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Best wishes for a not-so-swinging 1978

Our nomination for the problem of greatest concern in this new year is housing’s proclivity for huge boom-and-bust swings. The damage these swings do to everything and everyone connected with homebuilding is incalculable. And while many of the causes lie outside the industry’s control—overall economic conditions and interest rates particularly—there are others that can be influenced to a large degree.

For example, here are three problems homebuilding should start dealing with tomorrow:

Underbuilding and overbuilding. As we pointed out a couple of months ago, housing markets are intensely local; if accurate local data is available early enough, it’s possible to take pressure off markets that are becoming overbuilt and increase pressure on markets that are underbuilt. What’s needed is more and better economic market research.

Missing the market. Developers need to know much more precisely who their buyers and renters are; otherwise they’ll keep on building products that are only vaguely attuned to the market and which consequently, whenever demand softens, become expensive dead inventory. What’s needed is more and better consumer preference research.

Ignoring the low end of the market. There’s a big temptation to hit the high end in a bull housing market; it’s easier to build for and more profitable. When the market goes bearish, low-priced housing is a big potential market that could take up some of the slack. What’s needed is really low-priced housing, which in most cases means factory-built housing. And that in turn requires time and money for product development and production facilities.

Work on these three fronts could yield big dividends in a relatively short time. We’re going to pay a lot of attention to them in the coming year, and we urge the whole industry to do the same.

—M.C.H. Jr.
Eight Degree Difference! The demonstration pictured took place in Tulsa, Oklahoma. Regular dial thermometers were attached to the inside of two insulated glass windows, one with the outside lite glazed with Sunglas. The windows were side by side, on the same plane. The thermometer attached to the Sunglas window registered eight degrees cooler than the thermometer attached to the clear glass window after being exposed to the sun for nine minutes. The thermometers measured primarily the difference in radiant energy passing through the glass. They were not measuring the average ambient temperatures in the house as these temperatures result from many variables.
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A complete Sunglas brochure is available. Write: Ford Glass Division, Sales and Marketing Office, One Parklane Blvd., Dearborn, MI 48126.

### PRODUCT SPECIFICATIONS

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(1) Using published data of the leading competitive brand. Sunglas is a registered trademark of Ford Motor Company.

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Making S&Ls lend in cities
The message for builders: Less cash for suburbia, more for downtown rehab

The Federal Home Loan Bank Board's chairman, Robert McKinney, has now signaled plans for a fundamental change in the board's approach to regulating the $446-billion saving and loan industry. For builders, his goals for reshaping S&L policies contain good and bad news.

The good news is that McKinney wants to check the trend in the S&L industry toward diversification away from mortgage lending into other kinds of business. He will move on several fronts to reorient the S&Ls toward the housing market.

Since S&Ls provide more than half of all housing credit, McKinney's declared purpose of anchoring them to the mortgage market is an important reassurance. Some S&Ls, mostly a few big institutions, hanker after more diversified portfolios than the regulations permit now, with additional consumer loans and securities investments.

The price. The bad news, on the other hand, is that McKinney firmly insists on a political quid pro quo: If the majority of S&L men prefer the route of housing specialization, as they plainly do, they must please Congress to get it by upping their urban lending—from a few million dollars into the billions. And that money will pour, not into fresh suburban subdivisions, but into the formerly-starved rehab sector of the housing industry.

At the U. S. League of Savings Associations' annual meeting in San Francisco, the president of the Federal Home Loan Bank in that city, Maurice Mann, hammered home the bottom line: "Housing priorities have changed dramatically... merely building vast numbers of new homes no longer occupies the preeminent position that it once did."

Threat in Congress. Indeed, there is now developing a possibility that Congress actually may go beyond McKinney's aims and pour the assets of S&Ls into older urban neighborhoods on a scale many times larger than he has in mind. Congress may vote that all conventional loans made by S&Ls to high-risk borrowers are to be 80% insured by the federal government.

Co-insurance could vitiate McKinney's whole strategy. He wants the S&Ls to remain completely within private enterprise. He does not want them to become mere vehicles for passing along government credit. So he now prefers to play for time. With White House fanfare, he has issued proposed anti-redlining regulations that, in effect, order S&Ls to make urban loans if the loans can be rated sound.

Warning. "My own inclination is to try to solve the problem through private enterprise," he explains.

But McKinney calculates that, in any case, the industry's relative exemption from Washington's interference has just about ended. "Congress is expecting more from you and will legislate if you do not seize the initiative," he warned the League in San Francisco.

Furthermore, all signs indicate that Jimmy Carter chose McKinney to see what he could get the industry to do for the cities at a time when the Carter administration has very little money of its own to spend for urban renewal.

McKinney's strategy. Until the co-insurance issue came to the fore, McKinney's decision to tie action for the specialization of S&Ls to their urban lending effort looked like a brilliant political stroke.

It pleased a wide array of important forces ranging from Proxmire and the House Banking Committee chairman, Henry Reuss (D., Wis.), to the conservative majority of S&L men (who have been worried about their damaging reputation on Capitol Hill as redliners and who also had specialization as their number one goal). It also satisfied the National Association of Home Builders and the AFL-CIO Building Trades Department, both eager to keep the S&Ls' money invested in building.

McKinney was careful, in talking to the industry, to spell out both sides of the plan he envisages.

Back to Q. "By taking on our urban lending program, we expect congressional support on your strength issues," he said. "I believe these two... go hand in hand."

The first strength issue McKinney underlined is Regulation Q. He wants to defeat attempts being made on capitol hill to remove interest-rate ceilings that give S&Ls an advantage over commercial banks in competing for deposits. The ceilings are usually referred to as Regulation Q.

McKinney also indicated he wants to reinforce S&Ls in other ways. He would take another look at S&L holding-company and service-corporation lines of business to see if there is a proper balance between diversifying and basic strength. And he intends to promote flexible mortgage instruments.

Trade-off. How the deal looked to the industry can be read in the standing ovation that the league's outgoing president, John Hardin, got when he roared out to the assembled S&L men in San Francisco: "We want Regulation Q chiseled into stone for perpetuity."

But for the S&Ls, the drawback of closer ties to Uncle Sam remains tied into the package. Says a former Washington official, Edward Kane, now a professor at Ohio State: "The longer Regulation Q stays, the more concerned the S&Ls are going to be about how to deal with the government rather than doing their own business."

—STAN WILSON AND JENNESS KEENE
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Embattled Home Loan Bank Board

With loss of staff and controversy over McKinney, panel has its troubles

During the eight Republican years in Washington, the Federal Home Loan Bank Board found itself in conflict with the Democratic Congress. Now, with the Democrats in charge, old faces on the agency's policy team are being replaced by new. But the agency is still stumbling through its dealings with Congress.

For one thing, so far as pleasing The Hill is concerned, the wrong people are leaving the board.

One voluntary departee is the research chief, Donald Kaplan. Bank Board Chairman Robert McKinney's concept of the right replacement is an economist who would be sensitive to political realities in Washington—someone who has worked for the President's Council of Economic Advisors or at least has had direct experience dealing with Congress. Kaplan had such a relationship with Congress and he will not be replaced easily.

Counsel's exit. The board's general counsel, Daniel Goldberg, has also left. His rapport with the Democrats was so good that his name cropped up on lists of potential choices for board chairmanship last spring. His loss prompted a Senate aide to regret: "Now nobody over at The Hill knows where the players were." His replacement is Anne Jones, recruited from the Securities and Exchange Commission. The Bank Board is counting on her to overcome the difficulties it has run into with Congress over the conversion of S&Ls from mutual to stock status (see following story).

McKinney wins praise from congressional sources for his emphasis on inner-city lending by savings and loan institutions. But even here he raised some hackles by deriding mortgage co-insurance before Congress had even voted on that issue. And his advocacy of variable-rate mortgages and conversion of mutual S&Ls into stock institutions also got him into hot water with congressional liberals. "That's three strikes out of three tries," comments one.

Press chief's firing. McKinney became controversial after a press conference held at the San Francisco meeting of the U.S. League of Savings Associations in November. Three days after that session, McKinney fired Michael Scanlon, the public affairs officer he had hired only three weeks earlier. Scanlon was in his first government job, and by some accounts he was well versed in the political nuances.

Scanlon had come to the Bank Board with the sponsorship of Senator Birch Bayh (D., Ind.) and Rep. Andrew Jacobs (D., Ind.), which suggests that McKinney let congressional considerations weigh with him only up to a point, when it came to the firing. "He's a tough cookie," comments one McKinney-watcher on the payroll of the U.S. League.

Inexperience. James Copland, the board's new congressional liaison officer, wins high marks from The Hill for effort, but he is described as uninformed about the history of stormy relations between Congress and the FHLBB.

Coming from a background equally far removed from The Hill is the man who may have to become the board's ambassador to Congress. He is the new head of the office handling urban lending, Alfred Hirshen. As a lawyer, he specialized in the problems of inner-city housing with a community agency in Berkeley, Calif.

Board membership. The former Republican chairman of the FHLBB, Garth Marston, may carry on to the end of his term as a member in 1979. The fate of the second Democratic seat on the three-member board is more of a puzzle.

It is widely believed that Jimmy Carter made an unequivocal promise to Senator John Sparkman (D., Ala.) to continue Sparkman's protege, Grady Perry, as a member of the board. But the White House seems reluctant to offer Perry more than the chance to stay on until mid-1978. And even for that he may be asked to sell off some bank stock to avoid the appearance of conflict of interest. Sources say Perry is reluctant to sell the stock unless he can arrange for a longer stay as a board member.

—S.W.

Conversions taking S&Ls out of mortgaging

Saving and loan institutions are showing new interest in converting into mutual savings banks— institutions not required to keep a high percentage of their loan portfolio in mortgage lending.

From 1970 through 1976, only six S&Ls converted to mutual savings-bank charters. Currently, seen S&Ls are in the process of becoming savings banks or branches of banks by merging into the latter.

The Federal Home Loan Bank Board's general counsel, Daniel Goldberg, sees in this spurt of activity an indication that consumerism has taken hold. Some of the managements changing over, he thinks, may feel that regulation by the Federal Deposit Insurance Corp., which regulates savings banks, is "more relaxed" than regulation by the FHLBB.

Diversification. Goldberg also feels, however, that the departing S&Ls are also lured by the chance to diversify their portfolios. Savings banks are closely related to commercial banks in the wide range of lending and investment powers open to them.

Five of the seven S&Ls shifting to the saving-bank status are in New York state—as were four of the six conversions in the 1970-76 period—because New York law makes the change easier than in other states.

Both coasts. Niagara Permanent, a $364.7-million deposit S&L, is converting. Four smaller New York state S&Ls—Erie Federal, Guardian Federal, First Chartered and Oneida Federal—are merging with savings banks and will be branches of these institutions.

On the West Coast, the $180-million First Federal in Oregon and the $259.9-million Capital S&L in Washington state are converting.

—S.W.
With all the noise about energy-saving wall insulation, Celotex thought you might appreciate a few quiet facts.
Fact 1.

There are four basic types of wall sheathing.

First come foam boards, which have the highest insulating value. Fiberboard is next. Then comes plywood. Lowest on the list, as far as insulating value is concerned, is gypsum.

Fact 2.

There are three main types of foam products on the market.

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Fact 3.

You can get an R-19 wall using 2"x 4" framing.

If you use 3/4" Thermax Sheathing* in a typical wood frame house with exterior wood siding, 3-5/8" fibrous glass insulation, 1/2" gypsum interior wallboard and a 6 mil polyethylene vapor barrier stapled directly to the interior surface of the wood framing, you will achieve a wall system with a winter design insulation value of R-19. In other words, in this application, 3/4" of Thermax gives you an insulating value equivalent to two extra inches of fibrous glass.

Thermax Sheathing meets model building code requirements in this application when 1/2" Type X gypsum wallboard is used on the interior walls.

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Facts 4 through 9.

Thermax Sheathing can also be used in masonry wall systems, under roof shingles in cathedral ceilings, as slab and perimeter insulation and in cavity walls. It is lightweight. Easy to cut. Can be installed quickly by one man. Thermax has FHA acceptance. And it complies with all three major model building codes: BOCA, SBCC, ICBO.

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MORTGAGING

Banker’s new plan to lift Regulation Q
He offers California as test site, says proposal would avert housing slump

California should be a testing ground to see whether lifting ceilings on deposit rates would avert disintermediation and another housing slump, according to the president of San Francisco’s Wells Fargo Bank.

Richard P. Cooley is proposing that the Federal Reserve promptly take steps to suspend deposit-rate ceilings and the differential between banks and S&Ls in California. Such a move would require Congressional approval.

“Just as the Fed and Congress allowed the NOW account (interest-on-checking-account) experiment in New England, I propose that the financial industry regulators petition Congress to allow us to conduct an interest-rate experiment in California,” he said. “I would like to see Regulation Q and other ceilings on consumer-savings interest rates suspended in our state, as a test project, to see if this move would give financial institutions the flexibility they need to fight disintermediation.”

Cooley said the experiment—which would apply to banks, savings and loan associations, and other thrift institutions—should be limited to new accounts.

California banks’ role. Why California? Because the state’s commercial banks do more real estate financing than banks elsewhere and use more of their consumer savings to do it.

Nationally, Cooley explains, commercial banks make about 14% of the country’s mortgage loans. In California, banks are more consumer-oriented because of statewide branching; they make about 19% of all mortgage loans in the state and have half of their consumer savings invested in mortgages.

Cooley has a second proposal. He urges that the Fed and other regulators immediately raise interest ceilings on new consumer time deposits, nationwide, by 1% or 2%. This move would not require congressional approval. He believes this would help the homebuilding industry to keep some of the momentum of this upswing in the housing cycle. Otherwise, he says: “I very much fear that we will once again have disintermediation, plunging the housing industry into another severe slide—its eighth since World War II.”

Warning. In the last feast-or-famine cycle in homebuilding and home financing, housing was slow to respond even after savings inflows to financial institutions picked up, Cooley points out.

“There is a real possibility that the manner in which the financial pipeline to housing is turned on and off may be throwing the entire homebuilding industry out of kilter,” he added.

During the credit crunch of 1966, about 1,600 California builders went out of business and the impact in 1974-75 was “at least as severe,” said Cooley. “Ultimately, homebuyers bear the costs of creating and destroying these firms over and over again as the same dreary cycle is repeated every time disintermediation occurs.”

He said his proposals for raising interest-rate ceilings “might help to alleviate, if not avert altogether, the next downturn in the housing cycle.”

Free-market plea. Cooley thinks the consequences to the housing industry have probably been worse under Regulation Q and other interest-rate ceilings than if savings rates were allowed to compete with other market rates. Without the present ceilings, mortgage interest rates could rise, but not as much as when mortgage money is scarce; and there would be a steady source of funds for housing, according to Wells Fargo. Cooley called for continued experimentation with methods of moving mortgages through secondary markets. West Coast banks and S&Ls are leading the field in testing the marketability of mortgage-backed bonds and participations in pools of conventional mortgages, he said.

—JENNIE KEENE
McGraw-Hill World News, San Francisco

Wood Bros. Homes buys Raldon

Wood Bros. Homes, a Denver-based homebuilder with operations throughout the Southwest, has acquired Raldon Corp., which claims to be the second largest residential builder in Dallas.

William H. Tucker of Denver, president of Wood Bros., and George B. Tannous, president of Raldon, emphasized in a joint announcement that the Dallas firm will retain its corporate identity and executive personnel while becoming an operating division of Wood Bros.

Into the top 10. Terms were not disclosed. Tucker and Tannous, however, said Raldon projects gross revenues of $30 million on sales of 600 single-family houses in 1978. The addition of Raldon will increase Wood Bros. volume in 1978 to a projected record 3,500 homes, placing the company well within the ranks of the top 10 builders.

Tannous said Wood Bros., a wholly-owned subsidiary of City Investing Co. of New York, will strengthen the Dallas company’s financial position. Tucker said the acquisition provides Wood Bros. “with another key market in the Sunbelt.”

Their markets. Raldon builds at 10 Dallas sites. Its houses sell from the $30,000s to the $70,000s.

Wood Bros., 25-year veteran builder and leader among Denver-based homebuilders, is a volume builder of single-family homes and townhomes throughout the Southwest. It has extensive operations in the Denver area as well as in Fort Collins and Loveland, Colo.; and in Cheyenne, Wyo. It has division offices in Phoenix, for Phoenix and Tucson; Albuquerque, for Albuquerque and El Paso; and in Houston.

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MATERIALS

Insulation: How good are products?

The Federal Trade Commission is using its legal power to require manufacturers, distributors, retailers and rehab contractors to tell consumers precisely how effective their home insulating material is.

The FTC is proposing trade rules that will require the disclosure in labels and in advertising of R-value data for any thermal insulation material, including an explanation of the meaning of R-value; the coverage and thickness required; and details when a claim is made of competitive advantages or energy savings to be achieved.

Contractors insulating an existing house must, under the proposed FTC rules, provide the customer such information in writing before installing insulation. After finishing the work, the building contractor will be required to certify it installed properly labeled.

The builder will not be required to certify the installation installed, as a retrofitting contractor will be required to do if the rules are adopted.

According to Sheldon Cady, of the National Mineral Wool Assn., insulation can be a burning issue. Carpenter Richard Sanford dealt with the energy issue head on.

"I insulated to the hilt," Sanford says. "My house was just about airtight."

That, it turns out, is too tight. On a cool autumn evening Sanford left a wood fire in the fireplace of his three-bedroom ranch in Monticello, Iowa, to heat the house while his family slept.

Such a measure was certain to save furnace fuel, but it also risked losing lives. The fire consumed almost all oxygen in the house. The furnace, starved for air, malfunctioned and spread carbon monoxide fumes throughout the residence. The family barely escaped.

Sanford has since installed a vent in his fireplace and another on his furnace.

Iowa fire officials are warning the state's residents that, as they tighten their homes for the winter, they too are running risks.

—T.A.

Insulation can be a burning issue

The FTC has won cases against companies selling steel siding for housing for making false energy-saving claims, and these successful prosecutions have been brought to the attention of producers and sellers of insulation materials.

—D.L.

THE CITIES

Integration lag explained in new study

Strong opposition of whites to integrated neighborhoods and a reluctance of blacks to be the first to enter all-white areas are principal reasons for the slow integration of neighborhoods in the Detroit area, a University of Michigan study has disclosed.

"Once a few blacks enter a largely white area, it becomes defined as a neighborhood undergoing transition," said Reynolds Farley, associate director of the Population Study Center at the university in Ann Arbor. "Many whites feel uncomfortable and sell their homes while many of the blacks who desire to enter mixed areas move in.

"Blacks tend to see as most desirable those locations that are open to them, whereas whites see areas open to blacks as undesirable."

Farley's findings came in a study made by the center of 1,134 households in Wayne, Oakland and Macomb Counties last year. Of those, 734 were white and the rest were black. A summary of the study has just been distributed by the Associated Press.

Sixty-two percent of the blacks said they would prefer to live in a neighborhood that was half-black, half-white so they could learn to get along with whites, Farley said. The least attractive to blacks, the survey said, were all-white neighborhoods.

But 72% of the whites indicated they would be "uncomfortable" in a half-black neighborhood, the survey said.

"We may not be moving any more toward a separate society than a decade ago, but we are not moving away from it very rapidly either," Farley said.

Detroit's black population has risen from 44% in 1970 to 55% while total population within the city has fallen by 200,000 to 1.3 million. Suburban population is nearly 3 million, with the black population holding steady at 4%.

—T.A.
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A.D. 1978—Announcing the ultimate in laminate design.
The Gulf Oil Corporation's holdings in the new town of Reston, Va.—more than $100 million worth—have been put on the block.

Officially, the company says it is pulling out of the commercial real estate development business to concentrate on energy-related ventures. But Gulf has never been entirely comfortable in real estate, except with that needed by the company internally. Its returns on the Reston investment and two properties in Florida have never been up to expectations.

Fairfax County's tax assessor values Gulf's holdings in Reston at $103 million. Included are 3,600 undeveloped acres, 1,000 apartment units and commercial space at three village shopping centers and a meeting center-hotel complex.

An all-in-one sale. Gulf's subsidiary, Gulf Reston Inc. (GRI), is to be sold lock, stock and barrel. It will not divide the holdings and it expects the buyers to retain the present management team intact, says James Todd, the GRI president. Todd would not state Gulf's asking price, but he confirmed the appointment of Coldwell Banker Management Co., Los Angeles, and A.E. LePage Ltd., Toronto, as exclusive agents.

Also for sale by Gulf are 2,000 apartment units on 150 acres in Fort Pierce, Fla., and 400 undeveloped acres in Orlando, Fla., near Disney World.

Todd says a buyer could take either Florida property separately or along with Reston.

Reasons for setback. Todd will not say how well Reston performed as an investment for Gulf. The company acquired its Reston holdings 10 years ago from the original developer, Robert E. Simon, who had run out of money.

Simon had carved the new town out of a forest 25 miles from Washington, D.C., and five miles from Dulles International airport. It now has a population of about 29,000—some 6,000 short of its goal for this year.

The development schedule slipped for three basic reasons:

- A sewer moratorium and a new countywide planning scheme essentially halted development for an 18-month period of anticipated growth. GRI challenged the plans successfully in the courts but lost valuable time in the process.
- The politically potent Reston Home Owners Association has taken to challenging many high-density development plans and even some commercial ventures sought by GRI. It has delayed or blocked some growth plans.
- Reston residents, except for those on commuter buses, have never been permitted to use the federally-built four-lane highway to Dulles that cuts the town into two chunks of about equal size, joined only by a single bridge over the airport access road.

Goal: 68,000 residents. Todd and GRI's present management still have high hopes for completing Reston as a residential and employment center with a population of 68,000 in 23,000 housing units by the late 1980s. A fourth village center—this one with a Sausalito motif—is on the drawing boards and a start in the next two years is anticipated.

So far, 10,400 dwelling units have been completed and 1,400 are under construction. Of those now completed and occupied, 16% are single-family detached, 3% are patio (a cluster arrangement with units joined at patios or garages), 35% are townhouses, 43% low-rise apartments and 3% high-rise.

Faster building. Development has quickened. From 1965 until 1970, building ran at a rate of 1,500 units a year. This rate doubled to 3,000 from 1970 until the present, and GRI planners expect to average 3,300 units a year until development is completed.

Reston has attracted an affluent, highly-educated citizenry. The median family income is $27,000 and the average adult citizen attended school for 16.1 years. There is employment for 7,000 people in the town.

A disappointment to Reston developers has been the performance of the village shopping centers. The first, Lake Anne, with 60,000 sq. ft. of commercial space, has come to symbolize the whole Reston development, but it has empty storefronts.

The largest centers, Hunters Woods with 109,000 sq. ft. and Tall Oaks with 68,000, are doing better, but they too are underutilized. And 14,000 sq. ft. of commercial space at the Reston International Center is currently rented but suffers from lack of traffic.

—BILL HICKMAN
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Slow-grow plan loses in Riverside, Cal.

The latest southern California county to get in on the building boom, Riverside, has defeated a growth-control plan by the narrow margin of 17,411 to 16,678. The vote in November was a victory for the builders and developers of the county and the city of Riverside.

The initiative (Proposition B) was intended to control tract-housing developments to protect the city's agricultural areas from developers' bulldozers. It was strongly opposed by business and by real estate and construction interests. They raised $80,000 to defeat it. Supporters were able to bring in only $6,000.

Proposal in detail. Proposition B ran a long 13 sections, but, basically, it was set up to do two things:

- Define goals and standards to be met before construction of two or more units (multi as well as single-family) could take place in large sections of the city's Arlington Heights, Arlington La Sierra and Canyon Crest areas. The standards include schools, police, fire, sewers, parks and water service minimums.

- Create a new agricultural zone within these areas, with minimum lot sizes of 2 acres and 4.75 acres.

The measure was qualified for the ballot by the signatures of 12,000 of the city's 162,000 residents. Backers included Riversiders for Reasonable Growth, while major opponents were Responsible Individuals for Homeownership in a Thriving Society, main developers and real estate interests, and Taxpayers Against Proposition B.

Speedy growth. Riverside's saga is the same old southern California story: subdivisions springing up in what was range land and citrus grove. New-housing activity rose from 1,889 units in 1971 (614 single-family) to 2,369 in 1976 (1,525 single-family). At the same time, population went from 140,000 to 162,000.

Some growth has been generated by easier commuting because of completion of the Riverside, Pomona and Orange Freeways, but much is due to migration of first-time buyers trekking in from Orange County to find houses they can afford.

Riverside is one of the few remaining southern California areas producing moderately-priced housing in substantial numbers. In the four-county area of Riverside, San Bernardino, Los Angeles and Orange, only 34% of all new housing lists under $60,000. In Riverside, the figure is 77%.

Opposing views. Pro and anti-initiative groups disagreed on how the measure would have affected residential development.

Ron Rose, president of the Riverside Board of Realtors, believed it would have completely stopped growth. Robert Bower, heading Riversiders for Reasonable Growth, conceded it would have halted nearly all growth for awhile, but he says that "if everybody exercised a little good will the more urbanized areas of the city could be open for development again within a matter of months."

However, a report by the Construction Industry Research Board (supported by a grant from the Construction Industry Advancement Fund of Southern California) concluded that, from 1978 through 1980, an estimated 5,180 new housing units would be needed and that about 4,870 would have been jeopardized by the initiative.

And, the report points out, opportunity for housing demands cannot be met outside the city, since growth control or limited moratoria already are in effect in Corona, Norco and West San Bernardino county.

—BARBARA LAMB
Mc-Graw-Hill World News, Los Angeles

$700 million in motels

Holiday Inns said it will spend that much to add 35,000 rooms to its motel chain in the next five years.

Michael D. Rose, president of the company's hospitality group, told of the plans at the parent's headquarters in Memphis.

Since the 1974-5 recession, Holiday Inns has closed 42 of its company-operated motels and added only 17. Its franchised inns have grown only slightly, to 1,726 from 1,688, in the same period.

How the builders won at the polls

Two months before the election, the Riverside—San Bernardino chapter of Building Industry Association of California mobilized to beat the slow-growth moratorium.

It hired a professional campaign manager. It got the Construction Industry Research Board to gather data on the economic impact the initiative would have on the city.

It prepared a master outline for the campaign, listing all political activity necessary to win. Visual aids, bumper stickers, placards and signs were developed. Ads were placed in newspapers and on the radio, and each registered voter got two phone calls and two mailings opposing the initiative.

Finally, volunteer workers were obtained through labor unions and subcontractors. Their job: make a face-to-face call on each registered voter and tabulate where he stood. The key targets were the voters that would vote "no."

According to the BIA, the election was won by the margin of five "no" votes in each of the 153 precincts.

Says builder James C. Cashman, president of the Homestead Co., who also heads the local BIA chapter:

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GENERAL ELECTRIC

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Toledo builder loses bias case

A builder’s bid to construct housing for the poor in the affluent white neighborhoods of Toledo, Ohio, has been balked by the U.S. Supreme Court.

Joseph Skilken & Co. had convinced the U.S. District Court for the Northern District of Ohio that the turndown of its development proposal by Toledo officials and the City Plan Commission was racially motivated in violation of the 1968 Fair Housing Act. But the U.S. Court of Appeals in Cincinnati reversed that ruling. The Supreme Court has just refused to review the appellate decision.*

Bias charge. Three sites were involved. Toledo refused to plat two of them and to plat and rezone the third, in order to accommodate low-income housing.

That action perpetuated existing racial housing segregation, the builder insisted, and was so radically different from the usual approach to requests to build new housing that it could have no motivation but to keep blacks out of white neighborhoods.

The appellate judges found there was no reason to suspect bias in the rezoning refusal, and that it would be better to try to work out a compromise.

*Skilken vs. Toledo. No. 77-443.

Apartments win way into plush N.Y. area

A New York State Supreme Court justice has apparently paved the way for builders of multifamily housing to enter the exclusive northern section of Westchester County.

The ruling (December 8) by Justice Robert J. Trainor ends—pending appeal—a three-year court case between the town of New Castle and Mitchell Berenson, a Westchester apartment builder. The Trainor decision directs New Castle to submit plans—within six months—for 3,500 multifamily units to be built during the next ten years.

New Castle, with a population of 17,000, consists of single-family homes in the $80,000-510,000 range on one or two-acre plots. It is one of several northern Westchester communities which are not zoned for apartments outside their central business districts.

In striking down the New Castle ordinance prohibiting construction of multifamily units, Justice Trainor termed it “unconstitutional” and “exclusionary.” He also pointed out a similarity between the New Castle ordinance and those still in effect in the surrounding suburban communities of Pound Ridge, Bedford Falls, North Salem, Lewisboro, Mount Pleasant and Somers.

Local officials say that the New Castle apartments will be non-subsidized units for middle-income families.

N.Y. State Supreme Court 04239-73.

LABOR

New drive to unionize builders’ crews

Building trades unions are launching a rare membership drive and political campaign to oppose the spreading open-shop trend in homebuilding and settle scores in Washington with congressmen who defeated the site-picketing bill.

The drive got under way at the convention of the Building and Construction Trades Department of the A.F.L.-C.I.O. held last month in Los Angeles.

The trades department’s president, Robert A. Georgine, called on the delegates to “begin a coordinated effort to organize the unorganized. The moment is now here for us to meet the open-shop threat head on.”

Open shops have spread in recent years as union wages and building costs soared.

Politics. The department also wants to go after congressmen, most of them Democrats, who, the unions feel, have betrayed them. “We are going to activate ourselves politically to such a point that we defeat those people in Congress who accepted the support of the building trades and then turned against us,” said Georgine. A representative of the department said he was not prepared to name the congressmen against whom the union plans to unite but “the names will be given to our people during the campaign.”

Congress recently defeated the site-picketing bill. It would have allowed one union to close a construction site where members of another union were working. The defeat was a surprise to organized labor and a psychological
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CONVENTIONS

Realtors hail their best sales year

Some 15,000 people trooped into Miami Beach for the 70th National Association of Realtors Convention (November 10-17) and proceeded to celebrate their best year ever for used-home sales.

The Realtors' economists estimated that 1977 would show sales of nearly 3.9 million used homes worth $1.85 billion, up 17% or 900,000 homes over 1976. Dollar volume was expected to be nearly $59 million over 1976.

New houses. The Realtors also heard that sales of new homes jumped to 891,000 in September on a seasonally adjusted annual basis—a 7.1% gain over August's rate. The September total represents a whopping 24.8% increase over September '76 sales. Following the Miami convention, NAR economists predicted that 1977 new home sales would readily surpass the record of 718,000 set in 1972.

In December, the realtors received more good news. NAR's economists announced that the January-October sales total of 3,054,000 single-family homes had surpassed the total of 3,002,000 homes sold during the entire 12 months of 1976.

Herb Stein, the adviser to presidents, was one of several economists and lenders to enhance the Realtors' good cheer. He offered a generally rosy economic forecast for 1978. He then placed tongue slightly in cheek and awarded the Carter administration one passing grade. Said Stein:

"We've become somewhat accustomed to [Presidential press secretary] Jody Powell correcting something the President said an hour ago or something Secretary [of the Treasury] Blumenthal said yesterday."

"I see this as a positive sign that the learning process is at work. This administration is learning that the ideas with which they came in—whether Georgia populism or Lyndon Johnson leftovers—that these ideas don't work anymore. They're learning that people don't want more program-

layers have just accepted a $1-an-hour pay cut in their contract effective next June. And wage increases that were averaging 6% at the end of 1977 were down from those running 12% in 1970.

Organizing drive. But it was generally confirmed at the trades department's convention that organization is a primary goal and a necessary move to offset the open shop's increasing acceptance.

Delegates put forth a request, which must be approved by the unions, to increase union dues three cents a month to finance a new department to fight the open shop and unionize building trades crews. The funds will amount to only about $600,000 a year, but if other international unions also agree to devote money to this same effort, as they have pledged, the fund could take in as much as $10 million a year.

Unions are also working to speed up representation elections on construction sites, where work frequently is finished before union elections can be held. Congress is currently considering legislation that would require faster elections.

—MARVIN PETAL AND FATIMA SHAIK
McGraw-Hill World News, Los Angeles and New York City
Western Forms introduces techniques utilizing a proven construction system that can yield insulated masonry structures that offer these 8 major benefits. They apply to light construction of medical, nursing or shopping centers, warehouses, low-rise offices or apartments; single, duplex or condo housing ... and can compete in highly competitive public, low-cost housing developments.

Western's Monocast System is a totally new concept in insulating poured-in-place concrete. It features a 4" molded polystyrene liner cast and integrated into a concrete wall. An insulation factor of R=11 to R=21 can be achieved.

The unique, exclusive liner consolidates the crafts. Cavities accept electrical components and circuitry and plumbing lines.

The complete story of Western Forms Monocast system is beginning to unfold. Let Western Forms tell you about it. Write or call for more information today.

This Insulated Monocast Schematic Shows:
A Western Aluminum concrete Forms  B Western’s Insulating Liners  C Reinforced concrete  D Smooth or textured brick exterior  E Liner with utility components installed  F Conventional wall finish, paneling, drywall, etc.

Circle 47 on reader service card
WHIRLPOOL

A BETTER BUILDER-BUY BECAUSE...

it's a difference they can see
and a name they can trust
Immediate, visual, impact for your prospects, plus a brand name they know and trust — these are the two big reasons more and more builders are installing Whirlpool appliances.

First, Whirlpool makes sure you get quality appliances women want: Washers and dryers with solid-state, electronic controls — built-in double ovens with both microwave and continuous-cleaning ovens — smooth top or conventional built-in cook tops — a kitchen clean-up crew with built-in dishwasher, disposer and compactor — Serva-Door refrigerators featuring a door within a door plus in-the-door water and ice dispensers along with popular Textured Steel doors, that help hide fingerprints — even separate built-in ice makers.

Second, Whirlpool is telling your prospects all about these quality appliances with over 8½ billion impressions on TV and in national magazines. The payoff occurs in your new homes, where prospects can see and feel the quality they have been exposed to, through national advertising, for a long, long time.

Our business depends on understanding your business

Circle 49 on reader service card
Introducing the Pease Security-3 Door System. It's not just another pretty door with an unusual lock, but a major breakthrough in security technology.

We started with steel in the door.

An Ever-Strait door begins with heavy-gauge steel with a super-strength wood perimeter that resists almost any effort to break it down.

Then built in a security device that can't be easily jimmed.

Now you can lock a door at the hinges.

Three deadbolts - top, middle, and bottom of the door. You lock them all with one turn of the knob inside or the key on the outside. In panic situations, you release them all with one quick turn of the inside doorknob.

Added rugged steel plates to reinforce your security.

Three rugged steel reinforcing plates in the frame to stymie any probing, prying, or jimmying.

For heavy duty installations add a magnetically weatherstripped steel frame.

Three self-locking hinges designed so even pulling the pins won't let anyone pull the door out of its frame.

Optional 1-1/2-hour fire rated steel frame system for the security door to give you a completely armored entranceway.

Now try breaking in with this 100 pound steel cylinder.

It's part of our security testing program. Security-3 Door Systems are 4 times stronger in resisting forced entry than our standard steel door system. Acceptable preliminary Government Standards for such testing under the supervision of law enforcement and housing agencies are far below impact tests which Security-3 has already passed.

Whew! There's so much to it, you've got to see it to believe it. See the Security-3 Door System at your friendly Pease Ever-Strait distributor. You'll see why the facts point to Pease.

Security 3
U.S. Patents Pending.

Pease Ever-Strait Door Systems
Pease Company, Ever-Strait Division, Fairfield, Ohio 45023

Circle 51 on reader service card

©1977 Pease Company, Ever-Strait Division
In Anne Arundel County, Md.

**Duplexes with room for privacy and for play**

They’re at Magothy Estates, a project near Annapolis where 105 units have been sold in 15 months.

The room for privacy is a 27'-long master bedroom. It’s included in a 1,600-sq.-ft. plan (see photo and plan above), and it has helped that model outsell three smaller ones by a 2-to-1 margin.

“You probably wouldn’t find a bedroom that big outside of a custom house in this area,” says Sales Manager John Vonasek, “and you certainly wouldn’t find any others in our price range ($41,990 to $46,490).”

And the room for play? It’s ten acres of the 32.7-acre site set aside as open space. What’s more, the project includes a ¼-acre parcel that offers boaters waterfront access. (A community association maintains these common areas at a cost to residents of $10 a year. Ownership is fee simple.)

Next door to the project there’s a ten-acre, county-owned recreation park, and a public beach is only half a block away.

Magothy Estates was built by Connelly Homes Inc., Severna Park, Md., and its paired units have attracted mostly young, first-time buyers (60% are age 30 or below). Eighty percent previously rented and nearly half have children.

Sales agent for the project is Chas. H. Steffey Inc., a Maryland real estate firm.

—BARBARA BEHRENS GERS

**Paint job turns eyesore into amenity**

The eyesore: an unsightly 165-ft. water tank at HeatherRidge, a PUD in Gurnee, Ill. It’s been brought into harmony with its wooded surroundings by an unconventional paint job. HeatherRidge Development Co., a subsidiary of Denver-based Environmental Developers Inc., commissioned Hackenberg, Normann & Associates of Chicago to produce a design. The resultant sky-and-clouds motif was executed by Chicago Bridge & Iron Co. painters, who’ve spruced up several towers in the last eight years.

**MERCHANDISING**

A “talking house” featuring the wares of local merchants drew 8,000 people in eight days at Witkin Homes’ Carriage Place single-family project in Denver. Professional disc jockeys hired for the event watched prospects on closed-circuit TV and made appropriate comments over prewired speakers. A “talking” refrigerator, a piano and stereo equipment were among the items on display. Participation was open to advertisers in a special Sunday supplement promoting the house. (A small fee to cover production costs was also charged.) Thirty-two houses were sold.
Shown in Aegean Mist

From the American-Standard International Group, the Tilche Suite.

The elegance is European.
The quality is pure American-Standard.

American-Standard showcases its exciting new International Group at the NAHB show. Booth #2312.

From the group, this innovative Tilche Suite by Paolo Tilche, noted European architect and designer. One look tells you. It's a trend-setter. Pleasing shapes and lines meet the eye at every angle. And adding to the design possibilities, a choice of nine colors, including two sparkling new ones: Aegean Mist and Bermuda Coral.

This is the shape of the future, but American-Standard offers it now. With all the quality and durability you've come to expect from the leader. See all the International Group in Dallas. Only at American-Standard, the only internationalist in its field.
Marmara lavatory
International Gold fittings
IDEALMix valve

From the American-Standard International Group, a worldly array of choices.

The elegance is International.
The quality is pure American-Standard.

American-Standard stages a grand tour of beautiful things, as well as conveniences and luxuries, for a great American-Standard bath.

There is Marmara, for instance. A gem of a classic, shell-shaped lavatory from Europe, where classics are a tradition. Complementing Marmara’s elegance, its Europa fittings in a trim, triangular shape.

Don’t miss the intriguing International Gold. It’s a select collection in itself of 24-karat gold-plated fittings in a decorator motif. These, from West Germany.

For bathing luxury, the new IDEALMix from West Germany. A temperature-sensitive valve, it keeps water at a pre-selected temperature. See the entire International Group in Dallas. Booth #2312. Only at American-Standard, only internationalist in its field.
There's just one word for America's favorite brand of gas and electric ranges.

Kenmore.

Our name helps you sell.

The single most important appliance you select for your kitchens is the range. So you don't want to choose any brand. You want to be sure that the ranges you pick are the ones that, given the choice, more people would select for themselves. You want Kenmore.

The Kenmore line of ranges covers the entire spectrum—from the latest, most in-demand microwave ovens, to Smooth Top® ceramic cooktops; from free-standing to built-in to drop-in models; self-cleaning and continuous cleaning ovens; Visi-Bake, "Cool-Flow" and full black glass oven doors; beautiful colors; and of course a complete choice of gas or electric models.

Whichever Kenmore ranges you choose, you get the added benefits of one of the most extensive service networks in the industry. And you get the brand that more Americans have in their own homes than any other.

Kenmore. Solid as Sears.

Sears Contract Sales

Send brochure □ Have Contract Sales Specialist call
Send address of nearest Contract Sales Office

- Name
- Position
- Firm

- Address
- Phone

City State Zip

Sears Contract Sales
Dept. 733G, Sears, Roebuck and Co.
Sears Tower, Chicago, Illinois 60684

Circle 54 on reader service card
In a high-cost market: Basic townhouses at under $40,000

Townhouses on New York's Staten Island sell anywhere from $44,000 to $57,000.

Yet builder/developer Richard Brody has brought in this 186-unit condo project at prices from $36,990 to $39,690. That's an average selling price of $37 a sq. ft., more than three dollars below any competitor.

And Brody's townhomes, called Horizon Village, have moved fast:
- The 64-unit first phase sold out in less than five months.
- Fifty homes in the 64-unit second phase have been sold since June despite price increases of up to $3,250 a unit.
- And there is a waiting list for the final phase, which opens next March.

"We've offered our market, move-ups in the $18,000-to-$20,000 salary range, new homes they can afford," says Brody. "They've been squeezed out of everything else on the island."

Here's how the builder kept prices low and managed a profit.

Typical grouping is seen in photo at right. (One side of double-loaded building is shown.)

Two-bedroom center unit (941-sq.-ft. plan at far right) is flanked by pair of three-bedroom units (1,023-sq.-ft. plan at right). Larger plan, always open on two sides, sold for $39,690 in first phase; smaller one, which has three common walls, opened at $36,990. First-phase buyers also charged monthly homeowners association fee of $40-to-$42.

Extra amenities such as master-suite balcony, entry foyer, larger kitchen and separate dining room offered in two-bedroom unit shown in photo and plan at right. 940-sq.-ft. layout, attached on three sides, opened sales at $37,690. Builder raised all prices in second phase up to $3,250 a unit.

He bought bypassed land. Brody acquired the nine-acre tract for $468,000 and spent $70,000 more for landfill to make the parcel buildable. This was necessary because most of the property was wetland, three-to-five feet below the surrounding grade and filled with watercourses, swampgrass and bogs.

"Other builders wouldn't even venture onto the property when they saw all that water," he says.

Six acres, city-owned, were purchased at public auction for a bargain $273,000. Three adjoining acres were bought privately for $195,000.

"Buying all nine acres privately would have cost me $1.2 million," Brody explains.

He built 21 to the acre. It's the highest density any builder has tried on Staten Island.

Brody made it palatable by squeezing the units into double-loaded buildings in which the townhouses sit side-
Specify Jenn-Air. The range that's as unique as your kitchen designs.

More and more people are talking about it because they want features like these.

- Accessories quickly convert cooktop to an open spit rotisserie or shish kebabber.
- Hoodless surface ventilation removes smoke and odor where they start.
- Conventional heating elements or ceramic heating elements.
- It needs no hood so the overhead space is yours to work with.
- Cooktop grill. Drops in place in seconds. Also has a griddle and deep-fryer available.
- Two way oven. Works in the conventional way, or as a convected Power Oven that cooks faster and cooler with power-driven air.
- Power Oven cleans itself continuously during use and has accelerated cleaning cycle for heavy-use build-up. Available in free-standing, built-in, and drop-in models for complete design flexibility.

See the Yellow Pages, the 1977 Sweets File 11.27/Je, or write Jenn-Air Corporation, 3035 Shadeland, Indianapolis, Indiana 46226

The Jenn-Air Grill-Range.
® A Magnificent Cooking Instrument
Andersen® Perma-Shield® windows and gliding doors were never meant to stay at home. For they have a beautiful, easy to look at, easy to install manner about them that suits almost any building design. And a fuel savings, low maintenance and lasting beauty that suits building owners as well.

All weather-exposed surfaces of these Perma-Shield windows and gliding doors, except the sash of the double-hung unit, have the lasting beauty of a low maintenance vinyl sheath over a wood core. And a snug-fitting design two times more weathertight than industry air-infiltration standards.

It's this outstanding weathertightness that makes the use of double-pane insulating glass or
optional triple glazing so practical.
Whatever size and style of window or gliding door you need, they're all easy to install. In almost any type of construction.
And most are locally available from stock. So not only do you get the right window for the job. You get it right on schedule.
Talk to your Andersen distributor or dealer about using Perma-Shield windows and gliding doors wherever there's an opening. Andersen Corporation, Box 12, Bayport, MN 55003.
The beautiful way to save fuel™

Circle 59 on reader service card
When the party conversation turns to "who built your home", make that memory a pleasant one with a little extra attention to that most important room . . . the kitchen. That's where the fast, 4 to 5 week production on Quaker Maid's CUSTOM LIMITED GROUP can help keep your reputation shining. Built with all the quality and durability Quaker Maid is noted for, the CUSTOM LIMITED GROUP offers four distinctive door styles with a wide variety of cabinets, storage and decorator features . . . over 560 items in all. Your choice, from Quaker Maid's entire selection of exclusive hardware and beautiful colors and wood-tones, literally puts the finishing touches to memorable kitchens that will have homeowners referring their friends to you. For more information on turning happy memories into profits, contact Bill Follett, V.P. Sales.
Here's our plan to help you sell homes.

We've got lighting styles to complement every architectural style.

We have a wide range of lighting styles in every price range to fit any lighting budget.

Decorative lighting, bath cabinets, track and recessed lighting, security systems, light/fan/heater combinations and more... all from one source.

We offer planning and decorating help... free at local Thomas lighting centers.

We have over 2000 distribution points across the country and our own truck fleet to guarantee prompt delivery.

We have a nationally-known name that prospective buyers recognize.

It takes a lot of suppliers to provide all the services you get from Thomas alone. That's why some of the biggest builders in the nation rely on us.

If you'd like to know more about lighting and accessories from Thomas Industries, send for our new Starlight Catalog. Write: Thomas Industries Inc., Dept. AD78, 207 E. Broadway, Louisville, Kentucky 40202.

We help sell homes.

Circle 61 on reader service card.
to-side and back-to-back (see site plan below). The siting yielded 25% more units than a conventional side-to-side plan, and still left almost 75% of the site open for common area, recreational facilities and parking.

He saved on development. Specifically:
- Utility runs are commonly owned. So water and sewer lines are hooked up inside, like a garden apartment project, with each line servicing an entire building instead of a single unit. Savings: an estimated $200 a unit.
- Roads are private. Brody did not have to meet city specs for 38-ft. streets and 11-ft. sidewalks on each side. By building 30-ft. roads and by minimizing sidewalks, he saved seven dollars a yard.
- Underground power lines were installed cooperatively. Brody got the local utility to put in lines and transformers by granting it an easement across his property. And by doing the trenching and backfilling himself, he avoided hiring a subcontractor.

The builder has spent $244,000 thus far to develop the site. This includes $100,000 for water lines and sewer and drainage mains, $74,000 to hook up to the buildings and $70,000 for roads.

He also saved on construction. Brody is spending $17 a sq. ft. to build. That contrasts with the $20 to $22 for comparable units being built in the area. Here’s why.

The builder has fewer exterior walls to erect, since 60% of his homes are open on only one side. That saves 70 cents a foot in fascia, shingles, gutters, leaders and windows.

And because the city building department considers each pair of back-to-back units as a two-family house, Brody can put in one DWV stack and one riser for every two townhomes. Combined with the project’s common water and sewer connections, this saves him roughly $2,400 in plumbing costs for every two units.

Brody’s three two-level plans (sized from 940 to 1,023 sq. ft.) are about 100 sq. ft. smaller than most townhouses on the island. He reduced the size by making the downstairs bath optional, cutting out some master baths and eat-in kitchens, and eliminating all but essential hall space (see floor plans on page 56).

And Brody took care not to cause structural changes. If buyers want the downstairs bath, for example, he puts it in an existing closet.

“I won’t change any interior partitions or rip apart the units in any way,” he says. “Except for the bath and a fireplace, all my options are cosmetic.”

— JOEL G. CAHN
It was a great year for people who depend on RIMCO windows.

In 1977 RIMCO distributors got good delivery. RIMCO builders and remodelers finished what they started. And RIMCO owners got windows they’ll be happy with from now on.

For over 100 years we’ve been very good in providing a broad line of casements, casement bows, single- and double-hung, sliders and vent windows. And an outstanding line of wood patio doors with 1” double glazing.

But RIMCO doesn’t just deliver windows, we deliver value. Tight, time-defying materials and construction. Highly-saleable operating features (like Tilt-out double-hung units), clean design, and the unmatched energy-saving qualities of wood and multiple glazing. All at prices that might make you think the price list was a couple of years out-of-date.

RIMCO is now planning on even better years. Maybe those plans should include you. Send for complete information today — can’t wait? Call Ken Geljack. He can tell you what’s happening at RIMCO now and what we have in the works to make the years ahead even better. His number is 309/788-6351.

Circle 63 on reader service card
When it comes to the place where salesmen do the most selling, the kitchen usually wins—hands down! To most people, it’s still the most important room. And when a kitchen is filled with the kind of ideas and appliances like the one shown above, it can help make your selling job a lot easier. It’s fully-equipped with Hotpoint appliances in exciting new Almond...just one of the fresh, new go-with-anything colors we call The New Naturals.

**Hotpoint’s design experts can help your kitchens stand out.** Our Certified Kitchen Designers can recommend plans that can not only improve your kitchens’ functional design, but save you money in the bargain. Our complete Kitchen Planning Package includes blueprints, color scheme, and a full-color perspective rendering of your layout. Result your kitchens can have that coordinated custom look.

**Quality appliances up and down the line.** Today, you’ve got to take a harder look than ever at what you’re getting for your money. That’s why it makes more sense than ever to do business with Hotpoint. We’re a single source supplier of quality dependable appliances. Appliances with the kind of convenience features buyers want—and are willing to pay for. And, Hotpoint is a nationally advertised name people know. A name that can act like an extra salesman for you.

**Hotpoint salesmen think like you do.** Your local Hotpoint builder representative knows...
can do for your kitchens. things we do for you, too.

your business. And your market. He'll not only help you choose appliances, he'll put his experience and that of our contract sales operation to work for you. In short, he'll do everything possible to make sure things go smoothly, from initial planning right up to final installation.

Hotpoint service is a selling point, not a sore point. It's called Customer Care Service—

a network of factory service centers in over 800 cities, plus thousands of franchised service people across America. It helps build buyer and tenant confidence and takes service problems off your shoulders.

If you'd like to know more about all the benefits of dealing with a single source supplier, get in touch with your Hotpoint builder representative. You'll like what he can do for you.

We hustle for your business. And it shows.

Hotpoint

A Quality Product of General Electric Company

Circle 65 on reader service card
Plen-Wood system saves California builder $450 per home.

D. L. Nelson Corp. was building semi-custom homes at its Marina project in Suisun, near Fairfield, when company designers learned about the Plen-Wood system. With Plen-Wood, the entire underfloor crawlspace is used as an insulated, airtight plenum chamber to distribute warm or cool air through the floor registers.

In the initial homes, a conventional duct system had been used. By switching to Plen-Wood, Jerry Brown, superintendent of construction, reports: "We cut construction costs by $450 per home."

The D.L. Nelson Corp., has built and sold ten Plen-Wood homes, and 11 more are being built. This is the first phase of construction for the Fairfield/Suisun market. According to Brown, the company plans to build another 32 homes in the area. Will he continue using the Plen-Wood system?

"You bet!"

Get details on the Plen-Wood system. Send the coupon or write WWPA. Spend a few minutes now, and you'll save a lot of money later.
WHAT'S BEHIND THE REMARKABLE NEW ENERGY SAVING FIREPLACE?

It's the unique convoluted stainless steel heat exchanger—the heart of the Energy Saving Fireplace™. The new fireplace by Majestic that returns 60% more heat to the home than a conventional built-in fireplace.

Here's how it works. Fourteen square feet of stainless steel form the convoluted backwall of the firebox, which is exposed directly to the flames. Room air is drawn in behind the heat exchanger, forced up through the hot folds of stainless steel, and circulated back into the room again—at close to floor level, where it does the most good.

There's more, too. Optional duct kits and fans may be used to heat adjoining rooms—or even the upstairs. And the walls of the firebox and chimney system are cooled with outside air, rather than warmed room air. That saves even more energy. And that's the kind of energy efficiency today's buyers are looking for.

The Energy Saving Fireplace™. Let it help you sell your next home, condominium, or remodeling job. Call your Majestic distributor, or write us: The Majestic Company, P.O. Box 800, Huntington, Indiana 46750.
Four of these new houses just made the other six obsolete.

Ten test houses helped Owens-Corning prove that efficient design can cut heating and cooling costs as much as 59 percent.

Ten empty houses stand in a field in Arkansas. They’re air-conditioned in summer, and heated in the winter. And they’re almost identical, except for the design of their energy conserving systems. And except for the amounts of precious energy they use.

They’re part of an Owens-Corning test project to determine the energy savings of a unique type of home: A home specifically designed to be energy efficient.

A home with extra space under the roof, behind the walls, and under the floor, to allow for thicker Fiberglas insulation. A home with a full complement of energy-saving features.

And, surprisingly, a home that may cost no more to build. Because there may be major construction trade-offs to offset extra costs—like savings on framing lumber and HVAC equipment.

Testing energy efficiency

Four houses at the Arkansas test site were built with Owens-Corning’s unique specifications (special construction plus insulation levels of R-38 ceilings/R-19 walls/R-19 floors). Three others were conventional homes, with intermediate insulation levels (R-19/11/11). The final three were conventional homes built with minimum insulation levels (R-14/11/11).

There were ten houses, without occupants—to eliminate variables caused by different life-styles.

Their energy consumption was metered for a full year by the Arkansas Power and Light Co. and Owens-Corning Fiberglas.

The results?

The houses built to the toughest specifications used an average of 59 percent less energy than the houses built to the minimum specifications. Fifty-nine percent!

Not only that, they used an average of forty-three percent less energy than the houses built to the intermediate specifications—which are about the same as the specifications most builders use.

The houses in Arkansas were manufactured homes—which
minimized variations in construction. But the principles Owens-Corning as tested and proved are equally applicable to the houses you build.

**Selling energy efficient homes**

There's no doubt buyers are anxious for homes with reduced fuel costs. A recent survey found 80 percent of home buyers willing to spend $600 more on their home, even to save $100 yearly on fuel bills.

And, as the Arkansas test shows, fuel savings in efficiently designed housing can be dramatic.

**Setting new standards**

Owens-Corning is moving ahead in lots of areas.

We've developed recommendations for suggested amounts of insulation (see map). These are guides to economical amounts of insulation in different parts of the country, considering climate, energy costs, and other factors.

Owens-Corning map shows recommended R-values of insulation for ceilings/walls/floors in different parts of the country.

We've developed new products—like new Fiberglas batts with higher R-values (R-30, R-38)—that make it easier for you to meet those recommendations.

And we've been performing tests like the Arkansas experiment to learn more about insulation.

Some of the recommendations may continue to change, as we expand our knowledge. But what we've learned already is making many of our old ideas obsolete.

To find out more about building energy conserving homes, contact X. D. Meeks, Owens-Corning Fiberglas Corp., Fiberglas Tower, Toledo, Ohio 43659.

*TM. Reg. O.-C.F. & O.-C.F. Corp. 1978*
Time for a crisis intervention center?

HOUSING: There's good and bad news about your comprehensive article on insulation [November].

Elaine Hudson did an excellent job in tying up a lot of loose ends. She should get a raise. She writes well and thinks clearly.

The bad news is that the story did not appear earlier. The problem has been festering for more than a year. Now builders and contractors all over the country are scrounging to scrape up enough product to get projects completed; the government is suspecting all kinds of nefarious goings-on and consumers are getting ripped off by less-than-adapted product finding its way to market.

Since the people who tried to alert the industry a year ago were looked on as Jeremiah, maybe there's a need for a crisis intervention center for the housing industry. It might give early-warning signals on product shortages or be a center with an 800 number that builders and others could call. It might be named the Critical Product Center. It should be created and soon.

JOSEPH HONICK
Insulation Contractors Asso.
Encino, Calif.

Differing on the numbers

HOUSING: I was appalled to read this in "How one apartment builder makes the numbers work" [H&H, Aug.] and would offer these reasons why these numbers don't work:

Forget for the moment that the debt service on one apartment is partly an expense item in lieu of the free rent for resident manager, which would increase total expenses 8% to 10%.

Any appraiser or mortgage lender would be laughed out of the business if he failed to allocate part of the income to a reserve for replacement. Such items would include the replacement of the "very significant" laundry equipment's 5-7 year life, roof replacement's 15-20 year life, replacement of ranges' 5-7 year life, refrigerator rentals' 10 year life, exterior painting's 3-5 year life and pool mechanical's 5 year life. It is difficult to withstand deterioration at $16.85 per square foot construction cost.

RICHARD WYNDHAMSITH A.S.A.
The Wyndham Company
San Juan Capistrano, Calif.

I agree that theoretically all pro formas usually contain a replacement reserve account. However, this project of 26 units contains little equipment that would justify a replacement reserve. There are three washing machines and three dryers purchased at a total cost of $1,906, and I believe it completely unreasonable to assume they will all "go out" in 5-7 years. All the parts are replaceable, including the motor and drum, so we have chosen to work these costs into our monthly maintenance cost rather than set up a reserve. The same thinking applies to replacement of kitchen range parts. And the entire project was recently painted by our service man in six working days at a cost of only his wages and the paint. The refrigerators are being sold as the apartments in which they are contained are vacated, so replacement reserves are not applicable.

I agree a fund for roof replacement may be required, but all these projects have done so well that it is difficult to imagine that, in 12-15 years, funds sufficient to pay for this cannot be accumulated before the roof will need replacement. . . . The roof does not suddenly need replacing one day, although again, in theory, replacement reserves assume this sudden need for funds.

Finally, I do not completely understand Mr. Wyndhamsmith's comment on how debt service is affected by whether the manager's unit is shown as an expense item or deducted from gross income as, of course, the debt service is constant and dependent only on loan amount and interest rate. The debt service of $32,088 includes, of course, the manager's apartment, along with the rest of the project.

I agree there is much current concern regarding the return of tenants' deposits, but I sincerely doubt, no matter how professional a manager may be, that he or his owner has a policy of returning all deposits to all tenants upon vacating an apartment. Every project I have shopped, as well as all of our own, has a policy of collecting a cleaning fee which is retained if the apartment is left neat and clean for the next occupant. In addition, a fee that may be called a security deposit, maintenance fee, processing fee, or whatever, is retained by the owner to cover the administrative cost associated with the turnover of each unit. I believe Mr. Jankowski, myself, and all other people associated with property management would do well to discuss our reasons for retention of these fees so as to educate those who believe there is no justification for this policy, rather than to make believe all monies are returned to all tenants, no matter how badly they may abuse the real and personal property contained within their apartments.

JOHN KONWISER, president
The Konwiser Corporation
Newport Beach, Calif.

Editorial plus two

HOUSING: Congratulations on your incisive editorial in the October issue. I think you could add two other factors to the problems facing the home industry.

Young people reared in an era of instant gratification are often unwilling to save for several years to establish an initial down payment, and have a reluctance to settle for a "starter" home.

Also, the mobility of America means that a home frequently changes hands. And, in addition to appreciation, at least 6% of non-value is added to it for realtor commissions. I predict that if Realtors don't find a way to lower commissions (such as agreeing to resell the home for the buyer without commission within a three-year period) many more people will sell their own homes as I did about a year ago. Even worse, for Realtors, would be organized alternatives such as co-ops. Realistically, a Realtor has few costs that compare to any other businessman in the American sales or distribution system.

JOHN HOFFMAN, creative director
The Jay H. Maish Company
Marion, Ohio
"GAF TIMBERLINE® ASPHALT SHINGLES HELPED US SELL OUR ENTIRE 160-UNIT COMPLEX IN JUST 60 DAYS. EVEN BEFORE WE BUILT IT."

Jerry Kramer, Builder/Developer
"The Admiralty," West Bay Shore, New York

"When we're building a luxury townhouse complex like 'The Admiralty,' it's important that we impress our prospects with a look of quality and elegance even before they set foot inside the model," says Jerry Kramer, and he continues:

"Because the unique design of the buildings shows a lot of roof, our choice of roofing was critical. That's why we used GAF® Timberline® asphalt shingles.

"They cost substantially more than standard grade shingles, but believe me, they're worth it. Their double thickness and random-butt design give our townhouses the rugged beauty our prospects were looking for. And Timberline's subtle wood-like tones blend beautifully with the wood-shake shingles on the sidewalls.

"But our buyers—who are spending $60,000 to $85,000 for these homes—want performance as well as looks. And Timberline shingles give them just that. Their heavy-duty asphalt construction assures many years of trouble-free service. They won't rot, split, crack or warp. And they'll stand up to almost any kind of weather.

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housing 1/78 75
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The return of the housing market to strength and stability has caused beneficial repercussions among building-product manufacturers. They are spending more time and money on research and development, and the results are beginning to show in the marketplace.

As could be expected, increasing concern with energy has made energy-related products the fastest growing field—solar heating equipment and such technically sophisticated things as computerized climate control and energy monitoring systems have gained prominence.

But basic building products are also changing. The emphasis is on efficiency, low maintenance, ease of installation and durability. And among decorative and finishing materials, today's casual life style is reflected in natural earthtone colors and textures.

More than 200 products are shown in the preview that follows. Those that will be on display at the NAHB show in Dallas, January 22-26, are noted with booth numbers.

For easy reference, products are indexed below.—Elise Platt

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1. **Recessed wall niche** is a built-in bath accessory. Highly decorative unit holds magazines, toilet tissue and an ash tray. It is available in polished chrome or brass and satin chrome or brass finishes. Hall Mack, Scovill, Cincinnati, OH. NAHB booth 2230. Circle 180 on reader service card

2. **Hand-held massage-action shower** is all chrome. The volume control at the top allows for water saving. Flow can be adjusted from full force to a trickle by adjusting the lever. Alsons, Covina, CA. NAHB booth 2202. Circle 181 on reader service card

3. **Whirlpool, shower and bath in one**, the “Callistro” is constructed of high-strength molded fiber glass. The 4' x 3' x 6'/2' module, equipped with a fully adjustable whirlpool system, fits into a standard shower cove area. Jacuzzi, Walnut Creek, CA. NAHB booth 2703. Circle 182 on reader service card

4. The “**Designer Group**” for the bath includes an octagon mirrored cabinet and a vanity base offered in honeytone or beige with gold accents. Medicine cabinet is available for surface or wall mount installation, with or without side lights. General Bathroom, Elk Grove Village, IL. NAHB booth 2717. Circle 183 on reader service card

5. **Stall shower** molded of Fiberglas features a slip-resistant textured surface for increased safety and easy maintenance. Units come in four sections for easy installation. Two tub/showers and two size shower units are offered. Owens Corning, Toledo, OH. NAHB booth 2506. Circle 184 on reader service card

6. **Aspen white oak vanity system**, “Fairleigh,” is shown in a corner arrangement in which two 18” wide, 21” deep linen closets are included. Wall cabinets are recessed. Cabinetry has a maintenance-free finish. Excel, Lakewood, NJ. NAHB booth 1502. Circle 185 on reader service card

7. **High-pressure plastic laminate** has a sculptured dimensional surface that simulates the look and feel of quarried slate. “Stonehenge” is a muted marble design in desert colors. Nevamar, Exxon, Odenton, MD. Circle 186 on reader service card

8. **Washerless tub and shower fitting**, “Mark V,” saves water. The center diverter valve which directs water to the shower is the key. A quarter turn of the center handle in either direction, once the shower is running, will stop the flow without changing the water temperature. This allows for sudsing with the water off. Union Brass, St. Paul, MN. NAHB booth 2731. Circle 187 on reader service card

9. “**Federal**” bathroom ensemble includes a medicine cabinet, mirror and coordinated lighting. Cabinet, which can be surface mounted or recessed, features solid-core construction. Monarch Metal, Elk Grove Village, IL. Circle 188 on reader service card

10. **“Tiara II” shower enclosure** features center-opening doors with shatterproof polyethylene panels. Frame and trim come in silver or gold finishes. Kinkead, U.S. Gypsum, Chicago. NAHB booth 2600. Circle 189 on reader service card

11. **Washerless 4” centerset lavatory faucet** features a leak-resistant all-in-one cartridge. Bronzetone finish highlighted by clear acrylic handles suit any traditional decor. Universal Rundle, New Castle, PA. NAHB Booth 2100. Circle 190 on reader service card

12. **“Mountain Pine” vanity** is part of a moderately-priced wood cabinetry line. An ultraviolet finishing process allows for ease of maintenance. AristOKraft, Jasper, IN. NAHB booth 2638. Circle 191 on reader service card

2. "Cumberland" vanity with a fine furniture finish is genuine stained and hand rubbed oak. Wood is protected by a baked-on acrylic finish. A complete choice of modular units is offered, including a hamper. NuTone, Scovill, Cincinnati, OH. NAHB booth 2230. Circle 193 on reader service card

3. "Contemporary" oak vanity ensemble contains base and drawer unit, as well as three flush-mounted medicine cabinets for additional storage space. Formco, Cincinnati, OH. Circle 194 on reader service card

4. Single control and two-handle washerless faucets for kitchen and bathrooms are available with crystal or metal handles. Both types of faucet are quiet operating with no water flow restrictions. Units carry a five-year limited warranty. Valley, U.S. Brass, Plano, TX. Circle 195 on reader service card

5. Hand-painted china pedestal washstand with full-capacity bowl fits in the smallest powder room. Part of the "Museum Collection" of fixtures, wallcoverings, faucets etc., the unit is 32" high and basin measures 18 1/2" back to front, 23" across. Sherle Wagner, New York City. Circle 196 on reader service card

6. "White Pinehurst" vanity features maple-framed doors with grooved maple-veneered insert panel. Wood drawers are supported by roller-bearing side-suspension mounts. Kemper, Richmond, IN. NAHB booth 2130. Circle 197 on reader service card

7. Self-rimming steel tubs feature armrests, chrome-plated handles and a non-skid surface. Color-matched whirlpool system with eight jets creates a vortex motion that is soothing to the body. Hastings, New York City. Circle 198 on reader service card

8. "Moentrol" single-handle shower valve holds temperature stable within 1°C. Unit contains a patented cartridge which cuts water flow by 50% over two-handle faucets. Moen, Elyria, OH. Circle 199 on reader service card

9. Widespread lavatory faucet features a bright chrome, long, full-bodied spout. Crystal-like Duralac® handles can be mounted from 6" to 16" on centers for great design versatility. Unit incorporates water-saving design. Delta, Greensburg, IN. NAHB booth 2725. Circle 200 on reader service card

10. Twin-handle washerless faucet features specially designed pressure-energized seals which slide across a supply port in a horizontal disc to open or close the water flow. Unit is covered by a full five-year warranty for drip-free performance. Rockwell, Pittsburgh, PA. NAHB booth 1400. Circle 201 on reader service card

11. Traditionally-styled "Old Mystic" bath furnishings come in "Patriot Oak" and "Old World White." Vanities are available in six widths, two depths and with or without exposed drawers. A line of coordinated wall cabinets is also offered. Williams, Leigh, Elkhart, IN. Circle 202 on reader service card

12. "Natural Oak" modular-unit bathroom vanity features two linen closets as well as drawer space. The door frames and raised center panels are of solid oak. IXL, Elizabeth City, NC. NAHB booth 2500. Circle 203 on reader service card

More bathrooms on page 142
1. Traditionally-styled "Country Oak" kitchen cabinetry features raised-panel doors with antique brass hardware and positive-stop, ball bearing drawers. Del Mar, Dallas, TX. NAHB booth 2012. Circle 204 on reader service card.

2. Garden Cout® "Carmel" cabinetry features a strikingly simple diagonal grain on the door and drawer fronts. Brass finish pulls accent the styling. All components are made of wood fibers bonded together for strength, rigidity and moisture resistance and sheathed in a double layer of rugged vinyl. Scheirich, Louisville, KY. NAHB booth 2733. Circle 205 on reader service card.

3. Duct-free canopy range hood is fabricated of textured steel with deep tone accent decor straps and black buttons. Offered in 30" or 36" sizes, unit comes in six colors. A ducted hood is offered in the same styling. Miami-Carey, Monroe, OH. NAHB booth 2303. Circle 206 on reader service card.

4. Front-loading portable dishwasher features a multi-level wash system consisting of a stainless steel "4-way Hydro Sweep" wash arm, an upper level power wash and a constant overhead wash rinse. KitchenAid, Hobart, Troy, OH. NAHB booth 2630. Circle 207 on reader service card.

5. "Cathedral Oak" cabinetry is shown in a warm rich "Autumn Gold," one of five wood finishes offered. Solid oak drawers and twin-track suspension is standard. Convenience options include a swing-out pantry and a Lazy Susan unit. Riviera, St. Paul, MN. NAHB booth 1460. Circle 208 on reader service card.

6. Drop-in electric range features a self-cleaning oven with black glass door and a lift-up cooktop with support arm. Unit also has an oven timer, cooktop and oven-signal lights, oven racks and a two-piece broiler pan. Magic Chef, Cleveland, TN. NAHB booth 2612. Circle 209 on reader service card.

7. Sand-colored modular cabinet system blends well with many woods. Three-layer high-density particle wood core is finished with scratch resistant Melamine plastic laminate, insuring warpfree stability. Tielsa, Woburn, MA. Circle 210 on reader service card.

8. Convectionaire gas range features faster cooking than conventional ovens. A blower at the rear of the oven forces the air over a heating element and then channels the heated air down over foods. Tappan, Mansfield, OH. NAHB booth 2130. Circle 211 on reader service card.

9. Matching washer and electric front-loading dryer are each 27" across and 42 1/2" high. Washer, with variable water-level control, features handwash, permanent press and regular cycles. Dryer features an automatic "Sensi-Dry" cycle which turns off when dryer senses clothes are dry. Hotpoint, Louisville, KY. NAHB booth 2330. Circle 212 on reader service card.


11. Convertible barbecue/range has interchangeable modules for barbecue and conventional stove-top cooking. Griddle and rotisserie options are also available. Distinctive, Pasadena, CA. NAHB booth 1252. Circle 214 on reader service card.

1. The “Jet 110” microwave oven has three-way cooking versatility. It can cook with microwave speed controlled by time or food temperature or can slow cook at a constant 180° simmer. General Electric, Louisville, KY. NAHB booth 2412. Circle 216 on reader service card

2. Side-by-side refrigerator/freezer features a “Serva-Door” easy-access door on the refrigerator section. Unit also has ice and water service on the freezer door. Whirlpool, Benton Harbor, MI. NAHB booth 2000. Circle 217 on reader service card

3. “Fireside” cabinetry crafted of knotty cherry wood has a distinctly Early American look. Beveled-edge battan door styling and brass hardware accented by porcelain white drawer pulls add to the country appearance. Quaker Maid, Leesport, PA. NAHB booth 2127. Circle 218 on reader service card

4. Lift-up cooktop measuring 36” wide has two large elements, two regular-size elements and a 13”×13” griddle/grill. The conduction grill system provides a barbecue flavor with a minimum of smoke. Unit lifts up for easy cleaning. Thermador/Waste King, Los Angeles. NAHB booth 2438. Circle 219 on reader service card

5. “Touch-N-Cook” microwave oven has a “memory master.” Unit can be programmed to change settings automatically, so it can defrost food and with no additional directions cook it. Unit also has an infinitely adjustable selector. Frigidaire, Dayton, OH. NAHB booth 2218. Circle 220 on reader service card

6. Contemporary-style cabinetry, “Pullman,” comes in a range of bold colors in a laminate finish. The line includes two height wall cabinets, corner units and a wall oven cabinet. Polished aluminum trim also serves as handles. Murray, Westerfield, NJ. Circle 221 on reader service card

7. High-pressure plastic laminate, “Beech,” is part of the “Natural Finish Collection.” Suitable for countertop use, the six woodgrain patterns offered feature soft, low-lustre finishes. Wilsonart, Ralph Wilson Plastics, Temple, TX. NAHB booth 2340. Circle 222 on reader service card

8. Contemporary-style cabinetry, “Milano,” features a vertical accent strip that serves as a protective edge trim for doors and drawers. Geometric pulls are satin aluminum. Cabinets come in wood or solid-color laminates and natural wood. St. Charles, St. Charles, IL. Circle 223 on reader service card


10. Automatic washer and dryer pair is shown in the new almond shade, designed to blend well with any kitchen decor. Units are also available in avocado, harvest wheat and a deep brown coffee color. Maytag, Newton, IA. NAHB booth 2000A. Circle 225 on reader service card

11. Solid mahogany cabinetry accented by metal trim is part of the “Kitchen Program 2000.” Contemporary European line is equipped with a full range of convenience options. Poggenpohl, Teaneck, NJ. Circle 226 on reader service card

12. Contemporary cabinetry, “Space Maker II,” features flush doors with a choice of pulls. Line comes in pecan woodgrain or six solid colors. Cabinet boxes have smooth pecan-grained polyester surfaces that are easy to maintain. Yorktowne, Red Lion, PA. Circle 227 on reader service card

More kitchens on page 148
1. Asphalt roofing shingles, Architect® 70, are random-edged and cast deep shadow lines. Ceramic surface granules increase fire resistance. Bird & Son, East Walpole, MA. NAHB booth 2324. Circle 228 on reader service card

2. Heavyweight asphalt shingles, “Sierra,” are for roofing applications. Shingles won’t rot or warp, and are fire resistant. Flintkote, E. Rutherford, NJ. Circle 229 on reader service card

3. Preservative-treated Outdoor® Wood is suitable for decks, fences and exterior stairways. Termite-proof material can be stained, painted or left to weather. Koppers, Pittsburgh, PA. NAHB booth 1424. Circle 230 on reader service card

4. “Countrycut” fiber glass shingles feature no-cutout design to simplify installation. Weather-resistant shingles come in six colors. CertainTeed, Valley Forge, PA. NAHB booth 2538. Circle 231 on reader service card

5. Concrete roof tile comes in a variety of styles including wood shake and traditional Spanish designs. Tiles come in browns, beiges and bright colors. Monier, Orange, CA. Circle 232 on reader service card

6. Lightweight, metal-base roofing material, Typhoon Tile Decramastic Roofing™, looks like clay, but weighs much less. AHI, Santa Fe Springs, CA. Circle 233 on reader service card

7. Western ponderosa pine doors come unfinished and can be stained or painted to harmonize with any exterior. Leaded glass panels in the “San Marino” (at right in photo) are available in white or amber translucent glass. The “Picador” is shown at left. Both doors feature durable dowel-joint construction. Ideal, Waco, TX. Circle 234 on reader service card

8. Thermal-break aluminum window, “E-700,” is available in the two-lite slider shown, and in side-vent and center-vent models. Sizes offered range from 2’ X 2’ to 9’ X 5’. Capitol Products, Mechanicsburg, PA. Circle 235 on reader service card

9. Mirrored bypass doors have built-in adjustments for width and height to accommodate irregular openings. Part of the “Princess” series, doors feature low-maintenance aluminum tracks and panels. Custom sizes are available. Elgin-Macor, Elgin, IL. Circle 236 on reader service card

10. “Security-S” door system has a lockset and three deadbolts (indicated by numbers in photo). Deadbolts are actuated by thumbturn on the inside and key on the outside, and are disengaged simultaneously by turning inside doorknob. Steel door has magnetic weatherstrip, frost-proof adjustable sill and a solid core of expanded polystyrene. Pease, Ever-Strait, Fairfield, OH. NAHB booth 2115. Circle 237 on reader service card

11. Custom-manufactured entry doors are assembled from individual knotty pine blocks. Unfinished doors are available with smooth surface (left in photo) or in textured “Antique Burntwood” (right in photo). International Wood, San Diego, CA. NAHB booth 1171. Circle 238 on reader service card

12. Bi-fold doors have all-wood frames laminated with high-impact polystyrene facings. Ready-to-hang doors are factory-finished in off-white and come in all standard sizes. Custom sizes and fire-retardant versions are also available. Regency, Miami, FL. Circle 239 on reader service card
1. Fully insulated, fire-rated steel door can accommodate almost any hardware configuration. Interchangeable plates adapt door to various deadbolt/passage lock centerline distances. Precision, Miami Springs, FL. Circle 240 on reader service card

2. “Plant Pantry” window greenhouse is made of high-impact Uvex plastic. Lightweight one-piece unit is durable and easy to install, even above ground-floor level. Plant Pantry, Ferndale, MI. Circle 241 on reader service card

3. “Solarcool” reflective glass panels can reduce air-conditioning costs in sunny regions. Durable bronze-tinted panels install like conventional storm windows and can be cleaned with commercial glass cleaners. PPG Industries, Pittsburgh, PA. Circle 242 on reader service card

4. Roof window features three opening positions, including a 90° pivot for easy cleaning of external surface. Unit, with insulated glass, is also available with tinted panes or with a screen. Roto International, Essex, CT. Circle 243 on reader service card

5. Double-hung replacement window, “Thermalizer,” has PVC vinyl thermal breaks in master and sash frames. Weatherstripping is heavy-duty wool-pile and double or triple insulating glass is 7/8" thick. Season-All, Indiana, PA. Circle 244 on reader service card

6. Aluminum sliding glass door, “Series 2200,” is completely reversible during or after installation. Location and direction of the slide can be changed without replacement or reglazing. Door is double-weatherstripped and has vinyl seal. Howmet, Greenwich, CT. Circle 245 on reader service card

7. All-wood garage door, Driftwood™, has deep-relief weathered texture, and can be stained or painted to complement any exterior. Durable, tight-sealing door comes in standard sizes. PhoeniX, Shawano, WI. Circle 246 on reader service card

8. Tudor-style steel entrance door is suitable for new construction or replacement applications. Fully weather-sealed unit comes with insulated safety-glass panels in leaded pattern. General Products, Fredericksburg, VA. Circle 247 on reader service card

9. Decorative knobs for passage doors, wardrobes and cabinets come in porcelain, crystal and stoneware. Imported knobs are color coordinated to match almost any decor. Weslock, Los Angeles. NAHB booth 2030. Circle 248 on reader service card

10. Knob sets with antique finish are part of the “Carriage House” collection. Included are passage and privacy sets, entry locks, stationary knobs and an entry handle with interior knob. Amerock, Rockford, IL. NAHB booth 2606. Circle 249 on reader service card

11. Contemporary-style grip-handle entry lock, “The Murchison,” is made of cast brass or bronze. Handle is 14 1/2" long and projects 2 1/4". Schlage, San Francisco. NAHB booth 2403. Circle 250 on reader service card

12. Steel “Perma-Frame” is designed to be prehung with a steel door. Weatherstripped unit installs like a wood frame, but provides greater protection against break-ins. Steelcraft, Cincinnati, OH. NAHB booth 2316. Circle 251 on reader service card

13. Wood entry door, “Thermal Door,” has double-glazed safety-glass panes. Door in fir or hemlock is 1 1/4" thick. Wood grille is removable for easy cleaning. Simpson, Seattle, WA. NAHB booth 2038. Circle 252 on reader service card

More doors on page 195
1. Vinyl-bonded cork flooring, Cork-O-Plas\textsuperscript{TM}, comes in seven different color and texture patterns in 12'' squares and 36'' planks. Material is cork bonded between a moisture-resistant vinyl backing and a clear vinyl wear surface. ARCO, Philadelphia, PA. Circle 253 on reader service card

2. Traditionally-styled hardwood flooring, "Kentucky Monticello," is crafted in walnut with burl centers. The pattern is available in \( \frac{1}{4}'' \times 30'' \times 30'' \) units for quick glue-down installation. Kentucky Wood Floors, Louisville, K.Y. Circle 254 on reader service card

3. Stain-resistant sheet vinyl flooring, "Country Brick," features Quiet-Cor\textsuperscript{TM} foam inner layer. Part of the "Gafstar Grand" line, flooring has a wipe-clean surface. A choice of three colorations in 6' and 12' widths is offered. GAF, New York City. NAHB booth 2238. Circle 255 on reader service card

4. Mildew and stain-resistant sheet vinyl flooring, "Fairlawn," is part of the "Villager Collection" specifically developed for builders. The no-wax wear layer is 20% thicker than FHA requirements. Specially formulated inks will not discolor due to alkaline conditions. Congoleum, Kearny, NJ. NAHB booth 2424. Circle 256 on reader service card


7. Embossed vinyl flooring comes in various colors in stone, rock and brick designs. Offered in sheet form, material comes 6' wide \( \times 60' \) long and is easy to install flat or coved. Lonseal, Torrance, CA. Circle 259 on reader service card

8. Brick-shaped unglazed ceramic tiles, "Georgetown Blend," range in colortones from earthy red "Hearth" to a gray-black "Flint." Top and perimeter surfaces are irregular, providing a handcrafted effect. Tiles can be installed in a variety of patterns. American Olean, Lansdale, PA. NAHB booth 2126. Circle 260 on reader service card

9. "Colonial Plank" oak flooring is shown installed two different ways in one room to create a visual break. Over 60 patterns and species of "BondWood" parquet and plank flooring are available. Harris, Johnson City, TN. NAHB booth 2214. Circle 261 on reader service card

10. Woven bamboo pattern area rug, "Ceylon," is printed cut pile Allied Chemical Anso\textsuperscript{®} nylon staple fiber. Offered in five colorations, the rug is part of the "Kashmiran Collection." Milliken, La Grange, GA. Circle 262 on reader service card


2. Cushioned vinyl flooring pattern. "Natural Brick," is part of the easy-to-install "Tredway" line. Floor is fastened down only at room perimeter. Armstrong, Lancaster, PA. NAHB booth 2642. Circle 265 on reader service card.


6. Vinyl asbestos floor tile pattern. "Octrelle," features an octagonal shape in the center of each tile created by embossing a travertine-patterned "grout" on all sides. Azrock, San Antonio, TX. Circle 269 on reader service card.

7. Easy-ply* roof decking provides a structural roof deck, weather-resistant insulation and a finished interior ceiling. Decking is made in nominal 2' X 8' panels in four thicknesses to meet various load and rafted spacing requirements. Homasote, West Trenton, NJ. Circle 270 on reader service card.

8. Vinyl wallcovering pattern. "Santa Fe," part of the "Good Earth Collection," is a strong linear design based on an Indian blanket weave. The pattern is offered in five colorways including some on Mylar backgrounds. James Seeman, Garden City Park, NY. Circle 271 on reader service card.

9. Acrylic wall finish. "Ruff-It," provides deep textural effects. The easy-to-apply coating material is available in light brown, tan, white, gold, light red and light green. A variety of designs, including the trowel pattern shown, can be achieved. Z-Brick, Woodinville, WA. Circle 272 on reader service card.

10. Decorative Benchmark™ brick is manufactured of fireproof gypsum reinforced with fiber glass strands. Durable lightweight "K-lux" bricks feature custom pieces for corners, edges and difficult areas. KSH, St. Louis, MO. Circle 273 on reader service card.

11. "Barnplank" paneling has the rustic look of old barn wood. The face veneer is of Ponderosa pine. The 12" X 8' X 1½" wallcovering is part of "Photowall" collection of graphics. Other designs include a wide range of seasonal outdoor scenes. Scandecor, Southampton, PA. Circle 274 on reader service card.

12. Wall mural is contemporary adaptation of giant sunflowers. The 12' X 9' X 5½' wallcovering is part of "Photowall" collection of graphics. Other designs include a wide range of seasonal outdoor scenes. Scandecor, Southampton, PA. Circle 275 on reader service card.
1. Traditionally-styled wallcovering pattern, “Maiden,” is part of the “Small Print Collection.” The prepasted, stripable, vinyl material is washable and easy to maintain. Imperial, Cleveland, OH. Circle 276 on reader service card.

2. Rare camphor burl reproduction, available in high pressure laminates or Melamine component panels, is part of the “International Collection.” Formica, Cincinnati, OH. NAHB booth 2628. Circle 277 on reader service card.

3. “Sea Foam” ceramic tile for use on countertops and backsplashes is offered in large 6” x 6” tiles. The Romany tiles come in six colorations. U.S. Ceramic Tile, Canton, Ohio. Circle 278 on reader service card.


5. Individual simulated bricks made of lightweight polyester are the same length and width as real bricks. Colorfast, nonporous “Miracle Bricks” are 1/4” thick and weigh 4 oz. Dacor, Worcester, MA. Circle 280 on reader service card.


7. Screen-printed vinyl wallcovering, “Pow Wow,” is an Indian-inspired design that is part of the “Andover Collection.” The pattern which forms vertical stripes is offered in five colorways. Nils Anderson, Andover, NJ. Circle 282 on reader service card.


9. “Dollar” glazed mosaic tiles in 2” rounds provide a low-maintenance finish in this bathroom. Offered in five colors, tiles are mounted on mesh for easy application. Jasba, Amsterdam, New York City. Circle 284 on reader service card.


11. Rustic, simulated weathered brick panels come in five colors. The 12-brick panels are made of crushed limestone reinforced with fiber glass. Mortar is applied with a caulking gun. Marlite, Dover, OH. NAHB booth 2306. Circle 286 on reader service card.


More products on page 128.
Hidden treasure in Stephens Square, a Binghamton, N.Y. warehouse-turned-shopping mall: graceful wooden staircases were found intact hidden in the
Most people have heard of San Francisco’s Ghirardelli Square and Boston’s Faneuil Hall market area. But recycling—or converting old factories, warehouses, schools and the like to profitable new uses—isn’t just a big-city phenomenon. In smaller cities and towns, too, developers are beginning to look at old buildings with a new eye.

They are finding sound, well-located structures that can be turned into shops, offices or apartments faster—and often cheaper—than new ones could be built. Local governments, too, are beginning to like what recycling can do for them: at the very least it generates real estate and sales taxes, but it can also spark renewal of an entire area.

That’s why governments often work with private developers to make such projects possible. A key element in the railroad station project shown on page 104, for example, is a $90,000 HUD Urban Renewal Community Development Fund Grant obtained through the efforts of the local redevelopment agency. Other signs of government favor: The 1976 Tax Reform Act includes incentives for renovating historic buildings and disincentives for demolishing them to make way for new construction. A recent law permits federal agencies to lease or build new space only if there is none available in older buildings of historic, architectural or cultural significance. And a number of state and local governments offer tax abatement or tax-increment financing for recycling projects.

Shown on the following ten pages are four projects that are typical of what could be accomplished almost anywhere. All have one thing in common: they became feasible only after unused space was recaptured or new space added to increase the net rentable area. These pages also set forth some guidelines from architects and others experienced in recycling. They tell what to look for—and what to look out for—in choosing a building.—NATALIE GERARDI
IN BINGHAMTON, N.Y.

Utilizing a decrepit warehouse for shopping, working and living

Only the first phase—a 30,000-sq.-ft. shopping mall—has been completed. A floor of offices and two of apartments will come later. But already Stephens Square is having an effect on downtown Binghamton. People are beginning to shop there for quality merchandise rather than going to Philadelphia or New York. Other rehab projects are beginning. And the city has commissioned a restoration plan for the surrounding two-block area.

The five-story building was built as a cigar warehouse in 1888. When architect James Mowry and his group bought it in 1972, it was a grimy derelict, its cast-iron columns and wood-paneled ceilings buried under layers of battleship gray paint. One great appeal could not be hidden, however: a location right in the middle of town.

Ironically, the location was almost the project’s undoing. As renovation was to begin, a Canadian company announced plans for a downtown redevelopment, and the building fell under the threat of condemnation. So work—but of course not carrying costs—was suspended for two years. This placed such strain on Mowry and his partnership that it was dissolved once the project got a go-ahead.

By this time many people thought it was doomed, and lenders were reluctant to commit much money. A consortium of seven banks finally provided $370,000, and private investors added $110,000.

The building cost $125,000. Total development costs for the first three floors were $480,000, or $16 a sq. ft. Gross income for the first full year of operation totaled $120,000. After mortgage, management, operating and maintenance costs, cash flow was $19,000, enough to cover the 17% return promised the private investors. The first year’s return goes back into improvements.

Rents range from a very low $2.50 per sq. ft.—necessary to attract the first tenants—to $10. Leases include provision for a percentage of increased sales starting the second year.
Three levels of shops were integrated by cutting wells into the first and second floors (see plans, left). This sacrifice of rentable space was necessary to attract shoppers from one floor to another. The wells also force customers to walk past all of the stores.

Another sacrifice of space occurred at basement level. Front and rear walls were recessed 8 ft. and windows and stairways installed, allowing direct access to shops from the street and courtyard. The natural light makes the basement shops more marketable; in fact, few people notice they are below grade.

A bridge across a landscaped courtyard will connect the building with another that the same developer is rehabbing: an old hotel that will become a marketplace offering all sorts of ethnic foods.

Lighting cove (below) was created by removing some of the paneling strips from the ceiling edge and curving them downward. Fluorescent tubes were then set behind this curved rim. Light from this hidden source washes the walls—a contemporary look that is effective with the old materials.

Below right are typical storefronts.
IN NEW LONDON, CONN.

Preserving an historic train station by making it bigger

Ironically, it was already too big and too antiquated to serve its purpose. And besides, most local people wanted it torn down because it blocked a scenic water view.

But Union Station had architectural value as H. H. Richardson's last building, completed in 1887, two years after his death. So Boston architects Anderson Notter Finegold Inc. were determined to find a solution when a group of preservationists approached them for help in persuading the redevelopment agency—which had already acquired the station—not to demolish it.

The architects first surveyed Amtrak's needs and found that about a third of the space would accommodate the ticket counter, waiting room and offices. The top floor already consisted of offices that could be rented to someone else. But a third substantial tenant would be needed if the building was to turn a profit.

The solution (see photo and section at right) was to create a two-level restaurant by taking part of the waiting room and adding a mezzanine. A double-decker waiting room was then created by putting the unused basement to work. This left some extra space, which is being turned into offices and kiosks. Another bit of recaptured space—an old shed attached to the side of the station—became the restaurant kitchen and storage area.

A feasibility study showed that the project was now potentially profitable. The next step was to find a developer. No one was interested, so the architect turned developer.

The building could be acquired for only $11,400, but a financing package had to be put together. That took a year and a half. Key items: a 20-year space commitment from Amtrak and a $90,000 HUD Urban Renewal Community Development Fund grant, obtained through the efforts of the redevelopment agency, which helped convince a lender to make a $525,000 construction loan. The building's architectural value made it possible to obtain a number of grants (see box) to help offset the heavy development costs, which will total about $855,000. A group of investors also put up $100,000 in front money.

With work about 75% complete, operating expenses are running at $45,000 a year and income at $120,000. A permanent loan is now being negotiated, and the developers estimate that mortgage payments will run about $60,000 a year. Thus they expect the project to have a positive cash flow in 1978.
Waiting room (photo left) was cut in half to make room for a restaurant (background) and a second waiting room was provided at basement level. This is reached via a new staircase (see “before” picture facing page and “after” picture below left). This staircase also leads to the train platform (not shown), which is a half level below the main waiting room.

A mezzanine level was added to provide additional restaurant and office space (section below). Both staircase and mezzanine were paneled with wainscoting salvaged from the building.

WHERE THE MONEY CAME FROM

Grants included: $90,000 for exterior work from the HUD Urban Renewal Community Development Fund; $6,110 for planning and $30,000 for construction from the National Park Service; $700 for consultants fees from the National Trust for Historic Preservation. The National Trust also provided a $30,000 low-interest loan. And the redevelopment agency provided $33,000 in HUD funds to help create the restaurant space.
Replacing a defunct specialty store with shops and rentals

The Louis Harris department store had followed an all-too-familiar pattern: Founded in 1875, it soon became the elegant place to shop in Montclair. Around 1908, it moved to a 12,000-sq.-ft. L-shaped building that fronted on two main streets. There were apartments on the upper floors, but these disappeared as the store prospered and grew.

Time passed, shopping habits changed, and a new generation of owners refused to carry on the family business. They rented the elegant old store to a discount operation, which soon failed, leaving behind still another empty building.

The store has now come full circle: Its first floor is again devoted to shops and the two upper ones to apartments. What's more, in the year since it reopened a dozen other stores in the neighborhood have rented up, all to higher quality tenants than before.

The building is not only helping to revive the business district, but it is making money. The apartments are always full, at rents ranging from $250 to $400 a month. "They're the backbone of the project," says developer Paul Zimmerman.

With the stability provided by the apartments, Zimmerman was able to take his time finding the right tenants for the shops, which rent for $7 to $10 a sq. ft. He had originally planned on having clothing and shoe stores, but found that quality merchandisers would not locate where there were no other high-quality shops upon which to draw. So he switched his emphasis to food.

Wholly rented, the building produces an annual gross income of $67,500. Allowing for a 5% vacancy factor, its effective gross income is $64,125. Operating expenses, including mortgage and interest, come to $41,225, resulting in a cash flow of $22,900.

Construction costs were $250,000, including $12,000 to $15,000 for each apartment. Zimmerman acquired the building as part of a parcel that included the entire corner at a cost of $170,000. Right now he is uncertain whether he will sell or rehab the corner building, but he says that it alone is worth over $100,000.
Angled arcade plays on shoppers' curiosity: People come in off the street just to see what's at the end of the corridor. What they find is a gourmet soup restaurant that can also be entered from the side street (see plan below left).

The developer had decided specifically that he wanted both a cheese shop and a soup restaurant. It took him six months to find the right tenants—a luxury he could afford because the apartments can carry the building.

Sunken plaza, which becomes part of the ice cream parlor in summer, was created by recessing the front of the building 20 ft. It is an important key to the project's viability, for it made a large part of the basement rentable. The town cooperated by waiving restrictions against serving food below grade or out of doors.

The architect for the project is J. Arthur Johnsen of Montclair.
IN BOSTON, MASS.

Turning a new-car dealership into a medical building

This project happens to be in Boston, but the building itself could be on any Main Street.

Built in the 1920s for an auto dealership, it was later used as a ball-bearing plant and then stood empty for years. It caught the eye of a group of dentists who were looking for a place to move their clinic 1) because of its South Boston location, near hospitals and offices, and 2) because of the adjoining parking area. This latter was particularly important because many of the patients came by car from the suburbs.

The dentists were looking for a good office and a good investment. They proposed to renovate the 20,000-sq.-ft. building, keeping one floor for themselves and renting out the other two.

When architects Childs Bertman Tseckares surveyed the building, however, they found it would not be economical as planned. So they proposed adding a fourth floor, bringing the total leasable area to 25,000 sq. ft., which could justify the extensive renovation work.

Thus, as it turns out, the doctors gained the advantages of both old and new. The footings easily supported the weight of the extra floor, which was designed with two concerns in mind: to create an ambience that would take the patients' minds off the treatment they were receiving and to avoid the impersonality of a large practice.

The building was gutted until only the columns, floor slabs and outside walls were left and then it was rebuilt anew. The old facade was in particularly bad shape, and so it was reinforced with a rigid stucco finish. In addition, a new parking structure was built.

Construction costs totaled $520,000 for the building and $150,000 for the garage in 1974. The doctors, who also acted as developers, had no trouble leasing the additional space, and rents are in line with those of other office space in the area. The building is expected to throw off a negative cash flow for the first three years, but its long-term potential is good.
Reception area (left) is located in the center of the floor and surrounded by four separate suites, each with its own operatories, work room and private office (see plan below). Thus patients never have to walk past rows of occupied operatories on their way to appointments. This plan was designed to overcome the impersonal feeling a large practice can create.

Typical operatory (left) overlooks a lushly landscaped courtyard. There are six such skylighted courtyards on the building's new fourth floor, and they were designed to take patients' minds off the treatment they are receiving. They are a good way to create a view where none exists.
When choosing a candidate for recycling, what do you have to look for—and to look out for? How much design work must you do before determining whether a project is feasible? What does the lender want to know? How do you get realistic bids from subs? In other words, how do you tackle a recycling job?

To find out, Housing asked several architects, planners and others who have had years of experience in recycling: Architect Charles Tseckares of Childs Bertman Tseckares and Architect J. Timothy Anderson and Planner Paul McGinley of Anderson Notter Finegold were recycling pioneers in Boston’s massive redevelopment areas, often acting as developers as well as architects. And Melvin Gamzon is a senior associate in the Boston office of Economics Research Associates, a national consulting firm that has done feasibility studies for many large recycling projects, including Boston’s Faneuil Hall market area.

It all begins with location

And if that sounds familiar, it should. For in this respect evaluating a recycling project is no different from evaluating a new one. You’re really saying, “Find me a site with a building on it in a good location for a particular use,” rather than just, “Find me a site in a good location.” So in recycling, as in new construction, location is the number one criterion.

That doesn’t mean that the old use of the site must match the intended new one. In New England, for example, old factories and mills are being turned into housing for the elderly, and it is their location, right in the center of town, that makes them so appropriate for this new use.

Once you find a building, get right down to basics

Don’t be seduced by those heavy wooden beams and nice old brick walls that you can expose. That comes later. You first must consider those unromantic items mandated by code or marketing considerations: window area, stairways, exits, bathrooms, elevators, public toilets, mechanical spaces, etc. Until you see how they fit your building, you can’t determine how much rentable space you will have left.

Charles Tseckares points to the example of apartments, which require a certain amount of window space in habitable areas. If the building is 60 ft. wide and you subtract 6 ft. for a central corridor, you’re left with 27 ft. on either side. You can tell at a glance that this will lend itself to well-proportioned rooms with adequate window area: a 685 sq. ft. apartment will have 25 ft. of outside wall and an 810 sq. ft. apartment will have 30 ft.

Now take a building that’s 80 ft. wide and try to do the same thing. Once you subtract 6 ft. for the central corridor you’re left with 37 ft. on either side. That means a 707 sq. ft. apartment will have only 19 ft. of outside wall and an 814 sq. ft. apartment will have only 22 ft. You can, of course, create oversize rooms to get the proper amount of windows. Or you can use the extra space for closets, for a loft if ceiling height and codes permit, or simply waste it.

What it then boils down to is a marketing decision: If you’re in a luxury area or building condominiums, the market may be willing to pay for the oversize rooms or extra storage space. If you’re not, chances are the building isn’t for you.

The same holds true of office and commercial recycling: Once you have determined how much space you’ll need for stairways, exits, bathrooms, elevators, lobbies, mechanical spaces and the like, you can figure the ratio of the gross square footage of the building to the net rentable area. In an efficient modern building the gross to net ratio is about 85%. In an older building, it can be more efficient.

If the gross-to-net ratio is off, you can sometimes improve it. The four projects shown on the preceding pages, for example, all relied on the creation of additional rentable space, either by taking advantage of high ceilings to add a new level or by reclaiming previously wasted space. In one of Tseckares’ early projects, the extra space was added by acquiring an adjoining building.

All of the above is vastly oversimplified. But it offers a quick way of getting started: of determining whether a project is not feasible or whether it’s worth spending the time and money to study it further.

Next, analyze what you’ll be getting for your money

Again you can oversimplify to get a quick idea. Tseckares suggests
analyzing the building by trade breakdown, just as you would specify one if you were building new.

Look at the structural systems: If they're good and stable you'll know that you're home free on 20% of the building costs. If a wall is bowed out or the floors are wobbly, you don't have to find out why just yet. Just figure that the structural systems are 70% good or 80% good or whatever, and see how the rest of the numbers work out.

Look at the masonry: Maybe it's 95% good. The carpentry: You may want to keep 50%. The mechanical, electrical, plumbing systems: They may all have to go, but at least you'll know it from the start.

In the same way you can make a rough estimate of what you're going to have to put into the building: a certain number of linear feet of walls, doors, wiring, etc.

"A lot of people feel you have to get the final scheme, but you don't," says Tseckares. "You identify the scope of the work by estimating what the trades and materials will cost, and you can do this without knowing exactly where each wall is going to go."

With a little bit of thought, you should be able to make a pretty accurate estimate. You'll have to take into consideration such things as how you're going to get materials into a building and debris out of it: for example, it will cost a lot more to get 4 X 8 ft. sheets of drywall up narrow stairs than through big window openings where you can use a crane. But using this method, Tseckares has found that his rough estimates are usually within 5% of the final cost.

If you think a building has potential, bring in the pros

You'll need an architect who is experienced in recycling. And you'll need a good feasibility study.

An architect who has done other recycling jobs can recognize design opportunities that someone who has done only new construction might not see. He can also help you get the most for your money. And he should be on hand to solve problems that crop up during construction.

"Remember, you're dealing with a building that you can't fully see until it's under construction," says Tim Anderson. "When you uncover problems, you must be able to make on-the-spot decisions with the contractor. Otherwise these problems will be devastating."

Your development team's experience also counts in obtaining permits and financing.

"The whole key to an operation like this is having a clever architect," says developer Paul Zimmerman, who did the department store project shown on page 108. "I was responsible for all of the general development and for the concept, but I needed an architect to refine it and put it in acceptable terms to get approval. If that's not done professionally, a project could be delayed for years."

This is particularly true in places where little recycling has been done. "You're going into a foreign area that hasn't been tried, and you've got to convince everyone of the building's potential," says McGinley. "That doesn't mean you must have all the nitty-gritty problems solved, but it does mean you need all the basics worked out and a team of experts who can testify to your product."

In the past many lenders looked at recycling projects with a jaundiced eye, not believing that recycled offices or apartments or shopping centers would be on a par with new construction.

"That's starting to change slowly," says Mel Gamzon. "The key to financing these projects is to remember that the lenders are comparing them to other potentially more attractive investment alternatives. There is no financing for recycling projects as such. But there is financing for good shopping centers, good office buildings, good residential structures."

Lenders must also be convinced that you know what you are doing, which is why an experienced development team is so important. "Rarely does a lender call back and want to talk to the architect about new construction," says Tseckares. "But with recycling jobs they call all the time. I think what they're really trying to find out is how knowledgeable you are."

Your subs will need special handling

Lenders aren't alone in being wary of recycling projects; so are most subs, and many are afraid to bid on them.

The key, says Tseckares, is to develop rapport and confidence. He points out that when a contractor bids on new construction, 90% of the information is on paper and 10% is in the field. With recycling, it should be just the opposite.

"You can't draw everything on paper and expect to be very rigid about it," says Tseckares. "Your contractor has to know that he won't be expected to move a structural wall six inches because it says so on a piece of paper."

He suggests putting a notation on the drawings that says the structural elements will be maintained and the architect will design around them.

"That note says a thousand things to the trades," says Tseckares.

He also asks all of the contractors who want to bid on a job to come to the site. He calls a meeting for a certain time, has lights set up and explains the job to everyone at the same time.

"I don't explain it on paper; I explain it right in the building," he says. "And the contractors say, 'Oh, you mean I can go right up through that'? It's the sort of thing you can't record on a drawing, and it makes a significant difference."

Although the subs need some special handling at the start, most developers report that once they get used to the work they really like it and take particular pride in what they are doing.

Finally, how about construction costs?

They're not necessarily lower than with new construction.

"I've seen projects where they've been 25% to 30% lower, and I've seen projects where they are equal or a little higher," says Gamzon. "The real key is in the end product, because in most instances you create a product with more amenities. You can't reproduce brick walls and beamed ceilings and interesting physical details in box-like new construction."
If demand were the prime factor, 1978 would probably be a markedly better housing year than 1977. That conclusion can be drawn by comparing the Housing Demand Index for the first quarter of 1978, which starts on page 114, with the previous index published in November of last year.

Specifically, 23 SMSAs (Standard Metropolitan Statistical Areas) promise improvement over the next 12 to 18 months, while only nine show a downtrend. Further, of the 110 SMSAs in this quarter's Index (vs. 99 in the previous one), 76 were rated average or better, while only 34 were rated below average.

Obviously, factors other than demand come into play. Higher interest rates may hurt; even though people can afford higher prices and rents, they may not be willing to pay them; and in many strong market areas, builders may simply not be able to produce enough units to match the demand.

Nevertheless, the Index shows that under present economic conditions, there is a very strong demand underpinning the housing industry. More important, it shows where the underpinning is strong and where it is weak.

There are some caveats to the Index's evaluations

Since the Index first appeared in November, a number of people have called or written to question some of the ratings. Most of the questions have fallen into two general areas:

1. Some SMSAs that include large metro areas received very low ratings, even though their suburban markets are going great guns.
A typical example, according to Alfred J. Gobar, who prepares the Index, is Detroit. Abandoned or underutilized housing in downtown Detroit shows up as existing housing in the overall SMSA figures, and the volume is great enough to overbalance a very strong suburban market statistically. Since data from the SMSA cannot be divided into metro and suburban areas in a summary report of this type, only a more detailed market study can show the differentiation. Detroit is so extreme an example of this problem that Gobar decided to drop it from the Index. (It thereby joins New York, Boston and Philadelphia as too complex to be rated in the Index.)

2. Some SMSAs with obviously low vacancy rates in their rental inventory nevertheless are rated as risky for rental housing. A typical example is Washington, D.C. which has very few vacancies and thus might look promising for new rental construction. But the for-sale sector in Washington is badly underbuilt, says Gobar. And since people have to live somewhere, he estimates that more than 200,000 of Washington's renters are families who would prefer to live in their own homes but can't.

"If that shortage gets cured," says Gobar, "and if significant numbers of condos are built in the city, the high-end rental market will be the most vulnerable. And since new apartments would of necessity be at the high end, we judge that rental apartments are risky."

There are fourteen new SMSAs in this quarter's Index
They are: Boise; Chicago; Greenville, S.C.; Hartford; Lexington, Ky.; Miami; New Haven; Newark; Orlando; Phoenix; San Diego; San Francisco-Oakland, Santa Rosa and Vallejo-Fairfield, Calif.

Three SMSAs have been dropped: Detroit, for the reasons cited above; and Ft. Myers and Tampa-St. Petersburg, Fla., because, says Gobar, the heavy retiree market in those two SMSAs would require a statistical approach very different from the other SMSAs.

How to read the reports

Five symbols are used:

- A white circle indicates an average supply vs. demand situation. The market is in relative equilibrium—that is, supply and demand are increasing at about the same rate.
- A green half-circle indicates a better than average situation, with demand increasing faster than supply.
- A green full circle indicates a very strong market with significant pent-up demand.
- A red half-circle indicates a poorer than average situation, usually an overbuilt market.
- A red full circle indicates a very poor situation that could be overbuilt by as much as two years in some categories.

Each SMSA is evaluated three ways:
1. Degree of opportunity—in effect, a summation of all factors affecting the market.
2. Demand by units—just what it says.
3. Demand by purchasing power—the relative ability of the market to pay current prices or rents.

Each of these categories is in turn divided into three sub-categories:
1. All housing in the SMSA.
2. For-sale housing, including mostly single-family detached with some medium and higher-priced condos.
3. For-rent housing, including mostly rental apartments with perhaps some low-priced condos.

Keep these points in mind
1. The reports are qualitative, not quantitative; that is, they are based on the degree of risk involved in a given SMSA rather than the number of housing units that can be built there. A large SMSA with a poor market rating would support a much larger volume of new housing than a small SMSA with an excellent rating. But the degree of risk for the developer or lender would be much greater in the large SMSA.
2. The reports are projective, not historical. An SMSA may have a currently strong sales record or low vacancy rate, but still be a poor risk because of, for example, imminent employment problems. Conversely, an SMSA that looks bad on the surface may actually be in the process of turning around and getting healthy.
3. The reports are for the SMSA as a whole. Thus a low-rated market may well offer good opportunities for specific kinds of housing in specific locales; and conversely, a high-rated market will not guarantee success for the wrong product in the wrong location.
Albany rates higher than the last quarter, partly because of a small but real improvement in demand and partly because additional data came in that showed the original demand to be too low.

Augusta ranks the same overall as in the last quarter, but for-sale demand has increased significantly enough to warrant calling it an improved market.

Austin has a mismatch in type between supply and demand. More condos are needed, so rental apartments which are physically compatible with owner occupancy should be prime candidates for condo conversions.

Boise is a high-quality market in all aspects. However it is now experiencing a rapid increase in the construction of new rental units. And if the majority of these units are designed for high-rent tenants, the upper end of the rental market could become risky quite quickly.

Chicago should be appraised cautiously. It is a very large SMSA, and in practical terms is really five markets. There is a strong tendency for inner-city residents to move to the suburbs, so the demand for for-sale housing may actually be stronger than the Index indicates.

Cleveland is still below average in demand. But for-sale demand, especially in the suburbs, is up enough to warrant an improved label.

Columbus, Ga. shows a definite upward trend in demand over last quarter, although Gobar still rates it only average overall.

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Fresno was rated a very strong market last quarter; now it is in the “super” category.

Gary is up in all aspects except rental purchasing power, and Gobar says that higher-priced discretionary housing for move-up buyers should be an especially good bet.

Greensboro is rated lower than last quarter because the latest data shows that even though unit demand is still average, purchasing and renting power is down.

Indianapolis gets a higher rating than last quarter because unit demand in the for-sale sector is up strongly. Gobar feels that like Gary, Indianapolis has a strong move-up potential.

Jacksonville is yet another SMSA with strong potential in the move-up for-sale market.

Los Angeles, says Gobar, should be looked at as integral with the Orange County market (Anaheim SMSA). And although Los Angeles shows a somewhat risky rental market, Gobar believes it will get better because the lack of low-cost for-sale housing in both Los Angeles and Orange County will put increasing pressure on rental apartments. Condos are a promising sector of the market too.
Miami, says Gobar, is probably a stronger market than the statistics indicate. The reason: Current data probably does not take into account the impact of write-downs and abandoned housing which has reduced the effective supply of housing in that market.

Minneapolis-St. Paul is up from last quarter, but is limited by low incomes in the area relative to prices and rents.

Norfolk is up slightly because for-sale purchasing power in the area has climbed significantly.

Pensacola has improved enough this quarter so that it just about rates a green circle. That it gets only a half green is a judgment call by Gobar.

Raleigh is rated the same overall as it was last quarter, but is on the verge of becoming an all-red market.

Reno, like Minneapolis, has fair to strong unit demand in all categories but suffers from low incomes.

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Baskets. Brass. Batik. You choose accessories with care. And your walls can be just as distinctive. All it takes is your special touch and Masonite brand hardboard paneling. Like the luxurious way this new Tradition™ II Birch Design warms up to loft living.

Or choose stucco, brick or a forestful of wood designs. You'll find attractive looks at affordable prices. At your Masonite brand paneling dealer.

Circle 123 on reader service card

Room design by Larry Deutsch, A.S.I.D.

Visit us on real Masonite brand hardboard.
Give your homes energy savings value!

VISIT US IN DALLAS AT THE NAHB SHOW, BOOTH 2420.
STYROFOAM* brand insulation can cut your homes' heating costs up to 24%.†

You can make your selling job easier—and cut your home buyer’s heating bills up to 24%—by using STYROFOAM brand insulation from roofline to frostline.

On frame walls, just substitute STYROFOAM brand insulation for ordinary sheathing. It handles and installs easily and economically. And tests show it can cut heat loss by 14%.

The tests, conducted by Ohio State University under a grant from Dow Chemical U.S.A., compared energy costs of homes identical except for insulation systems. (Write for test procedures and results.)

Outside the foundation, apply sheets of STYROFOAM brand insulation down to or below the frostline. Applied in this way, real life energy calculations indicate that STYROFOAM brand insulation will cut heat loss an additional 10%.

Analysis indicates that STYROFOAM brand insulating sheathing cuts energy costs by working three extra ways to improve insulation performance:

**Cuts conduction heat loss**

STYROFOAM brand insulation insulates the entire wall, not just the space between the studs—significantly cutting conduction heat loss.

**Reduces air infiltration**

Because of its snug-fitting tongue and groove design, STYROFOAM brand insulation can greatly reduce air infiltration. Summer and winter.

**Helps batts work better**

STYROFOAM brand insulation can minimize “convective looping.” By keeping the wall cavity warmer, it makes batt insulation more effective.

**Energy savings sells**

Today’s home buyers are sold on saving energy. So you can make your selling job easier by offering them lower energy bills. For full information, contact your Dow Representative. Or write: The Dow Chemical Co., STYROFOAM Brand Insulation, Midland, MI 48640.

†Some homes will perform better, others not as well. Energy savings will depend on factors such as climate, fuel type, workmanship, house design and living habits of the occupants.

STYROFOAM® BRAND INSULATION

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

Circle 125 on reader service card
At Raynor
we're involved from the bottom up!

Raynor makes the best sectional overhead type doors money can buy. That's because we do a lot of things ourselves, when others don't.
We become totally responsible for every detail from design to field service including all of the steps in between.
When problems do arise, as they do in every business, Raynor can respond faster, more assuredly. Because we can't pass the buck.

Not to a spring manufacturer, nor a millwork, nor a shipping line. Not even to a contractor, because there are over 300 authorized Raynor distributors who install every door we build.
It's this extra concern for quality that's made Raynor the brand you can depend on for residential, commercial and industrial doors made of wood, aluminum, fiberglass or steel.
Call us for more specifics. 815/288-1431. Or write Raynor Manufacturing Company, Dept. HH, Dixon, IL 61021, for the name of the Raynor factory-trained distributor/installer near you.

Circle 126 on reader service card
Here's what your customers are missing.

Aluminum exterior needs no painting. Pella offers the ultimate in care-free windows... an acrylic, color coated aluminum skin outside, with the beauty and natural insulation of wood inside. None of the protective cladding intrudes on inside surfaces where it could cause decorating problems. And Pella Clad windows are available in a choice of exterior colors.

The disappearing screen. Here's an interesting option to the standard inside screen on Pella's Clad Casement window. It's called the Rolscreen® and only Pella offers it. It stores out of sight at the top of the window to give you a crystal clear view and let in 20% more light. Then when the screen is needed, it simply pulls down like a window shade and latches firmly into position. Quick, convenient, easy.

The sliding glass door with the self-closing screen. Pella puts an end to one of life's minor aggravations with a screen door that remembers to close and latch itself every time someone opens it. Pella patio doors also feature wood frames reinforced with metal T-sections to prevent warping. This keeps the door properly weathersealed and easy to operate.

FREE Catalog. Send for your free copy of our full-color catalog on Pella Wood and Clad Windows & Sliding Glass Doors. See us in Sweet's Light Residential File, or look in the Yellow Pages, under "windows", for the phone number of your Pella Distributor. The Pella Planning Center in your area will welcome the opportunity to assist you and your customers in any way.

©1978 Rolscreen Co.
Nobody offers more appliance choices than Magic Chef.

Here are some facts that might surprise you.

First, Magic Chef has every appliance your kitchen needs, with a brand name your customers respect.

Second, we now put the sparkle of black glass doors on our dishwashers and compactors, to match our cooking appliances.

Third, nobody else offers you over 30 ways to put microwave cooking in your kitchens.

Fourth, our full line of electric and gas cooking appliances install interchangeably.

Fifth, we have a line of energy-saving refrigerators to meet your needs and budget.

So let your Magic Chef distributor surprise you with the most complete line of built-in kitchen appliances in the business.

Magic Chef, Cleveland, Tenn. 37311.

Magic Chef
You'll be surprised at the choices.

Circle 22 on reader service card
How dry I am.

Beautiful Classicon™ with Aquabar™ is the only sheet vinyl flooring guaranteed for one year against failure caused by mold, alkali, or excessive moisture in the subfloor.* Another Mannington first.

Classicon has Mannington's exclusive no-wax JT88® wear layer. It's cushioned and comes in 5 designs and 27 colors. Beautiful . . . and dry. It's a combination your customers will find hard to resist.

See moisture-proof Classicon at the NAHB Show, Space 2726

Williamsburg Plank, a random width, pegged plank flooring, comes in four colors. Shown is Gold Walnut, No. 5039.

*excluding hydrostatic pressure. See Mannington's exclusive Classicon guarantee.
The excitement of exploration and discovery experienced by Columbus, Cabrillo, Lewis and Clark and other early-day adventurers of this world has given way to the challenge of outer space. But here on earth hundreds of modern land explorers are at work daily, delving into documents and maps to chart the course a title insurance policy will take. Proper and prompt title searching is a vital factor in today’s successful real estate transaction. Title technician Dan Baker has captained smooth sailing for subdivisions in First American’s San Diego office for over 12 years. Here, in California’s second largest city, his skill conquers the complexities of condominiums, planned developments and other projects…without benefit of sword or musket! Always charter First American…for exploration expertise.

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Circle 26 on reader service card
Nothing gives you the edge like a counter top of real ceramic tile.

Before you install your next kitchen counter top, consider using the material that stands up to the punishment this area of the house must take—the way no other material can. It's real ceramic tile.

Unlike laminates and other synthetic materials, a ceramic tile counter won't burn, blister or scorch, even under heat. And the finish won't dull even with the constant scrubbing a kitchen counter gets.

And now you can really give your work a finished look with American Olean's new ceramic tile counter top edge. With a sloped edge that prevents over-the-counter spills. It comes in colors to match. And can be used in thin-set or mortar installations.

Still another way you can complete a job that's neat and beautiful is with American Olean's new 6" x 6" Crystalline tile (shown) that's the same width as the trim, so grout joints line up.

Give yourself the competitive edge with kitchen counters, vanity tops and trim of real ceramic tile. To find out more about it, write to:
American Olean Tile Company, 2486 Cannon Avenue, Lansdale, Pa. 19446.
Ceramic Tile. It's the natural thing to use.™
When we say it'll be there, you can believe it!

We make over 95% of the delivery dates we promise you.
What's more, the dates we promise are now some of the earliest offered by any major lock company.

Try us.
All factory orders are confirmed within 24 hours with our promised shipping date.
And with a date you can count on. Schedule accordingly—and breathe a little sigh of relief: Weslock is there when you need us.
Shorter lead times, on time delivery, and quality, too. Our locks are as good as our word.
That's a promise.
In 1970 Senco took Wick Homes' challenge. "They cut our costs. Increased our production. And never fell down on deliveries and service. They're still doing it."

Today Wick Homes is using just over 500 Senco staplers and nailers — 12 different models altogether — in their Wisconsin plant, in its cabinet shop, and for on-site construction.

In fact, Wick is so sure Senco won't let them down that they use nothing but our tools and fasteners in their Moberly, Missouri and Coldwater, Michigan operations, too. All three facilities expect to complete more than 3,000 high-energy-efficient homes this year.

"Senco tools really measure up," says Dick Hinrichs. "But the best tool in the world is no good if it isn't backed by on-call servicing and a steady supply of fasteners. Senco's got it all. No one beats their performance."

With such hard-muscled commitments as prearranged preventive maintenance, continuous customer follow-up, and a coordinated program of tool, fastener and parts delivery scheduling, we push to keep our customers' goals on-target.

Take these two examples. Senco worked with Wick to get UL approval of the 16d 3½" framing nail, driven by the heavy-duty, hand-balanced SN-IV nailer. Now UL is Wick's third-party inspector, and sales are rising fast in such code-tough states as Iowa and Minnesota.

"We switched from nails to staples for exterior plywood application, using the compact M-I and 1½" staples — and saved $6,000 the first year alone," Dick Hinrichs says with a smile.

We know that a change is no small thing. But if you think it's time you looked into air-driven nailers and staplers, talk to the company that most often delivers the goods. Senco. We'd like to show you the tools you need in a no-obligation demonstration. Just contact us and name the time and place. We're in the Yellow Pages, or write: Senco Products, Inc., 8485 Broadwell Road, Cincinnati OH 45244.

Phone 513/474-3000.

Visit us in Booth 1024 at the NAHB Show - Jan. 22-25, Dallas
Trench...

by the inch, foot or mile.

Need trench for electrical or communications service lines? For natural gas or water distribution systems? Ditch Witch trenchers can dig it for you — in almost any size you need.

Ditch Witch underground construction equipment ranges from compact 7-HP models through big four-wheel-drive machines in the 100-HP-class. And Ditch Witch design features give you such exclusives as rigid-frame four-wheel-drive... four-wheel steering... the unique Modularmatic concept.

And it's all backed up by the strongest dealer organization in the industry.

So, if you need trench — a little or a lot — Ditch Witch has the answer for you. Whether it's just a few feet or mile after mile after mile.

So, talk to us soon. Charles Machine Works, Inc., P.O. Box 66, Perry, Oklahoma 73077. TWX 910-830-6580. Call your Ditch Witch dealer or call (800) 654-6481.

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Use this magnificently illustrated 176 page collection to find the exact Vacation or Retirement Home Design you’ve been searching for. There are over 600 illustrations of designs in EVERY style, size and price range. 80 pages in FULL COLOR!

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Construction Blueprints Available For Every Design At Low Cost

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1. Modular chandelier system, "Crystal Dome," features slotted brass lamp holders with crystal shades. Lamps can be hung singly or in groups of three, four or eight. Lightoliier, Jersey City, NJ. Circle 289 on reader service card

2. Impact-resistant fixture has virtually unbreakable Lexan® polycarbonate diffuser. Part of the "Non-Destructibles" series, unit is secured with tamper-proof screws and is offered for wall or ceiling mounting in incandescent and fluorescent models. Progress, Philadelphia. Circle 290 on reader service card

3. Low-level walkway light is constructed of seamless extruded aluminum. Fixture for direct or accent lighting is 42'' high and comes 4'' square, 6'' square or 8½'' round. Trimblehouse, Norcross, GA. Circle 291 on reader service card

4. Redwood strip lighting can be stained or painted to match any interior. Back is enclosed with rust-proof metal pan. Fittings for G-25 bulbs are polished chrome or polished brass. Four lengths are available: 11½", 23½", 35½" and 47½". Victor, San Carlos, CA. Circle 292 on reader service card

5. Decorative bulbs, "Flamescens-GlobeLite," provide the look of a gas flame inside a transparent glass orb. A patented fiber glass-thread coating produces the shimmering effect. Bulbs have a 4,000-hour use life and are available in 40w and 60w intensities. Duro-Lite, Fair Lawn, NJ. Circle 293 on reader service card

6. Lamp holders for residential track lighting are part of the "Venti" series. Easy-to-mount holders come in spherical, cylindrical and pinchback styles shown. Halo, Elk Grove Village, IL. Circle 294 on reader service card

7. Fluorescent lighting system for outdoor tennis courts features weatherproof extruded aluminum housing with aluminum reflectors. Prefabricated system can be operated at three levels of illumination. DeVoe, Carlstadt, NJ. Circle 295 on reader service card

8. Decorative fluorescent ceiling light consumes 60% less energy than an incandescent fixture. Part of the "Watt Watchers" collection, light provides illumination equal to one 60w bulb. Crystal-cut diffuser and brass-finished canopy are featured. Thomas, Louisville, KY. NAHB booth 2536. Circle 296 on reader service card

9. Contemporary-style chain pendant includes 40w downlight in center column for illumination below. Wood column has walnut finish, four shades are topaz acrylic and metal parts have satin bronze finish. NuTone, Scovill, Cincinnati. NAHB booth 2230. Circle 297 on reader service card

10. Floor lamp with tray features tan vinyl magazine swing. Part of the "Oakridge" collection, lamp is constructed of oiled oak with chrome or brass accents and comes with pleated tan shade. Line includes table and floor models and a plant stand grouping. London, Redondo Beach, CA. Circle 298 on reader service card

11. Brass-and-rattan lamps are topped with rice-paper-style pleated shades. UL-listed lamps provide three-way lighting and are offered in a variety of sizes. Shown are a 32''-high table lamp (left) and a 24''-high accent lamp (right). Schiller Cordey, Hackensack, NJ. Circle 299 on reader service card

12. Two-light circline ceiling fixture takes a 22w and a 32w long-lasting fluorescent bulb. Glass diffuser eliminates glare. Decorative shade comes in a variety of materials including cane (shown), cork, wicker and simulated grass. Home-Vue, Lithonia, Conyers, GA. Circle 300 on reader service card
1. Insulated flexible ducts with diameters ranging from 4" through 16" are suitable for both high and low-pressure applications. Ducts, with high-pressure cores and flame-retardant outer jackets, are 30' long. Norflex, Sherman Oaks, CA. Circle 301 on reader service card.

2. Fuel-saving clock-thermostat, "Chronotherm," provides multiple temperature setbacks. This allows for the heat to go on and off automatically at preset times of the day. Thus no heat is wasted when the house is empty. Honeywell, Minneapolis, MN. Circle 302 on reader service card.

3. "Solaron" solar collector panels are made of steel, tempered glass with a rubber seal around the glass. They are claimed to provide 55-60% of the annual heating load, and are suitable for both remodeling and new construction. Solaron, Denver, CO. NAHB booth 1745. Circle 303 on reader service card.

4. Electric ceiling fan with vintage styling saves energy by expelling heat. Brass-plated fan features real wood blades with pecan finish and cast iron housings. Two speeds quietly circulate the air. Hunter, Memphis, TN. Circle 304 on reader service card.

5. Zonelite III extended range heat pump comes in three models. The 42-inch, 14,000 BTUH unit shown operates in a heat pump mode down to outdoor temperatures of 35°. For cooling, unit has an EER of 7.0. General Electric, Louisville, KY. NAHB booth 2412. Circle 305 on reader service card.

6. Heat pump, the "Climatrol II," features a rotary compressor. The outdoor section is encased in a heavy duty grille and features Durafin™ coils. The indoor evaporator blower is heavily insulated to deaden operating noise sound. Mueller Climatrol, Edison, NJ. NAHB booth 2442. Circle 306 on reader service card.

7. "Sunstream Model 60" collectors are used in combination with a heat pump to make the house shown 50% self-sufficient. The collectors feature baked-white enamel aluminum frames and acrylic covers. Grumman, Ronkonkoma, NY. NAHB booth 1570. Circle 307 on reader service card.

8. Residential electric furnace “3200” features easy installation and servicing. This versatile unit can be used alone, paired with a central air conditioning system or function as the air handling unit for a heat pump. Coleman, Wichita, KS. Circle 308 on reader service card.

9. Horizontal gas furnace is available in sizes ranging from 60,000 to 160,000 BTUH. This "GS11" unit features a steel cabinet with permanent baked-on enamel finish, a multi-speed direct-drive blower and automatic controls. Lennox, Marshalltown, IA. NAHB booth 1246. Circle 309 on reader service card.

10. Central air conditioner, the “Super Round One II,” features a high efficiency compressor. The seven-model line has EERs up to 10.6. A precision-matched fan, “TimeGuard II” compressor protection and a large condenser coil are standard. Carrier, Syracuse, NY. NAHB booth 2638. Circle 310 on reader service card.

11. Gas-fired, forced-air furnace, the "Climatrol IV," is available for use with natural gas or liquid propane gas. The furnace is equipped with full cabinet insulation and a spark ignition system that eliminates the pilot light. York, York, PA. NAHB booth 2110. Circle 311 on reader service card.

12. Solar assisted heat pump system consists of a solar heating coil, a solar collector, an air handler and a "Flexhermetic II" heat pump. System has a one-year parts warranty plus a four-year extended compressor warranty. Fedders, Edison, NJ. NAHB booth 2240. Circle 312 on reader service card.
1. Sturdy patio cover, Sunshields™, features a setback beam which can be placed up to 18” from the front in case of odd-size slabs. Front and side fascias of extruded aluminum have built-in gutter and rain deflector caps. Kinkead, U.S. Gypsum, Chicago. Circle 313 on reader service card

2. Particleboard stair tread, “Super Step,” is for interior applications. Floorcovering may be applied directly over the material. Tread has a bull-nosed edge and is available in standard widths and thicknesses in 6’ to 12’ lengths. Boise Cascade, Portland, OR. NAHB booth 2318. Circle 314 on reader service card

3. Skylight for residential or light commercial applications is constructed of impact-resistant Uvex plastic. Easy-to-install unit comes in single-dome and double-dome versions. Paeo, Perth Amboy, NJ. Circle 315 on reader service card

4. Insulating sheathing panels, Styrofoam™ “TG,” have tongue-and-groove edges that fit together tightly to reduce air infiltration. Moisture-resistant panels can be attached to wood frame with staples or nails. Dow Chemical, Midland, MI. NAHB booth 2420. Circle 316 on reader service card

5. Lightweight concrete product, “Cem-Lite,” is a composite of cement, sand and alkali-resistant glass fibers. The material can be used for cladding, insulated roofing or duct work. Olympian Stone, Redmond, WA. Circle 317 on reader service card

6. All-wood spiral stair, Stair-Pak™, is handcrafted of clear red oak. Unfinished units are manufactured to any specified height and are available in 4’, 4’6”, 5’ and 6’ diameters. Stair-Pak, Union, NJ. Circle 318 on reader service card

7. Curved stair, “S-90,” is reinforced with hidden steel horses screwed to hardwood treads and risers. Non-squeaking stair fits a conventional 8’ ceiling. Custom heights are also offered. American General, Ypsilanti, MI. NAHB booth 2216. Circle 319 on reader service card

8. Joist hanger, “TECO-U-Grip,” can be used for limited-span floor and ceiling joists. The 18-gauge zinc-coated steel device has a load capability of 55psf for a 10’ to 11’ span, making it suitable for use with 2X6s as well as 2X4s. TECO, Washington, DC. Circle 320 on reader service card

9. “Monocast” concrete forming system features an insulating molded foam liner. The 4”-thick liner is placed against interior face of the aluminum form before concrete is poured. Contours for receptacles, etc. are molded in. The resulting fire-resistant wall has an R-value of 21. Western Forms, Kansas City, MO. NAHB booth 1661. Circle 321 on reader service card

10. Double-dome insulated skylight, “Kleen-Vue,” is for remodeling applications. Easy-to-install unit is manufactured of high-impact PVC and comes in three sizes: 14’4”x14’4”, 30’4”x30’4” and 14’4”x22’4”. APC, Hawthorne, NJ. Circle 322 on reader service card

11. “High-R” foam sheathing consists of a glass-reinforced polyisocyanurate foam core sandwiched between reflective aluminum foil facings. Sheathing is available in R-values from 3 to 16. Owens-Corning, Toledo, OH. NAHB booth 2506. Circle 323 on reader service card

12. I-beam joist weighs less than 2 lbs. per linear foot but is strong enough to be used 24” o.c. The “Residential TJ” is available in lengths up to 56’ and comes with precut holes for wiring and ventilation every 12”. Trus Joist, Boise, ID. Circle 324 on reader service card
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The Blue Book of Major Homebuilders

Construction Marketing Research Associates, Inc.

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You'll see landscaping that creates maximum outdoor sales appeal
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You'll learn how to plan and design sales offices and model areas that combine maximum effectiveness with minimum cost
And above all, you'll learn how to turn the theories of good marketing into practical programs—whether you're a small, medium, or large-volume builder
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You'll stay at the fashionable Newport Beach Marriott Hotel. And you'll be able to extend your stay either before or after the seminar at the same special seminar rate
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You'll spend three half-days touring new models and seeing how those concepts are put into practice
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Please note: The nature of the seminar makes it imperative that we limit our enrollment
Otherwise there would not be sufficient opportunity for you to talk with the experts or study the models
So registrations must be accepted on a first-come, first-served basis, and all registration fees must be received no later than two weeks before the start of the seminar you wish to attend. Last year we were forced to turn down several late registrations, so we urge that you register as soon as possible.

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Barry A. Berkus, president and founder of Berkus Group Architects, is a pioneer in designing excitement into production houses. He was also one of the earliest proponents of such innovative concepts as clustering and zero-lot-line homes. More than 100,000 units have been built from his designs, and his current programs include both single-family and multifamily projects in many different parts of the country.

Carole Eichen is president and founder of Carole Eichen Interiors Inc., one of the first firms in its field to stress the warm, lived-in look for production-house models. In the 12 years since she began her design practice, she has designed more than 8,000 room settings for some of the country's leading homebuilders. A member of House & Home/Housing's board of contributors, she is also the author of "How to Decorate Model Homes and Apartments," published by House & Home Press.

Howard Englander is vice president of research and consulting for Walker & Lee, the country's largest real-estate firm handling new-home sales. He has conducted feasibility and product-development studies in areas all across the U.S. and for product types ranging from high-rise to resort properties.

Lester Goodman is president of Lester Goodman Associates, a marketing services firm specializing in research, planning and merchandising techniques for residential builders and developers. In more than 20 years of experience he has been responsible for marketing some 30,000 homes throughout the U.S. and Canada. He is a charter member and vice president of NAHB's Institute of Residential Marketing.

William E. Mitchell is executive vice president of Weatherfield Homes, a housing company currently building in California's booming Orange County. He was the founder and former president of Market Profiles, a marketing and merchandising consulting firm, and has also directed marketing and sales operations for major building and real-estate companies.

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Members of the Custom Home Plans Club are entitled to receive a total of 12 sets of professional working drawings without charge.

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membership fee, members may obtain additional working drawings at a 35% discount off published prices which range from $25 to $50 for single sets and from $50 to $75 for four-set packages—depending largely on the square-footage of single-family homes and the number of units for multi-family dwellings.

Drawn to FHA and VA general standards, these blue line prints—size 36" x 20"—are easy to read on a white background. Depending on the size and complexity of the house design, plan sets may include as many as nine sheets. Notes and drawings indicate location and types of materials to be used. With complete freedom of choice, Club members may order their 12 sets of detailed working drawings at any time during the 12-month membership period.


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Folding tub/shower enclosure, "Aqua Maid" (above), can be opened or closed from either side. Translucent textured plastic panels are available with silver-satin or gold-satin anodized aluminum frames. American Shower Door, Santa Monica, CA. NAHB booth 1531. Circle 325 on reader service card

"Fairway" cabinet (right), with satin white washable laminated vinyl finish, is shown with a 19" x 17" "Vanessa" lavatory. Molded door is self-closing. Eljer, Pittsburgh, PA. NAHB booth 2618. Circle 326 on reader service card

Oversized spa, "Nautilus" (below), features contoured seating for as many as 11 people. Unit for residential or commercial use is 8'7" square. Hydro-Spa, Van Nuys, CA. NAHB booth 1767. Circle 327 on reader service card

Washerless faucet (left) has outer body of corrosion-resistant Celcon®. Easy-to-clean single-lever unit has a spin-welded CPVC underbody. NIBCO, Elkhart, IN. Circle 328 on reader service card

Traditional-style vanity, "Vicksburg" (below), is constructed of dent-resistant particleboard. Pine or white finish is offered. Belwood, Ackerman, MS. Circle 329 on reader service card

Decorative lavatory set (left) in a traditional floral design is made of ceramic porcelain and brass. Matching tub and shower faucet sets are available. Artistic Brass, Norris, Los Angeles, CA. NAHB booth 2438. Circle 330 on reader service card

"Windchime" vanity (above) complements both traditional and contemporary baths. Oak cabinet, with sculpted oak door fronts, has brown finish and canewave accents. Drawer and door pulls are of brass. Line also includes kitchen cabinetry. Brammer, Davenport, IA. Circle 331 on reader service card
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Oak-and-cane vanity line, "Harvest" (right), has dowelled and glued joints. Oak-top unit shown is 22" wide and has a vitreous china bowl. Heads Up, Santa Ana, CA. NAHB booth 1241. Circle 332 on reader service card.

Whirlpool bath, "Beauty Spa" (below), fits into the same space as standard tub. Unit is factory assembled. Briggs, Tampa, FL. NAHB booth 2305. Circle 333 on reader service card.

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One-piece tub/shower enclosure (above) is suitable for remodeling applications. Fiber glass unit, designed to fit through existing doorways and hallways, features non-porous, stain-resistant surface. Enclosure is available in a variety of colors. Cort, Ft. Wayne, IN. NAHB booth 1504. Circle 335 on reader service card

China lavatory faucet (left) is white with gold accents. Scratch-resistant handles are molded of a durable polyester and silicon material. Bradley, Menomonee Falls, WI. NAHB booth 2122. Circle 336 on reader service card

Modular bathroom cabinetry, "Grand Luxe" (above), has durable melamine-laminate wood construction. Double-sink vanity top includes integrated towel rings. Door and drawer pulls are of translucent lucite. Alibert, New York City. Circle 337 on reader service card
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Micro-Clasm® range (above) features a microwave upper oven for fast cooking and a continuous-cleaning conventional gas lower oven. Energy-efficient, pilotless lower oven features an automatic cooking control. Sears, Chicago, IL. NAHB booth 1300. Circle 338 on reader service card.

Cabinetry, "Harvest Cathedral" (above), features raised panels framed in solid oak. Adjustable shelves in single-door wall cabinets and self-closing hinges are standard. Lazy Susan cabinet is available. Merillat, Adrian, MI. NAHB booth 2624. Circle 339 on reader service card.

Range hood exhaust fans (left) feature single-switch controls, enclosed lights and two-speed motors. Two styles, a mitered-corner model and a straight-sided unit, are offered. "Chef-Aire" hoods come in ductless or ducted versions. National, Ocala, FL. Circle 340 on reader service card.

Rustic-styled cabinetry, "Country Manor" (above), features a thick hardwood frame and birch veneer face and back. Connor, Wausau, WI. NAHB booth 1500. Circle 342 on reader service card.

Convertible dishwasher (above) features a three-level power wash. Unit has five cycles including an energy-saving dry and a pot washer. Gibson, Greenville, MI. Circle 343 on reader service card.

"Carousel" microwave oven (left) has five-stage automatic browning. A revolving turntable assures consistent, even cooking and browning. Variable cooking control has settings that range from defrost to full power. A lighted recipe guide is featured. Sharp, Paramus, NJ. Circle 344 on reader service card.

Traditionally-styled "Imperial" cabinetry (above) features doors with recessed grooved panels. Drawers glide on steel monorails with nylon center and front-mounted side rollers. Cabinetry is also available in maple (shown) or walnut. Diamond, Hillsboro, OR. Circle 341 on reader service card.

Modular kitchen cabinetry, "Plantation Ash" (above), is made of genuine ash. Features include doors with recessed panels and custom-designed pulls with antique brass finish. The cabinetry is finished with moisture-resistant Durasyn®. Haas, Sellersburg, IN. Circle 345 on reader service card.
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Washer and dryer, “Space Mates” (above), are 27” wide and can be installed vertically or horizontally. Electric washer is an energy-efficient front-loading unit. Dryer is gas heated. White-Westinghouse, Pittsburgh, PA. NAHB booth 2300. Circle 350 on reader service card.

Self-ventilating range (above) features a convertible cooktop with grill, griddle and rotisserie options. Oven can cook either conventionally or by the convection method. Choice of cooking method is made by simply flipping a switch. Jenn-Air, Indianapolis, IN. Circle 351 on reader service card.

Combination range (left) features microwave and conventional electric cooking. Features include an electric pyrolytic self-cleaning oven/broiler, and variable microwave control. Unit comes in a choice of colors. Caloric, Topton, PA. NAHB booth 2136. Circle 352 on reader service card.

Cooktop (below) features an interchangeable grill/griddle on a giant fifth burner containing ceramic coals. Modern Maid, Chattanooga, TN. NAHB booth 2100A. Circle 353 on reader service card.

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And installation is simple. No additional time is required on the job when installing the T8082 Fuel Saver Thermostat with the heating system in new homes. When installed in existing model homes, a screwdriver and a little time is all it takes to replace the existing thermostat with the Fuel Saver.

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Honeywell has made a strong commitment to back the T8082 with national advertising dollars. So if you feature Fuel Saver Thermostats in your homes, Honeywell’s national advertising support will be helping you sell your homes.

But the Honeywell support doesn’t stop there. A complete package of merchandising materials has been developed for the Fuel Saver Thermostat, Fire and Smoke Detector and Electronic Air Cleaner to help you effectively feature each device in your model homes. Suggested radio scripts and newspaper ads have also been developed to help you promote these unique features to your new home prospects.

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Smoothtop electric range, "Corning 3+1" (above), keeps temperature accurate within 5'. Unit has a digital clock and a fluorescent light. Amana. Amana. A. Circle 346 on reader service card

Contemporary range hood in black glass with chrome trim (right) has mitered corners. The unit can be installed ductless with the addition of a charcoal filter or an air deflection louver or it can be vented. Hood comes in a choice of colors. Home Metal. Plano, TX. Circle 348 on reader service card

Microwave oven (above) with 1.5 cu. ft. interior, features a Memorymatic® solid-state memory system for automatic cooking. Litton. Minneapolis, MN. NAHB booth 2206. Circle 347 on reader service card

Contemporary Formica kitchen cabinetry, "La Porte" (above), is available in 13 solid colors and 12 woodgrains. The flush-door, hidden-hinge style provides an informal effect, while sliding drawers make storage items easily accessible. Roseline, New York City. Circle 349 on reader service card

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No-wax floor tile in a parquet style, "Nassau Hall" (above), is part of the "Bright 'N Shiny" group. The embossed vinyl asbestos tiles with a woodgrain look come with regular or self-adhering backs. Kentile, Brooklyn, NY. NAHB booth 1152. Circle 356 on reader service card

"Paverstone" ceramic tile pavers (above) come in seven colors and three textures in glazed and non-glazed styles. Offered in 4"x4", 8"x8" and 8"x16" sizes, pavers are maintenance free and naturally slip resistant. Metropolitan Ceramics, Canton, OH. Circle 357 on reader service card

Indoor/outdoor carpet. "Cadence" (above), is part of the Double Tuft® line. The honeycomb design creates a light and dark weave-like pattern. Floorcovering, constructed of easy-to-care-for Olefin fiber, comes in seven colorations. Carpeting comes in 6' and 12' widths with foam or latex backing. Ozite, Libertyville, IL. Circle 358 on reader service card

Traditionally-styled ceramic floor tile, "Cloister" (right), features a glaze technique that results in a soft-edged pattern with a dimensional look. Part of the "Terra Tapestry" collection, the tile comes in six colorations. Franciscan, Interpace, Los Angeles. Circle 359 on reader service card

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“Cumberland II” oak parquet (above) comes in 12” prefinished squares. Easy-to-install tiles feature beveled edges. Stain and wax are baked in for durability and easy maintenance. Flooring comes in two shades of brown and an “Old English” finish. Bruce, Dallas, TX. Circle 354 on reader service card

Teak parquet flooring. “Fountainebleau” (above), is a geometric design in a traditional French palace style. The pattern field is surrounded by a double picket. The wood is naturally resistant to termites, vermin, dry rot and decay. Bangkok, Philadelphia, PA. Circle 355 on reader service card
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Most hardboard door faces are like Tweedledoo and Tweedledum: it's hard to tell one from another. But you'll know Legacy when you see it. Because Legacy's wood grain isn't just lines on the surface; its pattern is deeply embossed. You see a grain rich in natural highlights and you can feel the texture as well. So Legacy faced doors are more than doors. They're a dramatic accent piece for every room.

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Thermal shutter blinds (above) consist of a continuous roll of interlocking vinyl slats. Durable, maintenance-free blinds are operated from inside and can be adjusted to any height. Sunega, Springfield, NJ. Circle 360 on reader service card

Cedar shake panels (above) reduce roofing time. Pre-laid handsplit shakes over ½" plywood sheathing make up each 8' panel. Easy-to-apply panels can be hand- or power-nailed over felt roofing paper. Shakertown, Winlock, WA. NAHB booth 2617. Circle 361 on reader service card

Redwood plywood siding (above) is available with clear all-heart face shown or with sapwood-streaked clear grade face. Low-maintenance easy-to-install siding can be applied directly to wall studs. Available either ¼" or ⅛" thick, panels are 4' wide and 8', 9' or 10' long. Panel in ⅛" thickness insulates as well as 8½" of concrete. California Redwood, San Francisco. Circle 363 on reader service card

Standing-seam roofing panels (left) are now available in 16' width. Zip-Rib 16® panels, intended for installation over solid sheathing, feature a concealed anchor system. No through fasteners, which can cause leaks, are needed. Seams are locked together by self-propelled electric zipper tool. Kaiser Aluminum, Oakland, CA. Circle 364 on reader service card

Easy-to-maintain vinyl soffit system, T-lok® (above), never needs painting and can be cleaned with a hose. Made of Duranyl® vinyl, soffit system is solid color clear through, and can withstand scrubbing with harsh cleansers if necessary. Soffit comes in solid and ventilated panels in a variety of colors. Mastic, South Bend, IN. Circle 362 on reader service card

Traditional-style shutters, "Cape Cod" (left), are constructed of high-density molded polystyrene. Scratch- and impact-resistant shutters have embossed woodgrain design and come in six colors including barn red, brown and forest green. A variety of sizes is offered from 36" to 80" high. Johns-Manville, Denver. NAHB booth 2118. Circle 365 on reader service card
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But best of all, its unique decorator access panel (see illustration) slips off so water and electrical connections can be made during any stage of construction. And it can be serviced without touching finished walls. The Omni V arrives completely plumbed, wired, ready-to-install, and with the Jacuzzi name. Your assurance of getting all the luxury and profit only the world's finest whirlpool bath can give.

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So often it's an appealing touch that sells a house. And what could be more appealing than the look America has fallen in love with in the past few years: the rich barnwood look. Now available in moderately priced Barnplank™ paneling, from your Georgia-Pacific Registered Dealer.

Knots, splits and natural color contrasts in this Ponderosa pine face veneer give Barnplank the character of authentic old barn siding. Irregular-width grooves, spaced approximately 12" apart, add to the panel's look of authenticity. With its feel of old stone fences and gracefully aging New England barns, don't be surprised if your customers think you've gone into the countryside to search for it yourself. What's also nice is that it comes in three separate, subtle shades giving you the choice of three completely different decorator approaches.

Real barnwood is preciously hard to come by, and everyone knows it. That's part of what makes seeing a room in Georgia-Pacific's new Barnplank paneling so impressive. And what better place for someone to be impressed than in one of the homes you've just built.

Weathered White  Weathered Grey

Weathered Brown
Fine Veneered Plywood 5/16"
Utility storehouse (above) is fabricated from rust-proof aluminum with baked enamel finish. Maintenance-free unit with decorative scrolls, pilasters and finials features smooth-sliding doors on extruded vinyl track. Three sizes are offered. Cabanarama, Miami, FL. Circle 366 on reader service card

Decorative ½"-thick concrete topping, "Thinset" (above), can be used over old or new concrete slabs. Topping suitable for interior and exterior applications comes in 15 patterns including brick and Spanish tile. Twenty colors are offered. Bomanite, Palo Alto, CA. Circle 370 on reader service card

Aluminum railing, "Series 400" (above), is adjustable for step or platform use. Factory-assembled railing comes in 2' to 8' lengths. Black or white baked enamel and satin anodized aluminum finishes are offered. Superior, Russia, OH. Circle 367 on reader service card

Insect control device, "Rid-O-Ray" (above), is powered by standard 110v household current. Insects are attracted by an ultraviolet light, then killed by a charged wire grid. Unit can be wall- or post-mounted. Charmglow, Bristol, WI. Circle 368 on reader service card

Redwood bicycle stand (above) will secure two bicycles. Device features patented nylon-coated steel locking jaws and vinyl-coated cable of tempered galvanized alloy steel wires. Oiled-redwood 4'-high post is maintenance-free. Rally, Sonoma, CA. Circle 371 on reader service card

Impulse sprinkler, "P5-PJ" (right), has a dial to control diameter setting between 30' and 76'. Delrin device can be used on a spike, on a sled base or in a pop-up case for underground installation. Patented PJ™ tube confines sprinkling to desired area. Rain Bird, Glendora, CA. Circle 372 on reader service card

Frost-proof sill cock (left) offers built-in anti-siphon protection. Self-draining device is tamper-proof and easy to install. Three models are offered for sweat or thread connection. Each is available in six lengths from 4" to 14". Each assembled valve is tested. Mansfield Sanitary, Perrysville, OH. Circle 369 on reader service card

Decorative waterwheel (above) can be used to accent waterscaping. Solid redwood wheel with polyurethane finish has base treated for watertightness. Unit comes in 35"- and 52"-high models. Hermitage, Canastota, NY. Circle 373 on reader service card

Decorative waterwheel (above) can be used to accent waterscaping. Solid redwood wheel with polyurethane finish has base treated for watertightness. Unit comes in 35"- and 52"-high models. Hermitage, Canastota, NY. Circle 373 on reader service card
We've been so busy getting to be Number One, we forgot to tell you.

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We're the name behind the five cabinet divisions: Tri-Pac, Del Mar, IXL, Beauty Queen and Mutschler. We got to be Number One by searching out companies with solid foundations, good reputations. We bought them — weeded out the weak points. Reinforced the strong ones.

We increased our distribution. Developed twelve plants and seventeen warehouses. Added new products. Improved deliveries. Enlarged the sales force to 160-strong, and growing. We worked hard and long. And the companies we acquired grew. And grew. So that today, most large builders in the nation are buying at least one of our brands.

For example, we purchased Del Mar in 1975. Today it has already doubled in size. Within the last five years, Tri-Pac division sales have gone from $26-million to $65-million, while Mutschler has doubled its size in the last three years. In short, we've taken good, solid cabinet companies. And made them great.

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**Built-in fireplace** (above) is an energy-saving unit with a stainless steel heat exchanger and side liners. Zero-clearance fireplace returns heated air to the room. Majestic, Huntington, IN. Circle 374 on reader service card

**Imperial Carousel** fireplace (left) is a freestanding unit with a glass-enclosed firebox. Fireplace comes in a wide choice of decorative colors. Malm, Santa Rosa, CA. Circle 375 on reader service card

**Franklin fireplace** (above) features a louvered top for quick heat dissipation. Unit can produce 50,000 to 70,000 BTUs of heat depending on the wood being burned. Martin, Huntsville, AL. NAHB booth 1456. Circle 145 on reader service card

**Furnace-like, zero-clearance, heat-circulating fireplace**, "E-Z Heat" (above), features convection circulation through two 6" ducts. Each has its own control and can be vented in the same room or an adjoining one. Superior Fireplace, Fullerton, CA. Circle 146 on reader service card

**Energy-saving "Hearth Heater"** (above) captures the heat normally lost up the chimney and circulates it through the room. Automatic unit comes in three sizes. Duo-Therm, La Grange, IN. Circle 147 on reader service card

**Freestanding fireplace** (right) is a conical unit offered in a choice of six colors. The "Modern 38" is 38" wide. Preway, Wisconsin Rapids, WI. NAHB booth 1625. Circle 148 on reader service card

**Glass-enclosed fireplace** "La Casa" (above), is fabricated of brick and steel. The energy-saving unit stores heat in a chamber between the two back walls. This heated air is circulated through the room. Vents on the front screen control air intake. Ember Box, Oklahoma City, OK. Circle 149 on reader service card
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H-1/78
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Entry door handle sets, “Super Guard Lock II” (above), come in four decorator styles. Shown, (from left to right) are Mediterranean, contemporary, provincial, and early American. Ideal Security, St. Paul, MN. Circle 157 on reader service card.

“Avanti” door knob (left) features a delicate rope-like pattern which encircles the face of the knob and is repeated on the rosette. The design comes in all standard functions including entry, privacy, passage, exit and a dummy knob. Antique brass, ebony brass and antique nickel, are offered. Kwikset, Anaheim, CA. NAHB booth 2616. Circle 158 on reader service card.

Entrance handle (above) features a separate key-actuated lock which controls the security bolt from outside. The latch is operated by a thumb piece. A panic-proof “Mark 76” interior trim/locking mechanism retracts the latch and bolt simultaneously so that the door can be opened quickly. Dexter, Grand Rapids, MI. Circle 160 on reader service card.

Simultaneous retract lock (above) features a passage set lower trim. Security is provided in the upper hardware with a 1” projection deadbolt. Turning the inside knobs opens both. A free-turning solid brass ring guards the key cylinder. A range of finishes are offered. Weiser, South Gate, CA. NAHB booth 2438. Circle 161 on reader service card.

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Heavy-duty deadbolt (left) is available in single and double cylinder models and a one-way version. The "Series 2000" deadbolts feature four concealed holding screws and a solid brass cylinder guard. Harloe, West Haven, CT. Circle 162 on reader service card.

Built-in strong box (above) is made of heavy gauge steel and features a positive closure, tamper-resistant door and lock. Unit offered in 20" and 30" high models can be installed between 16" or 20" on center studs. Superior Marine, College Point, NY. Circle 159 on reader service card.

"Home Sentry" smoke alarm (above) is a dual ionization type unit. Alarm comes in battery-powered, wired-in and corded models. All units feature a test button to check operation. General Electric, Bridgeport, CT. NAHB booth 2412. Circle 163 on reader service card.

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Boss Level Transit® (right), is for use on jobs with sightings up to 200 to 250 ft. with leveling accuracy requirements within 0-1/₁₀₀ at 75’. Unit has a 5 minute leveling vial with an adjustable mirrored cover and a rugged steel spindle center for smooth rotation. David White, Menomonee Falls, WI. Circle 164 on reader service card

Gasoline-powered chain saw is available in the 16” model (above) and a 14” version. Easy-to-handle, 9½ lb. tool features a solid state ignition and an inertia chain brake which stops automatically if kickback occurs. Skil, Chicago. Circle 165 on reader service card

Electric “Utility Breaker/Drill” (above) is a lightweight portable tool. Unit delivers 1800 blows per minute, each with an impact force of 10 ft. lbs. A fingertip control converts the tool from one function to another. Wacker, Milwaukee, WI. Circle 166 on reader service card

Double-insulated circular saws (above) operate at 5,800 RPM. The 6½”, 7¼” and 8½” units all feature balanced top handle design for easy maneuverability and a powerful sawdust removal system. Rockwell, Pittsburgh, PA. Circle 169 on reader service card

Paint spraying outfit (above) includes a piston-type air compressor, a 1 qt. capacity spray gun with four nozzles. Also featured is a 2½ oz. capacity airbrush and 2 nozzles. Tool can be used for a wide range of spraying applications. Miller, Broadview, IL. Circle 167 on reader service card

Construction stapler (above) is a heavy duty air-powered tool designed to drive extra-long staples. Spring-type safety device won’t allow firing until the tool nose is against the work piece. Tool is suited for subflooring. Senco, Cincinnati, OH. NAHB booth 1024. Circle 168 on reader service card

Floor truss system, Floor Klincher® (above) presses both sides of the truss at once. Jig and pressing heads are set at the span and depth desired and unit fabricates the truss automatically. No manual placement of the fastener is necessary. Panel Clip, Farmington, MI. Circle 170 on reader service card

“Jetaway” water broom (left) washes down hard outdoor surface areas by hooking up to a garden hose. The all-metal bristleless push broom on two casters features seven small nozzled hoses which spray a 42” wide area. Southeastern, Raleigh, NC. Circle 171 on reader service card
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Micro-Thermal upper oven can be operated with microwave and conventional cooking modes simultaneously even while the lower conventional oven is in operation, adding up to three simultaneous cooking methods.

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Ceramic insert to hold small dishes in the center rack of the roomy porcelain Micro-Thermal oven.

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Get to know the complete line of Delta and Delex faucets. Write today for our "Family Album" brochure.
Portable electric saw (left) is a heavy-duty 7 1/4" model with non-conductive glass-filled nylon housing and handle. Aluminum wraparound shoe provides stability. A graduated lip on shoe allows for fast set-up of rip cuts. Saw with a 13 amp motor has rear and side sawdust chutes. Milwaukee, Brookfield, WI. NAHB booth 1044. Circle 175 on reader service card

Riding trencher, "Model 2200" (above), is powered by an air-cooled heavy-duty 18 hp engine. Four-wheel-drive vehicle is capable of digging a trench from 4 1/4" to 12" wide to depths of 5'. Hydraulic backfill blade has 35° swing angle left or right. Ditch Witch, Charles, Perry, OK. Circle 172 on reader service card

All-purpose cut saw, "Model 3103-09" (above), has two speed settings for work with wood, metal or plastic. Adjustable rocker shoe follows contour of work and increases blade life. Urethane boot is abrasion-resistant. Tool comes with carrying case. Black & Decker, Towson, MD. Circle 176 on reader service card

Three-way panel saw (above) is a semi-portable unit. Saw is offered in two models. "Model 3481" cuts plywood, hardboard, plastic laminates, etc. up to 4' wide. "Model 3486" cuts sheet material up to 5' wide. Structural members are aluminum. DeWalt, Lancaster, PA. Circle 173 on reader service card

"Sanding Squares" (right) consist of grit bonded to both sides of a tough, flexible fabric. Double-sided 3 3/4" x 4 3/4" squares conform readily to shape of work surface. Two types are offered for dry work and two for wet sanding. Evode, Somerdale, NJ. Circle 174 on reader service card

Industrial screwdriver line, Mighty Midgets® (above), features permanent magnet motors. Tools with pistol grips are double-insulated and have built-in circuit breakers to prevent motor burn-out under overload conditions. Stanley, New Britain, CT. Circle 177 on reader service card

Heavy-duty stapler, "MS-1580" (above) drives 15-gauge galvanized, 1/4" crown-width staples in 2", 2 1/4", and 2 1/2" lengths. Tool, with air-conserving single-cycle design, features a quick-clear jaw. Duo-Fast, Franklin Park, IL. NAHB booth 1004. Circle 178 on reader service card

Bulk nail hammer (left) provides control of depth of drive. Nails can be countersunk or left standing to desired height. Device, with no finger-actuated trigger, cannot be accidentally fired. Easy-to-maneuver unit weighs slightly more than 2 lbs. Danair, Visalia, CA. Circle 179 on reader service card
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**Steel sectional garage door.** "Century" (above), looks like a raised-panel wood door. Child-Safe® joints reduce chance of injury to hands or fingers. Optional insulation and perimeter weatherseal packages are offered for the warp- and crack-resistant door. Stanley, Birmingham, MI. Circle 153 on reader service card

**Wood patio door.** Thermaslide® (above), features tempered insulating glass. Inside movable panel prevents ice build-up and allows full closure of door against the weather. Factory-installed weatherstripping and "Dual Seal" interlock prevent air infiltration. Sills are heavy-duty aluminum and rollers are adjustable. Security lock is optional. Malta, Malta, OH. NAHB booth 2336. Circle 155 on reader service card

**Horizontal pivot window.** (left) has integral venetian blind between glass panes. Easy-to-clean and operate unit is available with built-in 22" locking device to prevent unauthorized operation. Window in wood or aluminum is shown with ventilator which allows for escape of hot air accumulated on the inside of the glass. Unit is available in sizes up to 70 sq. ft. Unitas, Essex, CT. Circle 156 on reader service card

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**Classified Advertising**

The market-place of housing.

**BUILDING OPPORTUNITIES**

The Harrison County Housing Authority, Harrison County, WV, is seeking interested builders/developers to participate in the construction of a major housing subdivision located near Clarksburg, WV. This is a private development project aimed at meeting the housing needs of middle-income families in the area. The Housing Authority offers the following... 127 acres of prime land... a complete engineering plan... excellent access off major transportation routes... central water and sewer tie-in... a market study indicating strong demand... location 3 miles from Clarksburg CBD. Contact Buddy Roogow at (304) 624-7431, Ext. 270, Harrison County Planning Commission, 301 W. Main Street, Clarksburg, WV 26301.

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**Classified Section**

**Non-Display Order Form**

To place a non-display advertisement, fill out this form, including your name, street address, city & state with ZIP code, attach it to a separate sheet containing your advertising copy, and mail it to:

**HOUSING**

P.O. BOX 900
NEW YORK, N.Y./10020

Rates: $6.80 per line, minimum insertion three lines, six words to a line, box number counts as one additional line. Display rates on request.

☐ Payment Enclosed $... ☐ Bill me

☐ Use Name & Address ☐ Use Box No.

Advertisement to appear... time(s)

Signature

---
Introducing The Living Attic

Solve a critical housing problem and create a beautiful upstairs world with Velux Roof Windows.

It's tough for lots of people to find enough room to live in, at a price they can afford. Whether it's young couples just starting out, or that are growing big. Velux Roof Windows may be the key to a solution. For them. And for you.

We make otherwise dark, dusty and dreary attics into light, airy and cheerful living areas. That's why we call them Living Attics.

You can add more living area to new homes right from the start. Or make older ones bigger, which can be a lot less costly than a move for the owners.

But there's a lot more to Velux Roof Windows, and you could profit from the facts. May we suggest a call or a note.

---

Visit the 5TH TOKYO INTERNATIONAL GOOD LIVING SHOW
April 26 - May 5, '78

The opportunities are great. Over 474,000 attended the 4th Tokyo International Good Living Show, and nearly 440 companies from 23 countries exhibited. The 1978 "For Better Homes" Housing Industry exhibition promises to be even better.

This is an important forum and showcase for buyers and suppliers. Major new innovations and a wide range of products are assembled in one convenient location.

It happens only once every two years! Plan to be in Tokyo to take advantage of the many opportunities!

---

MANUSCRIPTS WANTED

Architectural Record Books publishes hard cover books on architecture, engineering, interior design, housing, construction and related subjects, and is seeking book proposals and manuscripts. If you have a manuscript or a proposal, or know of someone who does, we'd appreciate it if you would arrange that it is sent to us for evaluation for possible publication. In order to make an evaluation we will need a chapter outline and at least one sample chapter.

Please address all inquiries to:

The Editor
Architectural Record Books
1221 Avenue of the Americas
New York, NY 10020

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Fiber glass screening material (above) can block as much as 75% of the sun's heat before it reaches the window. Material is easily installed with standard aluminum screen framing and will not stretch, shrink, dent or corrode. Reynolds Metals, Richmond, VA. NAHB booth 2342. Circle 150 on reader service card.

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Energy-saving windows, "Series 257 Thermal Break" (above right) and "USA Case­ment," are suitable for remodeling or new construction. Prefinished aluminum exteriors come in white or bronze; wood interiors are unfinished. Alcan Building Products, Warren, OH. Circle 151 on reader service card.

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Wood casement window, "C200" (above), is double-weatherstripped around the perimeter of the sash. Window is glazed with insulating glass to cut heat loss. Triple glazing is optional. Unit is provided with primed exterior frame and unfinished interior which can be painted or stained to match any decor. Caradco, Scovill, Rantoul, IL. NAHB booth 2236. Circle 152 on reader service card.
Where do you expect the real fine woods in your kitchen cabinet? Where it shows, of course! That's why Richwood's doors and drawer fronts are real oak with a hand-wiped finish that brings out the richness and warmness. And, in keeping with the fine quality of the exterior, the Richwood drawer has been specially designed to give years of trouble-free beauty and service. Put it all together and you have the most handsome, practical and economical kitchen cabinet on the market today. Tomorrow? When a better product is made, it will come from KK.

Consumer Convenience.
These easy-to-clean drawers make for years of real convenience. The life-time rollers virtually eliminate drag or noise. Pulls open to a positive stop; self-closes with just a gentle push.
When your job needs vinyl wallcoverings instead of paint, Glidden is the paint company that has the vinyls.

Hundreds of patterns, including deep textures, all in commercial grades with your choice of three weights, and all in your choice of two widths.

So you can match widths and weights to your job—you won’t pay for heavyweights when lightweights will do, or for 54-inch widths when 27-inch widths will save.

Money-saving options, like these, are part of the Glidden commitment to be your one-source, full-service supplier for everything professional painters and decorators need.

That includes complete technical service backup for all our coatings and free color styling assistance from our Color Studio professionals.

Tell us about the job you want to do. We’ll tell you how our products and services will help you get it done.

In paint, or vinyl, or both.

Glidden

In paint, or vinyl, or both.
Market-oriented sales management

A two-day course for
- Builders
- Marketing Directors
- Sales Managers
- Realtors

Miami, Fla. Feb. 9-10
Newport Beach, Cal. Mar. 9-10
Houston, Tex. Apr. 10-11
Market-oriented sales management
An intensive two-day program designed to show you how to sell your product to your market

You'll study with Dave Stone, America's foremost new-home sales consultant
Over the past four years he has taught sales techniques and management to more than 1,000 House & Home/Housing seminar attendees
Now, in this new seminar, he will stress the vital link between your sales strategy and your over-all marketing program

Here's why you should attend
Because whether you're a small or large builder, today's skyrocketing costs mean you simply can't afford to miss your market
Because if your selling program isn't fully in tune with your marketing concept, chances are you will miss your market
And because if you haven't trained your salespeople—or your Realtors—to sell your particular product, you can't expect them to sell effectively

So at this seminar, Dave Stone will show you...
- How to develop successful sales/marketing strategy
- How to create an effective sales environment
- How to select the right sales people for your program
- How to train those people to sell your homes

Miami, Fla.
February 9–10
Marriott Hotel

Newport Beach, Cal.
March 9–10
Marriott Hotel

Houston, Tex.
April 10–11
Warwick Hotel
You'll learn to develop special techniques for selling specific buyer groups, including...
- The first-time buyer
- The family move-up buyer
- The family move-down buyer
- The single buyer
- The empty nester
- The retirement buyer
- The resort-home buyer

And you'll have ample opportunity to discuss all these subjects, plus your own particular concerns, with Dave Stone and your fellow students in both formal and informal sessions.

You'll explore the advantages of builder/Realtor cooperative sales programs and how to set them up. Specifically, you'll learn...
- How to establish a successful builder/Realtor relationship
- How to execute builder/Realtor agreements
- How to operate equity trade-up programs
- How to determine compensation and incentives
- How to develop a comprehensive training program
- How to simplify builder/Realtor forms and systems

You'll review these basic skills and techniques as they apply to market-oriented selling
- Qualifying prospects
- Building perceived values
- Handling objections and serious questions
- Creating a sense of urgency
- Closing the sale
- Preventing cancellations
- Building referrals

Special seminar features
An early-bird brainstorming session where Dave Stone will discuss individual problems
A comprehensive workbook that will serve as a permanent reference guide
Detailed sales-training schedules
Checklisted management-systems forms that you can apply to your own operation
A personally developed management-action plan for ideas and programs that you can begin to implement immediately

Dave Stone's expertise in real-estate sales and sales management comes from years of on-the-job experience. He began his career as a homebuilder and salesman, then served as General Manager of Stone & Schulze, a realty firm that represented some of the most successful homebuilders in Northern California. He is currently President of The Stone Institute, a marketing and sales consulting firm with both building and realty clients in all parts of the country.

In the past few years, Dave Stone has been widely hailed as homebuilding's leading teacher of sales management. He has lectured to more than 100,000 builders, sales executives and salespeople, many of them at House & Home/Housing's seminars. He has produced training films and tapes for the housing and real-estate industry, and has authored nine books on real-estate sales—among them the best-selling "How to Sell New Homes and Condominiums," published by House & Home Press.
How to register
Please complete and return the coupon below to:
Seminar Dept., House & Home/Housing
1221 Avenue of the Americas
New York, N.Y. 10020
Or you may register by calling (212) 997-6692. All registrations will be confirmed by mail.

Seminar fee: $395
The full registration fee is payable in advance, and includes all luncheons, workbooks and other meeting materials.

Seminar hours
Registration starts at 8:30 a.m. the first day. Programs run from 9:00 a.m. to 5:00 p.m., with a special optional brainstorming session beginning at 7:30 a.m. the second day.

Hotel reservations
While House & Home/Housing does not make individual reservations for seminar participants, we have arranged with the Marriott Hotels in Miami and Newport Beach and the Warwick Hotel in Houston to hold a special block of rooms for our attendees. You can reserve your room at either of the Marriott Hotels by phoning (800) 228-9290, and at the Warwick Hotel by phoning (800) 323-7500 from all areas except Illinois, which is (800) 942-7400, and Canada, which is (800) 261-6353.

Please be sure to say that you are attending the House & Home/Housing seminar. This will identify your reservation with the block of reserved rooms, and assure you of the special seminar rate. And we suggest that you make your reservations as early as possible.

Tax Deduction of Expenses
An income tax deduction is allowed for expenses of education (includes registration fees, travel, meals, lodgings) undertaken to maintain and improve professional skill. See Treasury regulation 1.162-5 Coughlin vs. Commissioner 203 F. 2d 307.

Seminar Dept.
House & Home/Housing
1221 Avenue of the Americas
New York, N.Y. 10020

Please register me in the MARKET-ORIENTED SALES MANAGEMENT seminar checked below:

☐ Miami, Feb. 9-10
   Marriott Hotel
☐ Newport Beach, Mar. 9-10
   Marriott Hotel
☐ Houston, Apr. 10-11
   Warwick Hotel
☐ Check payable to House & Home/Housing enclosed
☐ Bill my company
☐ Bill me

Name ____________________________
Title ____________________________
Company _________________________
Address __________________________
City __________ State _______ Zip ________
Phone ____________________________
Signature _________________________

Additional registrations from my company:

Name ____________________________
Title ____________________________
Company _________________________
Address __________________________
City __________ State _______ Zip ________
Phone ____________________________
Signature _________________________
Tomorrow's truly energy efficient home needs today's new gas appliances.

Energy-efficiency means conserving energy and saving money. That's important to every family building a home today, and that makes it important to you.

Helping people achieve energy-efficiency in their new homes is part of the builder's job. People respect your knowledge and listen to your advice. So when they're considering appliances, tell them about the new breed of energy-efficient gas appliances available today. They're up to 50% more efficient than the ones offered just five years ago, with features like pilotless ignition, better insulation and improved heat transfer.

For the big household jobs—cooking, heating, drying clothes and heating water—gas is the most efficient energy there is. And people will appreciate your telling them that, because it means they'll be saving money for years to come.

True energy-efficiency means making the best possible use of our energy resources. Today's gas appliances do just that.

To state it simply:

New gas appliances are good for your economy!
What's your "Consumer's IQ" on: mail advertising?

SCORE YOURSELF WITH THIS TWO-MINUTE QUIZ.

1. Shopping by mail is risky.  □ True □ False
2. Americans buy less by mail than they used to when more people lived on farms.  □ True □ False
3. There are government regulations to make sure I get prompt service when I order by mail.  □ True □ False
4. The Postal Service loses money on advertising mail, and the difference comes out of my pocket.  □ True □ False
5. There is no invasion of my privacy when advertisers exchange or rent mailing lists.  □ True □ False
6. Once I buy something by mail, every mail order company will send me their advertising, regardless of my buying interests.  □ True □ False
7. There's a simple way I can get off many mailing lists if I wish.  □ True □ False

1. False. Generally mail order is an easy, worry-free way to shop. It's estimated that one in three Americans bought something from a catalog in 1975. It's convenient, you can avoid crowded stores, saving on service and saving gasoline. With most products, you're offered a free trial period and there's a money-back guarantee on almost everything sold by mail today. Today's mail order marketer depends on repeat business, which he can only develop by earning your trust.

2. False. More goods and services are being bought by mail today in both urban and rural areas than ever before—some $60 billion worth in 1976—and the amount keeps growing. More hard-cover books, for example, are now sold by mail than in stores. Each year more of America's best-known and most trusted corporations turn to selling by mail as an added convenience for the consumer.

3. True. Representatives of the mail order industry cooperated with the Federal Trade Commission in establishing simple rules to protect consumers. Basically, if a company is unable to ship merchandise within 30 days after receiving your order, they must notify you of the delay and give you the option of canceling the order and getting a refund if you have prepaid. The company must even provide you with a postage-free card or envelope for this purpose. Mail order firms today are well aware how important prompt delivery is to you.

4. False. Third Class, or advertising mail, not only pays for itself but also helps defray much of the Postal Service's fixed expenses. Third class mail costs far less to handle than first class because the advertisers do so much of the labor themselves, like sorting the mail by zip code, bagging it, and delivering it to the post office.

5. True. What actually happens is that an advertiser merely acquires the opportunity to mail its literature a single time to a certain group of people. A manufacturer of fishing equipment would have no interest in sending its catalog to women who have bought cosmetics by mail. Effective advertisers acquire the opportunity to mail to a list of people only if those people appear to be likely customers. Not everyone who subscribes to an outdoors magazine enjoys fishing—but statistics would show that impressive percentages do. Therefore, direct mail advertisers select mailing lists based on interests that are implied by subscribing to various magazines, previously ordering by mail, having certain charge accounts or making certain purchases.

6. False. Direct marketers engage in market research—just as do all advertisers—to determine where their best potential markets lie. For example, that same manufacturer of fishing equipment would have no interest in sending its catalog to women who have bought cosmetics by mail. Effective advertisers acquire the opportunity to mail to a list of people only if those people appear to be likely customers. Not everyone who subscribes to an outdoors magazine enjoys fishing—but statistics would show that impressive percentages do. Therefore, direct mail advertisers select mailing lists based on interests that are implied by subscribing to various magazines, previously ordering by mail, having certain charge accounts or making certain purchases.

7. True. Just request a Name-Removal Form by sending the coupon below. The 1700 member companies of the Direct Mail Marketing Association will gladly cooperate by removing your name from as many mailing lists as possible. Of course we can't stop all advertising mail from reaching you—but you will receive much less, beginning about 90 days from the time you return your Name-Removal Form.

If you answered all the questions in this little quiz correctly—Congratulations! If not, we thank you for giving us this opportunity to clear up a few of the misconceptions many people still have about buying by mail.

Mail Preference Service
Direct Mail/Marketing Association
6 East 43rd Street
New York, N.Y. 10017

□ I want to receive more mail on my favorite interests or hobbies. Please send me a Name Add-On Form.
□ I want to receive less advertising mail. Please send me a Name Removal Form.

Name
Address
City
State.
204 housing 1/78
The case for structural stucco.

People have been using stucco for thousands of years: as an exterior surface finish. We're ready to offer you something more.

It's called Simpson Stucco 316. And it allows you to specify the beauty and texture of stucco, in a structural material. Stucco 316 isn't a finish, it's a durable overlaid plywood, with a realistic embossed stucco texture.

Specify Stucco 316 and you'll see the advantages. You get a beautiful stucco surface in a fraction of the time required for conventional applications. There's no wire mesh, no drying time, no sheathing required. Just nail it up and you're done. Stucco 316 can be finished immediately in your own choice of colors. Or it's available prefinished.

Stucco 316 is a natural for a variety of design treatments such as Swiss, Spanish and English Tudor. You can even use it for panelized wall systems.

If you want the look of stucco, you're going to love Stucco 316. It's durable, convenient, easy to install, and looks like the real McCoy. We rest our case.

For further information write Simpson Timber Company, 900 Fourth Avenue, Seattle, WA 98164.

Stucco 316

Simpson

Circle 52 on reader service card
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Who says "Wood frame is the only sensible way to build low-rise residential"?

Not the builder of Deepwood North, Mentor, Ohio

Ed Tresger built with concrete for plenty of good reasons. The precast concrete plank between floors and the concrete block walls make each apartment an "oasis" of safety and privacy. Outside noises can't get through to disturb tenants. As a result, residents feel they get their money's worth, renew their leases.

What's more, concrete is fire resistant, saves energy, lowers insurance premiums, cuts maintenance costs, helps speed construction (the first renter moved in four months after ground-breaking). And first costs are competitive.

Architectural design was a reason, too—the traditional styling of Deepwood is greatly enhanced by the solid, reassuring presence of concrete. Concrete is the basis of Tresger's successful marketing formula for getting apartments up fast, getting them full, keeping them rented longer. Concrete can be your formula, too. Mail us the coupon. We'll mail you the facts.

O.K. Sounds good. Tell me more.

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Company __________________________
Address ____________________________
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New Villager is the first and only vinyl flooring technological breakthrough with the new exclusive Chromabond formula. Chromabond is a unique formulation that offers you these four tremendous advantages.

**Exceptional stain resistance**
The durable, super-tough vinyl wearlayer, specially formulated for Villager, seals out even the most troublesome spots and spills. Laboratory tests show that compared to other resilient floors, Villager offers greater resistance to stains.

**Superior color integrity**
The exclusive Congoleum Chromabond formula offers special ink pigments which effectively combat discoloration due to alkaline moisture. The rich colors of Villager are protected by the exclusive Chromabond formula.

**Superior milde resistance**
Laboratory tests show that the exclusive Chromabond formula offers superior resistance to mildew that can cause discoloration in most vinyl floors.

**Durability and ease of maintenance**
The exclusive Chromabond formula offers a crystal-clear wear surface which needs no wax to protect its sealed-in beauty. Besides having this easy maintenance feature, the wear surface is extremely durable for residential applications and is 20% greater than minimum F.H.A. requirements.

New Villager is available in two exciting designs, carefully developed for consumer acceptance and builder needs, and in 6" and 12' for seamless installation in most rooms. Barclay Square® combines the simplicity of natural with the elegance of warm and rich colorations. Its crisp grout line and beautiful background are right at home with most any decorating scheme.

**Fairlawn™** represents a natural, basic and simple design with terrific depth, brilliant clarity and elegant richness. Its beautiful overall character will complement the most demanding decorator scheme.

**Congoleum does more than make beautiful floors... WE SELL HOMES!**

Congoleum provides qualifying builders with a complete and flexible program to assist in selling homes. 1) A unique, attractive flooring selection center for free-standing or wall-mounted use. 2) Model home identification to merchandise Congoleum national acceptance. 3) Comprehensive flooring sample sets. 4) A flooring allowance program, when using Congoleum flooring in model units. 5) Distributor service with the inventory and sales support to serve your needs. Congoleum Corp., 195 Belgrove Dr., Kearny, NJ 07032 (201) 991-1000.

First showing of Villager—NAHB Builder Show, Exhibit 2424

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And future maintenance costs will be less since pre-staining by machine can last up to twice as long as stain applied by conventional methods: more stain protection gets into the wood because it is applied uniformly on a horizontal surface, then forced deep into the fibers by rollers and brushes.

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