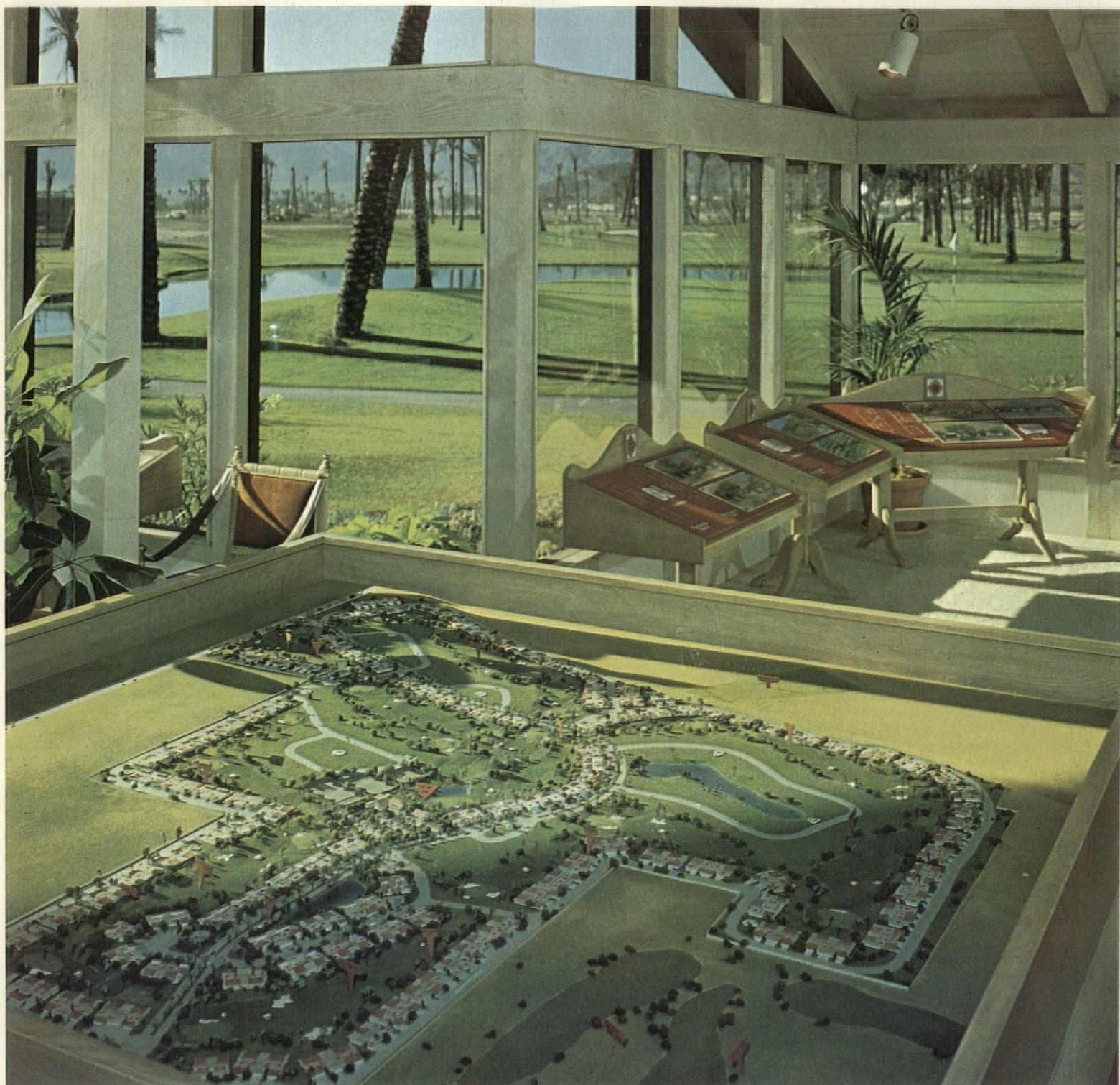


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House & Home

June 1974



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Form 2098.

Printed in U.S.A.

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House & Home, June 1974, Vol. 45, No. 6. Published monthly by McGraw-Hill Inc. Founder: James H. McGraw (1860-1948). Subscription rates, U.S. and possessions, Canada and Mexico . . . for individuals within circulation specifications, \$12 per year; for others, \$24 per year. All other countries, \$30 per year. Single copy, if available, \$2. The publisher reserves the right to accept or reject any subscription.

Executive, Editorial, Circulation, and Advertising offices: McGraw-Hill, 1221 Avenue of the Americas, New York, N.Y. 10020. Telephone: 997-1221. Second class postage paid at New York, N.Y. and at additional mailing offices. Published at 1221 Avenue of the Americas, New York, N.Y. 10020. Title® in U.S. Patent Office. Copyright© 1974 by McGraw-Hill Inc. All rights reserved. The contents of this publication may not be reproduced either in whole or in part without consent of copyright owner.

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This issue of House & Home is published in national and separate editions.

Postmaster: Please send form 3579 to Fulfillment Manager, House & Home, P.O. Box 430, Hightstown, N.J. 08520.

House & Home

McGraw-Hill's marketing and management publication of housing and light construction

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Cover/The sales office of the Sunrise Country Club overlooks the first tee and eighteenth green of the project's golf course. Developer of the \$40 million, 744 unit community, located east of Palm Springs, is the Sunrise Corp. Photo: George Szanik. For story, see page 82.

Nixon Administration rides to housing's rescue—but is \$10.3 billion enough?

In the movies it's the U.S. Cavalry, resplendent in blue, bugles blaring, guns blazing, charging over the hill in the last reel to chase the Indians and save the settlers.

For the housing industry, the rescue this year is a good deal less colorful: The troops lean toward banker's gray, prefer press releases to bugles and are fighting with government mortgage money instead of carbines and sabres.

They're no less welcome for all that.

"The . . . announced actions," said NAHB's Lew Cenko, in his role as grateful wagonmaster, "are welcome to the housing industry and . . . are realistic recognition of the disastrous effects that inflation and tight money are having. . . ."

Government aid. The \$10.3 billion program that President Nixon announced last month to carry out this rescue of homebuilders has four parts:

- An increase in GNMA's authorization to purchase FHA mortgages under the Tandem Plan, adding \$3.3 billion to the \$6.6 billion authorized in January. (The GNMA interest rate, however, moves up to 8% from 7¾%.)*
- A commitment by the Federal Home Loan Bank System to buy another \$3 billion in conventional mortgages, for new construction only. This interest rate will be 8¾%.
- Up to \$4 billion in advances (loans) to S&Ls by the Home Loan Bank System, at the rate of \$500 million a month. The advances will run for five years at interest 50 basis points below the market level for five-year agency funds.
- Authorization for the FHA to insure loans to buy mobile homes at a maximum rate of 11¼%.

None of these steps requires

*The new Tandem Plan lets the builder or his lender sell an 8% FHA mortgage to GNMA, which sells it to an investor (usually FNMA) to yield the going secondary market rate of interest, now 9% and up. The difference is made up this way: The 1% disparity in yield translates, using mortgage bankers' parlance, into about 8 "points" of the price at which the mortgage is traded. GNMA forces the builder to absorb 4 of the points by paying him only 96¢ on the dollar for the face value of his mortgage. GNMA absorbs the other 4 (or more) points itself in re-selling the mortgage.



Builders meeting with Fed were told by Chairman Arthur Burns that Reserve would not inflate money supply to accommodate housing industry. At meeting April 11 were, from left, Economist Mike Sumichrast and Executive Vice President Nat Rogg of NAHB, Burns and President Lew Cenko of NAHB. Later Burns warned: "To shape monetary policy with an eye to . . . homebuilding and to neglect the grave . . . problem of inflation would be extremely unwise." NAHB protested statement.

congressional action.

Expectations. By Administration reckoning, these moves would finance 200,000 to 300,000 units, besides any benefit to mobile home producers.

The White House described the Tandem move as "enough to finance at least 100,000 additional homes." It also said the Home Loan Bank System's mortgage commitments "should finance more than 100,000. . . ." The latter commitments will be on new mortgages of \$35,000 or less.

Assuming the S&L industry—which has been experiencing a net outflow of funds recently—also takes up all the proffered advances and puts the money to work right away in similarly sized mortgages, the Home Loan Bank System's lending program could also finance up to 100,000 units this year.

Reaction. This does not necessarily signal a 1974 recovery for housing, however.

Obit for an old friend —Architectural Forum

The Architectural Forum, the 82-year-old trade magazine that was the parent of *HOUSE & HOME*, folded with its March issue.

Started as *The Brickbuilder* in 1892, the monthly was acquired during the 1930s and renamed by Time Inc. But Time discontinued the *Forum* in 1964 and, although it was revived by Urban America Inc., the book encountered rough sledding. It was sold to Whitney Publications six years later and sold again, to Billboard Publications, in 1972. Informat Publications Corp. has bought some of *Forum's* assets.

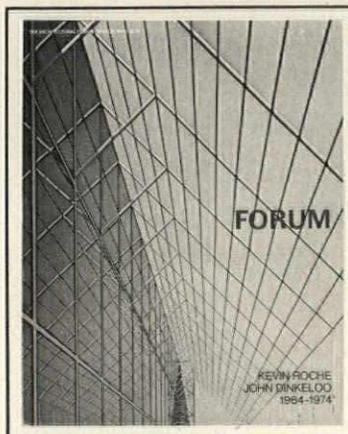
HOUSE & HOME, originally a

"It's basically a stopgap measure," said the McGraw-Hill housing economist George Christie. "It will merely prevent this year's drop from being even worse than we'd expected.

"Now, I'd still look for starts to run at the 1.6 million to 1.7 million level, with the rescue operation offsetting Arthur Burns's tight-money policy." (Christie declined to guess when Chairman Burns and the Federal Reserve might ease up on money.)

Bid to Congress. While announcing its moves, the White House took the opportunity to plug the legislative proposals it offered to Congress last Sept. 13 [News, Nov. '73 et seq.]. The White House statement emphasized President Nixon's requests to:

- Extend FHA's insurance authority;
- Increase allowable mortgage maximums at GNMA and FHA;



THE LAST FORUM

section of the *Forum*, was spun off as a separate magazine by Time Inc. in January 1952.

• Float FHA and VA interest rates rather than try to fix them administratively;

• Allow FHA to act as a co-insurer with mortgage companies, thus forcing the mortgage companies to assume part of the risk (story on page 8);

• Let FHA experiment with flexible mortgage repayments—lower payments in early years.

Action from the current Congress is still possible. Representative Gary Brown (R., Mich.) of the housing subcommittee, even said legislation could be on the President's desk by June 30.

Apprehension. Spokesmen for the housing and mortgage industries mixed their praise of the President's cavalry charge with criticism of monetary and fiscal policies.

"We recognize that the major problem for the economy as well as our industry," said Cenko, "still lies in containing inflation and we pledge the housing industry to help in that fight."

Other comment was sharper.

Vincent J. Quinn and Saul B. Klamman, both top officials of the National Association of Mutual Savings Banks, opened fire on Housing Secretary Jim Lynn at the savings banks' convention in Portland, Ore.

Quinn (preparatory shelling): "There is no substitute for a stronger anti-inflation policy."

Klamman (firing the big guns): "We don't want you to leave here thinking that you have been sitting in front of a group of old friends. We have seen no indication that the Administration has a vigorous anti-inflation policy. What's the solution?"

Lynn defended himself by speaking of Administration cuts in the federal budget—which is nevertheless running deeply in deficit this year.

Art S. Leitch, vice president of the National Association of Realtors, seemed to sum up at least part of the essential problem in another statement:

"Rather than sporadic tinkering," he said, ". . . what is sorely needed is a return to sound, responsible fiscal policy on the part of a resolute Administration and Congress. Only in that way will inflation effectively be attacked and interest rates brought down to a realistic level. . . ."

John Wayne never has it quite like this. —H. S.

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Debate over FHA: While its rate rises—to 8¾%—its housing role declines

It was all very polite when FHA Commissioner Sheldon Lubar sat down in Washington alongside one of his severest critics, President Walter Williams of the Mortgage Bankers Assn. Williams told the audience of several hundred at the MBA's spring meeting that there would be "a dialogue, not a debate."

But before the Q&A was over (Q by Williams, A by Lubar), there were several polite but sharp exchanges over:

- The Administration's proposals for co-insurance;
- Whether or not Lubar had control over the FHA's field offices;
- Whether or not FHA regulations were being followed in the field offices and
- Whether it would be a mistake, as Lubar suggested, for the mortgage bankers "to turn against a program like this (co-insurance) without giving it a chance to be tried."

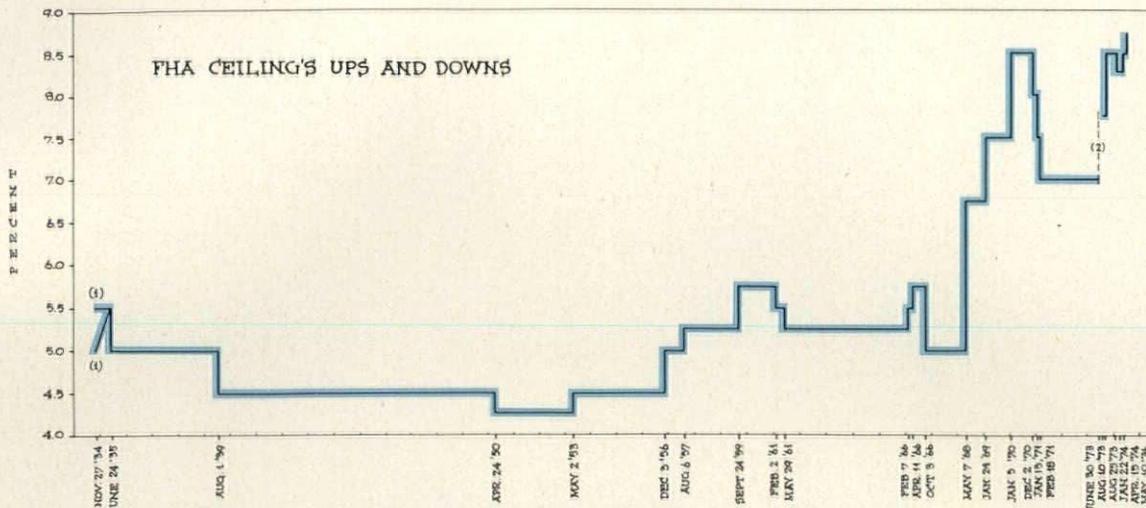
"I would think most of you would want to be in it [the co-insurance program]," Lubar suggested. "It could change your industry, which is one of questionable viability right now, to one that is . . . quite viable."

The fall of FHA. The Lubar-Williams dialogue was sharpened by an underlying anxiety that was left unspoken—the mortgage men's desperate concern over the decline of the FHA's role. The agency's insurance plummeted to a new low of 7.9% of the total starts in 1973.

On April 15, only a week before the mortgage men met, the FHA had raised its mortgage interest ceiling to 8½% from the 8¼% established at the homebuilders convention in Houston in January. Scarcely a voice in the housing industry decried the increase, and various observers concluded that this was not because the industry's leaders welcomed the higher rate but because they realized the FHA and its rates simply didn't matter anymore. On May 13 it rose again, to 8¾%.

Past and future. The agency has had its ups and downs.

From its beginning in 1935 through 1939, the FHA insured 23.4% of the total starts. Its share leaped to 45.4% for 1940-1944, but the figures are deceptive because of the decline of conventional building in World War II. Since then the FHA's share has



(1) FHA began with 5% on new houses, 5½% existing. (2) FHA authority expired June 30, 1973. There was no rate until August 10.

generally ranged from 14% to 20% except for 1970 and 1971, when it attained 28.2% and 25.2% successively.

These high points were attributable to the massive injection of subsidized housing (sections 235 and 236) into the industry.

All such units were insured by the FHA.

Lubar foresees a "very substantial" increase in FHA volume from the new section-23 leased-housing program, the Administration's alternative to the terminated subsidy programs. He pointed out that the Administration is authorizing approvals of nearly 350,000 units of new construction under this program over the remainder of fiscal 1974 and 1975.

Co-insurance. Lubar stressed, as he has in other speeches, that co-insurance means that the mortgage originator would be responsible for a percentage of the loss (in this case 10%) when a loan goes sour and has to be foreclosed. The lender, be it a mortgage banking house or savings and loan association, would take responsibility for disposing of property in a foreclosure.

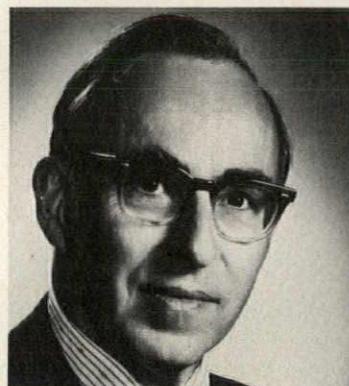
Lubar said a higher level of eligibility would permit only those firms with a net worth of \$500,000 to participate. There would be a stop-loss provision, which would mean, he said, that "the most you could lose on one given year's production would be 1% of the portfolio."

Legislation. Williams asked Lubar about a hypothetical case of a lender who does \$52 million in business a year—and Lubar said his liability would be \$50,000. Williams responded that a liability of \$50,000 a year for five years would add up to \$250,000, or half the net worth required to participate in the program.

The co-insurance feature won't be launched until after authorizing legislation is approved. Provision for a demonstration run is in the Senate and House housing bills. —D. L.



FHA'S LUBAR
Hopeful answers



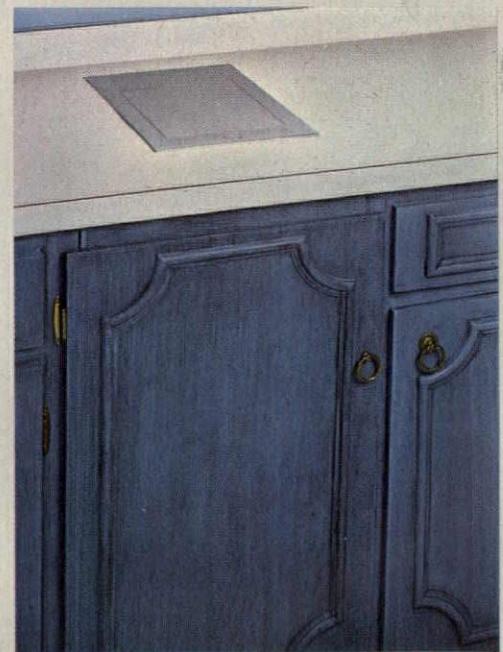
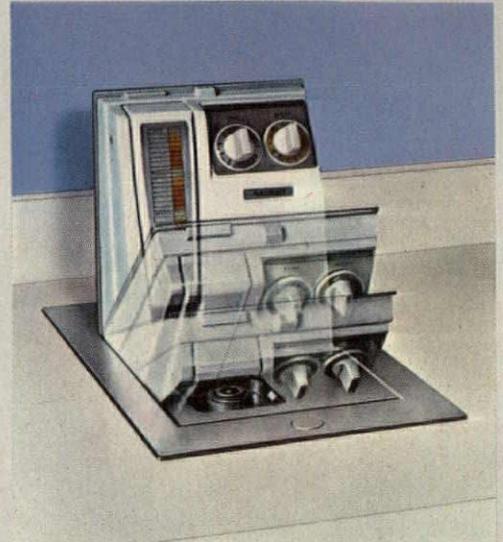
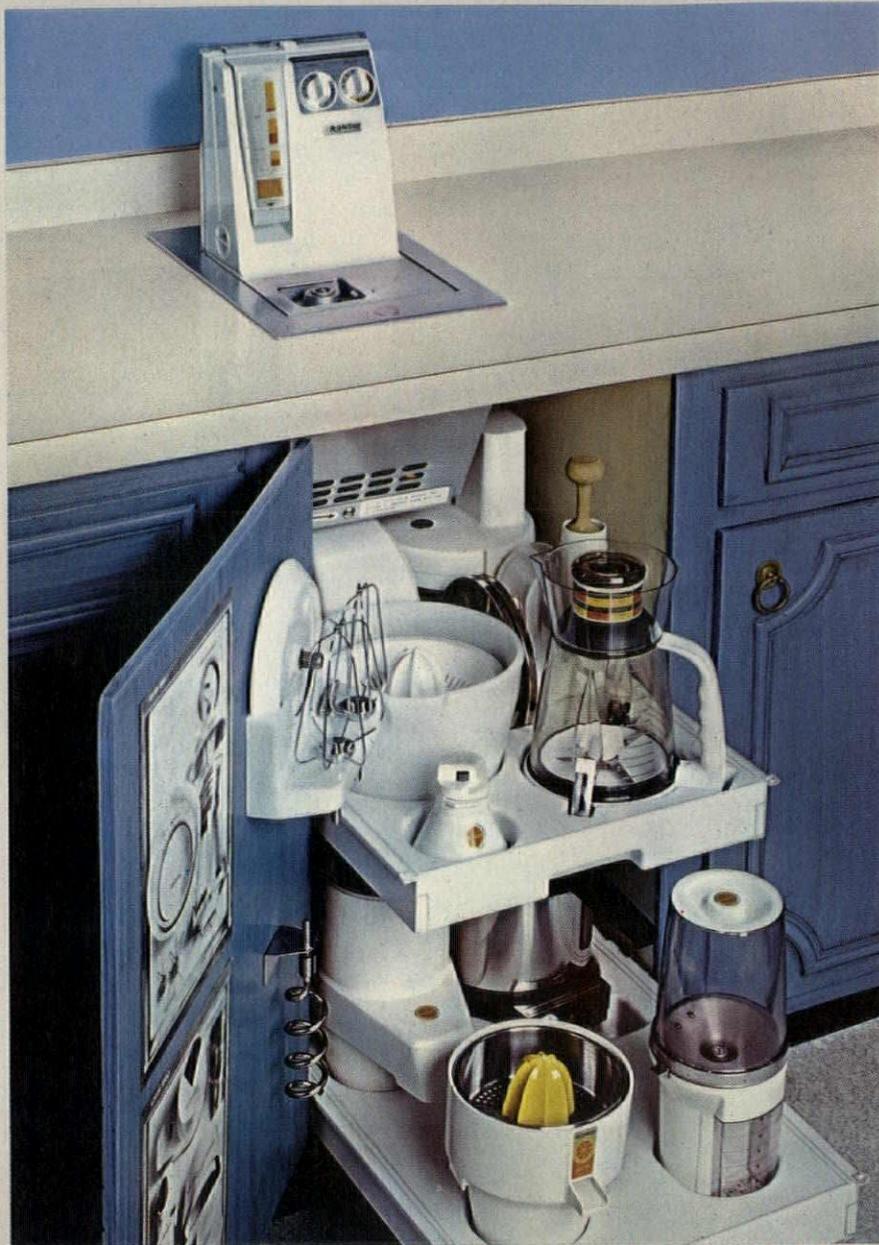
MBA'S WILLIAMS
Pointed questions

THE DECLINE OF FHA BUILDING

	Total public and private housing starts (000)	FHA-insured starts		Total FHA starts, single-family and apartment, as % of total starts
		Total (000)	Single-family (000)	
1960	1296.0	260.9	225.7	35.2
1968	1545.5	227.2	147.8	79.4
1969	1499.6	233.3	153.6	79.7
1970	1469.0	415.5	233.5	182.0
1971	2084.5	525.7	300.9	224.8
1972	2378.5	370.9	198.5	172.4
1973	2057.4	162.0	73.4	88.6
1973				
Jan.	147.3	12.6	6.3	6.3
Feb.	139.5	14.9	7.2	7.7
Mar.	201.1	19.7	7.9	11.8
Apr.	205.4	17.0	6.8	10.2
May	234.2	17.5	7.7	9.8
June	203.4	16.7	7.1	9.6
July	203.2	12.1	6.9	5.2
Aug.	199.9	13.6	6.5	7.1
Sept.	148.9	9.6	5.1	4.5
Oct.	149.5	9.4	4.1	5.3
Nov.	134.6	12.1	5.3	6.8
Dec.	90.5	6.9	2.5	4.4
1974				
Jan.	86.3	8.7	2.7	6.0
Feb.	107.5	7.6	3.2	4.4
Mar.	124.2	8.3	2.9	5.4

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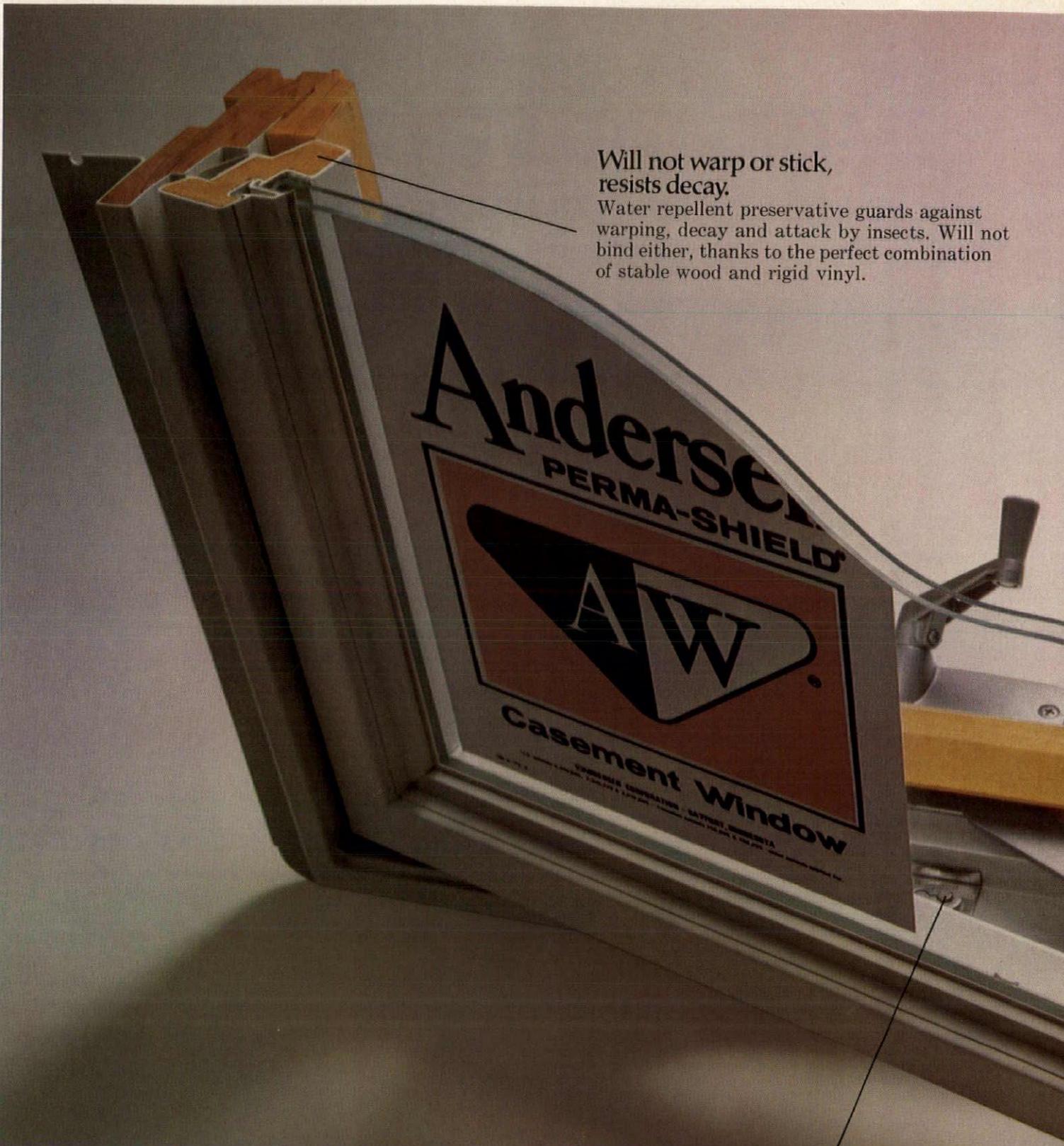
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New mortgage market starts in condominium and planned-unit loans

The Federal National Mortgage Assn. has begun buying mortgages on owner-occupied condominiums and houses in planned-unit developments.

The purchase program represents an effort to establish the first national secondary market in conventional loans on such units and thus attract more funds into home mortgaging. Loans on condominiums insured by the FHA will also be eligible for purchase.

Fannie Mae launched the program at a press conference at the Mortgage Bankers Association's spring meeting at the Washington Hilton. President Oakley Hunter and officials of the corporation explained the plan via telephone hookup linking Fannie Mae's regional headquarters in Atlanta, Chicago, Dallas, Los Angeles and Philadelphia.

23% of market. Hunter declines to estimate how many condominium and planned-unit mortgages his corporation will buy this year. However, Russell Clifton, FNMA's vice president



FABIAN BACHRACH



DEL ANKERS



BLACKSTONE-SHELDON

Next year's slate of Mortgage Bankers Assn. was nominated at group's Washington meeting and will be elected at annual convention in Miami Beach Oct. 28-30. From left are William E. Ezzell, chairman of Kentucky Mortgage Co., Lexington, to be president; Jerome Howard, chairman of Mortgage & Trust, Houston, to be first vice president, and Kennon V. Rothchild, chairman of H. & Val J. Rothschild Inc. of St. Paul, Minn. who steps aboard the election ladder to become second vice president.

for mortgage programs, cites an estimate by the National Association of Home Builders that condominiums will constitute 23% of all for-sale housing units in 1974. The NAHB projects total for-sale units at 1.4 million.

Clifton stressed the point that condos have become a major force in the mortgage market at a time when FNMA is still waiting for Congress to lift the \$35,000 ceiling on mortgages the corporation can buy. Clifton notes that NAHB surveys sug-

gest the median sales price for condominiums in 1974 will be \$31,256, or well under the \$35,000 ceiling, and that 77% of all condominiums will go for less than \$40,000 per unit.

Fannie Mae has traditionally purchased FHA-VA mortgages on single-family houses. Two years ago it began buying conventional mortgages—those not insured by the government. It bought \$1 billion in conventionals in 1973 as against \$5.1 billion in FHA-VAs.

Guidelines. Clifton spelled out these details for the new program, starting immediately, as follows:

- Fannie Mae will require that homeowners associations be set up along with, in most cases, professional management of projects.

- Fannie Mae will buy up to 95% loan-to-value planned-unit loans and 90% condominium loans, with private insurance required on the portion of the loan exceeding 75% of the loan-to-value ratio.

- Fannie Mae will give prior approval of properties and buyers' credit.

- Participation in projects will not be limited to one private lender.

- Standby convertible loan-purchase commitments by Fannie Mae will be available.

- Any FHA-insured condominium will automatically be eligible for purchase by Fannie Mae—providing there is an up-to-date re-appraisal of units.

—S.W.

General Electric moving into Japan and its 2-million-start housing market

The market really is that big in Japan, and GE is bidding for a share. It is purchasing 40% of the Yakult General Housing Co., a producer of factory-built housing on the island of Kyushu.

Despite having a land area the size of California and a population that's only about half this country's, the island nation supported no less than 2.1 million housing starts in 1973.

And the government is aiming for another 2 million this year and in 1975—energy crisis or no, inflation or deflation.

There is, as one might imagine, a housing shortage.

Building method. Yakult General manufactures townhouses and single-family dwellings, using a system of cast plaster walls reinforced with steel studs. The method was developed by GE.

Although GE has been experimenting seriously with factory-builts in the U.S. for some time, it has no plans to introduce the Japanese techniques over here. The Nipponese designs have to be strong enough to meet building codes written with typhoons and earthquakes in mind, and

the cost of such structures is uncompetitive in the gentler U.S. environment.

Yakult's 300,000-sq.-ft. facility in Itoda, on Kyushu, started up late in 1972, and has recently been producing at the rate of 900 units per year.

Investment origin. GE's co-owner in the housing producer is Yakult Honsha Co. Otto Klima, a GE vice president at the company's Philadelphia offices, said

Court throws out indictment against Senator Gurney

A county judge has dismissed an indictment that charged Senator Edward J. Gurney, a Republican member of the Watergate committee, with violating a Florida law concerning campaign contributions.

A Leon County (Tallahassee) grand jury had indicted the senator in April on a misdemeanor charge. He was accused of accepting contributions (from home-builders) without naming a campaign treasurer or setting up a campaign bank account.

Judge Charles McClure, sitting in Tallahassee, ruled the in-

dictment was based on a section of the state election law that was unconstitutional and was "null and void."

"General Electric sees it . . . as an outgrowth of the technology exchange (agreement) that has existed between GE and Yakult since early 1971. During that time, the most advanced housing technology existing in both countries was studied for application in the Japanese market."

General Electric entered the U.S. industrialized housing

business six years ago in response to a Department of Defense request for new ideas for low-cost housing.

General Electric is not the first American company to move into Japan. Florida's Leadership Housing (now a part of Cerro Corp.) set up a joint venture with Misawa Homes Ltd. in Japan last year [NEWS, Aug. '73], but those units were intended primarily for export to Hawaii.

McClure also said the Democratic politician who first accused Senator Gurney of violating the statute had been permitted to give advice to the grand jury in violation of the law. The judge said he considered the testimony of state Representative Marshall Harris "highly improper and prejudicial."

No comment. Gurney had maintained all along that he was innocent. However, he said in

Washington after the dismissal that he would have no comment until after he had talked with his attorney.

Others in case. Larry Williams, Gurney's fund raiser, is in federal prison after confessing to a role in bribery and payoffs. John Priestes, the Miami homebuilder who gave Williams cash for FHA section 235 commitments, is also in prison. South Florida's former FHA director, William Pelski, who admitted to a part in a bribery scheme, is under sentence to 18 months in prison for his activities.

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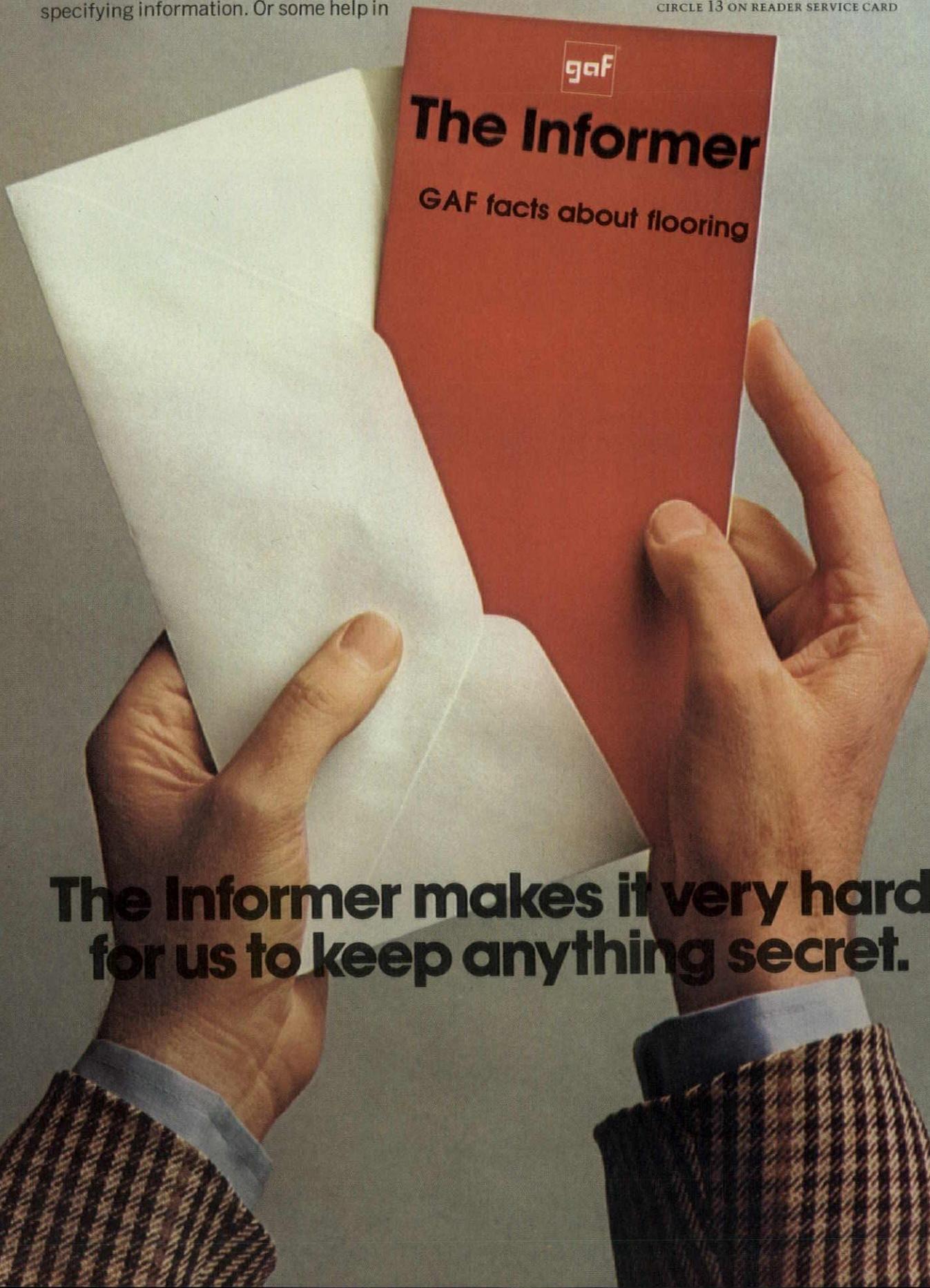
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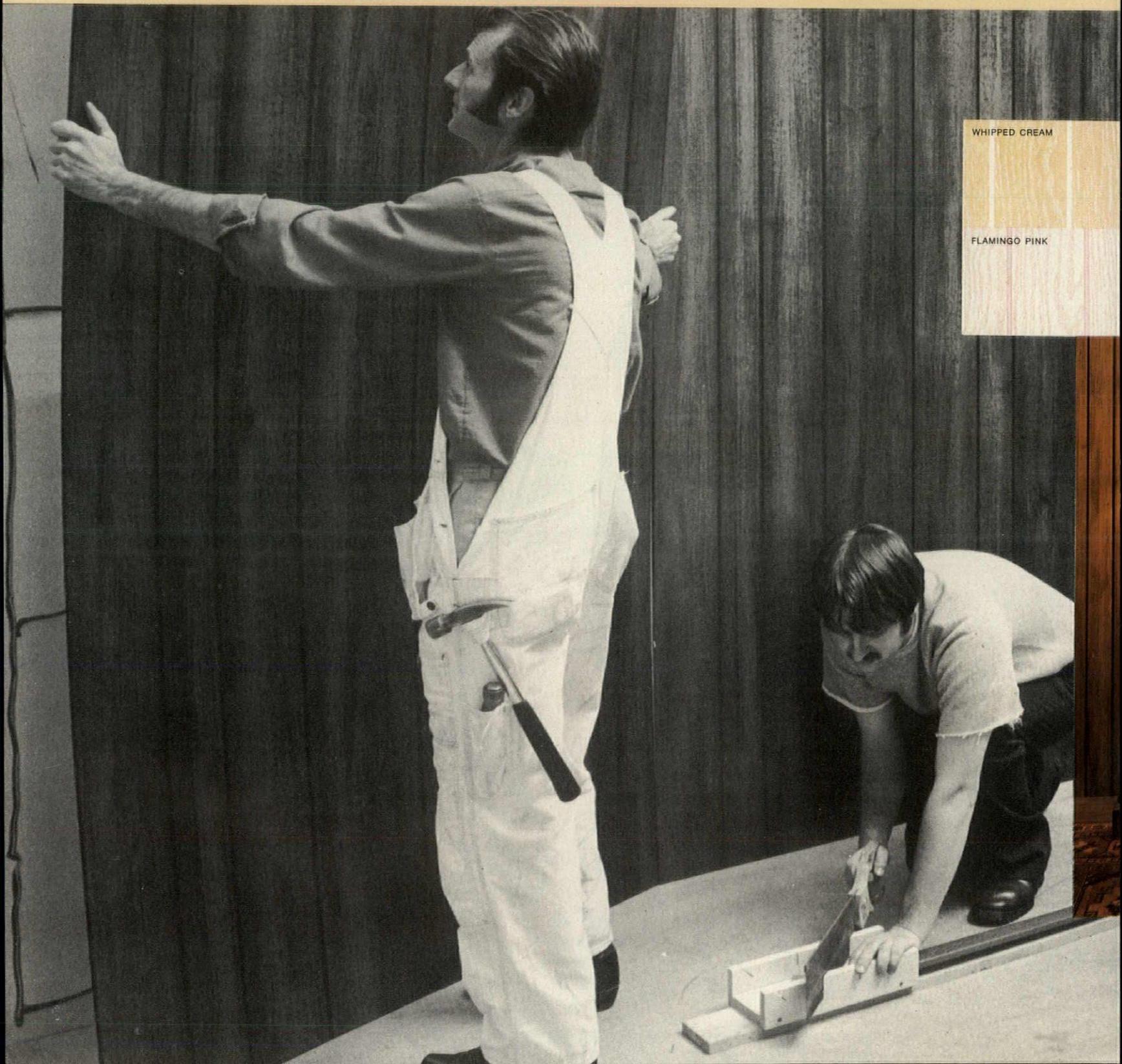
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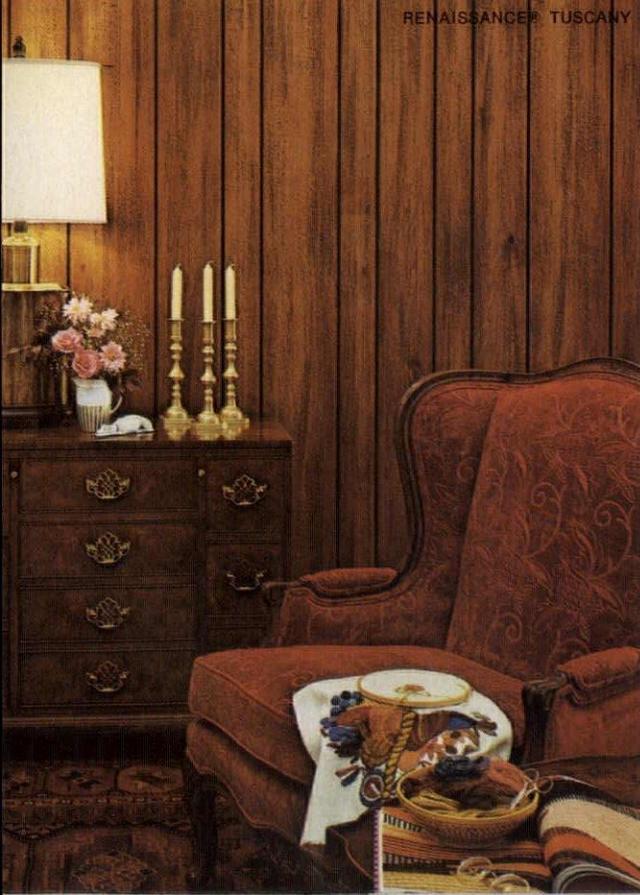
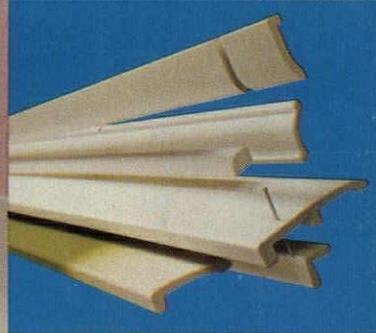
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CIRCLE 15 ON READER SERVICE CARD

Building begins under new section 23 program, with NAHB joining in support

The new section 23 leased-housing program got off the ground on May 1 as a market for developers interested in building new housing for the poor. Operations began after months of industry-vs.-government hassling over the HUD plan, how it would be implemented and how much good it might do.

Final regulations were published in April for section 23, by then radically revised. Spokesmen for two organizations that had been the severest critics of earlier proposals—the National Association of Home Builders and the Section 23 Leased Housing Assn.—then indicated that many developers might profit from the revised program.

But there was little support for the contention by HUD officials that as many as 300,000 new starts might be stimulated in the program's first 15 months.

Delayed reaction. Because of paperwork and processing requirements, outside experts thought it might be three to six months before the housing industry's reaction could be assessed. Any evaluation is rendered difficult by inflation and by expensive mortgage money.

The Nixon Administration, having suspended the section 235 and 236 mortgage-subsidy programs, adopted section 23 as its subsidy vehicle to provide housing for the poor.

Section 23 is a public-housing program and will be run through local housing authorities. It was originally voted into life in 1965, and it then provided for the leasing of existing housing for poor families. It was promoted as a better and cheaper means of providing shelter than building new public housing.

Friends and foes. The real estate profession thought section 23 was a good idea, for its rent subsidies helped landlords rent their properties.

The homebuilders were opposed. From their point of view it diverted subsidy funds that might better be spent to subsidize construction of new units. In 1970, however, Congress amended the law to permit the leasing for 20 years of newly constructed units.

So the Administration has a revised section 23 that is a housing production program as well as a plan directed at leasing ex-

isting housing. Housing Secretary James T. Lynn and his aides have also reshaped section 23 to make it resemble the housing-allowance plan that Lynn really wanted the President to adopt last year.

Complications. For new construction, the complexities of section 23 are so numerous that few people can be certain just how the program will work in actual practice. The HUD handbook for the program (Publication 7431.1) runs to 53 pages of text plus 106 pages of backup material in 20 appendices. The final regulations as published in the *Federal Register* cover 23 pages.

The key to section 23 is the fact that the subsidy goes to the family that needs the housing, not to the builder or the landlord.

The eligible family is certified by the local housing authority as entitled to a subsidy. The family is shown a list of apartments whose owners are supposedly interested in such tenants, or it

finds a landlord that will accept the family as tenants.

Rents. If landlord and tenant get together on a lease, the tenant will pay the landlord 25% of the family income. The government will pay the landlord the difference between that amount and the "fair market rent" for the apartment, now determined by HUD for each city or county.

It's up to the landlord to keep the apartments rented; if the units are unoccupied, the subsidy runs out. The landlord must maintain and manage—heretofore functions of the local housing authority.

The market-rent ceilings determine the income the developer can anticipate. Typical examples, using a two-bedroom walkup apartment: Washington, D.C., \$309 a month for new construction, \$173 for a comparable existing unit; Baltimore \$239 new, \$160 for existing; San Bernardino, Calif., \$197 new and \$148 existing. Other ceilings for the same size and type of new

units: \$209 in Fayetteville, Ark.; \$217 in Peoria, Ill.; \$208 in Albuquerque.

Inflation hedge. The ceilings have been "trended up" from present market levels to anticipate where inflationary pressures will put the rents two years from now—that is, April, 1976, which is about when HUD expects some units newly constructed under the program might be ready for rental. Experts at NAHB and the Section 23 Assn. found HUD's ceiling levels, at first glance, realistic.

The subsidy contract term is for five years, renewable to 20 years. The local housing authorities must give priority approval, HUD ruled, to those applications in which the developer offers to rent 20% or fewer of his units to subsidized families.

There are major exceptions, however. If there is a need for the housing and no applicant comes forward under the 20% rule, then the authority may contract for 100% of the units for subsidized families. And both projects reserved for the elderly and projects with 25 or fewer units are exempt from the 20% rule.

Money problem. Financing these projects is expected to be a problem, according to Dennis O'Toole of NAHB and others. The local authorities, *per se*, may not finance projects by issuing their own bonds—a rule that Arthur Goldberg, president of the Section 23 Assn., thinks is illegal. However, state housing finance agencies may, and Washington experts inside HUD and out expect them, borrowing at their lower interest rates, to play a major role.

Projects may be conventionally financed, or they may use FHA market rate programs (sections 207, 220, 221 (D)(4) and 231). Non-profit sponsors may use 221 (D)(3). In rural areas the Farmers Home Administration's section 515 may be used.

The way section 23 works will be changed considerably if Congress approves legislation the Administration has proposed. Both the Senate and the housing subcommittee of the House Banking Committee have gone along at least part way with the Administration's proposals.

—DON LOOMIS

McGraw-Hill World News,
Washington

Apartment plumbing system snags

A joint effort by copper tubing makers to spur sales with a cost-cutting single-stack plumbing system for highrises is unlawful, the Department of Justice says, because the companies won't let makers of plastic and iron pipe in on the innovation.

The government's antitrusters have just filed suit against the Copper Development Assn. and 11 producers—including Anaconda, American Brass, Revere, Phelps Dodge and Cerro—for "a combination and conspiracy in unreasonable restraint of trade."

The CDA, with headquarters in New York City, said it "categorically denied... the charges." When contacted for amplification of its position, the CDA said it declined to make any further comment at this time.

Two key fittings. The case revolves around the Sövent plumbing system, covered by two patents that are owned in equal shares by the 11 companies. The system uses an aerator fitting, which connects horizontal branch piping to the drain and mixes water and waste with air in the drain stack. A de-aerator fitting connects the drain to the sewer pipe, and this second fit-

ting takes the air out again. The waste and water can then flow smoothly into the sewer.

Sövent permits apartment builders to eliminate the vertical vent stack often used by builders to equalize pressure and prevent sewer gas escape when many toilets are flushed or sinks drained at the same time on various floors.

Size of market. The Justice Dept. says that in 1972, the most recent year for which it has figures, \$650,000 worth of Sövent system fittings and tubing were sold at wholesale prices. That volume of business represented nothing less than a 62.5% increase over the 1971 sales.

According to the papers filed in Federal Court in New York City, the copper companies have refused to license the Sövent system to manufacturers unless the license-holders promise to make the aerator and de-aerator fittings, which are crucial elements in the moneysaving plumbing system, of copper alloys. The government wants the companies to license the process to all comers, copper users or no. —DAN MOSKOWITZ

McGraw-Hill World News,
Washington

Florida developers discover an attractive alternative— Cellwood Bi-Folds.

The developers of Park Place Condominiums, near Hollywood, Florida, know what it takes to get a competitive edge.



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 **ALLASTICS** A DIVISION OF KUSAN, INC.

Kaufman & Broad tries new look in annual reports: Laying it all on the line

Publicly held homebuilders out to make a good impression with their annual reports might do well to consider Kaufman & Broad's latest.

Traditional practice among the PR fraternity is to design these productions around "startling" graphics, pretty pictures, shots of toothy executives shaking hands all around and lots of vapid prose that reminds one of warm mucilage.

Tucked somewhere in the back is the financial statement, as short (and sometimes, alas, hallucinatory) as the auditors and the SEC will allow.

Another way. The K&B opus covering fiscal 1973 is different.

The graphics are there, all right, and so are the pretty pictures—in abundance. But the toothy executives have largely kept out of it (even though K&B's people are by no means an ill-looking lot); and the prose, while euphoric as any, is intelligent and mercifully easy to read.

The biggest improvement—and what really sets the K&B report apart—is the financial statement. The company has published its Form 10-K, the detailed financial self-description every public company must file annually with the SEC, in lieu of the normal, brief summary of the year's figures.

The 39-page financial statement that results is perhaps the most thorough and complete breakdown of corporate structure and earnings that public stockholders can hope to see.

Favorable notices. Early feedback from the shareholders indicates they like the innovation. Their company's effort at full disclosure has even earned admiring recognition from *Baron's*, the financial weekly. This is no small achievement; the usual flavor of that publication's comments on corporate reports ranges from tart to caustic.

Yet K&B is revealing no deep corporate secrets. The SEC makes 10-Ks available to the public at its offices, and securities analysts and large financial institutions routinely cart off copies by the carload. It's the average stockholder who misses out, either because he doesn't know about 10-Ks or because SEC offices seem inaccessible.

the shift may be permanent. Barbara Sayre Casey, the company's vice president, corporate communications, explains:

"When you start up something new like this in an annual report, it tends to become a precedent."

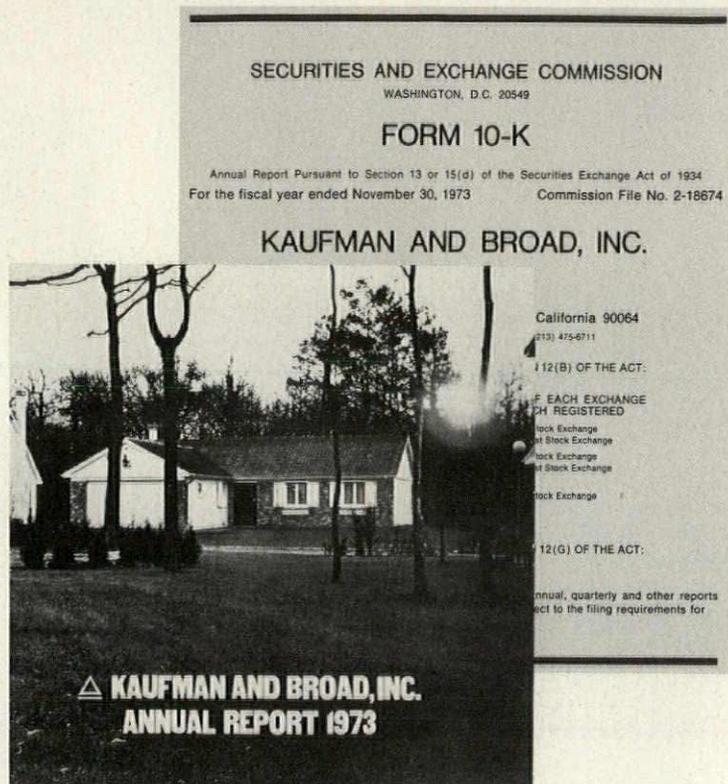
The tab. The cost of adding this mass of financial data ran to about 20¢ a copy for Kaufman & Broad: \$11,000 for the special printing and a couple thousand

more for binding the 39 pages into the report, spread across a run of 65,000 copies.

The additional weight contributed its bit to the mailing expenses of 14¢ a copy.

And the 10-K also cost a good deal of time and trouble—especially for Barbara.

"I'd estimate it took about 50% more effort to get this one out than last year's," she says.



Double-barreled report aims at building Kaufman & Broad's image. The usual approach (top) with beautiful pictures on expensive-looking paper, gets solid backing from the SEC-grade depth of financial reporting that management has included for fiscal 1973.

Housing's first-quarter profits are turning up, down and sideways

Last year's collapse in housing starts is showing up in the income statements of the public homebuilders, but the results for the first few months of 1974 reflect wide variety.

One of the poorer experiences is giant Kaufman & Broad's. Overall first-quarter sales dropped 13% from fiscal 1973 to fiscal 1974 (quarters ending Feb. 28). But within that total, says K&B, were "sales of only \$5,600,000 from improved residential sites, industrial park sites and multifamily developments compared with \$17,800,000 in the similar 1973 period." The company's overall housing profits dropped a disconcerting 55%.

insurance subsidiary helped a little, though: Overall net after tax fell 27%: 22¢ a share vs. 30¢.

Poor markets. Here's K&B's disgusted market appraisal:

"Psychological, economic and political factors beyond the realm or influence of the housing industry are distorting what should be a strongly positive housing picture... according to every conceivable study and analysis."

Land developers are feeling pain. General Development, for example, has reported a drop in net to \$2,900,000 from \$3,100,000 for the March quarter without even the cold comfort of knowing the dip was due to

"Preparing 10-K data was no problem, since we do that anyway, but I reworked a lot of the written material to improve readability. And I had to coordinate two printing firms, a financial printer for the 10-K and one for graphics.

"But we were well organized; I think it came out very well."

The benefits. The company apparently feels this full-disclosure effort was worthwhile; homebuilding companies have been under a cloud in Wall Street and elsewhere for a long time. And Kaufman & Broad, in particular, has had painful experience with the effects of investor confusion. Last year, a sudden rash of scary rumors, plus a *Baron's* article accusing the company of devious reporting, sent K&B stock into a tailspin [News, July '73].

Says Jonathan Goldfarb, a vice president and housing analyst at the Wall Street firm of Drexel Burnham:

"As a result of those attacks there hasn't been a company whose books have been examined so much and it (K&B) has come away with a clean bill of health."

In these days of shrinking profits and sheriff's-sale stock prices, Kaufman & Broad may not be the only homebuilding company that wants to earn that sort of remark. This sort of annual report looks like one way of doing it. —HAROLD SENEKER

And mobile-home companies: Champion fell from a \$2,500,000 profit to a \$703,000 loss for the quarter ended March 1.

People are getting out of the mobile-home business, as has been frequently reported [News, March, *et seq.*].

The good news. Yet news, as indicated, hasn't been all bad.

Nationwide Homes increased its net to \$287,000 from last year's \$236,000 March quarter. Florida-based Oriole Homes Corp. advanced profits 19% (\$750,000 vs. \$634,000). And Liberty Homes, an Indiana factor in the much-troubled industrialized-housing sector, managed to register a tiny (\$34,000)

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shower cove. Other shower
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How are California builders doing under environment gun? Not badly, thanks

California is probably the toughest of states in protecting its environment.

The regulatory approach combines severe state laws with restrictive local or county ordinances, and frequent building moratoria. And standing behind the laws is the California public, inclined toward conservation and spiked with a more-than-goodly share of fire-eaters.

How have builders fared under these conditions?

Not too badly, in the main, even though environmentalism is costing time and money, and even though some of the bigger builders are being hurt.

Shore building. Take the industry's experience to date with Proposition 20, for example.

More formally known as the California Coastal Zone Conservation Act, this controversial measure is quintessential environmentalism; it gives permit powers to coastal commissions, which consider the environmental and esthetic effect of any development within 1,000 yards of the coast. The commissions may forbid any such construction.

But a University of California study of one of these bodies, the South Coast Regional Coastline Commission (Los Angeles and Orange County), developed the following instructive statistics:

- Of 2,079 permits sought last year, 1,917 were granted, 33 involved exemptions and only 77—about 3.7%—were denied.

- Of the applications for residential projects, 1,279 were approved, 62 denied.

- Bigger projects were hit harder than smaller. The 62 denials to homebuilders covered 3,736 units, an average of 60 per project; the approvals averaged only 8.1 units each.

Refusals. Joseph E. Bodovitz, executive director of the state-wide Coastal Zone Conservation Commission, cites and defends similar results for all of California: more than 5,000 permits granted statewide, fewer than 200 denied—a refusal rate of less than 4%.

Bodovitz says most of the denials hit projects taking new and unexpected directions—putting up higher buildings than already prevail, for instance, or greatly increasing density. Even in one highly publicized case, where

reviewers turned down single-family permits, he says the regional commission involved approved 50 permits and denied only three or four where houses might obstruct highway views or create other problems.

Less friction. The coastal protection effort may be headed for still further gentling from the builder point of view. Some of the commissioners themselves, as well as various environmentalists and local government planners, agree with developer complaints that tax assessments on coastal property should be reduced to reflect the impact of Proposition 20.

The regulators also concede that individual regional commissions have been lax in supplying developers with guidelines to help them plan their projects.

Impact reports. California builders must also comply with the state's Environmental Quality Act. It requires environmental impact reports on proposed projects. These can be expensive in both time and money. William T. Leonard, executive director of the Associated Building Industry of California, says impact reports may add \$3,500 to \$5,000 to the cost of a 100-unit project. He estimates that typical costs come to \$200 per unit.

Jim Crisp, head of the environmental review section of the Los Angeles planning department defends the act. He says the law spells out its guidelines specifically and that most of the data required are already available to homebuilders.

Crisp acknowledges the expense, nevertheless, and suggests that environmental reviews should be combined with other review procedures to speed approvals.

Town actions. The builders' biggest hassles develop at the local level, where the fire-eaters can be their most effective. Here is where big developers run into crippling blows from no-growth ordinances, sewer moratoria and super-restrictive zoning. Some of the howls of pain are quite authentic.

For example:

The Marin (County) Municipal Water District banned most new hook-ups in the spring of 1973. The district cited an alleged water shortage later ruled nonexistent.

Davis, a university town not far from Sacramento, halted development in the fear of becoming a bedroom community. An ordinance regulated the number of houses, but that wasn't all: Before builders could get permits, they had to agree not to advertise in the Sacramento

newspapers or put up signs promoting developments.

Then there's Pardee Construction's unhappy experience with a sewer-based building ban in Camarillo [News, May].

And at Harbor Bay Isle, a planned community in Alameda, voters vetoed the multiple dwellings rather late in the game—the developer, Bay Farm Island (a joint venture of Utah International and Doric-Island Corp.), had spent nearly \$50 million on the community when the referendum struck.

Court action. Developers are taking a conciliatory tack in many cases. Where they cannot or where it fails, some are picking up a time-honored legal strategy: Sue the bastards. It is producing some successes.

Marin's shut-off-their-water approach was countered in court by the McCarthy Co., which won a judgment from Superior Court Judge E. Warren McGuire calling the moratorium illegal.

Pardee's case has also produced a lawsuit, now pending. Another legal test, of the constitutionality of the City of Petaluma's restricted-growth plan [News, Dec. '73], may provide a national precedent.

Another way? The Irvine Company is trying an approach aimed at avoiding such conflicts before they start. The company plans to develop the 10,000-acre coastal portion of the Irvine Ranch (3½ miles of coastline).

Irvine management invited representatives of state, local and regional government agencies and of environmental groups to join them in deciding between land-use alternatives. Six months were budgeted for the planning process. In commenting on this effort, Richard A. Reese, vice president of planning for Irvine, said the cooperative program may save "considerable time, money and frustration for all of us."

If such an approach should work in a state like California, the Irvine exercise could be a boon to builders everywhere. The industry feels it would be far better off without uninformed regulators, costly lawyers and political pot shots from self-appointed environmentalists.

—JENNESS KEENE
McGraw-Hill World News,
San Francisco

Among the casualties in environment wars

Adamson Companies and Arthur James. Their Latigo Bay Village, 124-unit rental project in Malibu, halted eight months during court fight.

Irvine Co. Its 512-apartment Promontory Point project in Newport Beach sat for six costly months on coastal commission desk.

Challenge Developments. Its Rockway Highlands, 803-unit plan for Pacifica, valued at \$25 million, was shot down in no-growth referendum. Its \$60 million Mountain Village, a 1,623-unit proposal for Oakland, was held up for two years by opposition.

Half Moon Bay Properties. This Westinghouse subsidiary, seeking approval to develop homes on 8,500 acres south of San Francisco, is stymied by a Sierra Club lawsuit.

Visitacion Associates. Its 3,600-acre project in San Mateo County was scaled back by regulators to 1,400 acres, its projected population from 80,000 down to 27,000.

Avco Community Developers. Its Laguna Niguel project was scaled back from 90,000 people to 50,000 then blocked by coastal commission. Company paid \$10,000 a day in property taxes during court fight. Avco lost.

George McKeon. This California developer's \$100 million model city, to be built on grazing land south of Sacramento, has been successfully held up by environmentalist suit. Cost: some 3,000 construction jobs. McKeon is suing back.

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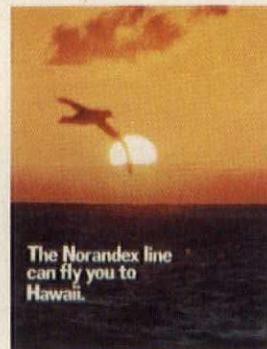
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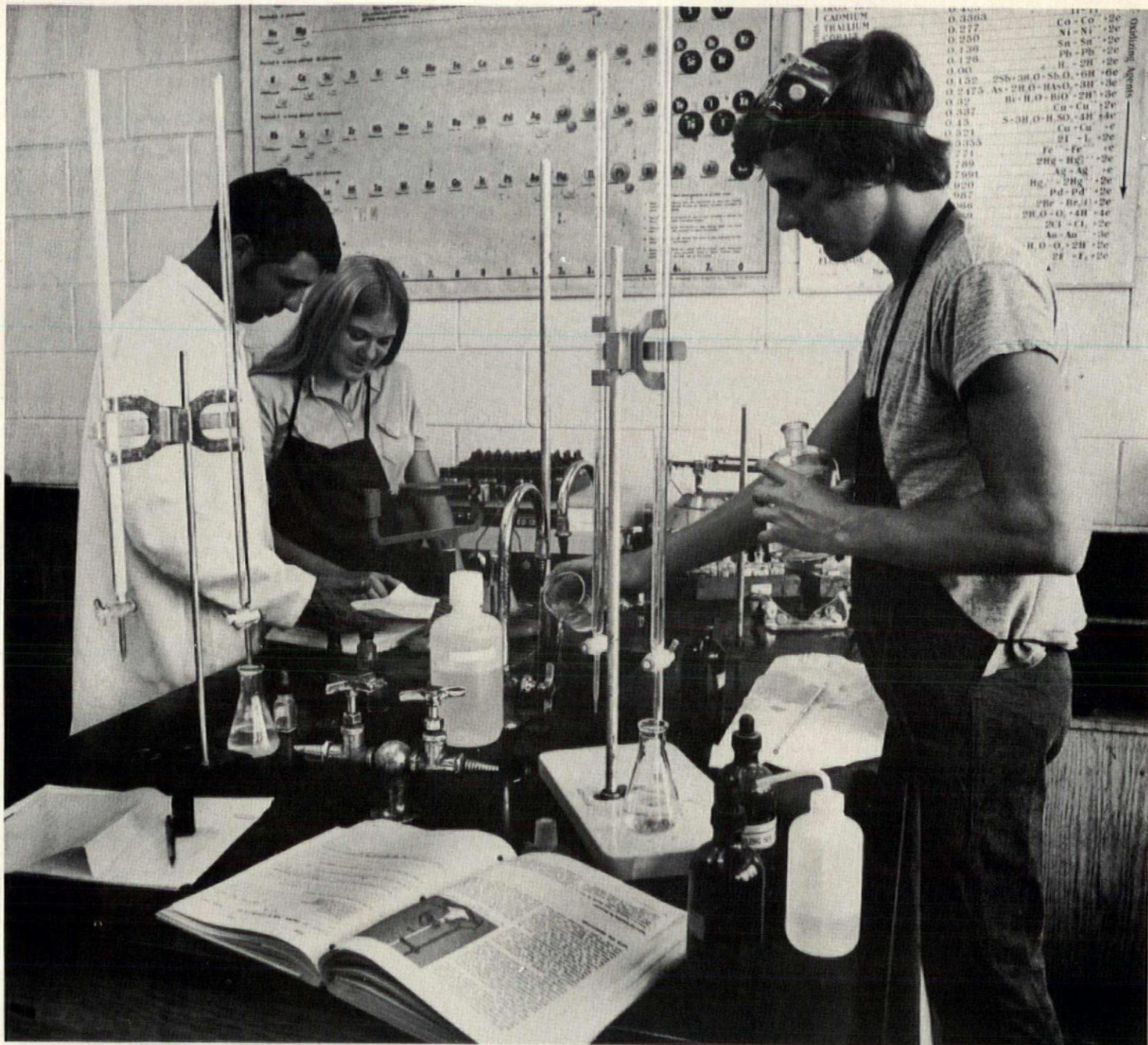
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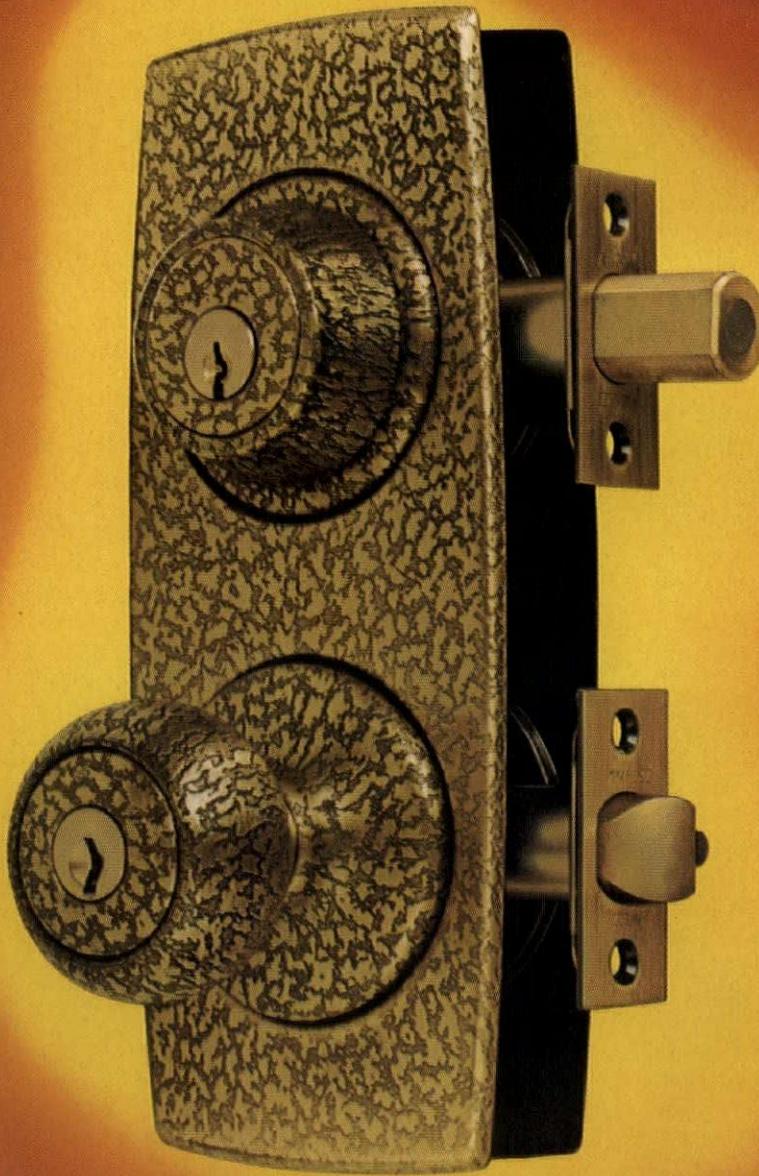
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Saving open space: Why not pay the owner for giving up right to develop?

Conserving open space is a hot subject in a lot of towns. Jerome G. Rose, a law professor at Rutgers University in New Jersey and an authority on land use, has just published an idea that may cool it.

The heat is generated by a basic contradiction: Land's open-space value is lost when the owner develops; much of the economic value to him is lost when he doesn't.

Not unnaturally, arguments arise.

So, enter Rose, with suggestion:

First—recognize an owner's right to develop land designated as open space.

But—let others buy that development right from the owner, in effect paying him for giving up his right to develop. (Think of it as like buying a security.)

Then—let the buyer transfer the development right to other land zoned for building. The new right would allow him to increase density previously set for the buildable land.

Pacifier. The proposal is aimed at fulfilling the legitimate claims of all parties in the land-use wars. The owner of land set aside for open spaces gets a means to recoup the value denied him by forbidding development, yet he can still retain title if he chooses. The municipality gets a means of preserving open space without bankrupting itself. The citizens, of course, get their open space.

The idea may offer developers a sizable benefit, too: the chance to get out from under the common local government pressure to "donate" part of a tract for open space.

Team of specialists. The innovative proposal was developed by a Rutgers faculty committee that included Rose and experts from New Jersey's Department of Community Affairs, which commissioned the effort. Rose has published a summary of the committee's conclusions in the *Real Estate Law Journal* (Winter, 1974), which he edits. He also presented the idea in May to the American Society of Planning Officials at a five-day meeting in Chicago.

The germ of the idea, says Rose, came from legislation proposed by State Senator William Goodman in Maryland in



RUTGERS' ROSE
Takes role of peacemaker

1972. The New Jersey committee, Rose says, found the Goodman proposals incomplete, and spent several months developing them.

How it works. For an idea of how the rights proposal might work, consider a hypothetical suburb, Happy Valley. It has a small shopping district, perhaps some light industry and its share of unoccupied fields, woods and even farmland. It also has plenty of residents in single-family-detached neighborhoods who would like to keep some of the fields and woods the way they are.

The open land, of course, has owners who do not want their property rights destroyed with-

out compensation and who, in some cases, don't want to give up the land, either.

So, Happy Valley's town fathers designate some of the land as open space. Then they write the master plan to allow areas zoned residential to be developed to higher-than-normal density, up to some reasonable limit. This development can proceed if the owners turn in to the town certificates of development rights, so many rights for each additional housing unit.

Rights distribution. The certificates, printed up and registered by Happy Valley, are given out originally to the owners of the open space, each in proportion to the assessed value of his land.

Since new urban refugees are coming up the road, area builders will naturally want to build to the higher densities. To do so, they go to the owners of the open space and buy the certificates—at a price.

Records of title to the certificates are kept in the same office that keeps track of title to the land itself, and the development rights carry an appropriate property tax burden.

Building limits. Though Rose's published summary did not expressly say so, the number of rights issued would presumably be fixed by the feasible development potential of the open-space land. The units that reasonably could be built on such land would in effect be shifted to other parts of town.

Rose emphasizes that the work done on this idea is by no means complete. He adds:

"That's why I'm trying to publicize [this transferability idea]. I want to see it put into the marketplace of ideas."*

Rose says he's already gotten a lot of interested queries from local governments.

Transferability is not yet law anywhere, and it is still merely under consideration by the Department of Community Affairs in Rose's state. But it's already beginning to look like an idea whose time for tryout has come, and Rose, at least, is excited about it.

—H.S.

*Copies of article available from Jerome G. Rose, Dept. Urban Planning and Policy Development, Rutgers University, New Brunswick, N.J. 08903; or from publisher, Warren, Gorham & Lamont Inc., 89 Beach St., Boston, Mass. 02111.

Never twain shall meet? Don't believe it! Here's how to mix poor with other tenants

Conventional wisdom says that mingling middle-class and poor tenants in rental apartments is like mixing oil and water—it's not supposed to work. But a new study indicates the two classes can co-exist if the developer houses them in attractive, well constructed buildings.

The study was made last year for the Massachusetts Housing Finance Agency, a state-sponsored independent lender.* The agency requires projects it finances to admit poor applicants, many of them receiving rent subsidies.

Good neighbors. Researchers found that the middle-class tenants were not particularly bothered if they had neighbors who were poor. They were satisfied if their fellow renters were reasonably friendly, well behaved and

not wildly different in dress or habit.

More important, the study found that the governing influences in tenant satisfaction were not the neighbors at all. They were, rather, the builder's intentions—whether he intended to put up and maintain a good building.

The Boston researchers checked out 16 of the agency's 48 developments, ranging from garden apartments to, as the final report drily put it, "standard 236 design." (Section 236 is the FHA's program for construction of rent-subsidy apartments.)

Building up . . . The study found that if a developer had decided to put up units to compete in unsubsidized rental markets, he had chosen more attractive designs, more desirable locations and better construction.

The project manager taking over such developments tended to follow the example the builder set. He was generally more con-

scientious than average.

And the tenants in these buildings were nearly all (89%) happy where they were. This was actually a higher percentage than the researchers found in all middle-class projects included in the study as controls.

. . . or down. On the other hand, if a developer started with the idea of putting up a "standard 236," he used more proletarian designs, built wherever land was cheap and cut corners.

The managers of such projects picked up his message; they tended to goof off. And renters were often dissatisfied.

Middle-class renters had already expressed themselves most strongly of all: By and large, they had refused to move into such buildings. And confusion about the reasons for that refusal may be the origin of the conventional wisdom on mixing incomes.

—PAUL GIGUERE
McGraw-Hill News, Boston

*Copies of the report, *A Social Audit of Mixed-Income Housing*, available from William White, MHFA, Old City Hall, 45 School St., Boston, Mass. 02108. (Phone [617] 723-9770.)

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Single-family developers saw it as the way to offer home ownership at a price moderate-income families could afford.

Apartment developers saw it as the way to stay in the multi-family business with a badly overbuilt rental market.

Apartment owners saw condo conversion as the way out of bad cash-flow situations.

But today, everything is changed, and condominium is in trouble.

Class-action lawsuits are being filed against developers by condo associations.

Condo is becoming a favorite target of consumer groups, and prospective buyers are shying away.

Lenders are growing warier — and tougher — on loans for condo projects.

The IRS has laid a crippling tax burden on condo associations.

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How to avoid the problems that grow out of the developer's control of the association

Which problem areas most often lead to class-action suits

How your referral market can be increased through a smooth-running association

How to be sure that your maintenance-fee assessments are really accurate

Marketing Condominiums

How to reassure prospective buyers about all those negative things they've been hearing about condominiums

What marketing practices are most likely to lead to later lawsuits

When you should — and should not — lower prices in a slow-selling condo project

In condo conversions, when to give renovation options and when to re-do everything

Practices that are perfectly legal, but will murder your sales

Financing

Why more and more lenders are becoming apathetic about condo projects — and how they can be turned on again

Common mistakes that lower the value of condominium projects

How developers and lenders can work together to bridge slow-sale periods

Why good planning and design can raise the value — and the lender interest — in a condo project

Legal Problems

The difference between disclosure and deception

Just how safe "boiler plate" documents really are

What to do about condo fees on unsold units

Whether your contract of sale for condo units is or is not enforceable

Why condominium? You might consider a homeowners' association instead

The Future of Condominium

How the rash of problems in condominium is reshaping condo regulations all over the country

Development and sales practices you may be using that will foster over-strict condominium laws

What you can do to bring about new legislation that will help both the buyer and the developer



Seminar Director:
Maxwell C. Huntoon, Jr.,
Managing Editor,
House & Home

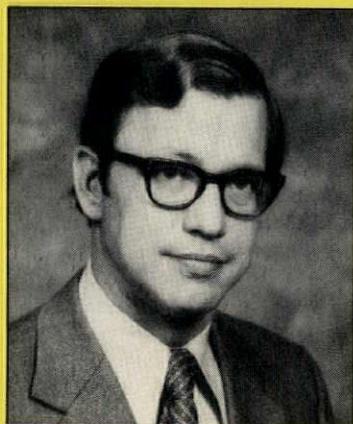
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David B. Wolfe is President and founder of Community Management Corp. of Reston, Va., the country's first firm to specialize in the establishment and management of condominium homeowner associations. Established four years ago, CMC has since contracted with more than 110 projects comprising more than 200,000 units when fully developed, and representing over \$60,000,000 in annual assessment revenues. Mr. Wolfe is also a land planner, and was formerly senior partner of Wolfe, Reader & Associates, a landscape-architecture and planning firm.



Patrick C. McKeever is a partner in the law firm of Shaffer, McKeever & Fitzpatrick, Rockville, Md. His firm's practice is concentrated strongly in the field of real estate, and particularly in condominium development and condominium conversions. Mr. McKeever is a member of the Bar of the Court of Appeals of Maryland, United States District Court for the District of Columbia, United States District Court for Maryland, and the United States Supreme Court.



F. Gregory Opelka is Executive Vice President and Senior Appraiser of the Fairfield Savings & Loan Association, Chicago. He also serves as appraisal consultant to the U.S. Savings & Loan League, and has written supplements on condominium appraisal for that organization's Construction Lending Guide. He is currently a Governor of the International Society of Real Estate Appraisers. Mr. Opelka has taught various courses in appraisal, and has lectured extensively on the specific financial and appraisal problems of condominium.



Albert W. Highsmith is chairman of the Virginia Real Estate Commission. He has also served as chairman of a special committee set up by the Virginia legislature to rewrite the state's condominium act, a task which took him into virtually all major housing markets in the country to talk to condominium owners, condominium developers, and state officials. The new act, just completed, is expected to be a model for altering other state condominium acts. Mr. Highsmith is a Realtor, and is associated with Real Title Co., Arlington, Va.

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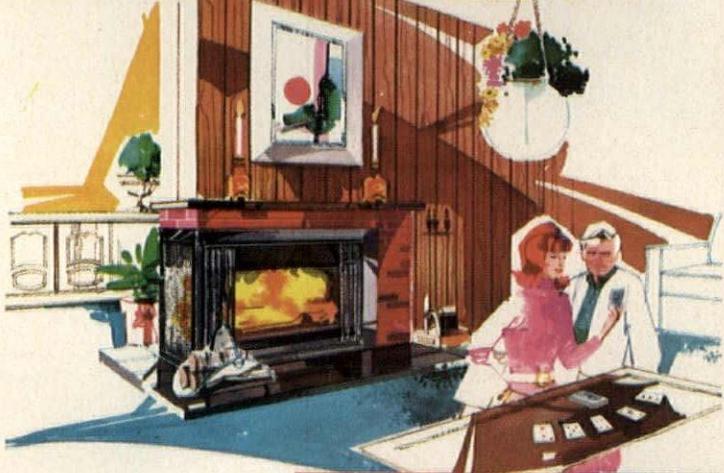
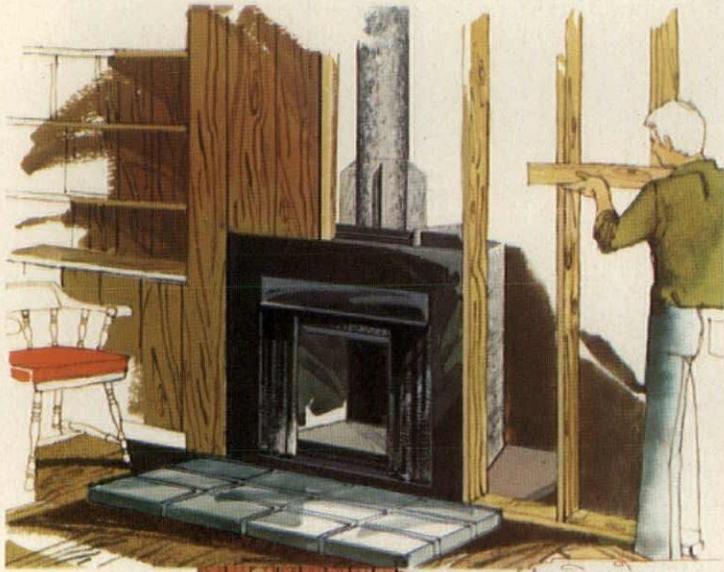
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Some recent shifts and new starts by building executives in the news

Louis E. Fischer adds more laurels: the presidency and chief executive officer spots at General Development Corp. Fischer, 44, has also done stints as vice chairman of the Larwin Group and president of ITT Levitt & Sons.

Some changes take place at the top of Sonnenblick-Goldman Corp., the important building finance concern. **Nathan Goldman** becomes chairman of the board and chief executive officer, while **Jack E. Sonnenblick**, who's been running some related companies, takes over as president and chief operating officer, Goldman's old spots.

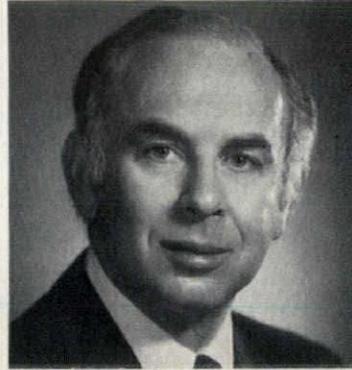
On the West Coast, developer **Jeremy Ets-Hokin** sells off his San Francisco planned-community project, Seal Rock, to Southwestern Development Co.



NATHAN GOLDMAN
Moves up to chairman

of San Diego. Southwestern says the purchase price is "in excess of \$10 million." Ets-Hokin is to stay with the project as a consultant.

The sale is a postscript to the project's financial and legal woes last year. The old backer was now-bankrupt U.S. Financial,



JACK E. SONNENBLICK
He's president now

with whom Ets-Hokin has been exchanging lawsuits.

Jerry and Eugene Monkarsh, two developers who merged into notorious Equity Funding in 1969, break out, untouched by the scandal. They form their own company, EJM Corp., buy the real estate assets they had run for

Equity Funding for \$14.6 million and hire 130 of their old employees. Their plans run the gamut: development and construction, selling condos and buying and operating garden apartments. Jerry is president of this new company, Eugene is executive vice president.

Another new venture takes shape; this one in Atlanta. **James H. Woods** and **Dale W. Keever** form a partnership as financiers of commercial real estate. They operate in the Southeast under the name, logically enough, of Keever & Woods.

An old HOUSE & HOME alumnus, **James P. Gallagher**, accepts an appointment to the Detroit Housing Commission, which supervises the city's public housing and redevelopment efforts. He was a senior editor with H&H for 18 years, has been director of public affairs for Smith, Hinchman & Grylls, a Detroit architectural firm, since 1970.

The California Mortgage Bankers Association picks **James A. Walker** as its 1974-75 president, succeeding **Henry Rasmussen Jr.** Walker is executive vice president of E. S. Merriam & Sons, which has offices in San Francisco.

Leon N. Weiner's firm receives honor for excellence in site planning from a design award program sponsored by Wilmington area government planning bodies. Cited was Weiner's "Wilton" project.

Robert H. Tharpe, a major force in the development of Atlanta over the years, retires from the Georgia mortgage banking firm, Tharpe & Brooks Inc., that he founded more than a quarter century ago.

Altemose riot results so far: convict 7, acquit 2, 14 to go

A 1972 bout of labor violence at a construction site near Valley Forge, Pa. has recently led to convictions of some of the participants.

The contractor for the Sheraton hotel complex involved was **J. Leon Altemose**, a controversial open-shop builder. The issue that brought out the approximately 1,000 pickets from the Philadelphia Building and Construction Trades Council was whether the site would be 60% union, as it was, or 100% as the labor men wanted. The ensuing violence caused \$300,000 damages to the site.

A 20-week trial concluded last April 10 resulted in the conviction of seven of the nine defendants, on 27 separate charges.

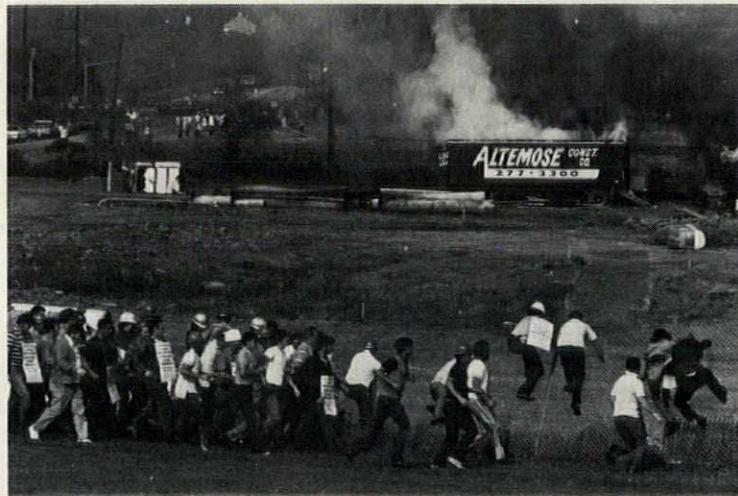
Fourteen others are awaiting their turn in court on similar charges. Their trial is expected to begin in July.

This and other [NEWS, July '73] documented acts of labor violence around the country may bear further fruit—in Washington. **Representative John B. Anderson** (R., Ill.) has introduced legislation making such property damage a federal as well as state or local offense. His bill (HR 8580) would amend the anti-violence Hobbs Act. The U.S. Supreme Court has ruled* that that law now applies only to violence

used to gain ends that are themselves illegal (e.g. kickbacks or payments for unnecessary work.) Violence during a legal

strike thus does not violate federal law.

—Lisa Lazorko
McGraw-Hill World News,
Philadelphia



Flattening fence 5,000 feet long around construction site was one part of Valley Forge, Pa. labor violence. Altemose subsequently posted armed guards at project.

Stirling brothers ride again—now as motel operators

Now that Stirling Homex is fading from view for most people (but not the SEC; see page 49, April, 1974), there is a new venture taking shape with the participation of Stirling Homex' founders, **David and William Stirling**. Stirling Homex, started in 1968, was a hot stock for a time on Wall Street as a mass producer of modular housing, but went bankrupt in mid-1972. The SEC alleges extensive fraudulent bookkeeping and other irregu-

larities.

The new company is International Motels Corp., N.V. (IMC), registered March 23, 1973 in Curaçao, Netherlands Antilles. Its top management is full of former Stirling Homex executives.

IMC plans a nationwide chain of motels and has already opened four of its Koala Inns in New York and Massachusetts.

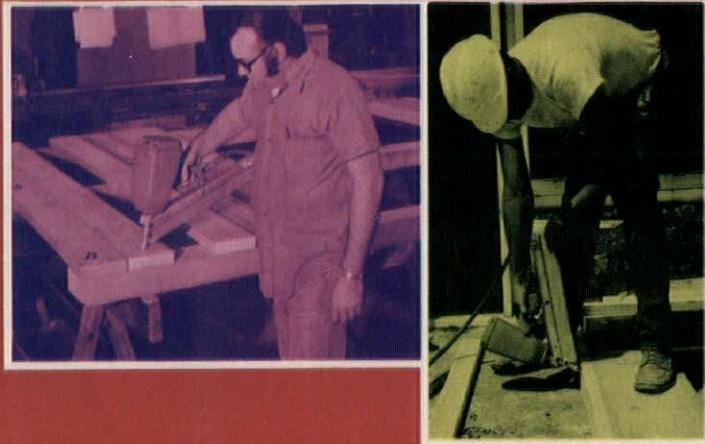
Also connected with IMC is Glowcrest Construction Co., in

Avon, N.Y., where Stirling Homex was once headquartered. Glowcrest was founded by **Frank Csapo**, a former vice president of manufacturing at Homex, and built IMC's first four motels.

The new company has been quiet about its operations, avoiding the sort of press fanfare that used to characterize Stirling Homex. It even went so far as to neglect inviting the local press to a recent motel opening at Braintree, Mass. last March.

*Vol. 410 U.S. 396.

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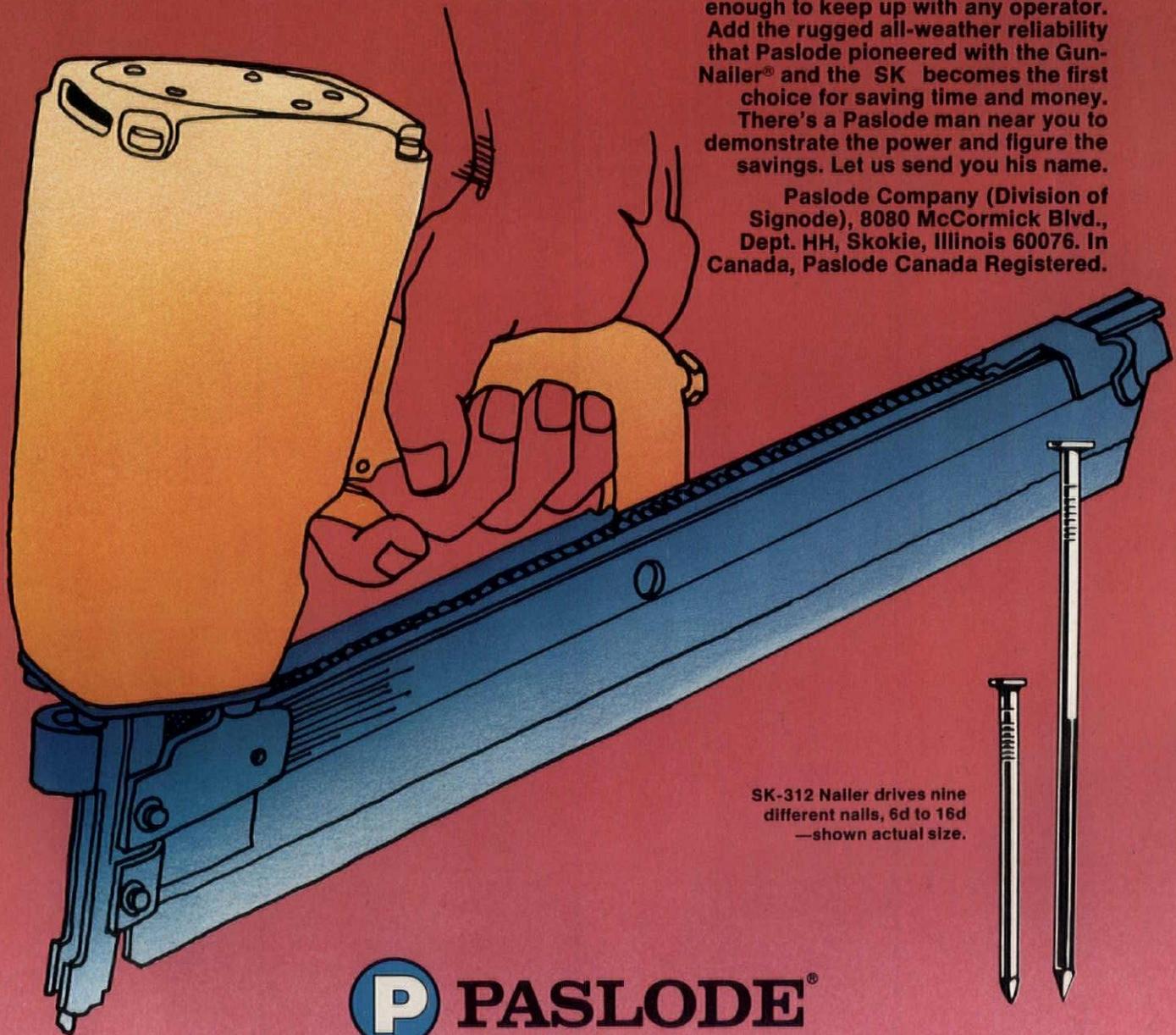


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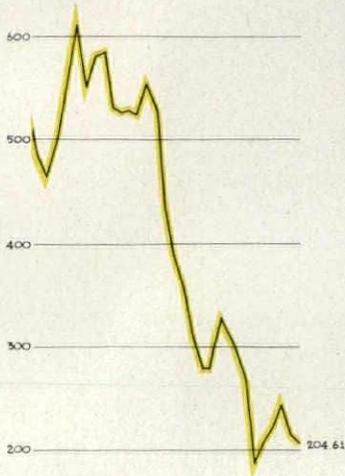
Housing prices droop for second month—Kaufman & Broad leads the way down

HOUSE & HOME's index of 25 housing issues fell to 204.61 in the month ended May 1.

It was the second monthly loss for the list after three gains.

Building companies led the decline, with Kaufman & Broad in the forefront. The big international builder's shares gave up 3½ points, to 8⅞, after a report of lower first quarter earnings (see page 18).

Here's the composite graph.



HOUSE PRICES OF JANUARY 1973 = 100

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

	May '73	Apr. '73	May '74
Builders	274	190	164
Land develop.	180	130	116
Mortgage cos.	985	538	497
Mobile homes	525	449	475
S&Ls	132	115	119

Company	May 1 Bid/Close	Chng. Prev. Month
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BUILDING

Alodex	OT ¾	
AVCO Comm. Devel.-d	PC 1⅞	+ ⅞
American Cont. Homes	OT 3½	- ¾
American Housing Sys.	OT 1½	- ¼
American Urban Corp.	OT 1⅞	+ ¼
Bramalea Con. (Can.)	TR 5⅞	- 1½
Campanelli Ind.	OT 2⅞	- ⅞
(New America Ind.)		
Capital Divers (Can.)-d	OT 30	- 02
Centex Corp.	NY 13¼	- 1¼
Cenvill Communities	AM 7⅞	- ¼
Cheezem Dev. Corp.	OT 1⅞	- ¾
Christiana Cos.	AM 1⅞	
Cons. Bldg. (Can.)	TR 2.90	- 75
Dev. Corp. Amer.	AM 5½	- 2½
Dev. Int. Corp.-d	OT 1⅞	- ¼
Edwards Indus.	OT 2¼	+ ¼
First Builders Bancorp.-d	OT ¾	
First Hartford Corp.-d	AM 2	
FPA Corp.	AM 6⅞	- ½
Carl Freeman Assoc.	OT 3½	- 1
Frouge Corp.-d	OT 4¼	+ ¼
General Builders-d	AM 1⅞	- ¾
Hallcraft Homes-d	AM 1⅞	
Hoffman Rosner Corp.	OT 3¼	- ½
Homewood Corp.	OT 5¼	+ 1¼
Hunt Building Corp.	OT 1¼	- ¾
Kaufman & Broad	NY 8⅞	- 3¼
Key Co.	AM 3⅞	+ ¾
Leisure Technology	AM 3½	- ¾
Lennar Corp.	AM 7½	- ¼
McCarthy Co.-d	PC 2½	- ¼
McKeon Const.	AM 2⅞	- ¾
H. Miller & Sons	AM 11½	- ¼
Mitchell Energy & Dev.	AM 20	- 3¼
National Environment	OT 1⅞	
(Sprout Homes)		
L. B. Nelson Corp.-d	OT ⅞	- 11⅞

Company	May 1 Bid/Close	Chng. Prev. Month
Oriole Homes Corp.-d	AM 8¼	- ¾
Prel Corp.	AM 2½	- ¾
Presidential Realty	AM 9¼	+ ½
Presley Development	AM 3⅞	- ¼
Pulte Home Corp.	AM 2¼	
F. D. Rich Hous. Corp.-d	OT 1	+ ½
Robino-Ladd Co.	AM 4¼	- ½
Rossmoor Corp.	AM 4¾	- ¾
Ryan Homes	AM 13¼	- 1
Ryland Group	OT 4¼	- ¾
Shapel Industries	NY 9¼	- ¾
Shelter Corp. of America	OT 5	- ¼
Standard Pacific-d	AM 2¼	+ ½
Universal House & Dev.-d	PC 1⅞	+ ¼
U.S. Home Corp.	NY 6¼	- 1
Valley Forge Corp.	OT 1⅞	+ ¼
Washington Homes	OT 1⅞	- ¼
Del. E. Webb	NY 4	- ¼
Western Orbis-d	AM ½	- ¼
Westchester Corp.	OT 1¼	+ ¼

SAVINGS & LOAN ASSNS.

American Fin. Corp.	OT 12½	+ ½
Calif. Fin.	NY 3¼	- ⅞
Empire Fin.	AM 9⅞	+ 1⅞
Far West Fin.	NY 7⅞	- ½
Fin. Corp. of Santa Barb.	AM 10	- ¼
Fin. Fed.	NY 11¼	+ ¼
First Charter Fin.	NY 14	+ ½
First Lincoln Fin.	OT 3	- ½
First S&L Shares	AM 12½	+ ¾
First Surety	OT 3	- ¾
First West Fin.	OT 2⅞	
Gibraltar Fin.	NY 13	
Golden West Fin.	NY 12½	+ ¼
Great West Fin.	NY 18¼	+ ¼
Hawthorne Fin.	OT 6⅞	+ ½
Imperial Corp.	NY 10	+ ½
Trans World Fin.	NY 7⅞	+ ½
Union Fin.	AM 6¼	- ½
United Fin. Cal.	NY 8¼	+ ½
Wesco Fin.	NY 13½	- 1¼

MORTGAGING

Charter Co.	NY 31¼	+ 4¾
CMI Investment Corp.	NY 18⅞	- ½
Colwell	AM 5	- ¼
Cont. Illinois Realty	NY 9¼	- 2½
Fed Nat. Mtg. Assn.	NY 17¼	+ ¾
Financial Resources Gp (Globe Mortgage)	OT 1½	- ¼
FMIC Corp. (formerly First Mtg. Ins. Co.)	OT 8½	- ¼
Lomas & Net. Fin.	NY 8⅞	- 1¾
MGIC Inv. Corp.	NY 31¾	- 3¾
Midwestern Fin.	AM 11¼	- ¼
Palomar Fin.	AM 1¼	- ¼
Western Pac. Fin. Corp. (Formerly So. Cal. Mort. & Loan Corp.)	OT 1¾	- ½
UPI Corp.	AM 1⅞	- ½
(United Imp. & Inv.)		

MORTGAGE INV. TRUSTS

Alison Mtg.	NY 17¼	- 2½
American Century	AM 5⅞	- ¾
Arlon Property Invest.	OT 7¼	- 2¼
Atico Mtg.	NY 11½	- 2½
Baird & Warner	OT 11½	
Bank America Rity.	OT 18⅞	- 3½
Barnes Mtg. Inv.	OT 10	- 2¼
Barnett Mtg. Tr.	NY 16¼	- ¼
Beneficial Standard Mtg.	AM 16	- ⅞
BT Mort. Investors	NY 8½	- 2½
Builders Investment Gp.	NY 16	- 5¾
Cameron Brown	NY 8½	+ ¾
Capitol Mortgage SBI	NY 11½	- 2¼
Chase Manhattan	NY 27¾	- 3¼
CI Mortgage Group	NY 8½	- 2½
Citizens Mtg.	AM 10½	- 1¾
Citizens & So. Rity.	NY 17⅞	- 6¼
Cleve. Trust Rity. Inv.	OT 9¼	- 5½
Colwell Mtg. Trust	AM 13	- 2½
Conn. General	NY 15½	- 2¼
Cont. Mtg. Investors	NY 4½	- 1¾
Cousins Mtg. & Eq. Inv.	NY 11¼	- 7
Diversified Mtg. Inv.	NY 9⅞	- 4½
Equitable Life	NY 14½	- 6¾
Fidelco Growth Inv.	AM 16	- 1¾
Fidelity Mtg.	NY 4½	- ¾
First Memphis Realty	OT 13	- 2¼
First Mtg. Investors	NY 5⅞	- 1
First of Denver	AM 16½	- 2¾
First Pennsylvania	NY 10	- 1¾
Franklin Realty-d	AM 4¼	+ ½
Fraser Mtg.	OT 9¼	- 2¼
Galbreath Mtg.	OT 7¾	- 2¼
Gould Investors-d	AM 8	+ ½
Great Amer. Mtg. Inv.	NY 10¾	- 3¾
Guardian Mtg.	AM 12¾	- 6¾
Gulf Mtg. & Rity.	AM 11½	- ¾
Hamilton Inv.	OT 10½	- 2½
Heitman Mtg. Investors	AM 9	- ¾
Hubbard R. E. Inv.	NY 16½	- ¾
ICM Realty-d	AM 12½	- 2¾
Larwin Mtg.	AM 7½	- 1½
Lincoln Mtg.	OT 1½	- 1½
Mass Mutual Mtg. & Rity.	NY 13½	- 3

Company	May 1 Bid/Close	Chng. Prev. Month
Mony Mtg. Inv.	NY 6¼	- ¾
Mortgage Trust of Amer.	NY 7½	- 1½
National Mortgage Fund	NY 9⅞	- ¾
North Amer. Mtg. Inv.	NY 15	- 3¾
Northwest Mut. Life Mtg. & Rity.	NY 19¾	- 1½
PNB Mtg. Rity. Inv.	NY 11½	- 4
Palomar Mtg. Inv.	AM 3¼	- 1¾
Penn. R. E. Inv. Tr.	AM 8½	- 2½
Property Capital	AM 9⅞	- 3
Realty Income Tr.	AM 11	- ¾
Republic Mtg. Inv.	NY 9¼	- 2¼
B. F. Saul, R.E.I.T.	NY 9¼	- 1¼
Security Mtg. Investors	AM 3½	- 1¼
Stadium Realty Tr.	OT 3	
State Mutual SBI	NY 10¾	
Sutro Mtg.	AM 8⅞	+ ¾
Unionamerica Mtg. & Eq.	AM 8	- 1¼
U.S. Realty Inv.	AM 10	- 1½
Wachovia Realty Inc.	NY 14	- 1½
Wells Fargo Mortgage	NY 12⅞	- 2½

LAND DEVELOPERS

All-State Properties	OT ¾	- ½
AMREP Corp.	NY 3⅞	- ¼
Arvida Corp.	OT 7½	- ¾
Atlantic Imp.-d	OT 5	
Canaveral Int.	AM 1¾	- ¼
Cavanagh Communities	NY 1⅞	- ¾
Crawford Corp.	OT 5½	
Deltona Corp.	NY 6	- 1
Disc. Inc. of Amer.	OT 1½	- ½
Evans & Mitch. Ind.	OT 1½	- ½
Fairfield Communities-h	OT 2¼	+ ¼
Gen. Development	NY 5⅞	- ⅞
Getty Financial Corp.-d (Don the Beachcomber)	OT 3¼	+ ¾
Holly Corp.	AM 1⅞	
Horizon Corp.	NY 4¼	- ¾
Landmark Land Co.-d (Gulf State Land)	AM 2¼	
Land Resources	OT 1⅞	- ½
Major Realty	OT 4½	- ¾
McCulloch Oil	AM 5⅞	- ¾
Sea Pines Co.-a	OT 9	- 1½
South Rity. Util.-d	AM 4¼	- ½

MOBILE HOMES & MODULES

Champion Home Bldrs.	AM 4⅞	- ¼
Commodore Corp.-d	AM 1⅞	
Conchenco	AM 9½	+ ½
De Rose Industries-d	AM 2	- ¼
Fleetwood	NY 8¼	+ 1⅞
Golden West-d	OT 3	
Moamco Corp.	AM 1⅞	- ¾
(Formerly Mobil Americana)		
Mobile Home Ind.	AM 6½	+ ¾
Monarch Inc.	OT 2¼	+ ¼
Redman Ind.	NY 7¼	+ 1½
Rex Noreco	NY 2	- ½
Skyline	NY 18¼	+ ¾
Town & Country-d	AM 2¼	- ½
Zimmer Homes	AM 3⅞	- ½

MOBILE HOMES & MODULES

Albee Homes-d	OT 1½	
ASM Ind.-d (Formerly AABCO)	OT .06	+ .05
Brigadier Ind.	OT 2¼	- ½
Environmental Commun.	OT 2	- ½
Hodgson House	OT 1¾	
Liberty Homes	OT 1⅞	
Lindal Cedar Homes	OT 2¼	- ½
Nationwide Homes-d	AM 6½	+ ¼
Shelter Resources	AM 3¼	+ ¼
Swift Industries	OT ¼	

DIVERSIFIED COMPANIES

Amer. Cyanamid	NY 23½	+ ½
Amer. Standard	NY 13¾	- 1¼
Amterre Development	OT 2¼	+ ¼
AVCO Corp.	NY 6⅞	+ ½
Bethlehem Steel	NY 32¾	+ ½
Boise Cascade	NY 18¼	+ 2½
Building & Land Tech.	OT 2¼	
CNA Financial (Larwin)-d		
Castle & Cooke (Oceanic Prop.)	NY 9	+ ½
CBS (Klingbell)	NY 35¼	+ 2¼
Champion Int. Corp. (U.S. Plywood-Champion)	NY 16½	+ ½
Christiana Securities	OT 167	+ 7½
Citizens Financial-d	AM 3	- ¾
City Investing	NY 10¾	- 1½
(Sterling Forest)		
Corning Glass	NY 85	+ 8¼
Cousins Properties	OT 11½	- 3¼
Davos Inc.	OT ½	- ¼
Dreyfus Corp. (Bert Smokler)	NY 6⅞	- 1¾
Environmental Systems-d	OT ¾	- ½
Evans Products	NY 9⅞	- 1
Ferro Corp.	NY 19¾	- 1¾
First Gen. Resources	OT ¾	+ ½
First Rity. Inv. Corp.	AM 2⅞	- 1½
Fishback & Moore	NY 36½	- 6¼
Forest City Ent.	AM 6⅞	- ½
Flagg Industries	AM 2⅞	+ ¼

Company	May 1 Bid/Close	Chng. Prev. Month
Frank Paxton Corp. (Builders Assistance Corp.)	OT 8¼	- ¼
Fruehauf Corp.	NY 23⅞	+ 7½
Fuqua Corp.	NY 9	+ ½
Georgia Pacific	NY 42	- ½
Glassrock Products-d	AM 2⅞	
Great Southwest Corp.	OT 3	+ ¼
Gulf Oil (Gulf Reston)	NY 22¾	
INA Corp. (M. J. Brock)	NY 30¾	- 4½
Inland Steel (Schoiz)	NY 32	+ 3¼
International Basic Econ. OT	2¼	
International Paper	NY 48¼	- 2½
Inter. Tel & Tel	NY 21¾	- ¾
Investors Funding	AM 2¼	- ½
Killearn Properties-d	AM 2¼	+ ¼
Leroy Corp.	OT 31¼	
Ludlow Corp.	NY 11¾	+ 1
Monogram Industries	NY 5⅞	+ ½
Monumental Corp. (Jos. Meyerhoff Org.)	OT 14¼	- ⅞
Mountain States Fin. Corp.		
National Homes	NY 3¼	- ¾
NEI Corp.	OT 2⅞	- ¼
Occidental Petroleum (Occ. Pet. Land & Dev.)	NY 10¾	+ 7½
Pacific Coast Prop.	AM 1	- ½
Perini Corp.	AM 6¼	- ¾
Philip Morris	NY 99¼	+ ½
Pope & Talbot	NY 16½	- 2¾
Republic Housing Corp.-d	AM 2⅞	- ¾
Rouse Co.	OT 4⅞	- ¼
Santa Anita Consol. (Robt. H. Grant Corp.)	OT 10	
Shareholders Capital (Shareholders R.E. Group)	OT 5⅞	- ½
Tenneco Inc. (Tenneco Realty)	NY 22¾	- ¼
Time Inc. (Temple Industries)	NY 39	+ 15¼
Tishman Realty	OT 18¼	+ ½
Titan Group Inc.	OT ¾	- ½
UGI Corp.	NY 13¼	- ¾
Uris Bldg.	NY 14¼	+ ½
Weil-McLain	NY 8½	- ½
Westinghouse (Coral Ridge Prop.)	NY 18¼	- 7½
Weyerhaeuser (Weyer. Real Est. Co.)	NY 45	+ 3½
Whittaker (Vector Corp.)	NY 2¾	- ¾
Wickes Corp.	NY 13¼	- ⅞

SUPPLIERS

Armstrong Cork	NY 27	+ ¼
Automated Bldg. Comp.	AM 4¼	- ¾
Bird & Son	OT 26¼	
Black & Decker	NY 37	+ 2½
Carrier Corp.	NY 11¼	- 2¼
Certain-tyed	NY 15½	- 1½
Crane	NY 24¼	+ 2½
Redman-d	NY 16¼	+ 2½
Dover Corp.	NY 38¾	+ 3½
Emerson Electric	NY 42	+ ¾
Emhart Corp.	NY 18½	- ¾
Fedders	NY 8¼	- ¾
Flintkote	NY 16¼	- ¾
GAF Corp.	NY 9¼	- ½
General Electric	NY 52¼	- 1¾
Goodrich	NY 23¼	+ 5½
Hercules	NY 39½	+ 2½
Hobart Manufacturing	NY 22¼	
Int. Harvester	NY 26	- 1¾
Johns Manville	NY 19¼	- 1¾
Kaiser Aluminum	NY 24¼	+ 7½
Keene Corp.	NY 3	
Leigh Products	AM 6	- 1
Masco Corp.	NY 40¾	+ 5½
Masonite Corp.	NY 37¼	- ¼
Maytag	NY 26¼	
National Gypsum	NY 13¾	+ ¼
Norris Industries	NY 19	- 1¾
Overhead Door	NY 12¼	- 1
Owens Corning Fibrgl.	NY 49¾	+ 2½
Pottlatch Corp.	NY 33½	+ 2½
PPG Industries	NY 27	+ 1¾
Reynolds Metals	NY 25	+ ½
Rohm & Haas	NY 92	+ 7½
Ronson	NY 8¾	
Roper Corp.	NY 14¼	- 1¼
St. Regis Paper	NY 28¼	- 2
Scovill Mtg.	NY 13¾	- 1½
Sherwin Williams	NY 37¼	- ¼
Skil Corp.	NY 14	- 1¼
Slater Electric	OT 7½	+ 1½
Stanley Works	NY 24½	- 4½
Tappan	NY 7½	- ½
Thomas Industries	NY 9¼	+ ¼
Triangle Pacific	NY 12¼	
U.S. Gypsum	NY 20¼	- 1½
U.S. Steel	NY 43¾	+ 1½
Wallace Murray	NY 10¼	- ¼
Win Walter	NY 23	+ 2½
Whirlpool Corp.	NY 28¾	+ 1½

AM—closing price American Stock Exchange. NY—New York Stock Exchange. OT—over-the-counter bid price. PC—Pacific Exchange. TR—Toronto Stock Exchange. a—stock newly added to table. d—not traded on date quoted. h—adjusted for 1 for 5 reverse split. —Computed in HOUSE & HOME's 25-stock value index. Source: Standard & Poor's, New York City.

A Bird Architect® 70 roof improves the landscape as much as it protects the home.

The subtle earthtone colors blend in naturally with sky, trees, terrain... everything from formal gardens to rugged wilderness. Which helps move single homes faster, and gives apartments and condominiums more curb appeal.

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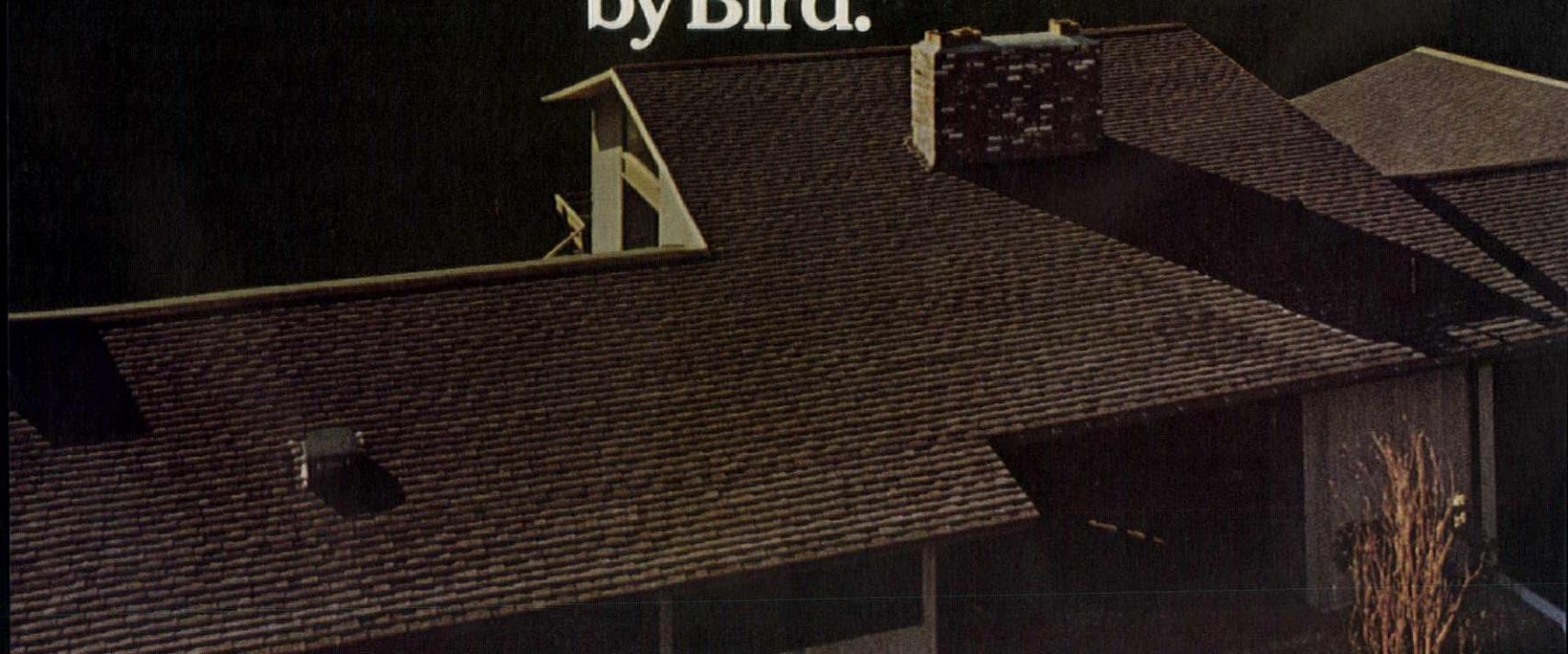
Street _____

City _____ County _____

State _____ Zip _____

CIRCLE 49 ON READER SERVICE CARD

**Roofscape™
by Bird.**





Construction sequence starts when forms are erected (1) on slab foundation. Forms are locked into position with wedges (2), which are hammered into place and with ties (3), then aligned with whalers. Wiring (4), plumbing and templates for window openings (5) are placed in the cavity between the forms. Concrete is poured (6). After forms are removed (7) protruding ties are pulled out and gaps filled. The Con Tech system, widely used in Latin America for low-cost housing, has recently become available to builders in the United States.



Simple concrete forming system cuts apartment costs by 80%

The system, called Con Tech, saved roughly \$80,000 at a \$958,750 project in Monroe, La., primarily because it cut building time in half and permitted the use of unskilled labor.

So reports contractor Jesse H. Heard, who is joint-venturing the project, Spanish Villa, with architect Paul F. Stewart and attorney J. A. Kirby.

"This is a simple system," says Heard. "The lightweight (aluminum) forms are easy to handle and erect (see photos). The only skilled man you need is a supervisor who makes sure windows and doors are placed properly."



Adobe-brick appearance of typical Spanish Villa building comes from the Con Tech form used for the exterior wall. Other forms in system provide look of hand-laid brick.

At Spanish Villa, Con Tech forms are used in conjunction with another new product—Mod Wall, a lightweight concrete said to be lighter and to dry faster than regular concrete. Heard credits Mod Wall with

providing super sound conditioning within the units.

Spanish Villa, which is due to start renting this month, will contain 750-sq.-ft. one bedroom townhouses and 950-sq.-ft. two-bedroom flats. According to

Heard, the total per-sq.-ft. cost, except for financing charges, is \$11.21.

Do the savings give Heard a competitive edge? Yes, over new construction, because costs have been going up so fast. But not over existing units. Heard plans to rent his apartments at 24¢ a sq. ft., the going rate for existing units in the area.

He is planning to use the system on two new projects in the planning stage—one a condominium, the other a 200-unit rental.

The Con Tech forming system is marketed by International Housing Ltd. of Wilton, Conn.

Builders wanted cypress because of the wild wood look.

This year it's five times more beautiful.

We sold all we made and builders still wanted more. That's how wildly successful our Cypress Plywood Siding was in '73.

This year, we're ready! With the same dramatic blend of patterns and knots, the same excellent quality as last year . . .

plus increased production and five transparent prestains that will be sensational on your homes! Avocado, russet, blue, grey, and gold! Put Cypress on your walls in any of these colors and it'll be love at first sight.

Cypress siding should be considered, not only on homes, but also on condominium,

apartment and townhouse projects where that first impression of quality is so important.

It is the best wood look in the business. Your dealer will show you, or write: Boise Cascade Wood Products, Portland, Oregon 97208.



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Wood Products Division**

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We think trees look best as trees. That's why Benchmark Entrance Doors are made of steel. 23 gauge galvanized steel with a foam core.

Our special embossing process creates the deep-drawn look of wood on both sides. But unlike wood, these doors won't

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Benchmark Entrance Doors are available in seven distinctive styles and come complete in quick-to-install, pre-hung packages.

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are the same rugged steel construction and are available in five different styles.

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Get out of the woods with Benchmark.

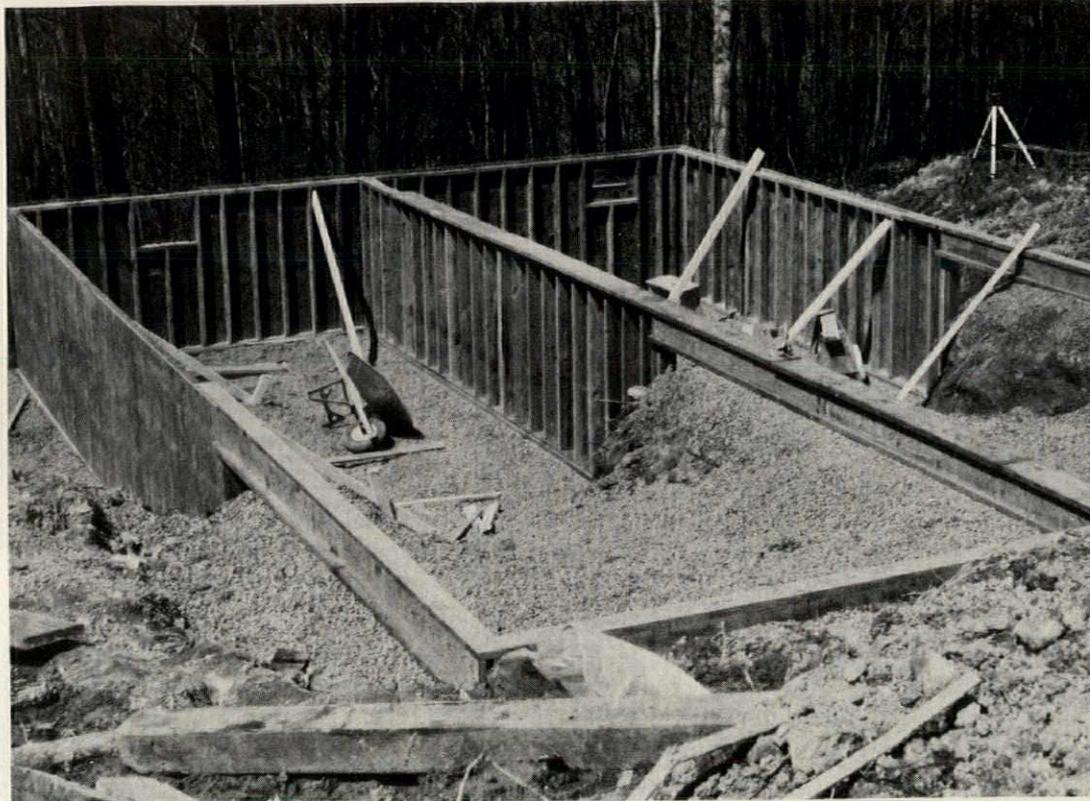
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For full details contact: Benchmark Sales Office, P.O. Box 887, Fredericksburg, Va. 22401. (703) 373-8877.

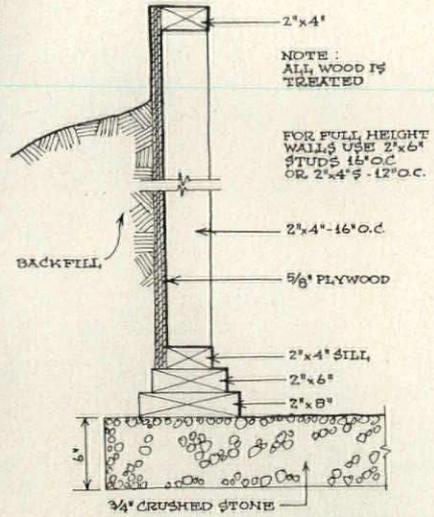
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PHOTOS: COURTESY AMERICAN PLYWOOD ASSN.



Cost-saving wood foundation takes on a new wrinkle: It can be panelized

The foundation system, which substitutes wood for concrete and/or masonry, was introduced about two years ago. Up to now, it hasn't had a great deal of use; but a new wrinkle, a prefabricated version used in combination with modulares, promises to give the system wider application.

Known as the All-Weather Wood Foundation (AWWF), the basic system utilizes treated 2x4s and 2x6s and 5/8" plywood in place of poured concrete or masonry blocks. As shown in the drawing (above right), the various treated wood members are set on a "footer" of one 2x8 and one 2x6, and the footer in turn sits on a 6" bed of 3/4" crushed stone.

The prefabricated version is being used at the small apartment project shown here. Wood foundations, like the one in the photo above are factory-built by Barnes Lumber Co. of Charlottesville, Va. and shipped to the site in panelized form.

After they are put in place, modules comprising the apartments' lower living area are set on the foundation. Back-filling is done all the way over the founda-

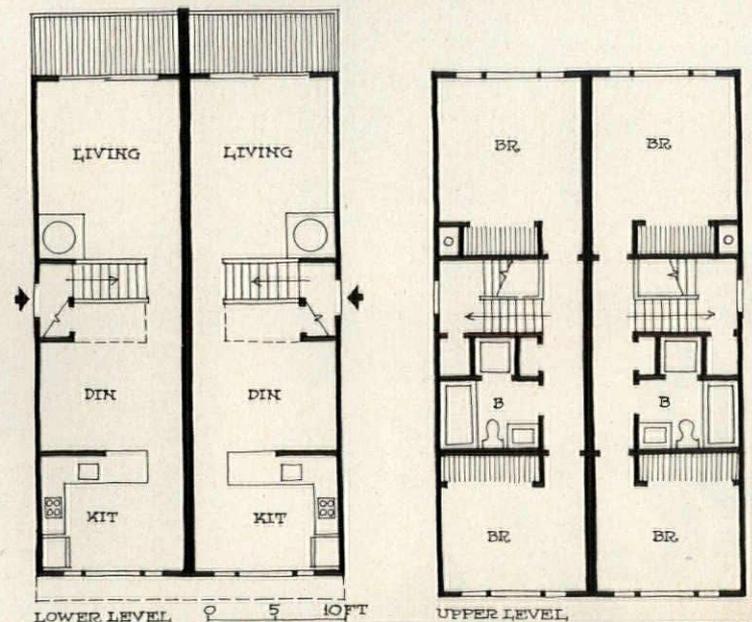
tion and up as high as 4'6" on one side of the lower module. The backfilling is possible because the lower modules are factory-treated to AWWF specifications by the manufacturer, Process Builders Corp. of Coveseville, Va.

According to architect and part-owner Henry Browne, the AWWF's direct saving was \$100 per foundation. And, he adds, because the site was very steep, the ease of site-work made possible by combining the AWWF with modular boxes kept construction costs at \$12.71 a sq. ft. This is \$2 a sq. ft. less than they would have been if the project had been constructed as originally designed—stick-built on concrete foundations.

AWWF, which is approved by BOCA, FHA and VA, was developed under the aegis of American Plywood Association and American Wood Preservers Board in cooperation with various public agencies and private companies. The wood foundations have been used in Columbia, Md., in three areas of Virginia and on homes in Connecticut and Oregon.



Eleven modular buildings comprise a small rental project, The Woods, shown above. Modular boxes are set atop panelized, treated-wood foundations like the one shown at the top of the page. The 22-unit project occupies a steep, eight-acre site overlooking the Blue Ridge Mountains and the Charlottesville (Va.) reservoir. The 1,000-sq.-ft. units (plans below) rent for \$220 a month. Architect and part-owner Henry Browne says rents would have been \$10 higher without the \$2 per sq. ft. construction-cost saving realized by using panelized foundations with modulares.



to Super-C steel joists

Super-C steel joists install faster than wood—with just two men.

Super-C joists of the same depth as wood are up to 20% lighter—so they are easier to handle and install.

That's only one reason why more and more builders are changing to these galvanized steel joists... and builders who have switched don't go back to wood.

Some other reasons:

They cost less to install. Not "maybe." Facts prove it. Besides fast two-man installation, Super-C's extra strength permits greater spans and greater spacings, reducing the number of joists as much as 60%.

They give a better floor system.

Developed by U.S. Steel, Super-C joists are hot dipped galvanized steel. They don't shrink or warp. Floors don't squeak. Nails don't pop. You should expect no callbacks from a floor system based on Super-C joists.

Many applications are possible. First floors, upper floors, flat roofs—for single-family houses, townhouses, apartments, shop built or field assembled. They've all been "proved out" by builders in the field. And plywood decking or concrete floors can be used.

For detailed information, send for our highly factual booklet, which includes typical applications, load span tables and architectural details—as well as the name of the manufacturer of Super-C joists serving your area. United States Steel, Pittsburgh, Pa. 15230.



TRADEMARK

United States Steel

United States Steel (USS C214)
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Dear Sirs: Please send me your booklet on Super-C joists.

Name _____

Title _____

Company Name _____

Address _____ Phone _____

City _____ State _____ Zip _____

Type of units _____ How many? _____

Name of architect or project engineer who should also get this booklet: _____



Model interiors and the energy crisis: Now's the time to think of resourceful decorating ideas that will help your prospects save money and give you an effective merchandising tool

Lines at the gas pumps may be shorter these days, but the energy crisis is far from over. And while practically every businessman has been hit by the crisis to some degree, homebuilders, in particular, have taken it on the chin from wary, and often worried, consumers.

In the past months, traffic at many model-home complexes fell drastically as the gas shortage—plus anxiety about soaring utility and fuel costs—discouraged people from leaving their present homes. Model-home traffic is now beginning to pick up. This gives you an opportunity to use your model homes and apartments to show Mr. and Mrs. Homebuyer (and renter) how they might save a few dollars in electricity costs (and also conserve some energy) with what I call resourceful decorating. And in doing so, you'll not only be performing a valuable public service, but you will gain a reputation for caring about the consumer and his budget problems.

What's more, you should sell some homes as well.

How to begin. Anyone can pare utility costs by shutting off lights and turning down the thermostat. But who wants to shiver in the dark merely to save a few dollars? A far better solution is to create an environment that shows your prospects how certain colors, furnishings, etc. can brighten a home's interior and thereby cut the amount of artificial light it needs.

For example, we've always recommended that builders offer at least one light, bright home in any model series. Given today's energy problems, perhaps you should think in terms of two models out of four, or three out of six. And if one of these models has been structurally designed to cut energy consumption, you might designate it as an "energy-saving" home and feature it in your advertising and publicity. Let's consider design ideas that could help emphasize energy-saving features in such a home.

The first objective is to maximize your use of sunlight, since it's one energy source that's virtually cost-free. Clearly, sunlight is most effective when it doesn't have to fight its way into a home through heavy draperies or shades. Therefore, you should consider a lightweight drapery fabric with an open weave. If this presents a privacy problem, a sheer underdrapery can add that privacy without totally shutting out Mother Nature.

Window shades, in a variety of styles are alternatives to draperies: roman shades, for

example, or bamboo shades, which from a decorating standpoint are exceptionally effective in kitchens, dining and family rooms. They are stylish, functional and very appropriate in an energy-saving home.

Put color to work. Once you've set your window treatments to allow a maximum amount of natural light to enter your model, you can stretch the effect without a flick of a light switch. One way is to lighten your color schemes. A combination of yellow and white is far lighter and cheerier than a deep gold would be. In fact, if I were decorating an energy-saving home today, yellow and white would head my list.

Other schemes that provide similar advantages are combinations of orange and powder blue, a monochromatic blend of white-on-white, or corals, soft pinks and light greens, which as pastel shades are light-reflective.

What colors would I avoid in this energy-saving model? Dark browns, earth tones, blacks, rust tones and burgundy. They all absorb light, so if you use them, do so with discretion.

A final note on color: Use lots of white as an accent. Not only does white visually expand space, it injects a strong element of brightness.

An imaginative wall treatment is another way of showing your prospect how he can save kilowatts. Deep, dark walnut or oak paneling is not appropriate in a home designed to convey a bright, light feeling. Dark stains and varnishes are absorptive; they seem to swallow light.

But don't scrap the paneling. Use lighter finishes, whitewashed board, smooth textures. Natural-finish rough-sawn paneling is taking hold as classic treatment for walls. And, it doesn't absorb light.

Wallcovering is less expensive and often just as effective. So consider it for a den or a family room if you don't want to panel. Make sure it also is light and bright, with patterns laced with loads of white. Heavy textured and dark color wallcoverings eat up as much light as dark paneling; so forget them in your resourceful decorating.

Another suggestion: Try a foil wallcovering which has both reflective and illuminative qualities. Foil wallcovering works well in a dining room or adds drama to a single living-room wall. Try it on a ceiling as a backstop for a chandelier; it radiates artificial light and can amplify any natural light in the room.

Mirrors: an open sesame. Mirroring,

always a powerful decorating tool, can be especially effective in helping to create a light, open feeling.

As I've often said, mirrors should not be used for blatant, artificial room expansion. Instead, they should be integrated with paneling, or used to flank a headboard treatment or to open up a tight entry. Used properly, they can bring the outside in.

Mirrors, integrated with built-ins, also can add a light, airy feeling. For instance, if you're thinking of warming up a home with a floor-to-ceiling bookcase, help it breathe by putting pieces of mirror behind alternate shelves.

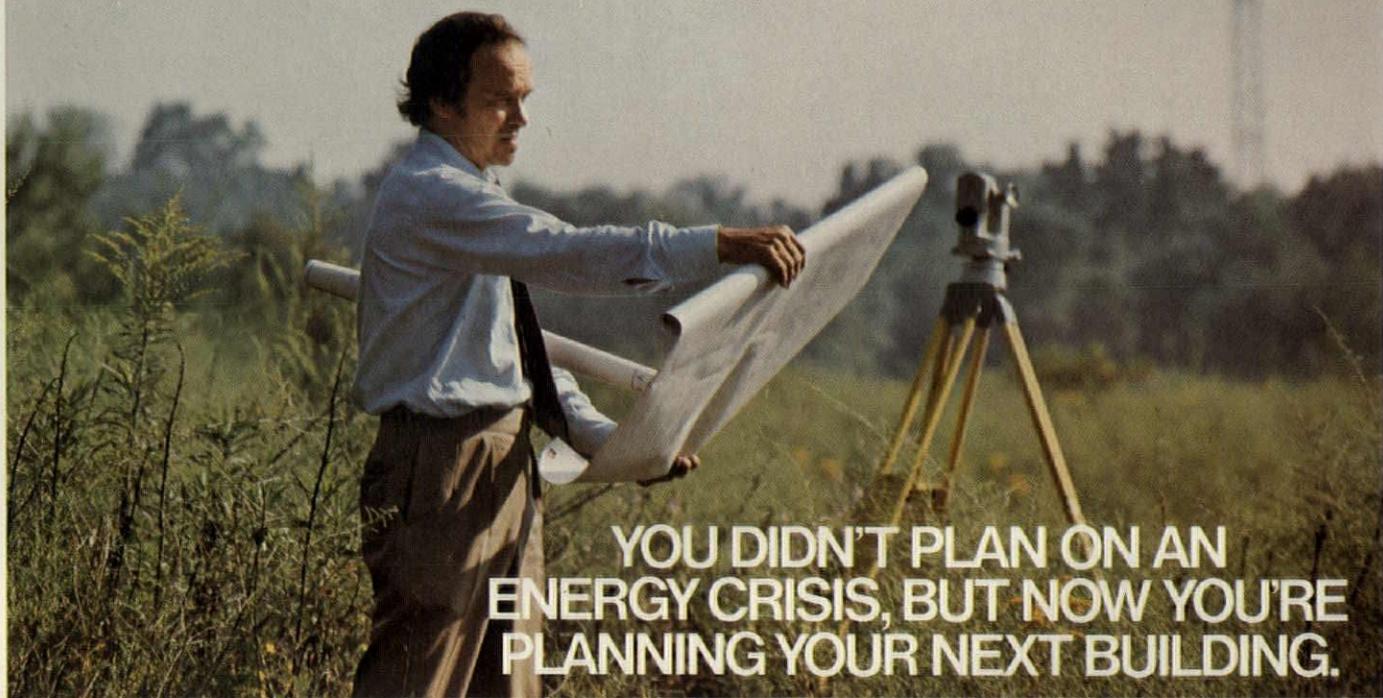
Resourceful decorating and merchandising should offer a total look; so think about your carpeting when you map out your energy-saving home. Keep your carpeting light with a plush rather than a shag quality. The color depends on the dominant color in the model; yellow and white should offer yellow carpeting. (White, of course, is too impractical.) Thick shag, especially in dark colors, attracts and retains any light that might be in the room.

What about furniture? Again, light and bright are still the watchwords. Chrome and glass are suitable, but don't overdo it. A glass-top coffee table is certainly preferable to a heavy Spanish-style table; it lets the light pass through and circulate through the room.

Lamps and lighting fixtures? Use restraint and avoid multi-globe fixtures with high wattage requirements. Instead, use fixtures with the small candelabra-type bulbs. Stay with light or clear glass ginger jar-base lamps with white shades.

But lamp placement is the key. You may be able to save kilowatts by eliminating lamps in certain rooms (secondary bedrooms, for example). But do not skimp where people read or congregate—family room, den, living room, master bedroom. Always use lamps on twin nightstands in a bedroom, and at least two, and preferably three, lamps in the living room. People expect to see lamps and, energy crisis or not, would miss them if they were omitted.

As always, the goal is not to get carried away with esthetics, but to create an environment that will help sell your product. The energy-saving model can do just that; it can involve and inform. But a word of caution. If the merchandising goes overboard, is too futuristic, and there aren't enough practical suggestions, you'll lose the prospect's attention.



YOU DIDN'T PLAN ON AN ENERGY CRISIS, BUT NOW YOU'RE PLANNING YOUR NEXT BUILDING.

Which building material will you use?

You've got energy shortages to think about. Air-conditioning costs. Heat gain through the long, hot summers. Heat loss in the winter months. Heating equipment costs. The whole set of energy-use factors suddenly has become critically important. The building material you use affects all of them.

Compare the energy conserving capability of masonry, for instance, with double-plate glass walls.

At 4:00 P.M. on a hot August day in Washington, D.C., the heat gain through a square foot of west-facing insulated brick and concrete block wall will be 2.2 Btus an hour.

The heat gain through a double-plate glass wall in the same location will be 173 Btus a square foot in an hour. A big difference.

Project this differential over 10,000 square feet of wall. You come up with a heat gain through masonry of 22,000 Btuh, while the heat gain through double-plate glass is 1,730,000 Btuh.

In the case of the masonry wall, cooling equipment with a two-ton capacity can handle the heat gain. But with the double-plate glass wall, about 143 tons of cooling capacity will be needed.

An analysis of a typical 10-story building shows that over its useful life, the air-conditioning cost for a square foot of our masonry wall will be about 23 cents. For the double-plate glass wall, it will be \$7.60.

It takes a lot of money to buy, install and create space for all the extra air-conditioning equipment

required by the double-plate glass wall. A lot of money and a lot of energy to run that equipment.

Compare the heat loss in winter. It has a dramatic effect on energy consumption and building operation costs.

Our masonry wall, for example, has a "U-value" of .12. The double-plate glass wall has a "U-value" of .55. (U-values are used to determine heat loss through one square foot of wall area in Btuh per degree Fahrenheit differential across the wall.)

This means that the masonry wall is about 450% more efficient, on the average, than the glass wall in reducing heat loss.

Over the useful life of the

building, the heating cost per square foot of wall area for masonry will be about 30 cents. For double-plate glass, about \$1.38.

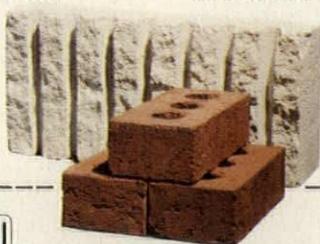
In a time of one energy crisis after another, masonry makes eminently good sense as a good citizen.

The masonry industry believes that the thermal insulating qualities of masonry are an important economic consideration to building designers, owners and investors, and all citizens.

Masonry walls save on air-conditioning and heating costs. And just as important, they are less expensive to build. The masonry wall we've described would have a 38% lower initial cost than the double-plate glass wall.

If you'd like to find out more, write to us and we'll send you a booklet comparing the thermal

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This year at the Houston Home Show, Peachtree Door introduced the first really new, really reversible entry system. This is the most complete, best engineered, unitized, insulated entry system yet.

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Designed in conjunction with Walter Dorwin Teague Associates, this new system

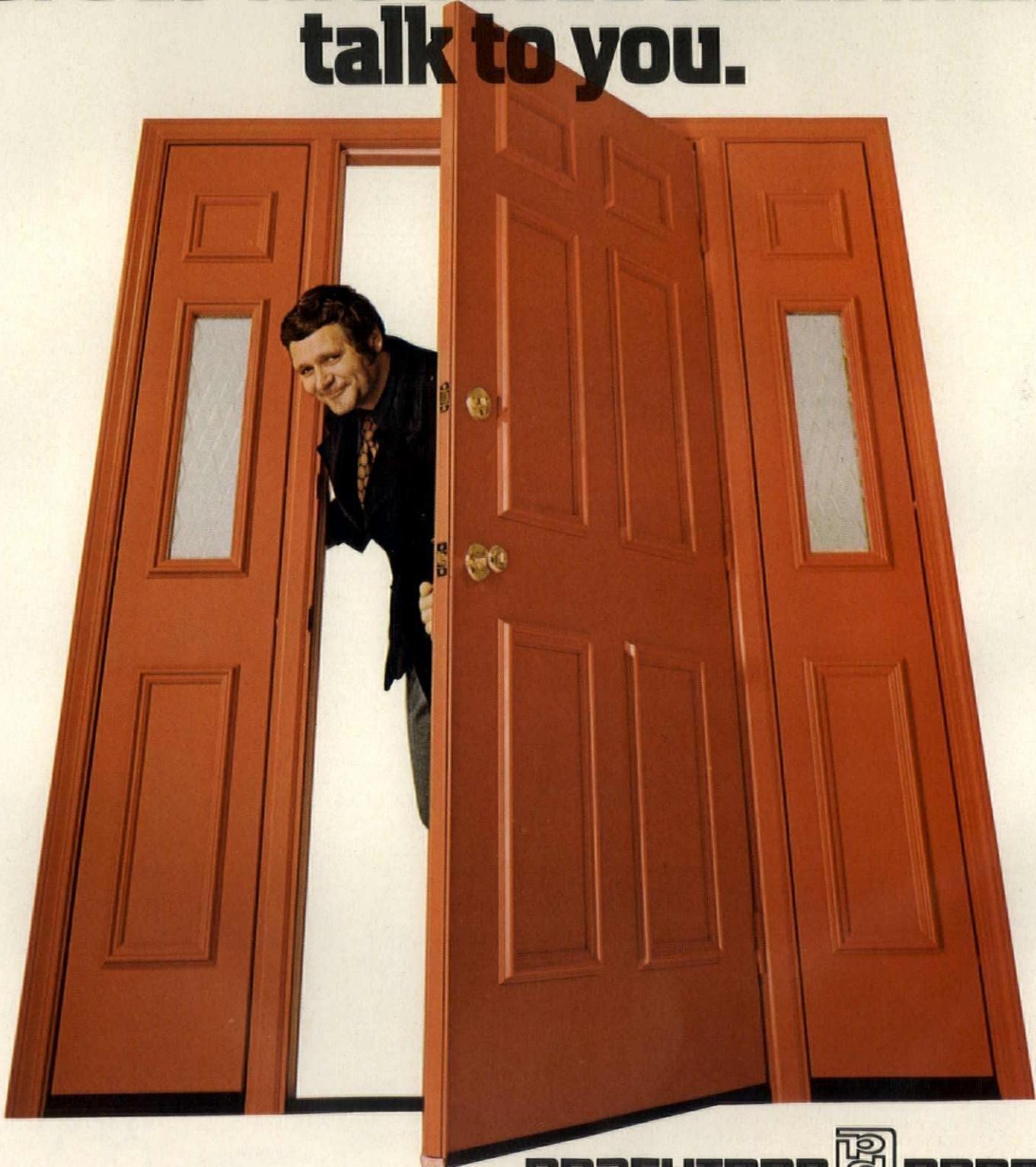
comes in two models: VINTAGE, a traditional flush door with a variety of decorative trim plants; and AVANTI, a series of deeply embossed design.

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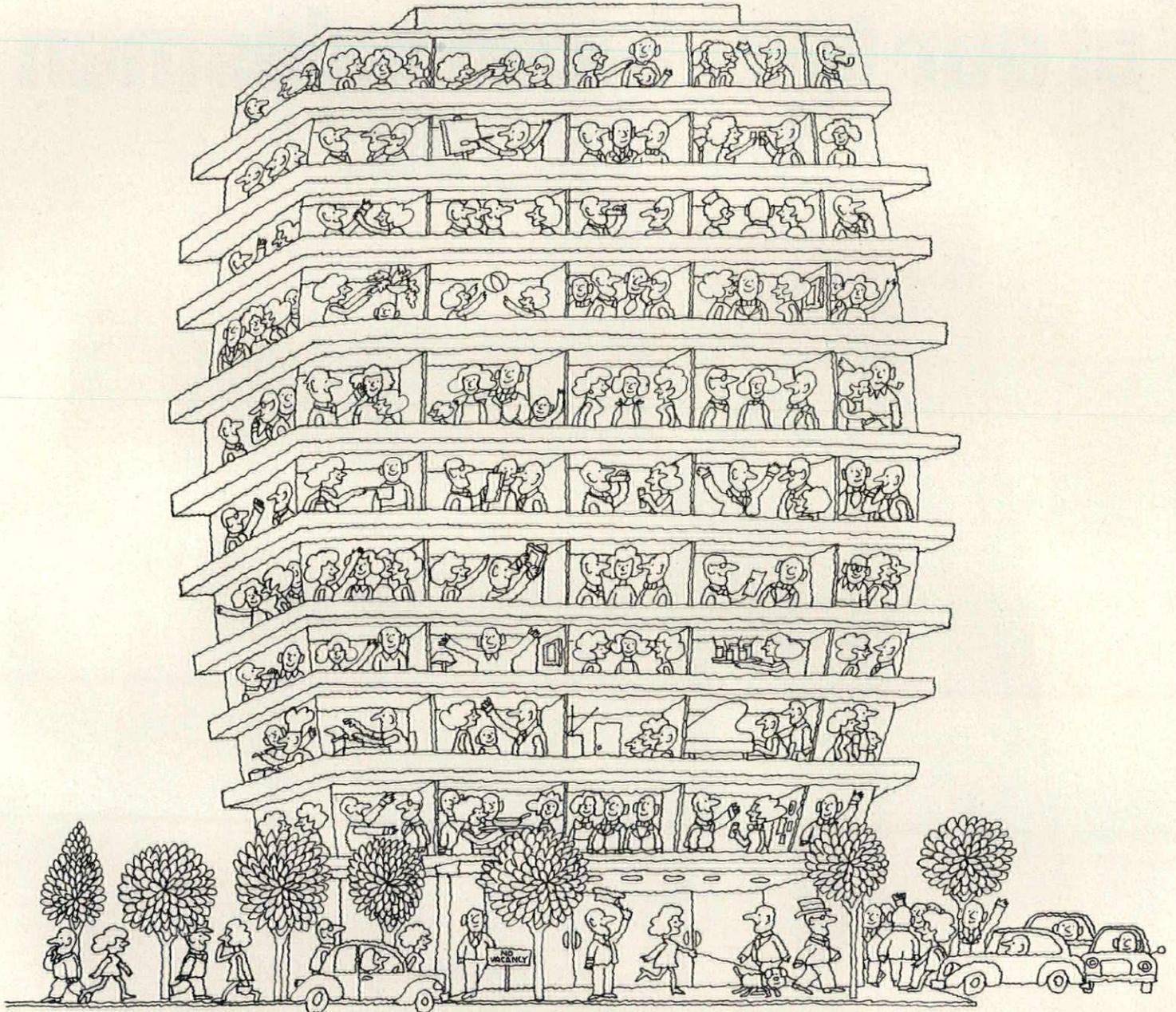
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Robert Rosenwald, President, Rossmoor Corporation

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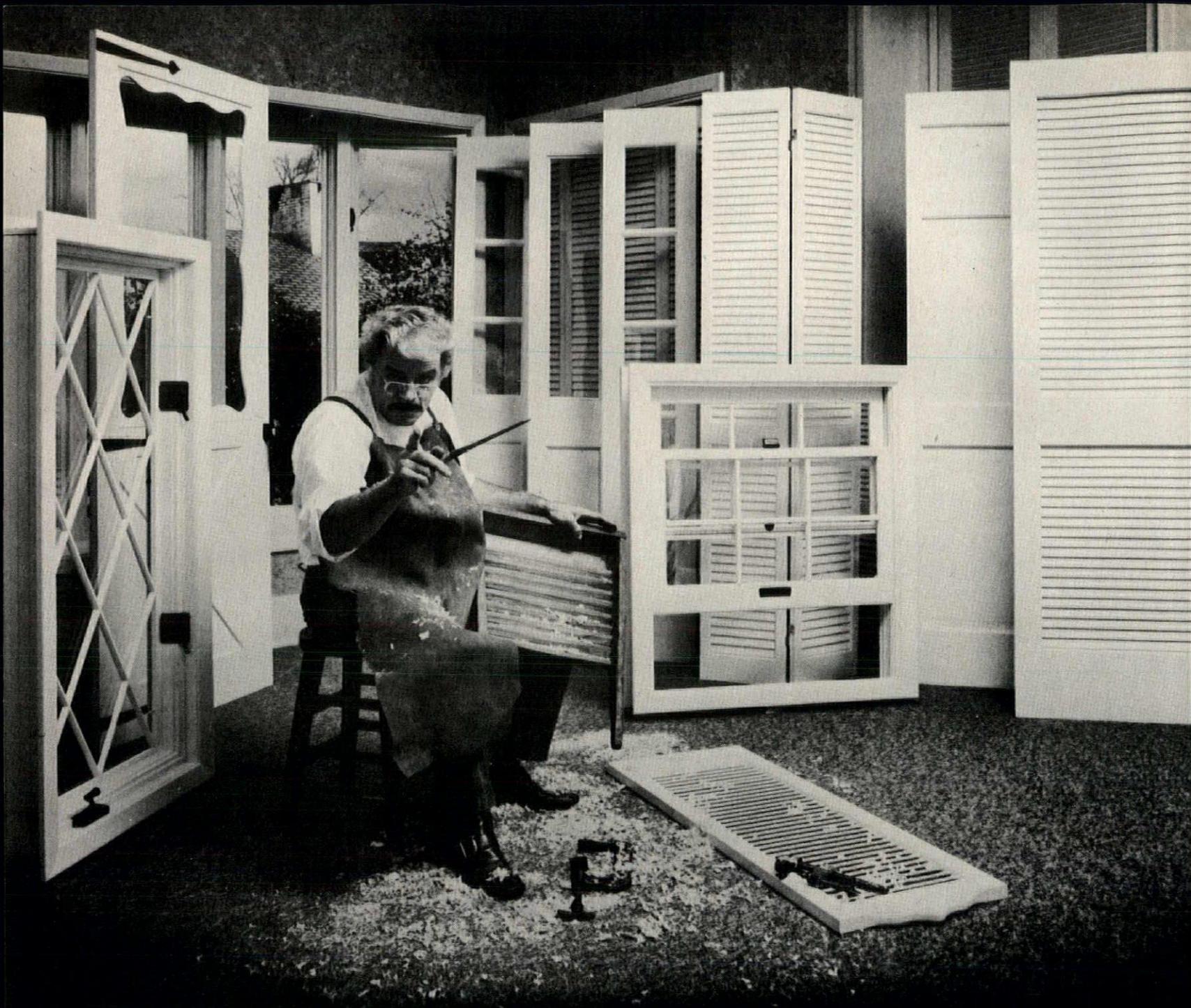
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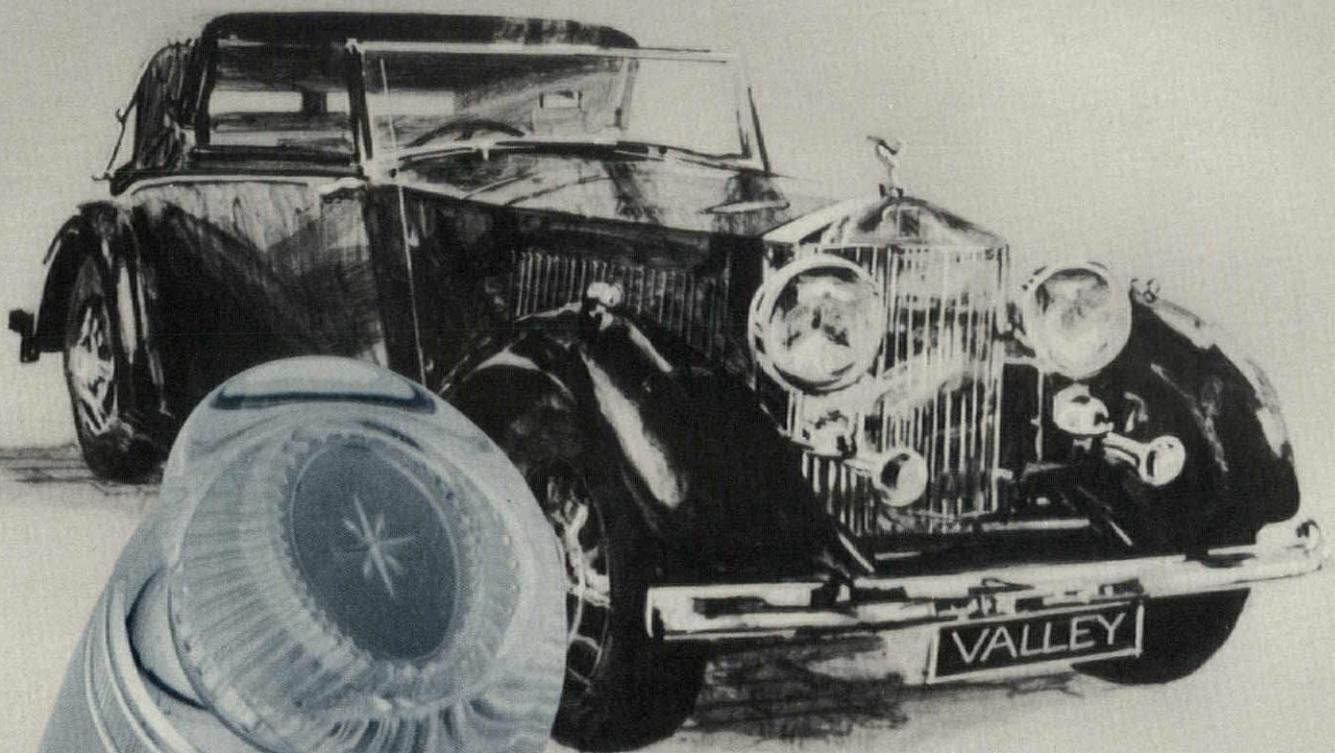
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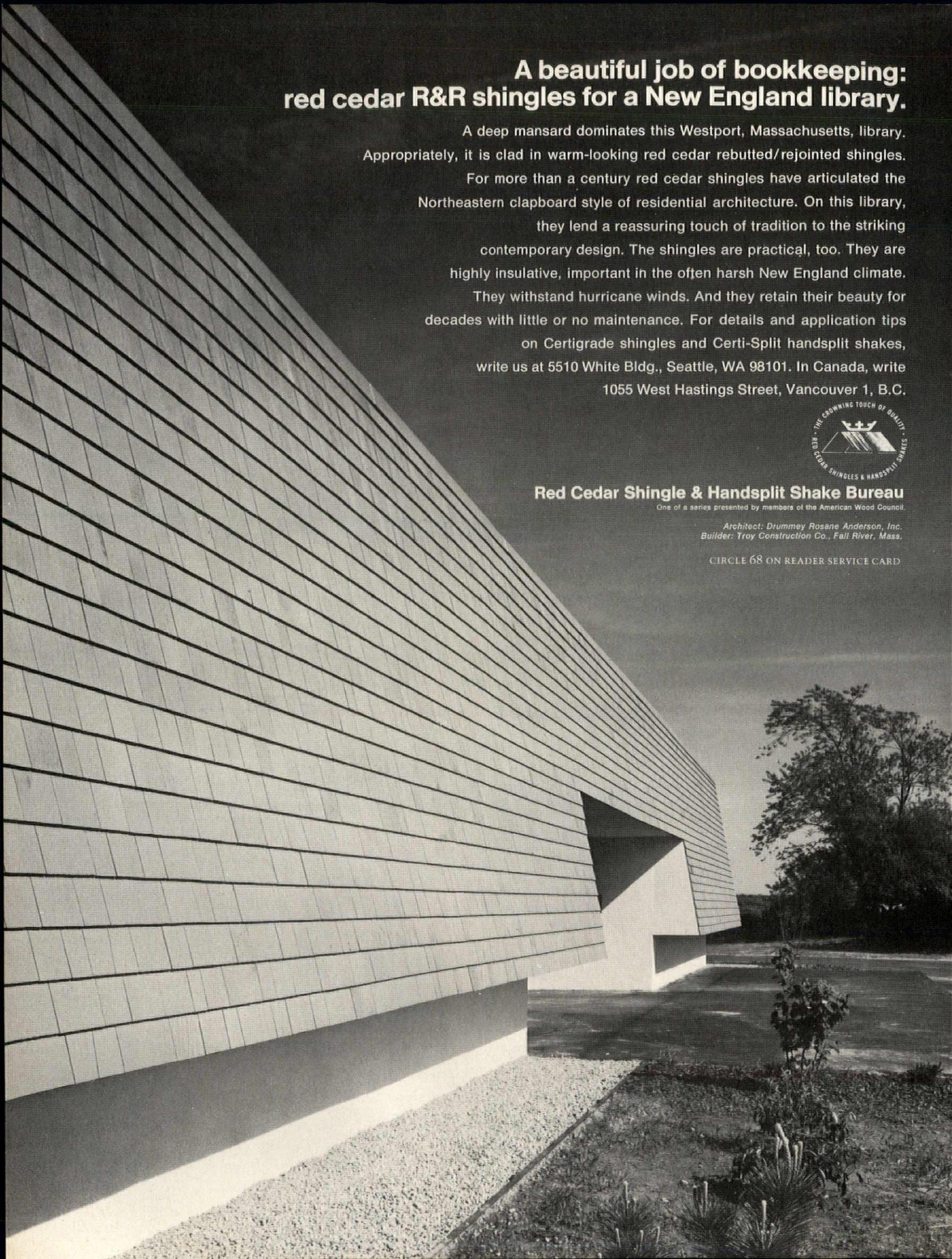
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Where is the prospect in today's tougher market, and what new advertising approaches will bring him out?

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How much do you need to spend to have an effective sales office?

What kind of sales office should you have—Permanent? Movable? Model? Garden? Nothing?

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How do you create graphs that make the sales area and models more appealing?

How can you control traffic to the sales and model area?

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How can you minimize model-area costs?

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What colors turn buyers on—and off?

How can you make one model do the work of many?

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What motivates today's buyers, and how can these motivations be turned into an effective sales program?

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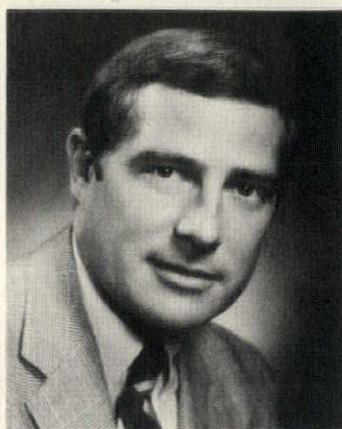
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Bayne A. Sparks is vice president, communications for Santa Anita Consolidated, whose homebuilding subsidiary, Grant Corp., is one of the country's major developers. Formerly, as corporate vice president of marketing for Grant Corp., he supervised the firm's marketing and merchandising operations in Northern and Southern California, Nevada, Arizona and Hawaii. Before joining Grant Corp., Mr. Sparks directed marketing and sales operations for Coronado Cays and for Rancho Bernardo, well-known projects in the San Diego area.



W. E. Mitchell is president and senior associate of Market Profiles, a marketing, merchandising, sales and research consulting firm. Previously, he was director of residential marketing for Walker & Lee, Inc., one of the West's largest residential real-estate firms, and later became general sales manager for Deane Brothers, Inc., a builder widely respected as one of the most creative marketeers in the country. Market Profiles was formed in 1968.



Jack Risbrough is founder and head of Jack Risbrough Associates, a consulting firm that provides comprehensive marketing services specially designed for the small and medium-volume builder. Before founding his own firm he held a number of key marketing positions: general sales manager of a division of American Housing Guild, project manager for Deane Brothers, Inc., national marketing vice president of J. H. Snyder, Co., and national marketing vice president of Deane & Deane, Inc. He is currently Region II chairman of the Sales and Marketing Council of NAHB.



Dave Stone is president of The Stone Institute, Inc., a market and management consulting firm with offices in California, Minnesota, Missouri and Washington, D.C. He has been both a realtor and a builder, and served as general manager of Stone & Schulte Inc., a realty firm that represented many of the San Francisco Bay Area's most successful builders. He is best known as homebuilding's leading expert on sales and sales training; over the last 20 years he has lectured on these subjects to more than 100,000 industry people in 50 states, and he has authored eight books on real-estate selling.



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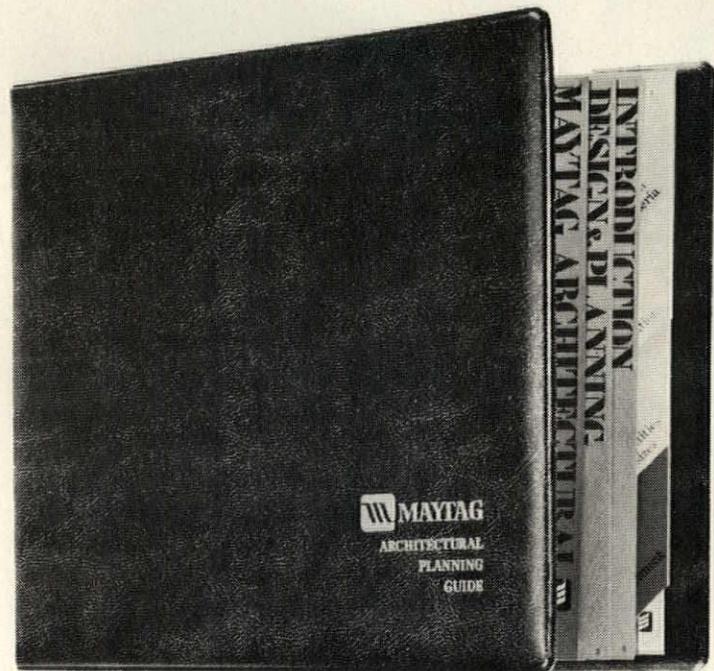
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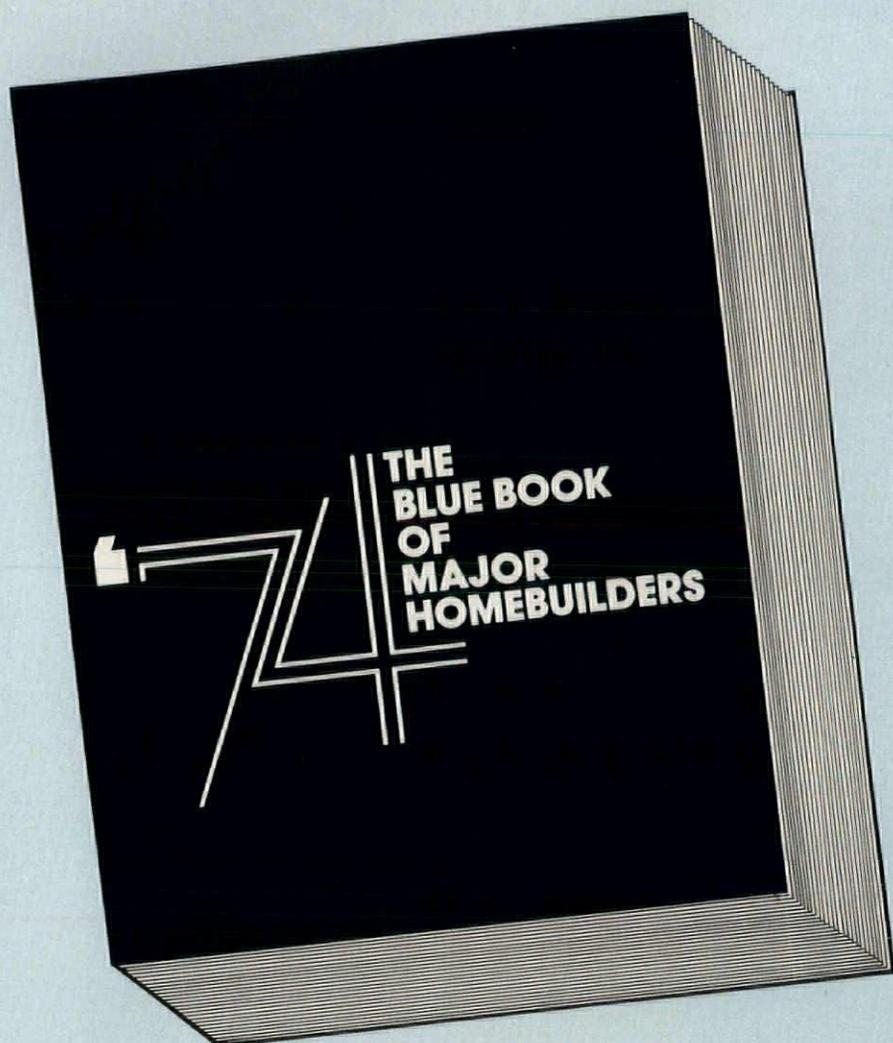
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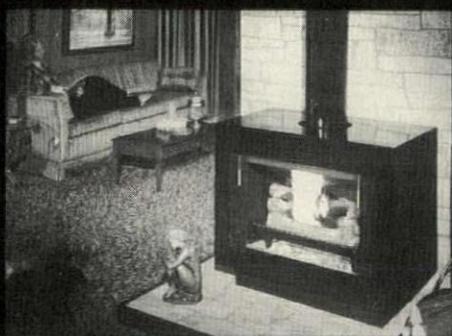
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The NEW HARD SELL

It's getting so hard to sell today that the old hard sell just doesn't work anymore.

The combination of high money rates and high construction costs has had a doubly depressing effect on the housing market.

Middle-income families just can't qualify for as much house as they could even as recently as a year ago. And many of them, rather than pay higher mortgage rates for less house, are choosing to stay right where they are.

Higher-income families are getting choosier. They see no reason to spend a lot more money for more of the same old stuff that's been around for years.

In most cases, this resistance is too strong and too deeply rooted to be overcome by the traditional harder sell—brighter banners, louder ads and more persistent lapel-grabbing.

But there is another kind of hard sell. It costs as much or more money than the old way, and it takes a lot more real marketing and merchandising know-how and a lot more creativity.

And it works.

It consists of one, or both, of these ingredients:

1. A product so markedly better than the competition's that buyers are willing to pay either the same for less house or more for the same house.

2. A marketing and merchandising program that doesn't just clamor for prospects' attention, but focuses tightly on their real needs and concerns.

How—and how well—this new hard sell can overcome today's marketing problems is the subject of the next 20 pages.

How do you sell people out of 6% houses and into 8½% condominiums?

Convince them that they're buying something so much better—in design, comforts, amenities and environment—that those higher monthly payments are worthwhile.

"If you do that," says Vance Meyer, Pardee Construction Company's vice president and director of marketing, "they'll forget about the higher interest rate."

This merchandising strategy underlies the sales pitch at Vista del Cerro, a 166-unit, \$6.5 million project built on a 20-acre bluff overlooking a swank section of San Diego called Del Cerro.

And the strategy is working. After a post-opening slump late in 1973, sales at the project are perking along at a solid 2.5 to 4 units per week. Fifty-six units had been sold as of the end of April.

Using data from his buyer profile, Meyer focused on features most wanted and/or appreciated by his prime prospects—couples in their early forties with an average of ½ child per family, earning about \$23,000 and living in nearby single-family and rental units.

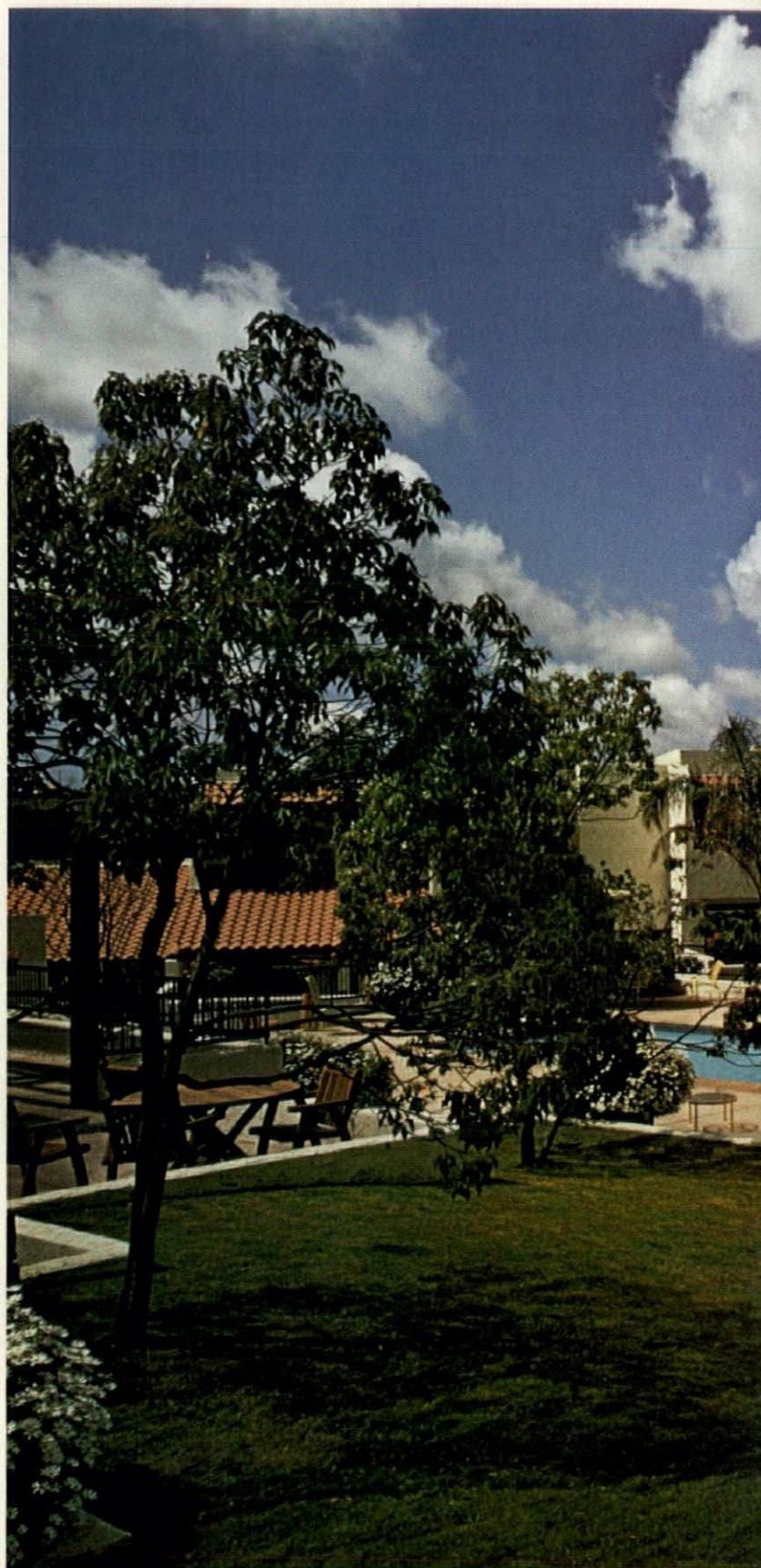
Specifically, Meyer stressed three merchandising elements:

European styling. The buyer profile indicated that prospects were well traveled and appreciated the look of authentic Spanish townhouses. So the architect, Richard Stoddard, was asked to design one- and two-level homes similar to those found on the Costa del Sol.

A two-car garage was put beneath each unit, partly below grade, so cars are hidden from view. This is a marketing plus vis-a-vis nearby projects, where carports or open parking are commonplace.

Heavy landscaping. "This is a vital part of our merchandising effort," says Walter Browder, Pardee's communications director. "We spent \$500,000 and it's worth every penny because it underscores our sales theme—a life above and beyond the commonplace."

Better interiors. Both layouts and square footage are comparable to—or better than—those of the nearby apartments and single-family homes that supplied the majority of prime prospects. Vista del Cerro features include formal dining rooms with built-in silver/china cabinets; wood-burning fireplaces in all living rooms and most master bedrooms; wet bars; private, walled garden entrances; 10'-high ceilings and large walk-in closets in master bedrooms.

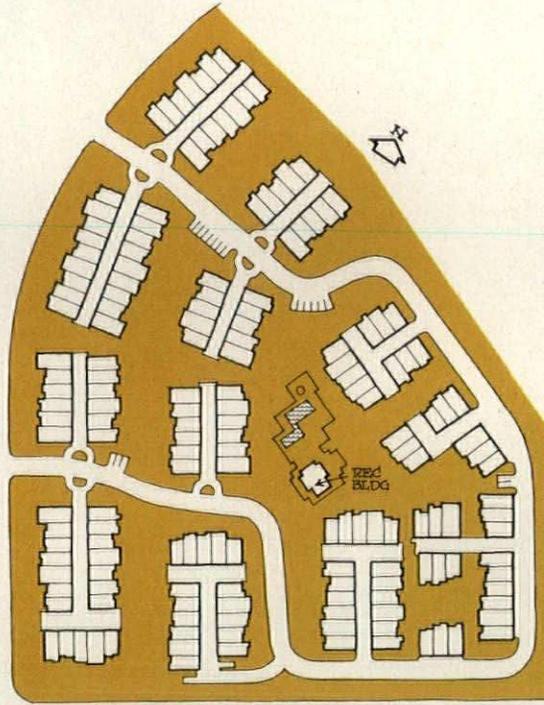


JOHN OLDENKAMP

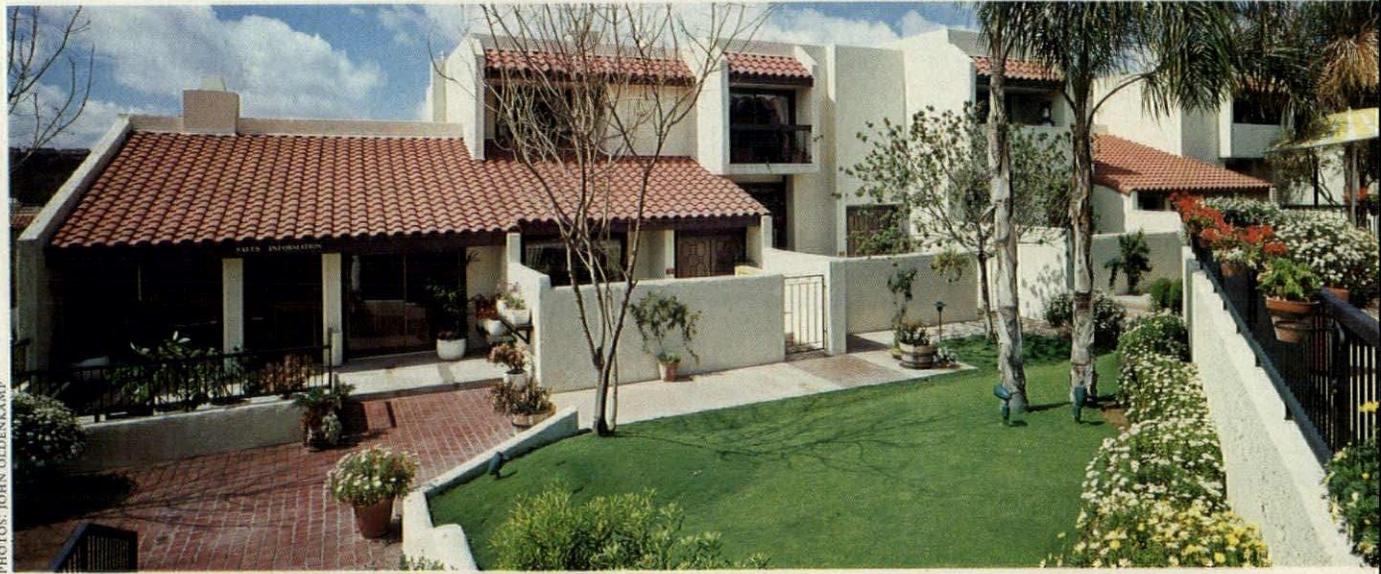
The recreation area includes a heated swimming pool, a therapy pool, right rear, and a pavillion (*not shown*) that overlooks the pools. Entire project was heavily landscaped with shrubs, vines, trees and massive beds of flowers. Landscape architect was Don Brinkerhoff Lifescapes, which worked in cooperation with Pardee's Roger De Weese.



The project's 166 condos are grouped in 3- to 9-unit buildings—some clustered, some in rows. They are connected to the central recreation area by a network of narrow, winding walkways and stairs that conform to the contours of the terraced site (*plan, right*). Units are offset and rooflines built at different heights to provide variety for the building elevations. To left of the rec area are the sales office and models.

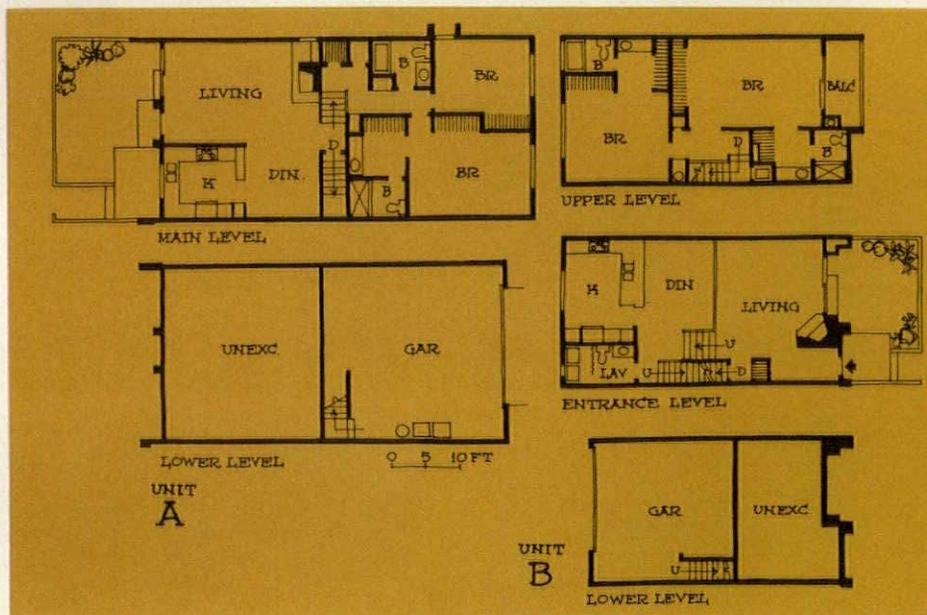


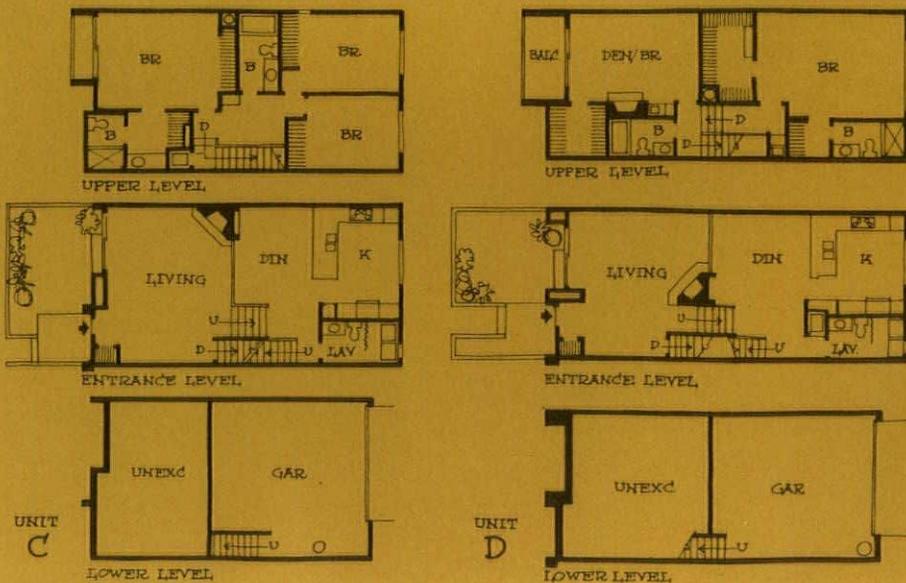
The model complex (*below*) faces a pedestrian plaza which leads to the recreation area. The 1,176-sq.-ft. sales office, at left in the picture, is a gutted Plan A (*bottom of page*). At the rear of the unit two private closing offices have been built on a mezzanine. "Walking up the steps to the closing offices is a decisive act for the prospect," says Meyer. "Once he climbs those stairs, he's not as likely to back out of the sale."



PHOTOS: JOHN OLDENKAMP

Four of the project's five plans are shown at right. **Plan A**, 1,176 sq. ft. and priced from \$44,300, appeals to retirees who do a limited amount of entertaining. **Plan B**, 1,706 sq. ft. and priced from \$51,900, is designed for couples who entertain and have occasional guests. **Plan C**, 1,715 sq. ft. and priced from \$53,900, is for families with children. And **Plan D**, 1,834 sq. ft. and priced from \$54,900, is a versatile design that appeals to such buyers as a professional couple with a maid, two unmarried sisters or a bachelor living with his mother. Not shown is Plan E, a 1,584-sq.-ft., two-bedroom, 2½-bath unit, priced at \$50,400.





The model living room of Plan D (above) is designed to relate the Spanish interior decor to the Mexican-style patio. Decorating costs averaged about \$15,000 per model, plus \$2,500 for each patio. The project's advertising and promotion budget is about \$5,000 a month, approximately 1.3% of the project's total sellout price. Most of the budget is allocated to newspapers and a local magazine. Billboards are used and some TV spots. Says Meyer: "A project starts to come alive—and sales really take off—when prospects can see people living in it, and when the landscaping is in. This establishes credibility in the minds of people who may have heard negative things about condos." Interior decorating was done by Ian Phillips in association with Dorothy Kerr O'Donnell, a member of the Pardee staff.

How do you get people excited about buying homes in a standard single-family development?

You tie your project to a theme that has strong emotional appeal and then you play it to the hilt.

Deane Homes is building attractive zero-lot-line houses in a typical California style in University Park, Irvine, Calif. The location is sought after; the Deane reputation is valued.

But that cannot account for all the excitement over University Park. In just three months Deane sold 115 houses worth over \$8 million—half the development. This is a phenomenal sales rate for homes in the \$59,000 to \$75,000 range.

Much of the credit must go to an imaginative marketing strategy that capitalizes on the current longing for closeness to nature. Deane offered "a home to match the environment"—and then it created an environment worth matching.

The sales office is a lush, tropical world of tall trees, trailing vines and banks of flowers. And the model complex is lavishly landscaped indoors and out. The effect is reinforced by the heavy use of natural materials—wood, brick and stucco—and by the handicrafts, textured fabrics and warm earth tones used in the interiors.

It really turns people on.

"We've seen this concept in a lot of restaurants and in the way people decorate their own homes, but we haven't seen builders use it before," says Larry Deane, president of Deane Development Co. of Newport Beach, Calif.

In contrast to the striking sales and model complex, the rest of the Deane sales approach is underplayed. Salesmen are deliberately low-key; brochures contain floor plans and a few words about Irvine and the homeowners association, but no heavy sales pitch; displays are half hidden by foliage for prospects to uncover or ignore as they wish; and advertising began only in the eighth week of sales.

Deane believes strongly that quality and service pay off in referrals. That's why costs of a very lenient customer service policy came out of the advertising budget.

Deane also believes in a strong public relations campaign to stimulate traffic. Items: an Easter parade for local charities, a wine and cheese festival, fashion shows, etc. to bring people to the site with no obligation to tour the models.

All this costs money. Deane estimates that the University Park merchandising effort—which includes model-home capital and operating costs, advertising, sales commissions, common areas, park site and service after sales—will come to a hefty 17% of the \$16 to \$18 million sellout.





PHOTOS: LEE LAND LEE



The sales office (*left*) is actually a slightly modified production house, and it will be sold when the project is completed. Visitors stop in the main room (*above*), which is the living room in the actual home, to pick up a brochure and look at the plot table (*not shown*) before touring the models.

The sales office was designed by Tom Gonzalez, Deane's vice president of design, and Walter Richardson and Associates, the same team that designed the homes.

As salesmen Deane chose men in

their mid-thirties with a friendly, relaxed manner, and gave them a great deal of training. Even with a weekly average of 700 prospects, two salesmen and two hostesses can handle the traffic. The reasons: Prospects are encouraged to wander about on their own and there is no attempt to pre-qualify them.

Across the street from the sales and model complex are the project's recreational facilities, which visitors also can inspect. Included are tennis courts, cabanas and an Olympic-size pool set in a five-acre park.



To create interiors that would be striking yet in keeping with the informal lifestyle of Deane's market, decorator Carole Eichen blended antiques with contemporary furniture and used plenty of warm colors, wood, handicrafts and textured fab-

rics. She also worked closely with the landscape architect to coordinate interiors and patio areas. The garden off the living room model shown above, for example, can be seen clearly through the glass wall, and it is an integral part of the room's decor.

PHOTOS: LEE LAND LEE

How do you create healthy sales in a blah (saleswise) resort market?

You take the most exclusive kind of living that the resort area offers and scale down the selling price to attract a broader spectrum of buyers.

A case in point is the \$40 million Sunrise Country Club, five miles east of Palm Springs, Calif., where golf- and tennis-oriented condo units are being offered by the Sunrise Corp. for \$34,000 to \$68,000—far below the \$80,000 to \$100,000 and up typical of Palm Springs country-club housing. And although other months, results at Sunrise Country Club have been spectacular.

Since the project opened last September, sales have averaged 16 per week, and in some weeks even shot up to more than 40 despite price increases of up to \$7,000 to \$8,000 a unit. (Prices were geared at \$30,000 to \$60,000 when the project opened.) By the end of April 466 units had been sold at an average price of \$48,000. Originally, Bill Bone, Sunrise's president, projected a four-year sellout; but at the current rate the complete sellout period will be under 18 months.

What did Sunrise do right?

First, they adopted the scaled-down approach for the 190-acre site which is surrounded by posh (i.e. Thunderbird, Desert Island) country clubs. Then they built a \$1 million clubhouse, a \$750,000 par-64 golf course, a \$25,000 sales office, a tennis club and eight models. They developed the site so 744 condo units overlook either the golf, tennis, tennis courts or swimming pools.

Most importantly, they offered exceptional value.

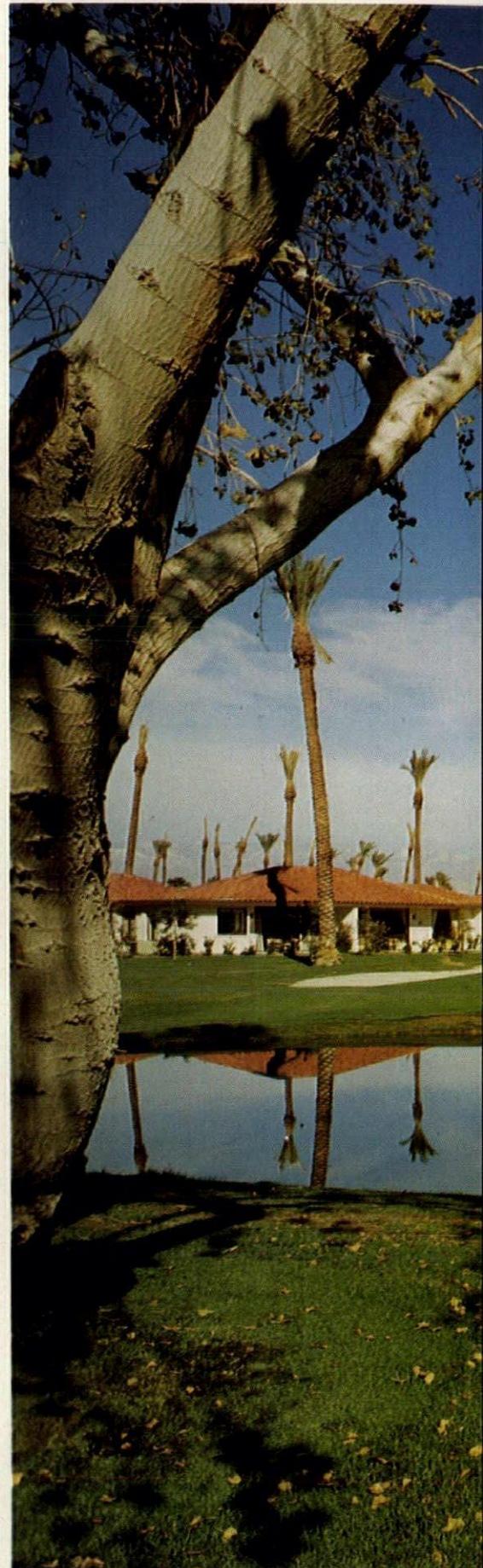
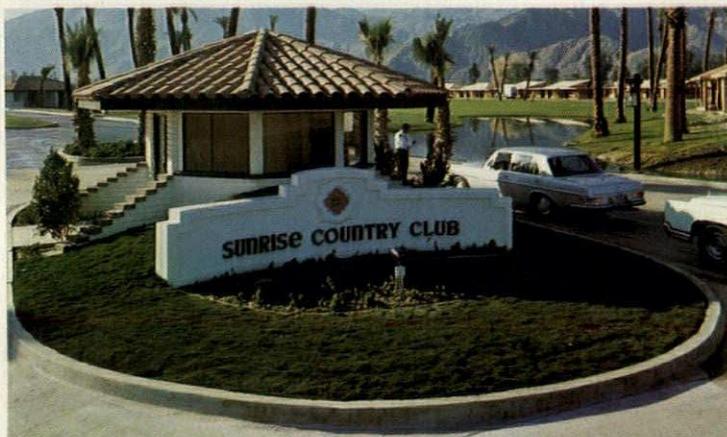
"There's nobody else selling houses on a golf course in our price range," says Bill Fruehling, Sunrise's senior vice president. "And we give them a luxurious clubhouse and first class tennis facilities."

Buying a unit entitles the purchaser to a proprietary interest in the country club. This provides social privileges, but more importantly it eliminates any initiation fee for golf or tennis privileges.

The project also offers security, a vital feature in this kind of life. The entire site is protected by a 6'-high wall and 24-hour guards.

And finally, Sunrise Country Club has pushed referrals very successfully. A social activities program and a constant flow of project information by mail have engendered a sense of loyalty and social warmth among buyers, most of whom live in the Los Angeles area. The result: Seventy percent of sales have come from referrals.

PHOTOS: JULIUS SHULMAN



Two of Sunrise Country Club's strongest marketing points are 24-hour security (see gatehouse, left) and golf-course living (above).





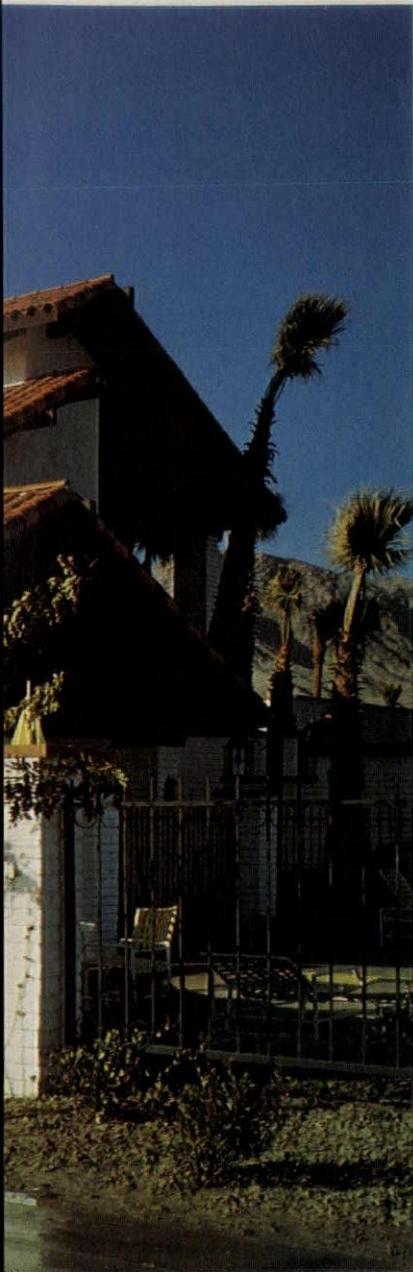
A \$1 million clubhouse (above) is the focal point for a continuing social program that ranges from frequent dances and cocktail parties to a Friday night Get Acquainted Hour and Sunday champagne brunch. The clubhouse's size (15,000 sq. ft.) and interior decor (photo, right) were designed to be on a par with the most elegant Palm Springs clubhouses. There's a large dining-room lounge, golf and tennis pro shops, locker rooms and a deck overlooking tennis courts, pool and playground. An average buyer profile is a 52-year-old, pre-retired couple earning \$35,000-\$40,000 annually. There is also a sprinkling of widows, widowers, di-

vorces and families with school-age children. Golfers account for 56% of the buyers and tennis players, 24%. Twenty percent play neither sport, although many buyers are learning. Because 80% of prospects come from the Los Angeles area, most of the \$7,500 weekly advertising budget is spent on a two-color ad in the *Los Angeles Times*. The ad theme is the project's success story: A banner head reads, "\$8 million sold in the first 60 days" or "\$16 million sold in the first 16 weeks". Some sports-minded prospects are attracted to the project because sports stars such as Don Drysdale and Roman Gabriel own units.



GEORGE SZANIK

EXTERIOR PHOTOS: JULIUS SHULMAN



The swimming pool (below) is adjacent to the clubhouse at the center of the project. It is one of 18 swimming pool areas with therapy pools scattered throughout the site. In addition, there are five small man-made lakes.



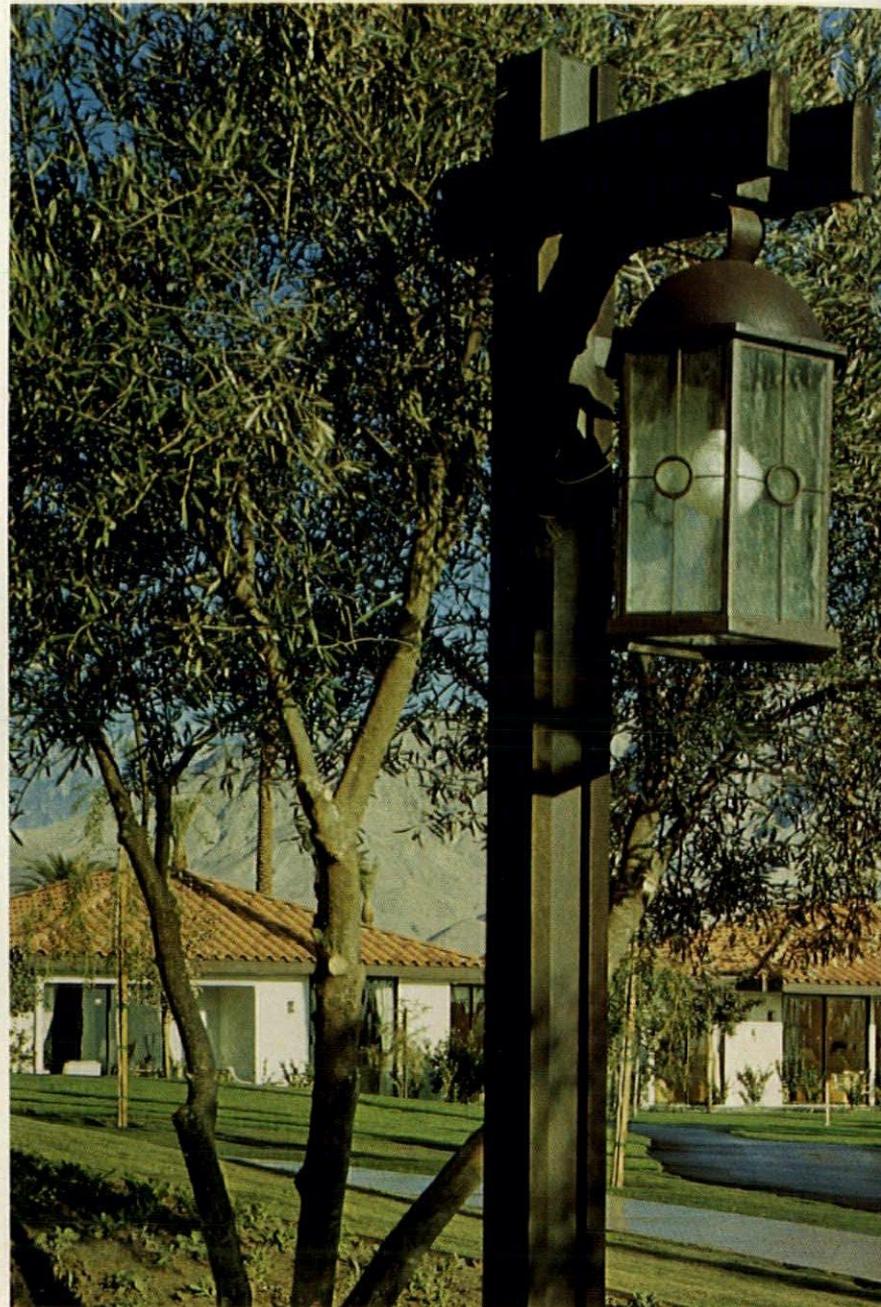
The tennis club (left) is headed by professional Dennis Ralston, captain of the U.S. Davis Cup Team. The club has nine courts—including four equipped with lights for night play—and one oversized and sunken for tournament play. It also has four tennis teaching alleys, equipped with videotape replay and a machine that can be adjusted to send the ball over the net at varying speeds and trajectories. "Dennis has had a great impact on the tennis program," says Fruehling. "And the tennis program has broadened our market appeal tremendously."

The simple lines and low profile of Spanish style architecture blend well with the flat terrain. Striking color contrasts—red tile roofs, green grass and blue sky and water—are a key merchandising feature. Single-level homes are definitely preferred by buyers in their fifties and sixties who don't like to climb stairs or look down on the golf course.

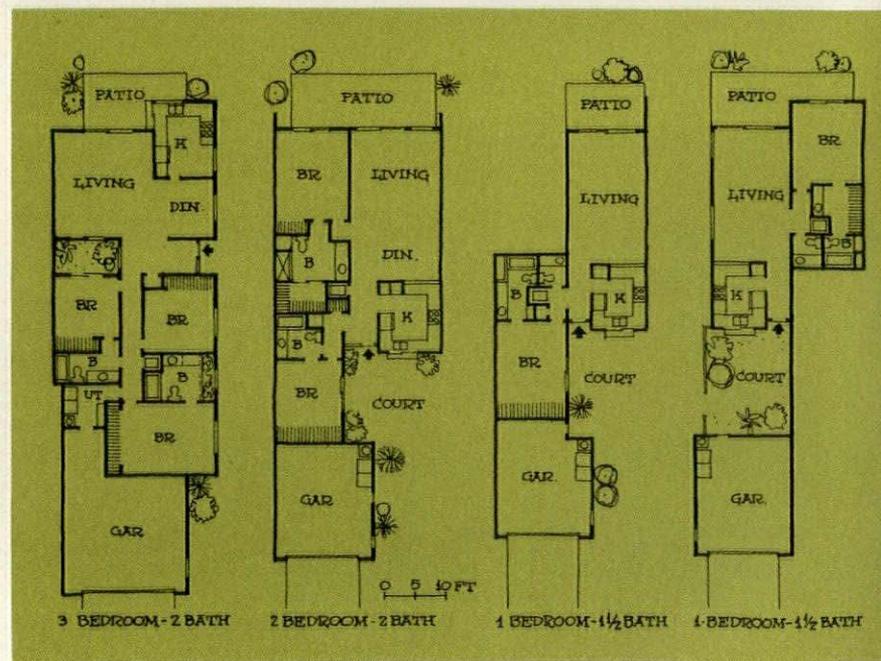
Model decorating, done by Carole Eichen Interiors, emphasizes light desert colors such as beige, white and green. At \$10 a sq. ft. the eight models cost about \$16,000 each to decorate plus \$4,000 for patio furnishings. The project's design center, staffed by five professional interior designers, has an excellent track record, selling most buyers a standard \$8,500 to \$10,000 furniture package.

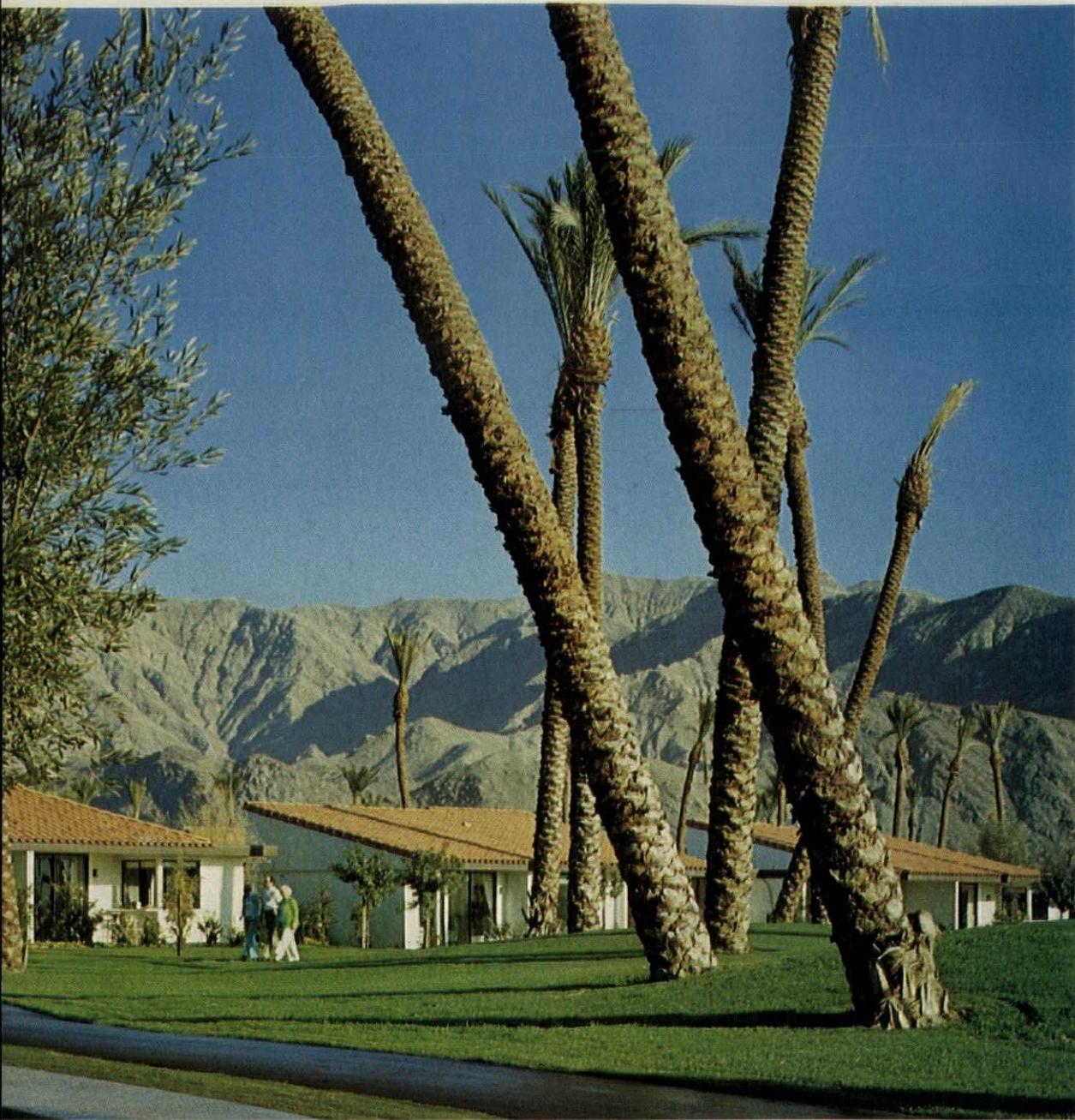


GEORGE SZANIK



Four of the eight available floor plans are shown at right. The first two plans comprise 60% of all units sold and produce the highest profits. One is a three-bedroom, two-bath unit with 1,650 sq. ft., priced from \$48,995; the second is a two-bedroom, two-bath unit with 1,275 sq. ft., priced from \$45,995. The other two units are the slowest sellers, comprising 15% of the units sold. They both contain 850 sq. ft. and are priced from \$33,995 and \$34,995. Not shown are a three-bedroom, two-bath unit with 2,000 sq. ft., priced from \$65,995 and a two-bedroom, two-bath unit with 1,600 sq. ft. priced from \$54,995. They comprise 25% of total sales. These larger units are bought primarily by people who spend long periods of time at the country club. The project's three salesmen are paid on the basis of all units sold; they equally split 3/4 of 1% of total sales.





JULIUS SHULMAN

The site plan shows how each of the project's 744 units look out on either the golf course, a lake, tennis courts or a swimming pool. Units are clustered four to a building, and there are separate adult and family neighborhoods. The 4,300-yard golf course was designed by Ted Robinson. Its 18th green and the first tee can be seen from the central sales office. *(This view is on the front cover.)*



How do you sell location and view when your prospects can't even get near your site?

You build an eye-catching sales pavilion right where your market works and shops, and inside you recreate the view with photo transparencies and filmstrips.

That way you can generate traffic with a minimum of advertising and promotion, for people do not have to go out of their way to see your models. And you don't even have to depend on good weather to show your view at its best.

That's how Fred Peterman solved the problem for Harbor Point, a \$48 million, 742-unit condominium tower under construction in downtown Chicago. And despite a weak market caused by the uncertain economy, 130 apartments worth \$8 million were sold in the first eight months.

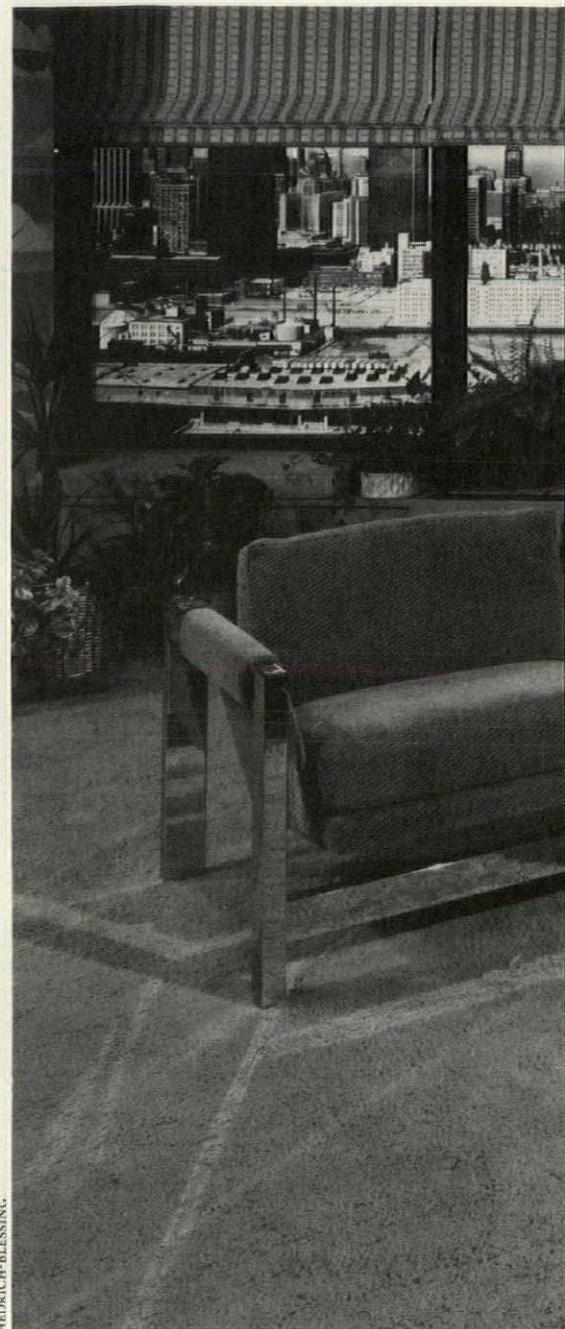
Peterman, vice president of Seay & Thomas, which is handling the marketing and management of the building, had a series of hurdles to overcome with Harbor Point. He had to find a way to show the view—always a major selling point in a highrise—even though the building was so inaccessible that only construction vehicles could get within a mile of it. He had to promote the location, a new area that is not yet accepted as residential. He had to sell the condominium concept, for although condominiums are common in the Chicago suburbs, they are still quite new in the city. And finally he had to compete with a recent spate of condominium conversions selling for half the price.

The fastest and strongest way to cover these points, he reasoned, was with a multi-faceted presentation in a sales pavilion. So Peterman cut his advertising budget in half and spent the money on a \$1 million, 11,000-sq.-ft. sales pavilion at Michigan and Randolph, the busiest corner in Chicago.

A survey shows he was right. Sixty-three percent of the people who have expressed some interest in Harbor Point first learned about it from seeing the sales pavilion; newspaper advertising ran a poor second with 11%.

Peterman advertises Harbor Point in newspapers and in local editions of national magazines, but not on television, which he considers too broad and too expensive. He has mounted an extensive publicity campaign, and he is just beginning post-sales parties that he hopes will generate referrals. He also uses periodic sales incentive programs to stimulate sales.

Harbor Point has allocated 6% of its \$48 million sellout to marketing. The sales pavilion accounts for 2¼%; media, 1¼%; and salaries 1½%. The other 1% goes for maintenance, carrying costs, a marketing fee, etc.



HEDRICH-BLESING





Thirty stories above Lake Michigan? No. The model apartment with the panoramic view (*above*) is actually below street level in a sales pavilion (*left*) a mile west of the building site.

The view was recreated with color transparencies taken from the unfinished building and blown up to 8' x 24'. In one of the models time-lapse films are projected on a window area to show a complete day-to-night cycle and winter-summer sequence in four minutes.

The sales pavilion structure was designed by Planning-Design Collaborative and the interior by Larry Klein Associates, both of Evanston, Ill. Model apartments were decorated by Richard Honquest and Herb Redemske of Chicago.

PHOTO IDEAS INC.



The triangular, 54-story black aluminum and gray glass tower (*model, right*) will contain 106 efficiency, 295 one-bedroom, 311 two-bedroom and 30 three-bedroom units at prices ranging from \$32,400 to \$127,000. The living room of a one-bedroom model is shown above.

The building is believed to be the largest ever to be designed and built as a residential condominium. Solomon Cordwell Buenz & Associates of Chicago were the architects.

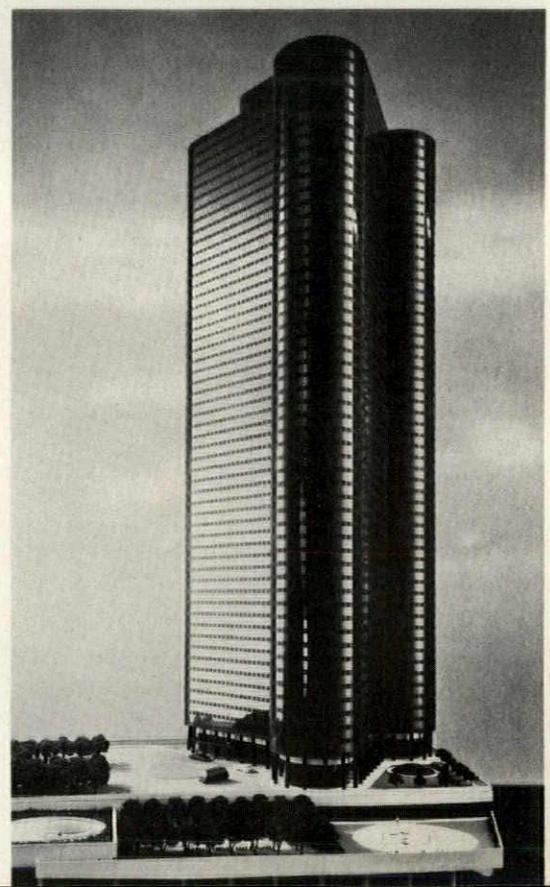
Pinwheel design not only provides six corner apartments for each floor, but also curved glass walls that will afford spectacular views.

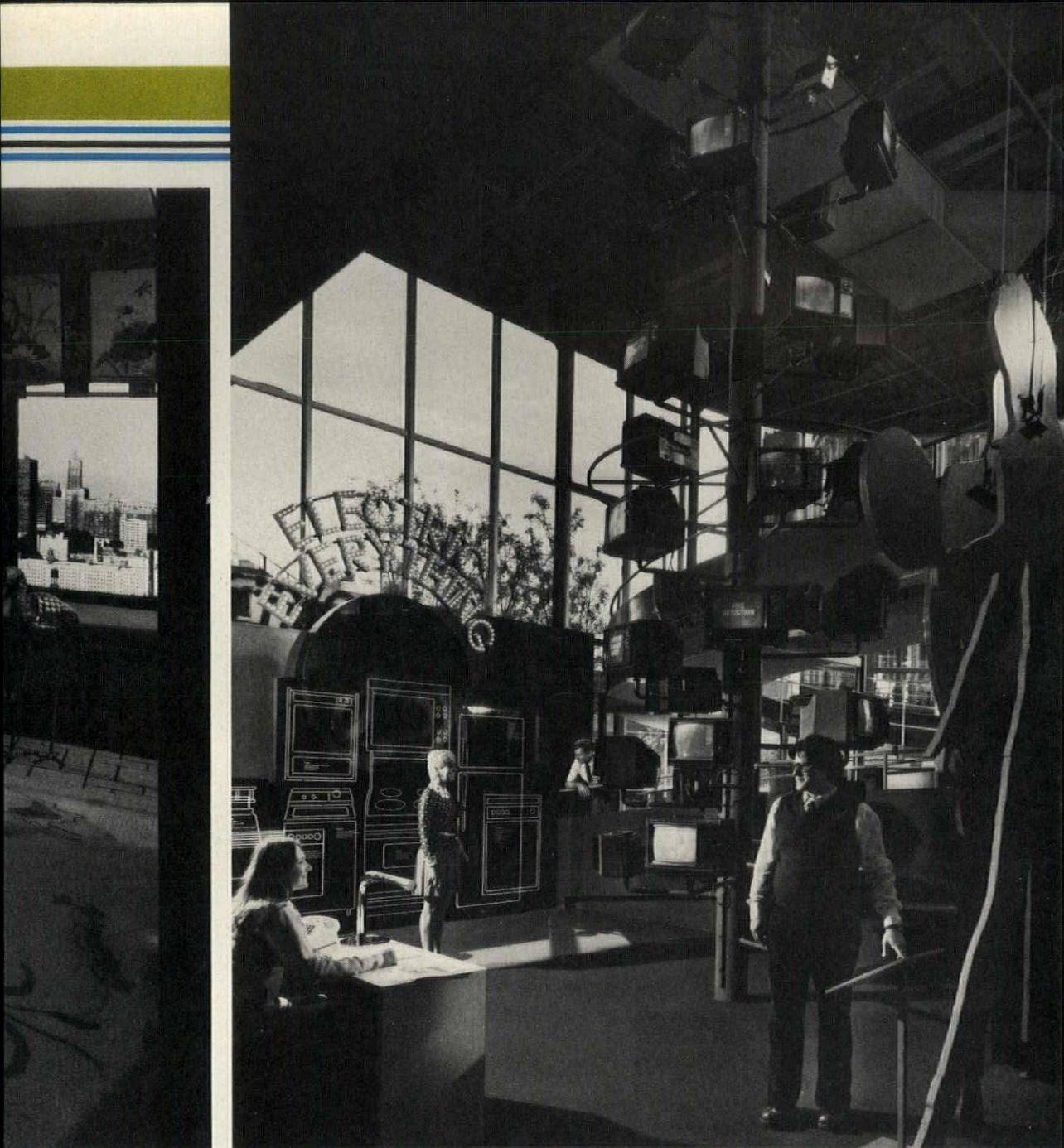
Harbor Point is a joint venture of Illinois Center Corp., an IC Indus-

tries company, and Talman Services Corp. It is the first of six condominium towers planned for Illinois Center, a \$2 billion city within a city being developed on an 83-acre site that used to be rail yards.

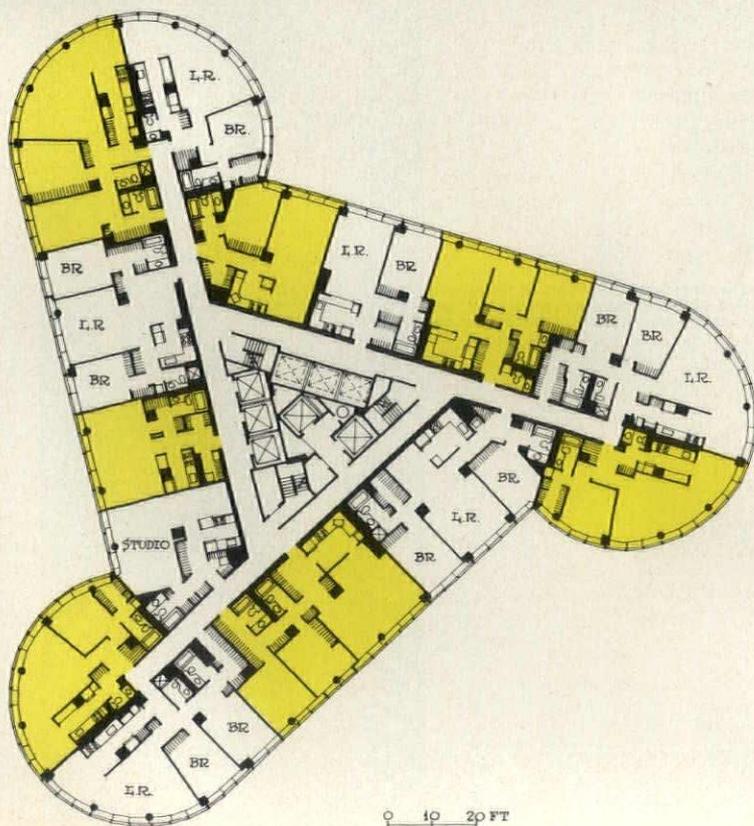
The Illinois Center concept—one of Harbor Point's big selling points—envisions a community of 14,000 residential units, plus hotels, offices, shops, plazas, a riverfront esplanade, a six-acre park, below-plaza streets, concourses, subways, parking, etc. Estimated buildout time is 20 years.

Three office buildings and an apartment house have already been built and another office tower and a hotel are under construction.





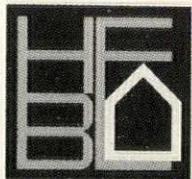
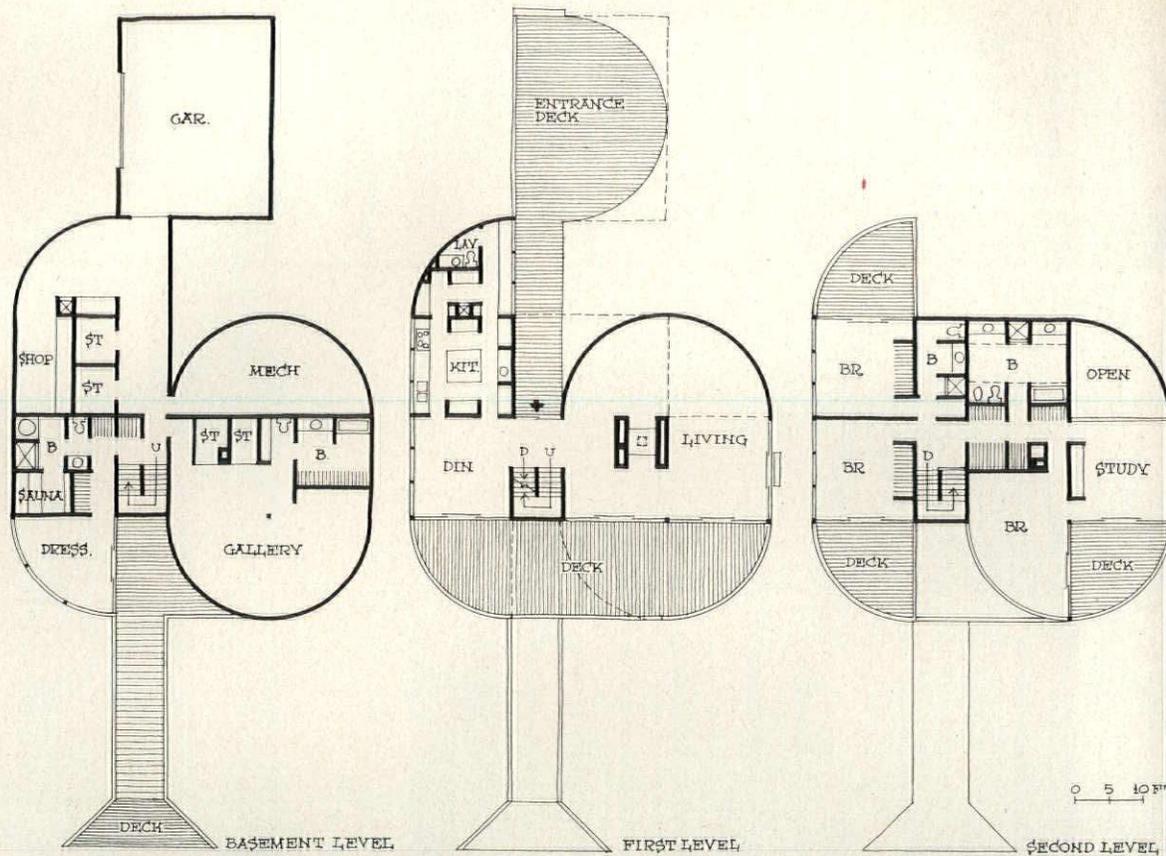
PHOTOS: HEDRICH-BLESSING



An intricate sales path leads visitors down to the model apartments via a circular ramp (above), force-feeding them information along the way by means of recorded messages, an audio-visual presentation and displays.

A television tree explains the elaborate electronic security/communications system, an appliance display emphasizes the advantages of all-electric living and giant cutout figures (one can be seen from the rear in the right foreground) depict the amenity package.

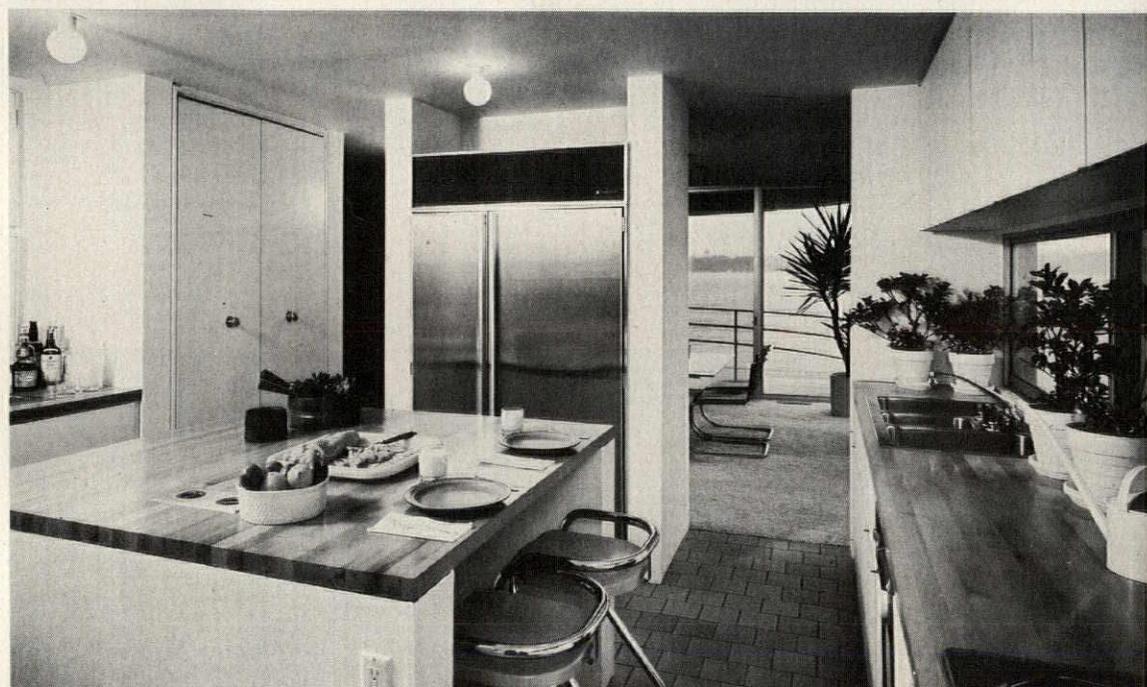
The pavilion is arranged so that visitors can tour it unescorted during high-traffic periods and still get the essence of the sales story.



CUSTOM HOUSE WINNERS

Six Award of Merit winners in the custom-home category of the 1974 Homes for Better Living awards program* are featured on the following pages. They were selected by a five-judge panel on the basis of three criteria: 1) how successfully the architects had met their clients' requirements; 2) how well the homes relate to their sites; and 3) how well the floor plans work. The 19th annual HFBL program drew 245 custom-home entries. For the judges' overall reaction to the entries, see page 105.

*Winners were chosen in a two-day session at the headquarters of the American Institute of Architects, which sponsors the program in cooperation with *HOUSE & HOME* and *American Home* magazines. The 1974 multifamily winners were published last month. Remodeling winners will be featured next month and a merchant-built winner will be published in October.





PHOTOS: BILL MARIIS

ARCHITECT: *Myron Goldfinger*
BUILDER: *Pollock & Wysong*
LOCATION: *Sands Point, N.Y.*
LIVING AREA: *4,500 sq. ft.*



This waterfront home scores high marks for its siting and its floor plan. First, most of the house is open to views of the surrounding beach and Long Island Sound. Second, the natural slope of the hilly site is used for below-grade (thus, out-of-sight) parking beneath the home's entrance deck (*top photo, facing page*). There is also bonus living space in the basement: a gallery, sauna and dressing room. The latter, partly above grade, opens to a deck from which stairs lead to the beach below.

The owners, a semi-retired couple, required a large area for entertaining and family living, as well as accommodations for overnight guests. So a major portion of the first floor is given over to a 30' x 30' living room and a formal dining room. Both rooms open to a deck that runs across the rear (water-oriented) elevation. The master suite on the top floor was designed as a private retreat for the owners. It is isolated from the two guest bedrooms by the stairwell, which extends to a roof terrace not shown in the plans.

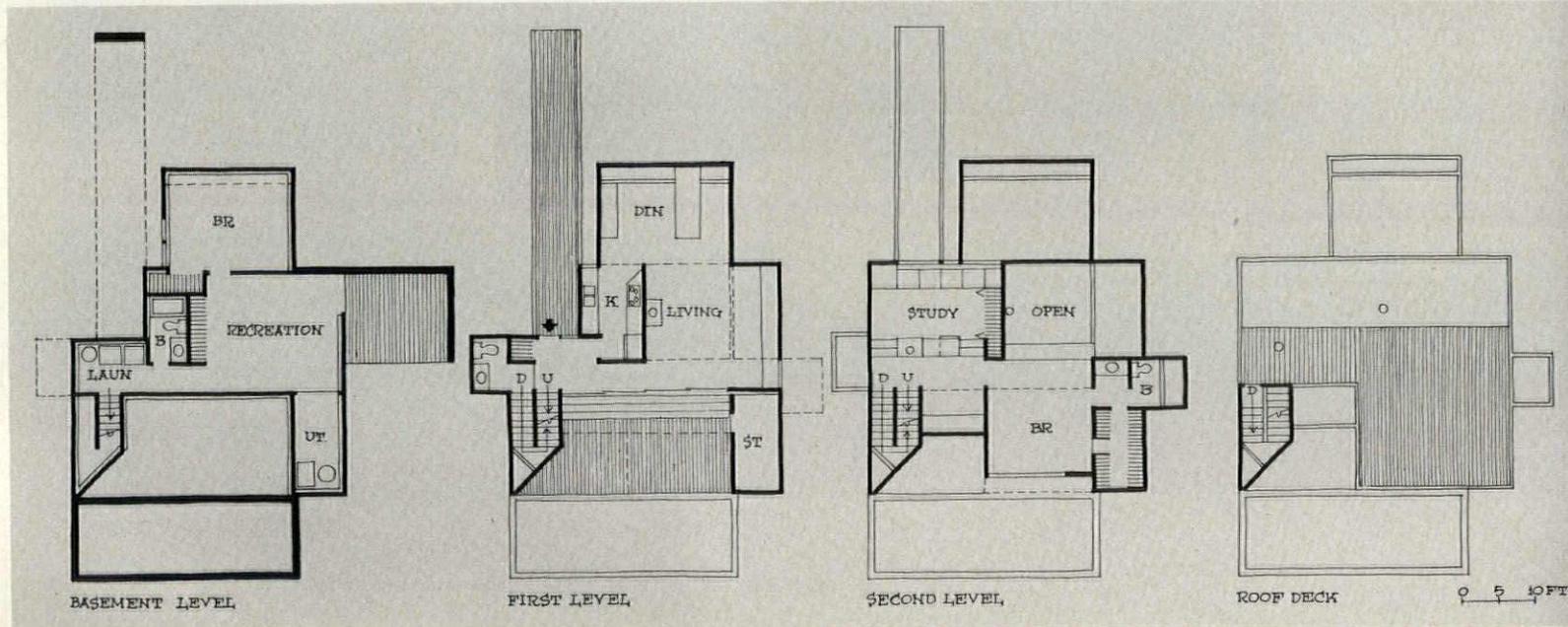
PHOTOS: BELTON S. WALL



ARCHITECT: *Freedman/Clements/Rumpel*
 BUILDER: *Peter L. Rumpel*
 LOCATION: *Jacksonville, Fla.*
 LIVING AREA: *1,700 sq. ft. (excluding garage and conservatory)*



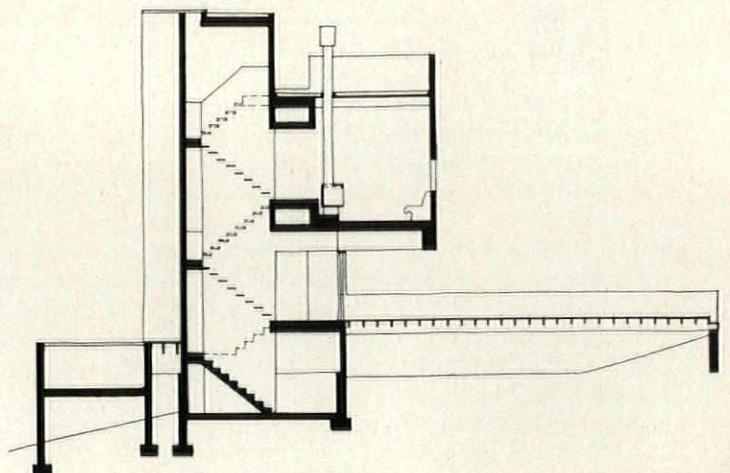
The siting and design of this home rescued a site that had been considered unbuildable. Although the 90' x 120' lot is in an established neighborhood close to downtown Jacksonville, it had been bypassed because over half was a swamp with water and muck up to 3' deep. The architect's solution was twofold. First, the swampy area was deepened to create a quarter-acre pond (*not shown*), which would serve as the view area from the kitchen-dining room, the studio and secondary bedroom (*see plan, facing page*). Second, the house was designed as an irregular hexagon to preserve the mature trees on the buildable portion of the site. A glass-roofed conservatory was incorporated to shelter tropical plants from northern Florida's freezing winter temperatures.

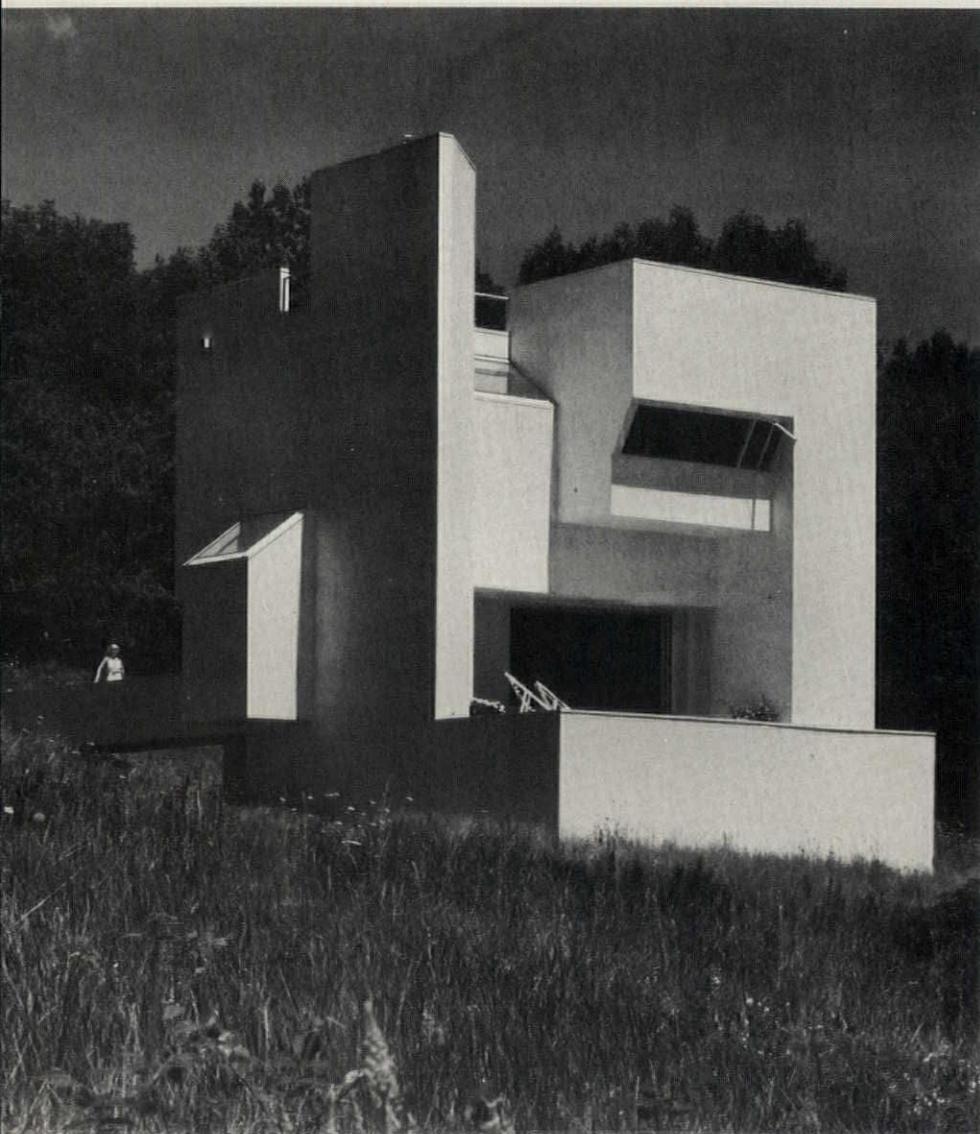
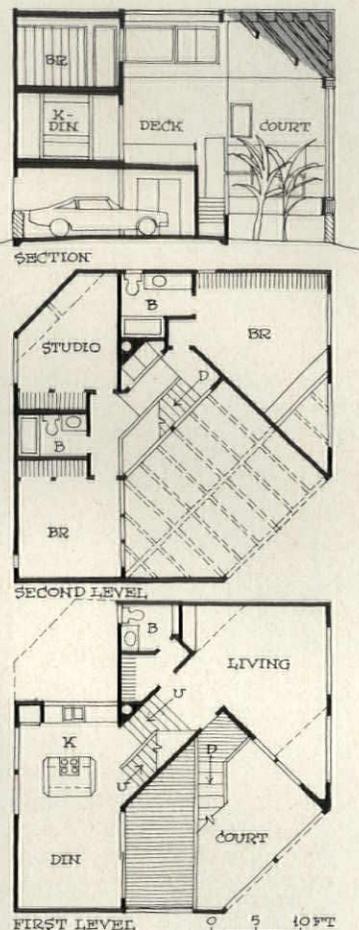


ARCHITECT: *Robert Whitton*
 BUILDER: *Hector Osmond*
 LOCATION: *Boxborough, Mass.*
 LIVING AREA: *2,350 sq. ft.*

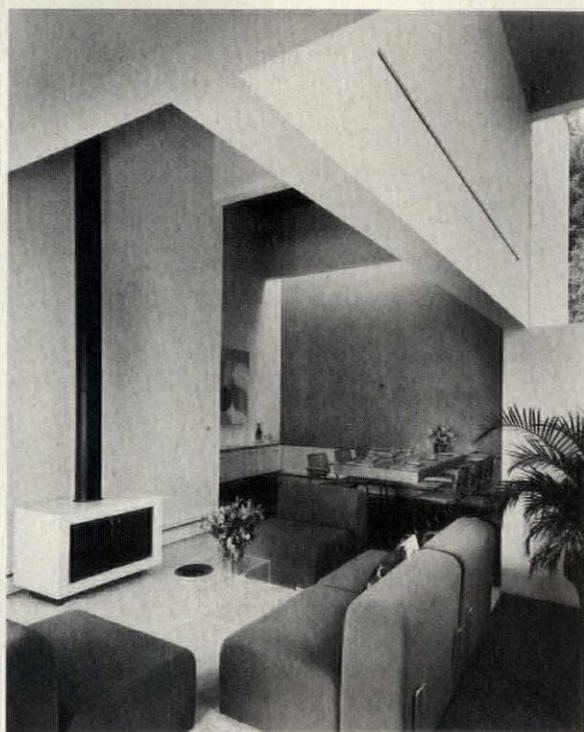


From the outside, this house appears closed in; inside, however, there's a bright, open, airy feeling (*photo, far right, facing page*). The contrast is a result of multi-level planning that incorporates skylights and slanted windows to bring in a maximum of natural light. The only views from the 16-acre site are distant; these are captured from the master bedroom's window wall and from the roof deck. To accommodate overnight guests, a secondary bedroom was provided in the basement next to the recreation room.

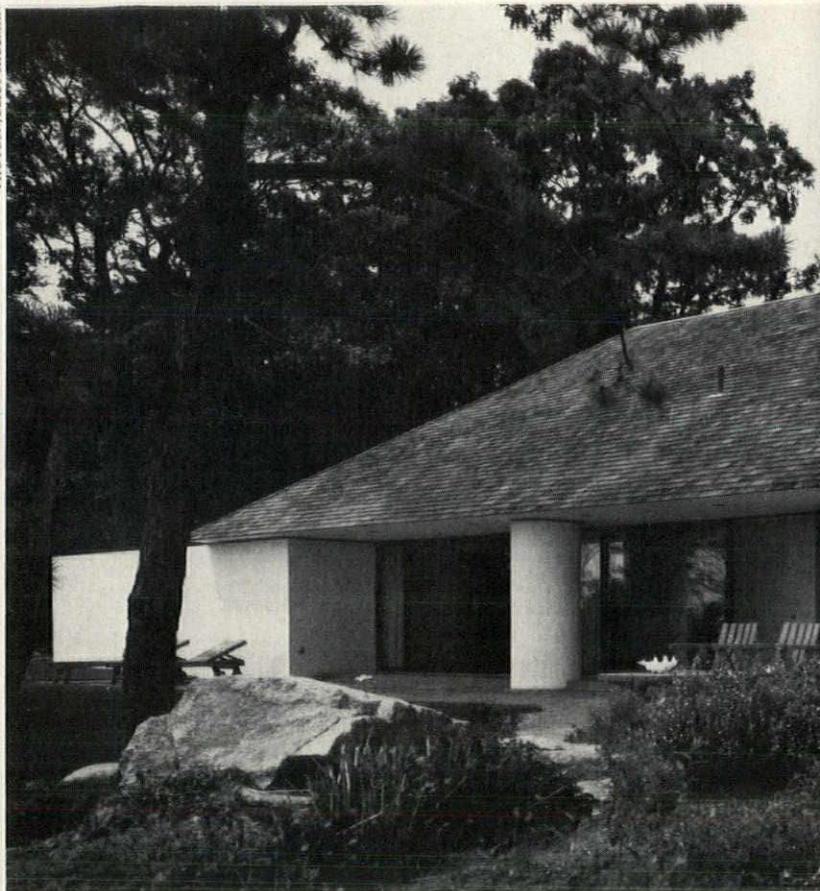




PHOTOS: EZRA STOLLER



PHOTOS: JULIUS SHULMAN

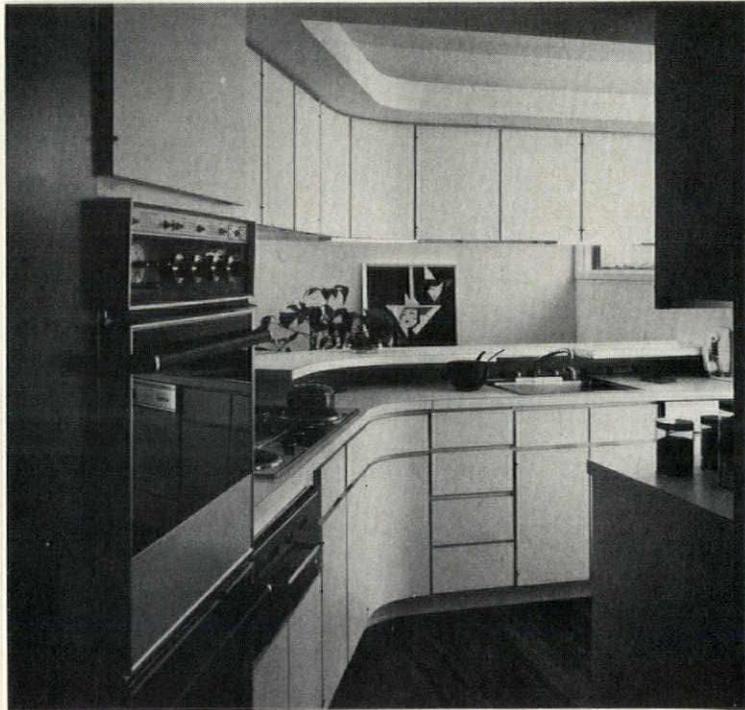


ARCHITECT: *Huygens and Tappé Inc.*
 BUILDER: *Ernest R. Rau*
 LOCATION: *Long Island Sound, Conn.*
 LIVING AREA: *3,000 sq. ft. (including garage)*



This home's simple L-shaped plan works well within the parameters set down by the owners: first, that it be a somewhat formal retreat from their city apartment; second, that it be open to a spectacular view of Long Island Sound; third, that it provide privacy from a neighboring home.

The plan is open, with living spaces flowing into each other. A series of masonry walls screens part of the L from the driveway and neighboring house; all other exterior walls are floor-to-ceiling glass, which open the home's active living areas to surrounding views. These glass walls are sheltered by a wide, cedar-shingled roof whose slope is echoed in the interior ceilings.



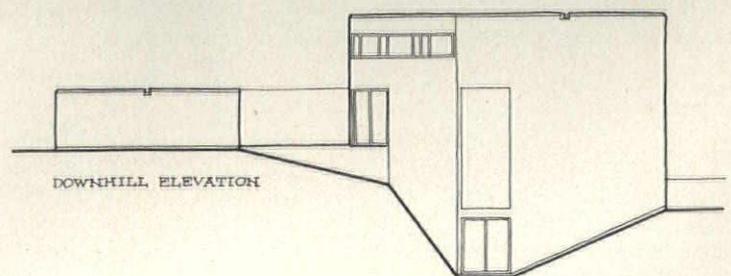
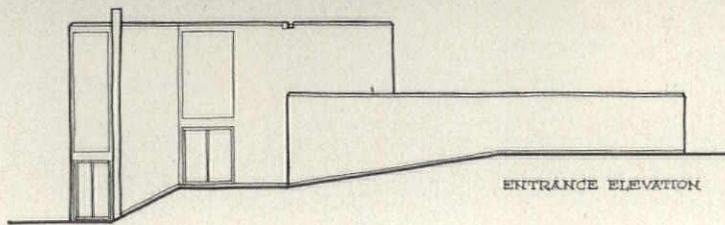
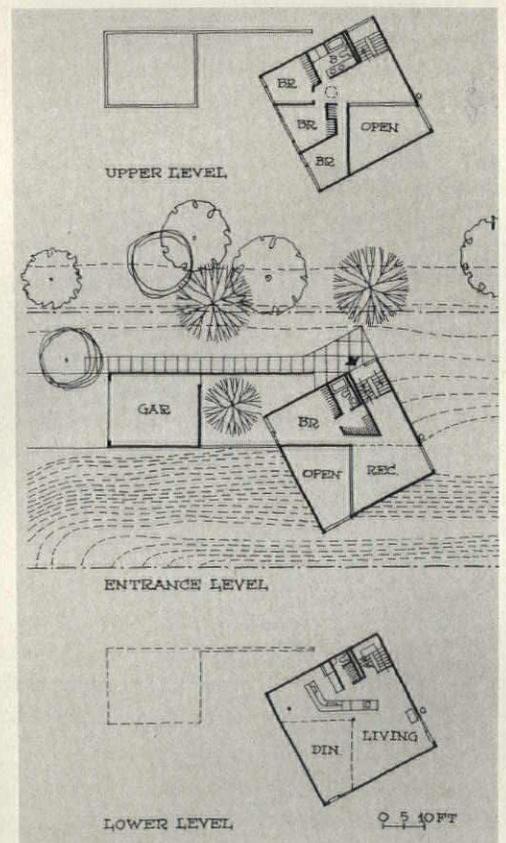
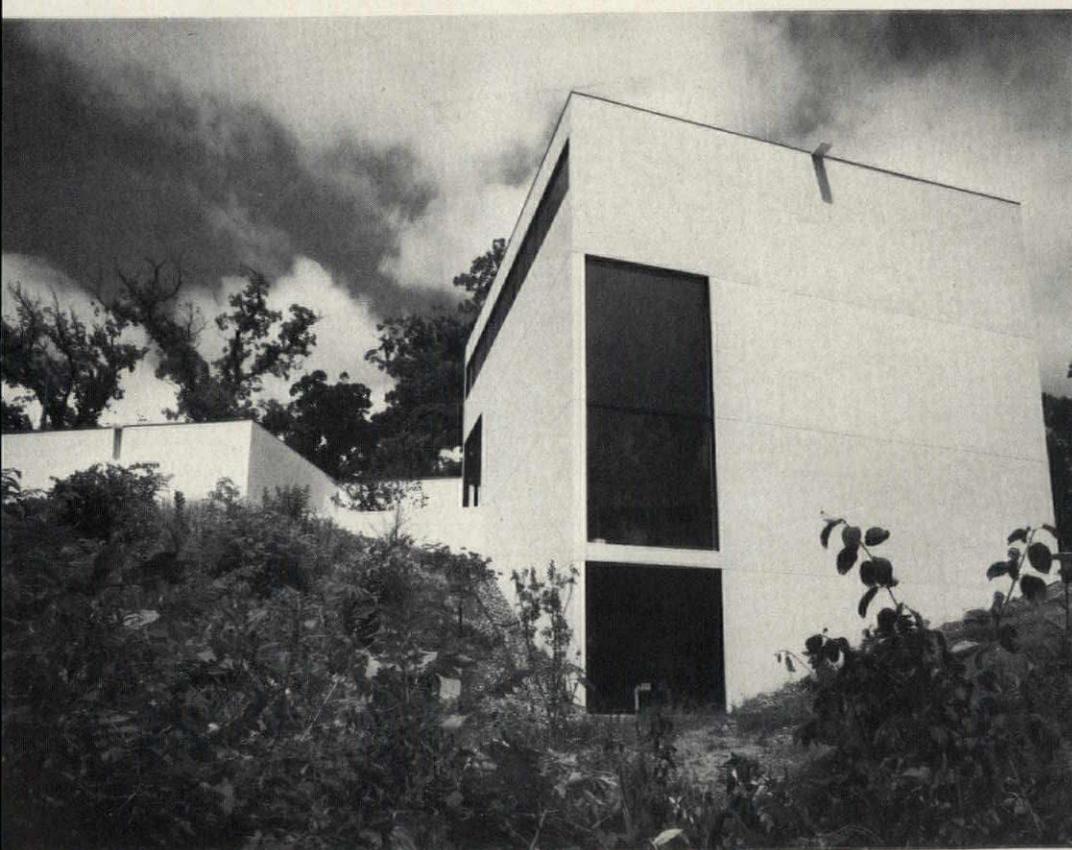
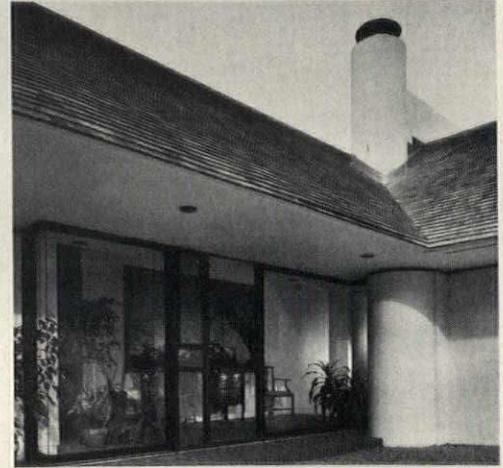
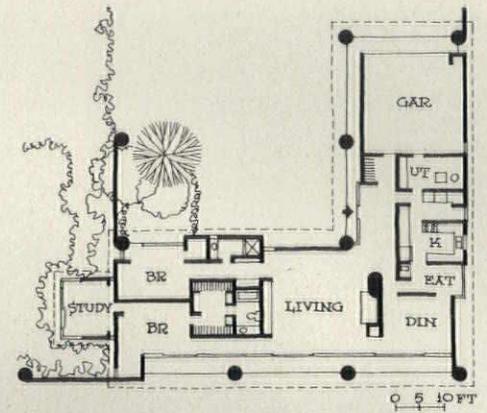
PHOTOS: HEDRICH-BLESSING

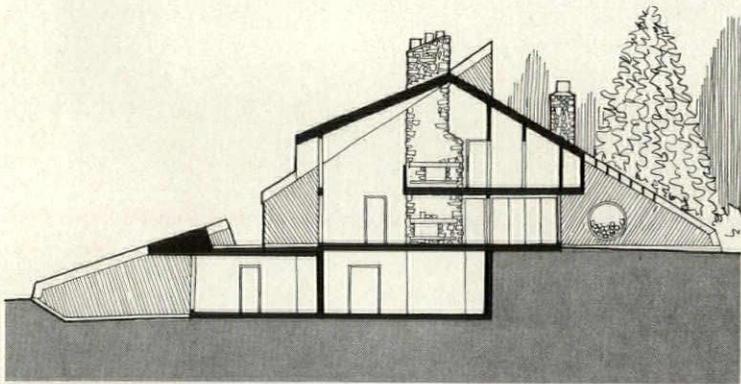
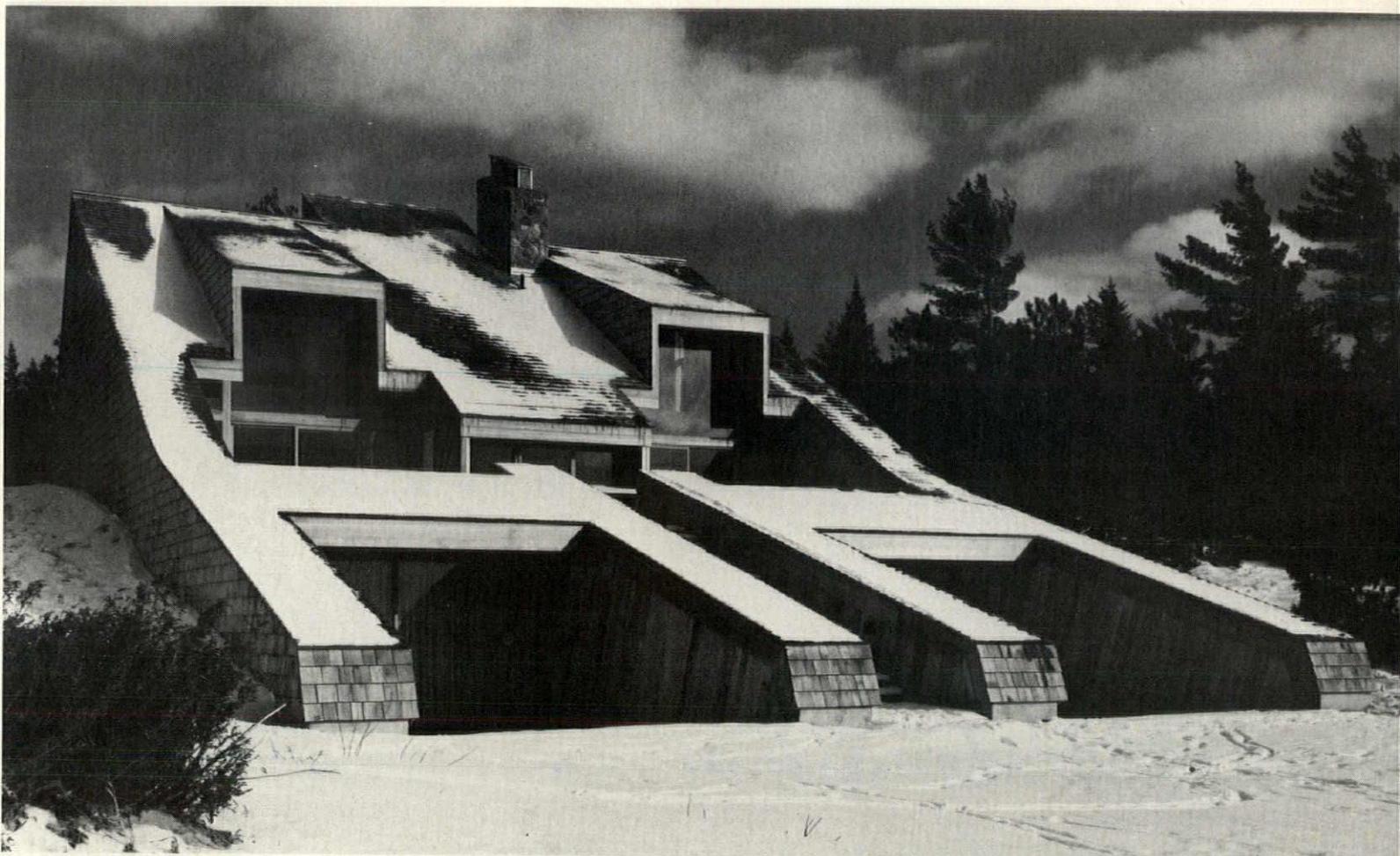


ARCHITECT: *Booth & Nagle*
 BUILDER: *Bryan Crow Construction Inc.*
 LOCATION: *Des Moines, Iowa*
 LIVING AREA: *4,000 sq. ft.*



This home was designed in a cube shape to meet the owners' need for zoned living at a moderate cost (\$18 a sq. ft.). Its three zones are the three levels shown in the floor plans at far right. The family level, a half-flight below the entry, contains the kitchen, shown above; the adult level, a half-flight above the entry, includes a two-story dining room and one-level living room, shown at right. The children's level (*balcony in photo at right*) overlooks the dining room. A fourth, and lowest, level (*not shown*), was originally unfinished. It now contains a game room, storage and study space.



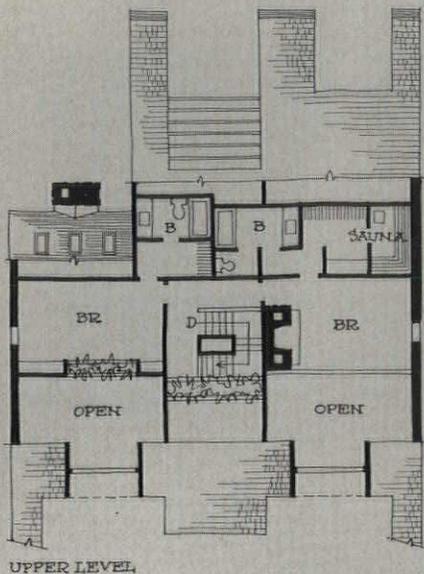


ARCHITECT: *William Kessler & Associates Inc.*
 BUILDER: *Walter H. Desimpel Co.*
 LOCATION: *Harbor Springs, Mich.*
 LIVING AREA: *4,400 sq. ft. (including utility area and garage)*

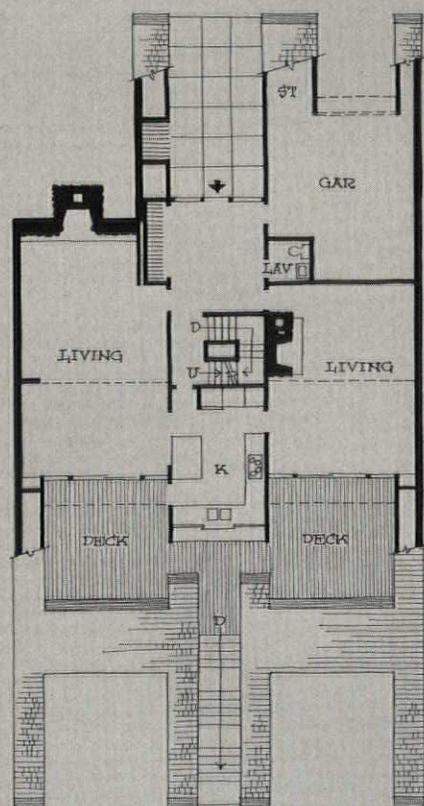
 Here's a vacation home with a floor plan that is much more livable than many found in primary residences. There are communal spaces for the family, as well as retreats for children and adults—both owners and overnight guests. The lowest level, set into a sand dune and partially below grade, is the children's area; thus, they are able to run back and forth to the Lake Michigan beachfront without disturbing the adults. The mid-level family area also has access to the beach from a 24' deck. This level contains the dining room and two living areas, separated from each other by the kitchen. Master and guest bedrooms on the upper level are open to the living areas below. Each has its own bathroom and dressing area. The garage is next to the entry (*see plan, facing page*).



PHOTOS: BALTHAZAR KORAB

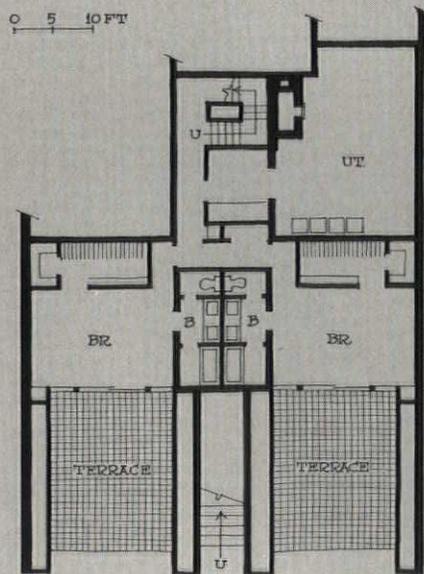


UPPER LEVEL



MAIN LEVEL

0 5 10 FT



LOWER LEVEL



The custom jury speaks out: too much similarity, not enough sophistication

Following the judging session for the 1974 HFBL awards program, custom-jury chairman Hugh Newell Jacobsen, FAIA, summed up the jury's* reaction to the 245 custom-home entries in a letter to *HOUSE & HOME* and *American Home* magazines.

"I think our findings are quite valid and should in some way reach the eyes of the profession. When one thinks that nearly one-half of the buildings submitted for judgment were of the same partie, an important position should be taken by the profession in re-thinking the concepts of domestic design.

"During the initial review, jurors were dismayed by the large number of similar sloped-roof designs. At one point, sections from different projects were compared with photographs of other projects, from which the visual conclusion was drawn that almost half of this year's entries were interchangeable and without relation to variables of topography, budget, area or volume enclosed, local building practices, climate function or material availability. Although the design principles involved in these projects had been clearly stated during the late fifties and early sixties, the understanding of spatial relation and detail implicit in this design approach was frequently lacking. Resignation rather than creativity dominated the majority of these entries.

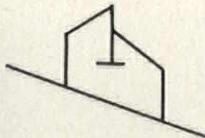
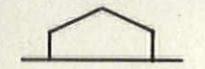
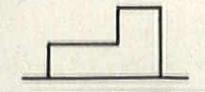
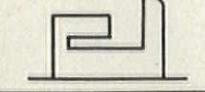
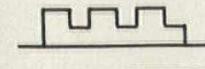
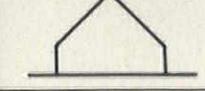
"The number of sculpted white cube variants was smaller than might be expected in view of the current renaissance of this design approach, particularly in the Northeast. Considering the esthetic and technical achievements of the twenties, fifty years later greater sophistication would be expected than was evident in the level of this year's submissions.

"Missing from this year's entries were notable investigations in the area of factory prefabrication and industrialization. Custom houses frequently offer the architect the opportunity to experiment visually and technically on a smaller scale with ideas which may have significantly larger scale implications. Large-scale housing component prefabrication was explored by Gropius, Wachsman, Eames and others during the thirties and forties. In recent years, several serious proposals have involved trailer fabrication approaches to housing.

"As we enter the last quarter of the Twentieth Century, future custom juries may welcome submissions involving greater emphasis on the machine's under-utilized potential, and less emphasis on handicraft rehashes or recycling historical hysteria."

*Custom jurors: Frank Tomsick, AIA; Evan Frances, architecture and design editor, *American Home*; Francis Gassner, FAIA; and William Morgan, AIA.

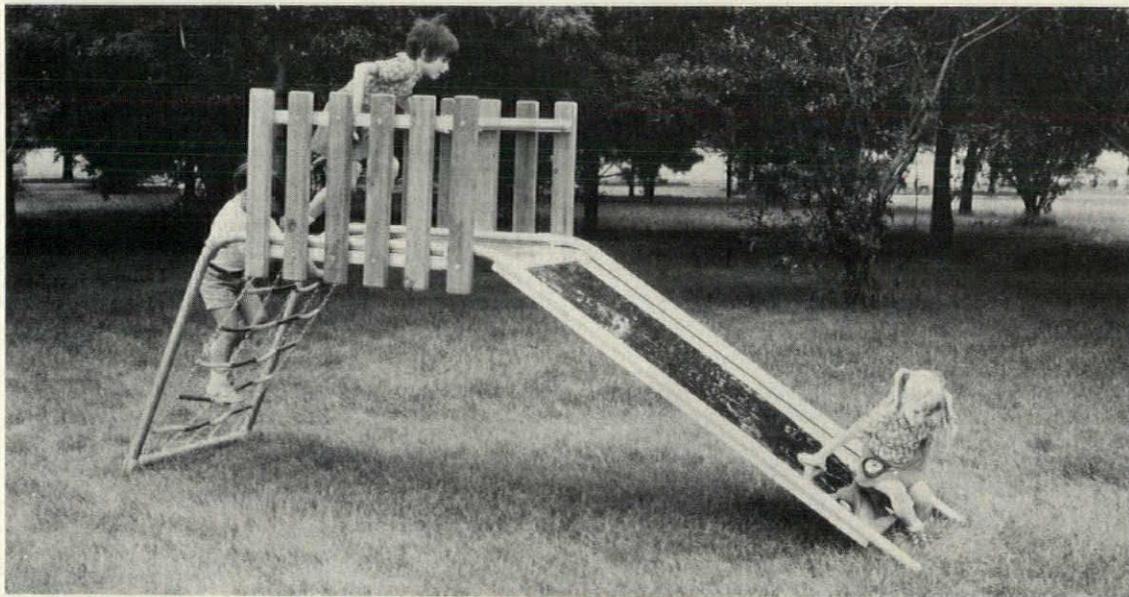
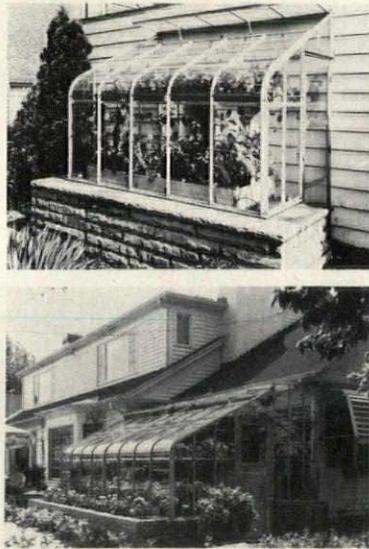
Visual summary of submissions

	Sloped roofs and assorted collisions	111
	Conventional roofs	61
	Flat roofs and variations	53
	White cubes as sculptures	5
	Multiple modules	4
	Barn or church remodelings	3
	Hyperbolic paraboloids, subterranean, Frank Lloyd Wright derivative, geometrics, et. al.	8

Prefabricated attached greenhouse can be an attractive marketing tool

With the ever-growing interest in plants and botany, a year-round home greenhouse can be a saleable option for a builder. Prefabricated "Everlite" aluminum units are available in 90 sizes from small lean-to models (near right, top and bottom) to larger full-size free-standing styles (far right). Shipped as complete packages, the fully ventilated, weatherproof greenhouses feature easy-to-replace, standard window-sized glass panes. Units can also be ordered with "Structoglas", translucent fiber glass material or unbreakable Lexan. Greenhouses should be erected on masonry foundations. A full line of accessories is available. Aluminum Greenhouses, Cleveland, Ohio.

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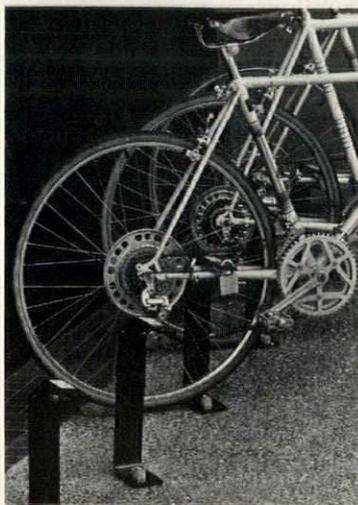


Tree house play-slide combines a game platform with an extra wide stainless steel slide. Designed for safety, the unit provides preschoolers with creative play opportunities. The astro-turf-surfaced platform, fenced in on two sides by redwood pickets, is reached by a chain-link ladder with vinyl-encased rungs. Playlearn, St. Louis, Mo.

CIRCLE 201 ON READER SERVICE CARD

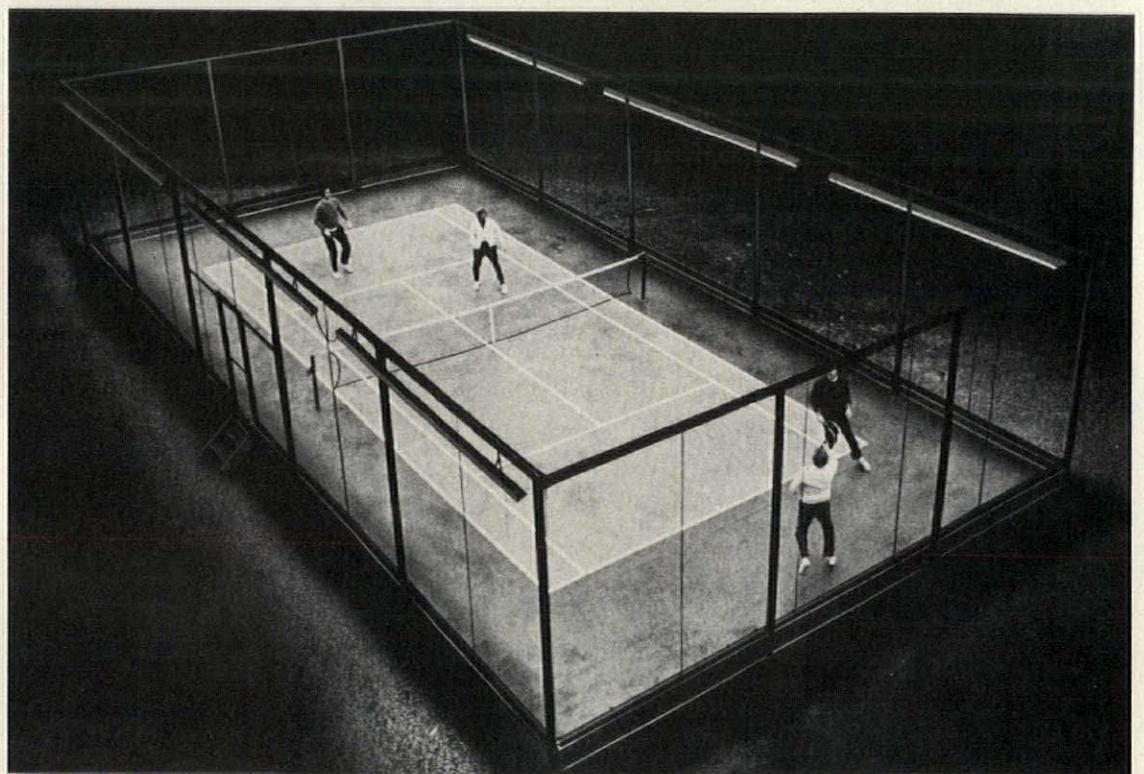
Lighting system for outdoor platform tennis provides full court illumination for night playing. Slim, unobtrusive linear light sources, mounted along the sides at the top of the frame, project 60 foot-candles of light into the playing area. Weather and insectproof luminaires emit light with no glare to disturb players. Devoe, Carlstadt, N.J.

CIRCLE 202 ON READER SERVICE CARD



Anti-theft bicycle rack houses and secures bike frame and rear wheel assembly. Constructed of one-piece $\frac{3}{8}$ " formed steel plate with a protective coating, the rack is anchored to the ground with vandalproof bolt. Inconspicuous units can be arranged to insure maximum use of space. Rally, Mill Valley, Calif.

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Jimmy Akins, Mathis Construction Co., Athens, GA

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CIRCLE 109 ON READER SERVICE CARD



Weyerhaeuser

PRODUCTS/KITCHENS



Compact 39"-wide mini-kitchen incorporates a range, sink, refrigerator and storage in one cabinet. The unit, with a porcelain enamel sink, features an easy-to-clean laminated countertop in a choice of decorative patterns. The cabinet is available in white or the popular coppertone. Cervitor Kitchen, South El Monte, Calif.

CIRCLE 213 ON READER SERVICE CARD

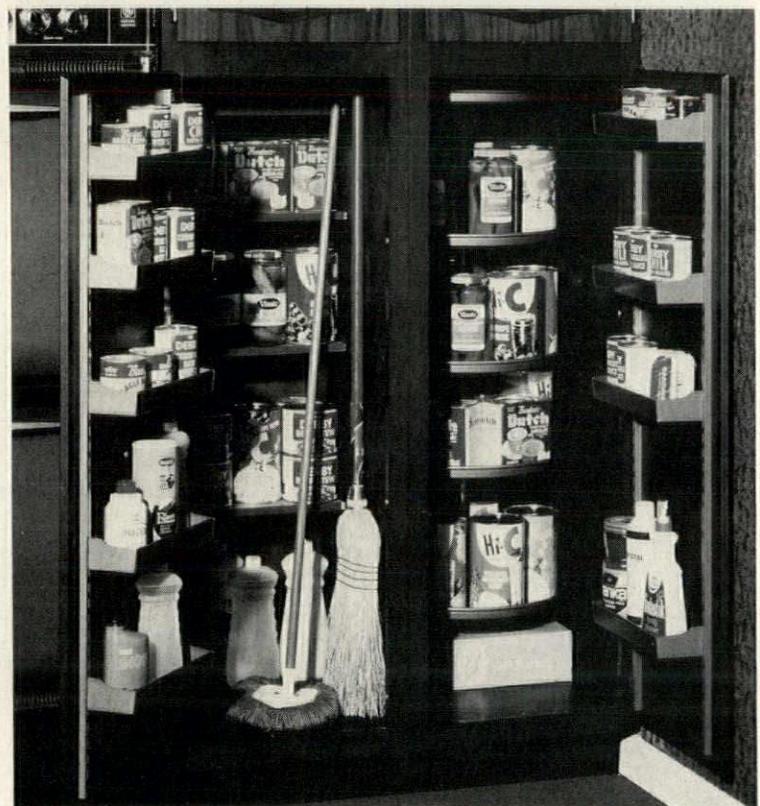
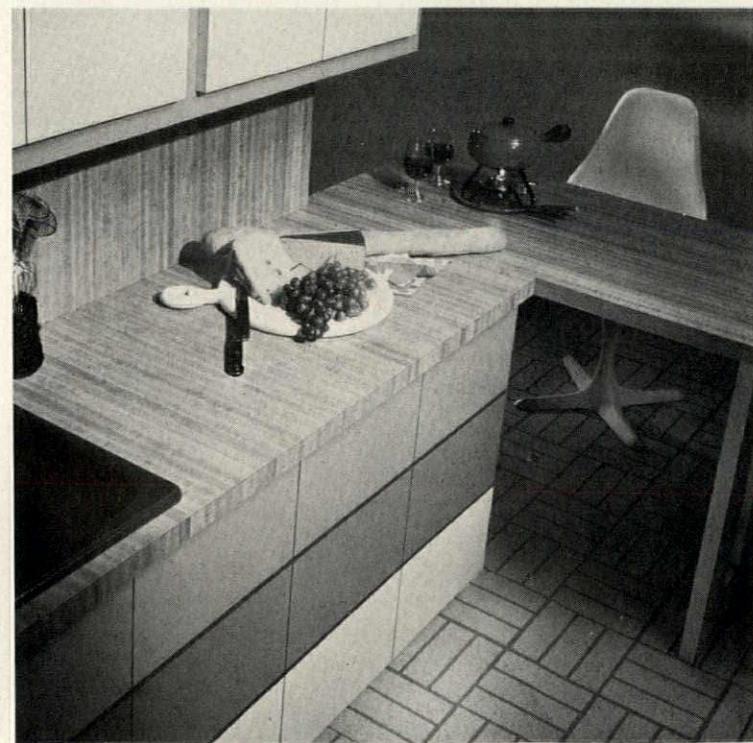
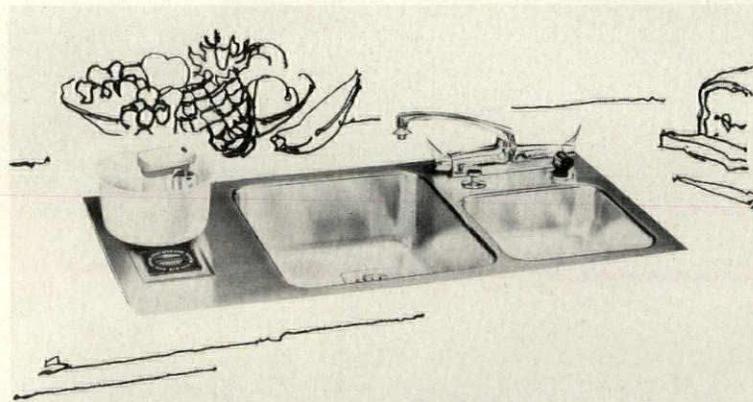


Popularly priced line, "Country Squire", is constructed with all oak frames and doors and all wood drawers. The cabinets feature pewter-finished handles and self-closing hinges. Excel Wood, Lakewood, N.J.

CIRCLE 211 ON READER SERVICE CARD

Stainless steel sink system, "Cuisine Centre", features an oversized basin on the left for soaking and cleaning pots and a smaller compartment on the right to accept a disposer. Elkay, Broadview, Ill.

CIRCLE 212 ON READER SERVICE CARD



Butler pantry offers maximum space utilization and storage flexibility. The two-compartment cabinet includes storage shelves, a Lazy Susan with five adjustable shelves, vertical tray divider area and door-mounting adjustable metal shelves. Adler-Kay, Detroit, Mich.

CIRCLE 214 ON READER SERVICE CARD

"Butcherblock Maple" laminate with crossgraining has the warm look of natural wood. The easy-to-maintain material complements any decor. Crossgraining provides for perfect matching of pattern on edges. Formica, Cincinnati, Ohio.

CIRCLE 215 ON READER SERVICE CARD

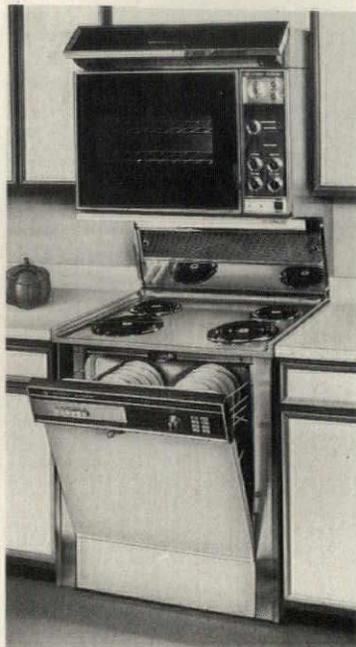
Gas-fueled surface cooking unit is equipped with a Thermo-set Burner-With-A-Brain® and Tri-Set® Burner Controls. The unit, designed to fit 33" countertops, has a hinged cooktop that can be raised or removed for easy cleaning. Caloric, Tipton, Pa.

CIRCLE 216 ON READER SERVICE CARD





Heavy duty washer, similar in construction to commercial models, features cycles for every fabric need. Over-the-top water extraction insures that dirt is not strained through clean clothes during draining. Overflow rinse cycle floats lint away. Companion gas or electric dryers feature vacuum drying. Both are available in white or colors. Modern Maid, Chattanooga, Tenn. CIRCLE 217 ON READER SERVICE CARD



Space saving combination appliance includes an oven, a range and a dishwasher. The "Kitchen Console" incorporates an eye-level, self-cleaning oven with a black-glass door, an easy-to-clean 30" cooktop and a high capacity deluxe dishwasher. Available in white, harvest gold or copper-tone in either gas or electric, the unit has a two-year parts and labor warranty. Speed Queen, Ripon, Wis. CIRCLE 218 ON READER SERVICE CARD



Traditionally styled cabinet line, "Huntingdon" features injection molded doors and drawer fronts of Y-73, a wood-like material that won't crack or peel. Doors are backed with 3/8" medium density flakeboard, making them warp resistant as well. Cabinetry is hand finished in a special glaze. Yorktowne, Red Lion, Pa. CIRCLE 219 ON READER SERVICE CARD

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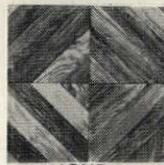
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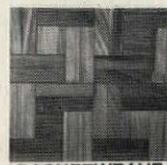
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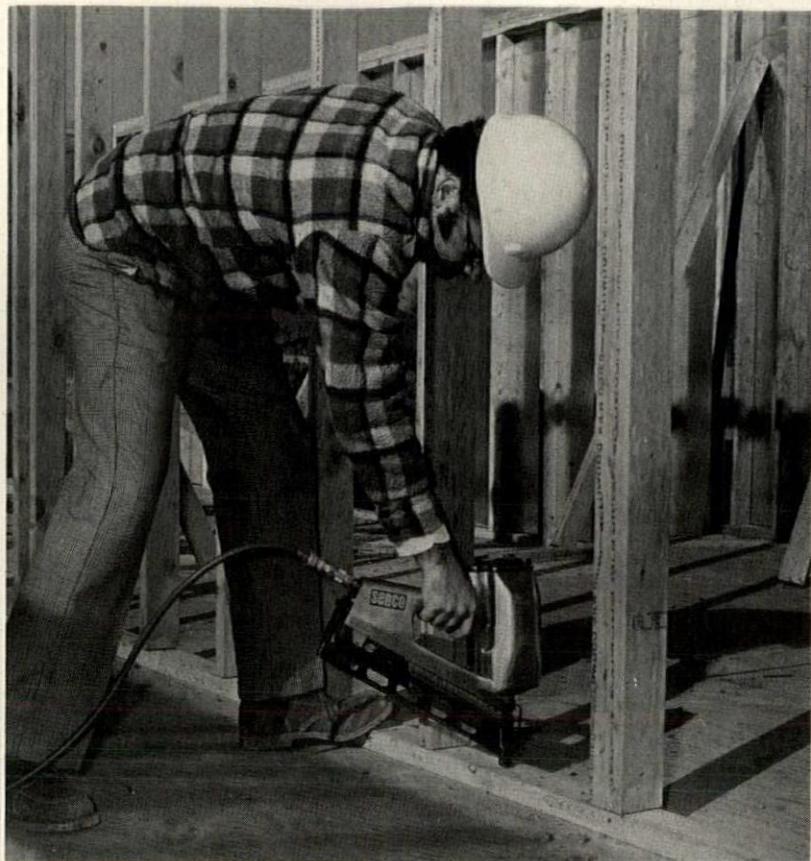


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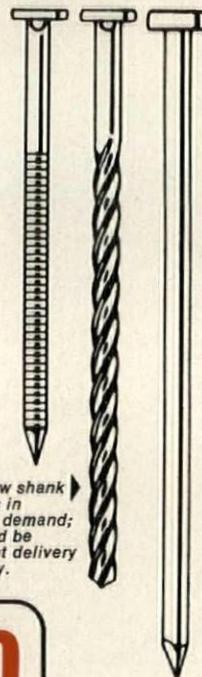
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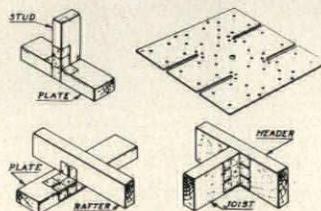
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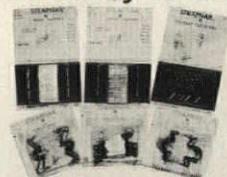
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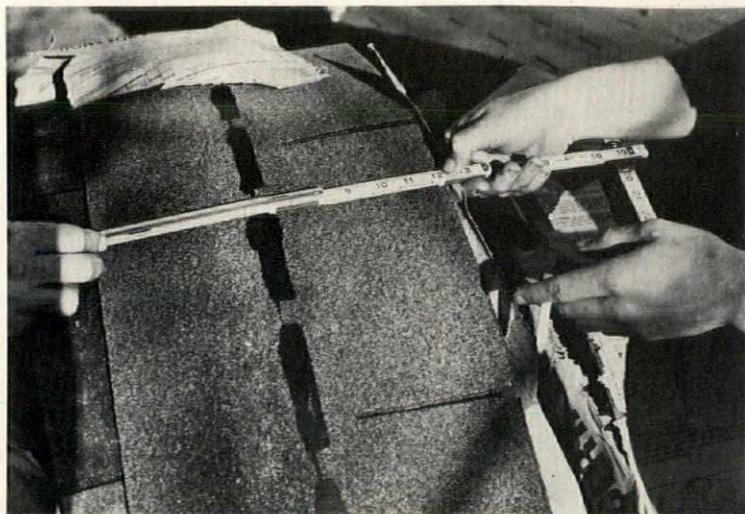
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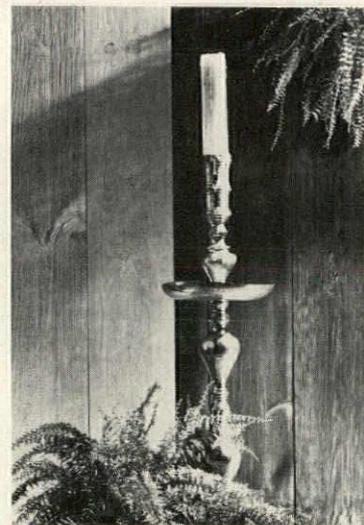


Large-size strip shingles reduce installation time. The 12 1/4" x 36" asphalt shingles can be applied with a 5 1/8" exposure instead of the conventional 5". The entire line, "Glass-guard" to Hallmark Shingle®, is available in the revised size. Certain-teed, Valley Forge, Pa.

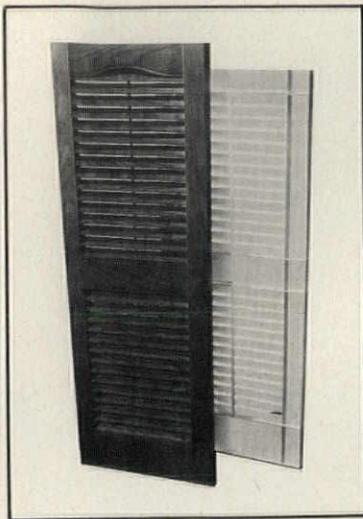
CIRCLE 224 ON READER SERVICE CARD

"Weatherworn Wood" provides the effect of rustic barnboards. Wood is heavily brushed, then factory-filled with a deep penetrating stain. Offered in inland red cedar for interior or exterior use and in Idaho white pine for interiors, boards come in 6" to 10" widths. Potlatch, San Francisco.

CIRCLE 225 ON READER SERVICE CARD



Easy-to-handle "California Mission Tile", fabricated of lightweight aluminum, provides the look of fired-clay Spanish roof tiles. The material installs easily without structural reinforcing, sub-roofing or hot-mop operation. The system with a single felt underlayment is leakproof and easy to maintain. AMAX, Perris Valley, Calif. CIRCLE 226 ON READER SERVICE CARD

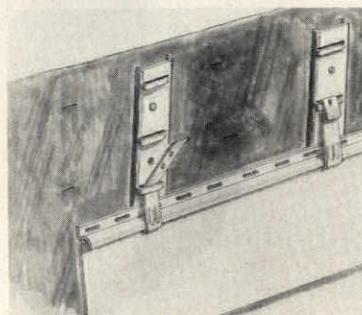
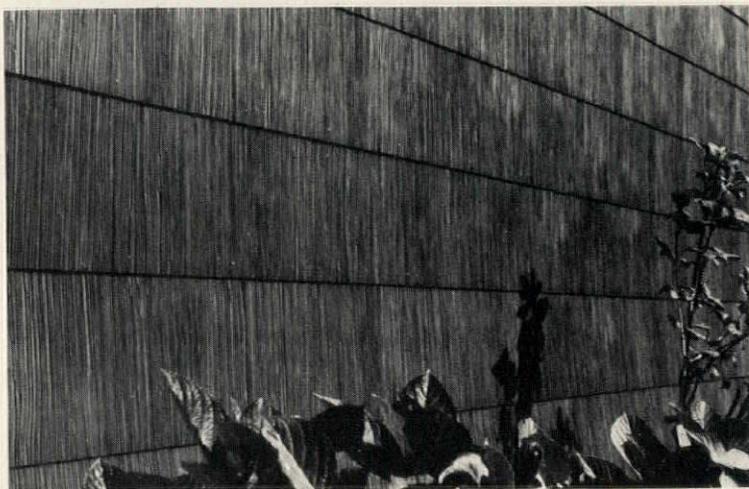


Window and door shutters, constructed of one-piece lightweight, high-density polystyrene, are available in two styles: Cathedral and Continental. Shutters can be easily installed by one man using screws or the optional "Sure-Clip Kit". Offered in a choice of colors and 11 heights. Mid-America, Detroit, Mich.

CIRCLE 227 ON READER SERVICE CARD

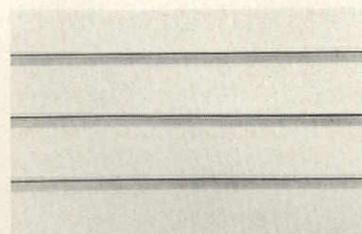
Mineral-fiber siding shingles, "Cedatone", feature a deep vertical woodgrain. Pressure-produced 12" x 24" shingles will not shrink or expand due to temperature or moisture changes. Fireproof shingles come in 12 "Supra-crylic" earthtones. Supradur, New York City.

CIRCLE 228 ON READER SERVICE CARD



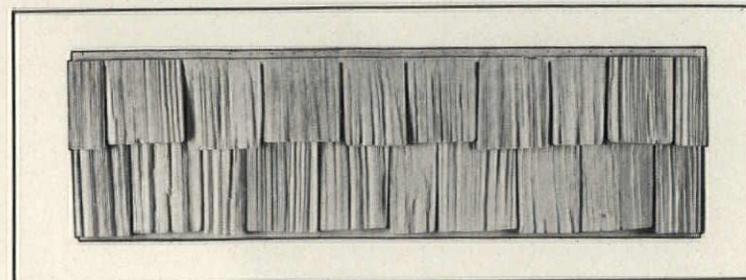
Hanging installation system for aluminum siding, LOK-RITE™ eliminates the need for nailing and leveling. Preformed metal support hangers are nailed to the wall approximately 18" apart. As each piece of siding is positioned, a LOK-RITE clip is slid under the lip, inserted into a convenient slot on the support hanger and bent closed. Mak-Rite, Middlesex, N.J.

CIRCLE 229 ON READER SERVICE CARD



Matte-finished siding with a linen-like texture is part of the Duranyl®, polyvinyl chloride, "Contour T-Lok" line. Offered on both smooth 8" and double 4" styles, the finish comes in yellow, green, gray or white. Matching accessories are also available. Mastic, South Bend, Ind.

CIRCLE 230 ON READER SERVICE CARD



Aluminum "Super Rigid Shake" panels are designed to look like hand-split shakes. The easy-to-install lightweight panels resist scratching and marring and need little or no maintenance. Units interlock tightly on walls and roofs, including mansard styles, providing a weather-tight exterior cladding. U.S. Steel, Pittsburgh, Pa. CIRCLE 231 ON READER SERVICE CARD

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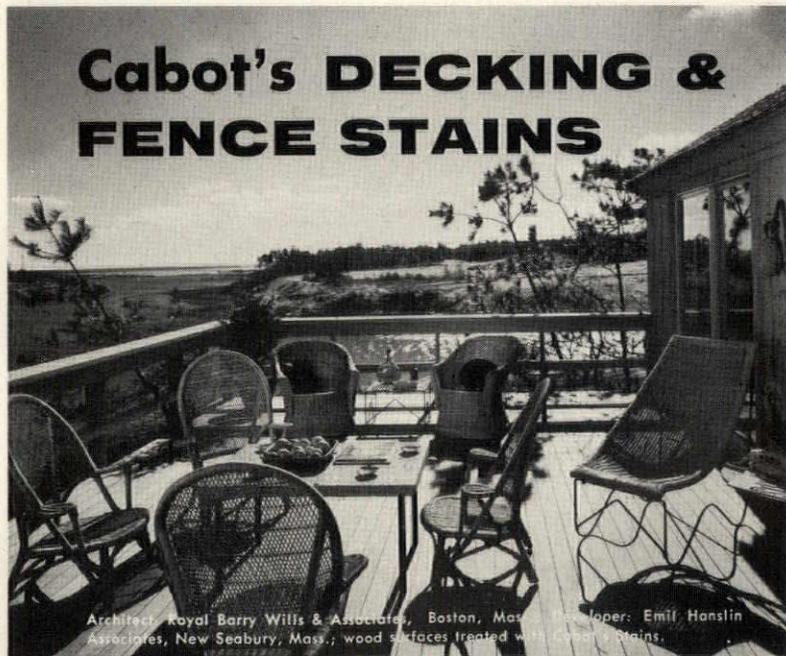


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CIRCLE 77 ON READER SERVICE CARD

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Architect: Royal Barry Wilts & Associates, Boston, Mass. Stainer: Cabot's Decking & Fence Stain. Designer: Emil Hanslin Associates, New Seabury, Mass.; wood surfaces treated with Cabot's Decking & Fence Stain.

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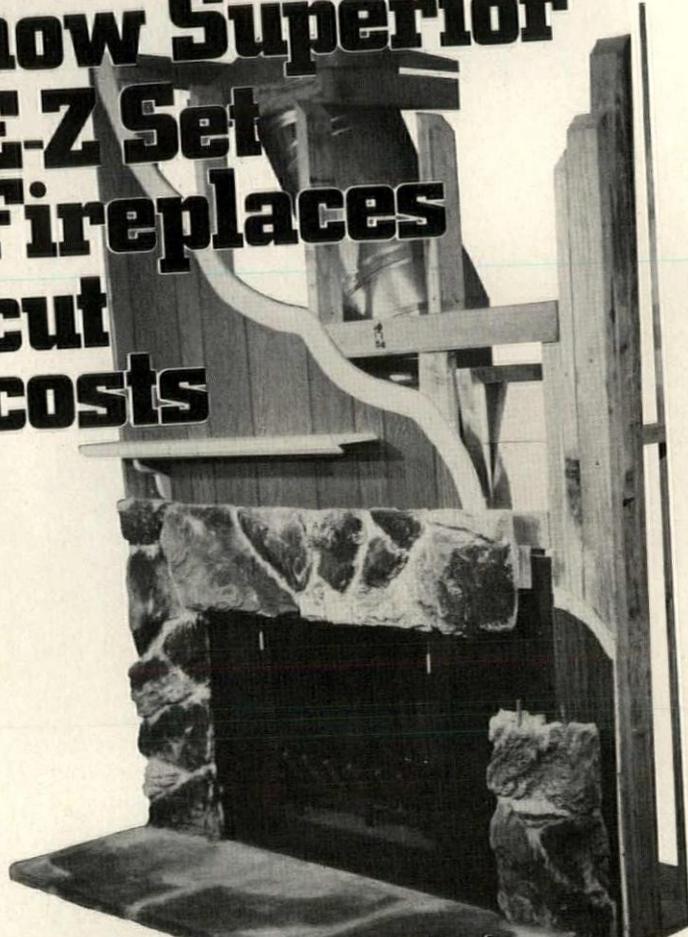
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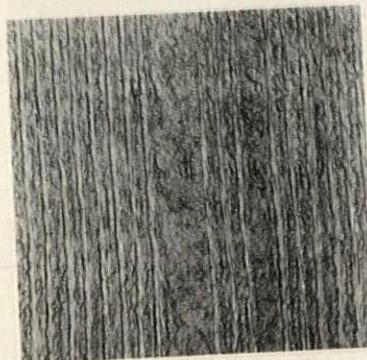
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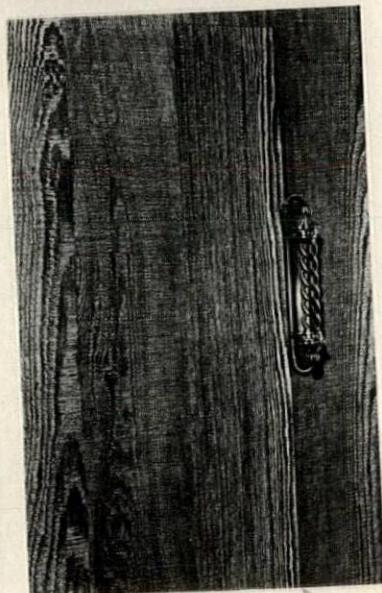
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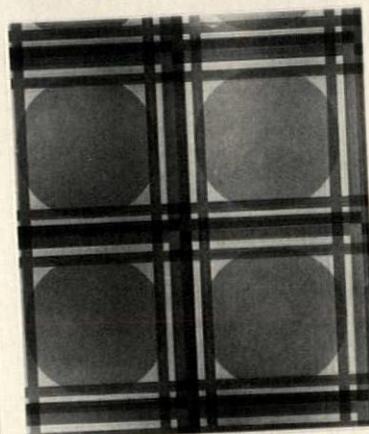
Spring-like pattern, "Trees", designed by Mrs. Franco Scalamandre, was adapted from an Italian sketch. Available as 50"-wide vinyl wall-covering, the pattern originated as a hand screen-printed cotton and linen fabric. Scalamandre, New York City. CIRCLE 245 ON READER SERVICE CARD



Vinyl wallcovering with a vertical stone-like pattern, "Sculpta", is a Class A fire-retardant material. Designed for use in public areas, the heavy duty, fabric-supported vinyl comes in a selection of 16 decorator colors. An optional Tedlar stain-resistant finish is available. Stauffer Chemical, So. Plainfield, N.J. CIRCLE 246 ON READER SERVICE CARD



Wood-toned plastic laminate, "Sierra Plank", is available in a full range of sizes and thicknesses. The pattern comes in warm brown or in "Weathered Sierra", a charcoal gray reminiscent of aging wood. The easy-to-maintain material can be used on countertops, furniture and cabinetry. Wilson Art, Temple, Tex. CIRCLE 247 ON READER SERVICE CARD



"E-Z Du" wallcovering collection is a diverse line of vinyls. "Stop and go" (above, left) is a bold geometric available in yellows, greens or reds on white. "Raggedy Ann" (above right) is a whimsical children's design available in two colorations. Both coverings are pre-trimmed, pre-pasted and washable. Imperial, Cleveland, Ohio. CIRCLE 248 ON READER SERVICE CARD



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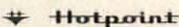
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CIRCLE 249 ON READER SERVICE CARD



Vinyl on particleboard, "Vy-Fold", for miter folding, is suitable for furniture and cabinetry. The easy-to-maintain material comes with vinyl on one or two surfaces. Patterns include "Madeira Oak" (shown). Panel Products, Lithonia, Ga.

CIRCLE 250 ON READER SERVICE CARD

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Foil and metalized Mylar wallcovering collection, "Mirror Magic", consists of 39 patterns. The majority of the designs are contemporary. Several are Oriental and others, such as "Flores" (shown) are traditional. Flores, a stylized mix of flowers and vines on a textured foil ground, is available in three colors. General Tire, New York City. CIRCLE 251 ON READER SERVICE CARD



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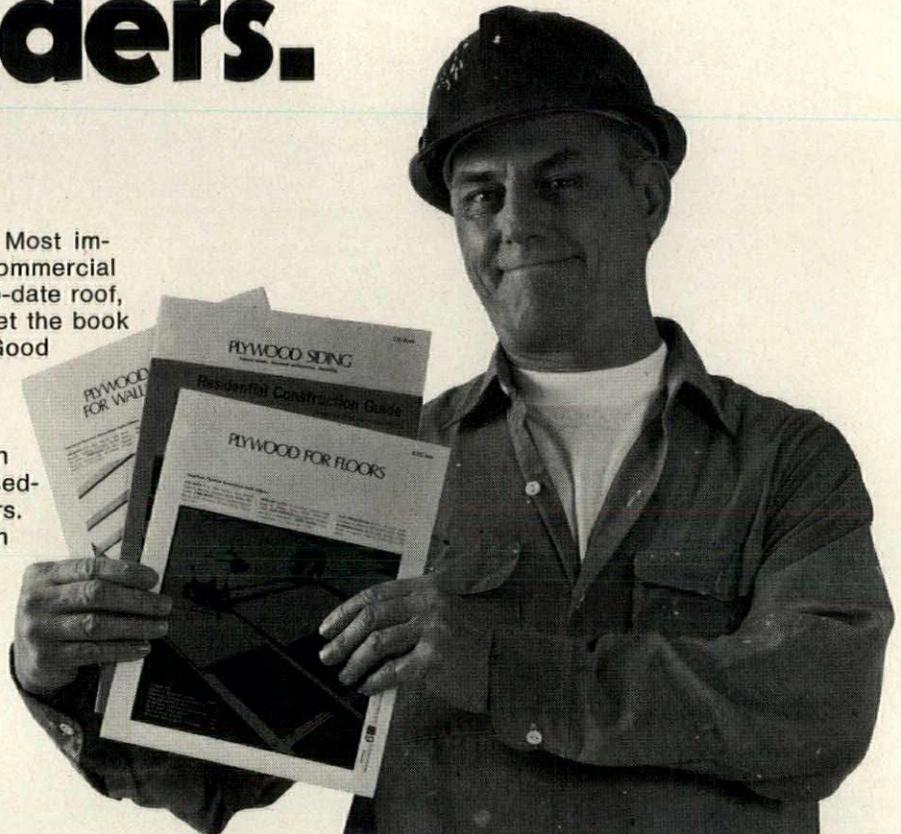
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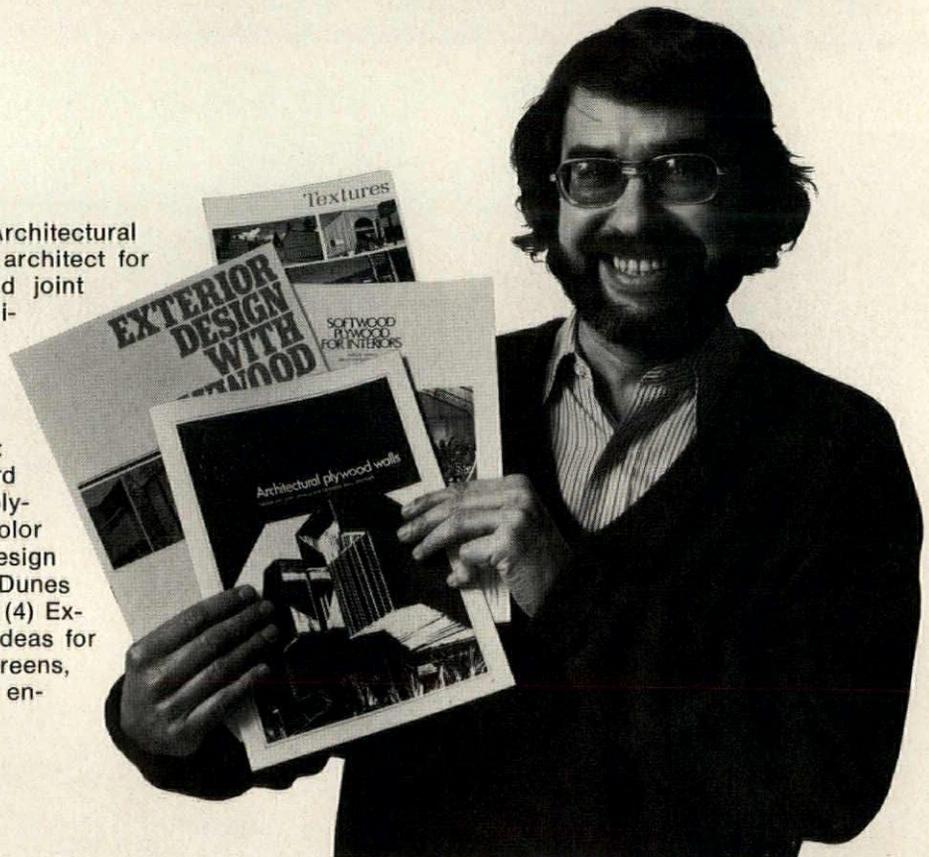
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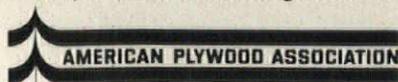
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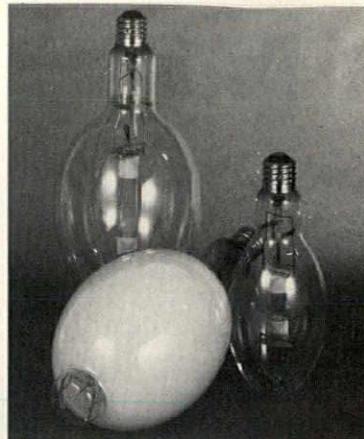


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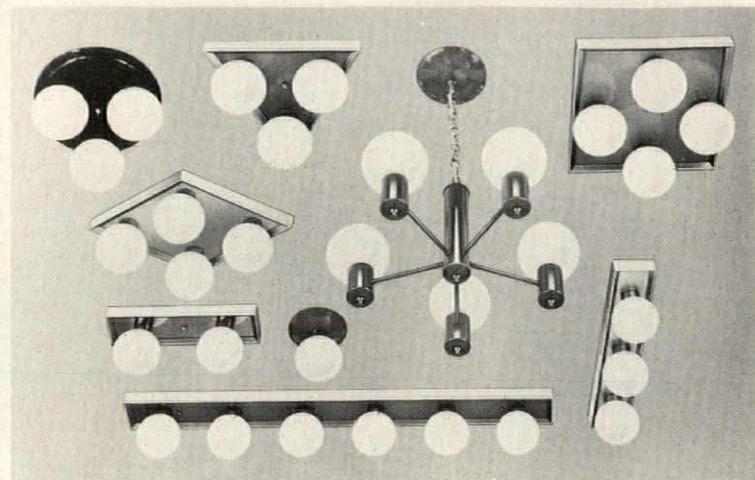


"Tough Service" lighting for indoor or outdoor use is designed to resist tampering or vandalism. Wall-bracket and surface-mounted units are of heavy die-cast aluminum with injection molded polycarbonate diffusers. Prescolite, San Leandro, Calif. CIRCLE 235 ON READER SERVICE CARD

Multi-vapor® metal halide lamps suitable for a wide range of applications feature color renderings similar to fluorescent. Lamps are available in 400 and 1000 watt clear and 1000 watt phosphor-coated models. General Electric, Cleveland, Ohio. CIRCLE 236 ON READER SERVICE CARD



A full line of contemporary lighting, "Super Spheres," features 80 ceiling fixtures in a wide range of geometric shapes (below). Available in a choice of five colors all fixtures feature 6" frosted-white spherical globe bulbs. Dura Steel, Los Angeles. CIRCLE 237 ON READER SERVICE CARD



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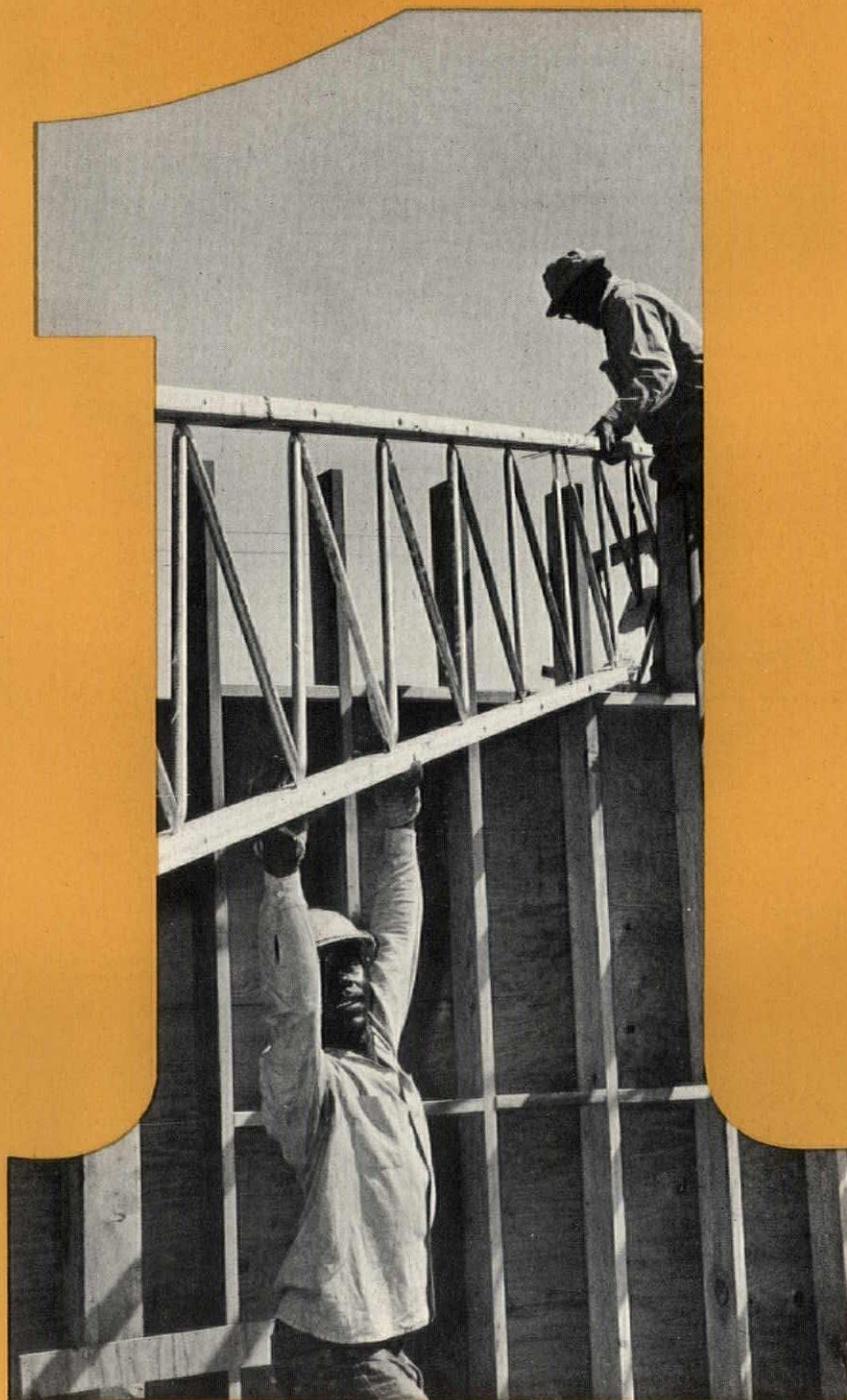
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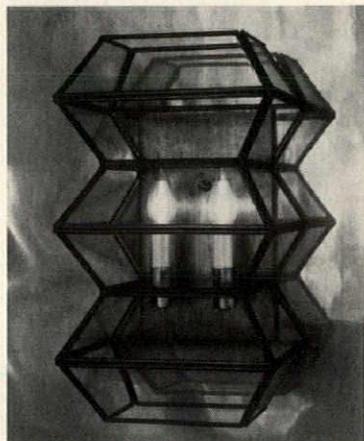
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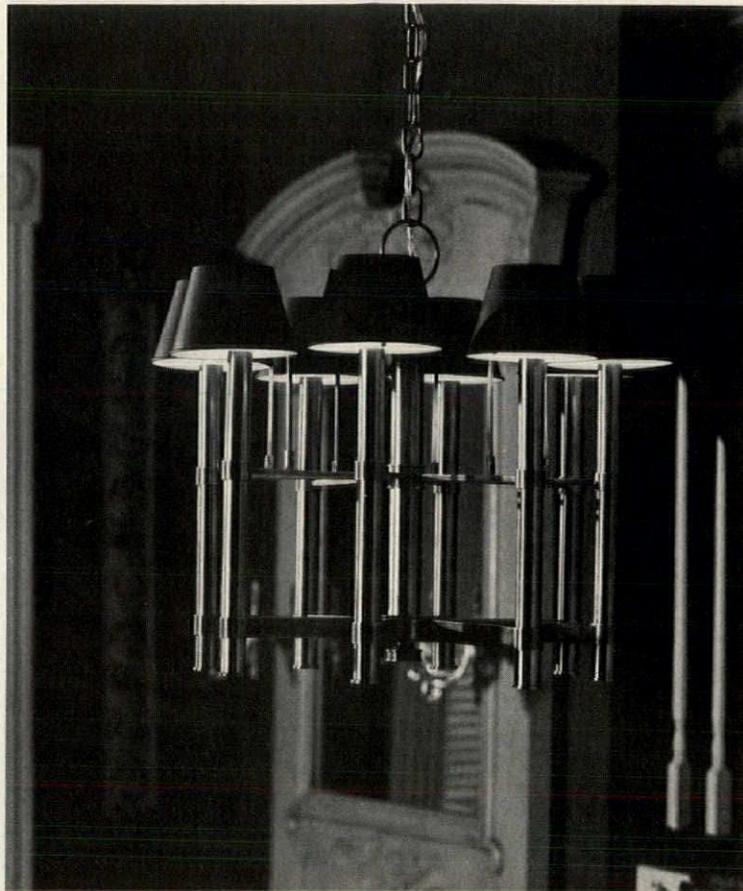
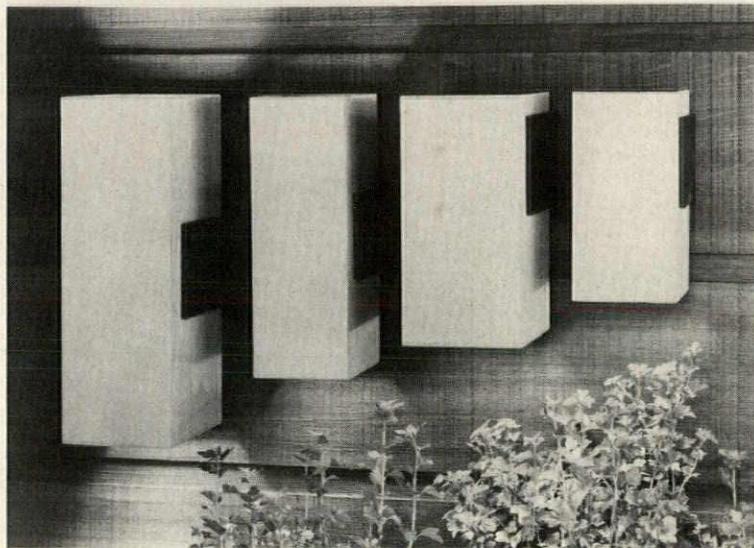


Classic, yet contemporary, wall lantern "The Sierra" is a hand-leaded, solid-brass fixture. The unit, with an open bottom for easy relamping, accommodates two candelabra base bulbs up to 60 watts. Georgian Art, Lawrenceville, Ga.

CIRCLE 232 ON READER SERVICE CARD

Wall-mounted architectural lighting comes in four graduated sizes from 10 1/4" to 18" in height. The rectangular fixtures (below) are available in brushed bronze or aluminum with flat black finished brackets. Thomas, Louisville, Ky.

CIRCLE 233 ON READER SERVICE CARD



Eight-light, chain-hung fixture features traditional styling with a contemporary flair. Suitable for a wide range of decors, the dignified luminaire has brass-toned and pewter vertical supports capped by petite black shades. Lightolier, Jersey City, N.J. CIRCLE 234 ON READER SERVICE CARD

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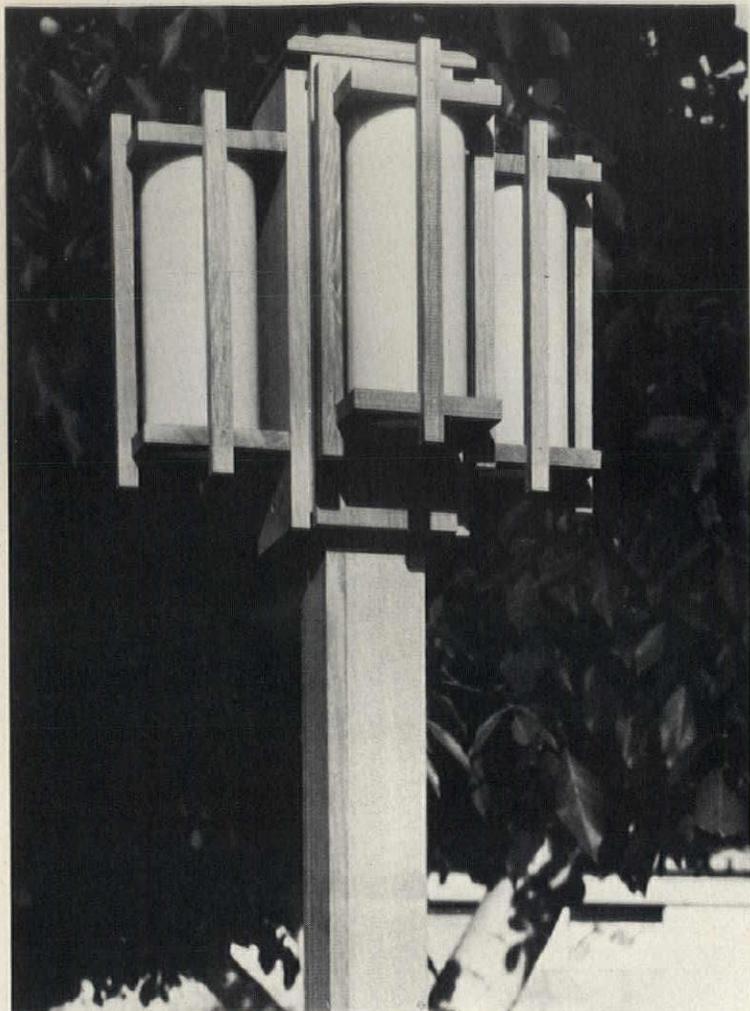
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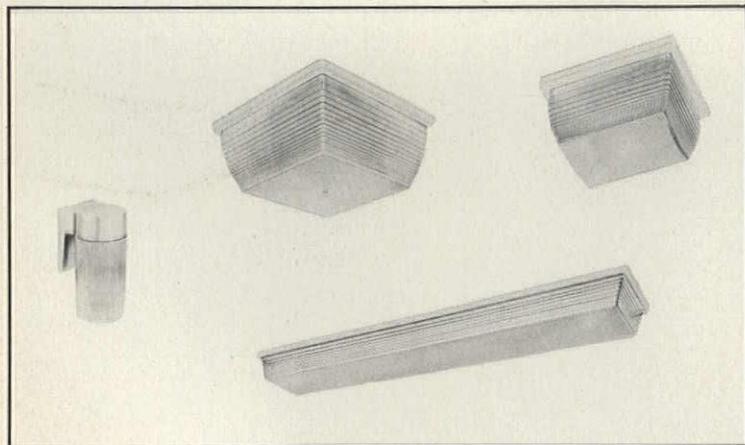
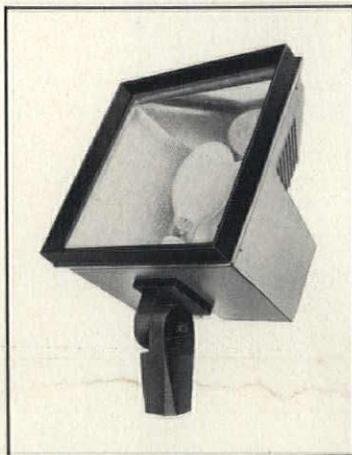


Low-voltage outdoor post light is constructed of solid California redwood. Four lights mounted at right angles on a 6' post provide a complete 360° circle of illumination. Insect and decay-resistant kiln-dried redwood comes finished or unfinished. Sylvan, Canoga Park, Calif.

CIRCLE 238 ON READER SERVICE CARD

High-intensity discharge flood lights are of one-piece cast aluminum. Weatherproof fixtures, with integral ballasts and heat-tempered lenses, come in three sizes. Units can accommodate a choice of lamps. Stonco, Div. Keene, Union, N.J.

CIRCLE 239 ON READER SERVICE CARD



A full line of security lighting is vandalproof, tamperproof and virtually indestructible. "Vandgard", available in incandescent, fluorescent or mercury-vapor models, is constructed of steel or aluminum with a perma-crylic diffuser. Sim-Kar, Philadelphia, Pa. CIRCLE 240 ON READER SERVICE CARD

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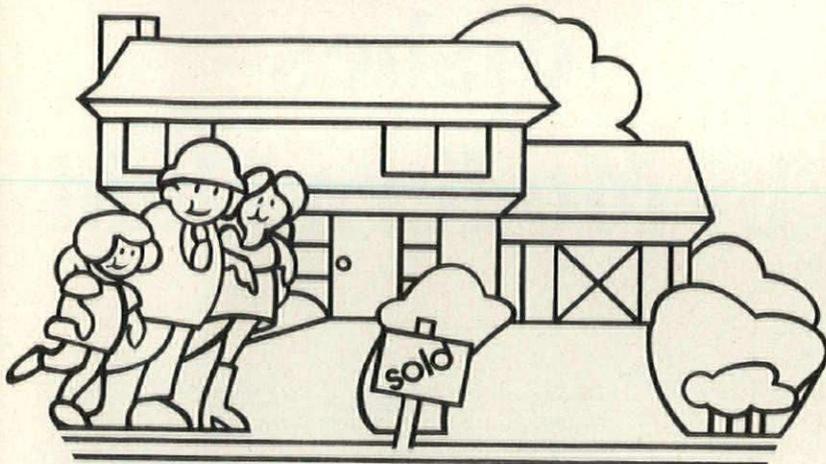
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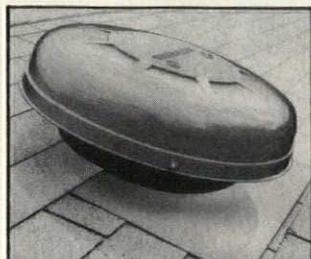
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Today's new home buyer is waking up to the savings in power attic ventilation . . . savings in money and savings in America's energy. That's why Butler Engineering's Vent-A-Matic, the leading power attic ventilator, is that 'added feature' that can help sell your home. Vent-A-Matic delivers the savings for both builder and buyer. It is easy and inexpensive to install, plus it lowers the cost of original air conditioning equipment. And, a Vent-A-Matic ventilated home offers the buyer a savings of up to 1/3 on cooling costs.

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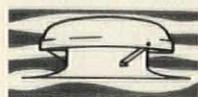
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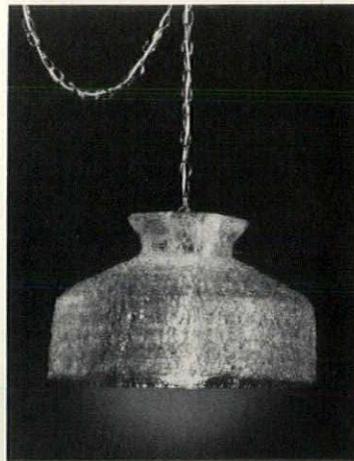
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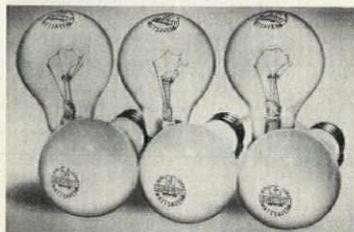
PRODUCTS/LIGHTING



Glittery, wet-look fixture with a Tiffany shape is made of spun styrene and crystal-clear glass. The jazzy, chain-hung luminaire comes in crystal or four colors with chrome accents. Artolier, Garfield, N.J.
CIRCLE 241 ON READER SERVICE CARD

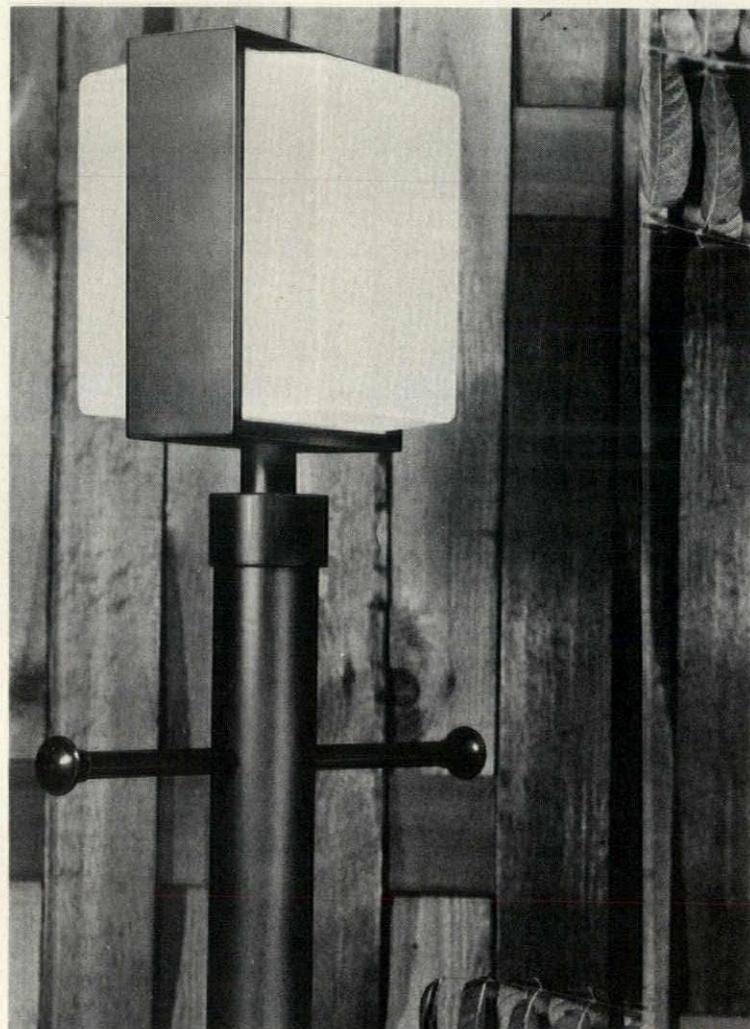


Colonial-styled post lantern, made of high-impact Marlex high-density polyurethane and Lantex®, is almost indestructible. Fixture, also available in a wall-mount, has acrylic panels. Adjusta-Post, Norton, Ohio.
CIRCLE 242 ON READER SERVICE CARD



A full line of "WattSaver" light bulbs is engineered to consume 10% less electricity than conventional bulbs while providing the same amount of light. Bulbs, which utilize Krypton gas, come in both commercial and residential models. Duro-Lite, No. Bergen, N.J.

CIRCLE 243 ON READER SERVICE CARD



Contemporary outdoor post lantern provides adequate security lighting. Constructed of extruded aluminum with heat- and shatter-resistant Lexan® panels, fixture comes in black or bronze with matching wall, ceiling and ground lights. Progress, Philadelphia, Pa. CIRCLE 244 ON READER SERVICE CARD

"Nord doors enjoy unquestioned client acceptance whether we're building an office or private home."

W. E. "Bill" Jamerson of J. E. Jamerson & Sons, Inc., Appomattox, Virginia, has been 18 years in the building field. He's involved in both commercial and residential developments, custom and spec.

"We use Nord products regularly because of their quality and design. They promote overall acceptance by the client. We enjoy greater customer satisfaction and enthusiasm for the rest of the design and detailing!"

"Superior quality and design."

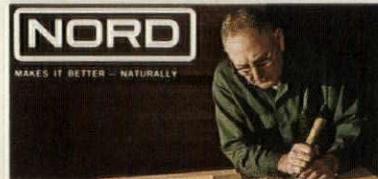
Bill feels the entry is often more important in the client's eyes than other details. That's why he uses Nord carved entry doors like the Regency A. They bring the same warmth to a commercial building that they bring to a residence. Adds Bill, "Nord millwork tends to upgrade the quality and acceptance of other components."

Nord's philosophy.

Like the Jamerson company, Nord is a family business. And like Bill Jamerson, Nord is concerned about quality.

The Nord people pride themselves on fine Western wood, old-world craftsmanship, rich designs and modern production techniques. Which means builders like Bill Jamerson can count on Nord for quality doors at "commodity" prices.

For full-color literature on Nord carved entry doors, write "doors" on your letterhead and mail it to E. A. Nord Company, Everett, WA 98206.



Builder W. E. "Bill" Jamerson with Nord Regency A doors, Hutter Corp. building, Lynchburg, Virginia.



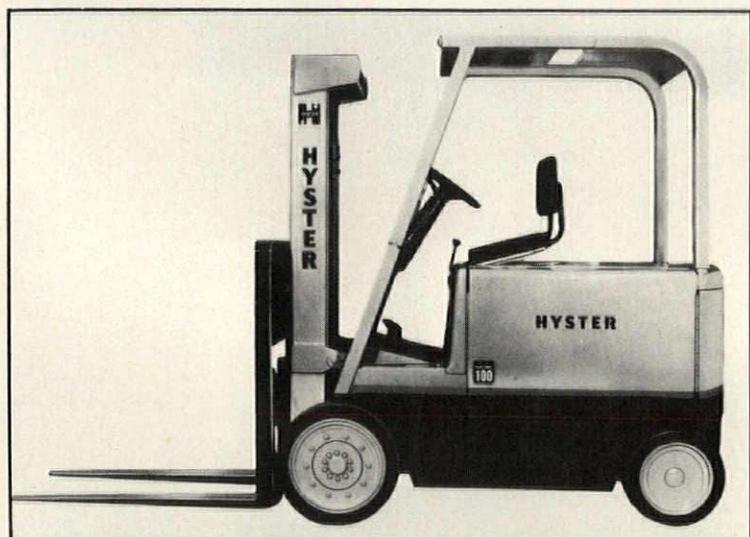
Rustproof fiber glass tape measure is calibrated in inches on one side and meters on the other. The 50'-long, 5/8"-wide tape, will not shrink or distort and is fully retractable. Unit, housed in a burnt-umber, grained steel case, features a belt loop for easy carrying and ready access. Sekisui Products, Linden, N.J.
CIRCLE 259 ON READER SERVICE CARD



Versatile "Portascaf" scaffolding is adaptable to a wide range of applications. It can be fully extended as a straight ladder, folded in half as a stepladder or made into a saw horse, cherry picker or work bench. DAIE Associates, Rochester, N.Y.
CIRCLE 260 ON READER SERVICE CARD



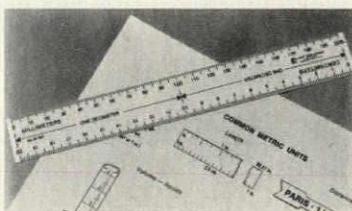
Portable airless sprayer can support one gun with a .031" orifice or two guns with .021" orifices. The heavy duty rolling unit delivers a continuous output of 1.0 gpm at a maximum working pressure of 2700 psi. Graco, PDC Div., Minneapolis, Minn.
CIRCLE 261 ON READER SERVICE CARD



Electric truck lift, with a capacity of 10,000 lbs. at 24" load center, is available with standard, freelif or three stage uprights. The unit features a single pedal control, Monatrol® that governs forward and reverse gears as well as travel speed. Hyster, Portland, Ore. CIRCLE 262 ON READER SERVICE CARD



Compact Uni-Loader "Model 1830" features hydrostatic four-wheel drive and a water-cooled, four-cylinder gasoline engine. The width is only 54" and height to the top of the ROPS canopy is under 7'. A choice of buckets is offered. J.I. Case, Racine, Wis. CIRCLE 263 ON READER SERVICE CARD

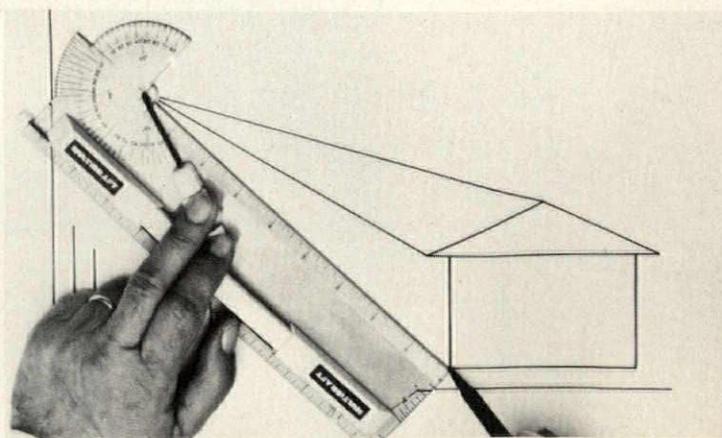


Opaque plastic 20 cm metric ruler is calibrated in millimeters and decimeters as well as centimeters. Equivalent conversion charts are provided on the back. Laminated printing cannot rub off. C-Thru Ruler, Bloomfield, Conn.
CIRCLE 264 ON READER SERVICE CARD



Paint removing disc, "Paint-Z-Off", is designed with tiny saw teeth that rub down to original wood in seconds. Unit, which fits standard drills, leaves a lightly textured surface ready for sanding, painting or staining as desired. Samuel Cabot, Boston.
CIRCLE 265 ON READER SERVICE CARD

Portable drafting device, "Multi-draft", (below) performs the same functions as a full size drafting machine. Unit, which operates on a system of magnetic clutches and rollers, accurately scales down drawings. Michael Anthony, Downey, Calif.
CIRCLE 266 ON READER SERVICE CARD



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Expert fireplace planning? You've got it with your Heatilator fireplace man—the guy on your side. Heatilator Fireplace, A Division of Vega Industries, Inc. 1864 W. Saunders St., Mt. Pleasant, Iowa 52641. (Also available in Canada.)

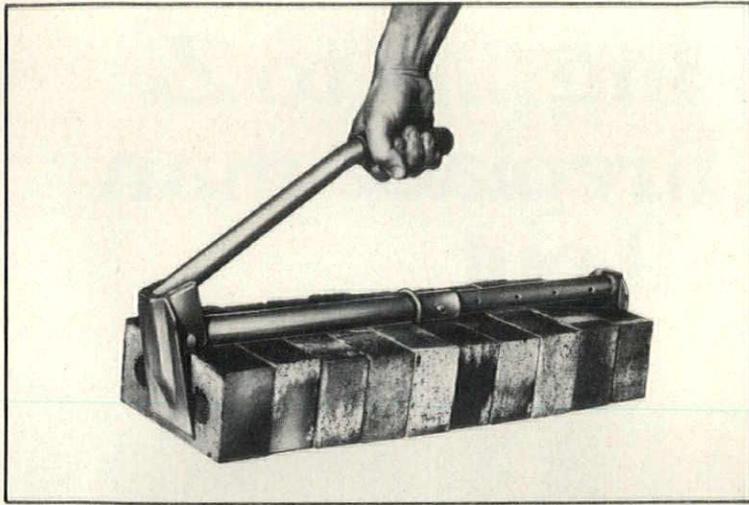
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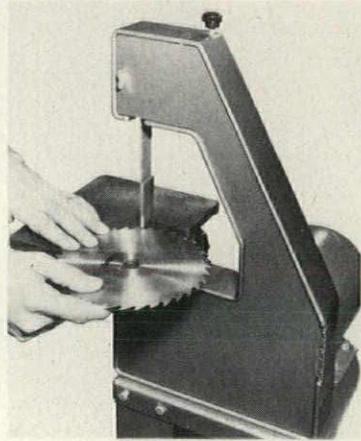
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Tubular steel brick tongs adjust to hold from 6 to 10 bricks. Tool will not chip bricks. A gravity lock pin adjusts and holds length position. The easy-to-handle device, weighing only 4 lbs., features a curved hand grip. Goldblatt, Kansas City, Kan.
CIRCLE 252 ON READER SERVICE CARD

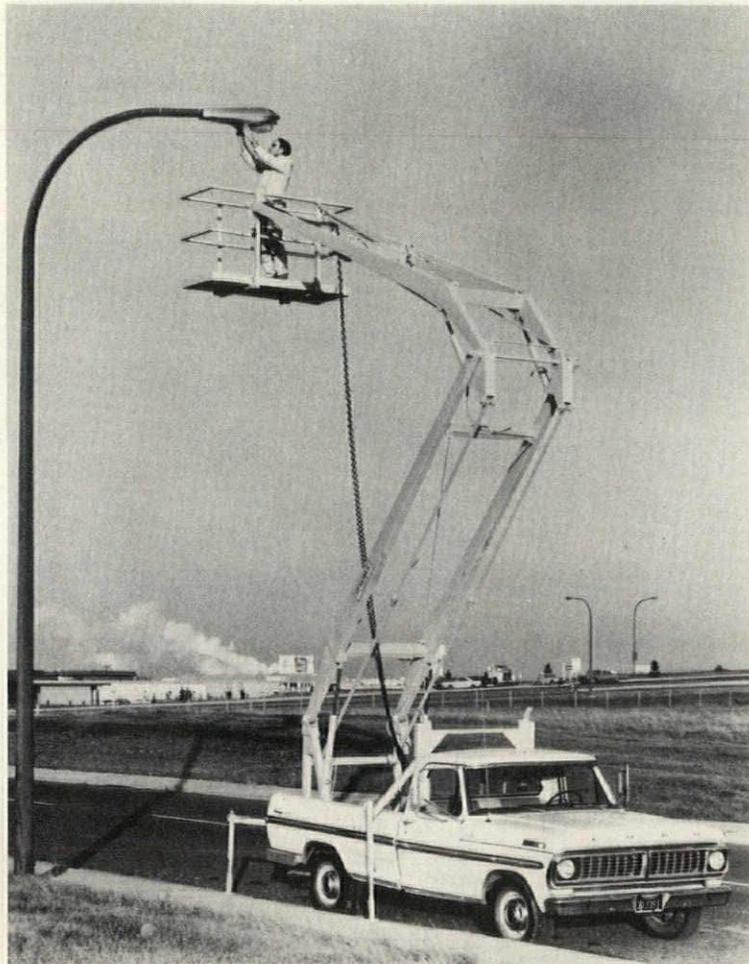
Fully enclosed belt sander/grinder is designed to safely sharpen, sand, grind and finish a wide variety of materials. Unit, which is hand-adjustable, has built-in dust collector capabilities and a tilting work table. Foley, Minneapolis, Minn.
CIRCLE 253 ON READER SERVICE CARD



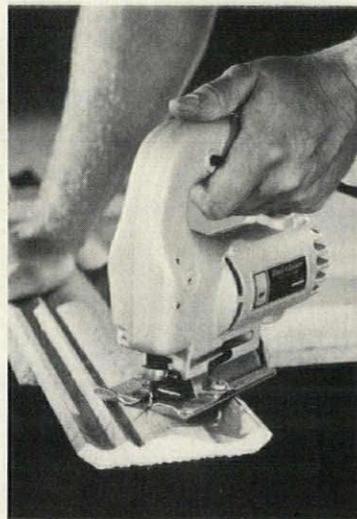
Measuring wheel contains a precision counter that automatically records distances in inches and feet up to 1,000 feet as the operator walks along. Unit can subtract as well as add and features a pushbutton return. Rolatape, Santa Monica, Calif.
CIRCLE 255 ON READER SERVICE CARD



Airless sprayer is a self-contained, portable unit featuring two spray guns with up to 150' of hose on each. Unit is equipped with an extendable handle, a durable fiber glass shroud, a pressure gauge and pressure controls. Wooster Brush, Wooster, Ohio.
CIRCLE 256 ON READER SERVICE CARD



Articulating boom platform lift moves horizontally as well as vertically. The 72"x30" platform has a 500lb. capacity and a maximum height of 32'. Controls can be operated from a master station, from the platform or from the ground. Up-Mobile, Sacramento, Calif. CIRCLE 254 ON READER SERVICE CARD.

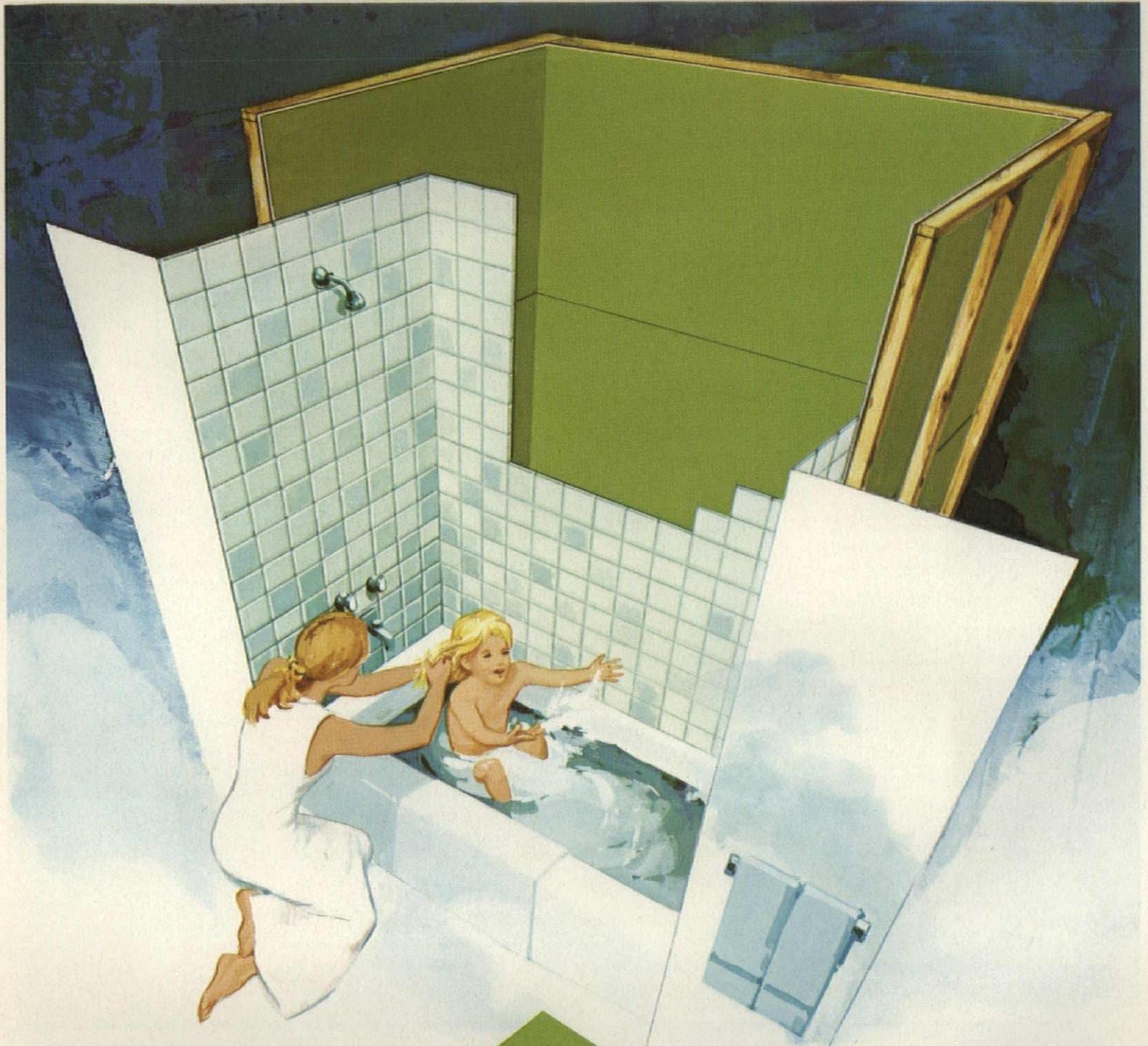


Single-speed portable jig saw, designed for heavy duty use, operates at 3,000 strokes per minute and has 5/8"-long strokes. The unit features an adjustable tilting shoe with a quick clamp lever for bevel cutting and an instant release trigger switch. Black & Decker, Towson, Md.
CIRCLE 257 ON READER SERVICE CARD

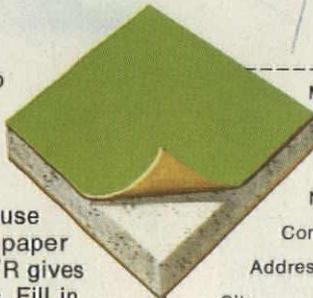
Quick hitch backhoe features a built-in compensation valve that allows for operation from either an open or closed center hydraulic system. The backhoe, with a reach of 10' 6" and a digging depth of 8' 4", mounts easily to three point hitch tractors. A full line of buckets is available. Grizzly, Jacksonville, Ill.
CIRCLE 258 ON READER SERVICE CARD



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you can demonstrate to home prospects.



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CIRCLE 137 ON READER SERVICE CARD



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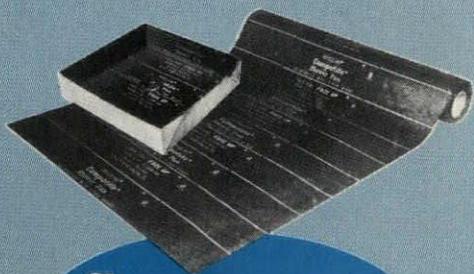


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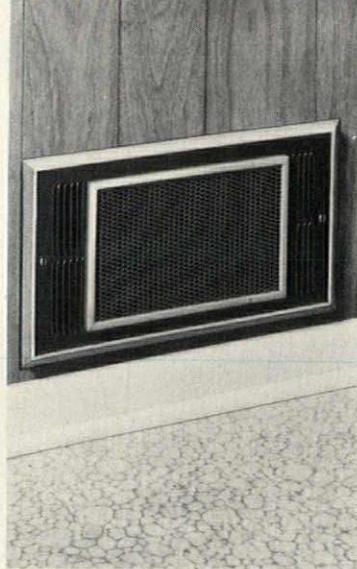
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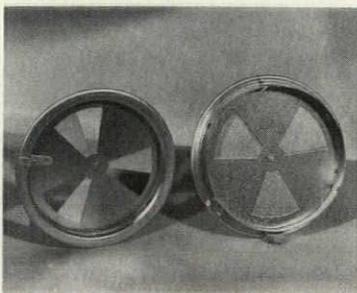
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CIRCLE 138 ON READER SERVICE CARD



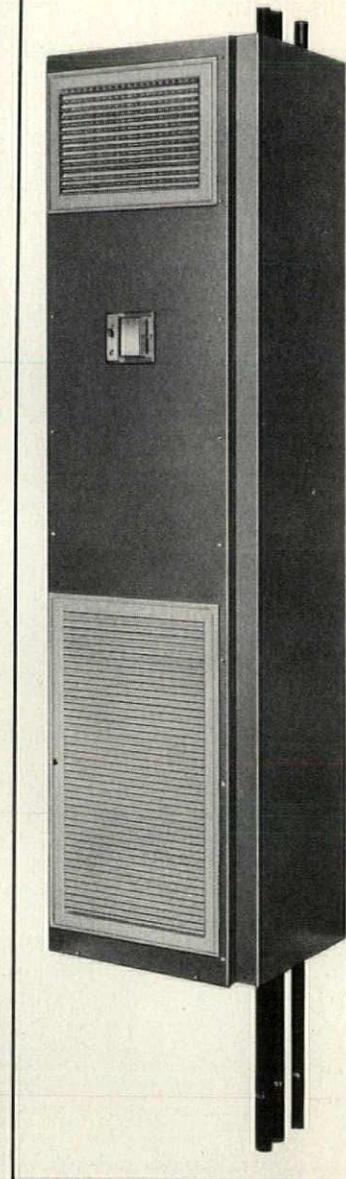
Forced-air ductless area heater is only 14" wide. The easy-to-install unit features an air wheel that maintains positive, whisper quiet operation. Air is drawn in through a center grill and is carried over a heating element. Air returns warmed and is circulated into the room through side louvers. Markel, Buffalo, N.Y.

CIRCLE 267 ON READER SERVICE CARD



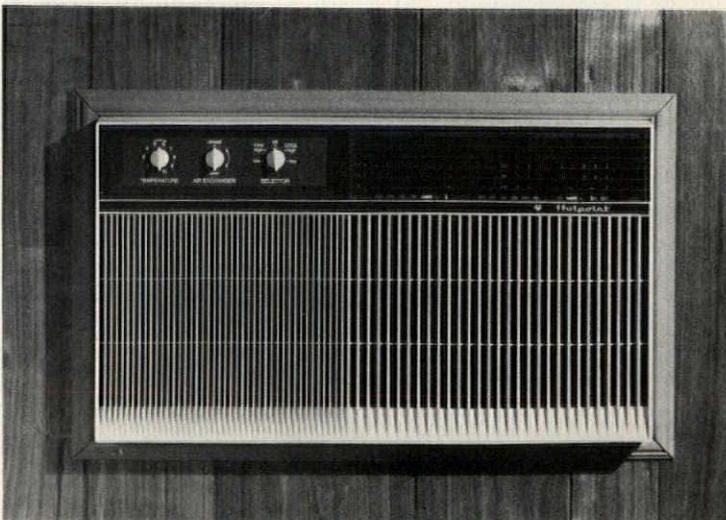
"Midget" louvers with opening and closing vents control moisture build-up. Made of aluminum in 2½", 3", 4" and 6" diameters, the louvers have a wide range of uses from ventilating bathrooms to overhangs. Midget Louvers, Norwalk, Conn.

CIRCLE 268 ON READER SERVICE CARD



Fan coil air conditioner, "Hi-Line Seasonmaker", features factory installed water risers and drain line that are piped and insulated. Units available in two or four pipe systems are designed to stack. McQuay, Minneapolis, Minn.

CIRCLE 269 ON READER SERVICE CARD



Built-in, through-the-wall air conditioner features a two-speed turbine type fan for quiet operation, a ten position thermostat and an air exchanger control. The 26" line includes six cooling-only models and four heating and cooling units. Hotpoint, Louisville, Ky.

CIRCLE 270 ON READER SERVICE CARD



Lock-Deck[®] has a special feeling for townhouses.

More and more townhouse projects are capitalizing on the economy and sales appeal of laminated wood decking.

Developers find that Lock-Deck decking imparts a look of quality—a look that means quicker sales and higher profits per unit.

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CIRCLE 139 ON READER SERVICE CARD

LITERATURE

Prefinished hardboard panels for interior application are depicted in room settings. The 20-page, full-color booklet shows woodgrain, solid-colored, patterned, brick and stone effects. Sections on prefinished, matching moldings are included, along with adhesives and color-coordinated nails. Specs included. Masonite, Chicago.

CIRCLE 301 ON READER SERVICE CARD

Brick, and its use in building, are discussed in *Brick in Community Design*. Full-color photographs show actual applications in gas stations, interior walls, churches, walkways and residential exteriors. Brick Institute of America, McLean, Va.

CIRCLE 310 ON READER SERVICE CARD

Homeowner associations are thoroughly explored in *Managing a Successful Community Association*. Chapters cover establishment of the basic organization, management procedures, meetings, committees, insurance and taxation and the association's relationship with the outside community. Also included are 20 sample forms for everything from how to take a swimming pool inventory to handling cash receipts. The 67-page book is available for \$10 (\$5 in quantities of five or more) from the Urban Land

Institute, 1200 18th St., N.W., Washington, D.C. 20036.

Synthetic recreational flooring surfaces are discussed in a full-color brochure. Photographs of actual installations accompany text. Cross-section illustrations explain construction of various surfaces. 3-M, St. Paul, Minn.

CIRCLE 316 ON READER SERVICE CARD

Residential/commercial doors and metal bi-fold closet doors are shown and described in a 16-page brochure. Text includes descriptions of construction and installation. Charts provide extensive information on fire ratings and specifications. U.S. Plywood, New York City.

CIRCLE 308 ON READER SERVICE CARD

Laminated decking brochure illustrates various construction possibilities. Full-color photographs show actual applications of the product, while its advantages over typical T&G decking are discussed. Potlatch, Spokane, Wash.

CIRCLE 304 ON READER SERVICE CARD

Lighting fixtures are shown in a 12-page, full-color brochure. Featuring a line of crystal-like polystyrene units, the catalog also includes contemporary designs and battery-

operated fixtures. Specs included. Prestigeline, Brentwood, N.Y.

CIRCLE 305 ON READER SERVICE CARD

Vinyl asbestos floor tile is depicted in full-color illustrations of tile patterns. The 16-page catalog also describes and shows what is available in asphalt tile, feature strips and vinyl and rubber cove base. Specs included. Azrock, San Antonio, Tex.

CIRCLE 309 ON READER SERVICE CARD

Electric appliances are presented in a 40-page catalog. Items listed include room air conditioners, built-in dishwashers, food waste disposers, refrigerators and free-standing and built-in ranges. Full text descriptions of units are accompanied by specifications, photos and illustrations. One page offers a kitchen and laundry design service. General Electric, Louisville, Ky.

CIRCLE 313 ON READER SERVICE CARD

Vinyl siding and its advantages are discussed in a two-fold brochure. Full-color illustrations and photographs complement the text. Certain-teed, Valley Forge, Pa.

CIRCLE 314 ON READER SERVICE CARD

Decorative plastic laminates are featured in a folder of swatches. Solids, woodgrains and patterns are offered.

Specifications are included. Con-soweld, Wisconsin Rapids, Wis.

CIRCLE 312 ON READER SERVICE CARD

Contract wallcoverings are displayed in full-color illustrations showing 36 patterns and textures. Complete specification chart is included. Stauffer Chemical, So. Plainfield, N.J.

CIRCLE 302 ON READER SERVICE CARD

Key control systems are described in a full-color folder. Contains photographs and specification charts as well as text. Ke-Master, Los Angeles.

CIRCLE 306 ON READER SERVICE CARD

Hand-crafted brass lanterns are featured in a full-color brochure. A fold-out page presents close-up photographs of the construction of the colonial-style fixtures. Posts and accessories are offered and specifications are included. Hadco, Littletown, Pa.

CIRCLE 307 ON READER SERVICE CARD

Carved panels and doors are presented in a black and white brochure and price list. Suggested uses for the abstract redwood panels accompany text descriptions. Specifications and ordering information are included. Design-Crafts, Selah, Wash.

CIRCLE 311 ON READER SERVICE CARD



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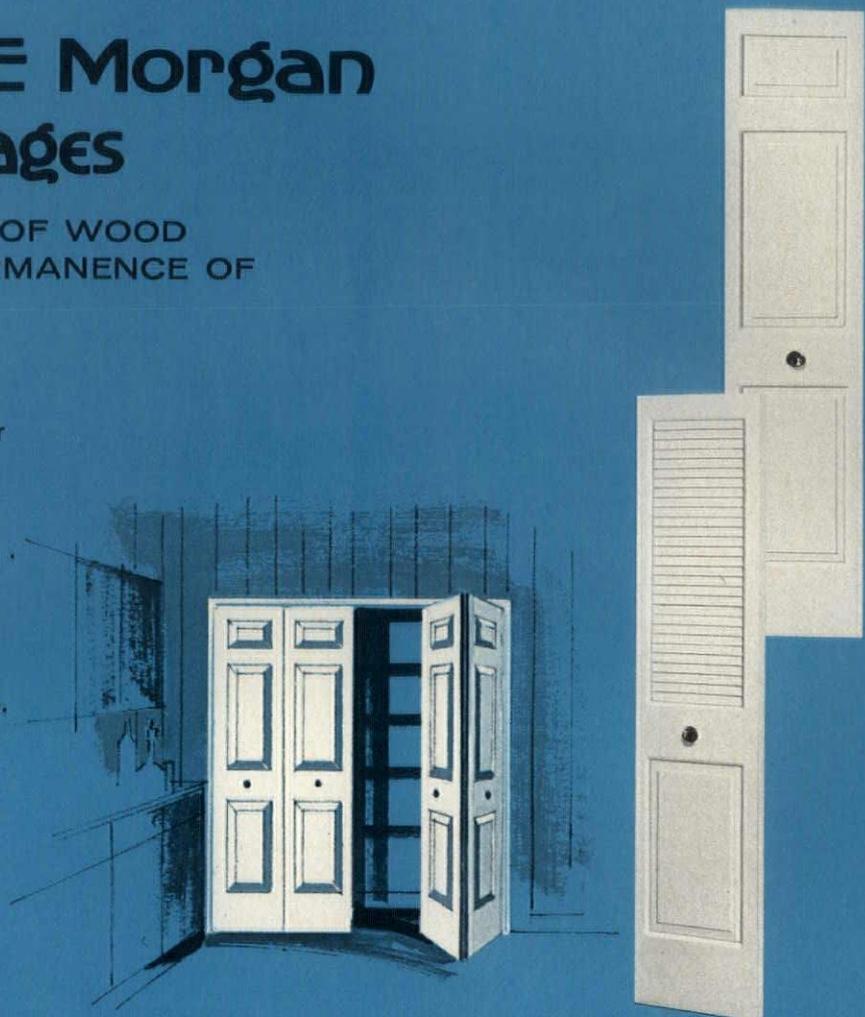
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CIRCLE 141 ON READER SERVICE CARD



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