Oscar Spano & Son Inc. | Calif. | | | 475 | 375 | 100 | |
| 207 | Royal Palm Beach Colony Inc. | Fla. | | ✓ | 470 | 200 | | 270 |
| 208 | Alex Bascom Co. | Mo. | | | 462 | | 100 | 362 |
| 208 | Grant-Holladay Construction Corp. | D.C. | | | 462 | | | 462 |
| 209 | Challenge Development Inc. | Calif. | Alcoa Properties Inc. | ✓ | 460 | 180 | 150 | 130 |
| 210 | C. A. Hobbs Jr. Inc. | Fla. | | | 451 | 80 | 71 | 300 |
| 211 | Chelsea Development Corp. | Ohio | Chelsea-Moore Corp. | | 450 | | | 450 |
| 211 | Coast Quality Construction Co. Inc. | La. | | | 450 | 200 | | 250 |
| 211 | William H. Francis Associates | Colo. | | | 450 | 400 | | 50 |
| 211 | Hovnanian Enterprises Inc. | N.J. | | | 450 | 50 | 100 | 300 |
| 211 | Kay & Kay Construction Co. Inc. | Md. | | | 450 | | | 450 |

| Rank | Company | Home state | Parent company | Publicly held co. | Housing units produced | | | |
|------|-------------------------------|------------|----------------------|-------------------|------------------------|--------|-------------|-------|
| | | | | | Total | Houses | Town houses | Apts. |
| 211 | Landmark Homes Inc. | Wash. | | | 450 | 150 | | 300 |
| 211 | Stanndo Developers Inc. | N.Y. | | ✓ | 450 | 30 | 72 | 348 |
| 211 | Tech-Bilt Inc. | Calif. | | | 450 | 250 | 100 | 100 |
| 211 | Warmington Construction Co. | Calif. | | | 450 | | 200 | 250 |
| 212 | Norman Enterprises Inc. | Tex. | | | 446 | | 150 | 296 |
| 213 | Dasco Inc. | Nev. | | | 442 | 376 | 66 | |
| 214 | Boswell-Shaw Construction Co. | Calif. | | | 440 | 40 | | 400 |
| 214 | The Writer Corp. | Colo. | | ✓ | 440 | 300 | 140 | |
| 215 | Baukol Construction Inc. | N.D. | | | 437 | | | 437 |
| 216 | Architects/Engineers Group | Ill. | | | 436 | | | 436 |
| 217 | Sicash Builders Inc. | Va. | | | 435 | | | 435 |
| 218 | Wiseman Construction Co. Inc. | Ill. | | | 432 | 250 | 182 | |
| 219 | J. L. Phillips Inc. | Tex. | | | 431 | 10 | 194 | 227 |
| 220 | Greenburg Construction Co. | N.C. | ABG Industries Inc. | | 430 | 30 | | 400 |
| 221 | Lival Inc. | Calif. | | | 429 | 185 | 61 | 183 |
| 222 | Aronov Construction Co. | Ala. | | | 425 | 175 | | 250 |
| 223 | Ralph S. Duffie Inc. | Md. | | | 420 | | | 420 |
| 223 | Keller Investment Co. | Minn. | | | 420 | | | 420 |
| 223 | M. Myers Associates Inc. | Ill. | | | 420 | | 220 | 200 |
| 223 | Statewide Homes Co. Inc. | Tex. | | | 420 | 420 | | |
| 224 | Guy Hatfield Homes | Calif. | Empire Equities Inc. | | 416 | 400 | 16 | |
| 225 | Gerson Bakar & Associates | Calif. | | | 414 | 330 | 84 | |
| 226 | Cousins Properties Inc. | Ga. | | ✓ | 412 | | 12 | 400 |
| 226 | Portside Builders Inc. | Calif. | | | 412 | 87 | | 325 |
| 227 | Kavanaugh Development Inc. | Calif. | | | 410 | | | 410 |
| 228 | J. R. Shattuck Co. | Calif. | | | 405 | 405 | | |
| 229 | Columbia Properties Inc. | Tex. | | | 400 | | | 400 |
| 229 | W. W. Dean & Associates | Calif. | | | 400 | 250 | 150 | |
| 229 | Deeter Construction Co. Inc. | Calif. | | | 400 | 200 | 150 | 50 |

| Rank | Company | Home state | Parent company | Publicly held co. | Housing units produced | | | |
|------|-------------------------------|------------|-------------------------------|-------------------|------------------------|--------|-------------|-------|
| | | | | | Total | Houses | Town houses | Apts. |
| 229 | Del Layne Inc. | Ohio | | | 400 | 400 | | |
| 229 | Charles B. Devore Inc. | Ga. | | | 400 | | | 400 |
| 229 | Fairwood Corp. | Mich. | | | 400 | | | 400 |
| 229 | Kit Contractors Inc. | Calif. | | | 400 | 200 | | 200 |
| 229 | Panda Development Co. Inc. | Nev. | | | 400 | 350 | 50 | |
| 229 | John Pass Investments | Tex. | | | 400 | | | 400 |
| 229 | Pentom Inc. | Minn. | | | 400 | 100 | 300 | |
| 229 | Rutledge Development Co. | N.M. | | | 400 | 400 | | |
| 229 | Superior Construction | N.C. | | | 400 | | 100 | 300 |
| 229 | Widefield Homes Inc. | Colo. | Southwest Forest Industries | | 400 | 400 | | |
| 230 | Meister-Neiberg Co. Inc. | Ill. | | | 399 | 90 | 309 | |
| 231 | Park Hill Corp. | Colo. | | | 385 | 285 | | 100 |
| 232 | Lear Land Corp. | Calif. | Lear Simpson Corp. | | 380 | | 300 | 80 |
| 232 | Robert G. Seabury Development | Tex. | | | 380 | 30 | 50 | 300 |
| 233 | Caravel of Florida | Fla. | | | 375 | 250 | 125 | |
| 233 | Deck House Inc. | Mass. | | | 375 | 300 | 75 | |
| 233 | Pyramid Homes Inc. | Calif. | | | 375 | 375 | | |
| 234 | Jadco Construction Co. | Tex. | | | 373 | | | 373 |
| 235 | Scottfield Building Corp. | Calif. | | | 372 | 3 | 89 | 280 |
| 236 | Brant Construction | Ind. | | | 370 | | | 370 |
| 236 | Town & Blank Inc. | Ind. | | | 370 | 140 | 230 | |
| 237 | Klingshirn Corp. | Ohio | | | 365 | 120 | 45 | 200 |
| 238 | Bernard Jaffe | Va. | | | 364 | 14 | | 350 |
| 239 | D&B Construction Inc. | Colo. | | | 362 | 12 | 150 | 200 |
| 240 | Ben Pekin Corp. | Ill. | | | 360 | 60 | 100 | 200 |
| 241 | Seidel Development Inc. | Md. | | | 358 | 147 | 73 | 138 |
| 242 | Western Builders Inc. | Ohio | | | 356 | 20 | | 336 |
| 243 | Allied Construction Co. | Ariz. | Transamerican Development Co. | ✓ | 350 | 350 | | |
| 243 | Catalina Homes Inc. | Tex. | | | 350 | 250 | 100 | |

| Rank | Company | Home state | Parent company | Publicly held co. | Housing units produced | | | |
|------|-------------------------------------|------------|----------------|-------------------|------------------------|--------|-------------|-------|
| | | | | | Total | Houses | Town houses | Apts. |
| 243 | Mid-Continent Properties Inc. | Ohio | | | 350 | 350 | | |
| 243 | Miller & Smith Inc. | Va. | | | 350 | 250 | 100 | |
| 243 | Pinewood Development Corp. | Va. | | | 350 | | 350 | |
| 243 | E.D. Sauls Construction Co. | S.C. | | | 350 | 350 | | |
| 243 | Southeastern Builders Inc. | Ga. | | | 350 | | 50 | 300 |
| 243 | Sunstream Homes | Calif. | | | 350 | 250 | | 100 |
| 243 | Sunrise Corp. | Calif. | | | 350 | 50 | 300 | |
| 244 | Beard Development Co. | Calif. | | | 348 | | 140 | 208 |
| 245 | Hirsch Brothers Inc. | Minn. | | | 340 | | 220 | 120 |
| 246 | Land Resources Corp. | N.Y. | | ✓ | 339 | 261 | 78 | |
| 247 | Midland Builders Inc. | Wis. | | | 335 | 125 | 110 | 100 |
| 248 | Sengra Development Corp. | Fla. | | | 334 | 84 | 202 | 48 |
| 249 | Starlite Homes | Calif. | | | 330 | 190 | 140 | |
| 249 | Zehman-Wolf Construction Inc. | Ohio | | | 330 | 30 | | 300 |
| 250 | A.G. VanMetre & Will & VanMetre Co. | Va. | | | 329 | 134 | | 195 |
| 251 | Crown Realty Development | Md. | | | 325 | 125 | | 200 |
| 252 | Holiday Park Properties | N.Y. | | | 322 | | | 322 |
| 253 | Comley Finer Homes Inc. | Ark. | | | 319 | 20 | | 299 |
| 254 | Ralph L. Shirmeyer Inc. | Ind. | | | 315 | 85 | | 230 |
| 254 | Sterling Park Development Div. | Va. | U.S. Steel | ✓ | 315 | 250 | | 65 |
| 255 | CDI Inc. | Ind. | | | 312 | | 28 | 284 |
| 256 | Math. Starck & Sons Inc. | Wis. | | | 303 | | 44 | 259 |
| 257 | Dale J. Bellamah Corp. | N.M. | | | 300 | 300 | | |
| 257 | Breeden Brothers Inc. | Ore. | | | 300 | 200 | 50 | 50 |
| 257 | Craig Development Corp. | Calif. | Meredith Co. | | 300 | 300 | | |
| 257 | The DiSabatino Co. | Del. | | | 300 | | | 300 |
| 257 | Hennessee Homes Inc. | Tex. | | | 300 | 300 | | |
| 257 | Martin & Herring Inc. | Tenn. | | | 300 | 300 | | |
| 257 | Prestige Building Corp. | Fla. | | | 300 | 300 | | |

| Rank | Company | Home state | Parent company | Publicly held co. | Housing units produced | | | |
|------|----------------------------------|------------|--------------------------------|-------------------|------------------------|--------|-------------|-------|
| | | | | | Total | Houses | Town houses | Apts. |
| 257 | David Shapiro & Co. | Ga. | | | 300 | | | 300 |
| 257 | Hobart Smith Construction Co. | N.C. | | | 300 | 200 | | 100 |
| 257 | The Snyder-Hunt Corp. | Va. | | | 300 | 50 | 100 | 150 |
| 257 | Stone & Bohn Companies | Ohio | | | 300 | | | 300 |
| 257 | Todd Construction Co. Inc. | Del. | | | 300 | 300 | | |
| 257 | Torino Construction Corp. | Calif. | | | 300 | | | 300 |
| 258 | New Community Enterprises | Ill. | | | 292 | 82 | 162 | 48 |
| 259 | Ban Con Inc. | Minn. | G.L. Enterprises Inc. | | 291 | 76 | 115 | 100 |
| 260 | The Adler Magee Group Inc. | N.Y. | | | 287 | 287 | | |
| 261 | E.A. Zicka Co. | Ohio | | | 282 | | | 282 |
| 262 | Royal Crest Co. | Nev. | | | 280 | 180 | 100 | |
| 263 | Casey Construction Co. Inc. | Calif. | | | 275 | 275 | | |
| 263 | DiMaio Bros. Inc. | Md. | | | 275 | 175 | | 100 |
| 263 | Jerome Frank Investments | Tex. | | | 275 | | | 275 |
| 263 | Saunders & Trieschmann | Tex. | | | 275 | 75 | | 200 |
| 263 | S.S. Steele & Co. | Ala. | | | 275 | 275 | | |
| 264 | Indian Creek Village | Kans. | | | 274 | | | 274 |
| 264 | Victoria Land Co. Inc. | Calif. | Victoria Associates | | 274 | 84 | | 190 |
| 265 | Kal-South Development Corp. | Calif. | Cavanagh Communities Corp. | ✓ | 264 | | 264 | |
| 266 | Bel Air Builders Inc. | Utah | | | 263 | 1 | | 262 |
| 267 | W. P. Atkinson | Okla. | W.P. Atkinson Enterprises Inc. | ✓ | 250 | | | 250 |
| 267 | Mast Construction Co. Inc. | Ohio | | | 250 | | | 250 |
| 267 | Multi-Unit Constructors Inc. | N.C. | | | 250 | 50 | | 200 |
| 267 | Bob Schmitt Homes Inc. | Ohio | | | 250 | 175 | 75 | |
| 267 | Hugh Thorson Construction | Minn. | | | 250 | | | 250 |
| 267 | Tricon Development Inc. | Calif. | | | 250 | 250 | | |
| 267 | Yolles Development Co. | Calif. | | | 250 | | | 250 |
| 268 | Kimball Hill Inc. | Ill. | | | 245 | 14 | 5 | 226 |
| 269 | Urban Associates of Chicago Inc. | Ill. | | | 235 | | 35 | 200 |



13 Custom House Winners

... represent the best of 217 custom-house entries from the largest and oldest design competition devoted solely to housing—the Homes for Better Living Awards Program sponsored by the American Institute of Architects in cooperation with *HOUSE & HOME* and *American Home* magazines.

Winners in the 1973 program were selected on the basis of three criteria: 1) how successfully the architects had met the clients' requirements; 2) how well the houses related to their sites and 3) how well the floor plans worked.

A two-day judging session by the five-man panel produced five First Honor Awards—for three primary homes, one vacation house and one addition. Awards of Merit went to eight entries—five primary homes, two remodelings and one vacation home. The 13 winners are shown at right and on the following eight pages.

The 18th annual HFBL program also produced seven multifamily winners (*see page 117*) from a total of 175 entries.

JURY



George E. Hartman Jr. AIA
Chairman
Washington, D.C.



Don M. Hisaka AIA
Cleveland, Ohio



R. W. Huygens AIA
Boston, Mass.

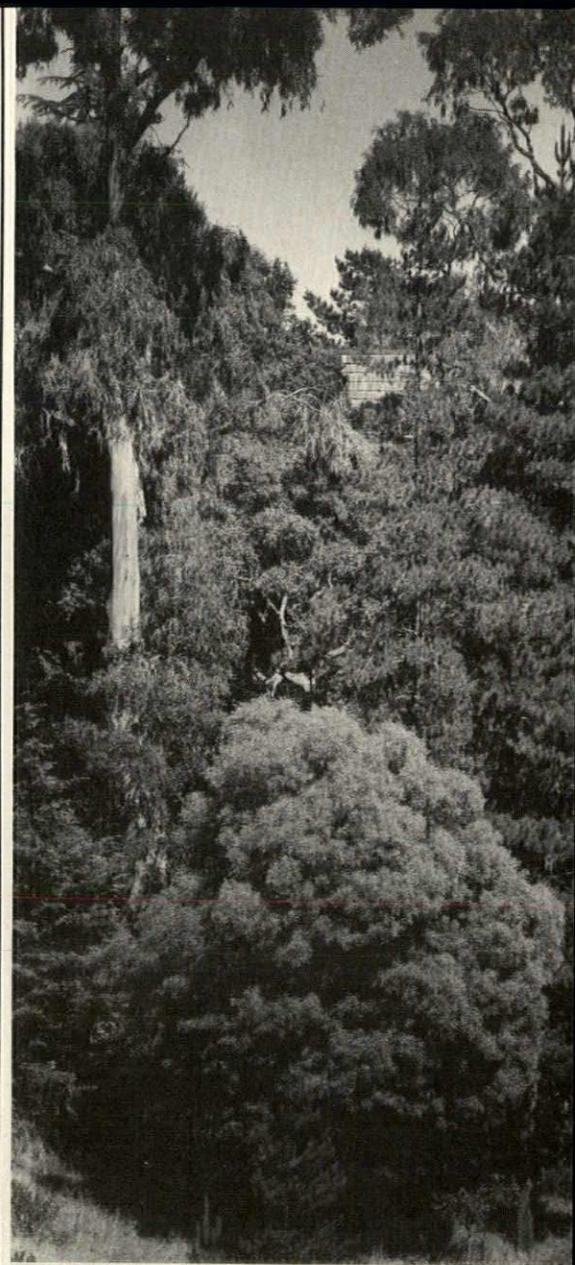
PHOTOS: WILLIAM BEHR



Barrie H. Groen AIA
Phoenix, Ariz.



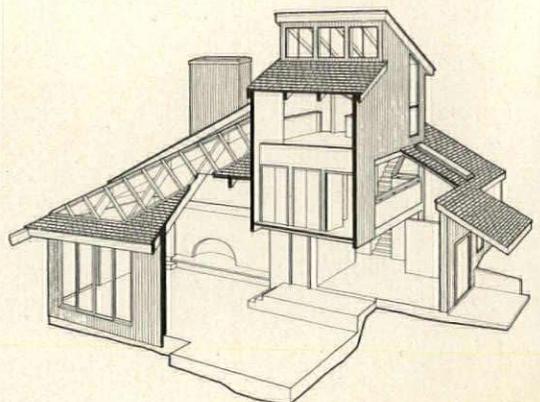
Guy Henle
Architecture Editor
American Home



FIRST HONOR AWARD

ARCHITECT: *Agora Architects & Planners*
BUILDER: *Donald J. Jehling*
LIVING AREA: *2,400 sq. ft.*
LOCATION: *Marin County, Calif.*

Part of this half-acre site is very steep, so maximum preservation of usable open land was a primary objective. With the exception of bath and utility rooms, all exterior and interior walls of the house were constructed of recycled redwood salvaged from a 70-year-old aqueduct.

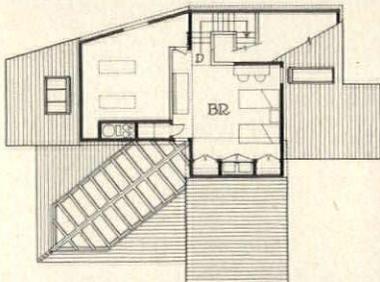
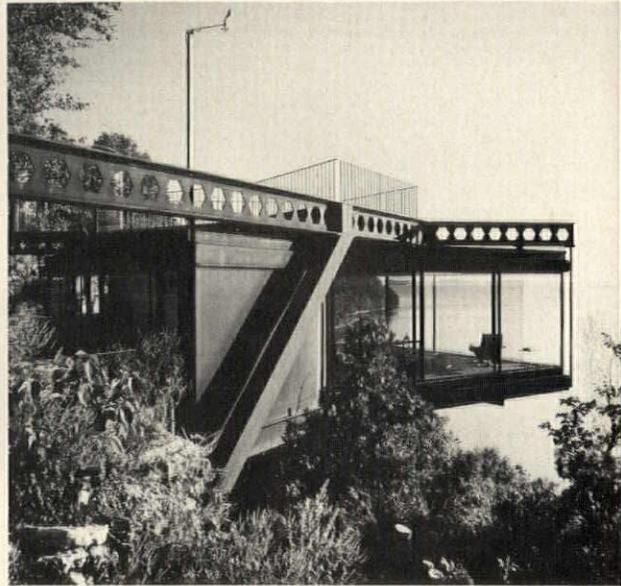




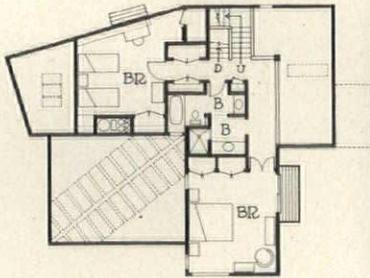
FIRST HONOR AWARD

ARCHITECT: *Harry Weese & Associates*
 BUILDER: *Howard Immel Inc.*
 LOCATION: *Door County, Wis.*
 LIVING AREA: *1,000 sq. ft.*

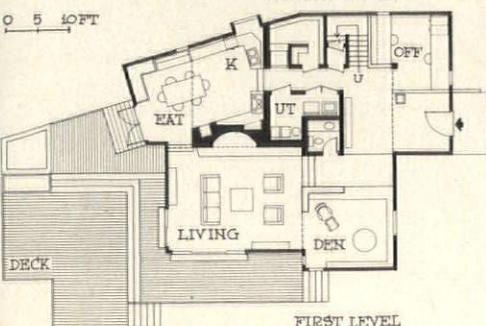
This vacation and weekend retreat is suspended from a precipitous limestone cliff site. It is hung on six 2x2 steel bars which are tied to a double cantilever grid of steel beams. The 1,000 sq. ft. home is clad in self-weathering steel so it need never be painted. A portion of the structural frame on the roof is covered with teak plank to form an observation deck. Interior is teak.



THIRD LEVEL



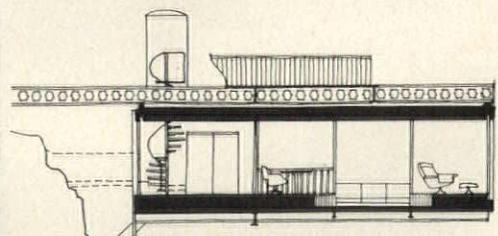
SECOND LEVEL



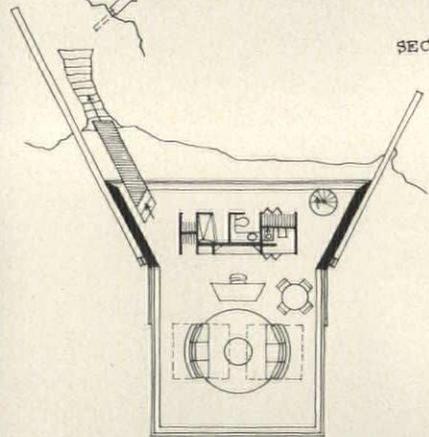
FIRST LEVEL



PHOTOS: JOSHUA FRIEWALD



SECTION



0 5 10 FT

PHOTOS: ORLANDO CABANBAN



FIRST HONOR AWARD

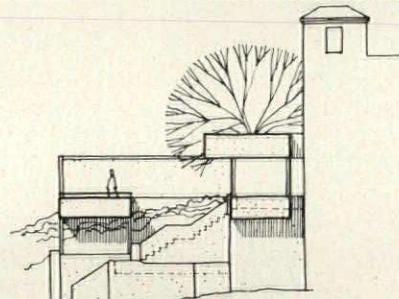
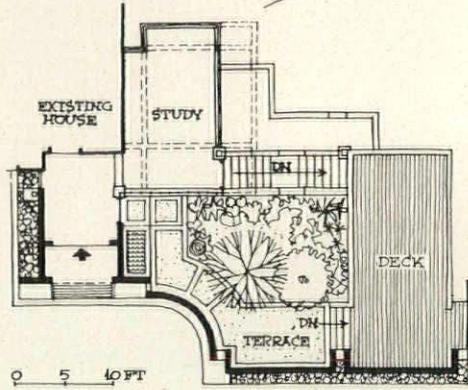
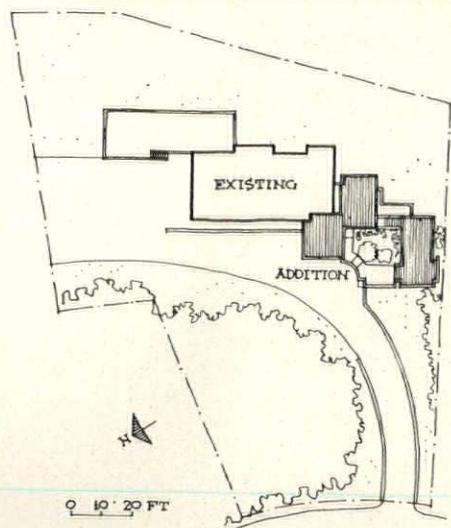
ARCHITECT: *Keith R. Kolb AIA*

BUILDER: *Clare E. Johnson*

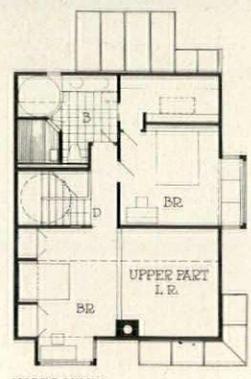
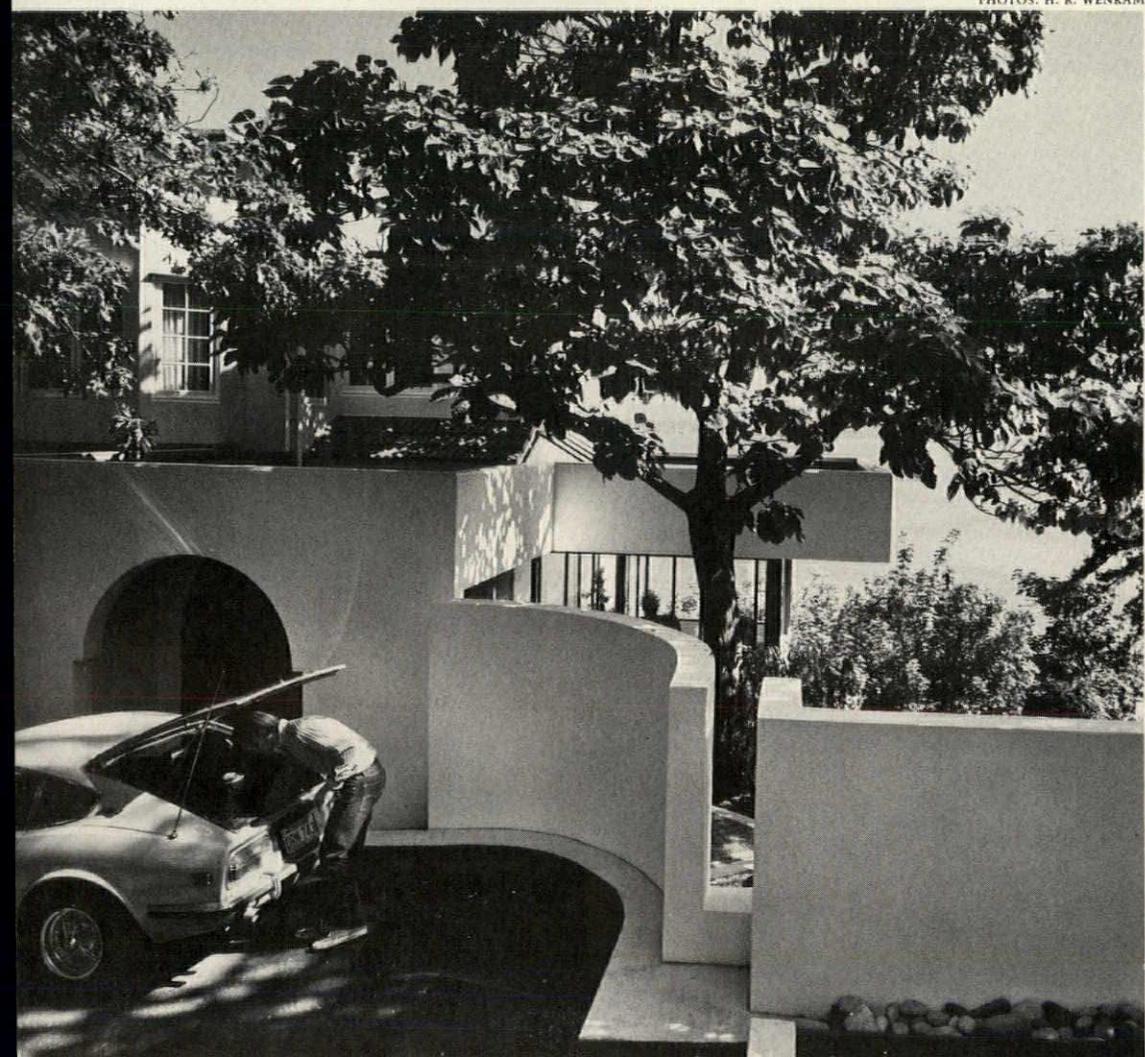
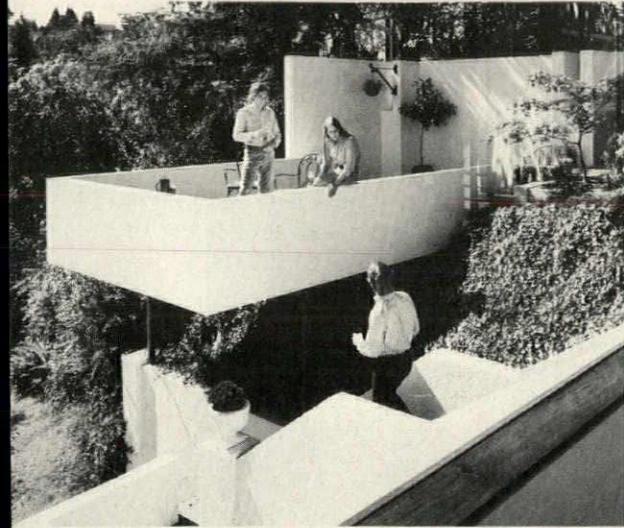
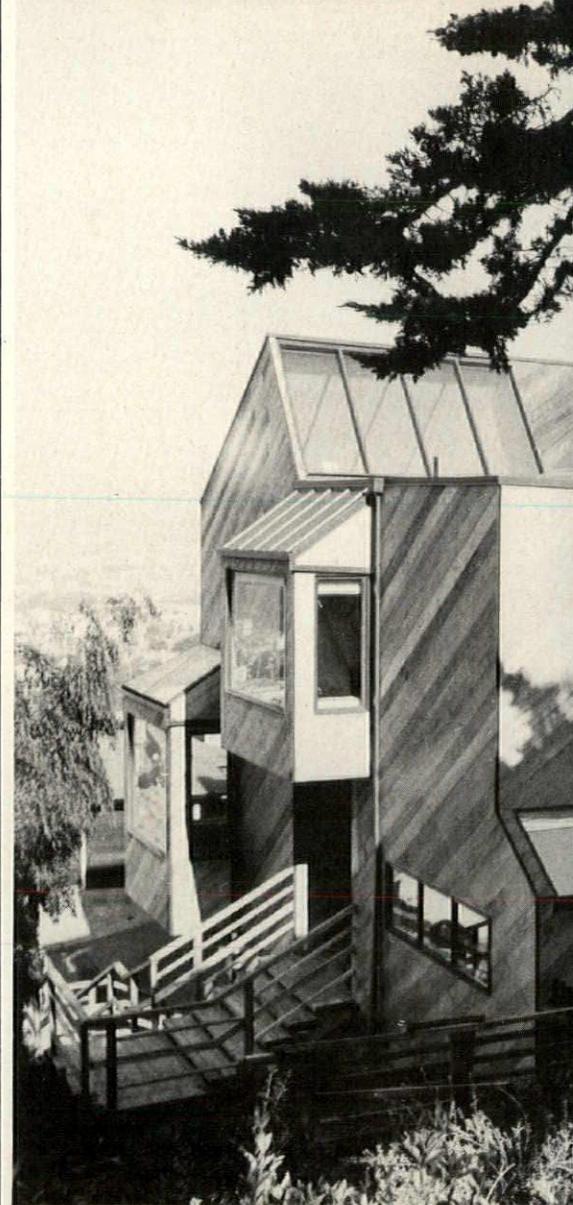
LOCATION: *Seattle, Wash.*

LIVING AREA: *addition: 290 sq. ft.
deck & entry: 300 sq. ft.*

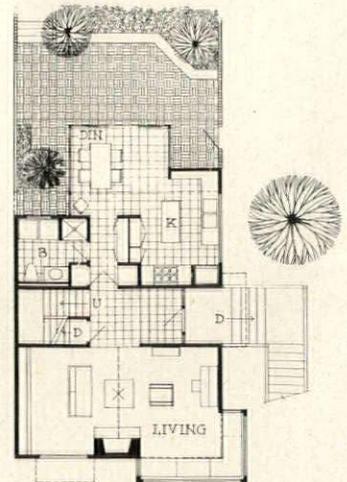
This addition to an already remodeled carriage house provided the owners with not only a much-needed study but also with outdoor living areas and a view of water and mountains—both lacking in the original house. Bottom photo shows new covered entrance that connects to old entry (*site plan*) and pedestrian entrance to outdoor living areas. View side of addition is shown below.



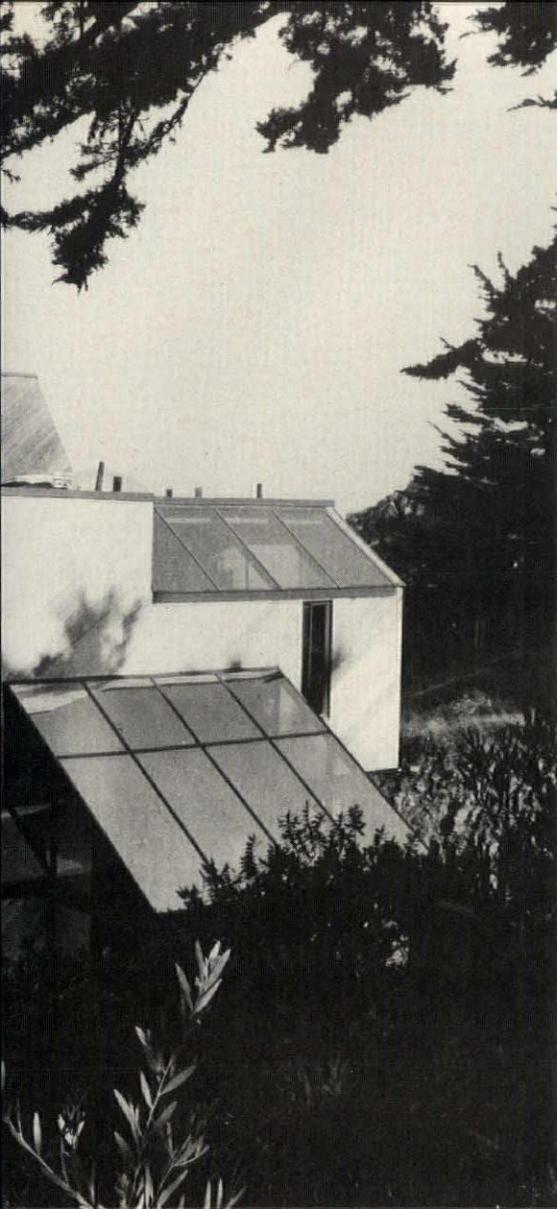
PHOTOS: H. R. WENKAM



UPPER LEVEL



LOWER LEVEL 0 5 10 FT

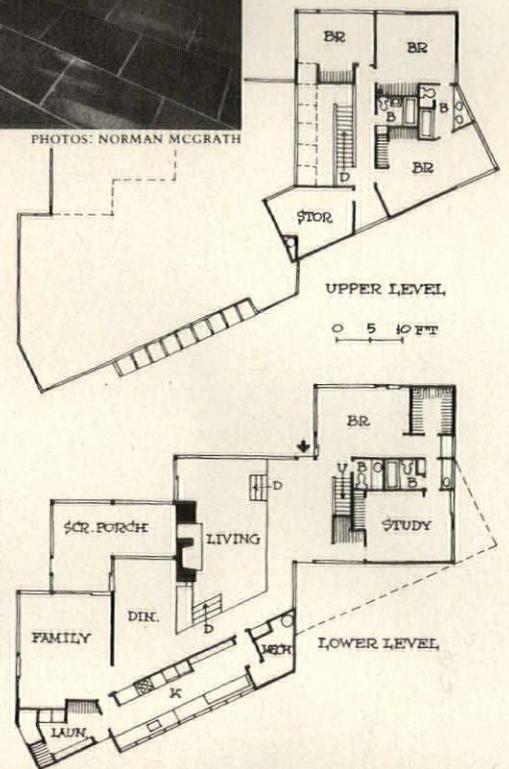


PHOTOS: NORMAN MCGRATH

FIRST HONOR AWARD

ARCHITECT: *David Kenneth Specter AIA*
 BUILDER: *Nick Massare*
 LOCATION: *Stamford, Conn.*
 LIVING AREA: *4,000 sq. ft.*

Privacy, views and separation of living and sleeping areas were the design parameters for this multi-level home. Siting the house atop an irregularly shaped rock outcropping on the six-acre site affords views for the top levels; sloping skylights provide upward views for the lower-level kitchen. Main entrance is at a natural break in the sloping rock face.

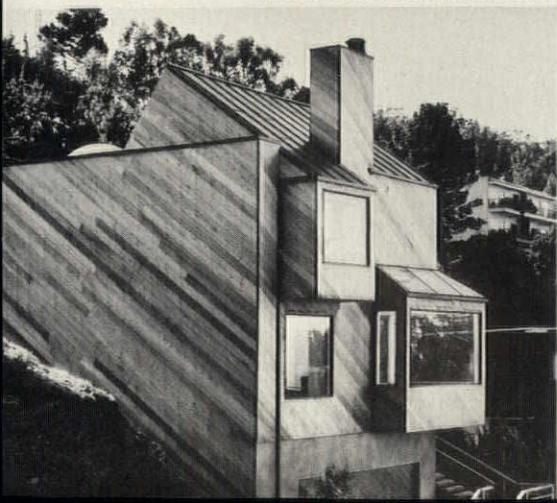


FIRST HONOR AWARD

ARCHITECT: *Burger & Coplans Inc.*
 BUILDER: *Patricia A. Coplans*
 LOCATION: *San Francisco, Calif.*
 LIVING AREA: *1,800 sq. ft.*

Capitalizing on the steepness of its 25'x80' site, this house affords a magnificent view of the Golden Gate Bridge and Pacific Ocean through a wide expanse of windows in the two-story living room. The latter, although north-oriented, is opened to the sun through a large south-facing skylight. And the glass-walled and -roofed rear elevation brings maximum sunlight into the dining room and kitchen.

PHOTOS: EDMUND BUGER, REMO PRATINI

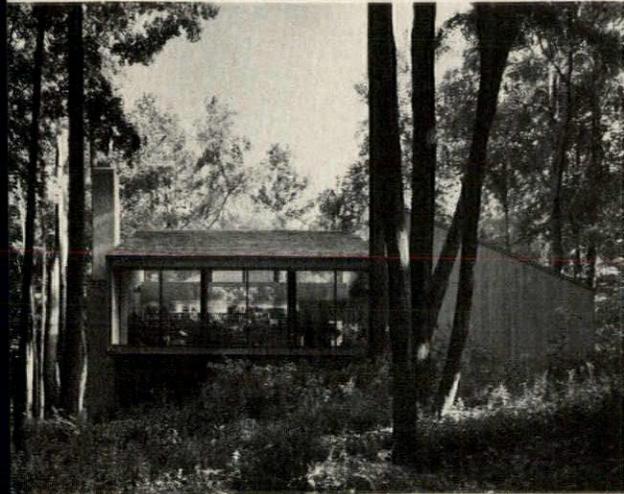


AWARD OF MERIT

ARCHITECT: *Willis N. Mills Jr. AIA*
 BUILDER: *Walter R.T. Smith*
 LOCATION: *Wilton, Conn.*
 LIVING AREA: *3,000 sq. ft.*

This two-level plan contributes a maximum amount of physical and acoustical privacy for four children and their parents. The lower level is the bailiwick of three boys; upper level bedrooms are for the owners and their daughter. Three shed-roof wings define various living area functions and provide diverse views of the wooded site.

PHOTOS: MARTIN TORNALLYAY (PRECISION PHOTOGRAPHY)

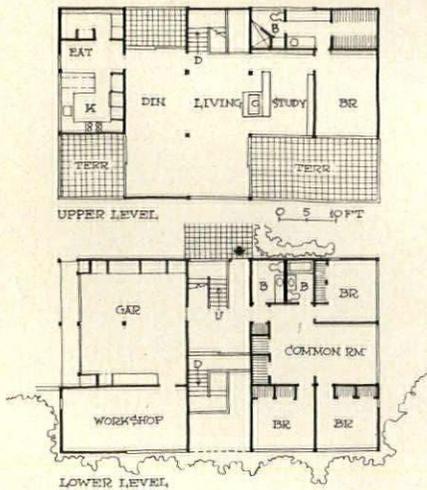


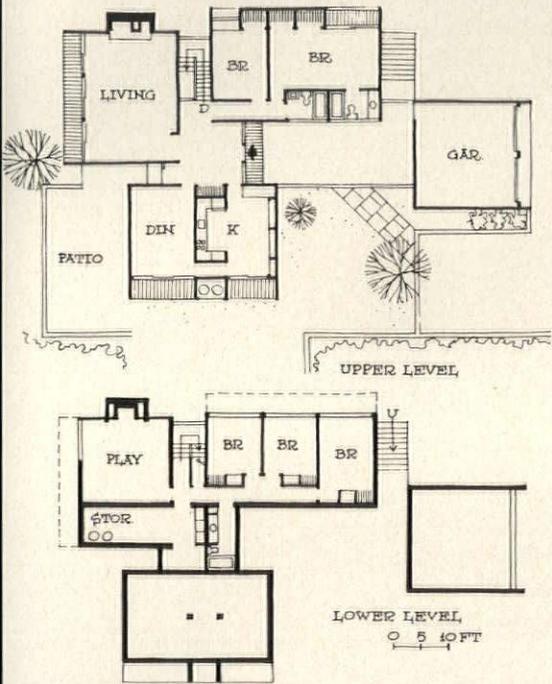
AWARD OF MERIT

ARCHITECT: *McCue Boone Tomsick*
 BUILDER: *Carl E. Joseph*
 LOCATION: *Berkeley, Calif.*
 LIVING AREA: *2,700 sq. ft.*

An apartment-like arrangement for the owners' three teenage sons and their friends takes up the entry-level living area of this two-story house. Space for family get-togethers and adult entertainment is confined to the main (upper) floor. At the rear (photo, right) the entry floor is cantilevered over the steep two-acre wooded site.

PHOTOS: JEREMIAH O. BRAGSTAD



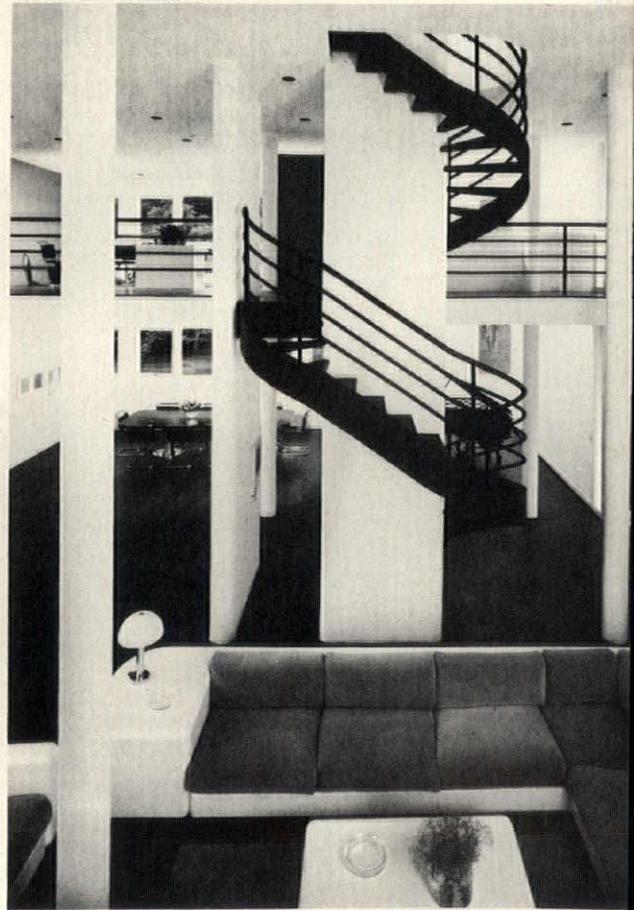
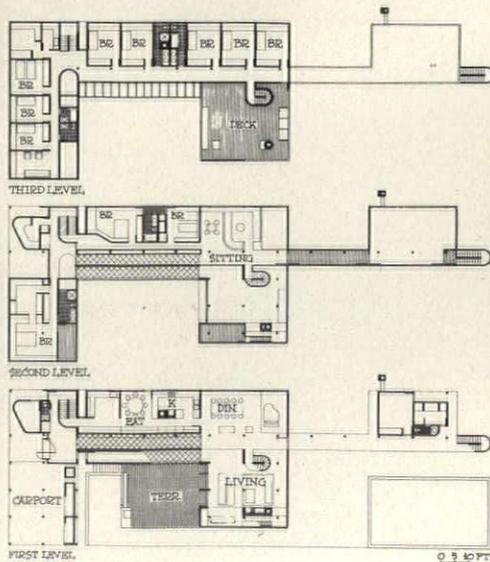


AWARD OF MERIT

ARCHITECT: *Richard Meier & Associates*
 BUILDER: *Burton M. Saks Construction Corp.*
 LOCATION: *Old Westbury, N. Y.*
 LIVING AREA: *10,000 sq. ft.*

Ramps and stairways connect the levels of a large house that must accommodate a live-in staff as well as the owners. Outside walls are non-loadbearing; roof and floor loads are carried by the steel framework. The site is four acres of wooded land.

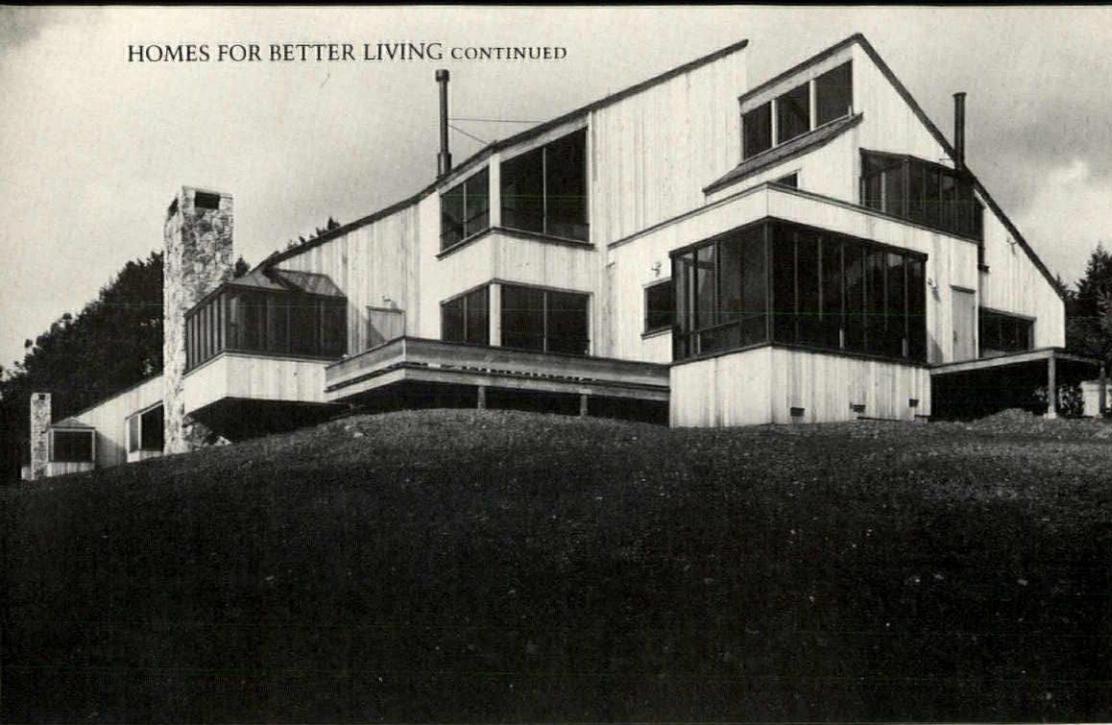
PHOTOS: EZRA STOLLER



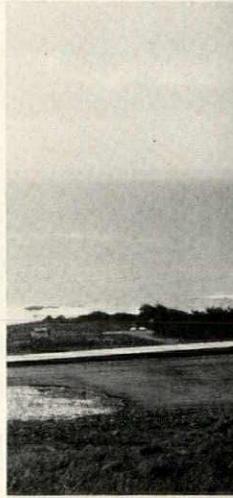
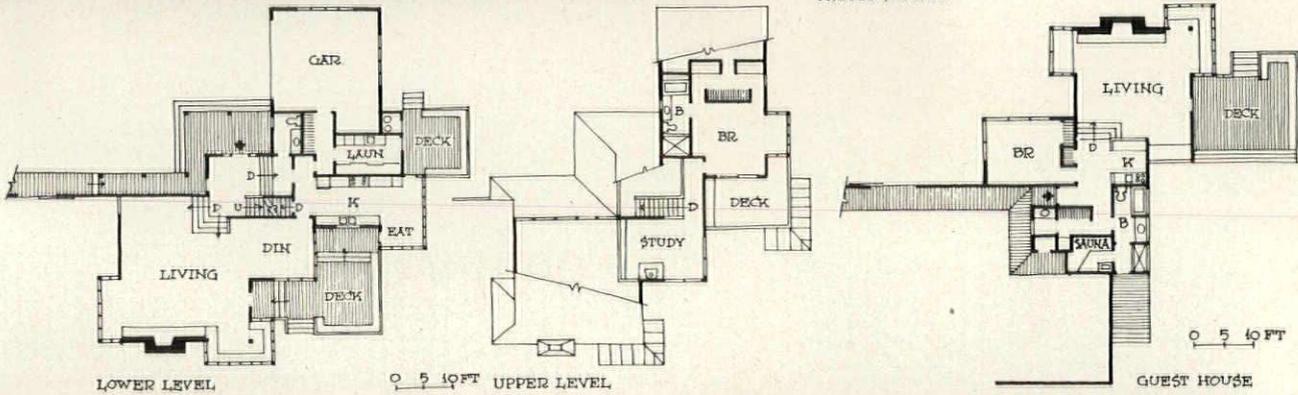
AWARD OF MERIT

ARCHITECT: Kirby Ward Fitzpatrick AIA
 BUILDER: Harold Halvorsen
 LOCATION: Sea Ranch, Calif.
 LIVING AREA: main house; 2,731 sq. ft.
 guest house: 1,139 sq. ft.

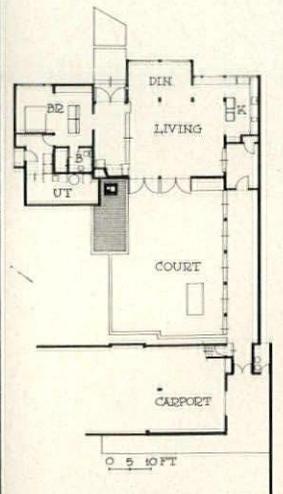
Separate host and guest houses allow the self-employed owner of this house to entertain frequently while still pursuing day-to-day activities in seclusion. Step-back design of both houses opens most main rooms to corner views. Houses were sited at the edge of a two-acre open knoll so that both ocean and landscape are visible from living rooms.



PHOTOS: JIM BALL



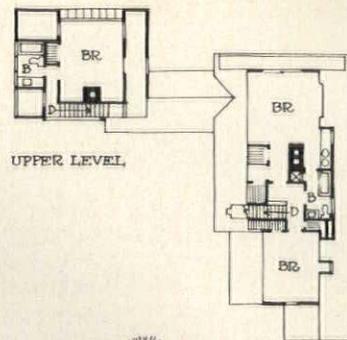
TULLIUS SHULMAN



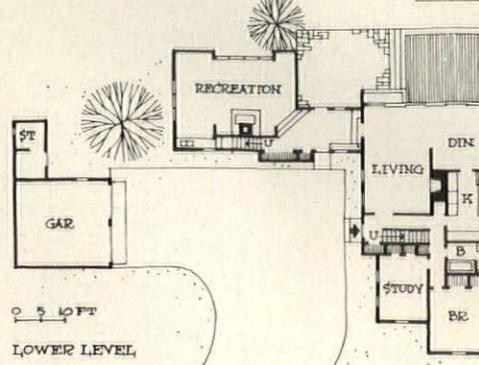
AWARD OF MERIT

ARCHITECT: *William H. Short*
 BUILDER: *SBH Builders Inc.*
 LOCATION: *Princeton, N.J.*
 LIVING AREA: *before—2,000 sq. ft.*
after—3,000 sq. ft.

Remodeled from a Royal Barry Wills Cape Cod plan, this home grew in two stages. The first stage was to open the garden (rear) elevation (bottom photos) with sliding glass doors to a new first-floor deck and second-floor balcony. The latter was sheltered by extending roof and walls. As the owners' family grew, the garage was detached and replaced by a two-story addition containing childrens' play areas, a bedroom and general entertainment space.

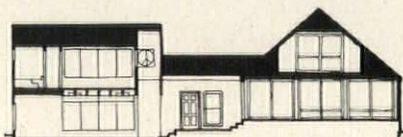


UPPER LEVEL



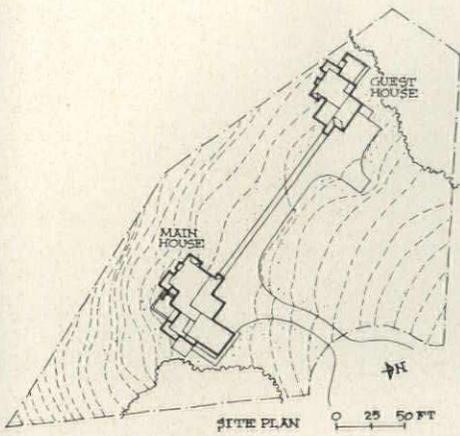
0 5 10 FT

LOWER LEVEL

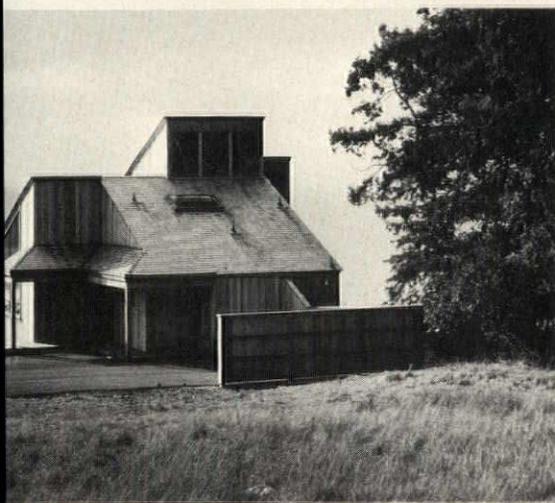


SECTION

PHOTOS: BARBARA DALTON



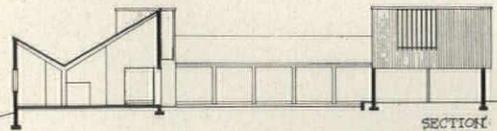
SITE PLAN 0 25 50 FT



AWARD OF MERIT

ARCHITECT: *Alan Liddle FAIA*
 BUILDER: *Parker Gadd*
 LOCATION: *Tacoma, Wash.*
 LIVING AREA: *main house: 1,720 sq. ft.*
studio over carport: 230 sq. ft.

This simple, open plan has two purposes: It enables the owner to entertain large groups and it minimizes maintenance. The carport serves as a privacy shield for the courtyard and is topped with an extra bedroom and bath (not shown) planned as a guest apartment. Use of a sloping roof above the entry door allows an 18'-high entrance-hall ceiling.



SECTION

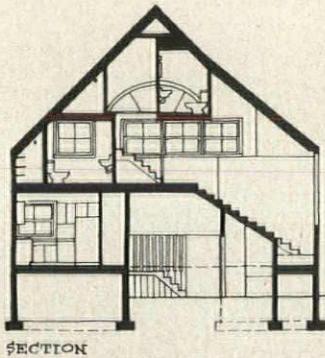
HUGH N. STRATFORD



AWARD OF MERIT

ARCHITECT: *Venturi and Rauch*
 BUILDER: *Howard M. Jelleme Inc.*
 LOCATION: *Nantucket, Mass.*
 LIVING AREA: *1,200 sq. ft. & 1,800 sq. ft.*

Similar summer houses for families of two sisters share a four-acre moor-like beach site. Location and budget dictated simple design and traditional materials, so both form and scale echo those of native fishermen's homes.

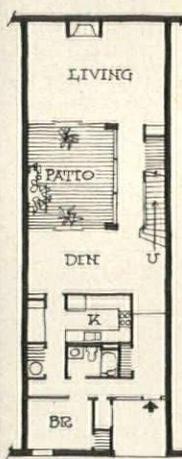
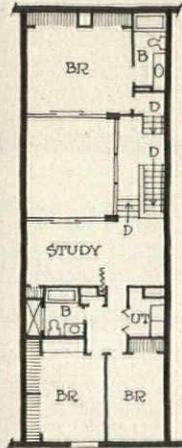


PHOTOS: STEVE IZENOUR

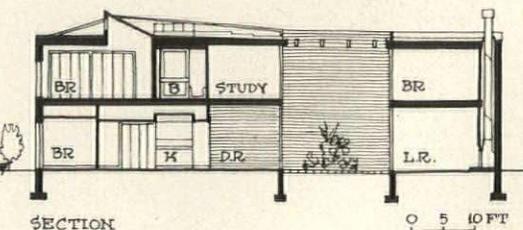


AWARD OF MERIT

ARCHITECT: *Childs Bertman Tseckares Associates Inc.*
 BUILDER: *Scott McNeilly & Son*
 LOCATION: *Boston, Mass.*
 LIVING AREA: *2,544 sq. ft.*

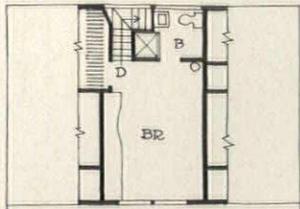


Strict regulations barred alteration of the facade of this 19th century stable and no openings were possible in other walls. So clerestories, light shafts, skylight wells and sliding window walls are employed to bring in daylight. Courtyard, a tradition in this area, is the focal point of all main rooms as well as source of light and views.

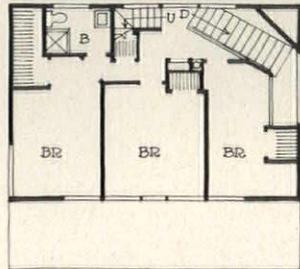


These seven
multifamily
projects
also won awards...

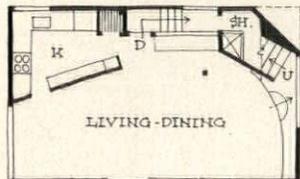
and will be published in
detail in a forthcoming
issue of HOUSE & HOME.



THIRD LEVEL

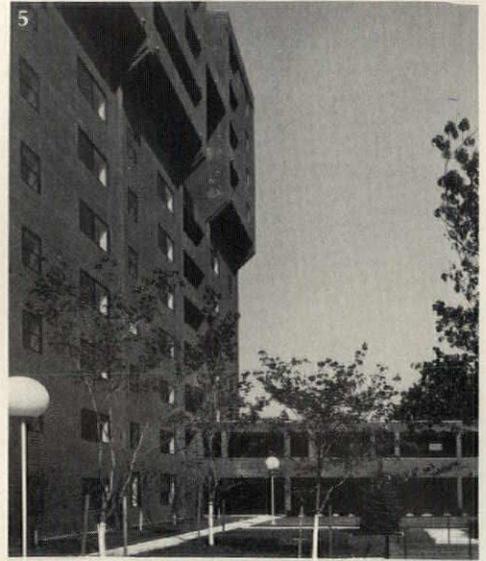


SECOND LEVEL

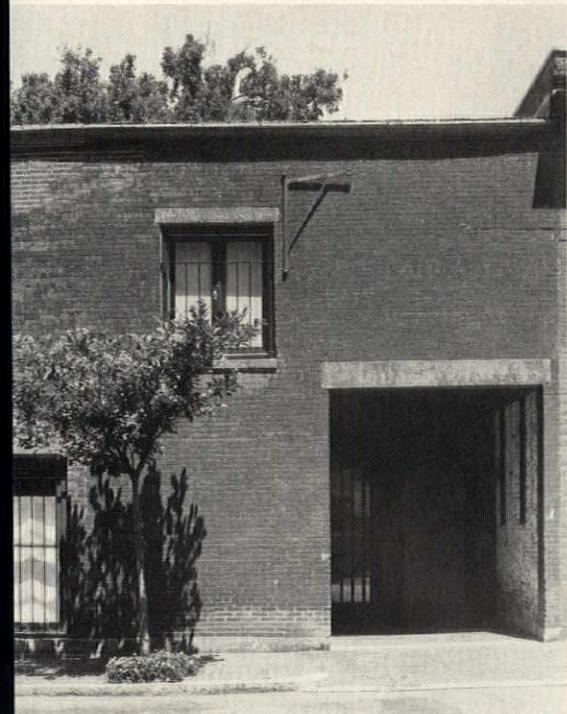


FIRST LEVEL

0 5 10 FT



PHOTOS: HUTCHINS PHOTOGRAPHY INC.



- (1) **FIRST HONOR AWARD**
Architect: *Hardy Holzman Pfeiffer Associates*
Builder: *Towne Properties*
Location: *Cincinnati, Ohio*
- (2) **FIRST HONOR AWARD**
Architect: *Frank L. Hope & Associates*
Builder: *Williams & Burrows Inc.*
Location: *Watsonville, Calif.*
- (3) **FIRST HONOR AWARD**
Architect: *Robert Billsbrough Price FAIA*
Builder: *Contractors Inc.*
Location: *Olympia, Wash.*
- (4) **AWARD OF MERIT**
Architect: *Donald Goodhue*
Builder: *Keeton-King General Contractors*
Location: *Sisters, Ore.*
- (5) **AWARD OF MERIT**
Architect: *Gilbert Switzer & Associates*
Builder: *Giordano Construction Company*
Location: *Middletown, Conn.*
- (6) **AWARD OF MERIT**
Architect: *Crites & McConnell*
Builder: *Connor-Crites Development Company*
Location: *Danville, Ill.*
- (7) **AWARD OF MERIT**
Architect: *Mithun and Associates*
Builder: *Swanson-Dean Corporation*
Location: *Redmond, Wash.*

The kitchen: Your best built-in sales tool

It's the first room most prospects want to see—and the one they remember best. So it's not surprising that so many new developments are found in the kitchen. For example:

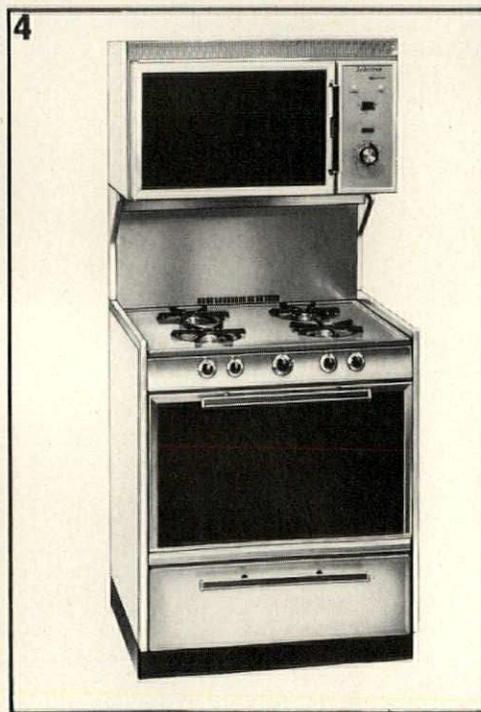
Technological improvements include pollution control devices, electronic cooking systems, self-maintaining appliances and space-age materials.

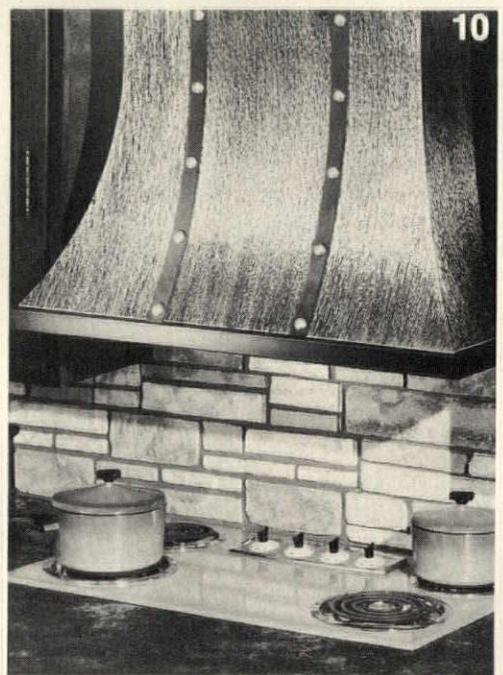
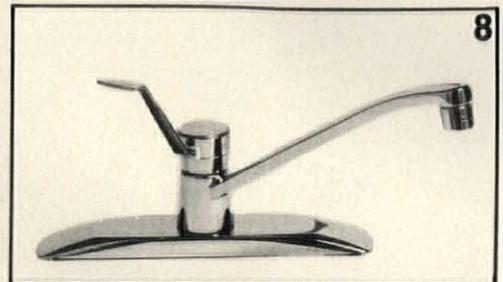
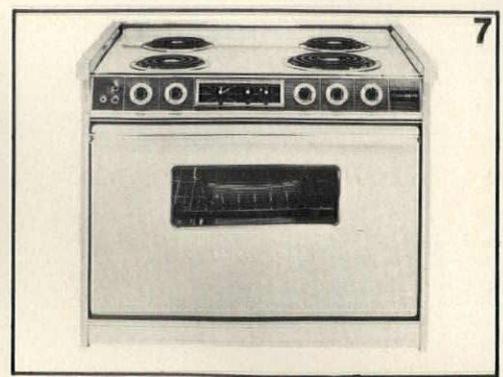
Space-planning advances provide cabinets offering optimum space utilization and island-design equipment that permits multiple access.

Design innovations are seen in optimal decorative appliance fronts that match room decor and new colors such as poppy red and pink champagne.

On the following pages HOUSE & HOME presents a collection of the most exciting of these kitchen products.

marketplace





Franklin fireplace (1) adds an all-American flavor to any kitchen or family room. The cast iron unit serves as a stove, a barbecue grill, a fireplace and a supplemental heat source. The firebox, with built-in damper control, is heavy steel plate. United States Stove, South Pittsburg, Tenn. CIRCLE 275 ON READER SERVICE CARD

Side-by-side refrigerator/freezer (2) features a door at the top of the freezer for easy access to frequently used frozen items. Ice cubes, juices and ice creams can be removed without allowing cold air to escape from the main freezer unit. An icemaker is optional. Tappan, Mansfield, Ohio. CIRCLE 276 ON READER SERVICE CARD

A coordinated kitchen includes a dishwasher (3) with a decorator front panel that matches the cabinetry. Washer features six pushbutton-controlled cycles including pot and pan, crystal and plastic and plate warming settings. Maytag, Newton, Iowa. CIRCLE 277 ON READER SERVICE CARD

Versatile cooking unit (4) features eye-level microwave and conventional lower ovens. Four-burner range-top, available with gas or electric heat, is standard. Microwave unit is equipped with

a time-setter to accurately control cooking and warming times. Brown Stove, Cleveland, Tenn. CIRCLE 278 ON READER SERVICE CARD

Large, roomy cast-iron single-compartment sink (5), "Park Ledge", is available in white and three acid-resistant enamel colors including the copper-tone shown. The flat-rim unit can be ordered with fittings such as the "Uniline" featured and the new "Celebrity". Universal-Rundel, New Castle, Pa. CIRCLE 279 ON READER SERVICE CARD

Cabinets in a choice of woodgrains (6) recapture the look of old world Italian craftsmanship. The "Latina" line is accented by brass-finished hardware. Kitchen cabinets come in a complete range of sizes from 9" up. Matching bathroom vanities are also available. A variety of access conveniences is offered. Long-Bell, Portland, Ore. CIRCLE 280 ON READER SERVICE CARD

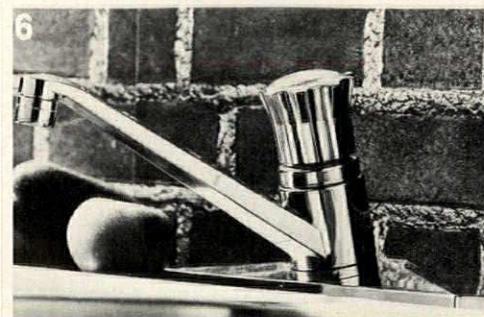
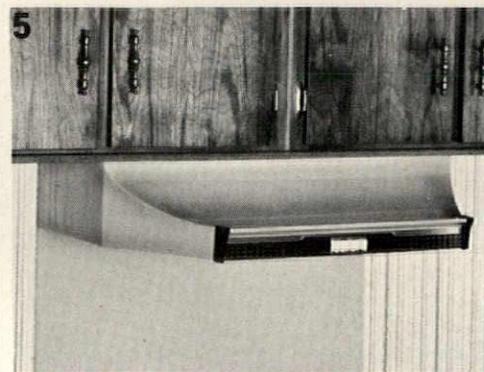
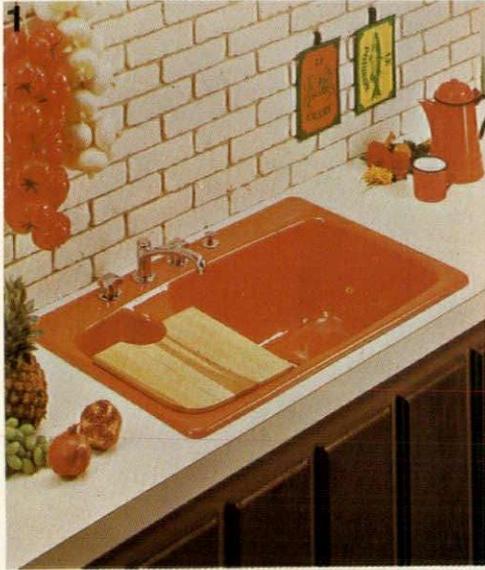
Drop-in electric range (7) with a continuous cleaning oven is 30" wide. Unit features an automatically programmed timing clock, a low temperature thermostat, a lift-off porcelain top, pre-heating oven and top element indicator lights and a removable oven door. The range is also available

in a gas model. Chambers, Oxford, Miss. CIRCLE 281 ON READER SERVICE CARD

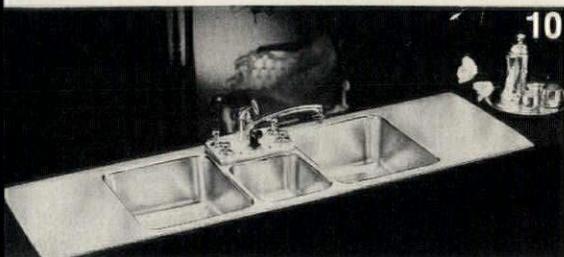
Sleek single-handle faucet (8) is styled for today's contemporary kitchen. A pull of the handle turns the water on, a turn to the left or right adjusts the temperature. Faucet has a self-adjusting cartridge with no metal-to-metal contact and no washers to wear out. Moen, Stanadyne, Elyria, Ohio. CIRCLE 282 ON READER SERVICE CARD

Classically designed "Centennial" cabinets (9) have deeply grooved sculptured doors that emphasize a hardwood core. Doors with recessed finger-tip pulls can be accented with decorative hardware. Self-closing doors and drawers feature whisper-quiet operation. Shelves in wall cabinets are fully adjustable. Connor Forest, Wausau, Wis. CIRCLE 283 ON READER SERVICE CARD

Decorative range hood (10) is available in six model styles including the flared wall-mount version shown. Unit comes in 16 finishes to match major appliances or plated in copper, brass or pewter on smooth, hammered or barkwood steel. Contrasting bands and accents are optional. Monk Mfg. Addison, Ill. CIRCLE 284 ON READER SERVICE CARD



marketplace



Designed for convenience, the "Lakefield" sink (1) has a large basin for dishes and smaller side compartment that houses a disposal unit. A special laminated cutting board fits over the disposal side. A pop-up drain in the large basin eliminates the need to put hands in hot or greasy water. The sink comes in 13 colors including "Tiger Lily", shown, and the new "Pink Champagne". Kohler, Kohler, Wis. CIRCLE 285 ON READER SERVICE CARD

Corner hutch coordinated with kitchen cabinetry (2) is a useful storage center that utilizes otherwise wasted space. The unit has an upper section of open display shelves and a lower cabinet for closed storage. Shown here in the "Cathedral" style, the piece is available in a choice of other designs. The 27"-wide, 78 1/4"-high hutch cabinet requires 25"x25" of wall space. Wood-Mode, Kreamer, Pa. CIRCLE 286 ON READER SERVICE CARD

Refrigerator/freezer (3) has the refrigerator compartment on top so that the most frequently used shelves are the most convenient. The frost-free unit has separate controls for each section. Available in decorator colors, the appliance can be coordinated with any kitchen decor using an optional trim kit. Convertible door can be mounted to

swing open in either direction. Amana, Amana, Iowa. CIRCLE 287 ON READER SERVICE CARD

Laundry appliances (4) are designed for the busy household. The washer features a special hand-wash system with its own agitator and special cycle, speed and water level setting. A soak setting lets clothes sit for up to ten hours and then turns on the wash. The dryer, in either gas or electric, has a pressguard setting that keeps the drum tumbling for an hour after drying is finished to prevent wrinkling. Hotpoint, Louisville, Ky. CIRCLE 288 ON READER SERVICE CARD

Designer range hood (5) features a three-speed fan and drop panel. Light and power units and aluminum filter are easily accessible for cleaning. Flush-mounted hood is stainless steel or smooth baked-enamel finished in coordinated kitchen colors. An embossed front panel with end caps adds a decorative accent. Fasco, Fayetteville, N.C. CIRCLE 289 ON READER SERVICE CARD

Chrome-finished single-handle faucet (6) utilizes the "Bradrol" cartridge control for water temperature and volume. The device is lubricated internally, has only one moving part and carries a

1,000-month replacement warranty against leaks. Metallic ABS parts, including the escutcheon and spout, are electro-plated. Clear control knobs are standard. Bradley, Menomonee Falls, Wis. CIRCLE 290 ON READER SERVICE CARD

Customized range (7) is designed for any kitchen. The drop-in electric unit features an optional backguard with changeable decorative ceramic tiles. The "Royal Chef" range, in a choice of colors, has a 24"-wide continuous-cleaning oven and an automatic programmed clock with a delay and cook convenience. Gray & Dudley, Nashville, Tenn. CIRCLE 291 ON READER SERVICE CARD

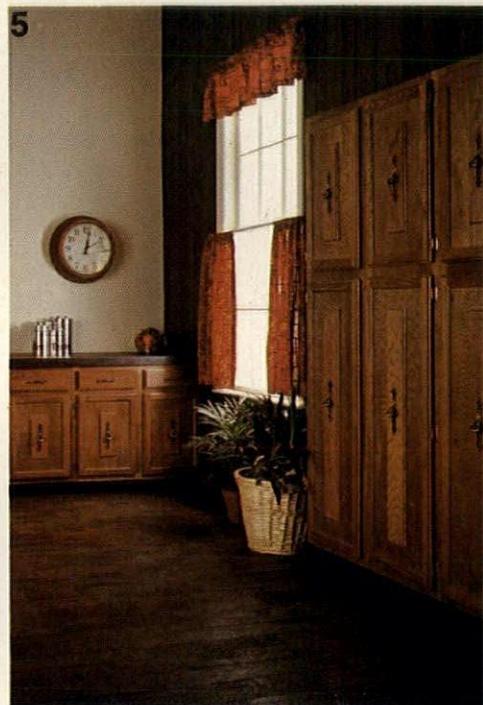
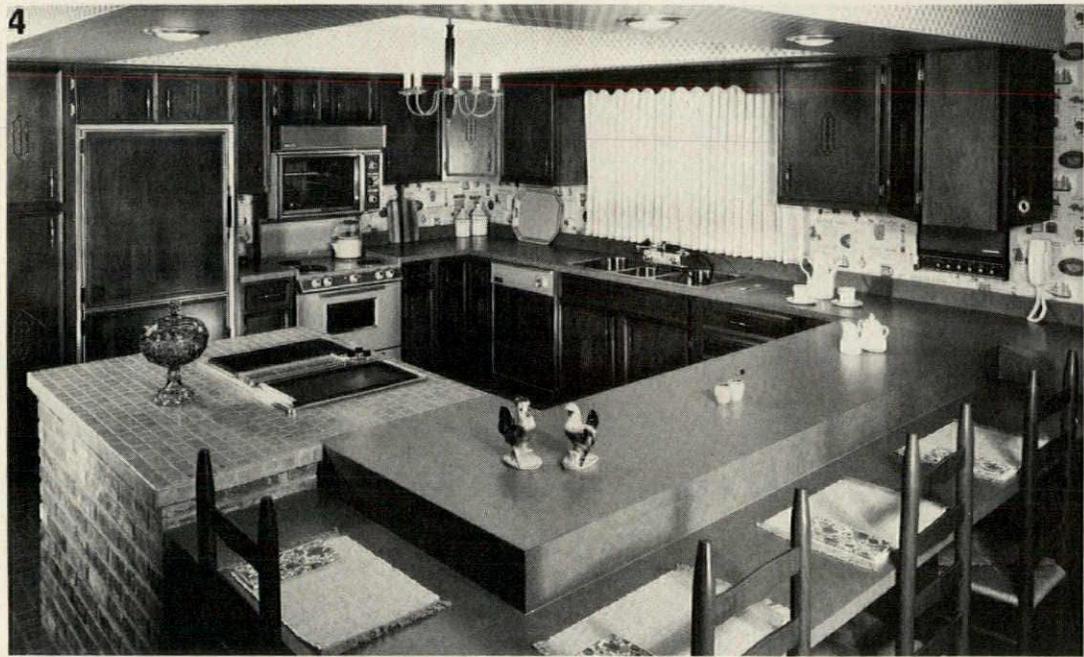
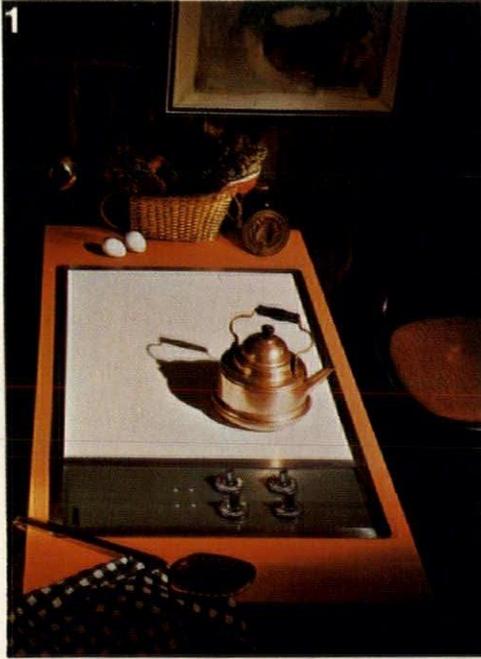
Modular cabinets, "Avon", (8) are styled to blend with a wide variety of kitchen decors and color schemes. Oak wall and base cabinets have a special three-coat baked-on finish of deep-toned walnut. The line is accented with English-silver-finished hardware. Series features adjustable plastic-edged shelves, self-closing hinges and all wood drawers. Excel, Lakewood, N.J. CIRCLE 292 ON READER SERVICE CARD

Faucet with Crystal-Glo® handles (9) features a "Swivel-Spray-Flo" aerator that rarely requires cleaning. A retainer cup in the device collects debris, prevents clogging and eliminates screen cleaning. Full 360° swivel of the aerator allows water to reach all corners of the sink. Flow can be adjusted to either spray or splash-free by a simple turn left or right. Harcraft, Torrance, Calif. CIRCLE 293 ON READER SERVICE CARD

Three-compartment sink system (10) is the utmost in convenience for the contemporary kitchen. Two full-sized basins flank a smaller, shallow center unit that is ideal for housing a disposal. The "Cuisine Decor", of stainless steel, is available with or without sink aprons and drainboards. The system is highlighted by a "Silver Mist" faucet deck of Super-Ceram. Elkay, Broadview, Ill. CIRCLE 294 ON READER SERVICE CARD

Side-by-side compact refrigerator/freezer (11) provides additional counterspace for small kitchens. The 4.2 cu. ft. refrigerator features a fully automatic defrost. Both freezer and refrigerator compartments are equipped with slideout shelves and door storage. Unit comes in four colors including a walnut woodgrain. Topp Appliances, Miami, Fla. CIRCLE 295 ON READER SERVICE CARD

Ultra-modern electric range (12) has computer-type touch controls that provide for preprogrammed cooking with no manual supervision. At a predetermined hour the oven will preheat, cook at a desired temperature for a preset length of time, shut-off and keep food warm. An illuminated digital information display system provides a program check. An automatic broil cycle controls heater wattage and broiling times for varying degrees of doneness. Frigidaire, Dayton, Ohio. CIRCLE 296 ON READER SERVICE CARD

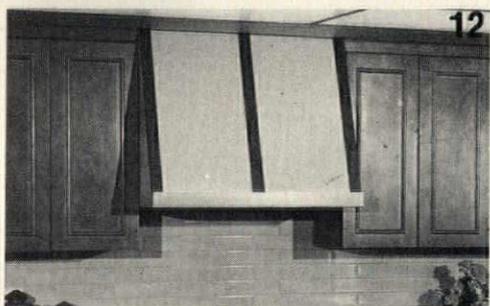
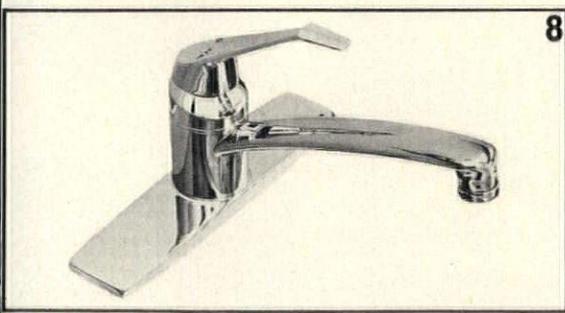
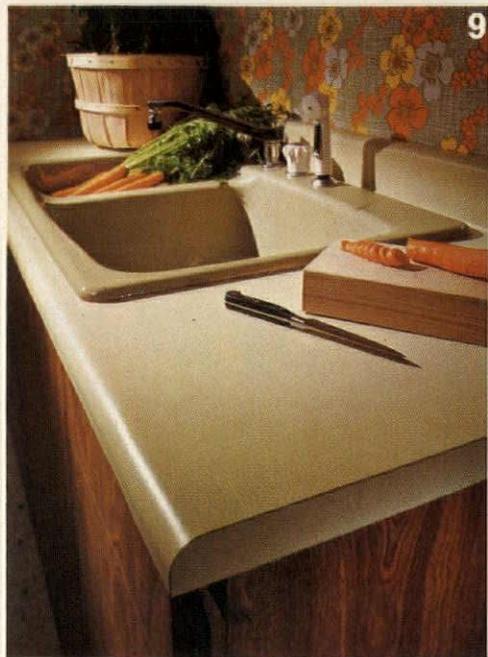
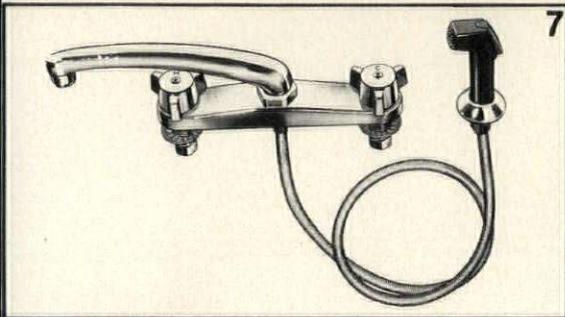
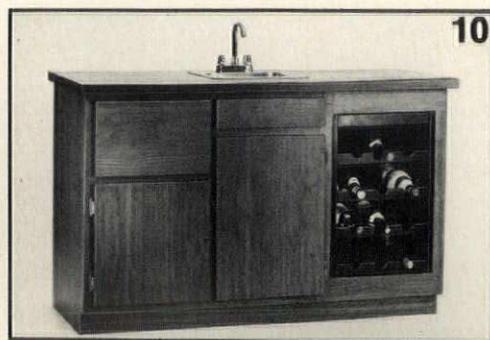


marketplace

Electric cooktop (1), Counter that Cooks®, blends into any kitchen and permits the use of pots or pans of almost any material. Cooking areas are staggered and the overall length of the cooktop is 35" to accommodate special high-capacity heat elements. Sunburst designs that mark each cooking area turn yellow to indicate that the heating element is on. Corning Glass, Corning, N.Y. CIRCLE 297 ON READER SERVICE CARD

Electric range has ultra-modern styling (2) that includes a digital clock and dark glass. Featured are a continuous cleaning oven and a temperature control warming shelf. Automatic controls are located high above burners away from steaming kettles and spattering pans and out of the reach of small children. Hardwick, Cleveland, Tenn. CIRCLE 298 ON READER SERVICE CARD

Cabinets with a walnut-grained finish (3) have a face of selected white maple. Drawers constructed of one-piece Durium high impact polystyrene feature rounded corner design for easy cleaning. Cabinets, which are fully reversible, have a special durable synthetic resin finish and semi-concealed hinges. Kitchen Kompact, Jeffersonville, Ind. CIRCLE 299 ON READER SERVICE CARD



Walnut-finished "Valencia" cabinets (4), accented with exclusive hardware, add a Mediterranean flavor to the kitchen. One of ten styles constructed of birch, the line is also offered in five other finishes. Storage cabinets are equipped with self-closing hinges and adjustable shelves that lock into place. Imperial Cabinet, Gaston, Ind. CIRCLE 300 ON READER SERVICE CARD

Natural-grained oak cabinets, "Saxony" (5), have a durable, easy-to-maintain, baked-on acrylic finish. The line features strong one-piece molded plastic drawers that are non-toxic and fully washable. Wall cabinets with adjustable shelves are finished on all sides so that they can be easily reverse-mounted. Triangle Pacific Cabinet, Great Neck, N.Y. CIRCLE 301 ON READER SERVICE CARD

Cabinets (6) are accented with a heavy oak molding on flush inset doors. The "Neoclassic" line, constructed of 3/4" solid stile and rail in oak with a 1/4" plywood center panel, is available in five rubbed stains and seven glazed vinyl-based colors. A leaded-glass door insert is a decorative option. Shelves in wall and base cabinets are fully adjustable. Rutt-Williams, Leigh, Coopersville, Mich. CIRCLE 302 ON READER SERVICE CARD

Economy-priced "Lustra" sink fittings (7) are available with triple-plated tubular or cast brass spouts. Both models are offered with a choice of metal or translucent handles. Fittings are designed to mount on steel or cast-iron sinks or onto countertops up to 1" thick. Units come with or without spray and aerator. Eljer, Pittsburgh, Pa. CIRCLE 303 ON READER SERVICE CARD

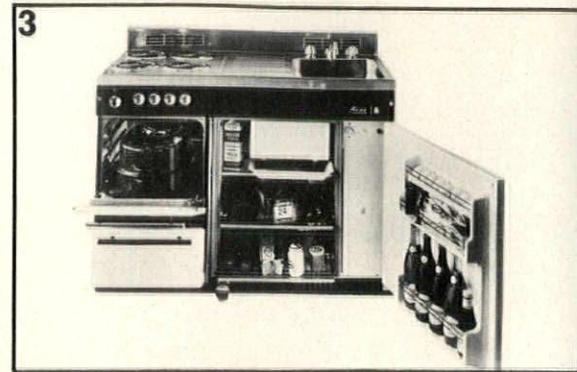
Single-handle "Tempatrol" faucet (8) features all-ceramic control components instead of washers. Smooth lever operation provides for accurate water flow and temperature selection. The unit is available with a hose and spray, a swivel spray aerator or just an aerator. A swivel option permits the spout to turn 120°. Unit comes in polished or satin chrome and in gold. Symmons, Braintree, Mass. CIRCLE 304 ON READER SERVICE CARD

Leather-like laminate (9) for the counter-top is designed to blend with avocado green so popular in today's kitchen. "Green Calf", a clean, soft yellow-green is one of 14 new offerings. Included in the line are distinctive patterns, leathers and woodgrains. Colors are mainly tones and tints of gold, green and orange. Formica, Cincinnati, Ohio. CIRCLE 305 ON READER SERVICE CARD

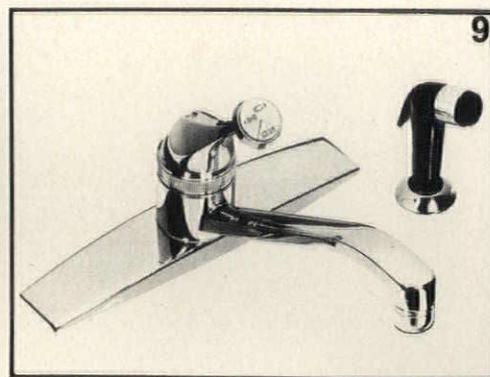
Fully equipped bar (10) is ideal for the serving area, family room or office. The unit features a 12-bottle wine rack, recessed lighting and a stainless steel sink/faucet assembly. Built-in chrome ice bucket and hors d'oeuvre dish are conveniently concealed in a drawer. Another large drawer provides storage space for liquor. Cabinet is constructed of durable plastic laminate. CCM, Marblehead, Mass. CIRCLE 306 ON READER SERVICE CARD

Automatic dishwasher (11) features a two-level water distribution system that provides complete cleaning and rinsing of all dishes no matter how they are loaded. A soft-food disposer mounted at the entrance to the pump eliminates the need for prerinsing. Unit with pushbutton controls comes in six finishes including "Poppy". Gibson, Greenville, Mich. CIRCLE 307 ON READER SERVICE CARD

Extra deep range hood (12) mounts on the wall directly to the ceiling or furring. The depth allows for better collection of contaminated air. The air is held in the hood just long enough to be picked up by the power unit blade and pulled outside. The unit is attractively styled to blend with the rest of the kitchen. Home Metal Products, Plano, Tex. CIRCLE 308 ON READER SERVICE CARD



marketplace



Convertible-top range (6) features glass-ceramic cooking surfaces or electric heating elements in removable cartridges. The cartridges unplug so that the range can be converted, using optional accessories, into a char-flavor grill, rotisserie, shish kebab, griddle or french fryer. The "Savory Center" with a surface ventilation system features a continuous-cleaning power-vented oven with clock controls. Jenn-Air, Indianapolis, Ind. CIRCLE 314 ON READER SERVICE CARD

Complete cooking center (7) is engineered for total convenience. A 1.2 cu. ft. microwave oven with a defrost feature is located at eye-level. Four-element glass ceramic cooktop is designed so that it can be used with flat bottom pans of any material. The 24" continuous-cleaning conventional lower oven features a delay-cook-off device and closed-door smokeless broiling. Range has a built-in vent system. Modern Maid, Chattanooga, Tenn. CIRCLE 315 ON READER SERVICE CARD

"Portrait Oak" cabinets (8), constructed of solid wood with a dark oak stain, bring a country feeling into the kitchen. Door and drawer fronts are of oak veneer panels. Base units feature steel corner reinforcements, and wall cabinets have fully adjustable shelves. Drawers are of one-piece, high-impact molded polystyrene. Cabinets with an exclusive Raycron ultraviolet finish resist abrasion, chemicals and moisture. United Cabinet, Jasper, Ind. CIRCLE 316 ON READER SERVICE CARD

Deck model single-handle faucet (9) features a leakproof feather-touch control assembly. The device of plastic and rubber has no metal-to-metal contact to cause friction and wear. Unaffected by corrosion or wear, the unit provides accurate volume and temperature control. The faucet, with a triple-plated chrome finish, has a hand-spray that can be mounted on the sink or directly on the base of the fitting. Valley Faucet, Plano, Tex. CIRCLE 317 ON READER SERVICE CARD

All-in-one cooking center (10) combines a microwave oven with a continuous-cleaning conventional unit. A smooth ceramic cooktop is featured on the deluxe model shown. The appliance is available in a choice of avocado, harvest gold or white. Microwave oven has a defrost device and a 60-minute digital timer. Electric oven, with a black-glass door, features smokeless broiling. Atherton, Litton, Minneapolis, Minn. CIRCLE 318 ON READER SERVICE CARD

Undercounter side-by-side refrigerator/freezer (11) can be blended into home or office decor by inserting door panels of wood, laminate, plastic, glass or fabric. The 36"-wide, 34½"-high unit has 3 cu. ft. capacity in both refrigerator and freezer compartments. An automatic ice maker produces half-round cubes and stores up to 10 lbs. of them. A light in the refrigerator is controlled by an automatic door switch. Sub-Zero, Madison, Wis. CIRCLE 319 ON READER SERVICE CARD



Microwave oven is combined with a hot food server (1) in a single functional appliance. The hot food server keeps cooked foods warm without additional cooking. Rare meats stay rare, moist foods remain moist. A browning element in the oven makes food visually appealing. One panel houses the easy-to-read pushbutton controls for both units. Both have black glass doors and stainless steel interiors. Thermador, Los Angeles, Calif. CIRCLE 309 ON READER SERVICE CARD

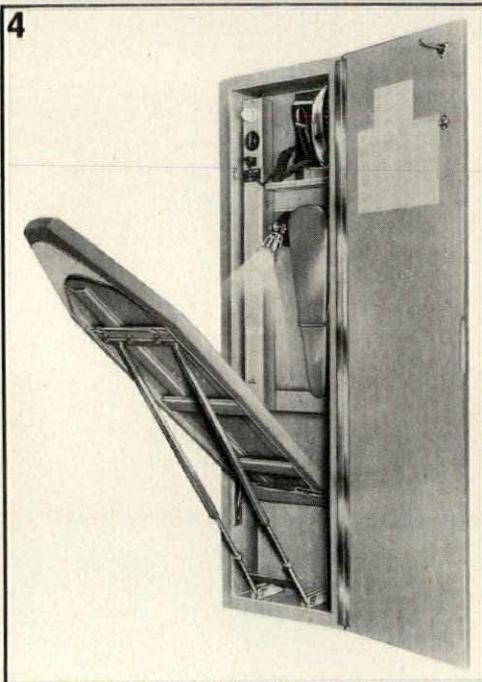
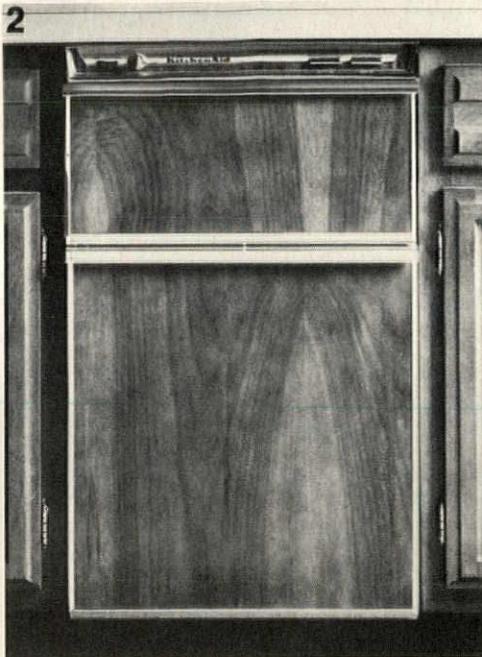
Freestanding range (2) with a self-cleaning oven features a roast guide that calculates the exact time and temperature needed to cook any meat. A "Cook and Keep Warm" system cooks the roast for the time determined by the guide and then holds it at serving temperature. The range has an ultra-ray infrared broiler at waist level, a digital clock for easy reading and a tilt control panel for convenience. Caloric, Topton, Pa. CIRCLE 310 ON READER SERVICE CARD

Compact kitchen (3) offers an optional self-cleaning oven. The 48"-wide, 36"-high unit features a 6 cu. ft. refrigerator with adjustable shelves and a 25-lb.-capacity freezer. A stainless steel sink, measuring 16"x18"x6½", can accommodate a

garbage disposal. Unit with four range-top burners is available in gas or electric and can be ordered with matching upper cabinets to create a total work area. Acme-National, Astoria, N.Y. CIRCLE 311 ON READER SERVICE CARD

Fully equipped compact kitchen (4) is only 24" wide and features a 5-cu.-ft.-capacity undercounter refrigerator, two electric burners and an integral non-magnetic stainless steel sink. The refrigerator has an interior light and a 24-lb.-capacity freezer. The door, with a positive closing magnetic gasket, can be hinged right or left. Cabinet, constructed of zinc-coated steel, is available in six baked-enamel finishes. Davis, Dowagiac, Mich. CIRCLE 312 ON READER SERVICE CARD

Distinctive cabinets (5) are a handsome blend of wicker and wood. Furniture-finished Woodcrest line is accented by wicker strips that serve as a background for the decorative swirl-design hardware. Both door and drawer fronts are plasticized to resist dents, scrapes and abrasions. The easy-to-maintain finish is not affected by stains, spills or fingerprints. Double strength hinges have perfect alignment. Raygold, Winchester, Va. CIRCLE 313 ON READER SERVICE CARD



marketplace

Decorator range hood (1) has a front panel that simulates the look of leather. A single-blower power unit activates a two-speed fan. Light plugs in for easy installation. Rocker-type switches accent the darker horizontal center strip. The unit comes in a full range of appliance colors including the harvest gold shown. Nutone, Cincinnati, Ohio. CIRCLE 320 ON READER SERVICE CARD

Trash compactor (2) reduces waste to about one-fourth its original volume. Polyethylene trash container can be used with or without disposable trash bags. The unit has an easy-to-replace activated charcoal filter and a two-speed blower fan to reduce odors. A litter-bin door permits the disposal of small items without need for the trash drawer to be opened. Kitchen Aid, Hobart, Troy, Ohio. CIRCLE 321 ON READER SERVICE CARD

Gas range (3) with custom-built conveniences features a waist-high, slide-out, drawer-type "Astra" broiler. Appliance is equipped with fluorescent lighting, an electric clock with a signal timer and lift-off cooktop for easy cleaning. The 24" wide oven has removable door, sides and rear wall for easy maintenance. Crown Stove Works, Chicago. CIRCLE 322 ON READER SERVICE CARD

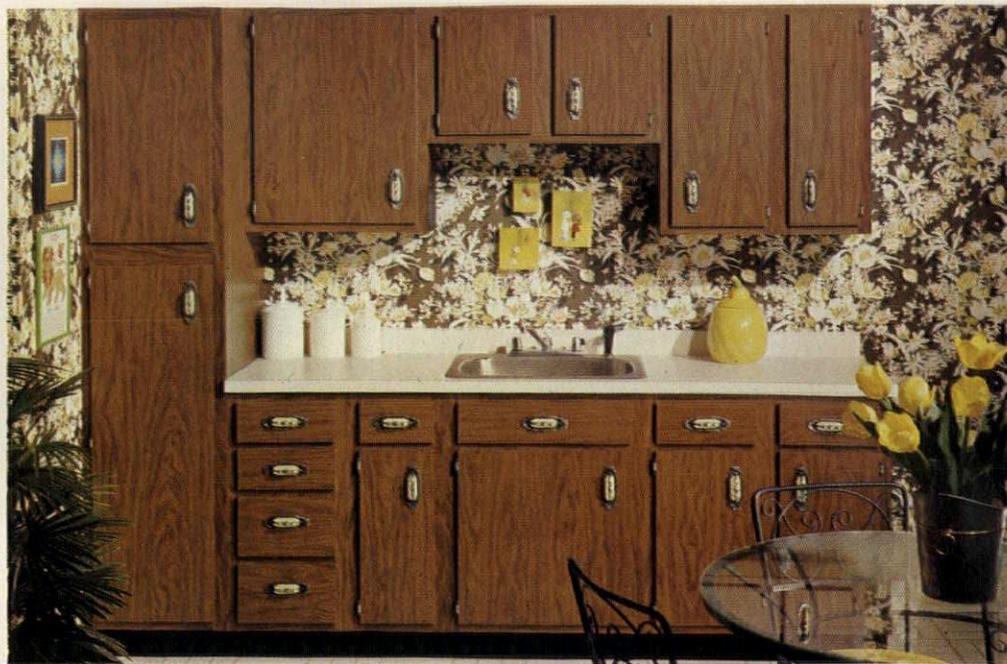
Built-in ironing center (4) is equipped with an ironing board with a Teflon-treated flameproof cover and pad and a swivel-base reflector spotlight for ironing ease. A signal light on the electrical control panel indicates that the unit is on. Integral safety devices reduce the hazard of fire from an overheating iron. Iron-Away, Morton, Ill. CIRCLE 323 ON READER SERVICE CARD

Electric drop-in range (5) with self-cleaning oven features an automatic oven control that can be set in the morning to cook a meal for the evening. Unit has an appliance outlet, removable surface elements, chrome drip bowls and non-tipping oven racks. Signal lights for both oven and range-top indicate when heat is on. Appliance is offered in four popular colors. Magic Chef, Cleveland, Tenn. CIRCLE 324 ON READER SERVICE CARD

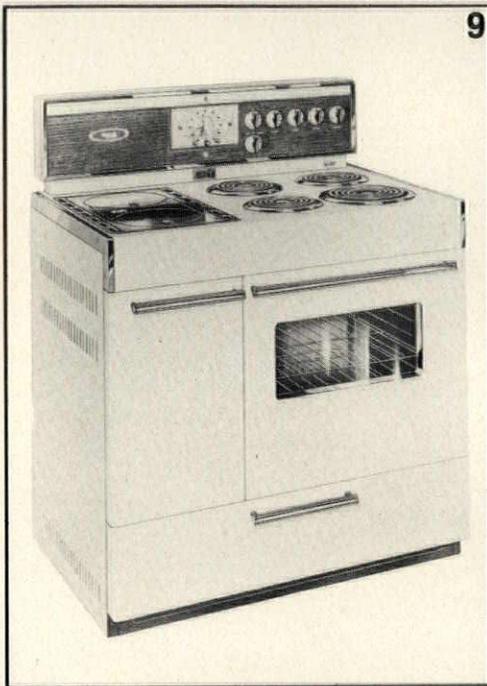
Classic all-wood cabinets (6), "Oakleigh", have oak doors with recessed front panels. Brass hardware accents the woodgrain. Offered in cherry, ebony and walnut stains, the line has a Miralon protective finish. Cabinets are constructed with mortise and tenon joints. Self-closing spring hinges are easily adjustable. Adler-Kay, Detroit, Mich. CIRCLE 325 ON READER SERVICE CARD



6



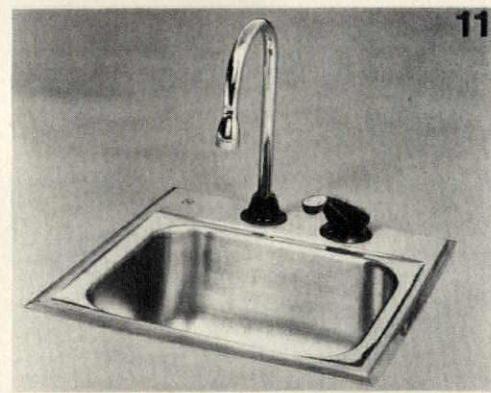
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9



10



11

Easy-to-maintain vinyl-laminate cabinets (7), "Parkview", are in a printed pecanwood pattern. Pewter-like door and drawer-pulls, supplied with seven different color backplates, provide a customizing option. Cabinets, with a clear vinyl protective coat that is impervious to household abuse, are laminated both inside and out. H.J. Scheirich, Louisville, Ky. CIRCLE 326 ON READER SERVICE CARD

Undercounter dishwasher (8) with two full-size revolving spray arms, one for each rack, makes random loading possible. Top-of-the-line model shown in foreground has two speeds and six push-button controlled cycles. Built-in companion trash compactor utilizes approximately 2,300 lbs. of crushing force. Whirlpool, Benton Harbor, Mich. CIRCLE 327 ON READER SERVICE CARD

Combination heating unit/electric range (9) warms the kitchen and breakfast at the same time. A glass-lined "Vitra-fused" coal- or wood-burning heater with a full-return back flue safely takes the chill out of the air. Ideal for isolated second homes, the full-service unit features an auxiliary coal-, wood- or oil-fueled cooking surface to be used in case of power failure. Monarch, Beaver Dam, Wis. CIRCLE 328 ON READER SERVICE CARD

Duct-free range hood (10) has a triple filter system that provides fresh air circulation. A heavy-duty aluminum mesh filter removes most grease; a spun fiber glass chemically treated filter absorbs smoke and fine particles of grease; and an activated charcoal filter eliminates odors. An infinite speed control fan provides unlimited ventilating settings. Miami-Carey, Monroe, Ohio. CIRCLE 329 ON READER SERVICE CARD

Stainless steel bar sink (11) features an "Aquamix" fitting with a ceramic disc control instead of washers. The single handle Celcon plastic unit has no metal-to-metal contact. The jewel-hard ceramic is corrosion and heat resistant. Self-rimming sink has a goose-neck swing-away spout. American-Standard, New Brunswick, N.J. CIRCLE 330 ON READER SERVICE CARD

Compact two-burner electric range (12) is designed to meet limited space requirements of small kitchens. Thermostatically-controlled oven features waist-high broiling and a rotisserie attachment. Trimmed in stainless steel, the unit has a porcelain finish inside and out. Range is available in a choice of six colors. Princess, Alhambra, Calif. CIRCLE 331 ON READER SERVICE CARD



12

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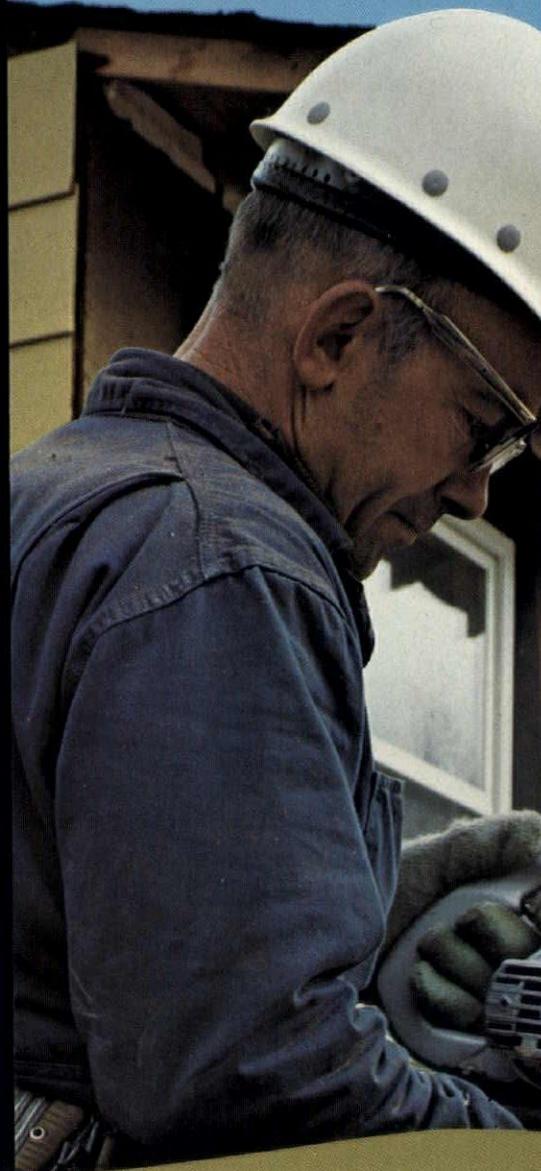
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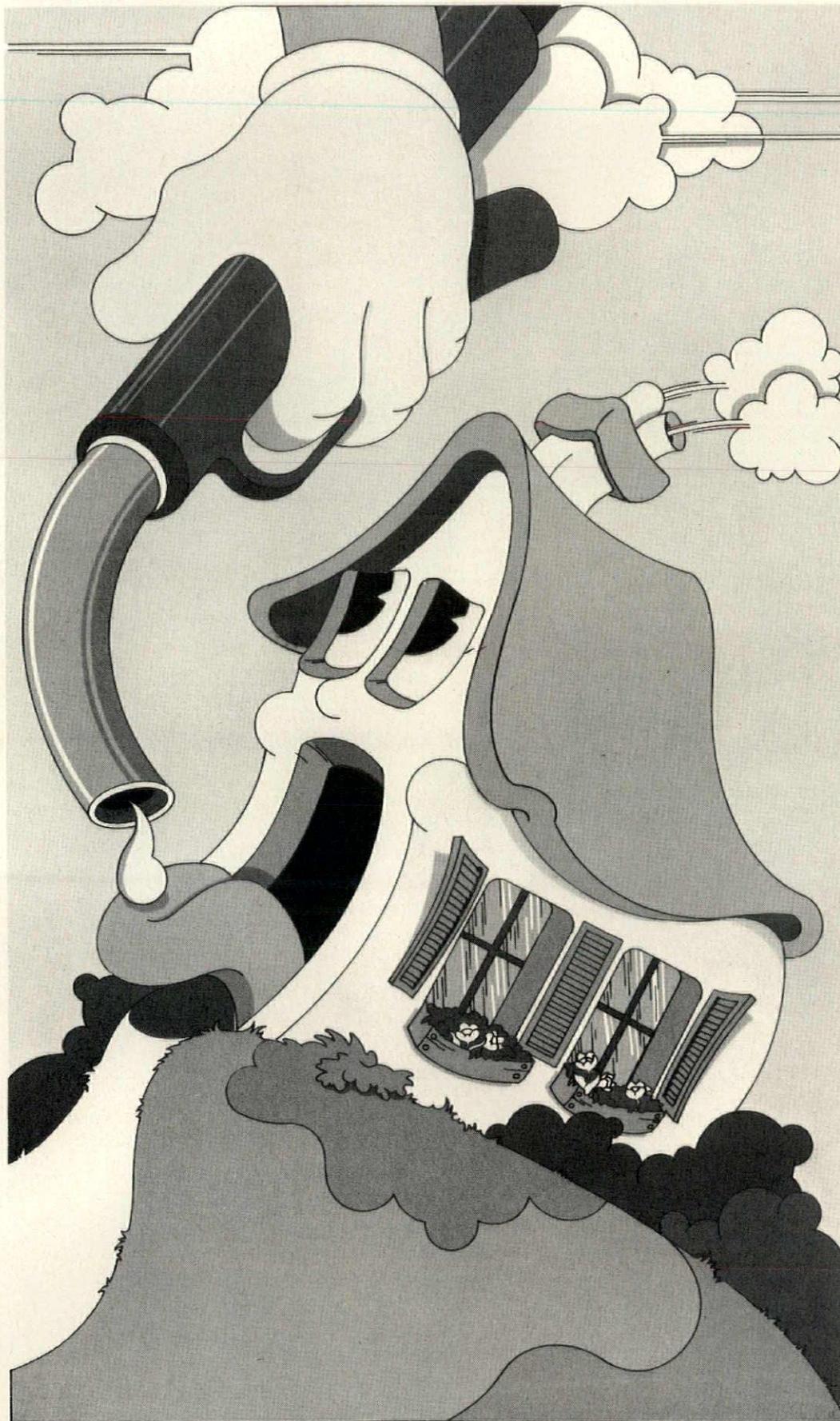
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Success Story!**



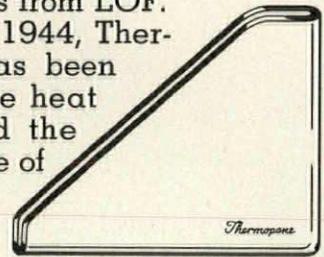
HOW TO MAKE YOUR YEARLY FUEL RATION LAST ALL YEAR.



You've just read what future headlines may be like. There's already fuel rationing in some parts of the country.

So homebuyers will become more and more concerned about the cost of heating and cooling their houses. You can make the homes you build more appealing to them by pointing out good insulation and Thermopane® insulating glass from LOF.

Since 1944, Thermopane has been keeping the heat inside and the cold outside of America's homes. Today's



Thermopane Xi™ is even better at the job. A layer of inert gas has replaced dry air in the space between the panes which increases the insulation value.

Thermopane Xi will help your homebuyers reduce heat loss and increase indoor humidity with less chance of fogging, right from the moment they move in. Later, as the cost of heating climbs, Thermopane will become even more valuable.

We think Thermopane Xi can help you sell a lot of houses this year. Write for our brochure: "How to Brighten Your Outlook", Libbey-Owens-Ford Company, Dept. G-573, 811 Madison Ave., Toledo, Ohio 43695.

LOF

The people who put an end to the drip

WARRANTY

Bradley Corporation, Faucet and Special Products Division, as manufacturer, warrants each new faucet assembly manufactured by it to be free from defects in material and workmanship under normal use and service. In addition, the manufacturer unconditionally warrants each new Bradtrol cartridge and each new integral Pos-i-Pak cartridge manufactured by it to be free from leaks and maintenance for a period of one thousand (1,000) months, (83 $\frac{1}{3}$ years) from date of purchase.

BRADLEY'S OBLIGATION UNDER THIS WARRANTY IS EXPRESSLY LIMITED TO REPAIRING OR REPLACING AT ITS OPTION, POSTAGE PREPAID, ANY PART OR PARTS OF THE FAUCET ASSEMBLY WHICH PROVE DEFECTIVE, OR TO PROVIDING A REPLACEMENT PART FOR THE INTERNAL VALVE MECHANISM WHICH WEARS OUT, WITHOUT CHARGE TO THE OWNER UPON RECEIPT OF THE CARTRIDGE ORIGINALLY FURNISHED.

THIS WARRANTY IS THE ONLY WARRANTY APPLICABLE TO FAUCET ASSEMBLIES MANUFACTURED BY THE FAUCET AND SPECIAL PRODUCTS DIVISION AND IS EXPRESSLY IN LIEU OF ANY WARRANTIES OTHERWISE IMPLIED BY

LAW, INCLUDING BUT NOT LIMITED TO IMPLIED WARRANTIES OR MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. THE FAUCET AND SPECIAL PRODUCTS DIVISION ASSUMES NO OTHER OBLIGATION OR RESPONSIBILITY WITH RESPECT TO THE FAUCET ASSEMBLY AND NEITHER ASSUMES, NOR AUTHORIZES ANYONE TO ASSUME FOR IT, ANY ADDITIONAL LIABILITY IN CONNECTION THEREWITH.

BRADLEY CORPORATION
FAUCET & SPECIAL PRODUCTS DIVISION
PO. Box 348, Menomonee Falls, Wis. 53051.

have done away with the drab.



First, we designed the Bradtrol valve to make our single-control faucets last a lifetime. Designed it never to leak or wear out. Ever. Designed it with a single moving part. That's why we can guarantee the cartridge for 83 $\frac{1}{3}$ years. If it leaks or requires maintenance during that time, we furnish a replacement cartridge, free of charge. The Bradtrol valve goes into every single-control faucet we sell. And now, we're selling them in all the styles and colors you need to brighten kitchens and bathrooms as never before.

There's Cascade, our bright chrome faucets. The elegant Sceptre line in bright or brushed chrome or gold. New Aurora... the faucets that come in decorator colors. A full line of two-handle faucets. In chrome or vitreous china... with the same 83 $\frac{1}{3}$ year guarantee. And two lines of vanity tops. All the products you need to do away with the drab... from the people who put an end to the drip. Write for complete literature. Bradley Corporation, Faucet and Special Products Division, 9121 Fountain Blvd., Menomonee Falls, Wisconsin 53051.



Bradley

The outside
is a matter
of taste.



The inside
is a matter
of fact.

We test Weslock quality at every step of production. That's one reason why an off-the-production-line Weslock passed with flying colors a one million cycles-of-operation test—open, lock, unlock...open, lock, unlock.

The test was done by an independent lab. Their report: "Test completed without failure of any kind. Visual inspection...revealed no adverse effect."

What does one million cycles mean? If you use a lock in your home 10 times a day, one million cycles add up to 275 years of perfect operation.

To make sure you can take Weslock quality for granted, we never do.

WESLOCK®

The LEADER in Lock Ideas!

Shown: NEW Galaxy keylock, Antique Silver.

We do more on the assembly line so you can save more on every job.

Once upon a time you literally had to custom-build each boiler you installed. Use up valuable man-hours installing the flue canopy, manifold, controls and jacket.

But now we're doing it for you. When American-Standard's gas-fired GPMX™ comes off the assembly line, it's totally packaged. All you have to do is hook up the supply and return lines. Six models to choose from, in the 52,800 to 184,000 Btuh range.

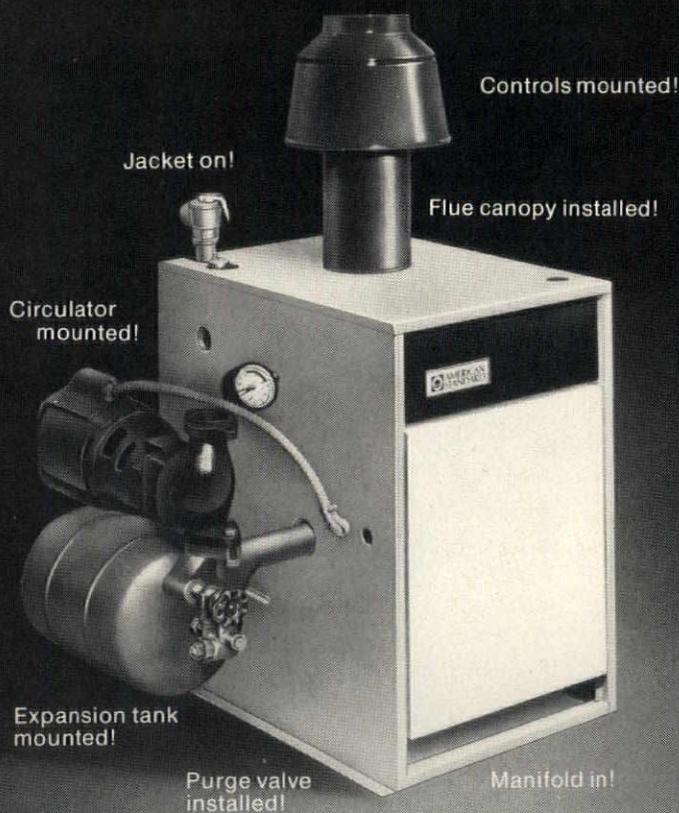
The oil-fired VP(T) boiler (with three

models from 115,000 to 250,000 Btuh) is just as much of a labor-saver except the burner is packed separately for easy handling.

With our packaged boilers, gas or oil-fired, give your customers the dependable comfort of snap-together Heatrim™ base-board panels. Cut installation time even more.

The sooner you get the details from your American-Standard distributor, the sooner you can start smiling all the way to the bank. Your jobs will be happier ever after.

These packaged boilers are full of surprises!



Controls mounted!

Jacket on!

Circulator mounted!

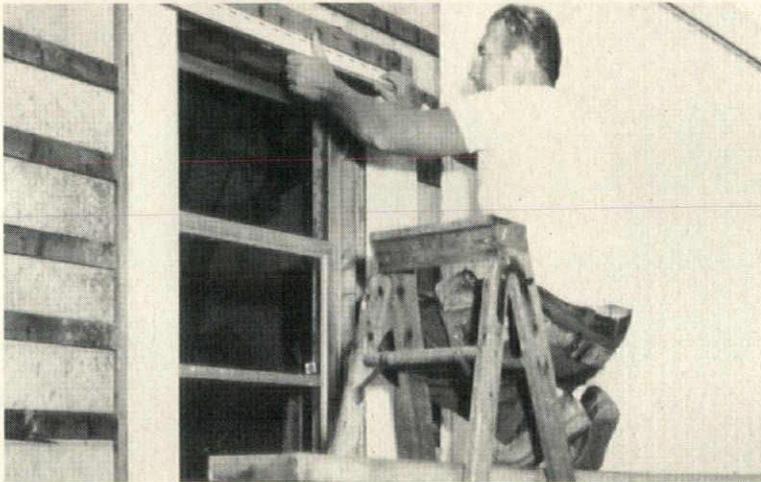
 **AMERICAN
STANDARD**
PLUMBING / HEATING

How to install vinyl siding.

Virtually maintenance-free siding made of Geon® vinyl materials is easy to install. You'll need a power saw, square, rule, chalk line, hammer, utility knife, tinsnips, and snaplock punch.

First, some general tips. Always nail the siding in the center of the slot with aluminum or

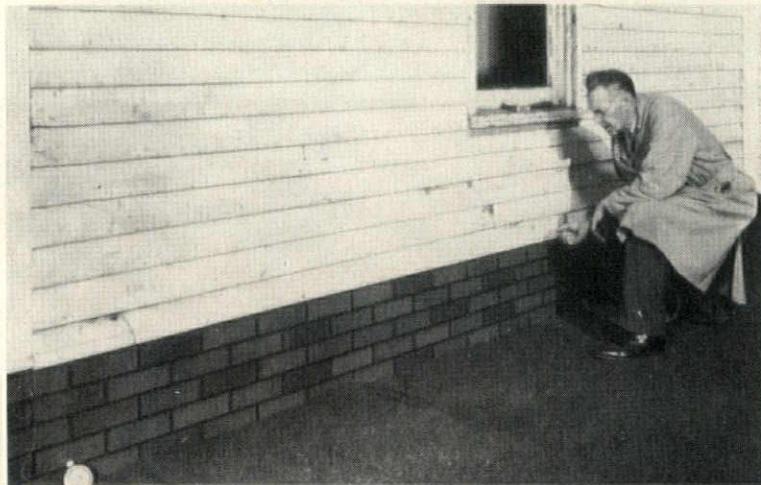
other corrosion resistant nails. Don't face nail, nail too tightly, or force panels up or down when nailing. Since siding made with Geon vinyl expands and contracts with temperature change, allow $\frac{1}{4}$ " clearance at all openings and stops. When cutting, use a fine-tooth blade. In cold weather, reverse the blade.



1. Furring. With masonry or uneven walls, use furring or strapping to provide a nailable base. Use strapping around all door and window frames, and corners.



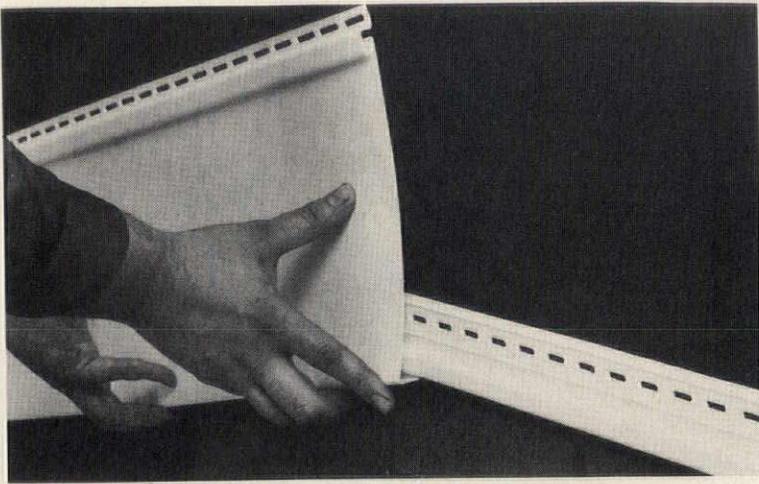
2. Corner posts. Place posts on all inside and outside corners, allowing $\frac{1}{4}$ " at the top. Position the post by placing nail at top of upper slot, placing all other nails in the center of the slots.



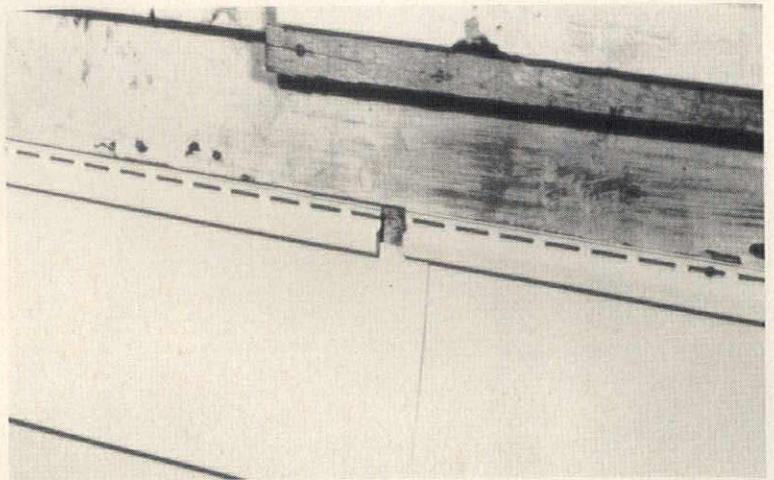
3. Chalk line. After determining the lowest corner of the building, snap a line in relation to the eaves or window frames to guide the installation of the starter strips.



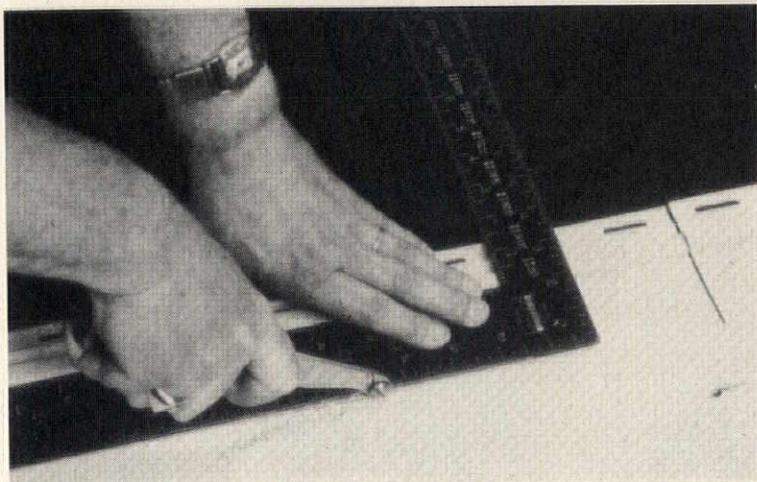
4. Starter strip. Install strip along the bottom of the building, allowing $\frac{1}{4}$ " at the corner posts and channels. Keep ends of starter strip at least $\frac{1}{4}$ " apart.



5. First panel. Lock it into the starter strip, placing backer-board behind. Leave $\frac{1}{4}$ " at all corner posts and channels. If individual corner caps are used, cut back panels $\frac{1}{4}$ " from corner.



6. Lapping panels. Lap siding half the length of the pre-notched ends. Stagger laps so one is not above another, unless separated by 3 courses, checking every 5th or 6th course for alignment. Always overlap joints away from entrances and traffic flow to improve appearance.



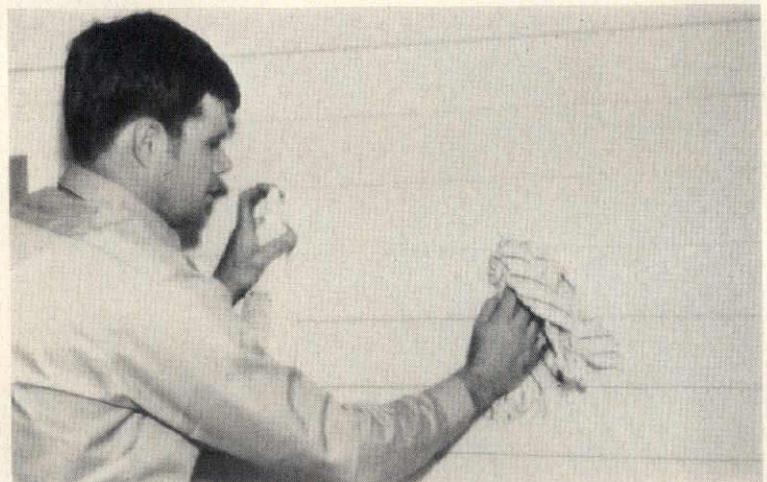
7. Cutting for windows. Mark the section to be removed, cutting the sides with snips and scoring lengthwise with a utility knife or scoring tool. Bend the section along the scored line to remove.



8. Fitting around window. Nail J channels on window and door sides and tops, and undersill trim on window bottoms, to receive siding. (Vinyl window head flashing should be used above doors and windows unless previously flashed.)



9. Last panel. Cut it to cover the remaining open section. Punch lugs every 16"-24" along the cut edge with snaplock punch, raising lugs on outside. Then lock siding into the undersill trim placed under the eaves.



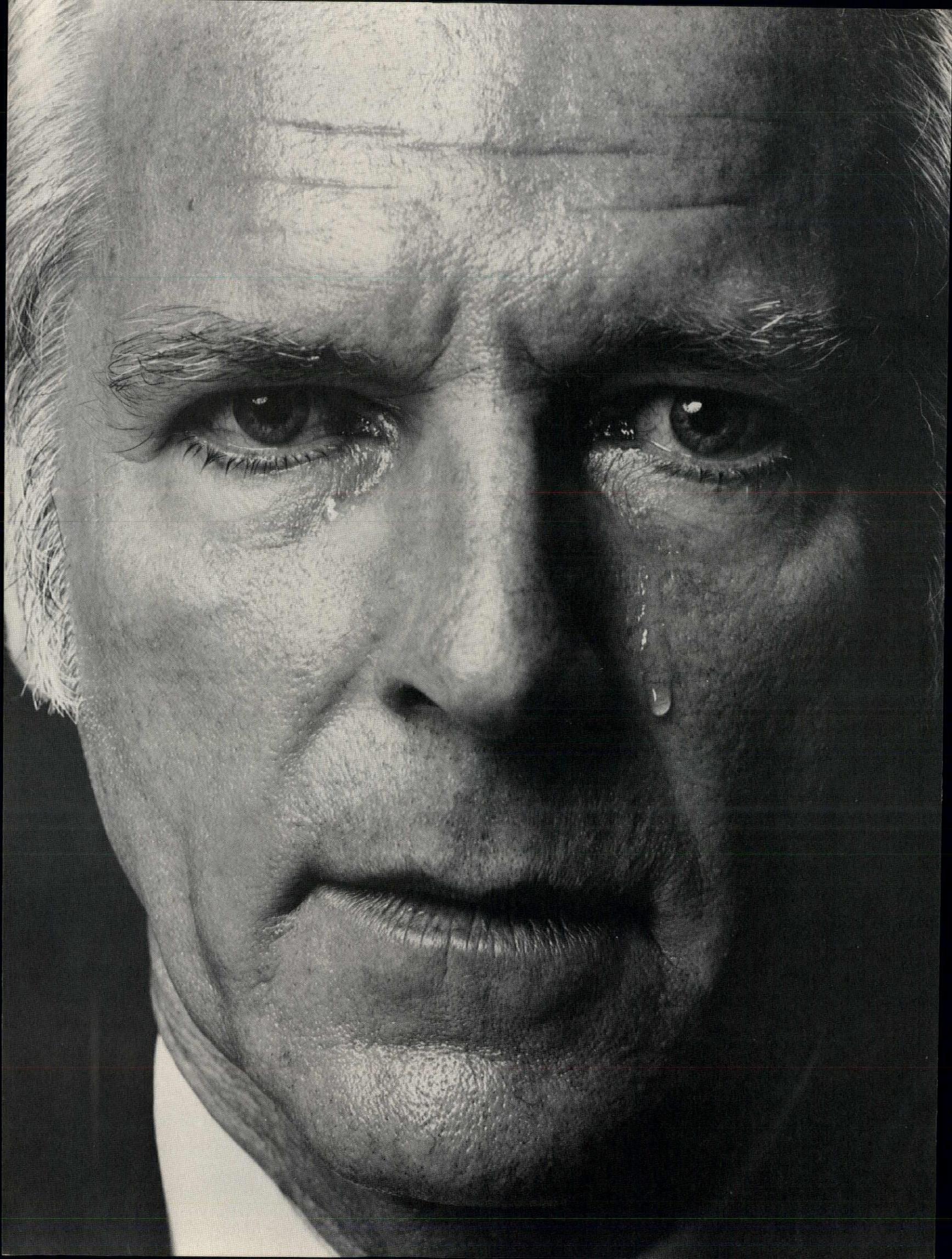
10. Clean up. Simply wipe with a clean cloth. Grease can be easily removed with mild soap and water.

adapted from a publication by The Society of the Plastics Industry, Inc.

We know more about vinyl in building products, because we're the people who started it all. For more information about vinyl building products, write B.F. Goodrich Chemical Company, Dept. H-29, 6100 Oak Tree Boulevard, Cleveland, Ohio 44131.

B.F. Goodrich Chemical Company

B.F. Goodrich



Look at it this way: You're not selling a company. You're buying a network.

There are land developers, builders, materials suppliers, land sales companies, mortgagors, etcetera, etcetera, etcetera.

But, until now, there's been no one organization to finance, support and coordinate it all, to make possible the bigger, better ventures we need to keep pace with population.

Well, now there's one: First Realty Investment Corporation (FRI) is building the great American Real Estate Network.

A totally-integrated, publicly-held network of real estate-oriented manufacturing, financial, supply and service companies, builders and developers, working autonomously for the good of each and all.

(FRI, in case you didn't know, is a creation of the same people who invented the mortgage investment trust.)

FRI is interested strictly in acquiring, merging and joint-venturing with solid, successful companies grounded in real estate-oriented operations.

FRI supplies financial support and corporate expertise, as well as business contacts to the Network.

While the other members continue, under their own corporate names and managers, to work at building themselves into bigger, more important factors in their fields.

FRI will coordinate major operations, through the planning, financing, production, marketing, sales and management stages and beyond.

But it's up to the responsible FRI Network members to actually follow through. So there's no loss of identity, control or prestige.

What's more in the FRI Network, there will be no junior partners. And no "junior" companies need apply.

FRI is interested in acquiring only firms netting at least \$200,000 to \$500,000 annually, after taxes, whose futures are as bright as their past performance and profits.

For additional information, write: First Realty Investment Corporation, Senior Vice President—Corporate Development, Dept.HH, 801 Forty-First Street, Miami Beach, Florida 33140. Or call 305/531-8661.

First Realty Investment Corporation.

The great American Real Estate Network. We're building it.



"A woman wants the most convenient appliances in her kitchen.



Philip J. Drjaci

You're not going to get your money out of a house or apartment until you get somebody to move into it. GE appliances may be able to help do just that.

Not ordinary kitchen appliances, mind you, but kitchen appliances that really make people want to move in.

Repeatedly, in retail sales, women have shown their preference for refrigerators that defrost themselves, ovens that clean themselves and dishwashers that wash more quietly.

Women buy General Electric's P-7® Total-Clean™ Oven System. It cleans itself so thoroughly a woman won't have to wipe around the edges.

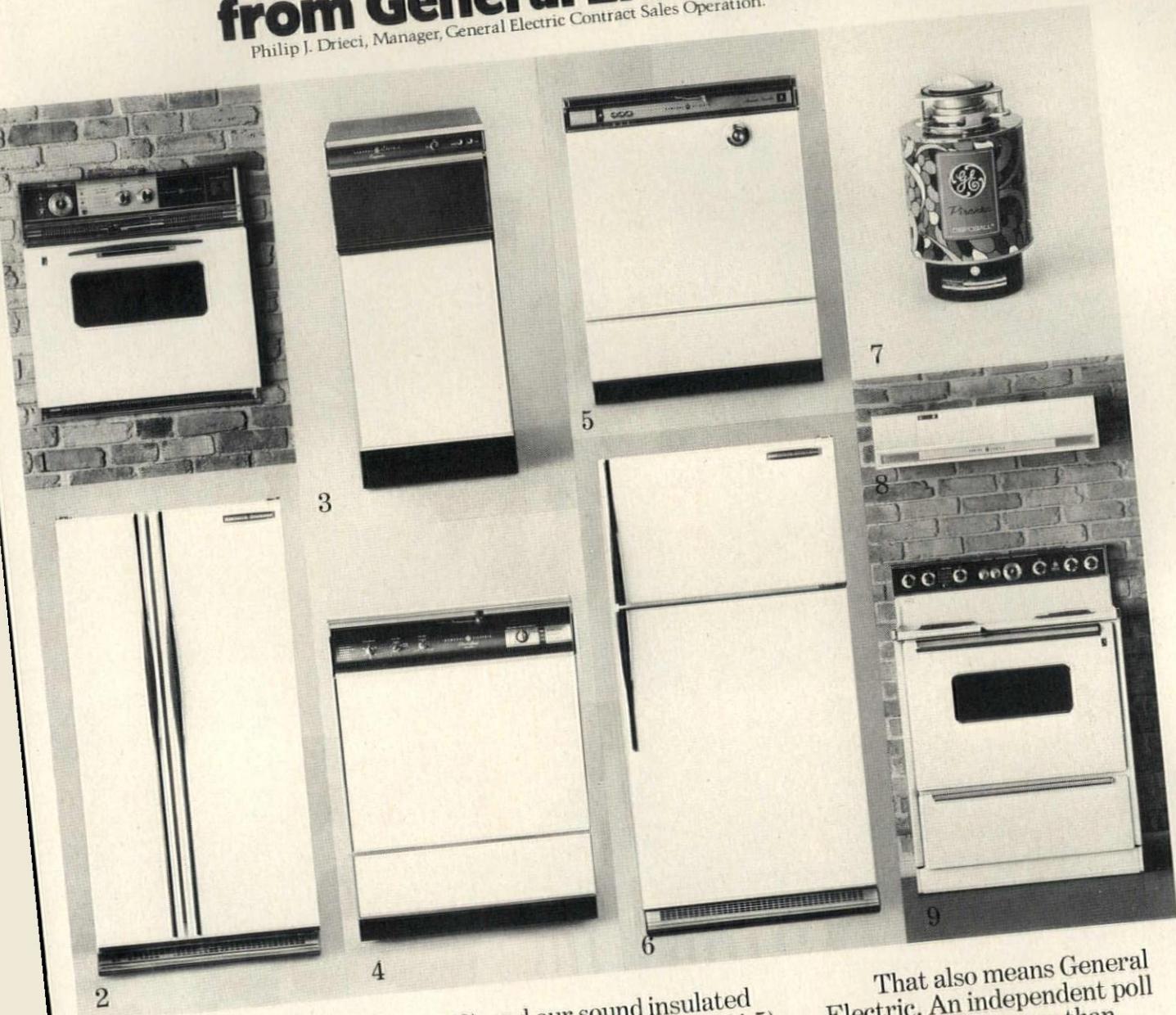
Our self-cleaning ovens are available in three configurations; a high-low double oven (Americana® models), built-in (1) and free standing (9). And there's a line of GE quality ventilating hoods (8) to match.

Women also buy no-frost refrigerators. Seventy-eight percent of all the two-door refrigerators sold last year were the no-frost type.

And they look to see how large the refrigerator is. The GE fifteen cubic foot no-frost

So give her what she wants... from General Electric."

Philip J. Drieci, Manager, General Electric Contract Sales Operation.



top freezer model (6) or eighteen cubic foot no-frost side-by-side (2) model fit into the same space as our fourteen cubic foot cycle defrost model.

Finally, women look for the convenience of a dishwasher, garbage disposer and waste compactor.

Here, too, they'll be looking for a little more. They'll be looking for the GE Disposall® unit (7), our new Compactor

(3), and our sound insulated Potscrubber dishwasher (4-5).

With these three products a woman can put the scraps into the Disposall unit, the trash into the Compactor and the dirty dishes (without rinsing) into the Potscrubber.

These days convenience sells. When it comes to appliances, this means the models with the most convenient features.

That also means General Electric. An independent poll has shown that more than three times as many American women think General Electric makes better major appliances than any other manufacturer.

If you install a convenient GE kitchen, the lady is going to want to move into the house or apartment that comes with it.

And when that happens, you can make money.

GENERAL  ELECTRIC

CIRCLE 159 ON READER SERVICE CARD



Creative play equipment for family-oriented projects

Timberform play structures are challenging to a child yet simple and natural enough for him to explore creatively. Shown here are items from the Play Unit and Stepping Column Systems that beg the imagination to run wild. Environmentally aesthetic structures are designed for both fun and safety. All ladders, slides and swings are integral parts of the units to discourage unsafe maneuvers. Horizontal ladder (1) could be a balancing beam or a monkey bar that connects tall buildings or sailing ships. Clatter bridge (2)

with built-in chain rail might be swinging over an alligator-filled river. Climbing ladder (3) with rungs on four sides may serve as a crow's nest or an airport control tower. Simple slatted cubic unit (4) becomes a Boeing 747 or a barn at will. "Tyre" swing (5) might be a vine from a branch in a shady forest far away. Coordinated timber fountains, sculptures and street and park furniture are available to help maintain natural landscaping. Niedermeyer-Martin, Portland, Ore. CIRCLE 200 ON READER SERVICE CARD

Symmons' new lav and sink trim: they're the best way to sell houses next to our shower.

When we invented the Temptrol single-handle, pressure-balanced shower, we gave you a system that could really help you sell houses. Because you could tell your customers that pressure-balancing would keep them comfortable in the shower, and prevent scalds and chills, as no other system could. The good-looking contemporary design didn't hurt, either. Now we've come out with new lav and sink trim that will help you do the same kind of selling job. It's just as low on maintenance, and just as pretty as anything we've ever made. Instead of washers, which wear out, it's got ceramic,



which is ageless. We've already tested it through more than a million cycles, and it's just as good as new. Tell that to your customers. Tell the husband he won't have to worry about high repair costs. Show the wife how the finger-tip action of the handle prevents spotting and staining. The whole family will appreciate the smooth movement of the lever handle for positive, accurate selection of temperature and flow. Temptrol shower system. And now, Temptrol lav and sink trim. Together, they're a package that will help you sell houses as no other systems can.

Temptrol

SYMMONS INDUSTRIES, INC.,
31 Brooks Drive, Braintree, Mass. 02184
Tel. (617) 848-2250



MAZE STORMGUARD®

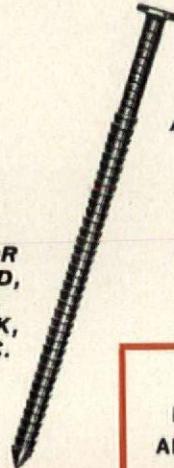
"SPLIT-LESS"® WOOD SIDING NAILS

**THE SECRET . . .
EXTRA THIN SHANKS!**

PLAIN SHANK



ANCHOR SHANK



IDEAL FOR
REDWOOD,
CEDAR,
HEMLOCK,
FIR, ETC.

DON'T WORRY
ABOUT RUST . . .
THEY'RE
CORROSION-
RESISTANT

- Eliminate splitting
- Reduce application costs
- Give you more nails per dollar



That busy little
nail maker,
MAZE says . . .

The non-splitting feature of these easy driving nails is only part of the story. A good siding nail must not stain or streak due to corrosion. For this reason, each Stormguard siding nail is double-dipped in molten corrosion-resistant zinc. This unique hot-dipping process also insures a tenacious hammer-proof coating and clean threads for better holding power.

For over 50 years, billions of Maze hot-dipped nails have been used around the world, without a single verified report of staining or streaking.

Stormguard *double hot-dipped* nails are available in special designs for all modern building materials. Competitively priced, they will help you do a better job—faster. Try 'em and see.

HOW TO ORDER "SPLIT-LESS" NAILS . . .

| ORDER BY STOCK NUMBERS | | | | | | | |
|------------------------|--------|-------|-------|---------------|-------------|---------|--|
| Size | Length | Gauge | Head | Nails Per Lb. | Stock No's. | | |
| | | | | | PLAIN | ANCHOR | |
| 6d | 2" | 14 | 3/16" | 283 | S-225 | S-225-A | |
| 7d | 2 1/4" | 14 | 3/16" | 248 | S-226 | S-226-A | |
| 8d | 2 1/2" | 13 | 7/32" | 189 | S-227 | S-227-A | |
| 9d | 2 3/4" | 13 | 7/32" | 171 | S-228 | S-228-A | |
| 10d | 3" | 13 | 7/32" | 153 | S-229 | S-229-A | |

| SIZES AND QUANTITIES COMMONLY USED | | |
|------------------------------------|---------------|------------------------|
| SIDING | USE NAIL SIZE | NAILS PER 1000 BD. FT. |
| 1/2 x 4 | 6d | 2280—8 lbs. |
| 1/2 x 6 | 7d | 1520—6 1/4 lbs. |
| 3/4 x 8 | 8d | 1140—6 lbs. |
| 3/4 x 10 | 8d | 912—5 lbs. |
| 3/4 x 12 | 8d | 760—4 lbs. |

Use one size longer over insulation sheeting.

W. H. MAZE COMPANY 100 Church St. • Peru, Illinois 61354

DEPT. 12

SEND FREE STORMGUARD® "SPLIT-LESS"® NAIL SAMPLES

SIZE PREFERRED: _____

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____



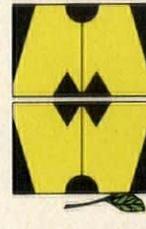
**MAZE NAILS, Div. Of
W. H. Maze Company**

Peru, Illinois 61354

707

Pre-finished windows cost less in the short run, too

You pay more for a pre-finished window than for an unfinished window. But by the time you get the first coat of stain or paint on the unfinished one, the pre-finished unit is winning. The more finish you apply on the job, the more the "inexpensive" window costs. Marvin pre-finish is available on every window we make. All you do is remove the protective material, put the unit in the opening, and apply the inside trim (also available pre-finished). The inside can be walnut, fruitwood, or white. The exterior is Marvin's super-tough XL-70, in white. And the quality has to be seen to be appreciated. Write for our complete catalog and pre-finish samples. Marvin Windows, Warroad, Minn. 56763. Phone: 218-386-1430.

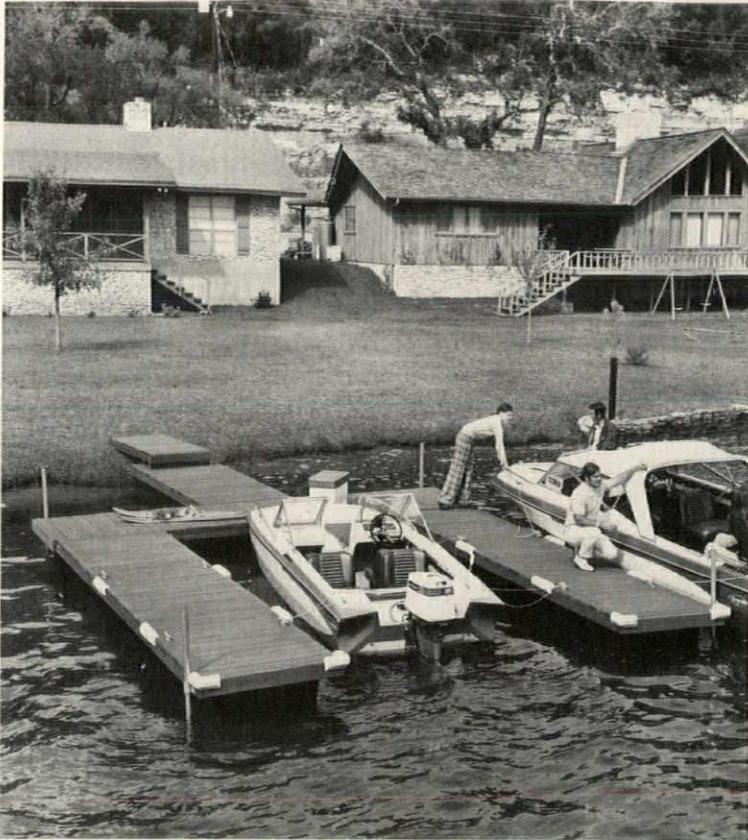


**MARVIN
WINDOWS**

CIRCLE 163 ON READER SERVICE CARD



PRODUCTS/RECREATION



Floating dock system is preassembled in lightweight modules. All wood deck components are impregnated with a preservative. Deckboards are finger-jointed with waterproof adhesives and notched to prevent cupping. Sideboards are laminated for strength. Flotation is provided by non-sinkable polystyrene foam. Koppers, Pittsburgh, Pa. CIRCLE 201 ON READER SERVICE CARD

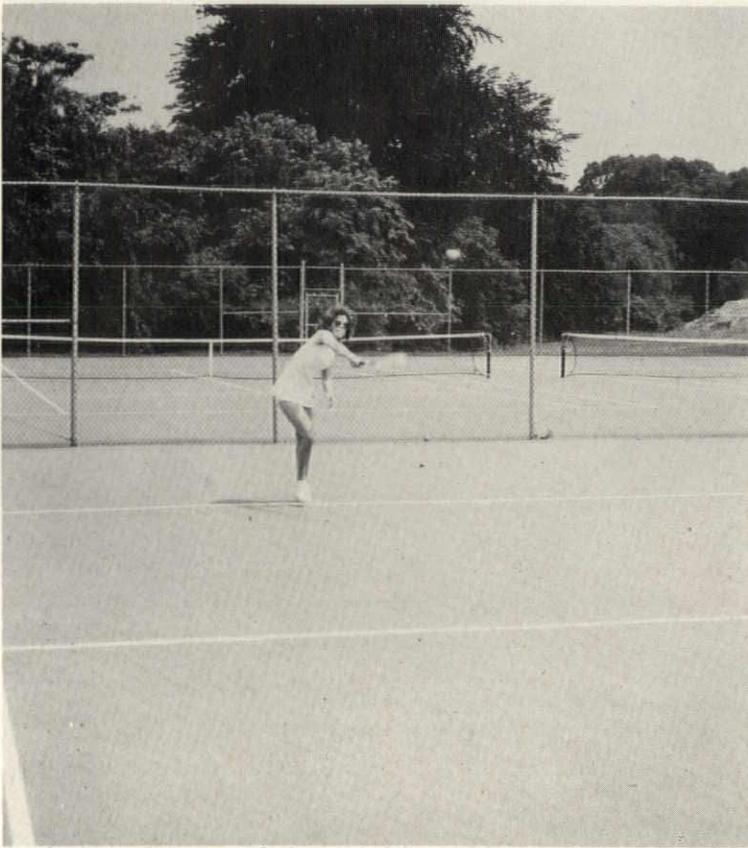
Radiant electric sauna heater is designed to provide fast, even heat distribution. An expanded-steel inner basket holds sauna stones in position around immersion heating elements. Unit, finished in a glass-like epoxy, comes complete with controls, including a thermostat and timer. Ilo, A&L, Dollar Bay, Mich. CIRCLE 202 ON READER SERVICE CARD



Multi-activity exercise machine provides a wide range of muscle-toning equipment in one unit. Designed for the compact, well equipped gym, the unit can be used by more than one person at a time. Utilizing 20 lb. weights, equipment includes exercise benches and seats and body building devices. Universal Athletic, Fresno, Calif. CIRCLE 203 ON READER SERVICE CARD



Inside your home or out, Virden



Synthetic tennis court surfacing material is resilient enough to permit a ball to bounce at any angle. The controlled surface texture can be customized to various playing styles. Elastaturf® is glarefree and comfortable underfoot. The material is available in grass-green, clay-red and earth-tone tan. Borden Chemical, Columbus, Ohio. CIRCLE 206 ON READER SERVICE CARD

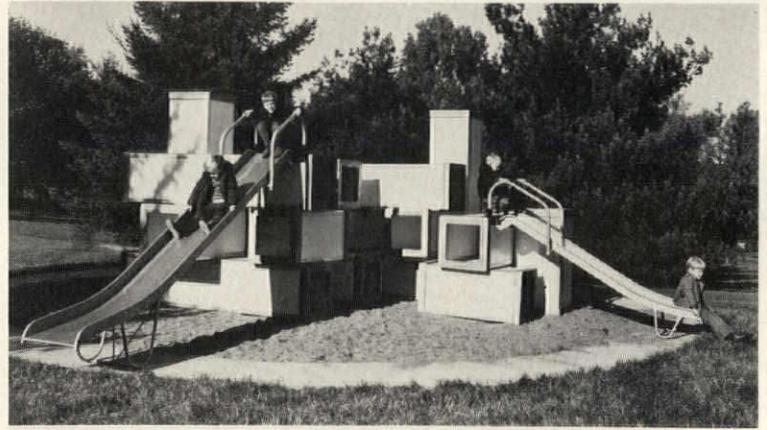
Fresh-air gym, "Parcourse" is designed as a one-mile meandering path. Ten rustic-looking exercise devices, such as the tripod chin-up bars shown, are strategically placed along the route. Signs are posted throughout the course marking starting stations for calisthenics and jogging. Parcourse, San Francisco, Calif.

CIRCLE 204 ON READER SERVICE CARD



Big Boxes can be stacked, piled or stood on end to create unique playground equipment. The series of 4'- or 8'-long boxes are 2' high and 2' wide. Great for climbing or tunneling, boxes are of plywood, laminated on both sides with fiber glass. Game Time, Litchfield, Mich.

CIRCLE 205 ON READER SERVICE CARD



D E N

is the brightest name in lights.

Viriden Lighting, 6103 Longfellow Avenue
Cleveland, Ohio 44103
Division of The Scott & Fetzer Company

Viriden Lighting (Canada), 19 Curity Avenue, Toronto 16, Ontario • Division of SFZ International Limited

CIRCLE 165 ON READER SERVICE CARD

No undesirable elements allowed.

Every home should be protected against unwelcome intruders. Like wind. Snow. Rain. Dust.

You can offer your customers the most elemental protection available by installing windows and doors with Schlegel Fin-Seal® pile weatherstripping.

Fin-Seal provides an effective long-wearing physical barrier against the most severe weather and atmospheric conditions. There's much less friction than with conventional weatherstripping, too. The projecting polypropylene fin ensures maximum protection

while still allowing greater ease of operation for your homeowner or tenant.

Plus you'll be ridding yourself of some undesirable elements as well. Like complaints and demands for repairs from irate customers.

So be sure you order your doors and windows from manufacturers who've learned the secret of a climate-free house. For a Fin-Seal sample and information on other Schlegel weathersealing products, write:
The Schlegel Manufacturing Company
1555 Jefferson Road
Rochester, N.Y. 14623

Schlegel 





4-2

PPG coatings on aluminum shingles and shakes cover almost any situation.

New aluminum shingles and shakes look good on the ski shop or the vacation chalet.

And why not? There's the rich DURACRON® color finish from PPG, combined with deep-grained shadow lines, thick butts, trim fits, and that elegant rough texture.

So you have the beauty of wood. But none of the problems.

For instance, you won't have curling shingles and shakes to worry about. Or bare spots where granules have worn off. Because the DURACRON color is baked on for a lasting finish.

That's why these handsome-looking shingles and shakes won't blister, peel, rust, split, flake

or chip. Or do whatever else shingles and shakes normally do.

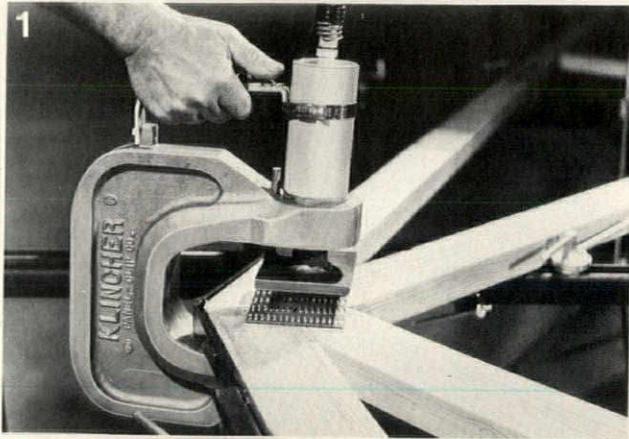
Of course, this roof is a cooler roof because aluminum shingles and shakes won't store up heat like most other roof materials.

Some beautiful applications include roofs for franchise shops, service stations, apartments, residential, vacation lodges and chalets, and many light commercial buildings.

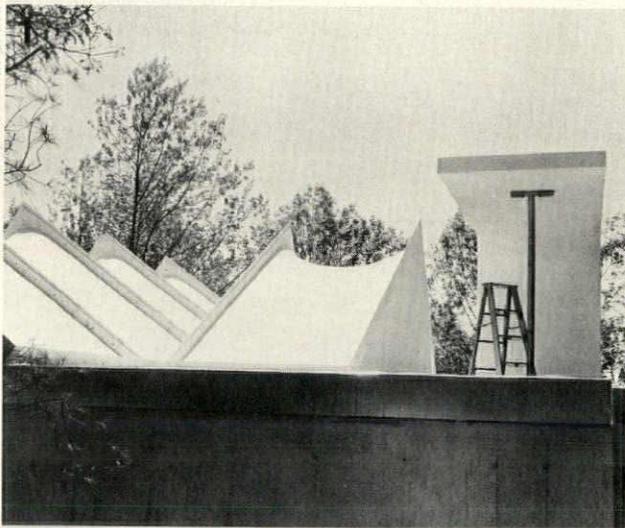
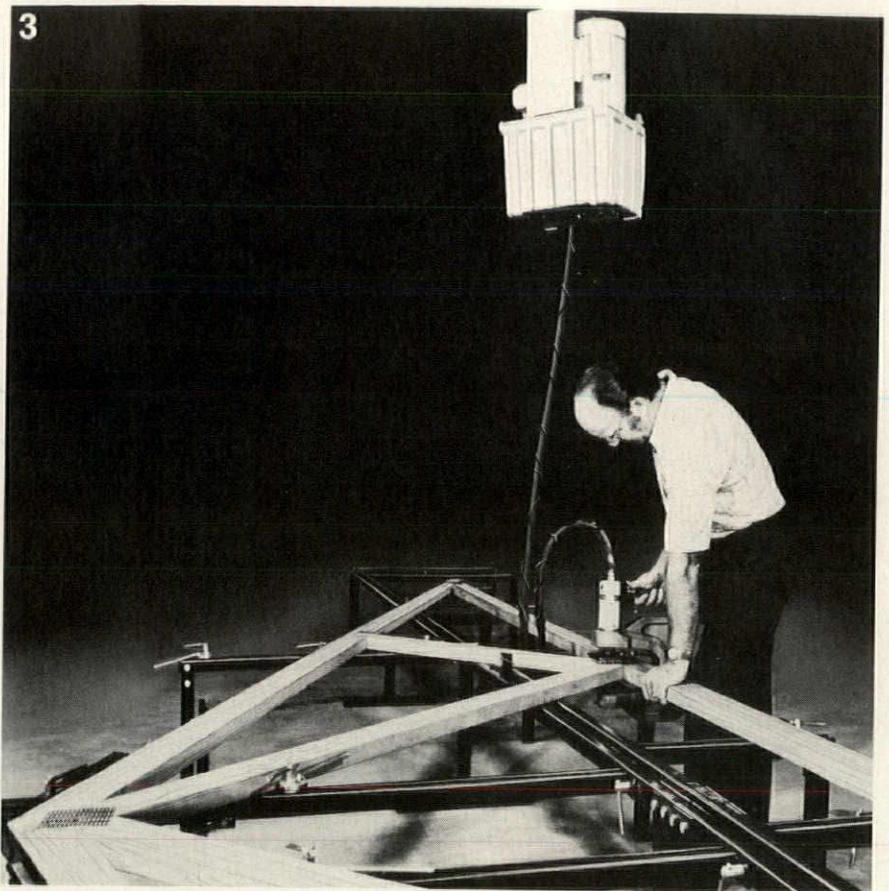
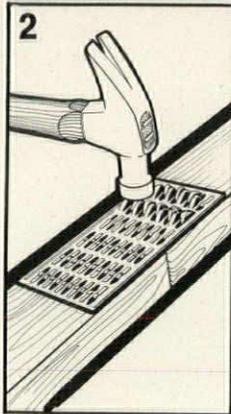
For more information, write PPG Industries, Dept. 13S, One Gateway Center, Pittsburgh, Pa. 15222.

PPG: a Concern for the Future

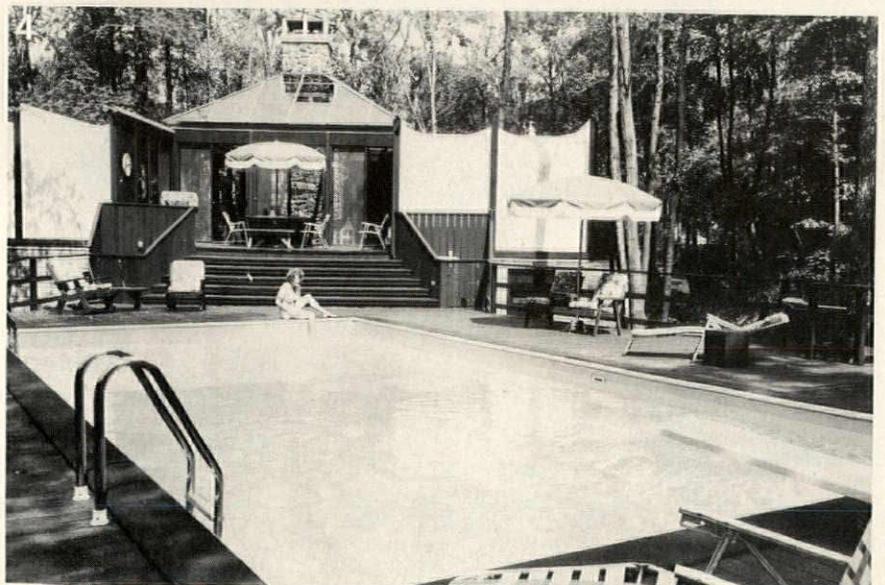
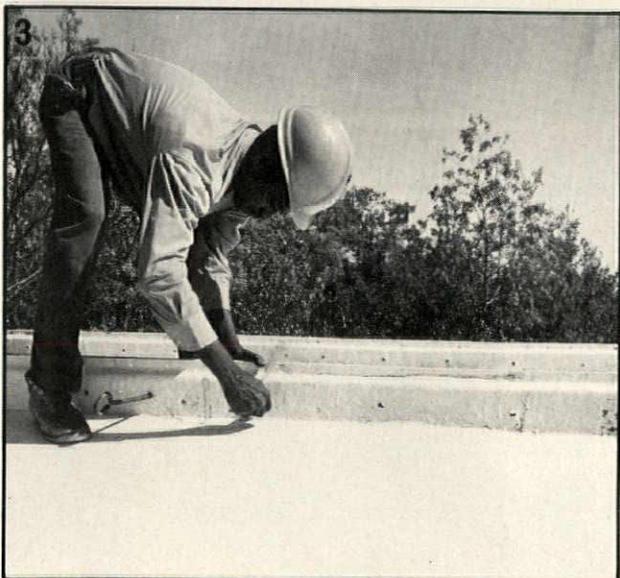




1
 Low-cost truss fabricating system offers the small builder complete truss manufacturing capability. The system consists of an overhead track-mounted power unit, a 40' span Klincher® truss jig (3) and an improved Klincher® with a one-third larger press area (1). Series III truss clips (2) installed two-at-a-time by the press, come in six sizes. Clips have a staggered-tooth design with 24 to 128 teeth per plate. Each tooth has a holding power of 30 lbs. System runs on standard 120v current. Panel Clip, Framington, Mich. CIRCLE 207 ON READER SERVICE CARD



2
 Fiberglass-reinforced plastic sections are the main structural elements of this year-round home (4). The forms (1), known as Polyarchs, have been tested to withstand lateral pressure of 9,000 lbs. and a vertical stress of 90 lbs. per sq. ft. Each section is held in place by temporary supports (2), then weather-stripped. Connection-bolt holes are predrilled so that only one workman is needed to bolt the house together (3). Bolts are sealed and a cap-strip covers each joint. The finished shell, which can be erected in one day, consists of 16 sections. Polyarchs can be arranged in any number of designs and used with any type of foundation. Rudkin-Wiley, Stratford, Conn. CIRCLE 208 ON READER SERVICE CARD



The first competitive faucet that doesn't show its price.



There are two lines of faucets available today that offer exceptional styling and quality, yet are priced as competitive brass.

One: Harcraft's new Aquatique® is a modern masterpiece in sculptured chrome with inset gem-like buttons. *Two:* If you want the best for a bit more, Harcraft's elegant Crystal Glo® in chrome or 23 karat gold plate with reflective crystal-like acrylic handles.

Look beneath the surface and you'll discover other reasons for insisting on Harcraft. Every fixture is made from extruded solid brass bar stock. Dual "O" ring seals guard against service calls. Five-coat plating preserves its beauty for years to come.

It's a lot of faucet. But then, a lot more went into it. Write for our full-line catalog.

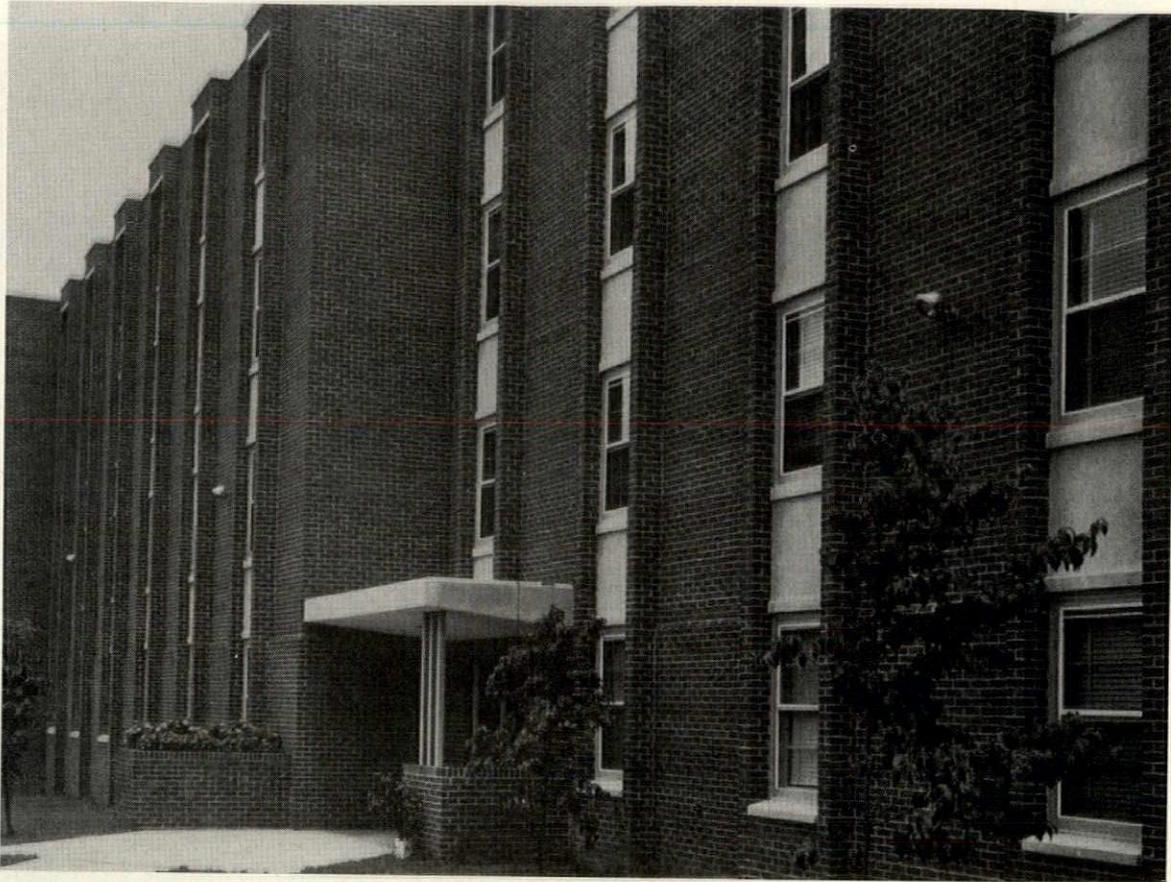
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CIRCLE 169 ON READER SERVICE CARD

H&H MAY 1973 169

“Living Proof” of Lasting Window Quality



Bassett Hall, Ferrum College, Ferrum, Virginia

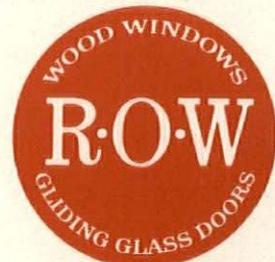
Cost Conscious?

R•O•W removable wood windows are priced to compete with other top quality wood windows. But no other window can match the ready-removability and exclusive operational advantages of R•O•Ws. Save on maintenance, heating and cooling, too.

Comfort Conscious?

The same springs which permit quick removal of sashes for cleaning, painting or glazing also assure snug fit of sash guides for year-around positive weather protection and easy operation.

R•O•W SALES CO.
1393 Academy, Ferndale, Michigan 48220





Get to know Doug. He'll help you put more profit and speed in your off-site construction.

Doug Caudill is a real guy. He is a Senco building industry expert whose job depends on his ability to help you increase your productivity and profitability with automatic fastening. That's quite an incentive for him — and for you.

As a Senco Construction Specialist, Doug spends 100% of his time working with builders at their plants and job-sites. He'll show you the many time-saving uses of Senco automatic nailers and staplers in the production of modular, mobile and manufactured homes and component systems. He'll help train your workers in the proper and most efficient use of Senco tools. He'll continually bring to your attention new ideas and techniques that can save you additional time and money in fastening. Through regular calls, Doug will help you keep Senco equipment in top operating condition. Where necessary, he can help you obtain local building code approval to use Senco fastening methods.

All in all, Doug is quite a guy. He's proven his worth to numerous builders. Why not invite Doug to your plant or job site? Since we have more than 70 specialists like Doug throughout the U.S., contact us for the name of the one nearest you. Senco Products, Inc., Cincinnati, Ohio 45244, Dept. 109.

senco

Visit us in booths 711-713, Pacific Coast Builders Show, Fairmont Hotel, San Francisco, June 13-15.

Evans introduces 'Bright-Ons'

Homes



Offices



Now you can design, build, decorate and remodel as bright as your imagination with Bright-Ons. Bright-Ons join the Grand Illusion Line to let you offer homes, restaurants, offices, motels and apartments a low cost, but beautiful new idea in decor.

This brilliant new breakthrough from Evans comes in a rainbow of House & Garden colors, in solids, patterns and

textures — so you can mix and match and coordinate with hundreds of manufacturers using House & Garden colors. Bright-Ons also work beautifully with all other panels in the Grand Illusion Line. What's more, Evans offers matching moldings; colored nails; adhesives; and accessories. Plus — Evans offers you the largest line of prefinished wood paneling.



Now you can brighten
your building capabilities
with Evans new mix 'n match
lightweight plywood panels...



Bright-Ons — they're available through any of Evans 54 distribution centers. And they're going to mean a bright future for you and your customers.

For further information about Bright-Ons, write to Evans Products, 1121 S. W. Salmon St., Portland, Oregon 97205 or call your local Evans salesman. Bright-Ons. They're right on!



EVANS
PRODUCTS COMPANY

THE BUILDING PRODUCTS COMPANY

Today's woman is different.
To sell her, you have to
see things her way.

And one of the first things she sees for her home is built-in cleaning. All the worksaving items you include in your homes or apartments suddenly become less important when she's faced with pushing and pulling the same old heavy sweeper every single day.

Which is why the H-P VACUFLO Built-in Cleaning System should be first on your list of convenience extras. It's the Pioneer built-in: refined to performance perfection... but priced to compete. Installation is fast, easy, uncomplicated. And the end result is the most thorough cleaning job available.

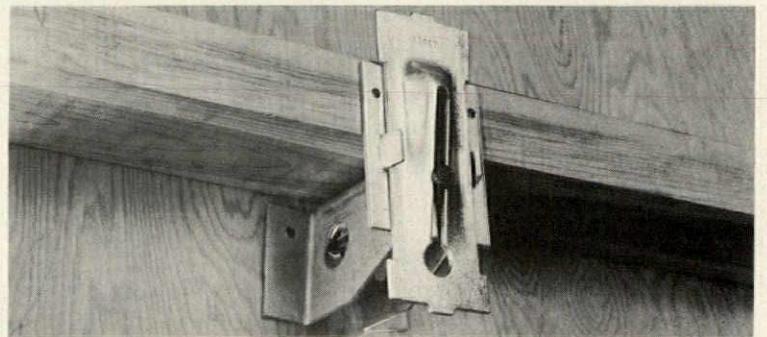
Build in VACUFLO. See things her way. And she'll be more inclined to see things your way. Write...or call... for the whole VACUFLO story.

HP VACUFLO®

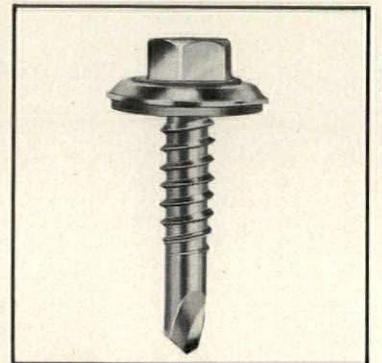
H-P Products, Inc., Louisville, Ohio 44641
Phone 216/875-5556



Lightweight steel truss is part of a structural system that also includes a header channel and load clip. Suitable for roofs, floors, load-bearing and chase walls, the truss features an open web design. It is available in sizes 2'x6' and 2'x8' (to compete with wood joists) and in lengths to 50'. C/O, Detroit, Mich. CIRCLE 209 ON READER SERVICE CARD



Water clamp forming system is for constructing light concrete walls and foundations. Plywood panels are gang drilled and positioned. Snap-in ties are inserted. One-piece steel "Kirby Klamps" are slipped over tie-ends and a 2'x4' waler is dropped into place. After clamp is tightened, forms are ready for use. Dayton, Miamisburg, Ohio. CIRCLE 210 ON READER SERVICE CARD

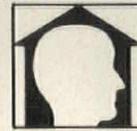


Sealing washer/fastener is for roof or siding applications. Head has a convex underside that produces a ball joint or swivel action on the washer for equal pressure distribution. Metal and neoprene washer resists deterioration. Elco, Rockford, Ill. CIRCLE 211 ON READER SERVICE CARD

Wall insulation system consists of rigid Zonolite® styrene foam panels and Thermo-Stud® serrated metal furring channels. The system, which is applied to masonry walls to form an insulating base for interior surfacing, requires no adhesives. W. R. Grace, Cambridge, Mass. CIRCLE 212 ON READER SERVICE CARD

All the help you can get in leisure home building:

The Kingsberry Man.



The leisure home market's booming and the Kingsberry Man can put you there — profitably! He'll offer you

leisure homes with exciting sales appeal. Like *The Hatteras*, named "House of the Year" by House & Garden's Guide to Young Living in 1970. And *The Wayfarer*, featured by Woman's Day as its "Vacation Home for '71." These and other imaginative designs help you sell fast! So does the Kingsberry Man. He'll offer a high degree of cost control and approximately 50% reduction in on-site labor. He'll follow through with practical help for big profits like generous co-op advertising and blue prints at no extra cost. Just fill out and mail the coupon, and see what it does for you...all the help you can get in leisure home building...the Kingsberry Man.

Above left: The Wayfarer as built by Purnell, Inc., Berlin, Md.

Below left: The Hatteras as built by Carolina Caribbean Corp., Beech Mountain, Banner Elk, N.C.



Boise Cascade Manufactured Housing Group

61 Perimeter Park, Atlanta, Georgia 30341

Frank D. Carter, Director-Marketing, Boise Cascade Manufactured Housing Group, Dept. HH-5, 61 Perimeter Park, Atlanta, Georgia 30341, (404) 458-9411

Yes, I would like all the help I can get.

Name _____

Firm _____

No. lots I now have ready to build on:

None, 1-10, 11-25, 26-50

No. homes I have built in past 12 months:

None, 1-10, 11-25, 26-50

Of these, _____ have been vacation homes.

Address _____

City _____ State _____

Zip _____ Phone _____

Kingsberry Homes are distributed throughout a 35 state area of the Mid-West, Mid-Atlantic, Southeast, and New England states from plants located in Alabama, Iowa, Ohio, Oklahoma and Virginia.

Wishbook for fireplace owners

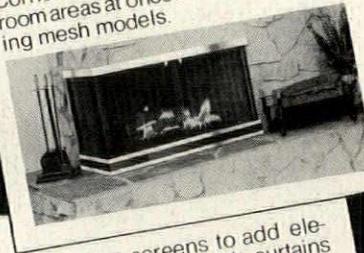
It's a full-color, 16-page booklet showing the world's most complete choice of fireplace screens and accessories. 53 ideas for putting a fresh, new face on your fireplace. Mail coupon below.

**Only
25¢**

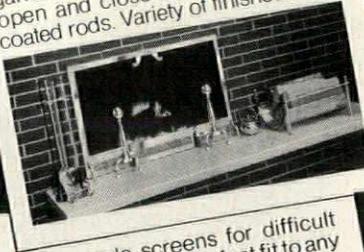
Glassfyre screen: Glass doors set in 16 different finishes. Traditional or contemporary designs as well as custom-made corner models, too. Easy cleaning, easy tending.



Cornerscreens help you cheer two room areas at once. Framed or hanging mesh models.



Free-standing screens to add elegance to any room. Mesh curtains open and close easily on Teflon™-coated rods. Variety of finishes.



Custom made screens for difficult fireplace openings. Perfect fit to any size or shape. Many styles, finishes.



Send me your color book full of ideas showing ways I can freshen up our fireplace. I enclose 25¢.

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A Thomas Industry

That hammer is costing you money!

Let Duo-Fast Automatic Nailers show you how to cut costs

You get your nailing jobs done 5 to 6 times faster when you use Duo-Fast Staplers and Nailers instead of those high-cost hammers . . . and time saved is money earned.

The heavy-duty CN-137 Nailer drives all nail sizes, 6d common thru 16d sinkers, without changing the tool in any way. A top favorite with builders.

The smaller IN-124 Nailer drives shorter nails . . . 1 1/4" thru 2 1/4". Speeds production of lighter nailing jobs of all kinds.

The S-763 Stapler Nailer drives heavy, galvanized, FHA-approved staples up to 2" long. Very popular for nailing sheathing and plywood.

The SR-170 Roofing Nailer drives galvanized 16 ga. staples with 1" crowns. Guide positions staples accurately. Meets FHA specifications.

Gun, Hammer & Strike Tackers speed the installation of building paper, insulation, ceiling tile, underlayments.

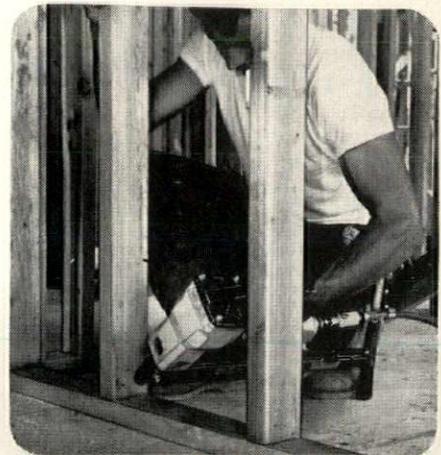
Cut your costs on framing, sheathing, plywood floor and roofdeck, soffits, bridging, gable fill-ins, trusses —all parts of building construction. Switch to Duo-Fast automatic nailing and see how much your hammer is costing you.

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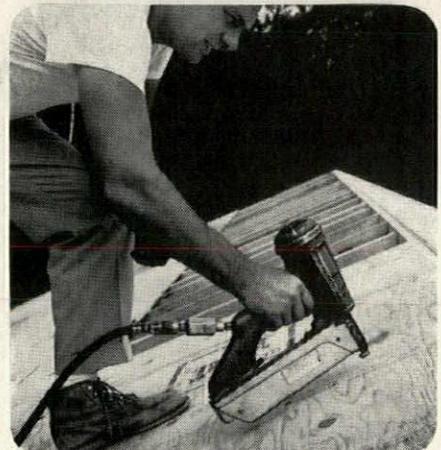
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3702 River Rd., Franklin Park, IL 60131

**Everything you need for
stapling, tacking, nailing**



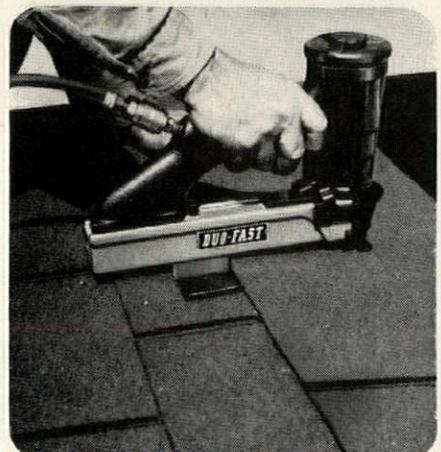
CN-137 makes fast work of toe-nailing



Staple Nailer anchors down plywood roof deck



Fast on-site component construction with CN-137



Roofing Nailer speeds shingling jobs

CIRCLE 177 ON READER SERVICE CARD

CIRCLE 176 ON READER SERVICE CARD

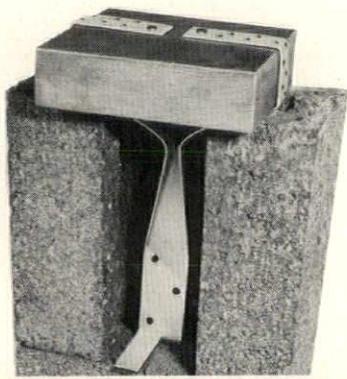
a nice warm feeling



An exclamation point of contemporary beauty! The Moderne is a fireplace any homeowner or apartment builder can afford. It's a free-standing model designed to burn wood, but the Preway line offers gas and electric logs as accessories, also. The Moderne is economical . . . and easy to install. An engineered-to-match chimney package adapts to any roof configuration. Seven pleasing colors. Preway has a complete line of built-in, free-standing and wall-hung models. They're built for beauty . . . (and for your profit). Call your distributor. Or write to us.

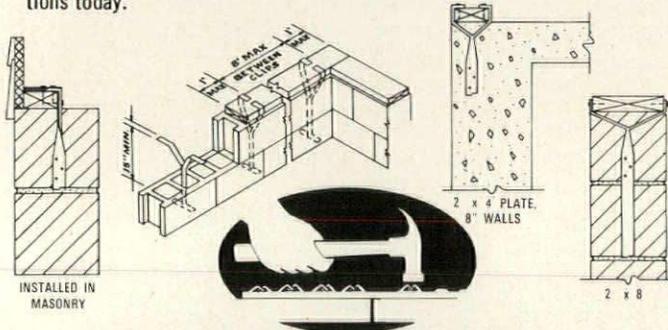
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THE ANCHOR CLIP ELIMINATES ANCHOR BOLTS

Anchor Clips the fast, efficient way to anchor wood framing to masonry or concrete. Eliminate locating and drilling holes for anchor bolts. Made of heavy 16 gauge zinc coated steel, they are available in two sizes, 14 $\frac{3}{4}$ " for concrete or one block and 22 $\frac{3}{4}$ " for two block embedment. Upper arms wrap around plates up to 2" x 8" in size. SEND FOR FREE SAMPLE, complete information and Code specifications today.



THE PANEL CLIP CO.

P.O. Box 423, K Farmington, Mich. 48024 / Phone 313 / 474-0433

CIRCLE 133 ON READER SERVICE CARD

Beautiful!

CUSTOM-CULTURED MARBLE

Now saves you up to one-third or more

Custom-cultured marble is marketed nationally by T-WMC, Trans-World Marketing Corporation.

It is natural, quarried marble, reconstituted to give it four times the strength, greater beauty in color and design, more flexible forms, increased stain resistance, and... far, far lower cost than ordinary slab marble. Both standard and custom cast units conform with Commercial Standards and architectural or plumbing requirements.

Your order placed with T-WMC can be F.O.B. your building site. Whether for a single home, a 200 apartment condominium or a 1,000 unit complex, your order can include delivery and setting the units in place, thereby eliminating heavy shipping costs and on-site handling costs. Saves you one-third. You can enjoy even greater savings by plant pick-up from one of our numerous associate manufacturers.

Handsome cultured marble has a distinctive sales appeal in quality homes, offices, apartments, hotels and other structures. Architects, builders and decorators combine its practical durability and beauty into luxury features of tubs, pools, sills, walls, counters, mantels, tables, furniture and dozens of other appointments.

T-WMC custom-cultured marble comes in 12 standard colors. It can also be veined, colored and cast to your specifications.

FOR COMPLETE INFORMATION RETURN THIS COUPON:

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Fiberglass Division • 2646 Gulf Life Tower • Jacksonville, Florida 32207

Please give me more information about T-WMC custom-cultured marble.

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COMPANY: _____

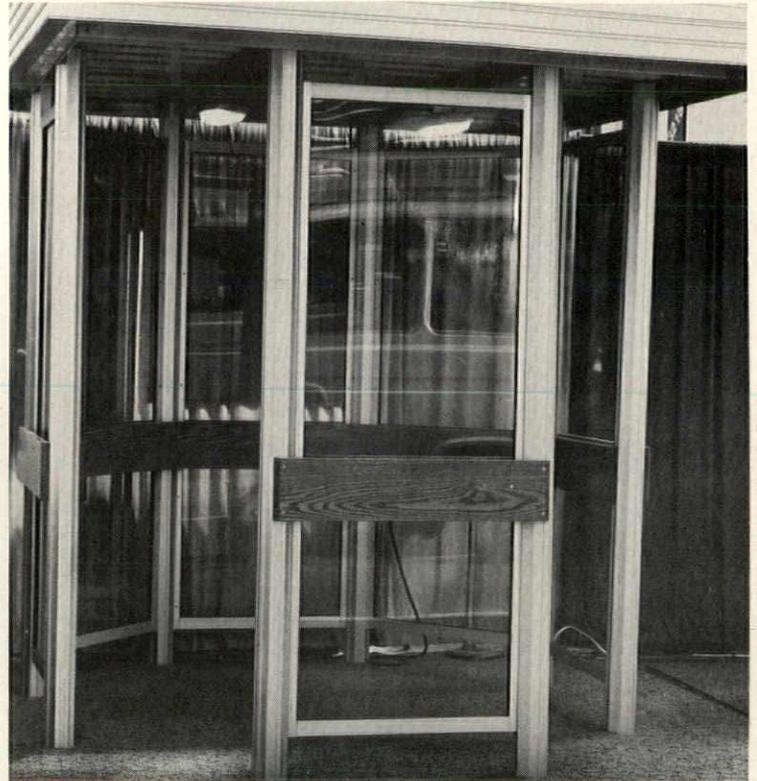
ADDRESS: _____

CITY: _____ STATE _____ ZIP _____

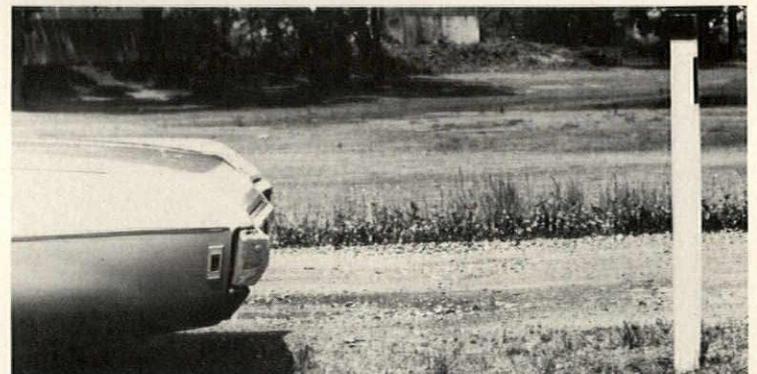
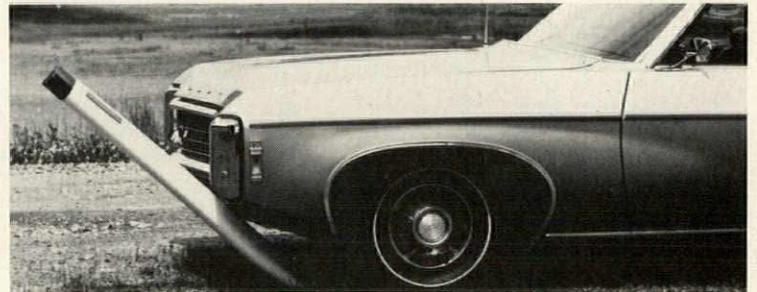
200

CIRCLE 134 ON READER SERVICE CARD

PRODUCTS/OUTDOOR



Prefabricated "People Shelters" are designed to protect waiting passengers from inclement weather. Buildings, which can be assembled in any size or shape, are constructed of aluminum-alloy framing columns and clear or tinted Plexiglas, Lexan, safety or wired glass panels that are fully gasketed. Keene, Chicago. CIRCLE 231 ON READER SERVICE CARD



Flexopost traffic delineators for roadways and parking lots are constructed of flexible polyethylene. Unlike metal or wood markers, the unit returns to its full upright position after being struck. The maintenance-free post does not damage vehicles and cannot be broken off or hurled through the air. Proven Products, Portland, Ore. CIRCLE 232 ON READER SERVICE CARD

Change Places...

Change to contemporary new design ideas with FORMICA® brand laminated plastic. New colors, patterns and woodgrains help you create home environments with more consumer appeal, more marketability. Formica puts the accent on excitement, and profitability. Makes your selling job easier! For more information, contact your Formica representative, or write Dept. HH-5.



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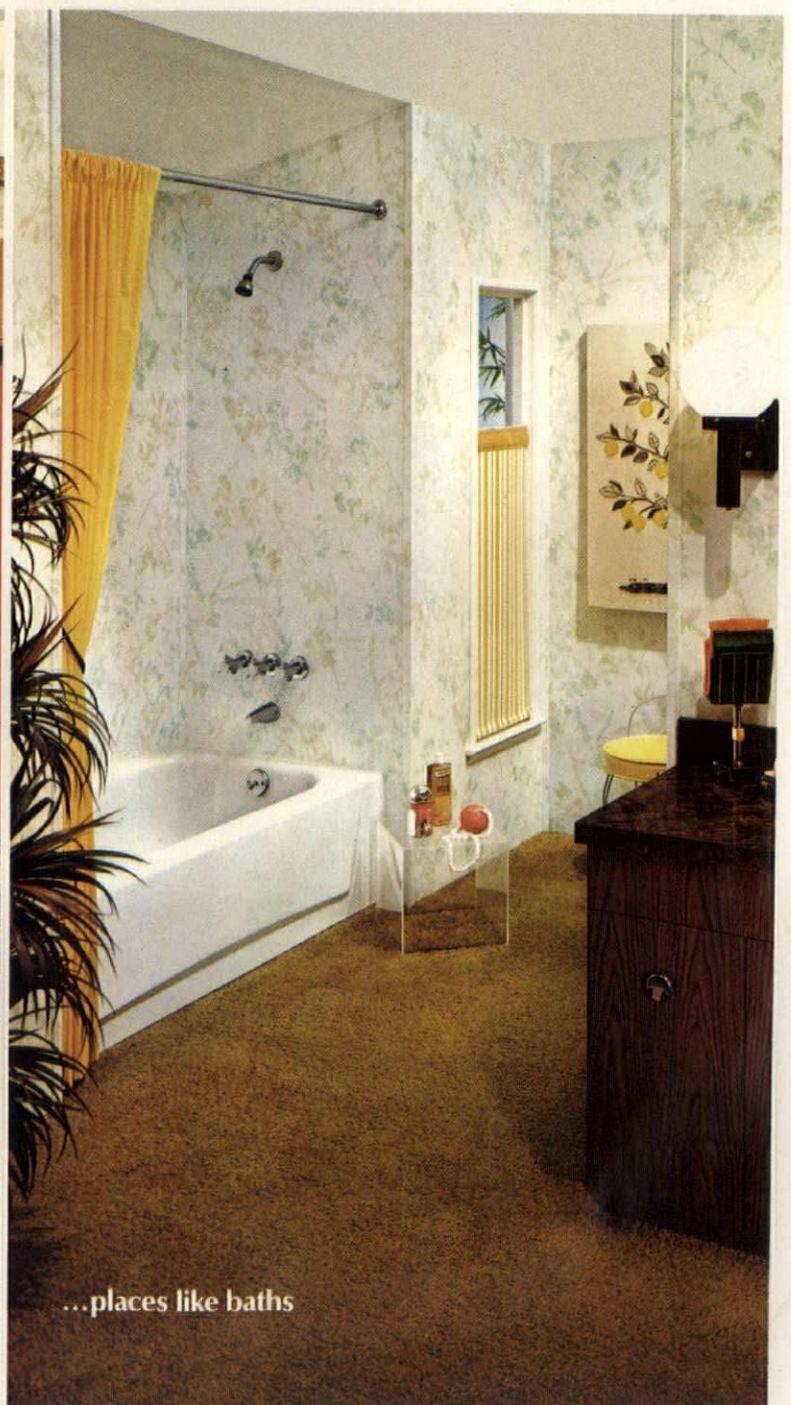
CYANAMID

Patterns: Poppy, 881, Salem Birch, 443, and Butcherblock Maple, 204.

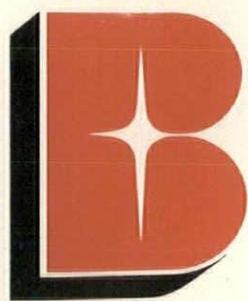
Vanity: Fire Agate, 820, and Gunstock Walnut, 492. Walls: Spring Pastorale, 691.



...places like kitchens



...places like baths



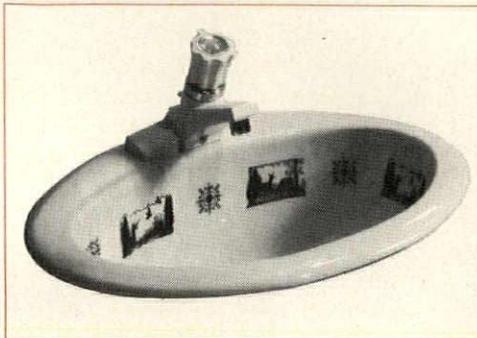
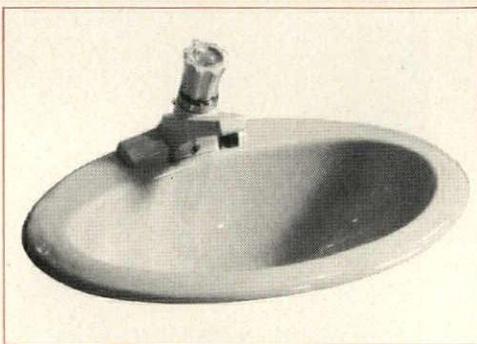
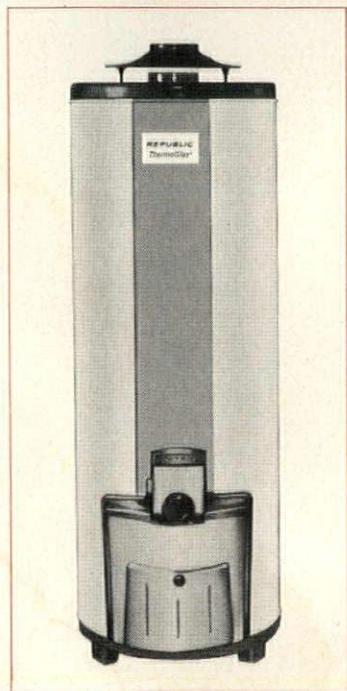
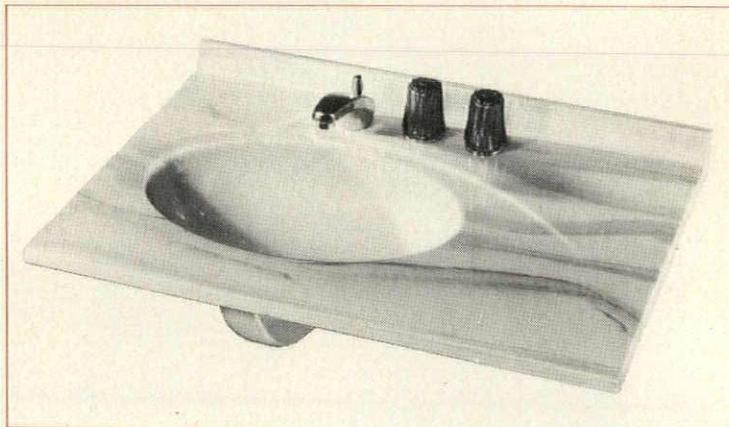
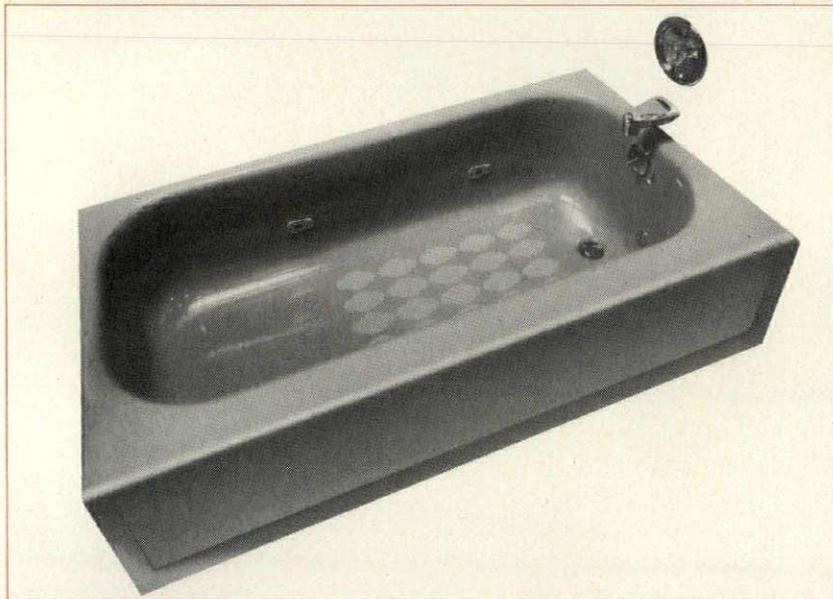
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A quality name in Plumbing Fixtures, Water Heaters and Cultured Marble Vanity Tops.

Look to Briggs for your first choice in both luxury and convenience plumbing fixtures . . . for a complete line of residential and commercial water heaters . . . for beautiful, durable cultured marble vanity tops. You'll find them all under Briggs . . . the symbol of quality.

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The first thing a buyer sees
is the siding.

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is a problem.

How is the siding you put on the new homes you build going to look in five or ten years? Fresh and new, or pleading for paint?

You can sell homes faster and satisfy buyers more easily when you apply Norandex aluminum, steel, or vinyl siding. Norandex siding has a crisp, clean look that attracts a buyer's eye. It's easy and fast to install. And you can do the job in any kind of weather.

One of our 90 warehouses is near you. You get fast, dependable delivery right to your job site. And you can make your selection from a number of styles of siding in today's popular colors.

Specify Norandex siding for the next homes you build. It never cracks, chips, flakes or peels. Norandex siding will look new-house fresh for years and years. And you'll look pretty good yourself!



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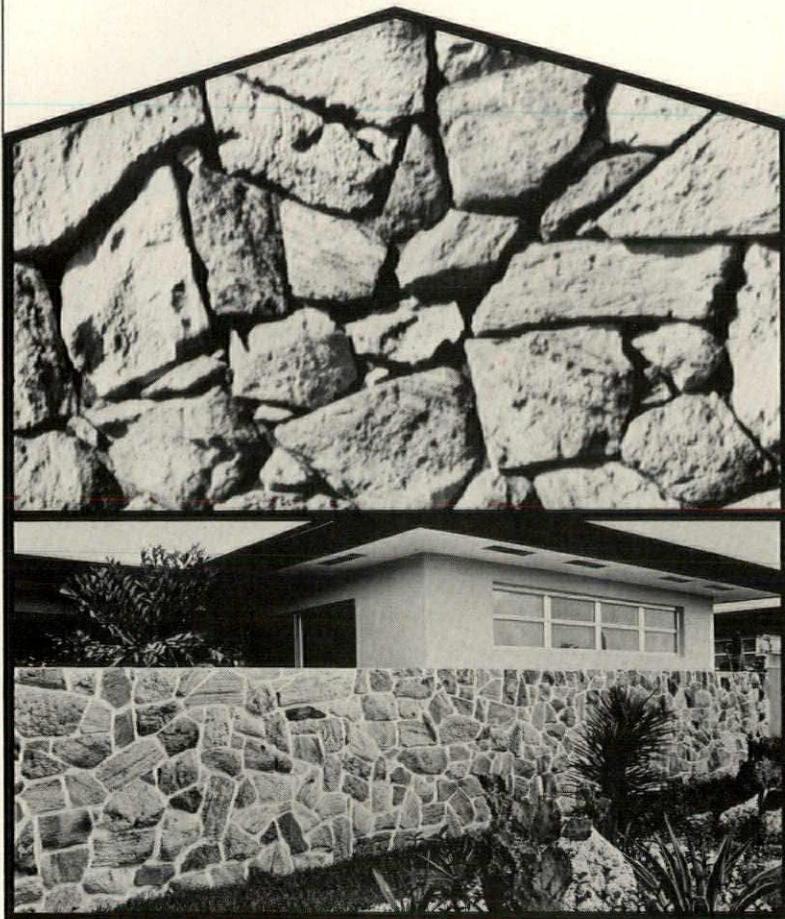
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CIRCLE 138 ON READER SERVICE CARD

LITERATURE

Rec facility ideas: for tots to empty nesters

Builder/developers will find innovative ideas for outfitting recreational facilities in this 92-page catalog. Park, playground and school equipment listed run the gamut from swings, slides and manual merry-go-rounds to aluminum dock and pedal boats, basketball backboards, benches and mobile boxing facilities. Many of the equipment names suggest model originality: Eagle Flight (swings) and Flowers of the Sea, Radar Screen and Lunar Lander (climbing apparatus), for example. Standard recreational items are also cataloged. Each unit is pictured and text descriptions include dimensions, construction materials and available colors. A 1973 price list is included. Game Time, Leitchfield, Mich. CIRCLE 355 ON READER SERVICE CARD

Public Housing: Where It Is and Isn't was compiled by the research staffs of the Housing Assistance Council and the Rural Housing Alliance. The study—which claims that rural areas have not received their fair share of public housing units—is divided into two sections: "Public Housing's Wasteland" and "The Distribution of Public Housing Units Among U.S. Counties". Two appendices are included: "Distribution of Public Housing, Population, Inadequate Housing and Poverty Population; By Census Region" and "Public Housing for the Elderly; by Census Region". Housing Assistance Council, Washington, D.C.

CIRCLE 356 ON READER SERVICE CARD

Window and gliding door catalog includes unit sizes, glazing options and hundreds of possible window and door combinations. A variety of window styles is shown—including awning and casement, double hung, gliding and basement. Complete specifications are included. Anderson, Bayport, Minn.

CIRCLE 362 ON READER SERVICE CARD

Architectural aluminum trims described include mansards, gravel stops, fascias, copings and soffits. Photographs of actual applications, diagrams and text are utilized. Literature contains complete specifications and a color selection guide. Construction Specialties, Cranford, N.J.

CIRCLE 363 ON READER SERVICE CARD

On-site fabrication of panels, trusses and other components is discussed. The illustrated folder describes how the portable steel assembly system speeds construction and increases profits. Included are photos of system application. Bostitch, East Greenwich, R.I.

CIRCLE 350 ON READER SERVICE CARD

Plywood ridge beams for factory-built homes are presented with data from tests of their structural adequacy. Text and charts are utilized. Fabrication details are included. American Plywood Association, Tacoma, Wash.

CIRCLE 351 ON READER SERVICE CARD

Cement and concrete reference catalog describes technical and semi-technical literature and computer programs for sale. Indexed by subject

and alphabetically, the booklet includes ordering information and forms. Portland Cement Association, Skokie, Ill.

CIRCLE 352 ON READER SERVICE CARD

Solid-state proportional control system for electric furnaces is contrasted with conventional on/off systems. Full-color brochure includes illustrations and specifications. Mears Controls, Beaverton, Ore.

CIRCLE 353 ON READER SERVICE CARD

Residential oil furnace for ducted central systems is described. The brochure illustrates the furnace, its components and installation details. Specifications are listed. Optional equipment, such as air conditioning, electronic air cleaning and humidifying, is presented. Lennox, Marshalltown, Iowa.

CIRCLE 354 ON READER SERVICE CARD

Synthetic tennis court surfacing is illustrated in full color. Text describes product benefits. Installation is briefly mentioned. Borden, Columbus, Ohio.

CIRCLE 358 ON READER SERVICE CARD

Single-handle faucets are featured. The binder-hole-punched literature describes lavatory, shower and tub-shower units plus wall and hand-shower sprays. Specifications included. Symmons, Braintree, Mass.

CIRCLE 361 ON READER SERVICE CARD

Residential security system that warns of fire, intrusion and other emergencies is described. Standard and optional components of the system are listed in chart form. Specifications and ordering information are included. Westinghouse, Pittsburgh, Pa.

CIRCLE 359 ON READER SERVICE CARD

Cellular vinyl moldings are described in a brochure which includes a color selection chart. Product attributes are listed. Masonite, Chicago.

CIRCLE 360 ON READER SERVICE CARD

Construction adhesives—high-strength wood-bonding applications for in-plant modular house assembly or job site construction—are presented in text and illustrations. Product benefits are detailed. 3M, St. Paul, Minn.

CIRCLE 357 ON READER SERVICE CARD



Mission Viejo: a better place to live. And Tappan is part of it.



Less than ten years ago, Mission Viejo Company set out to create environment; a better place to live. A planned community with all the amenities and no "wrong side of the tracks."

Now, with only twenty-five percent of the planned 11,000 acres developed, Mission Viejo, California is already a beautiful city of 20,000. Parks, recreation areas and shopping centers combined with a wide variety of housing styles make Mission Viejo a very desirable place to live.

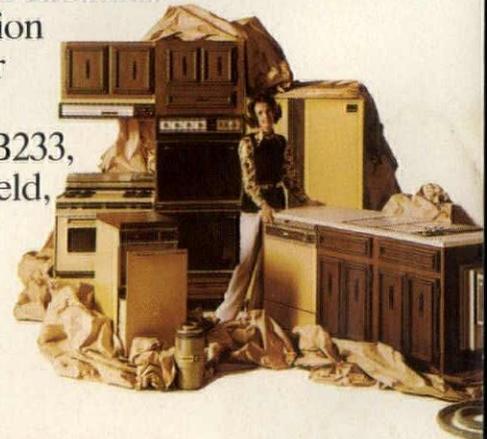
And of course, the environment isn't restricted to the outdoors.

Inside, Tappan kitchen appliances provide

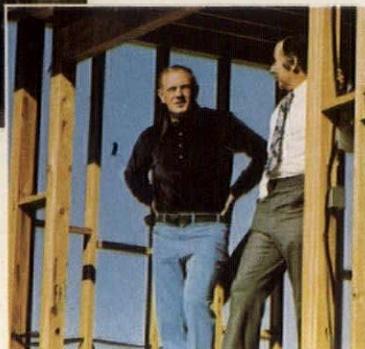
the kind of advanced styling and dependable convenience so appropriate to the Mission

Viejo lifestyle. Tappan offers builders a single source for equipping beautiful, functional, appealing kitchens: Tappan ranges (gas and electric), refrigerators, dishwashers, disposers, vent hoods, compactors, wall vacuum systems, microwave ovens, and cabinets.

For more information and the name of your Tappan distributor, write Tappan, Dept. B233, Tappan Park, Mansfield, Ohio 44901.



TAPPAN





LOOK WHO'S BEARING THE GREEN PLANT

Growth or No-Growth? Less than 12 months ago the Pacific Coast Builders Conference opened the dialogue on this question.

In 1973, PCBC will illustrate how creative growth is, indeed, meeting housing and environmental needs today and for the future.

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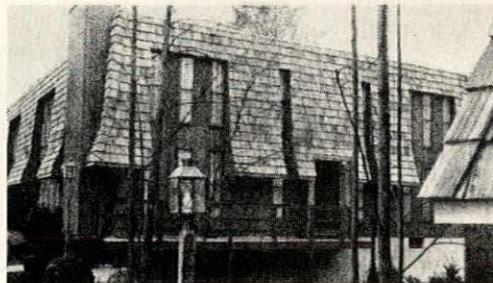
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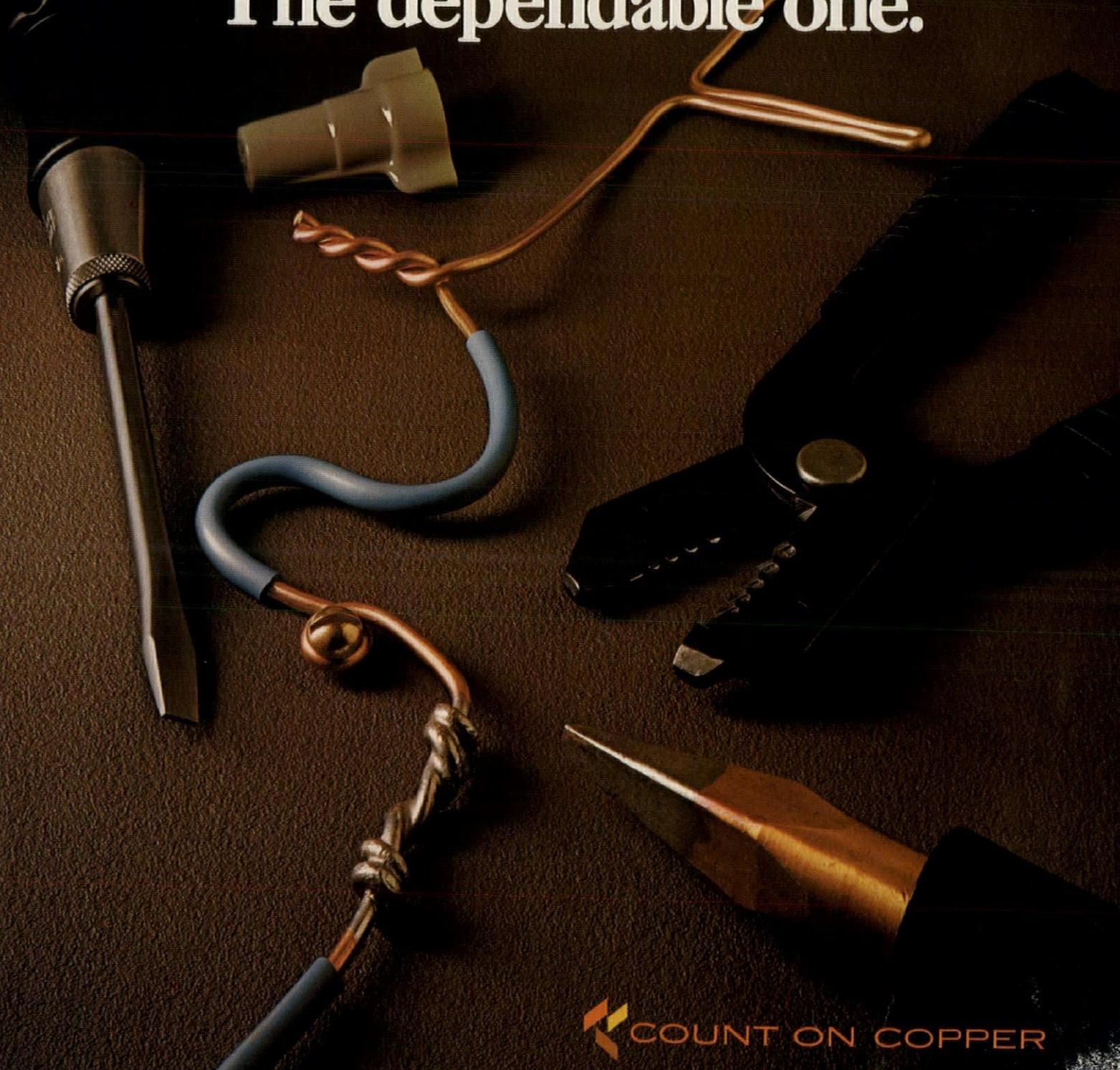
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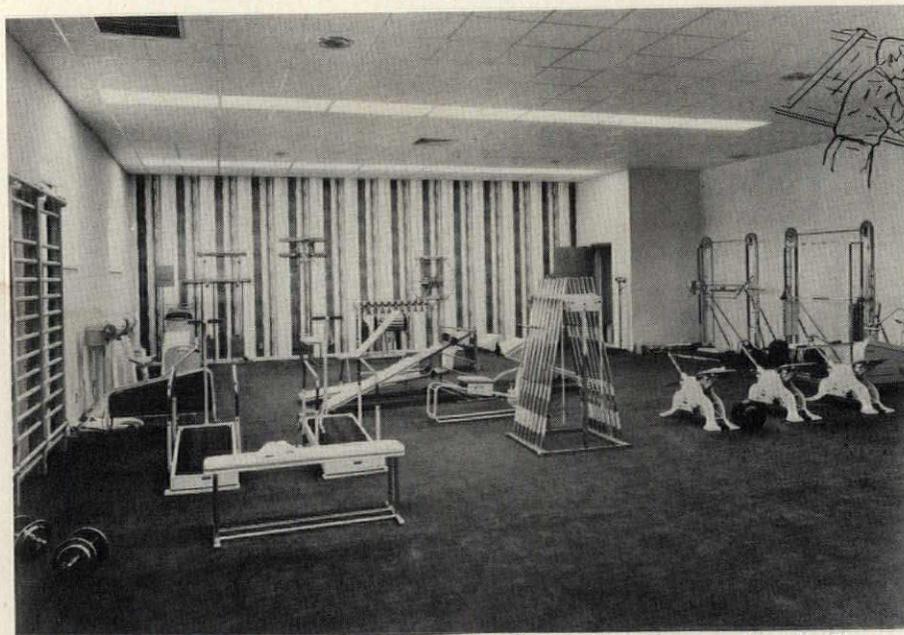
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