

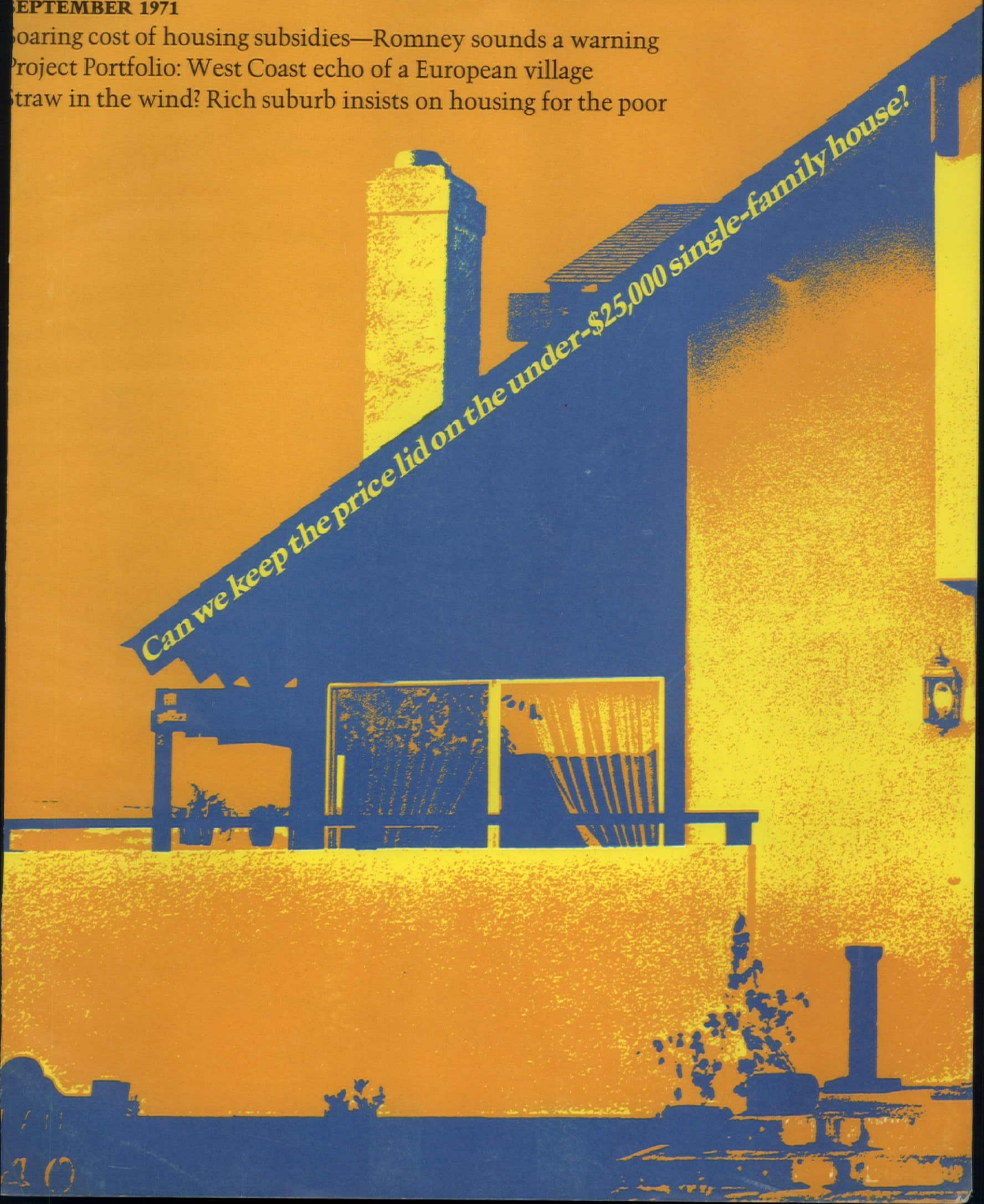
McGraw-Hill's marketing and management publication of housing and light construction

# House & Home

SEPTEMBER 1971

Soaring cost of housing subsidies—Romney sounds a warning  
Project Portfolio: West Coast echo of a European village  
Straw in the wind? Rich suburb insists on housing for the poor

*Can we keep the price lid on the under-\$25,000 single-family house?*



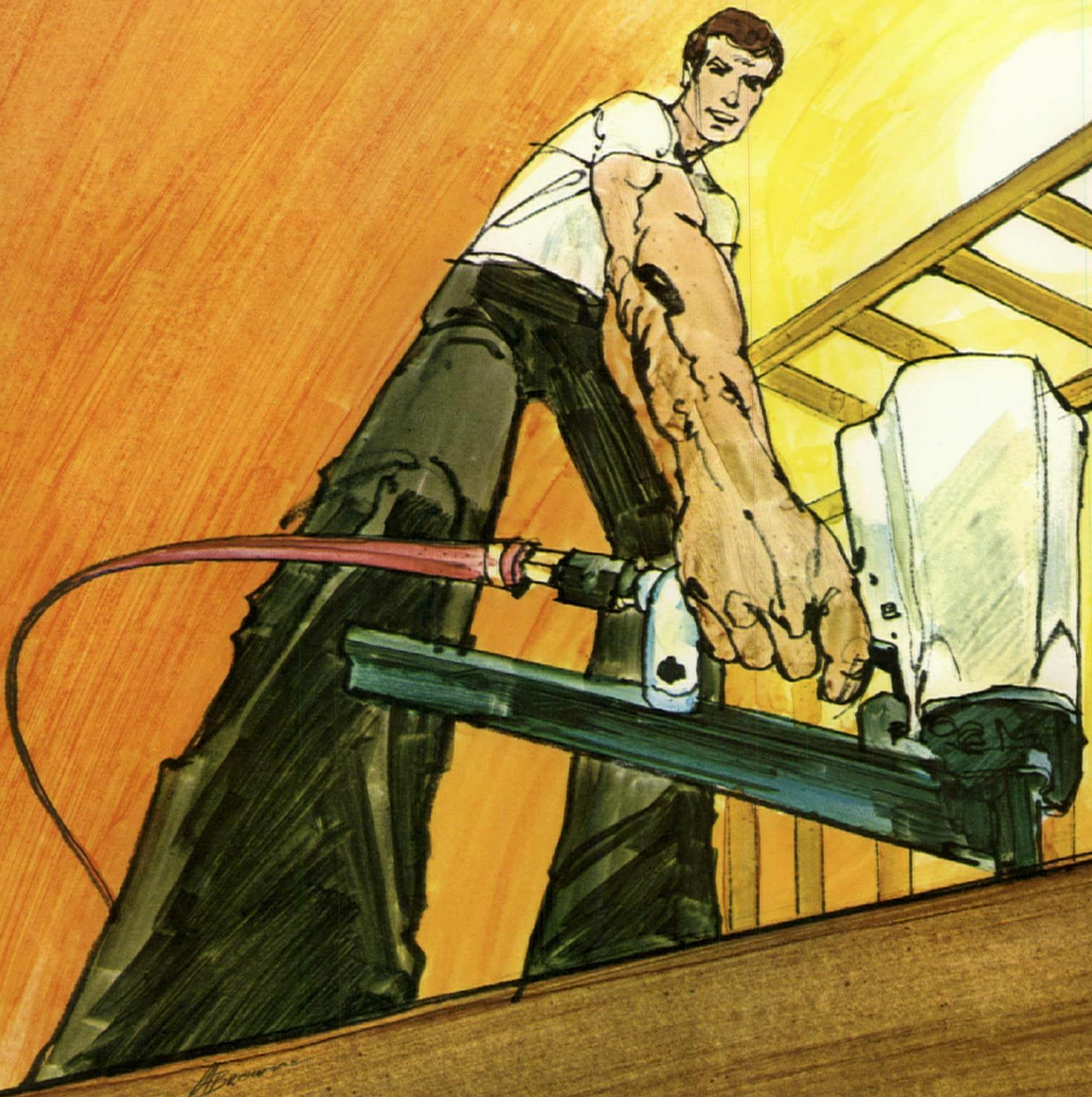
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# House & Home

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

Volume 40 Number 3 / September 1971

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## Romney cries a warning: housing subsidies could eventually top \$200 billion

The government's fastest-growing housing programs are so popular—with both builders and their customers—that Housing Secretary George Romney is sounding the alarm and scrambling for a way to change or replace them.

The programs provide mortgage-payment subsidies under FHA sections 235 and 236 for home owners and renters. The sections were written into the Housing Act of 1968 for families earning \$3,600 to \$7,200 a year.

Romney—and some Congressmen who must vote the subsidies—are now aghast at the skyrocketing costs. The Secretary predicts the outlay for all housing subsidies will hit \$7.5 billion a year in 1978, when the 10-year housing goals programs are completed, and that the cumulative costs could top \$200 billion. Much of that will be accounted for by 235 and 236.

The National Association of Home Builders projects a subsidy of perhaps \$4.6 billion, but it takes Romney's warning seriously. "He'll scare some of the appropriations people," says an NAHB source, "and we won't get the money we need."

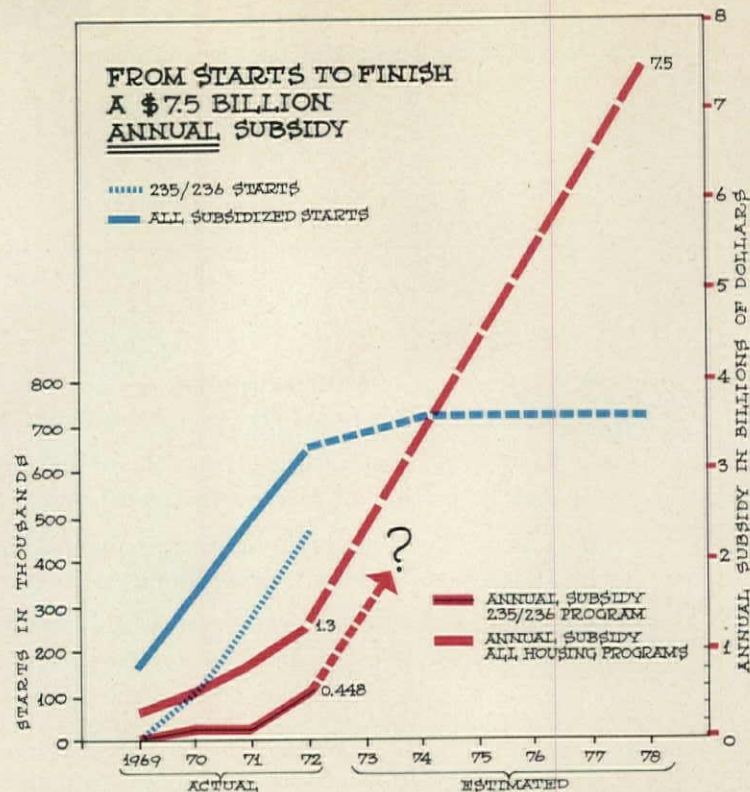
**25% of starts.** In fiscal 1972, the 235 and 236 units will account for 450,000 of the 1.8 million housing starts that Romney forecasts—\$8 billion in business for homebuilders.

In fiscal 1969, the two programs logged 9,000 starts and the subsidies (which cover all but 1% of the mortgage payments) increased the HUD budget and the U.S. Treasury's deficit by only \$800,000. This fiscal year, the subsidy is \$488 million. And it will head up from there (see chart).

**The \$200 billion.** The annual outlay for all subsidized housing is the figure on the red flag that Romney is waving. In the housing goals report in June, he told Congress:

"Assuming completion of six million subsidized units . . . by 1978, estimates suggest the government will be paying at least \$7.5 billion annually in subsidies. Over the life of the mortgages, this could amount to the staggering total of more than \$200 billion."

Romney's projection covers all subsidized housing, not just



235 and 236. Other programs add 184,000 subsidized starts in fiscal 1972, bringing HUD's subsidy to \$1.3 billion—three times what it was three years ago.

This year's 235 and 236 units account for two-thirds of all subsidized starts, and that ratio is expected to persist.

**The attractions.** What makes the 235 and 236 programs attractive is simple—the low monthly payment that the builder can offer buyer or tenant.

On an \$18,500 house with a 7% mortgage running 30 years, the owner's payment is \$96 a month, with HUD paying a maximum of \$71 a month or \$852 a year. If the mortgage is at 8.5%, the subsidy rises to \$90 a month, or \$1,080 a year.

In a section 236 project, a renter's payment is around \$140 a month, and the government pays about \$67 a unit.

**Added funding.** There is no question about the popularity of both programs. The Senate Appropriations Committee has actually increased funds for the 236 program to \$200 million for fiscal 1972—some \$35 million more than the House voted—and has "urged" that the \$35 million be used for housing for the elderly. Since the special section 202 program for the elderly is now being phased out, a "compromise" with the House kept the \$35 million in the legislation.

**The moneymakers.** Romney says of the 235 program: "The builders like to build them and the real estate people like to sell them. Sure, it's a great program for them." But the Secretary describes his concern:

"I find no real incentive in there for anybody to see that this program is going to operate on the soundest possible basis other than those of us in the federal department. Everybody is out there to take advantage of the situation."

Assistant Secretary Eugene Gullledge told Congress that the high-volume 235 program "has brought us more than our share of people who did not have high business ethics or scruples and who are deliberately taking advantage of people."

**Scandal.** The adverse publicity on the 235 program, sparked by a House Banking Committee investigation, centered on existing homes (NEWS, Feb. *et seq.*). Some homes were remodeled to some degree and sold at inflated prices; low-income families were victimized.

Rep. Edward P. Boland (D., Mass.), chairman of the House Appropriations subcommittee on HUD, told Gullledge during a hearing that "there are considerable complaints, too, in the new construction part of the program." And Gullledge agreed.

'Not best way.' Gullledge stresses the positive side of the

program in providing housing for people who might otherwise be unable to buy. But when asked by Boland, "Is section 235 a good program? Is there a better way?" Gullledge replied: "It is both my personal conviction and the department's that the 235 program is certainly not the best way." He added, however: "It is the best way on the books at the moment."

**Inequities.** Besides the cost of subsidies, Romney declared, the government can't afford to provide the same kind of housing and subsidies to all who are eligible—and shouldn't have the responsibility for choosing the lucky beneficiaries.

"If you take 235 and 236 and the subsidized programs as a whole," Romney told the House Appropriations Committee, there are about 23 or 24 million families that would be eligible on income." But by 1978 and under the existing 10-year program, he said, "only about one-fourth are going to be subsidized." Romney went on:

"We are getting letters in which families say so-and-so moved next door in a new home. They are subsidized. My income is what theirs is. I bought my home. Why should I help pay for this family?"

**Divided purpose.** Under-Secretary Richard Van Dusen says that "part of our problem is that this program . . . attempts to accomplish two objectives at once: to add to the housing supply and to house low-income families," with the result that "you are putting low-income families into brand new housing."

Van Dusen suggests as a solution a program that would "subsidize producers to produce more," and then "take care of the shelter need through some other form of program."

**Better approach?** That other form of program is the housing allowance, already regarded with favor by the House Banking Committee and HUD. The Housing Act of 1970 directed HUD to experiment with allowances, and the Urban Institute is designing such an experiment for Assistant Secretary Harold B. Finger.

—DON LOOMIS  
McGraw-Hill News,  
Washington

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## Rich Washington suburb rules building projects must include units for poor

Washington's most affluent suburb has decided to require builders to include a percentage of units for low- and moderate-income families in most of their apartment and row-house developments.

The board of supervisors of Fairfax County, Va., has adopted ordinances—believed to be the first in the country—that require projects having 50 or more units to include at least 15% for low- and moderate-income families. Otherwise, the development doesn't get approved.

Top officials of Secretary George Romney's Department of Housing and Urban Development came out publicly for the plan before the board voted.

The new ordinances apply to nine major zoning categories. They exempt developments of single-family houses, even if they have 50 or more units, and certain high-rise apartments. About 75% of all housing starts are in the categories covered, and there is speculation that the board may bring under the ordinance the 50-unit single-family and high-rise projects now excluded.

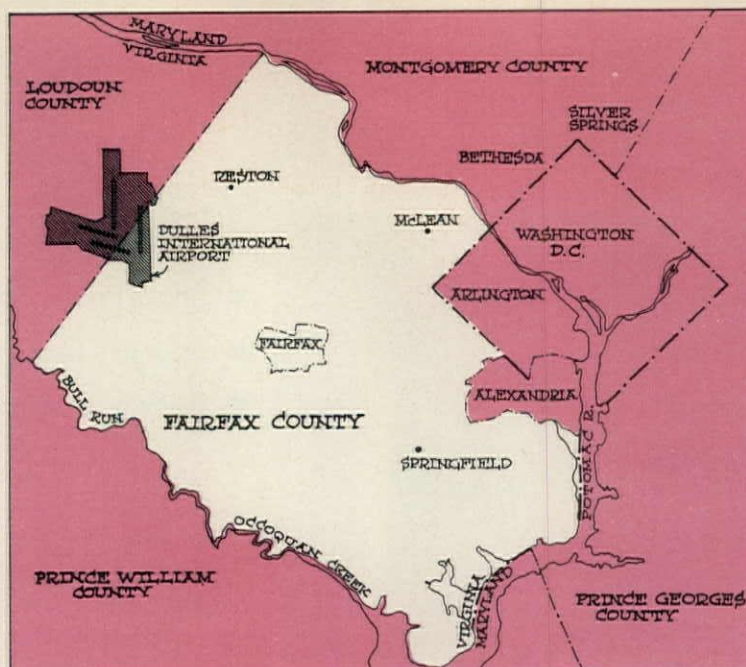
**Court test.** The ordinances were to become effective September 1, but builders planned to test them in the state courts. Grayson Haynes, attorney for several builders, said they would challenge them as violative of the state constitution.

Builders said they opposed the ordinances as an imposition of new restrictions on building. Some builders also held that such housing was still being supplied in the free market.

Before the final vote of the county board on June 30, Under-Secretary Richard Van Dusen of the Department of Housing wrote that the department "welcomes the initiative."

**Building boom.** Fairfax County is in the throes of a housing boom. Permits for 7,000 to 8,000 units were issued in 1969 and again in 1970. More than 10,000 have been issued in the first half of 1971.

The new ordinances still may not increase the number of subsidized housing starts in the county much above the 1970 level of 1,500 a year, according to Roy O. Beckner Jr., executive vice president of the



### Profile of an affluent suburb

The 1970 census shows that Fairfax County, Va., has topped Montgomery County, Md., to become the wealthiest of Washington's suburbs and one of the wealthiest in the nation.

The county's 410 square miles hold 477,000 people with an average family income of \$15,933, up from \$11,060 in 1960. The median price of a new single-family home is \$35,000 to \$40,000. Only about half the county's land is developed.

**'Out of sight.'** In this rich economy, the swift rise in housing costs has taken the single-family dwelling beyond the reach of county employees—policemen, teachers, and nurses.

The apartment market has spurred as a result. Builders

have been switching to multifamily projects from the single-family houses they had been putting up, but the multiples are expensive.

The argument that employees can't afford shelter helped win support for the mandatory construction of housing for low- and moderate-income families.

**Public housing.** The county has about 200 units of public housing, with another 50 approved for Reston, the well publicized new town that is the most notable housing project in Fairfax. However, there are 750 units of subsidized housing completed (under FHA sections 221d3 and 236), another 400 under construction, about 900 "firmly committed," and 1,000 more in process.—D.L.

Suburban Virginia Builders Assn. Projects have ranged from 80 to 300 units, with one project scheduled for 750. Under the ordinances, the number of builders and developers involved would increase from around 20 to 80 or 100, and the expectation is that the same amount of subsidized housing would simply be more widely dispersed in smaller clusters.

The ordinances require that at least 6% of a project's units be built for low-income families and the balance up to 15% for

moderate-income families.

Most of the required units are expected to be built under sections 235 and 236. The ordinances allow a builder to qualify by building the required number of units without subsidy, but he has to commit himself to building housing for the same number of families at the same income levels and for the same rentals or prices that would prevail under the subsidized program.

**Controversy.** The ordinance was adopted by a 6-to-2 vote of

the supervisors after a whirlwind campaign by church groups organized by a Fairfax clergyman, the Rev. Jerry Hopkins. The eight-week drive produced a petition with 34,000 signatures. Supervisor Harold O. Miller, a Democrat who lost to incumbent Republican Joel Broyhill (of the Broyhill family of builders) for the Congressional seat for the District of Columbia last year, spearheaded the campaign. Proponents had legal advice from attorney John Ferren of Hogan & Hartson, one of Washington's largest and most prestigious law firms.

**Builders' side.** One building industry spokesman, who didn't want to be quoted, admitted that a major political factor was the pressure on county supervisors whenever they had to vote on subsidized housing for a given neighborhood.

"The supervisors always got the heat, and they don't like it," he explained. "This way it gets the monkey off their back. Now they can blame the builders."

The 60-day postponement of the effective date, from June 30 to September 1, eased the pressure on builders. The supervisors followed up by adopting a new housing code to help builders cut costs and by creating a \$750,000 subsidy fund from which the county would pay builders \$1,000 for each low-income unit they are required to build and \$500 for each middle-income unit. The fund is calculated on the assumption that 1,000 units will require subsidy, 400 of them low-income and 600 moderate-income.

**Liberalized code.** The code amendments permit frame construction on the front and rear of townhouses; liberalize rules for condominiums; allow sewer contractors, as well as plumbers, to install sewer laterals; permit use of materials other than cast iron for sanitary sewers; and liberalize other requirements.

Proponents estimate that the changes could cut costs as much as \$3,000 to \$4,000 per house. Builders question the figures but agree that county officials have made many significant moves to help them meet the requirement of the new ordinances.

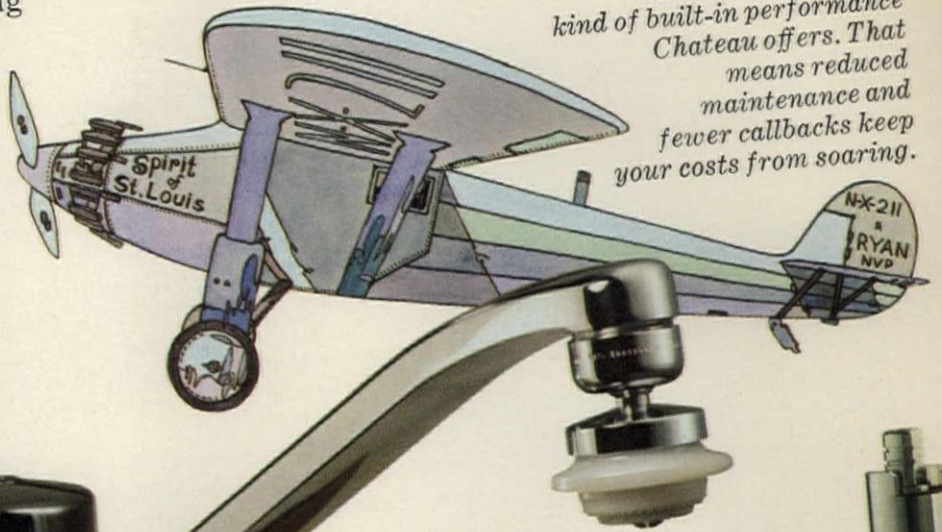
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## New anti-bias rules direct owners: integrate races in your apartments

The state of New Jersey and the city of Philadelphia have each passed regulations making apartment owners responsible for ending de facto segregation.

Their action has aroused interest throughout the country. Twenty-one cities or states, including San Francisco, Massachusetts, and Nebraska, have written to New Jersey for data on its rules. Philadelphia has received similar inquiries.

Both based their rules on a plan developed by Prof. Alfred W. Blumrosen of the Rutgers University Law School in Newark, N.J., but Philadelphia adopted the whole plan and New Jersey adopted only half.

**Tenants: Who-why?** Under the new rules, owners of buildings with 25 or more apartments must file an annual report answering questions on race of tenants, apartment sizes, turnover, and rental rates. Philadelphia's questionnaire also includes questions on minimum income requirements, processing procedures, credit standards, special rules, and advertising media.

The New Jersey Division on Civil Rights and the Philadelphia Commission on Human Relations then analyze the completed reports.

**New Jersey.** If discrimination is found in New Jersey, the state's civil rights law is invoked. This law specifies a

series of complaints, investigations, and attempts at conciliation, which may culminate in a public hearing and an examiner's report. The director of the rights division then issues an order that has the force of a New Jersey Superior Court order; refusal to comply is considered contempt.

**Court test.** The Jersey rules are being challenged in court by the N.J. Builders, Owners, and Managers Assn., the N.J. Association of Realtor Boards, and the N.J. Builders Assn. Their request to stay and remand the order was denied by the Superior Court's appellate division in Trenton, but they have appealed to the state Supreme Court. No decision is expected until fall, and in the interim the state is delaying all prosecutions under the new rules.

**Philadelphia.** In addition to the provisions in force in New Jersey, Philadelphia adopted the affirmative action procedures of the Blumrosen plan.

The initial legal steps are similar to New Jersey's. But after a public hearing, the commission may order recalcitrant landlords to take any of the following actions: mount an advertising campaign in minority media, notify the commission's housing division of all vacancies, make monthly reports to the commission, offer all va-



RUTGERS' BLUMROSEN  
Author of integration plan

cancies exclusively to minority persons, or find minority tenants for the first two apartments that become vacant and, after that, for every second vacancy.

The commission may also forbid the landlord to ask for more than one month's security or to specify that the applicant's monthly income be more than three times the rental.

There is a certain amount of muscle behind the commission's orders. If a landlord does not comply, the commission can ask the courts to fine him, imprison him, or both. The maximum penalty is \$300 a count—the average discrimination complaint has three or more counts—and 90 days in jail.

**Anti-solicitation.** In another move to promote integration, the Philadelphia commission teamed with the Board of Real-

tors to limit real estate solicitation in southwest Philadelphia, where scare tactics have persuaded white families to move away.

The board has instructed Realtors to stop soliciting sales and to remove "For Sale" signs from any block where three or more appear. The commission will apply pressure on non-Realtors by enforcing the federal anti-blockbusting law and city ordinances on solicitation.

**Results.** So far, there has been no way to tell how well the New Jersey and Philadelphia programs are working. Both regulatory bodies have sent out questionnaires and are analyzing returns.

Neither the city nor the state has defined "properly integrated," although Philadelphia is trying to draft such a definition.

The city has so far been concerned mainly with changing the mix in projects that had little or no integration.

New Jersey's aim is to bring enough minority dwellers into segregated buildings so that the processes that formerly kept them out, such as word of mouth, will act to bring them in instead. Blumrosen describes this as "getting the situation to the take-off point," and he feels that when this is achieved, the government bodies should move out of the process.

## Chicago apartment builders battle costly new construction requirements

Chicago's city council has eased the severe new apartment construction requirements it imposed in March, but building industry representatives say the rules are still too harsh.

The earlier regulations limited the number of efficiency apartments to 30% in any building, specified that side yards must be 40 feet wide, and required a parking space for each of the first 100 units (NEWS, Aug.). The rules were drafted to curtail construction of four-plus-ones, the low-cost four-story buildings with parking below street level. But the rules also covered other projects.

**The changes.** The council has now adopted zoning changes raising the limit on efficiency apartments to 40%, eliminat-

ing the side-yard requirement, and reducing parking requirements to one space for each of the first 50 units.

But the councilmen added a new rule that no residential floor can be larger than 50% of the lot area. Furthermore, several restrictions that had applied only to residential zones—the limitations on efficiency units, the parking space requirements, and the 50% maximum lot area usage—were extended to apartment houses built in business and commercial districts.

**Amended lawsuit.** Albert C. Hanna, a real estate dealer who had sued to have the earlier regulations voided on the ground that they discriminate against middle- and low-income residents, said he would amend



PLAINTIFF HANNA  
Maintaining the pressure

his suit to challenge some of the subsequent regulations.

Hanna contends that the old 50% limit on efficiency apartments had worked well for 12 years, and he argues:

"This is Chicago's most vital

market because of the demand among single persons who can't afford one-bedroom units.

"The problem with the latest regulations is that they provide a city-wide approach to a density problem that is largely confined to one area.

**No four-plus-ones.** About \$30 million of the \$50 million worth of projects halted by the March amendments could proceed under the recent changes, according to Hanna, but four-plus-ones would still be unfeasible. They are usually buildings with around 60 apartments, and both the parking space requirements and the 50% lot usage rule would make them uneconomical.

—GORDON WRIGHT  
McGraw-Hill World News,  
Chicago



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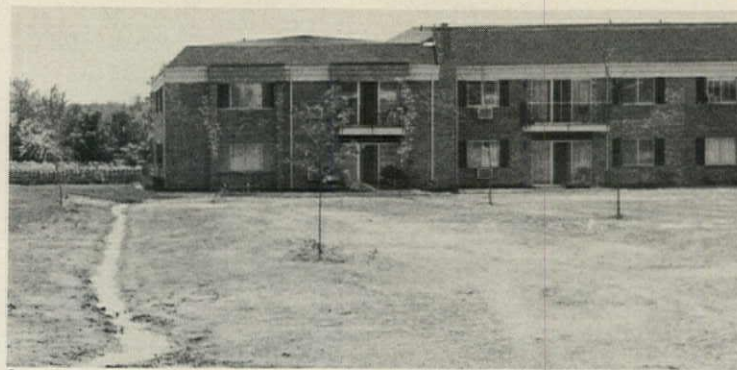


His tenants are suing the builder of a luxury apartment complex in Chicago's suburban Cook County for \$1 million in damages.

The tenants association at Glenview Mall, where rents range from \$215 to \$350, charge that structural defects have sprung leaks in ceilings, flooded basements, and left apartments unheated. They also charge poor maintenance, failure to live up to advertised claims, and several other deficiencies.

Robert Krilich, president of Riverwoods Development Corp. and of Krilich Builders, considers the tenants a "handful of troublemakers" who want to avoid paying rent. (About thirty families stopped paying in July.) Krilich admits that some ceilings have leaked and that some basements have been flooded, but he says these are "minor defects" typical of new buildings. Subcontractors repaired the defects without charge to him, Krilich says, and he insists that the buildings are well-constructed and that most tenants are living there without complaints.

**Accusations.** Glenview Mall, which consists of 266 units in 10 buildings, has been occupied



Stagnant water collects at Glenview Mall Building. Poor landscaping is blamed.

for nearly two years, and the Cook County building and zoning department, which entered the case because of tenant complaints, has been involved for well over a year.

The tenants' suit accuses the county's building and zoning commissioner, William F. Harris, of failing to enforce compliance. Although Harris has given Krilich 60 days to make about a dozen structural changes, tenants contend that the department found violations in July 1970, and did nothing about them.

**Tenants' side.** Carol Sheidlower, the peppery president of the tenants association, says the storage rooms in several basements have been continually flooded and that only recent

publicity has led to their being waterproofed.

"We were breeding mosquitos in our basements!" she cries.

During rainstorms, water would gush into her storage locker from a window well above it, she says, and the management finally dug up her front yard to put in a drain pipe that had never been laid.

Mrs. Sheidlower contends that sections of apartment ceilings have fallen because of leaks. One tenant recalls that the management brought in space heaters last winter when apartment temperatures fell to 40 degrees and no one could explain the loss of heat. At least one tenant believes his apartment has no insulation.

The buildings lack the re-

quired number of fire extinguishers, tenants say, and the only reason there are any at all, contends Mrs. Sheidlower, is that the tenants insisted the fire department inspect the place.

**Non-luxuries.** Beyond these concerns, the tenants are dissatisfied because of management's promise that there would be croquet and tennis courts and a putting green at the Mall. Only the putting green is there, says Mrs. Sheidlower, and until recently it was unmown, lacked a hole, and couldn't be used.

Newspaper advertisements have also promised such features as self-cleaning ovens and ceiling-to-floor glass doors, but Mrs. Sheidlower says these pledges are either false or misleading. Krilich disclaims any responsibility for errors in advertising.

Krilich is taking a firm stance. When he heard that tenants would withhold rent in July, he distributed eviction warnings. He says he may reduce the number of maintenance people and take away the lifeguards at the swimming pool.

—JANE SHAW  
McGraw-Hill News, Chicago

## Grand jury indicts five plastic pipe makers on price-fixing charges

A federal grand jury in Los Angeles has just indicted five corporations and two executives on criminal charges of conspiring to fix the price of plastic pipe fittings since 1966.

The fittings are widely used in homebuilding.

The defendants are R&G Sloane Manufacturing Co. Inc., Sun Valley, Calif., and its parent, Susquehanna Corp., Alexandria, Va.; Celanese Corp., New York City; Borg-Warner Corp., Chicago; Plastiline Inc., Pompano Beach, Fla.; Thomas L. Rourke, former vice-president of Celanese Plastics Co., a division of Celanese; and Glenn L. Sloane, president of Sloane.

**Others accused.** The indictment said Atlantic Research Corp., set up in Virginia in 1949, and other companies and individuals not made defendants, participated as co-conspirators. Susquehanna merged with Atlantic Research in 1967,

acquiring its business in DWV (damage, waste, and vent) fittings made of plastic. In 1969, Susquehanna organized R&G Sloane as a subsidiary, assigning the fittings operation to it.

If found guilty of the criminal charges, Rourke and Sloane

could each be fined \$50,000 and sentenced to one year in jail. The maximum penalty for each corporate defendant is also \$50,000.

**Denials.** All defendants have denied the charges. Glenn Sloane said the allegations are

## Latest data: the urge to buy homes persists

American consumers have not changed their minds about buying homes although they are backing away from other large purchases.

The May-June Conference Board\* survey of 10,000 families finds that consumer optimism has slipped after four months of steady improvement. Yet 3.1% of those polled still expect to buy homes in the next half year, the same percentage as in the March-April survey. Home buying was the only major area surveyed that did not show a de-

cline in the May-June report.

Interest in car-buying, for example was down to 7.8%, a drop of 1%. And only 36% of those interviewed said that they planned to purchase major appliances as opposed to 40% in the previous report. The sharpest drops in this category were in air conditioners, which fell from 3.7 to 2.9%, and washing machines, which dipped from 6 to 5.2%.

\*The Conference Board Inc., formerly the National Industrial Conference Board

"totally unfounded and without merit."

Borg-Warner pointed out that it had discontinued its DWV operations in March 1971.

Thomas L. Rourke, the Celanese vice president named in the indictment, left the company in May 1970 to start his own business.

**The charges.** The indictment and a companion civil complaint were filed in U.S. District Court in Los Angeles by the Justice Department's antitrust division.

The fittings provide turns, connections, branches, traps and splits in drainage, waste, or vent systems in houses, modular and mobile homes, and other structures.

The Justice Department estimates that U.S. manufacturers sold about \$32 million worth of the fittings during 1970. The defendants accounted for about 54%. —B.L.

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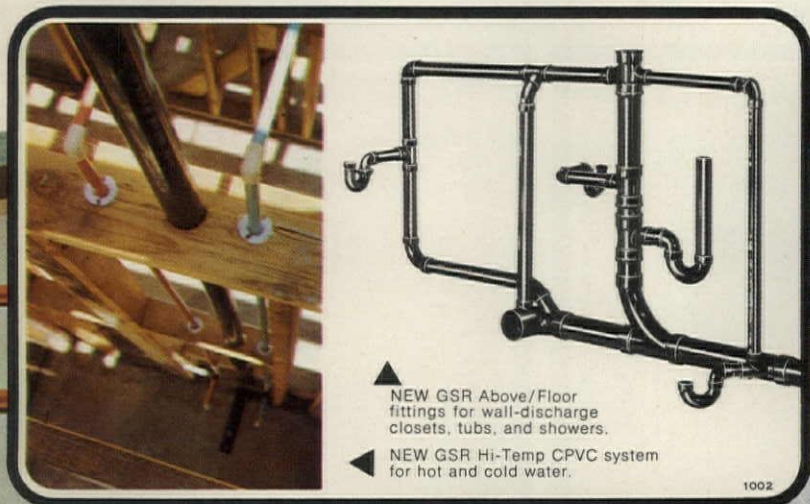
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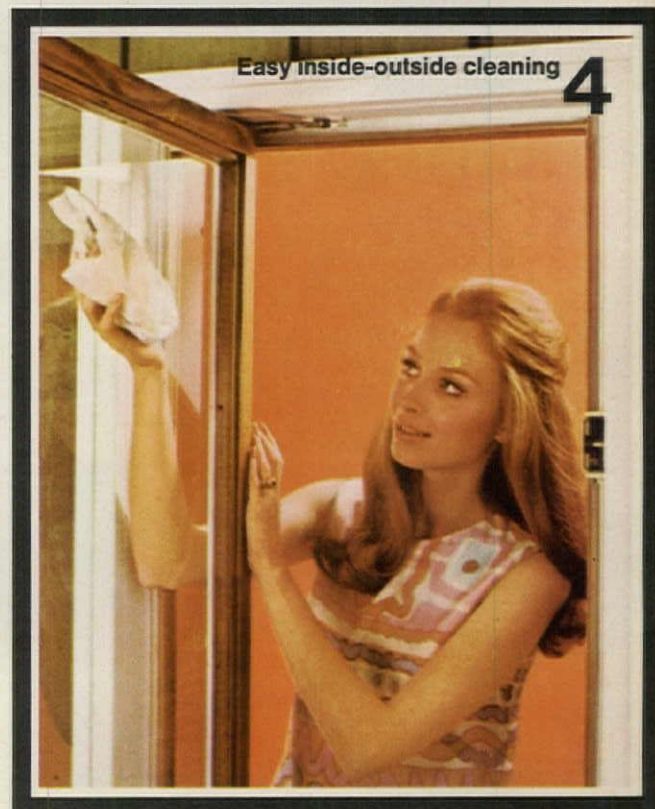
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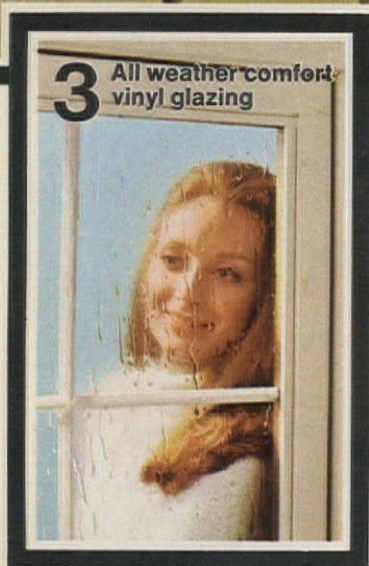
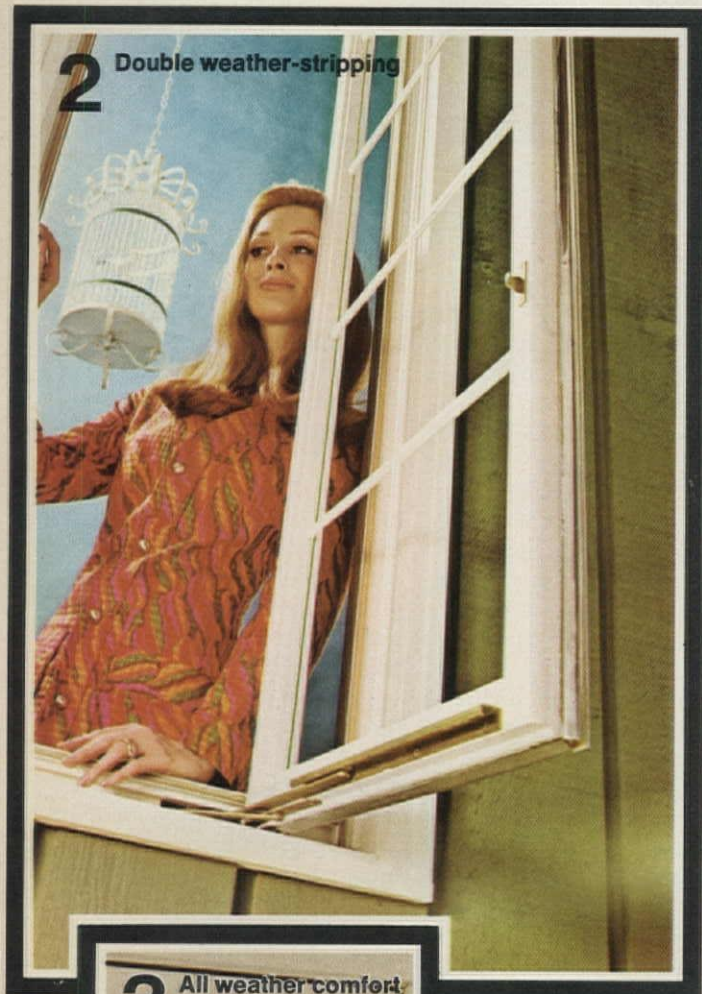


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## Don Scholz in eclipse? Well, hardly—He has 15 projects going

"Through expertise gained in past experience—also mergers, investments, acquisitions and employment of key personnel—it's our intention to become the General Motors of the housing field."

An old remark by Donald Scholz?

No, a new one.

He's back in business with a bang, as Donald J. Scholz & Co., based in the Toledo suburb of Sylvania. And he's still chasing the dream of building houses nationwide for every pocket-book.

For a start, Scholz has 15 projects either under construction or on the verge. They add to 1,650 acres and 13,000 units with a value of \$396.6 million.

Four projects are in Toledo. The others are in Chicago, Cleveland, Detroit, New York City, and Washington, and in Buffalo and Syracuse, N.Y., Newport and Santa Ana, Calif., and Charlotte, N.C.

Some projects are joint ventures. But Scholz, the operating company, has the building and developing responsibility.

**The breakup.** It's about a year since Scholz walked away from the presidency of Scholz Homes Inc. ("I have no incentive to stay.") It had merged into Inland Steel Co. late in 1969 for just under \$90 million in cash and Inland stock—not bad for a company founded in 1946 on \$15,000. But what Scholz had wanted was to stay in the driver's seat and expand the company by buying up other builders (H&H, Oct. '70). When he left, many felt he was strolling resignedly into obscurity.

Not at all.

In his new company, Scholz is both president and board chairman. His key associates, who share in project investments, are industry men he's worked with or known for a long time. One is Chet Stare, a 20-year Scholz Homes man who as senior vice president and a director heads West Coast activities.

But Scholz is not raiding Inland for talent. "We cannot and will not do that," says Stare. "Don obviously has a very large interest in the success of Inland Steel as a stockholder, and we would no more raid it than the man in the moon."



Versailles on the Bluffs in Newport Beach, Calif., is newest Don Scholz project.

(Although four key positions in the new company are held by old Scholz hands, that's about all. Both Scholz and Stare are emphatic in stating that they are not trying to revive the former Scholz Homes staff.)

**Money and land.** Says Stare of the Scholz program:

"We're doing the same things we did—only more so, and one of the nice things is having money to do them. We've never been in this position before."

Before he left Inland, Scholz had lined up much of the land he's using today for his 15 projects. His old contract with Scholz Homes, now an Inland subsidiary, permitted him to deal in properties as an individual, and he also came to an amiable agreement with Inland that let him pick up some properties it didn't want.

Says Stare: "When Don decided to leave, Inland felt it would be better for it to stick

closer to Chicago and Toledo. So we took over most of the projects outside the Midwest."

**Luxury project.** One of these is Versailles on the Bluffs, a 1,000-unit enclosed community on the Bluffs of Newport, Calif., due to open its models this month. They're luxury apartments, a market Scholz pioneered. Rentals range from \$240 to \$700 a month; size runs from singles to three bedrooms and up to 2,000 sq. ft. Amenities are many: solar glass on ocean exposures, radiant heat, oversized terraces, closed-circuit security television, extensive (and mature) landscaping. And—a swimming pool bar where people can get orders filled without leaving the water.

Says Stare: "I've never had as much enthusiasm about any one project. It's romantic and delightful—and it has a lot of class."

**Back in action.** For Scholz

### Now: the charge-a-house credit card

A California builder has now made it so easy to buy a new home that the mere flick of a strip of plastic and the stroke of a pen will do it.

Grant Corp., the homebuilding and land development division of Santa Anita Consolidated, is accepting Master Charge for deposits of up to \$250 on its new houses in Stanton, Irvine, Cerritos, and Santa Ana, Calif. And credit cards may be used to pay for such options as special grades of tile and carpeting or mirrored wardrobe doors.

**Good response.** Homebuyers seem to like the new convenience. Grant announced that the very first weekend the plan was in effect, three purchasers

used their Master Charge for deposits and one even charged some \$500 worth of options.

What happens if they change their minds and refuse to pay? "That's up to the individual bank," said a spokesman for Master Charge. "Each bank sets its own policy."

**A departure.** For the moment, at least, such credit-card homebuying is scarcely a trend. Leading banks admit that it is fairly common for apartment dwellers to charge monthly rent, but the banks say they know of only two other companies that will accept credit cards for deposits on homes: McNerney-Talmo Realty in Teaneck, N.J., and U.S. Homes in Riverside, Calif.

himself, it's just like old times. He personally directed environmental planning and design, something that's particularly important this time. The 28-acre property, which overlooks both Newport Harbor and the Pacific, is one of the area's last undeveloped sites. And the owners, movie star James Cagney and his brother William, wouldn't sell it without the promise that it would be properly developed.

There'll be interlacing gardens, reflective ponds, fountains, cobblestone lanes, plus recreational facilities such as saunas and exercise rooms. And—if this project is any indication—Scholz still has his touch for intricate architectural detailing. The three-story units (over subterranean parking) are of traditional instead of California architecture. Some exteriors resemble Loire Valley chateaux; others are Georgian or southern colonial. The houses come complete with pediments, cartouches, and custom molding—plus a gendarme at the gate.

The first 255-unit phase will be finished early in January, along with a clubhouse and the swimming pool. And Scholz has already sold it to Pacific Plan Inc. for \$8.5 million. Scholz will rent and manage the apartments until they are 95% occupied.

**Again—the dream.** Meanwhile, in the next six to eight months—just as soon as market conditions improve—Scholz plans to go public. (He was among the industry's first to take this route with his old company, back in 1955, with a \$1 million stock offering).

Just as in the old days, Scholz is planning to buy up other companies and move into new fields. After September 1972, the agreement with Inland even allows him to return to pre-fabrication, the process on which he built Scholz Homes. He also expects to head into condominiums and townhouses in California. And fourplexes—which, he feels, have a bright future.

Stare sums it up: "Don is absolutely dedicated to being bigger and better than ever before. The General Motors of housing—that's still what he wants to be." —BARBARA LAMB

McGraw-Hill World News,  
Los Angeles

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## Bonanza—\$2 billion in mortgage supports for middle-income homebuyers

Price supports have come to the mortgage market.

In an unprecedented move to keep the FHA and VA mortgage interest ceiling at 7%, the Nixon administration has released \$2 billion in special-assistance housing funds to subsidize low- to middle-income housing.

The action, which has pushed the Government National Mortgage Assn. into a role as the government's chief home-finance support agency, is aimed at putting a floor under mortgage prices for government-backed mortgage loans.

**Holding at 7%.** With mortgage prices in a steady nose-dive since late in April, increasing pressure had mounted on the administration to lift the FHA-VA rate to 7½% or 7¾%. Housing Secretary George Romney had indicated earlier, however, that the underlying factors in the economy were strong—and did not warrant an increase in the rate.

Still discounts on home loans fell—in some instances to as much as 12 points (12%) in the Federal National Mortgage Association's May auctions.

The administration remained adamant about holding mortgage rates down, however, and after numerous high level meetings—including some with White House aides—the government elected to okay a sharply revised Ginny May program to prop mortgage prices on unsubsidized FHA and VA loans.

**Buying at 96.** Under the program, which is similar to the GNMA-FNMA tandem plan for low-income subsidized mortgages, Ginny May stands ready to buy FHA and VA home and multifamily loans at prices of 96 cents on the dollar for new homes and at 95 for existing structures.

The special assistance money will be allocated to several programs, Romney said in announcing the plan. Some \$800 million will be used to buy unsubsidized FHA multifamily mortgages under Sections 207, 213, 221d4 and 220 at 96. Another \$1.2 billion will be used to buy unsubsidized single-family FHA or VA mortgages under Sections 203 and 221d3 at 96 on new construction and 95 on



GNMA'S KINGMAN  
Man with \$2 billion to spend

existing homes. Another \$30 million will be spent to purchase mortgages on low-income housing rehabilitated with federal assistance under Section 235j at a price of par.

**Reselling.** The inflated purchase prices provided by Ginny May represent a conscious effort on the part of the administration to bolster prices. This done, GNMA will then seek to sell its mortgages at market prices—and primarily to the same firms that sold them to GNMA in the first place. The only difference is: GNMA's sales price will be—at least in today's market—far lower than the level at which it bought the loans.

**Benefit for buyer.** President Woodward Kingman of GNMA says that once the loans are resold by GNMA, the purchaser can then package the mortgages into a GNMA mortgage backed security.

The GNMA president was quick to point out that "the program provides no windfall for either the lenders or the builders."

"The real beneficiary," he says, "is the homebuyer, who otherwise would have been faced with either increased prices on his home due to a high amount of points, or a much higher rate of interest."

**No mark-up.** Kingman made it clear that while Ginny May will buy a new home at 96, the seller must certify to Ginny May "that he has charged no more than 96 in originating the loan. He originates and sells to Ginny May at the same price."

Once the seller unloads the mortgages on Ginny May at 96—or 95 for existing home loans—he can either be divorced from the loan and make only his origination fee, or the lender can bid in a new GNMA auction against other investors and buy back the same loan.

The bidding would be done



HUD'S ROMNEY  
No raising of 7% rate

at market prices, currently running at 90 to 91. What it amounts to is that, in keeping the rate at 7%, Ginny May is effectively splitting the discount charges with the homebuyer.

Kingman notes this fact when he says, "The homebuyer benefits from the subsidy of points but the builders and lenders benefit indirectly by an increase in housing starts and a high volume of mortgaging."

**Builders' gain.** Homebuilders will stand to benefit materially. While there is a restriction on the program in that the top loan limit to qualify for the subsidy is \$22,000 (or \$24,500 if the unit has four or more bedrooms), the discounts that had prevailed in the FHA and VA market until the inception of the program were making it difficult, if not impossible for builders to continue their high level of activity.

The National Association of Home Builders, in fact, had remained the only major trade group related to housing and home finance that had urged against any change in the interest rate.

**Stastny gratified.** After the housing department announced the new program, NAHB President John A. Stastny stated that the homebuilders "are gratified that the administration is standing fast on the interest rate ceiling. It was a courageous move."

Most lender groups were calling for a hike in the rate in order to reduce the level of points being charged on mortgage loans.

While the new program will substantially reduce the level of points in the price range affected by the unsubsidized tandem plan, criticism of the program ran high from the time it was announced.

**'Inadequate.'** "The program is

inadequate with a \$22,000 limit," one West Coast lender said. "It discriminates against high cost areas such as California and Texas."

While HUD has taken no official position with respect to this question, Kingman points out that the \$22,000 limitation is statutory. He notes, too, that the law provides an exception for Alaska and Hawaii, where the limitations are 45% higher than elsewhere.

That Coast lender pointed out that those builders who are in the market for housing above the \$22,000 limit still face huge discounts on FHA and VA loans. "It's going to push builders to construction of cheaper housing. The pressure will be on to cut corners and for FHA to lower its own standards in order to qualify more housing for the program."

Another noted that the \$22,000 limitation will force higher priced homes into the conventional mortgage market, where the interest rate will be what the market says it should be.

Still a third mortgage official complained that "it's a throw-back to the old Fanny May days." He was talking about the time when FNMA was still a part of government, setting mortgage prices and having as a restriction a loan limitation.

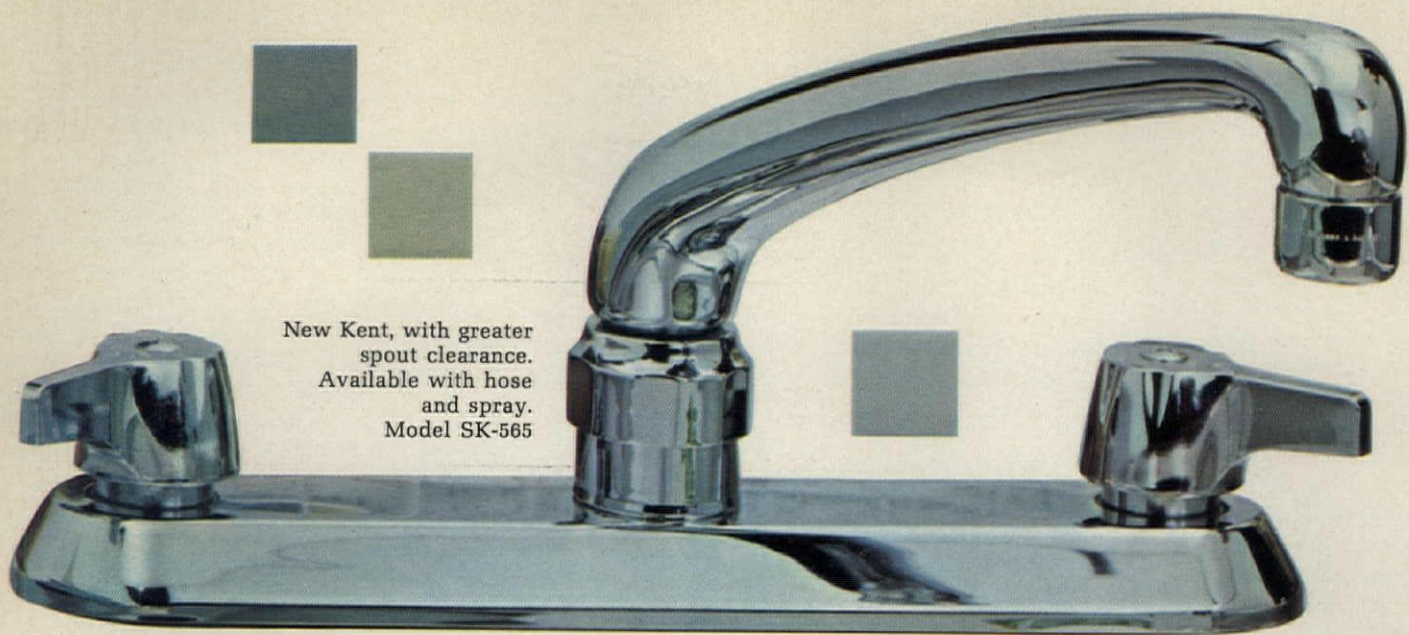
**FNMA reaction.** "What the administration has done," one mortgage broker said, "is to create a new Fanny May within the government."

For its part, Fanny May reacted to the government move by cancelling two previously scheduled mortgage auctions. President Oakley Hunter of FNMA said, "The new program substantially affects the market conditions under which participants bid in the FNMA auction... We want to give auction participants an opportunity to assess their options under the new program."

**Martin's plans.** Preston Martin, chairman of the Federal Home Loan Mortgage Corp., which will be one of the investors to which GNMA seeks to sell its mortgages, indicated the FHLMC will try "to work out a way of participating in this operation."

—ANDREW R. MANDALA  
Washington





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## HUD survey finds home seller pays four times as much closing cost as buyer

Settlement costs on home loans insured or guaranteed by the FHA or VA add 10% or more to the cost of buying a house.

A study just published by the Department of Housing and Urban Development indicates that total costs at settlement averaged nearly \$1,800 for FHA-insured houses surveyed, and more than \$2,300 for VA-guaranteed homes.

The survey also found that the seller of a house pays almost four times as much in closing costs as does the buyer—an average of \$1,590 as compared to \$417 for the buyer on an average settlement of \$2,007.

**Proposals due.** The HUD study, was based on a March 1971 poll of 12 metropolitan areas, consists of preliminary findings for a report called for by Congress in the Emergency Home Finance Act of 1970. A final report, with recommendations for legislative and administrative action, is due by Dec. 31.

**Findings.** Some of the pre-

liminary findings were these: Essex County, N.J., which includes Newark, had the highest

### Average Settlement and Closing Costs Nation and Selected Metropolitan Areas—March 1971

Area and Type	Total Settlement Costs		Total Closing Costs			
	Buyer	Seller	Buyer	Seller	Seller	
	Only	Only	Only	Only	Only	
FHA/VA Total	\$1,962	\$458	\$1,504	\$567	\$248	\$319
VA-Guaranteed U.S. Total	2,422	\$541	1,881	643	326	317
FHA-U.S. Total	1,783	425	1,358	537	218	319
12 Metro Counties	2,007	417	1,590	538	244	294

### Average Total Settlement—\$16,000-\$20,000 Price Range

Type of Cost	VA/FHA	VA	FHA-Insured	
	Total	Guaranteed	Total	12 Counties
Total Settlement Costs	\$1,696	\$2,044	\$1,608	\$2,017
Total Closing Costs	511	522	508	543
Credit Report	11	10	11	13
Survey	41	40	41	37
Title Examination	109	126	104	38
Title Insurance	117	119	117	151
Attorney Fees	102	59	114	112
Origination Fee	177	175	178	175
Document preparation	27	21	29	16
Closing Fee	44	41	45	83
Recording Fee	19	18	19	15
Transfer Taxes	58	57	58	57
Escrow Fee	69	64	71	130
Loan Discount Payment	533	537	532	553
Total Prepaid Items	264	304	254	250
Sales Commission	917	986	892	996

settlement costs—up to \$2,845. Bexar County, Texas, which includes San Antonio, had the lowest—around \$1,320.

• Excluding prepaid expenses, loan discounts, and sales commissions, total closing costs for appraisal reports, title searches, attorney's fees, etc. averaged \$538, of which the buyer paid \$244 and the seller \$294.

• Loan discounts for \$16-\$20,000 homes averaged \$553; sales commissions, \$996.

• Loan origination made up the largest bite of closing costs in the \$16-\$20,000 range—an average of \$175. Title insurance averaged \$151, attorney fees \$112, and escrow fees \$130. Escrow fees varied widely, however. For example, in San Antonio, Tex., where minimum services were provided, the average fee was just \$6. In Los Angeles County, Calif., where escrow agents provide most of the closing services, the average fee ran to \$184.

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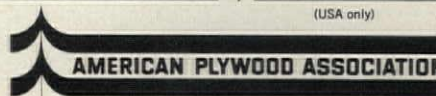
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## The Al Mayer story: St. Louis builder sells off land to avoid bankruptcy

Early in July, the public became aware of something most people in the St. Louis home-building industry had suspected for some time: Alfred H. Mayer Co., one of the area's largest and most innovative home-builders, was in deep financial trouble.

More than 135 mechanics' liens had been filed in Circuit Court against Mayer homes. Four lots had been auctioned on the courthouse steps because the builder was unable to make payments to parties holding deeds of trust. Numerous other foreclosures had been filed or threatened. Prospective buyers were clamoring for their deposits back on unbuilt houses.

When the story surfaced in local newspapers, Mayer admitted that "bankruptcy is a possibility."

**Behind the rally.** Now Mayer senses a chance for a comeback. Surprisingly, he credits the newspaper publicity.

"The press stories convinced many smaller creditors, particularly subcontractors, that I wasn't just stalling and that we are really trying to find a way out," he explained.

"Headlines like 'Mayer Deep In Debt; Homeowners May Be Sued,' aren't likely to help matters any, but oddly enough they haven't really hurt."

Mayer, 41, has spent 23 years in the building industry, having started with his father's company while still in college. Ten years ago he began his own business with an initial investment of \$200,000. By building 400 houses a year—he hit 800 during the 1964-65 boom—he parlayed this investment into assets of \$2.5 to \$3 million. Annual sales reached as high as \$15 million, yielding 4% to 5% profit.

**Output—4,000 houses.** The company built its success on contemporary, ranch-style homes with a clean, traditional look, first in the \$16,000 to \$22,500 price range, and later, because of inflation and skyrocketing costs, in the \$25,000 to \$35,000 bracket. Nearly 4,000 homes in suburban St. Louis County are Mayer homes.

Mayer received many citations for service to the home-building industry. He was the

first in the St. Louis area to cluster all display houses around a mall. He also attracted prospective buyers with jazz concerts, late-night tours of model homes, and even snacks.

**First troubles.** How, then did Mayer land in the financial soup?

Trouble had been building for some time. There was, of course, the constant rise in building and land costs. At the same time, Mayer was finding it harder to obtain medium- or high-density zoning for his land. This typical suburban problem is particularly severe in St. Louis County, where population jumped by nearly a half million between 1960 and 1970.

Nevertheless, Mayer invested heavily in land as a hedge against inflation. By 1970, he was paying interest on \$8 million in land alone. The cost: \$100,000 a month.

So long as sales held up, the cash flow covered this interest and everything else, including the expense of a 100-man sales, marketing, and engineering organization.

**Credit crises.** Then came the tight-money markets of 1966

and 1970. And in between, one of St. Louis' biggest employers, McDonnell Douglas, began trimming its 44,000-man payroll to the current 30,000. There has been little new industry to pick up the slack, and unemployment in the area now stands at 6%.

Mayer failed, meanwhile, to get his land rezoned from two families an acre to four, so he began to build \$40,000 to \$70,000 houses.

The timing couldn't have been worse. He ran smack into the tight money and plunging stock market of early 1970.

That spring Mayer, who normally built up an inventory of about 75 homes during a winter, found himself with 125 unsold units worth \$4 million. Worse, he sold only 200 houses that whole year. He not only had to bear high carrying costs; new sales never reached a break-even level.

**Low point.** "You can guess the rest," he says.

"We couldn't pay the interest on the land, and since then we have worked hard to cut our holdings back to a few choice pieces on which we hope to

make a comeback."

He has stopped construction in the four subdivisions he had started, limiting work to finishing homes already begun.

He has reduced his \$4 million housing inventory to an estimated \$500,000, about 20 homes.

Title guarantee firms are clearing up the mechanics' liens and then they will come back to Mayer to try to obtain repayment.

Mayer's biggest problem—other than convincing creditors to withhold legal action—is to attract new capital so that he can take advantage of today's improved housing market. This would make it possible to sell homes in his well-placed subdivisions.

For reasons that have gone unexplained, Mayer is no longer a member of the Home Builders Association of Greater St. Louis. Its leading members have been concerned about him, according to the St. Louis papers, and have held unofficial meetings to discuss his situation.

**Survival.** "What we really need is recapitalization. But I guess that will have to wait until liquidation has run its course. The housing market is picking up again and should be good for a number of years. If our firm can survive, we could repay everything we owe," said Mayer.

A spark of the old Mayer surfaced as he talked of the future: "Right now we're trying to save the pieces. Next, we'll do a lot of soul-searching on where we're going. We won't put all of our eggs in one basket, such as St. Louis County, again."

"We" is now just a 20-man organization, but they are confident that Mayer can do it again.

**The risks.** Local bankers are less optimistic about Mayer's chances. Asked if he thought Mayer could pull through without a reorganization or voluntary bankruptcy, one banker replied: "It will take a miracle, which seems impossible even for Al Mayer."

Time will tell. Meanwhile, Mayer is still in there, fighting.

—TED SCHAFERS  
McGraw-Hill News  
St. Louis

### Mayer provoked rights ruling

Builder Al Mayer of St. Louis was the defendant in a case that produced a civil rights landmark—the 1968 U.S. Supreme Court decision banning racial discrimination in the sale of all housing.

But even before the court ruled, Mayer had made it clear that he was on the plaintiff's side and that he hoped the suit's result would be "an open-housing law that would be applicable to all."

Some of Mayer's builder competitors were selling houses to whites only. The builders could do this by using conventional financing rather than the FHA or VA mortgaging that barred racial discrimination.

Mayer decided to follow suit in his Paddock Woods development. An interracial couple sued.

Two lower courts ruled in Mayer's favor. The Supreme Court made its decision on



BUILDER MAYER  
A man in the middle

the basis of an 1866 law that gave to all citizens the same right "to inherit, purchase, lease, sell, hold and convey real and personal property."

—T. S.

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## Going on sale—the Levitt building combine; but who could qualify to buy?

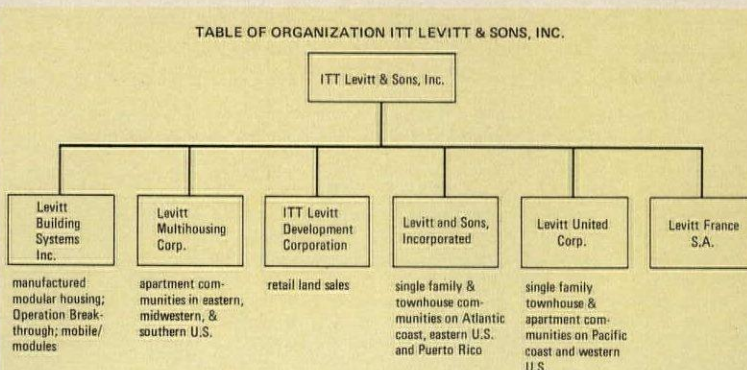
The nation's largest home-builder, ITT Levitt & Sons Inc., may soon be up for sale again, less than four years after ITT bought it for \$92 million.

Under terms of an antitrust settlement with the Justice Department, the giant conglomerate has just agreed to divest itself of Canteen Corp. and the fire protection division of Grinnel Corp., plus either Hartford Fire Insurance Co. or a group of Companies consisting of ITT Levitt & Sons Inc. and its subsidiaries, Avis Rent-a-Car, ITT Hamilton Life Insurance Co. and ITT Life Insurance Co. of New York.

**Three years' grace.** The parent company has already indicated it will keep Hartford and sell the group of companies including Levitt. Under the settlement, which is still subject to court approval in New Haven and Chicago, where the original suits were filed, ITT has three years to divest of these holdings.

The agreement also prohibits ITT from acquiring any domestic company with assets of more than \$100 million or "leading firms in concentrated U.S. markets" without Justice Department approval.

**Problem for buyers.** Many businessmen see these terms and other recent antitrust set-



tlements as attacks on bigness itself, in other words, they feel that a large concern can now make a large acquisition only by divesting itself of something else so that it will remain the same size.

This feeling could complicate the question of who will buy Levitt, for the very companies that could afford the housing giant would themselves be likely targets for Justice Department action. In short, if a company is big enough to buy Levitt, it is probably too big to be allowed to buy Levitt.

Most major homebuilders view Levitt as too big for them to acquire or join by merger.

"It would take another company of the size of ITT to buy and operate Levitt," says Michael Tenzer, vice president of the Larwin Group of building companies in Beverly Hills,

Calif. Larwin was the largest privately owned building operation in the country before its sale into CNA Financial of Chicago in 1969.

**Other prospects.** Acquisition by another conglomerate is not, of course, Levitt's only prospect. After a three-year absence, William J. Levitt himself is again at the helm and would certainly be in a position to take over an independent company. The main question is whether he would want to (NEWS, June). Levitt's office in Lake Success, N.Y., answered all questions with a "no comment" from the boss.

Some people are betting on Richard M. Wasserman, who quit as Levitt president in May, to come back into the picture, either by raising the cash himself or by getting someone else to buy Levitt. Wasserman, who

was vacationing in Europe, could not be reached for comment.

**Plus and minus.** The years at ITT have not been an un-mixed blessing for the Levitt organization. On the plus side, Levitt realized some of its expansion plans, starting new subsidiaries for building modular and mobile-modular homes, apartment communities, and for developing 20,000 acres of land on Florida's east coast. The organization also weathered the 1969 housing slump better than most builders. Sales are expected to top \$300 million for fiscal 1971, which ended Feb. 1. Profits, which have not been announced since Levitt's merger with ITT, are also expected to reach a new high.

But Levitt has lost its two top men, Wasserman and Richard P. Bernhard, who quit in reported frustration over working within the ITT framework. Bill Levitt came out of retirement to fill the void, but that's probably just an interim solution.

Few observers know just how to assess the company's prospects right now. But the industry will be watching every move to see who walks off with the prize—or tries to.

## New government mortgage security comes riding in on the mobile homes

The Government National Mortgage Association's mortgage-backed securities program is about to be used to boost the FHA mobile-home loan program.

A plan for Ginny May to guarantee securities backed by FHA mobile-home loans was readied last month, and the Department of Housing hoped the scheme would arouse new investor interest in mobile-home mortgages insured by the agency.

The government has been pushing mobile homes to the forefront as possibly the only way the Congressionally set goal of 26 million housing units in 10 years can be met. Moving GNMA into the picture, to guarantee the securities backed by these loans, will doubtless aid the federal effort to increase sales in the mobile home sector.

**GNMA at \$3 billion.** The

GNMA mobile-home securities procedure would resemble the successful mortgage-backed securities program that Ginny May has been running for a year. That program has produced sales of more than \$3 billion in securities and financing for the purchase of some 155,000 homes.

The FHA's regulations on mobile-home loans were to be changed for the new program, to permit simple-interest rather than add-on type loans. The simple interest would be about 7.97%.

**Insurance fee.** The FHA insurance premium on the loans would also change under the program, to 50 basis points, or 0.5%—but at simple interest. The present premium for mobile-home loans is 50 points, but at an add-on interest rate, and that comes to about 75

points when figured as simple interest.

Ginny May would allow issuers of the new securities a servicing fee of 125 basis points for each loan backing the security. The loans backing ordinary GNMA mortgage securities rate a service fee of only 50 points, but the servicing of mobile-home loans is expected to be more difficult.

**Guaranty charge.** Because of higher risk on the loans, Ginny May is requiring a guaranty fee of 22 basis points on each package of securities. It receives only six points on each package under its existing program, but agency officials explain that a higher fee will be required on mobile-home loan securities because of Ginny May's greater exposure. The FHA's insurance covers only 90% of a mobile-home loan as against about 97%

of a mortgage on a conventional new house.

After taking out the guaranty and servicing fees as well as the insurance premium, the mortgage security would carry a coupon rate of only about 6% if sold at face value. But GNMA indicates that the securities can be discounted so as to make the actual yield competitive with 8% securities being offered in the capital markets.

**Lower charges.** The discount is likely to be absorbed by the manufacturer of the mobile home, who would then pass it along to the buyer as a price increase.

The buyer would still save money, for he would make lower monthly payments than he now makes on the mortgages provided by finance companies at 13% to 14% interest.

—A. M.





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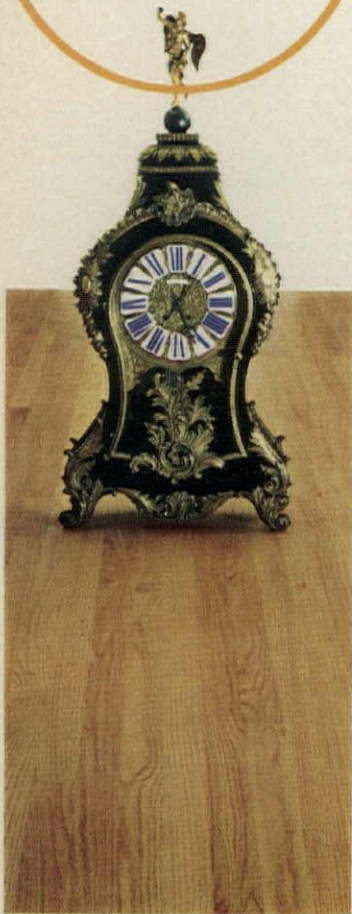
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# OAK FLOORS

# Housing stocks in wide decline

Housing stocks broke sharply downward with the general market in the month ended Aug. 6.

HOUSE & HOME's composite index of 25 issues fell to 400.69 from 428.55. All five sections of the index lost ground.

Here's the composite trace:



How top 5 did in each group:

	Aug.'70	July'71	Aug.'71
<b>Builders</b>	351	536	477
<b>Land develop.</b>	329	556	492
<b>Mortgage cos.</b>	449	801	776
<b>Mobile homes</b>	487	1026	991
<b>S&amp;Ls</b>	133	165	156

The stocks that figure in the index are indicated by dots (•) in the tables below and are overprinted in red.

Company	Aug. 6 Bid/Close	Chng. Prev. Month
<b>BUILDING</b>		
Alodex	9 1/2	- 3/8
AVCO Community Devel.	4 7/8	- 3/8
American Urban Corp.	4	- 5/8
Behring Corp.	9 1/2	- 3/16
Bramalea Cons. (Can.)	3 1/8	- 1/8
Capital Divers. (Can.)	.70	+ .07
Centex Corp.	25 1/4	- 7/16
Christiana Cos.	8 3/4	- 3/16
Cons. Bldg. (Can.)	1.65	+0.15
Dev. Corp. Amer.	40	- 3/8
Dev. Int. Corp.	14 1/4	- 4/16
Edwards Indus.	9	0
First Nat. Rlty.	1 1/2	- 1/16
FPA Corp.	8 1/2	- 3/16
Frouge Corp.	3 3/8	+ 7/16
<b>General Builders</b>	4 3/4	- 3/8
Gil Development	1 1/4	- 5/16
Hallcraft Homes	32 3/4	- 3/16
Hoffman Rosner Corp.	11 1/2	- 2
Hunt Building Marts	7	- 1 3/4
<b>Kaufman &amp; Broad</b>	58 3/4	- 4 3/8
Key Co.	10	- 2 1/2
Leisure Technology	22 1/2	+ 1/2
McCarthy Co.	5 1/4	- 2 1/4
McGrath Corp.	6	- 1 1/2
McKeon Const.	21 3/4	- 9 1/4
H. Miller & Sons	13 1/2	- 1 1/8
National Environment (Sprout Homes)	3 1/2	- 7/8
<b>Presidential Realty A</b>	12 1/2	+ 1/2
Presley Development	32 1/2	- 5 1/2
Pulte Home Corp.	13 1/4	- 2 1/8
Robino-Ladd Co.	16 3/8	- 5
Ryan Homes	67 3/4	- 12 1/2
Shapel Industries	27 3/4	- 3 1/8
Shelter Corp. of America	17 1/2	- 2
Standard Pacific	5 3/4	+ 3/8
3-H Building Corp.	10 1/4	- 3 3/4
U.S. Financial	36	- 16 3/4
U.S. Home Corp.	28 1/2	- 5 1/8
<b>Jim Walter</b>	35 1/2	- 5 1/8
Washington Homes	17	- 5 3/8
<b>Del E. Webb</b>	7 3/4	- 1 3/4
Western Orbis	3 1/2	- 5/8
Wyandotte Indus. (First Hartford)	5 1/2	- 5/8
<b>SAVINGS &amp; LOAN ASSNS.</b>		
American Fin.	26 1/4	- 4 3/8
Calif. Fin.	7 1/4	- 1/2
Empire Fin.	13 3/4	- 1/2
<b>Far West Fin.</b>	11 1/4	- 1 1/2
<b>Fin. Fed.</b>	14 1/4	- 2 1/2
<b>First Char. Fin.</b>	21 3/4	- 1 1/8
First Lincoln Fin.	7 1/4	0

	Aug. 6 Bid/Close	Chng. Prev. Month
First S&L Shares	17 3/4	- 2
First Surety	3 3/8	- 1/4
First West Fin.	2	- 3/8
Gibraltar Fin.	18 3/4	- 3/8
<b>Great West Fin.</b>	22 1/2	- 1 1/2
Hawthorne Fin.	13 1/4	+ 1 1/4
<b>Imperial Corp.</b>	12 1/2	- 1/4
Trans-Coast Inv.	4 1/4	- 5/8
Trans World Fin.	11 3/4	- 1/2
Union Fin.	11 1/4	- 1 1/2
United Fin. Cal.	7 3/4	- 2 1/4
Wesco Fin.	16	- 2 1/2

**MORTGAGE INV. TRUSTS**

Alison Mtg.	22 1/4	+ 1 3/8
American Century	24	- 1 3/8
Atico Mtg.	18 3/4	- 5/8
BankAmerica Rlty.	24 3/4	- 2 1/4
Barnett Mtg. Tr.	25 1/4	+ 1 1/4
Beneficial Standard Mtg.	19 3/4	0
Cameron Brown	29 1/2	- 1
Capital Mortgage SBI	26	- 2 3/8
Chase Manhattan	48 1/2	- 5/8
CI Mortgage Group	22 1/2	+ 1 1/2
Citizens Mtg.	14 3/4	- 3/8
Citizens & So. Rlty.	29	- 7/8
ClevTrust Rlty Investors	18 3/8	- 3/8
Colwell Mtg. Trust	26 3/4	+ 1 1/2
Conn. General	30 1/4	- 1
<b>Cont. Mtg. Investors</b>	19 3/4	- 1 3/4
Cousins Mtg. & Eq. Inv.	22 1/4	- 1
Diversified Mtg. Inv.	26 1/2	- 2 1/4
Equitable Life	26 1/2	- 1 3/4
Fidelco Growth Inv.	27 1/4	- 3/4
Fidelity Mtg.	20 3/4	+ 1 1/2
First Memphis Realty	21 3/4	+ 3/4
First Mtg. Ins. Co.	13 1/4	+ 1 3/8
First of Denver	22 1/4	+ 3/4
First Pennsylvania	23 3/4	- 2 1/8
Franklin Realty	9 3/4	- 1/4
Fraser Mtg.	27 3/4	+ 1 1/2
Galbreath Mtg.	26	- 2
Great Amer. Mtge.	28 1/2	- 3/8
Guardian Mtg.	34 1/2	0
Gulf Mtg. & Rlty.	19 3/4	+ 1
Heitman Mtg. Investors	12 3/4	+ 1 1/2
Hubbard R.E. Investments	20 3/4	- 7/8
Larwin Mtg.	27	+ 4
Lincoln Mtge.	8 1/4	+ 1/4
MassMutual Mtg. & Realty	24 1/4	- 1 3/4
Median Mtg. Investors	11 1/2	- 1/8
Medical Mtge.	25 1/2	0
Mony Mtg. Inv.	12 1/2	+ 3/8
Mortg. Associates	24	+ 5/8
Mortgage Trust of Amer.	24 1/4	- 1 3/8
North Amer. Mtg. Inv.	26 1/2	- 5/8
Northwestern Mutual Mtg. & Rlty.	21 1/4	- 3 3/8
PNB Mtg. & Rlty. Investors	23 1/4	+ 3/8
Paiomar Mtg. Inv.	15 1/2	0
Penn. R. E. Inv. Tr.	12 1/2	+ 3/8
Realty Income Tr.	15 1/2	- 1 1/4
Republic Mtg.	18 1/2	- 7/8
B. F. Saul, R.E.I.T.	18 1/2	+ 1 7/8
Security Mtg. Investors	17 1/2	- 3/8
Stadium Realty Tr.	10	- 1 1/4
State Mutual SBI	21 1/4	- 1 1/8
Sutro Mtg.	19 3/4	+ 1/4
Unionamerica Mtg. & Eq.	27 3/4	- 1 3/4
U.S. Realty Invest.	18 3/4	- 3/8
Wachovia Realty Inv.	30 3/4	- 3 1/8
Wells Fargo Mtg.	19 1/4	+ 1

**MORTGAGE BANKERS**

Charter Co.	35 1/4	- 2 1/4
CMI Investment Corp.	31 3/8	- 1 1/8
<b>Colwell</b>	28 1/4	- 5 3/4
Cont. Illinois Rlty.	33 1/4	- 2 1/8
Cont. Mtg. Investors	19 3/4	- 1 3/8
Excel Investment	9 1/4	+ 1
Fed. Nat. Mtg. Assn.	57 1/2	- 4 1/4
First Mtg. Ins. Co.	13 3/4	+ 1 1/8
<b>First Mtg. Investors</b>	28 1/2	- 1 1/2
<b>Lomas &amp; Net. Fin.</b>	15 1/2	- 1 3/8
<b>MGIC Invest. Corp.</b>	64 1/4	+ 1 1/2
Midwestern Fin.	20 1/2	- 4 1/2
Paiomar Fin.	11 3/4	- 1 1/2
UPI Corp.	2 5/8	- 1/4
(United Imp. & Inv.)		

**LAND DEVELOPERS**

All-State Properties	1 1/8	- 1/4
American Land	1 1/4	0
<b>AMREP Corp.</b>	18 1/2	- 4
Arvida Corp.	10 1/2	- 2 1/8
Atlantic Imp.	5	0
Canaveral Int.	4 1/2	- 1/2
Crawford Corp.	4 1/4	0
<b>Deltona Corp.</b>	26 3/4	- 3 3/8
Disc. Inc.	2 1/2	- 3/8
Don the Beachcomber Ent. (Garden Land)	5	- 1 1/2
<b>Gen. Development</b>	26 1/2	- 5 3/8
Gulf State Land and Ind.	4 1/4	- 5/8
<b>Holly Corp.</b>	19 3/4	- 4 1/2
Horizon Corp.	30	- 4 1/2
Land Resources	3 3/4	- 3/4
Major Realty	9 1/4	- 1/4
<b>McCulloch Oil</b>	24 1/2	- 1 1/2
So. Rlty. & Util.	4 7/8	- 1 1/2

**MOBILE HOMES & MODULES**

Conchemco	13 1/2	- 1 1/4
<b>Champion Home Bldrs.</b>	26 1/2	- 1 1/2
Commodore Corp.	9 1/2	- 3 3/8
DeRose Industries	10	- 1 1/2
<b>Fleetwood</b>	45 3/4	- 2 1/2
Golden West Mobile Homes	14 1/4	- 2 1/8
Golden	27 3/4	+ 1 1/2
Mobile Americana	8 3/4	- 3/4

	Aug. 6 Bid/Close	Chng. Prev. Month
Mobile Home Ind.	18 1/2	- 2 1/2
Monarch Ind.	5	- 1 1/2
<b>Redman Indus.</b>	18	- 2 1/2
Rex-Noreco	19 1/2	- 5 1/8
<b>Skylark</b>	40	- 1 1/2
Town & Country Mobile	8 1/4	- 1 1/2
Triangle Mobile	5 1/4	+ 1/8
Zimmer Homes	18	- 5 1/4

Albee Homes	3 3/8	- 1/8
AABCO Industries	1	- 5/8
Brigadier Indust.	4 1/2	- 1/4
Building Systems Inc.	22	- 7 1/4
Environmental Systems	13	- 1
Hodgson Homes	4	- 1 3/4
Liberty Homes	25 1/2	+ 1 1/2
Modular Dynamics	3	- 3/8
Modular Housing Systems Inc.	10 3/4	- 4
National Homes	28 1/4	- 6 3/8
Nationwide Homes	9 3/4	+ 3/8
Shelter Resources	10 3/4	- 1 1/8
Stirling Homex	12 1/2	- 6 1/2
Swift Industries	3 1/4	+ 1/8

**DIVERSIFIED COMPANIES**

Amer. Standard (Wm. Lyon)	21 1/2	- 1/2
AVCO Corp.	13 3/4	0
Bethlehem Steel	22 1/4	- 5 1/8
Boise Cascade	22 1/4	- 5 1/8
CNA Financial (Larwin)	21 1/2	- 1 1/8
Castle & Cooke (Oceanic Prop.)	16 3/4	- 2
CBS (Klingbeil)	43 3/4	- 1 3/8
Christiana Securities	124	- 3
Citizens Financial	12 3/4	- 7/8
City Investing (Sterling Forest)	19	- 3
Corning Glass	225 1/4	- 27 1/4
Cousins Properties	25 1/2	- 4 1/4
Dreyfus Corp. (Bert Smokler)	28 1/2	- 1 1/8
Evans Products	42 1/2	- 1
Ferro Corp.	22 1/4	- 3
First Gen. Resources	7 1/2	+ 3/8
Fischback & More	33 1/2	- 4
Forest City Ent.	25	- 3 1/4
Fruhauf Corp.	32 3/4	- 5
Fuqua Indus.	21 1/4	- 3 1/4
Georgia Pacific	51 1/2	+ 3 3/8
Giasrock Products	7 1/2	- 1 3/4
Great Southwest Corp.	2 1/2	- 1/2
Gulf Oil (Gulf Reston)	29 1/2	- 1 1/2
INA Corp. (M. J. Brock)	50 1/2	+ 1
Inland Steel (Scholz)	27	- 2 1/4
International Basic Econ.	6 1/2	- 1 3/8
International Paper	33	- 2
Internat. Tel. & Tel. (Lavit)	56 1/2	- 6
Investors Funding	10 1/2	- 1 3/4
Leroy Corp.	2 1/2	0
Monogram Industries	9	- 1 3/4
Occidental Petroleum (Occ. Pet. Land & Dev.)	16 1/2	- 1 1/8
Pacific Coast Prop.	3 3/4	- 1/8
Perini Corp.	5 1/2	- 1 1/8
Philip Morris	61 1/4	- 2
Prosher Corp.	6 1/2	+ 2 3/4
Rouse Co.	41 1/2	- 9 1/8
Santa Anita Consol. (Robt. H. Grand Corp.)	51 1/4	+ 1 1/4
Sayre & Fisher	3 1/2	- 5/8
Tishman Realty	23 3/4	- 1 3/8
Titan Group Inc.	3 1/2	- 3/8
Uris Bldg.	17 3/4	- 3 3/8
U.S. Ply-Champion (Lewers & Cooke)	30	+ 3/4
Weil McLain	19 3/4	- 1/8
Westinghouse (Coral Ridge Prop.)	82 1/4	- 8 3/8
Weyerhaeuser	52 1/2	+ 3 3/8
(Weyer. Real Est. Co.)		
Whittaker (Vector Corp.)	9 1/4	- 2 1/8
Wickes Corp.	39 1/2	- 4 3/8

**BUILDING PRODUCTS**

Alcan Aluminium (Alcan Design Homes)	20	- 2
Ameron	15 3/4	- 3 1/4
Automated Bldg. Components	9 3/4	- 2 3/8
Bird & Son	50	+ 1
Brooks Scanlon	18 1/2	- 2 1/8
Caco Corp.	24 3/4	- 4 1/2
Certain-lead (Reafec Inc.)	28 1/2	- 3/8
Clow	20 1/4	- 1/4
Colonial Sand	10 3/4	- 1
Consolidated Rock	26	- 1
Flintkote Co.	26	- 1
Florida Steel	20 1/2	+ 3/8
Glen Gery Corp.	9	+ 3 1/4
Interpace	25	- 2 1/2
Johns Manville	39 1/2	- 1 1/8
Keene Corp.	9 3/4	- 3 3/4
Kirsch Co.	46 3/4	- 3 3/4
Knape & Vogt	40 1/2	+ 1
Lowe's Companies	62	- 5 1/4
Masonite Corp.	56	+ 1 1/2
Mouldings Inc.	9 1/2	- 2 1/2
National Gypsum	20 1/2	- 2 1/2
NL Industries	17 1/4	- 1 1/2
Owens Corning Fiberglass	44 7/8	+ 4 3/8
PPG Industries	35 1/4	+ 1 1/4
Permaneer Corp.	13 1/4	- 1 1/8
Philips Industries	18 1/2	- 1 1/2
Pioneer Plastics	9 1/2	- 2 1/2
Ply Gem Industries	8 1/2	- 1 3/4

	Aug. 6 Bid/Close	Chng. Prev. Month
Portlath Forests	27 1/4	+ 5/8
Pratt & Lambert	16 3/4	- 7/8
Reliance Universal	31 3/8	- 3 3/8
Republic Gypsum	9	- 1 1/8
Robertson (H. H		

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*x John Kennedy*  
John Kennedy

Kennedy Mechanical Contractors

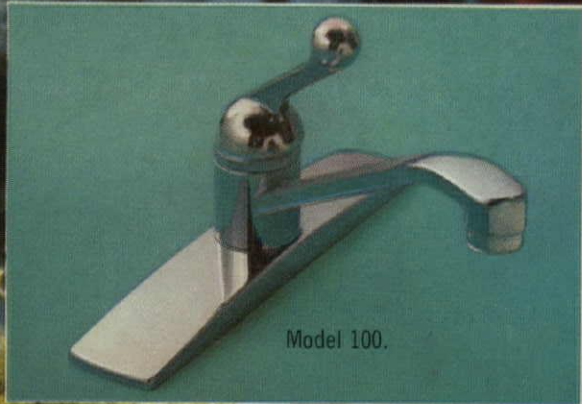
Leisure World is just that. A beautiful retirement community in California that's become a new living concept in America. And for the maintenance crew and the plumbing contractor, it's even more of a leisure world. Because during the 7-year history of Leisure World, they've hardly had to repair or replace any of the community's 50,000 Delta faucets.

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# Seven ways to get your prospects inside with

You see, the outdoors is what makes the indoors so great.

And bringing the outdoors in is what brings the prospects into your homes; and that's where glass comes in. Glass can open up every room in your homes. Let the sunshine in, but keep the weather out. Interior decorating becomes interior-exterior decorating. Rooms become part of the total land-

scape, and look many times larger.

Use glass to open up the wide open spaces for the people who buy your homes. Use glass to open up your potential for sales and profits.

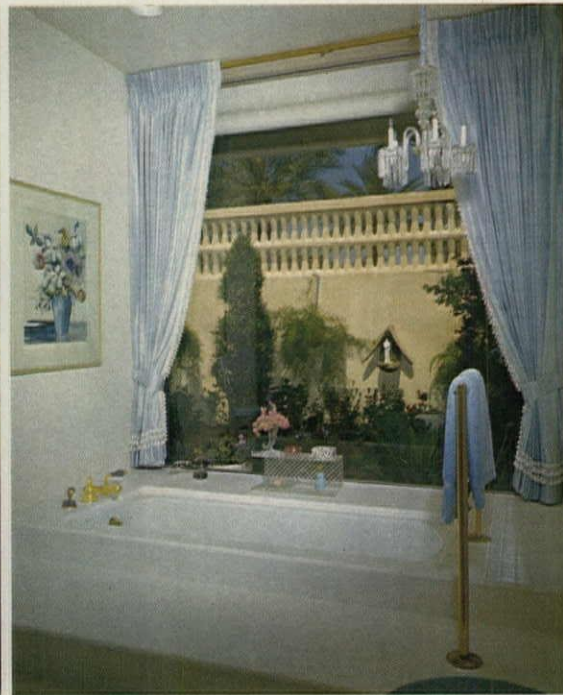
Here are just a few ideas for building "now" homes with glass. Look into them.

**PPG: a Concern for the Future**



Wm. F. Cody & Assoc., Architects

**1** This kitchen has a sunny disposition because the cabinets are positioned to hang in front of the sunlit glass wall. Beautiful idea, and in cold climates PPG *Twindow*<sup>®</sup> insulating glass makes it even more practical.



Wm. F. Cody & Assoc., Architects

**2** The garden bath, which uses a picture window overlooking a private court, lets the ladies bathe in Roman splendor. But in privacy. In an area like this PPG *Herculite*<sup>®</sup> K safety glass lets them move about in safety.



Donald L. Bren, Builder

**3** Mirrored wardrobe doors introduce glamor, a feeling of spaciousness, more light and beautiful practicality to the master bedroom in your homes. Or use this idea in a guest room to give it importance. Look into PPG *High-Fidelity*<sup>®</sup> mirrors for this idea.

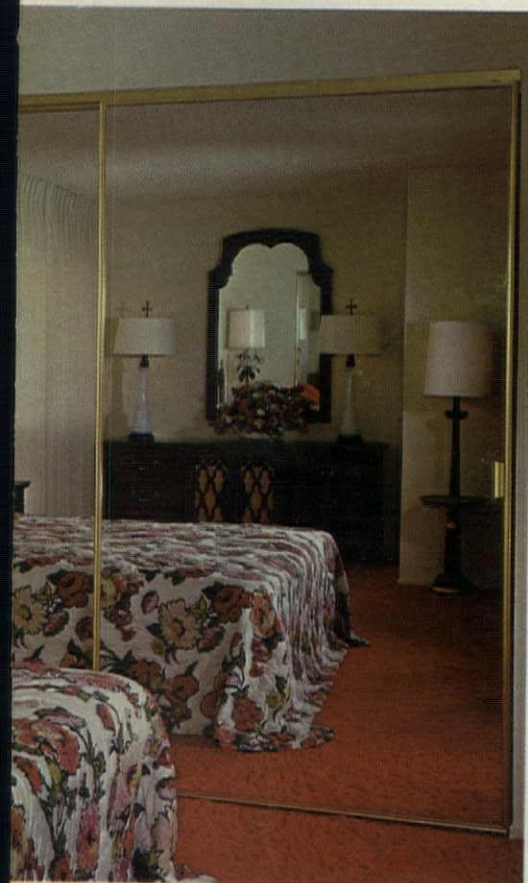
Deane Brothers, Builder

**4** Now the outlook for your kitchens can be exciting, as well as practical. Sliding glass windows with a wrap-around, pass-through serving counter make this kitchen and the great outdoors one big happy unit.



CIRCLE 30 ON READER SERVICE CARD

# PPG glass (by bringing the outdoors indoors).



**5** Who says attics have to be dull, dark and dismal places. Gable end windows in this colonial create a cheerful upstairs rumpus room. It means more usable floor space, more salable floor space.

Charles B. Wills & Co., Builder

**6** A two-story fixed-glass window wall overlooking a private court gives this dining area light, excitement and a real outdoors flavor.

Robert Andrews, Builder



Richard Chalfant, Architect

**7** For leisure living, here's the updated sun porch. PPG *Herculite K* safety glass in glass walls and sliding glass doors make it possible, practical and safe. The idea itself is one that helps build quality-builder reputations.

If you'd like hundreds of other innovative ideas with glass, send the coupon for PPG's full-color brochure, "Open House/USA." It's yours, free.

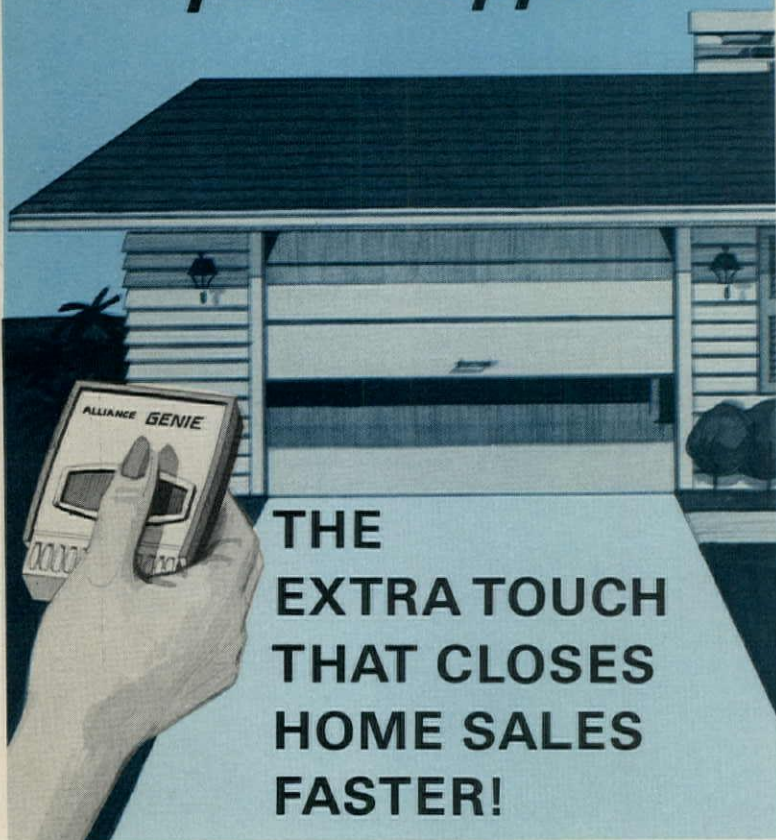
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## NEWS/PEOPLE



New team at Leon N. Weiner & Associates includes (l. to r.) M. Ray Niblack, v.p. for operations, Leon N. Weiner, president, and Marvin S. Gilman, executive v.p.

### Niblack and Kromer in new jobs

M. Ray Niblack is finally getting down to the brass tacks of homebuilding after ten years in the Washington policy mills. The former NAHB administrator has moved to Wilmington, Del., to tackle the newly created post of vice president for operations of Leon N. Weiner & Associates. This makes him No. 3 man in the fast-growing building and development company headed by the former NAHB president.

Niblack's job is to help mastermind the Weiner expansion program and represent the company in the communities and before government bodies.

"In a sense, it's the same kind of thing I've been doing all along," Niblack explained, "except I'll be looking at matters from a different point of view—not representing builders, but being one of them. And in free enterprise, there's added interest and excitement in what you're doing."

**Expansion.** In the last three years, Weiner has grown from a Delaware-area builder into a national builder with projects in the East, Midwest, and Southwest. Weiner is now working on the \$100-million, 160-acre Camden, N.J., center city urban renewal project together with RCA, Campbell Soup, and Boise Cascade. The company builds houses in all price ranges, but is particularly active in turn-key, urban renewal, and other low-income programs.

**Publicity to policy.** Niblack, a former newsman, started in housing ten years ago as FHA

director of public information. He later directed the agency's administrative activities.

In 1966, he moved to the 54,000-member NAHB as a staff vice president. He was deputy to executive vice president Nat Rogg when he joined Weiner.

**Kromer's move.** N. Edgar Kromer has left McKeon Construction of Sacramento, Calif., to become vice president of internal development of U.S. Home Corp. in Clearwater, Fla. Kromer, who was president of McKeon Development Co. and an officer of the parent McKeon Construction, will help the various U.S. Home divisions expand into new housing fields.

The divisions build and sell 14 different types of housing, including single-family homes, apartments, leisure homes, and condominiums designed for retired persons. All divisions build more than one type, but none offers all 14.

**Career.** Before joining McKeon, Kromer was president and chairman of the board of Northern California Developers. He has been active in local builders' associations and NAHB—he ran unsuccessfully for NAHB's third vice presidency in Houston in 1970—and has lately served on Governor Reagan's Task Force on Housing in California.

Charles Rutenberg, president of U.S. Home, said Kromer's appointment is part of a program of building a central consulting staff.

# Formica adds sales appeal ...and real profit... to every room.



Kick the tile habit with Panel System 202 tub surround. \$2.50 per square foot installed.



Laminate-surfaced vanities and tops available in sizes and colors for every bath. Approximately \$80.00 for 36" models, less bowl and fittings.



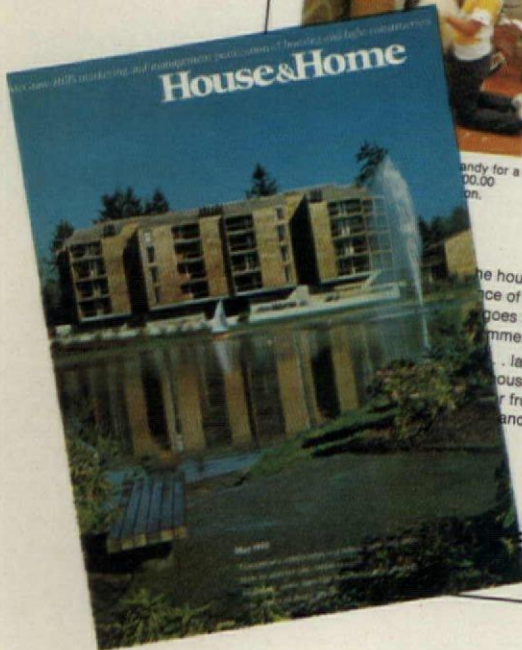
Colorful Molded-Stone® laundry sinks. \$70.00 for double tub model, plus accessories and installation.



Laminate-surfaced kitchen cabinets, like this 24" x 30" wall unit, begin at \$30.00, depending on trim detail and hardware.



The Trintessa® shower goes in fast. \$300.00 for 36" model plus installation. Other units to 60" wide.



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## how this ad in House & Home paid for itself 52 times over in actual sales

\$158,427 in sales have been traced directly to readers who used House & Home's reader service card to request more information on Formica products.

Not counting action taken by an equal number of readers who requested information directly from Formica, actual sales triggered by the ad totaled 52 times the cost of the ad.

In addition to actual sales, the Formica ad resulted in \$100,632 in **specifications** . . . \$112,945 in **approvals** . . . \$84,590 in **recommendations** . . . and \$22,700 in products readers are **still investigating** for specific projects.

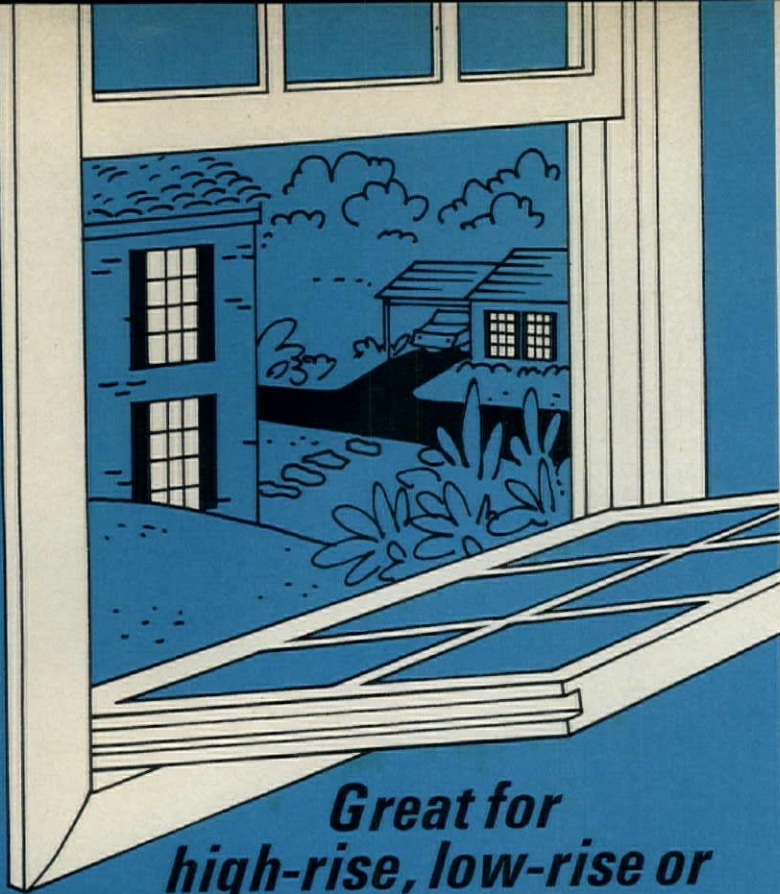
Why does advertising in House & Home pay its way many times over? Largely because House & Home shows your product to everybody who is anybody in housing & light construction.

For example, your story goes to the 50,000 builders who account for 9 out of 10 contractor-built apartment and single-family units, as well as extensive remodeling and non-residential building activity.

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Full documentation on how the Formica ad paid for itself 52 times over is readily available from

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The special "tilt-take out" feature of this Wabash unit permits effortless cleaning of outside glass areas by allowing the sash to be tilted inward. Rectangular grooves prevent accidental tilting. The unique 4-balance tilt mechanism is self-lubricating and is not affected by dust or dirt.

This pre-finished Tilt-Take Out unit is completely factory assembled and shipped ready-to-install in car loads or by Wabash truck. Removable colonial wood grids and regular or insulating glass are available.

High-rise, low-rise or no-rise—the Wabash Tilt-Take Out serves your building and remodeling needs with the greatest in window efficiency. See your Wabash dealer or distributor today.



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34 H&H SEPTEMBER 1971

CIRCLE 34 ON READER SERVICE CARD

## NEWS/MARKETING

### Ray Watt gets Home Loan Bank post

One of the nation's leading homebuilders of years past, Raymond A. Watt of Los Angeles, is the new chairman of the Federal Home Loan Bank of San Francisco.

The bank is the credit pool for savings and loan associations in Arizona, California, and Nevada. Chairman Preston Martin of the parent Home Loan Bank Board in Washington, himself a Californian, announced Watt's appointment as successor to Anthony M. Frank, who had resigned from the bank to become head of San Francisco's First Federal S&L (NEWS, Aug.).

Watt merged his \$52-million homebuilding operation, the R. A. Watt Co., into Boise Cascade Corp. in 1967 and left Boise a year later. He became president of the National Corpora-



RENE LAURSEN

**BUILDER WATT**  
Into a banker's chair

tion for Housing Partnerships in June 1969 but resigned six months later to return to realty development in California. He is currently chairman of the corporation's executive committee, and the president is George W. DeFranceaux, former president of Frederick W. Berens Inc., the Washington mortgage banking company.

### 2-car families now want 2 homes

Changing work patterns are swelling the demand for vacation homes to the point where they will account for one of every ten housing starts in 1971—a total of nearly 200,000 houses plus some 45,000 mobile homes. What's more, we shall build over twice as many vacation homes during the 1970s as during the 1960s.

These are the conclusions of Karl G. Pearson, director of the program in real estate education at the University of Michigan.

**Time to enjoy.** Pearson sees the demand for second homes as coming chiefly from the middle class. He cites longer vacations, the new three-day holiday-weekends, and increasing acceptance of a four-day

work week as some of the causes. There are also the economic advantages: tax breaks, extra income from renting, and appreciation on the investment.

**Easy living.** What do people want in vacation homes?

First, a good location, which usually means within four hours travel time from the permanent home and not more than a half hour's drive from beaches, lakes, or other recreational facilities.

Pearson sums up: "The ultimate in good living is not just a second car in the garage, but a second home in a resort location. This has resulted in vacation homes becoming one of our most rapidly growing industries."

### Peter Heintz leaves Levitt for Detroit builder

Peter S. Heintz has been named executive vice president of Forest City Inc., the Detroit homebuilding subsidiary of Forest City Enterprises.

For five years, Heintz, 40, has been with ITT Levitt & Sons, the nation's largest homebuilder. He was an assistant project manager at the time of his move to Detroit.

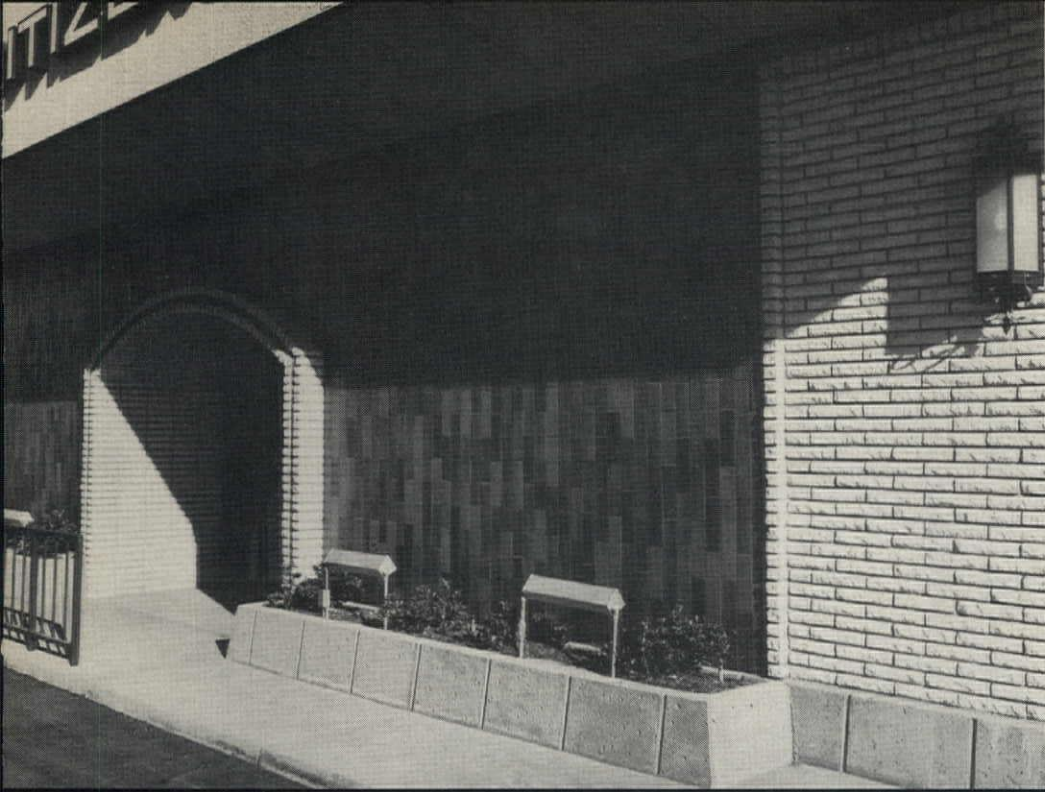
Forest City Inc. builds medium-priced housing in several Detroit suburbs, including Westland and Trenton,



**BUILDER HEINTZ**  
Moving to Detroit

where 330 homes have been built.





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for a  
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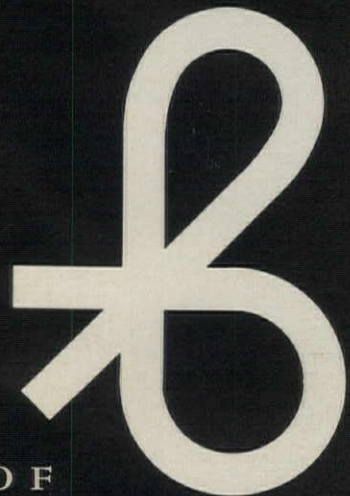
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CIRCLE 35 ON READER SERVICE CARD

# Crash program: from ground breaking to model apartments in 10 weeks

Why the rush?

"By getting the model units open so fast, we were able to more than double our rental pace," says H. Clarke Wells, marketing vice president, L. B. Nelson Corp.

In mid-April ground was broken for Lakeside Village at San Leandro, Calif. On June 19, the model apartment merchandising center opened, and by July 18, half of the 232 units in the project's first section were rented.

To get models ready in a hurry, Nelson modified its usual construction schedule.

- The most strategically located building—right inside the entrance of the project—was chosen to house the rental office and furnished model units.
- This building was taken out of normal construction sequence, and work was accelerated by using Nelson's own construction company rather than a general contractor.

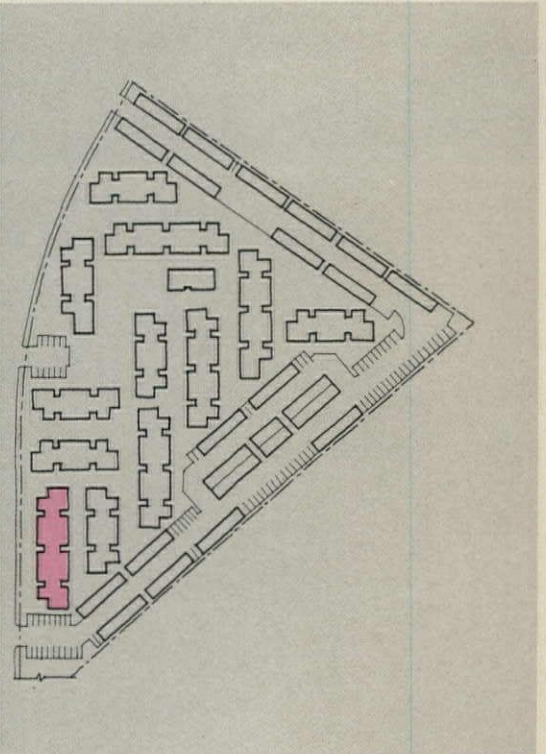
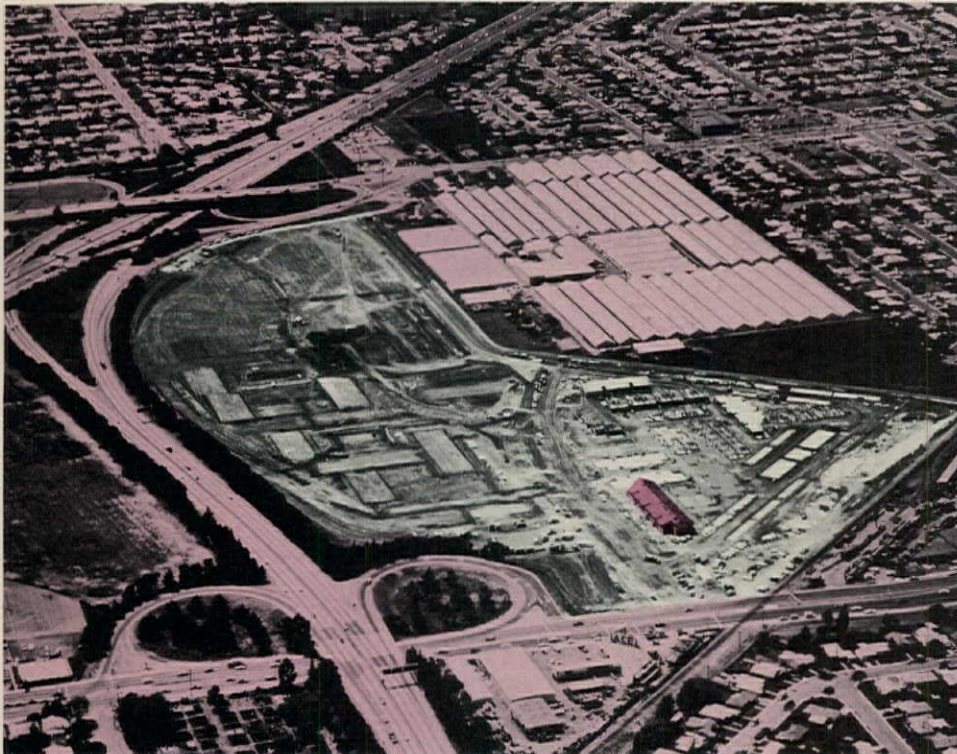
• The building was landscaped ahead of the remainder of the project.

• Work on the model units was pushed, and rental agents moved in weeks before the building was ready for occupancy.

Why this approach? Why not rent from the resident manager's permanent office, using nearby apartments as models?

Wells sees two drawbacks. "First," he says, "you'll us-

PHOTOS: BEN WILDMAN



Strategically situated site (unshaded area, photo above) includes A-one location for model apartment merchandising center—at entrance to the project, adjacent to the

intersection of two freeways. Ten weeks after ground was broken for project's first section (plan), model units (red areas, photo and plan) were open.



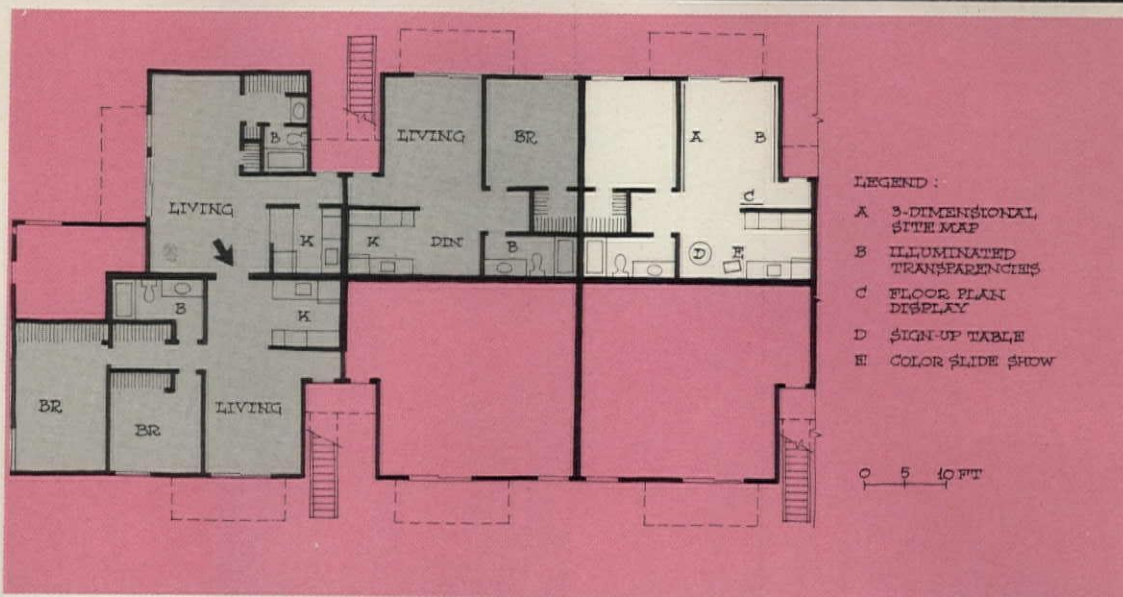
Project entrance offers immediate view of model-apartment building which was landscaped (photo, right) even before final water and power hookups were in.

ually find the manager's office in the center of the project. And, that's about the worst spot for selling during construction, what with the mud and dirt that prospects have to drive through.

"But, even more important, is the danger of having a prospect overhear a tenant sound off about how bad his apartment is—just after you've sold the prospect on how great the project is."

As for the common method of renting during construction—using a trailer with displays and floor plans—Wells believes there's a definite drawback in not having a model to show prospects what they're really getting.

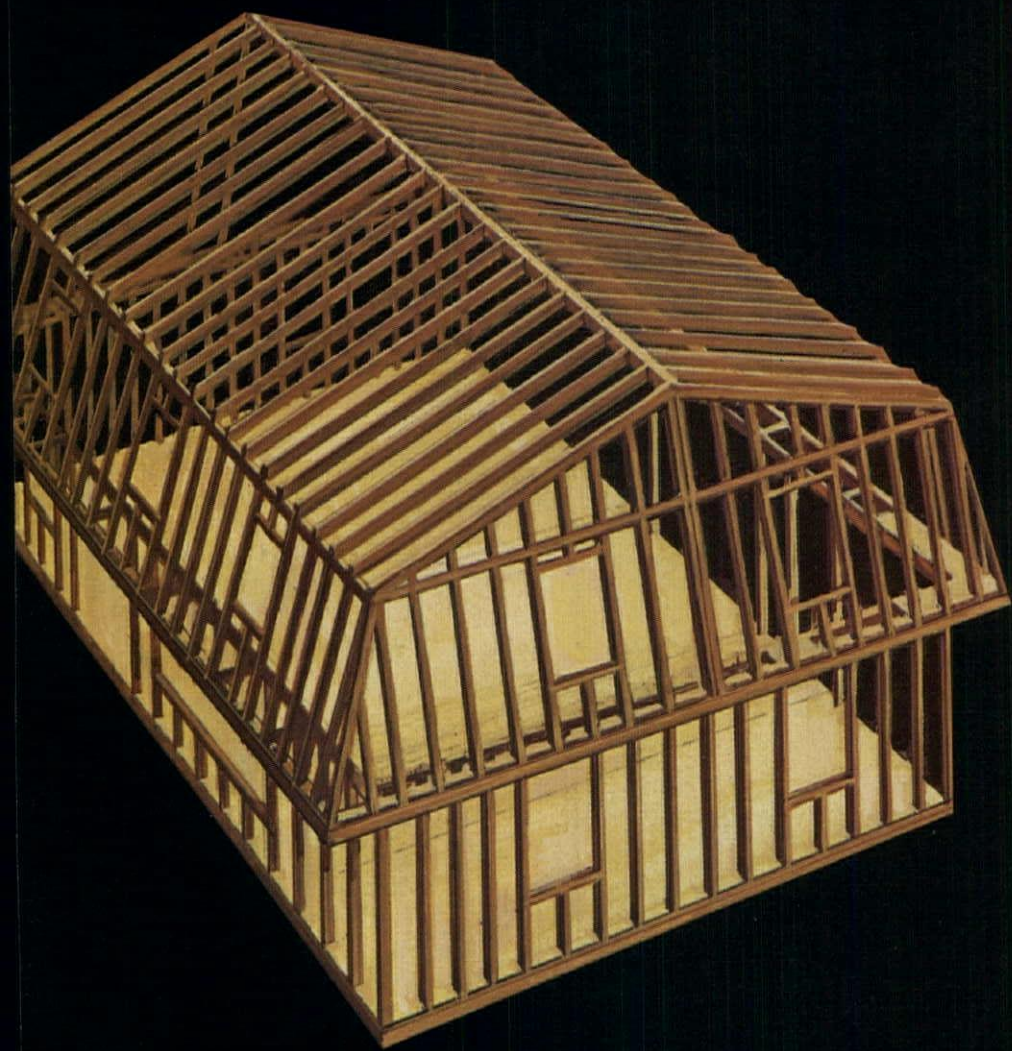
Lakeside Village will consist of 840 apartments when completed next June. Architect: Morris Lohrbach Associates Inc.



Apartment merchandising center comprises a rental office (top photo and white in plan) and three model units (gray in plan, and photo, right). Model apartments are part of a 24-unit building; so, to make it easier for prospects to view them, a temporary opening (arrow on plan, and wall opening at right in photo, right) was cut between back-to-back units that open onto opposite corridors. Use of special-feature signs like those on stove and cabinet door (photo, above) is a merchandising device more usually found in for-sale model homes.



# Off to a good start?



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**Fiber glass building insulation.** Space-saving, color-coded handle paks are easier to store, easier to pick out, easier to open, and easier to carry to the job. New basket-weave-patterned facings look more attractive during installation, help sell prospects visiting unfinished homes.

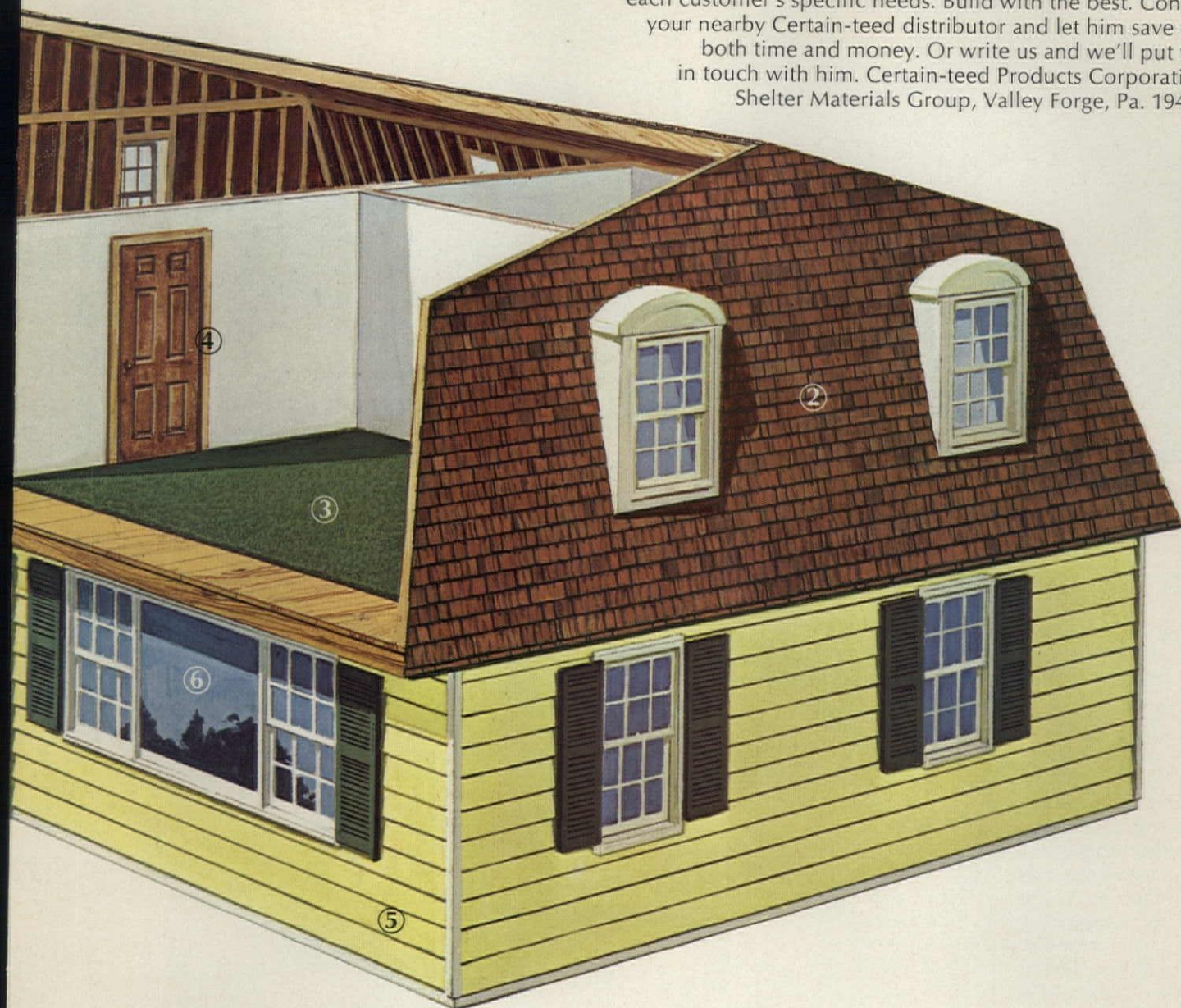
**2**  
**The Hallmark "Shingle."** The style and texture of hand-split wood shakes in a beautiful, fire-resistant, heavy-weight asphalt shingle. Five earth-tone colors. Guaranteed not to warp, shrink, split, or fade for a full 25 years! Made to last much longer.

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**3 Hollybrook carpeting.**

Deep-pile shags, elegant scrolls, and long-wearing level-loop styles. Some available with deep-foam backing. Most meet or exceed FHA carpeting requirements. All the most wanted colors and durable man-made fibers.

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**6 Ideal Qualitybilt windows.**

Double-hung, casement, and picture window styles made of selected Western Ponderosa Pine. Preservative-treated to last a "housetime." Optional welded insulating glass, double glazing panels, and bronze finish aluminum screens available. Fully sealed and weather-stripped.



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Pools, patios, and paths, instead of streets and parked cars, characterize the heavily landscaped community. When completed, the adult project (minimum age permitted is 16) will have 200 units as well as swimming pools and other recreational facilities. Architect: Callister and Payne.

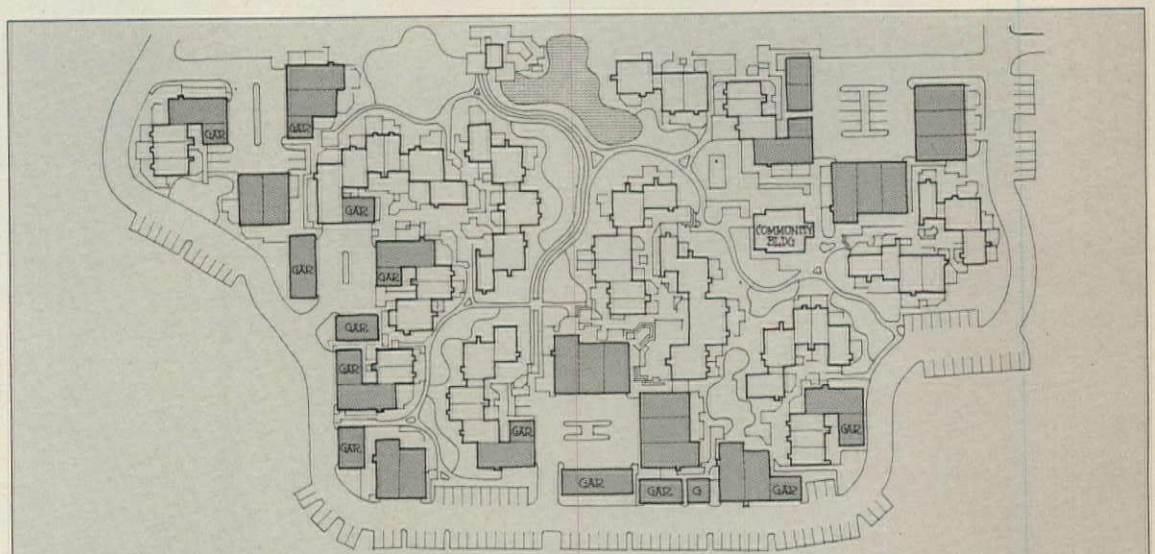
## There are no inside streets in this 17-acre condominium

In fact, the only time a vehicle can drive beyond the perimeter of the northern California project is on moving day.

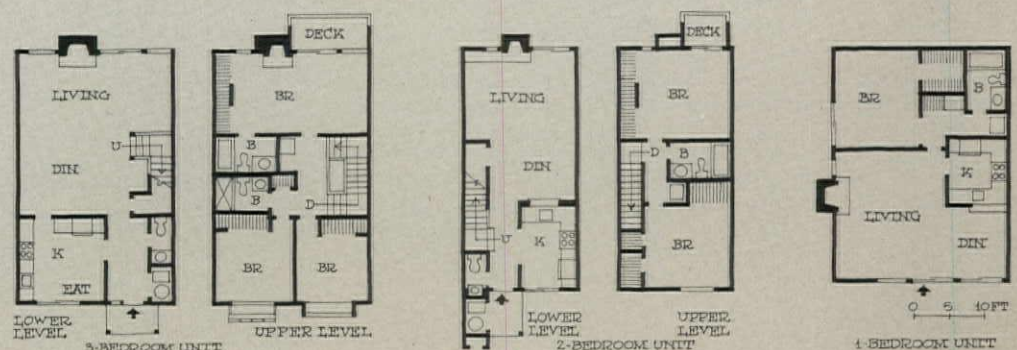
What's more, buyers like it that way, says Al Ceresa, vice president, Cal-West Communities Inc., adding that owners never question the fact that their two car spaces (one in a garage, one outdoors) can only be reached by walking to the outer edges of the project.

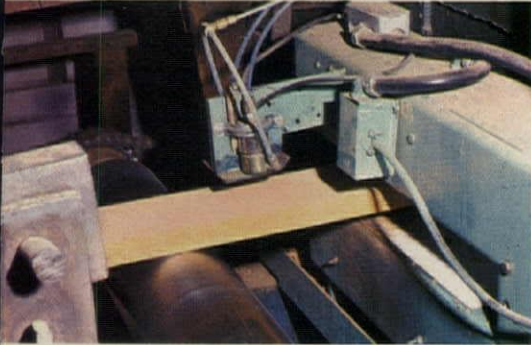
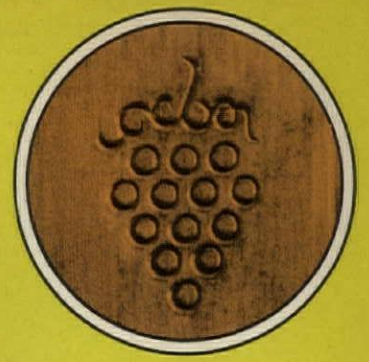
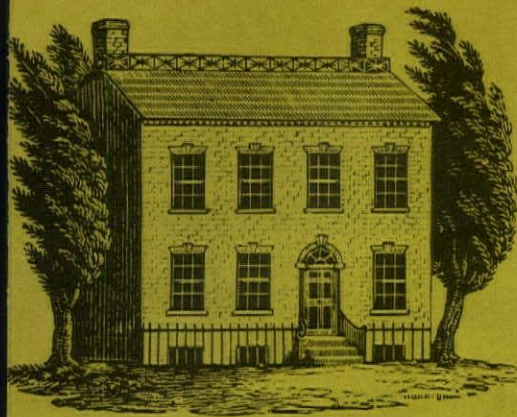
The reason: in lieu of the convenience of front-door parking (see p. 50), the Vineyards of Saratoga provides a series of landscaped courtyards and winding paths surrounding the villa-style homes. One double-wide path serves moving vans or emergency vehicles.

So far, most buyers are school-teachers, widows or widowers, and retirees—people attracted by the non-maintenance aspect of condominium ownership, as well as by the price. Units sell for \$25,900 to \$43,500, compared with \$55,000 to \$100,000 for single-family detached housing in the area. Eventually, the 17-acre community will contain 200 units.



First section of 110 units (above) opened in February. The balance will be built north of the lake (top of plan). Shaded areas are garages and units with garages below. Outdoor parking is at the perimeter of the project. Below: three of six floor plans.





## Portrait of a *better* door

You wouldn't know this is a better door, just to look at it. Of course, Nord's exclusive, authentic Colonial design carved into its panels is something new, but that alone can't make it a *better* door.

Most of the 33 reasons it is a better door are not visible. In fact, only seven of them are. You can see the better design, for example; but you can't see the care to control moisture content that makes it more trouble-free. You can see the rich beauty of straight grain, old-growth solid wood; but you can't see the precision machinery that assures perfect fit of parts.

All of the 33 reasons—visible and invisible—are illustrated and described in a new brochure you should have. It's free

to any builder who will simply send his name on his business letterhead to the E.A. Nord Company, Everett, Washington, 98201. It will tell you "Thirty-Three Ways Nord Makes It Better."

With the help of NORD, you can put better doors into better entrances that help sell your better homes faster!

Illustrated is one of Nord's better ideas—COLONIAL CREST, a new series of eight designs carved into six-panel Colonial doors that lets you put carved beauty on the entrance door of even the most modest home, for its price is as low as or lower than virtually every other design of stile and rail door without carving . . . ours or anybody's!

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**makes it better... naturally**



# The Electric Door. It'll supercharge your customers' interest.

The word is convenience. We can help you deliver it.

The Electric Door offers your customers the ultimate convenience in garage door operation. They press a button on a tiny transmitter and the garage door opens. An inside light flashes on. They drive in, touch the button again, the door closes and locks. Fast.

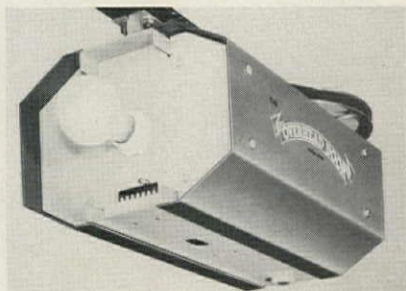
Simple. And very, very safe. The ladies in particular will appreciate that aspect.

The Electric Door concept is based on a brand new automatic garage door opener we created especially for you — the Builder Model 85 Electric Opener. Its low price will surprise you.


And as you know, your local factory-trained Overhead Door distributor will install the opener and warrant it for a full year.

Another reason The Electric Door can help you sell your homes: your customers know us — they know we've been building the finest garage doors in America for 50 years. They trust us. So can you.

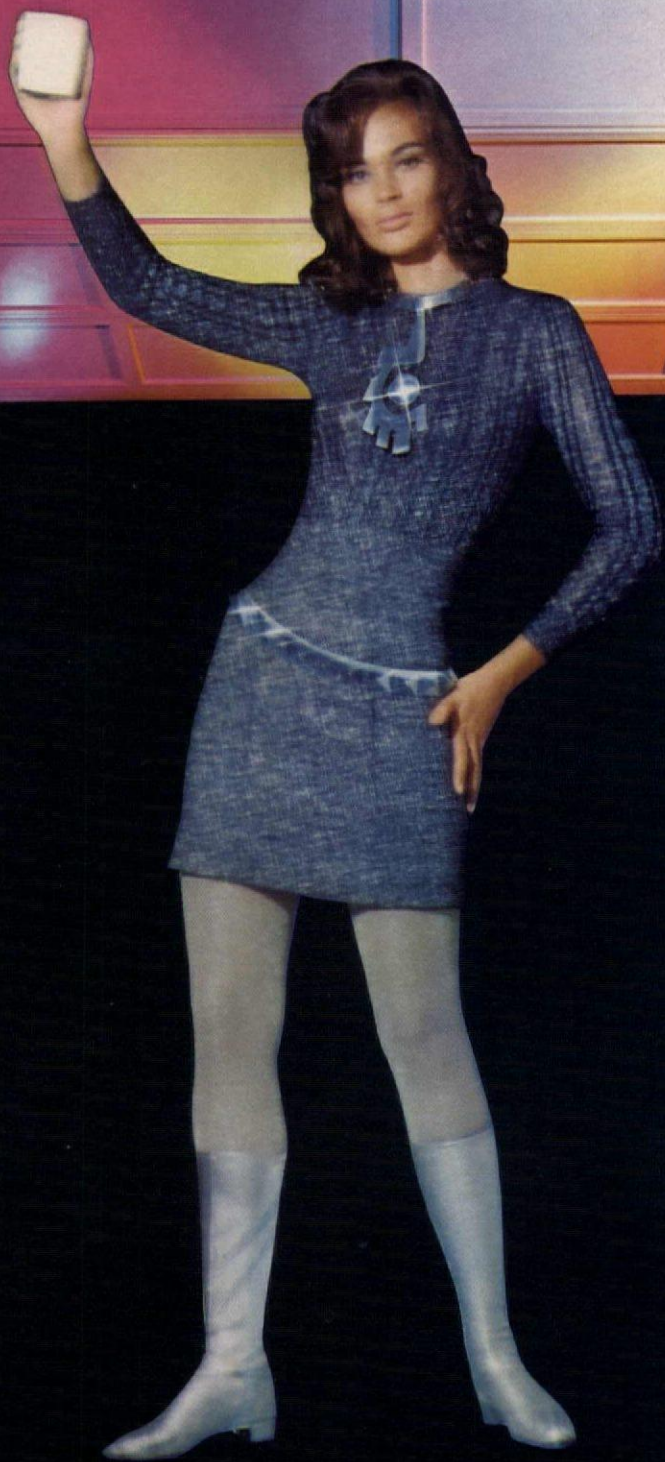
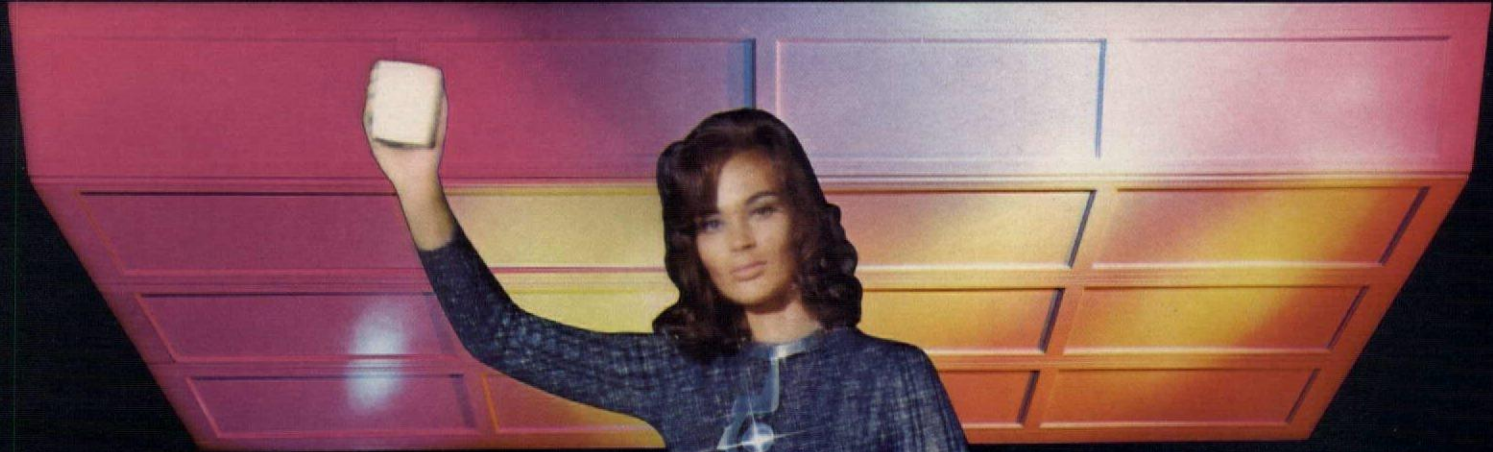
Put The Electric Door in your homes. You'll soon see how it can be a "super closer" in more ways than one.

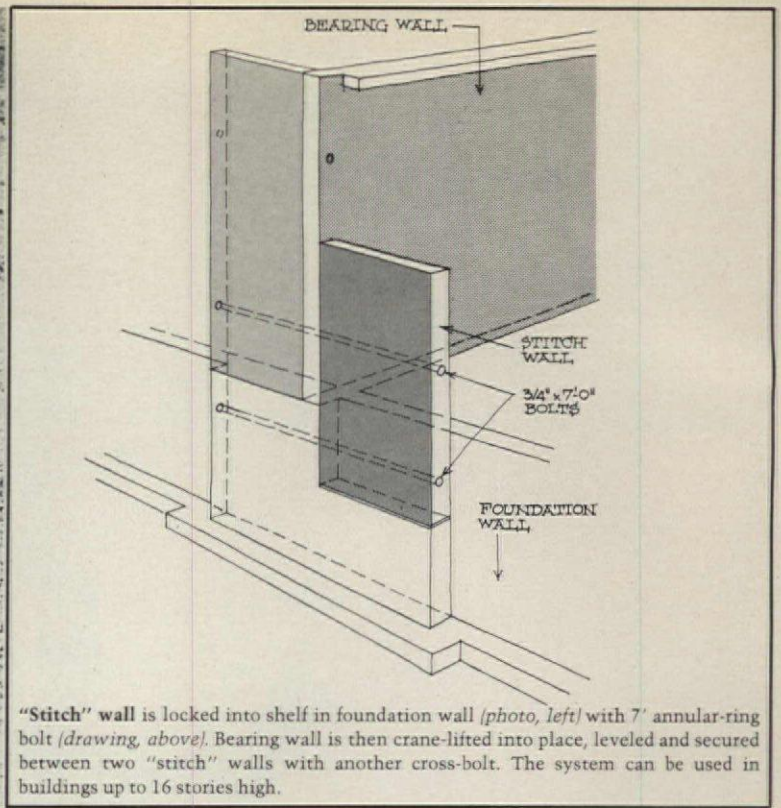
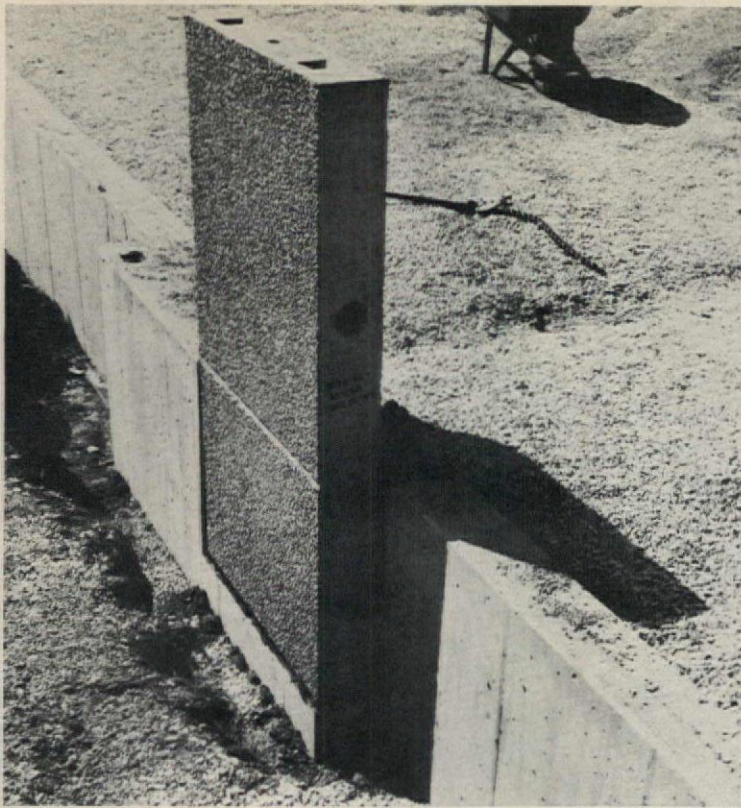


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TRADE MARK

 Products of the Overhead Door Corporation.







"Stitch" wall is locked into shelf in foundation wall (photo, left) with 7" annular-ring bolt (drawing, above). Bearing wall is then crane-lifted into place, leveled and secured between two "stitch" walls with another cross-bolt. The system can be used in buildings up to 16 stories high.

## New "stitch" wall system ties together a precast concrete shell

Using the system shown in the photo and drawing above, seven men and a crane completed the shell of a 120,000 sq. ft. apartment building (bottom, right) in 29 working days.

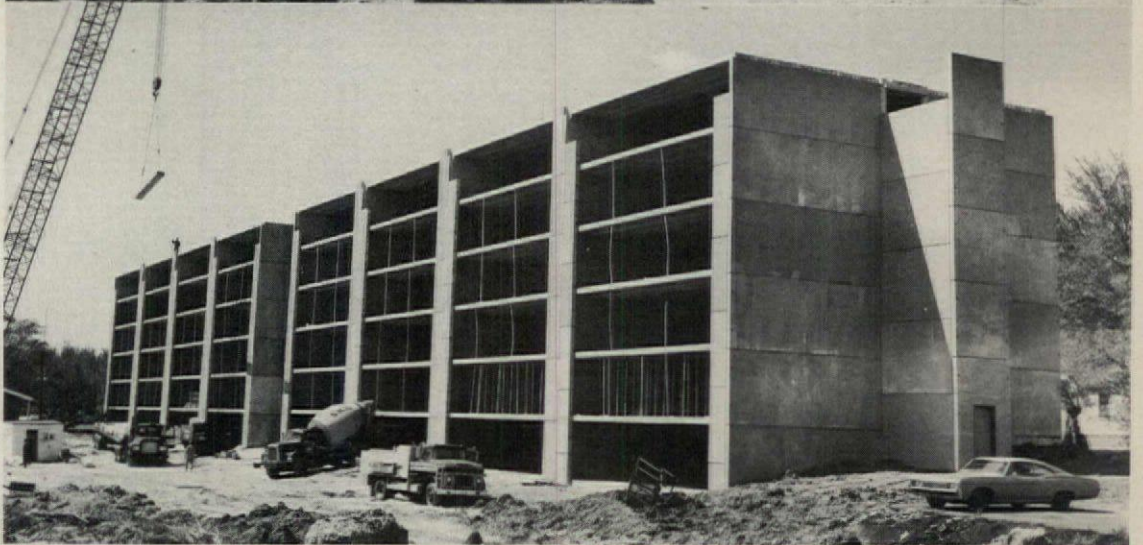
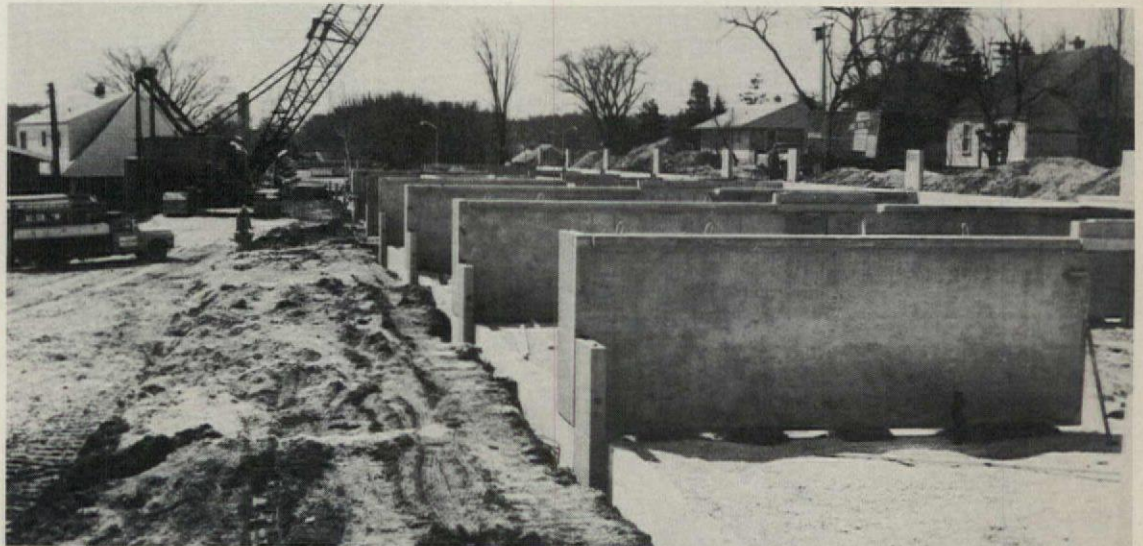
Costs are comparable to those of other recently developed precast systems: \$4 per sq. ft. for the shell, \$13 per sq. ft. for the finished building.

But unlike the other systems, this method does not require vertical post-tensioning rods. Instead, the building is tied together by half-story and full-story "stitch" walls—3' 4"-wide vertical concrete slabs that stack alternately (drawing, above right.) They are locked to the bearing walls and each other with long bolts—and are the key elements in the system.

Bearing walls, floor and roof planks are tied together with 40" rods, grouted in place. A curtain-wall facade is installed in the conventional manner.

The system, developed by Spancrete Industries, Inc., has very critical tolerances. Walls are precast to  $\pm 1/16"$ . The foundation, which has a series of shelves for the "stitch" walls (photo, above) has to be poured to a tolerance  $\pm 1/4"$  in 400 ft.

The building, in West Allis, Wis., is a joint venture of John Mathews and Ray Stanley. Architect: Howard Lorenz.



Bearing walls (upper photo) are supported at each end by a pair of "stitch" walls (only one end shown). Maximum wall height is 10' and all walls are 8" thick, maximum span for 8" floor and roof planks is 30'. Elevator shafts and stairwells also consist of precast units that are bolted together horizontally.



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you noticed was the fly,  
our new exhaust fan design  
is a big success.***


the dishwasher won't phase them. With higher CFM's and unique side openings, Front-Liners pull lots more air with far less noise . . . can even fill the bill as kitchen exhaust fans to eliminate the cost of traditional range hoods.

Your distributor's "MIP" Plan assures you of a full range of easy-to-install models, including light and heater combinations. For more information, write for Catalog DCP-100.

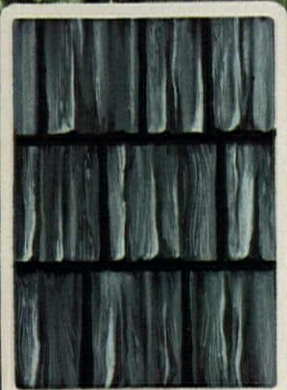
Introducing Front-Liners . . . the first decorator-oriented kitchen and bath exhaust fans. No garish metal grill, no exposed fan and motor, no ear-splitting whine.

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CIRCLE 45 ON READER SERVICE CARD



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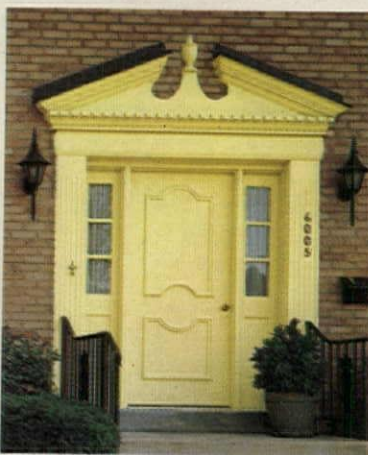
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# Look at the edge you get with an Ever-Strait door.

We build a "crack" into the Ever-Strait door to keep the weather out. Of course, the correct term is *thermal break*, and it extends all the way around the door's edge so heat or cold isn't transmitted from the outdoor side to the indoor side.

That's an important consideration when you buy a steel door, or any door for that matter. And since the thermal break is a patented, exclusive feature of the Ever-Strait door, you can tell when you've got the genuine article.



Ever-Strait doors come factory primed and pre-hung, in a wide range of decorator styles, with a variety of doorlight, side-light and toplight options available.

There are other good reasons to prefer the Ever-Strait door by Pease. It's made with strong, zinc-coated steel panels and insulated with a solid core of polystyrene foam—so it can't warp, bow in, bow out, shrink or swell. Ever.

How's that for an edge, when you're demonstrating value to a prospect? Write us for complete information and the name of your nearest Ever-Strait distributor.

U.S. Patents No. 3,153,817; 3,273,287; 3,238,573; 3,426,479. Patented in Canada 1965, 1966; and in United Kingdom 1962. Other patents pending.  
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CIRCLE 49 ON READER SERVICE CARD

## Make a grand entrance

## Pease Ever-Strait Doors

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**"Man and his car are not soon parted. So parking layout is a vital element in development planning"**

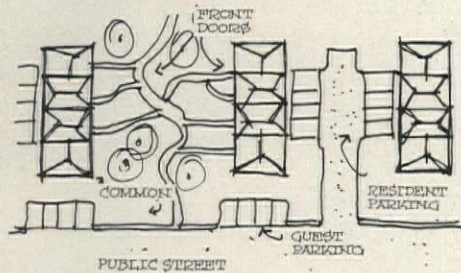
Planners and architects have long felt that the ideal community would be one where automobiles were completely separated from people—for safety reasons as well as for a more attractive design.

But the psychological attachment that most people have to their cars (in terms of security and convenience) often dictates planning that not only leads to inefficient land use, but also to undesirable aesthetic effects. And, local governments have added to the problem by enforcing dogmatic regulations that lead to the same ends.

The standard subdivision—without provisions for guest parking or for increased family needs—is the result of these regulations. Cars are parked in the garages, on the ramps, and in the streets.

**Why is this so bad?** First, it uses up about 10% more land than need be and keeps the city in the free-parking-lot business. Secondly, a 40-ft.-wide street encourages fast through traffic, resulting in many anguished complaints from residents concerned with their children's safety.

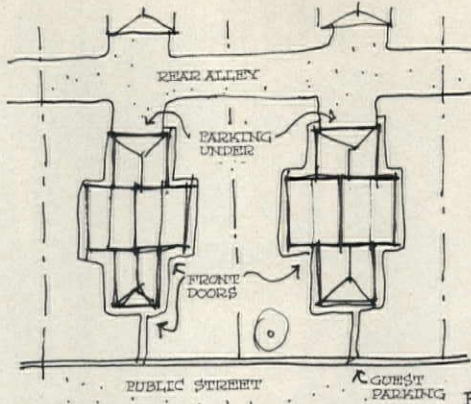
In recent low-priced planned unit developments, the rear-parking type of car/house relationship has become common (Figure A). One space is provided for every unit, along with one guest parking space. This is a simple and economic solution and leaves the front of the house a pleasant,



A

landscaped area free of cars. It would appear that this is an ideal solution, but we discover that the resident must walk entirely around his house to get to the front door, while guests often are understandably confused. A further disadvantage is that this arrangement dictates the use of the common area as a formal one, since it's the front door to all the units.

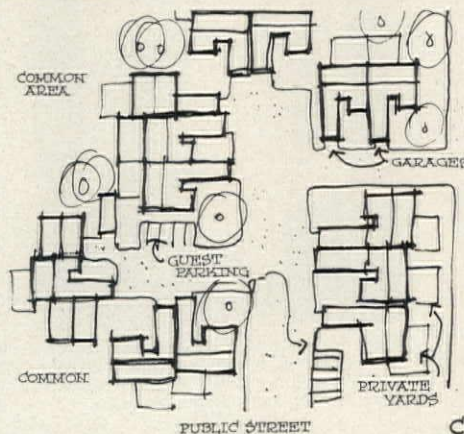
Another current solution involves the low-cost fourplex on a series of standard single lots (Figure B). In this arrangement one-to-one parking is provided underneath the rear units, with additional parking allocated on the public street in front. It appears



B

to be simple and certainly involves less cost in construction of the building. Yet, we find it demands dual street frontage for all of the units: an alley in the rear and the public street, both of which may well become havens for parked cars. Another drawback is that residents must walk from the carport, completely around to the front entrance.

**A better answer.** If these solutions are not working very well in terms of economics, convenience, and safety, what will? For low-cost townhouses, it might be done with resident parking provided as part of the residence, right at the front door, and guest parking in or near the cluster (Figure C). One big advantage to this solution is that it permits the common area to the rear of the unit to be used for any appropriate purpose—such as tot lot, small pool or play area—rather than just a formal entry area.



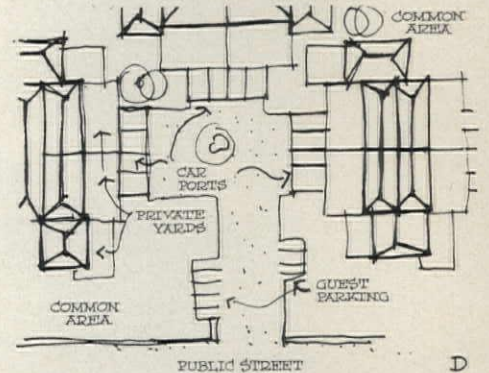
C

The cul-de-sac is designed to be a place both for cars and people. With cars kept to a minimum and landscaping to a maximum, it seems possible for people and cars to co-exist happily. Since the small cul-de-sac will serve only the people living there, hazard to children is minimal.

In addition, the public street is freed of all parking and used only for traffic circulation, thus eliminating the need for a wide street—

and curbs and gutters if drainage can be handled another way.

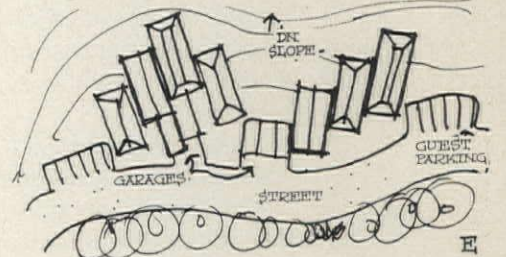
In another arrangement (Figure D), where high density and low cost are desirable, even smaller cul-de-sacs can be developed to provide for parking. The private outdoor



D

space on the street side provides a front door to the unit's own parking. This solution results in a multiplicity of small common areas throughout the development, in and near the residences. Most importantly, it is an extremely simple and economical solution offering a high degree of privacy and convenience.

**What about hillside housing?** Clustering is often impossible if the natural contour of the hillside terrain is considered. Thus a linear parking arrangement is necessary (Figure E). The great advantage to this concept is the creation of a small country lane, effected by keeping the street narrow and the parking considerably varied. Parking



E

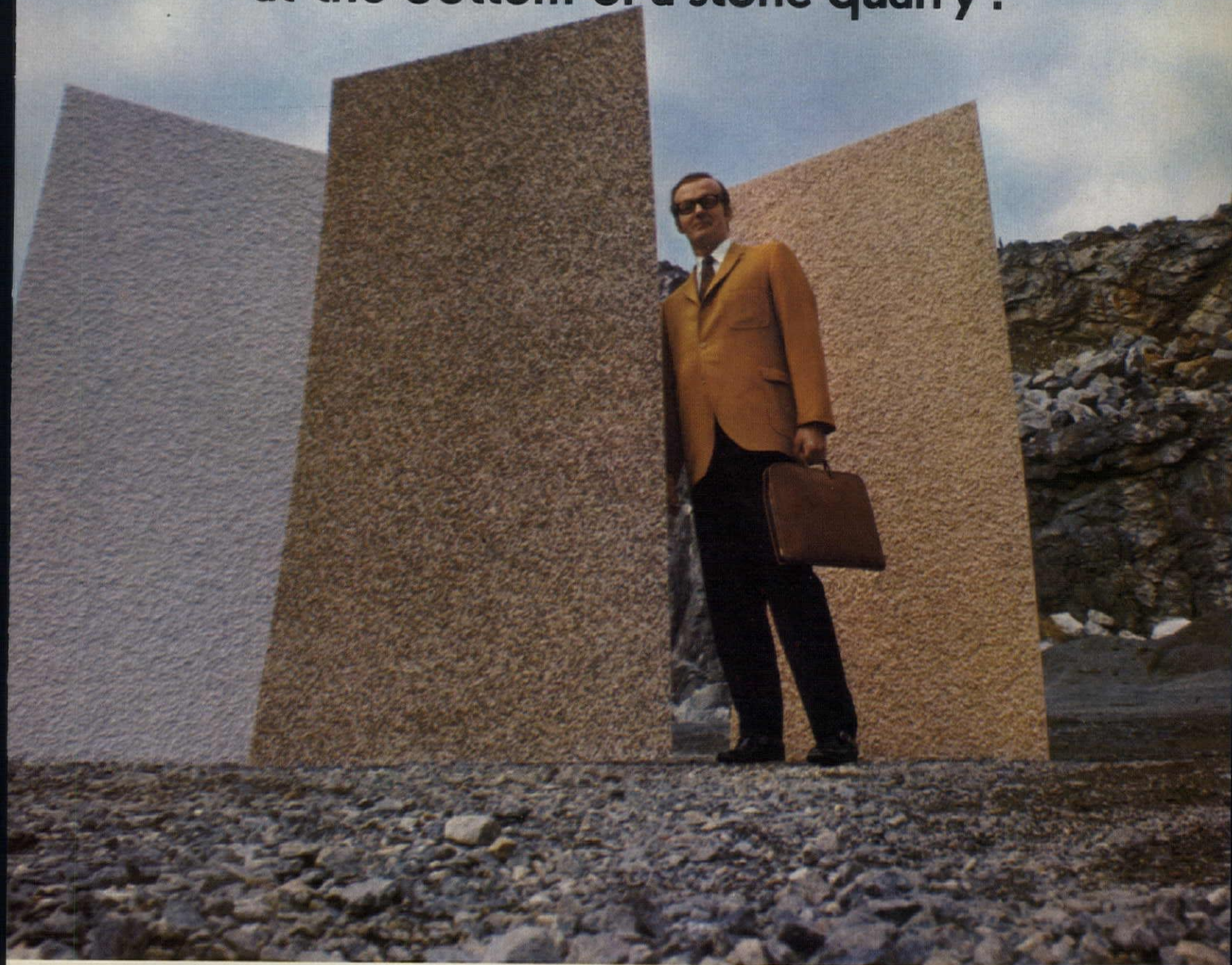
can back onto a minor street of this type without hazard.

In conclusion, cars and people can live together successfully, if handled carefully. If, however, too many cars are gathered in one spot, there is a supermarket parking lot effect. If too many are parked at individual homes, considerable land is wasted, and a stereotyped effect is created. There is a balance possible between the two. With this balance, the maximum aesthetic effect can be obtained for the minimum investment.

Many a project has failed financially because the parking scheme was not coped with realistically.

ROBERT W. HAYES, PRESIDENT, THE COMPLA CORP., SAN FRANCISCO, CALIF.

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CIRCLE 51 ON READER SERVICE CARD



**“Strip zoning on highway frontage is unsafe and impractical. It should be eliminated”**

Traditional strip zoning—the old technique of permitting commercial and residential projects directly along main roads—leads to accidents and contributes to overburdened highways. So we recommend to clients that this type of zoning be outlawed on main roads.

Such a recommendation may be anathema to those who speculate in roadside strips. But the builder or developer who favors cluster planning should find that supporting such a proposal works to his advantage—both in enhancing his public image and financially.

Statistics clearly show what happens on main roads—those that not only connect towns, but also serve through traffic—when unregulated curb cuts and indiscriminate highway access exist.

**Facts and figures.** Simply stated, distances between intersections (or access points to shops and homes) should be seven to 10 times the posted speed limit, i.e., for a road with a 50 mph speed, minimum distances between curb cuts should be 350 ft. to provide proper sight lines.

Let's take a look at figures supplied by the New Jersey Bureau of Motor Vehicles which show the distances required for driver reaction and braking at various speeds.

Speed MPH	Reaction Distance ft.	Braking Distance ft.	Min. Distance between access points/ft.
20	22	25	47
40	44	105	149
50	55	188	243
60	66	300	366

Further substantiation comes from a study we made of accident statistics for the New Jersey Turnpike.

Even after allowing for variable traffic volumes, we found that on stretches of road with five or more miles between exits the accident rate was close to half of that for areas with shorter stretches between exits.

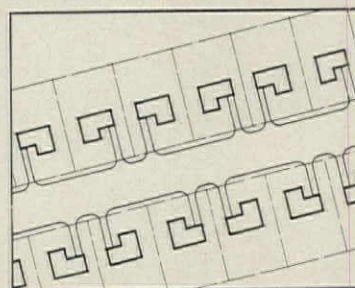
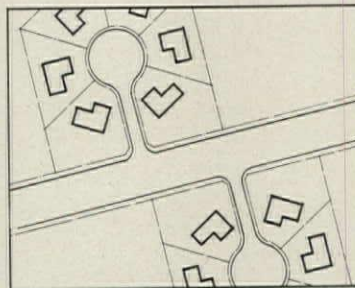
Other statistics show that while two-lane local or state highways can carry some 8,-10,000 freely moving vehicles per day, this capacity can easily be halved by indiscriminate breaks which force traffic to slow down as cars enter or leave the road. This, in turn, creates traffic jams, leading to a need for costly new expressways.

For these reasons, builders and developers should work with local authorities to main-

tain the largest justified distances between intersections.

We feel that no residential units should be constructed on main roads unless they feed from loops or cul-de-sacs. Certainly no homes should be exposed to more than 500-700 slow car movements. (Each single-family dwelling typically generates eight to 12 car movements—or trips—per day, including service operations.)

**Clustering is the answer.** It's the prime control for both residential and commercial developments. The best way to protect the flow of traffic is to cluster buildings around a common access road. Figure A



shows two typical residential clusters of six homes each. The alternative, pictured in Figure B, is the typical strip zoning plan.

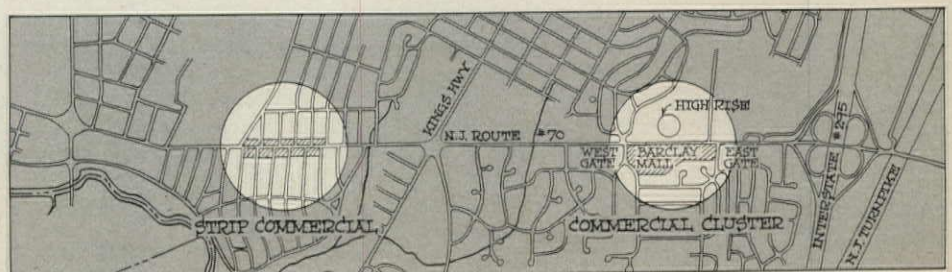
The strip plan shows 12 breaks in the highway, representing 12 sources of delay or accident. The clusters show just two breaks. The strip pattern may also require additional center cuts in the road medial. Each of these also presents a hazard.

To substantiate this analysis we compared accident rates along two 1,200 ft. commercial frontages on New Jersey Route 70 in Cherry Hill Township. (See Figure C.) The first area was a strip-zoned section between Cooper Landing Road and Harrison Avenue; the second was a commercial cluster—The Barclay Mall—one mile east of the strip along the same road.

Strip and mall are similar: both include clothing shops, laundries, realtors, hardware stores, and small restaurants. Both back up to single-family housing. The mall is opposite a high-rise apartment cluster. Over a three-year period (1967-69) the commercial strip produced 79% more accidents than the mall, while traffic counts showed only a 14% higher traffic volume for the strip. Clearly, clustering produces a safer, more efficient roadway.

**Strip zoning hurts the local tax base.** Strip patterns are usually defended on the basis of tax rateables. However, rateables in the strip tend to deteriorate in value, while those in clusters tend to increase their value. We checked tax maps in Cherry Hill and found strip uses increased 19% in tax assessments (based on true value) over 1960-70. This increase did not even keep pace with inflation, which was 30% over that 10-year period. We then checked on assessments in the mall and found they increased 45% in the same period, easily out-distancing inflation.

In summary, local roads can be protected and preserved by logically controlling land use patterns. Strip zoning should be eliminated and subdivision regulations should require some form of tertiary road to collect traffic from driveways. These recommendations will lead to reduced accident rates, stabilized taxes, and elimination of excessive paving. They are, therefore, substantiated in relation to public health, safety, and welfare. Builders working within such a framework should find public agencies more receptive to clustered land use patterns.



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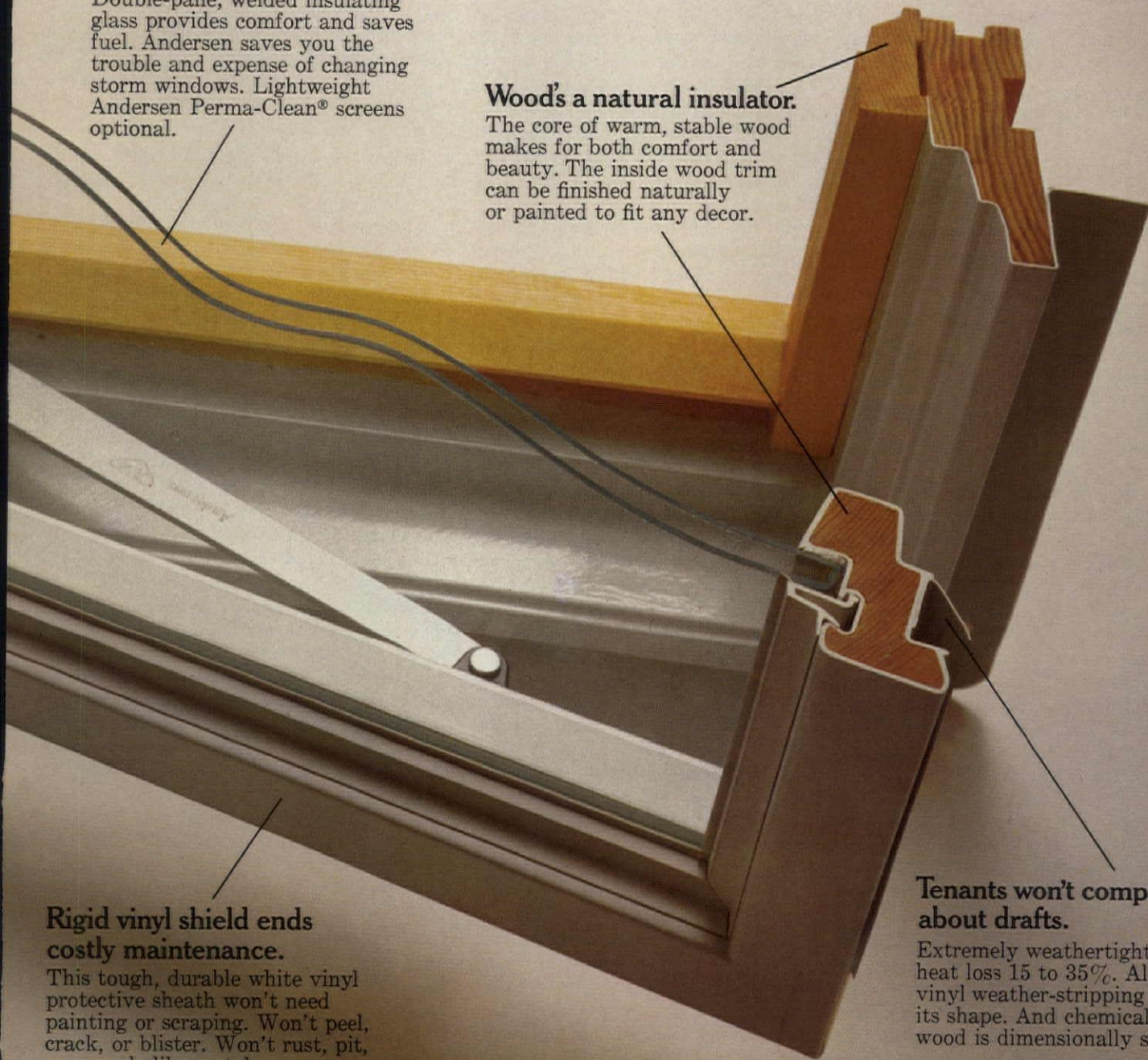
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**“Will new state  
factory housing laws  
be a help—  
or just another hindrance?”**

For decades, builders and architects have tolerated confusing, illogical, differing local, state and federal building codes; not without frequent loud complaints, but generally accepting their existence as a political fact of life.

Despite this attitude of resignation, everyone involved in housing agrees that the chaotic code situation desperately needs drastic revision. But until a few years ago, little tangible effort was being directed toward such change, and what was tried met with even less success.

Spurred on by the emergence of the modular housing industry in the past two years, there has finally been some real progress toward the idealistic concept of uniform state-wide building code requirements. Over a third of the states have enacted some form of legislation, most with specific provisions for factory produced housing. Most of the other states have laws under consideration. Such legislation has been hailed as real progress and this can be true if it is properly drafted.

However, a quick analysis indicates that the “sacred cow” of home rule has too often weakened these laws with “local option” conditions. Combined with other deficiencies, it is apparent that such restrictions in the laws can be just one more added hindrance, rather than a help. This is hardly progress.

**State-wide codes.** In order for these new laws to be effectively meaningful, they must contain certain clear provisions. Otherwise, the situation, bad as it is, might best be left alone. In brief, simple terms here are provisions they should include.

- Preemption of all local codes must be mandatory throughout the state.
- The state code itself, must of course, be performance oriented and in conformance with BOCA, ICBO or SBCC. (Concurrently, these agencies, being regionally dominant, should merge, or, at the least, have simple reciprocity agreements.)
- There should be provisions for reciprocity with states that have similar laws.
- Approval procedures should be on a structural system basis, making it unnecessary for every differing floor-plan layout to be re-submitted as long as the same system is utilized.
- Machinery must be quickly set up to allow for reasonably prompt processing of applications. Otherwise, the effective date of a law should be delayed until such machinery is ready.

- Compliance and quality control should be primarily the responsibility of the manufacturer with routine plant and site inspections by the state agency conducted on a consistent, but unspecified schedule. Full-time inspectors at each plant would be expensive and not as effective.

- Approved independent testing agencies for unique structural and material applications should be listed, generally available, and capable of prompt performance.

- Structural systems that are generally conventional should receive prompt approval from plans alone, without testing, especially where a system has been in production and use for a year or more.

- The additional expense and burden of more stringent requirements should not be placed on factory housing over site-built housing, thereby negating some of the potential economic advantages of industrialized housing.

Without the inclusion of the foregoing provisions into state-wide codes, we will find ourselves only creating numerous new ineffective bureaucratic monsters—the kind that frequently forget their intent and purpose and become just additional regulatory agencies with the usual excessive delays, red tape, and growing personnel lists fed by political patronage. While it is agreed that a properly staffed and capable agency is necessary to implement an effective program, it should always be remembered that the intent is to reduce time and effort, not add more.

**Fire and panic requirements.** In addition to the above-stated requisites, new state codes must take into consideration current fire and panic laws which affect building codes on multifamily units. Special attention must be directed toward some consistency from state-to-state—not as the rules affect reasonable safety requirements, but as they affect design.

Current drastically contradictory specifications make consistent design duplication extremely difficult. Uniformity is not only desirable, but logical.

For example, in certain states, a three-story multifamily building must be constructed with solid masonry exterior walls, but total frame construction within such walls is permitted; an adjacent state may allow frame exterior walls, but requires party walls to be masonry; a third state allows total frame construction as long as the stairwells are protected by solid masonry; and another state permits complete

frame structures with no masonry requirements.

Fire wall regulations are a particular sore spot to modular housing manufacturers. The “masonry only” requirement is not properly performance oriented, and specifically discriminates against factory-built housing. A performance code will permit frame fire walls if they are so constructed to meet the normal necessary one-hour or two-hour rating.

Other conflicts relate to exit and stair requirements, fire ratings of specific party walls, door openings, heating rooms, balcony construction, and maximum space allowed between fire walls.

Any state-wide uniform code which does not also strive for uniformity with other states in multifamily requirements only does a partial job. It is obvious that this area deserves careful analysis when a new state-wide code is drafted.

**A case-in-point.** Pennsylvania’s proposed House Bill No. 1237 (introduced June 9, 1971), which is enabling legislation toward a state-wide factory housing code, states:

“Nothing in this act shall be construed as amending or repealing any of the provisions to the Fire and Panic Act or its application to building construction or use or occupancy.”

This is a mistake, since this new bill provides a natural opportunity to update the Fire and Panic Act provisions for multifamily buildings and to make the law more consistent with those of other states.

I do not mean to single out the current multifamily code in Pennsylvania, which generally is reasonable, and is administered in an efficient manner by a capable staff in Harrisburg. However, in an area like the Northeast, where a manufacturer in one state probably ships his housing units into several states, some uniformity in state-to-state multifamily code requirements is essential.

It is apparent that there has been a definite rash of activity in the various state legislatures these past few years, and some real progress is being achieved. I may be asking too much, but with the current atmosphere of realization that such laws are needed, I would also expect that the job be performed properly and completely.

Those of us close to the industry should be making every effort toward getting this message across to those influencing such decisions.

JOSEPH C. GRASSO, EXECUTIVE VICE PRESIDENT, MODULAR HOUSING SYSTEMS INC., NORTHUMBERLAND, PA.



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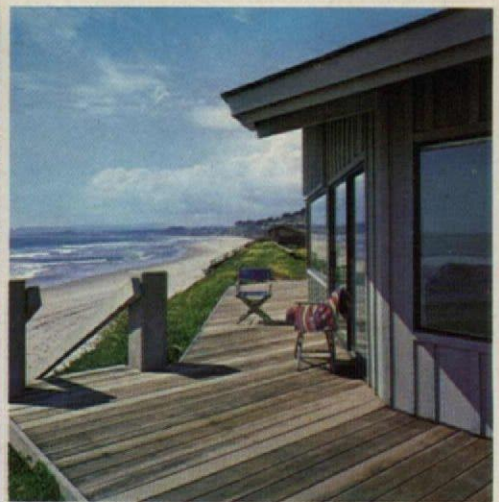
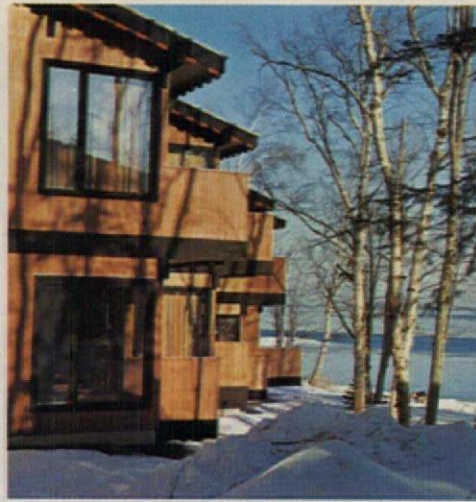
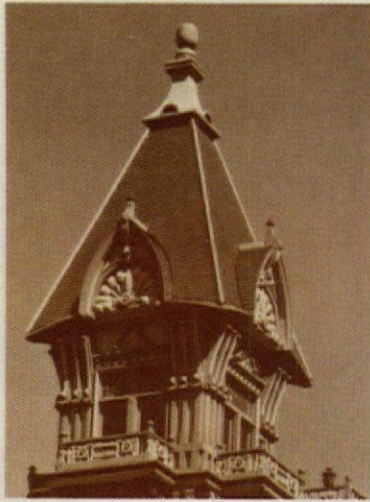
The latch bolt is deadlocked against end pressure and manipulation by a credit card or other object.

With these security features, every home, office, and commercial building can be effectively protected against illegal entry.

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## *On-the-job hazards*

### **Those new construction safety rules are good for everybody— except the men who build houses and the people who hope to live in them**

Nobody doubts the need for work safety requirements either in a factory or out on a construction site. But the housing industry is rightly concerned about the stiff federal standards that were to be applied to light residential building on August 27.

As they now stand, the new rules, part of the Occupational Safety and Health Act of 1971, could boost housing costs by anywhere from \$300 to \$1,000 per unit.

Eventually, of course, those higher costs will be passed along to the house buyer or the apartment renter. So the upshot could well be less housing built—particularly at the low end of the market where it's needed most—and fewer jobs for construction laborers and craftsmen.

Higher costs might be palatable if the new rules actually eliminated serious job hazards in single-family and low-rise residential building. That, however, is hardly the case—and for a very good reason:

The standards were designed primarily for heavy construction—bridges, dams, high-rise buildings, and the like. As insurance underwriters know only too well, the accident rate on such jobs is much higher, and the safety factor much lower, than in light residential building.

Because the new rules are aimed at heavy construction, they call for safety measures that make little or no sense in building houses, townhouses, and garden apartments. For example, the standards require:

- Safety platforms with railings around all roofs over 10 ft. off the ground.
- Guardrails and toeboards on all scaffolding

over 6 ft. off the ground.

- Safety railings around all stairwells.
- Protective bars across all windows with sills less than 3 ft. above the floor or more than 4 ft. above the ground.
- Chutes to dispose of debris from the second (or higher) floors.

Lumped together, the costs of just those little extras could easily top \$200. Safety platforms alone would probably average \$150 per house, and a rubbish chute for a two-story house would come to roughly \$50.

Now, all this is not to imply that the U.S. Labor Department's Construction Safety Advisory Committee will stand pat on the standards as they're now written. Chances are, it won't. In fact, the committee has been doing a lot of listening lately—mostly to strong criticism of the standards by the NAHB and other housing industry groups.

Meetings of the committee and housing leaders were still going on when this issue of *HOUSE & HOME* went to press. It already appeared, however, that at least some of the rules would be revised and that the revisions would be presented at public hearings next month. There was also a possibility that the Labor Department would postpone application of the standards to light construction for 30 days.

In any case, what's needed is either extensive revision of the rules as they apply to light construction or a separate set of light construction standards. If the nation is to meet its housing goals, neither builders nor buyers and renters can afford the extra costs imposed by unrealistic safety requirements.

JOHN F. GOLDSMITH



# PROJECT PORTFOLIO

DEVELOPMENT: La Costa Village  
LOCATION: San Diego County, Calif.  
BUILDER: A.J. Hall Corp.  
ARCHITECT: Walter Richardson Associates, AIA  
LANDSCAPE ARCHITECT: Process Oriented Design  
SIZE OF PROJECT: 15 acres  
TYPE OF UNITS: Condominium townhouses  
NUMBER OF UNITS: 128  
PRICES: \$52,000—\$68,000





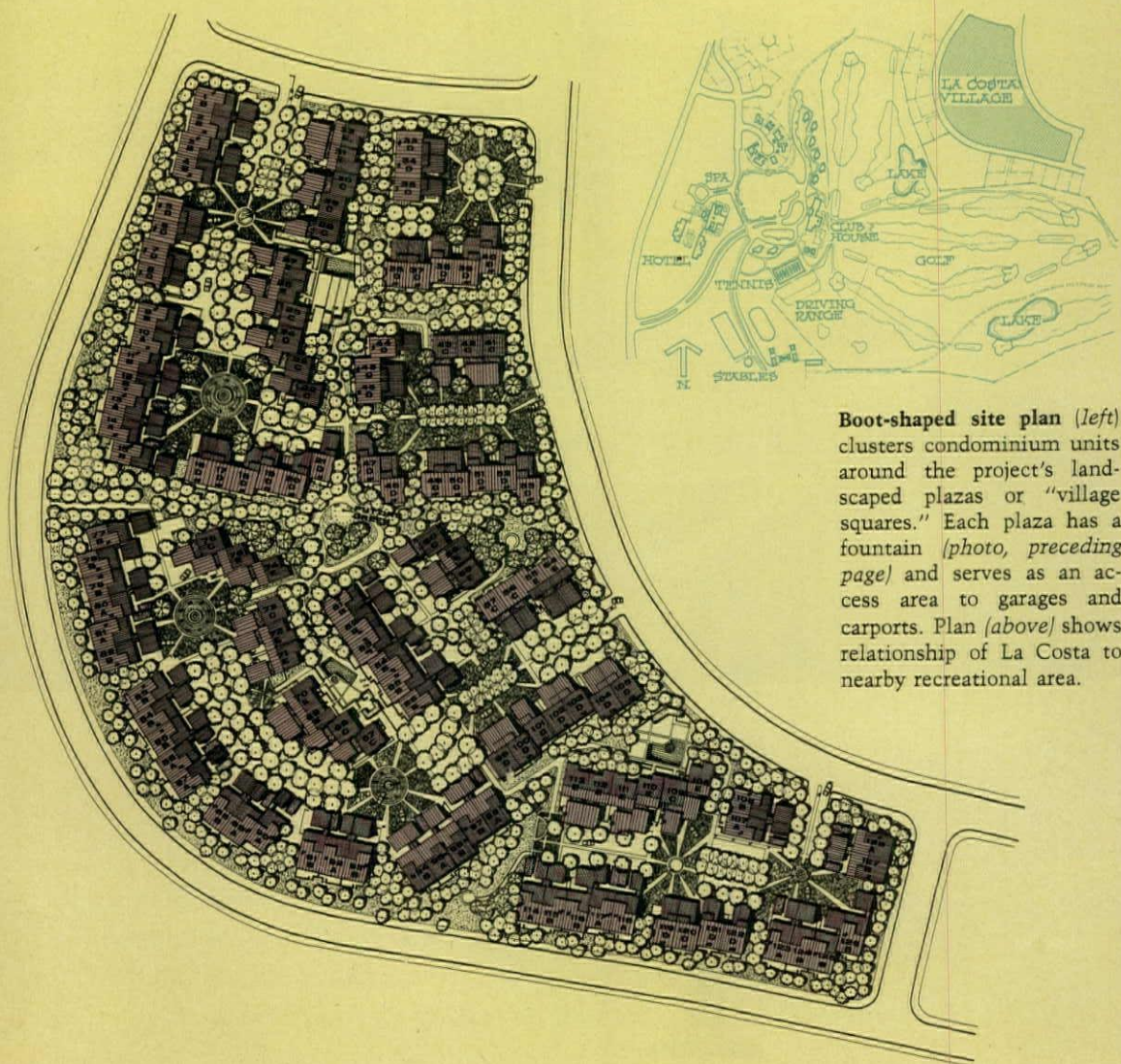
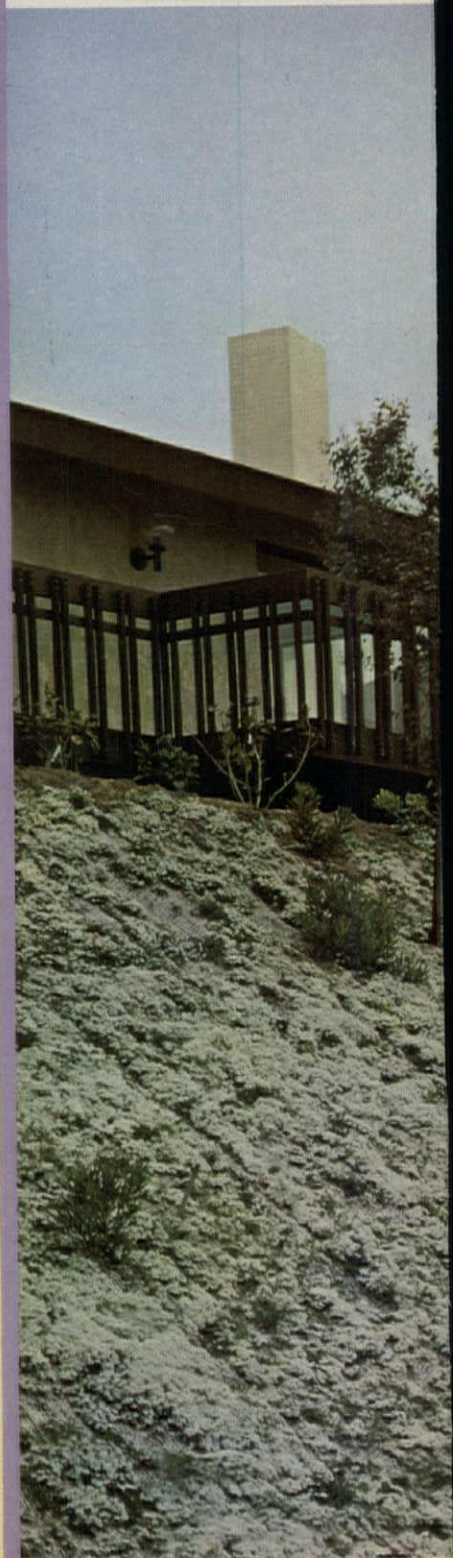
**1** *La Costa, the first community to be shown in H&H's new Project Portfolio series is designed on the lines of the small, picturesque villages seen throughout Spain, Portugal, and Italy. Townhouse owners are eligible for membership in the adjoining country club, spa, racquet and saddle clubs, and soon-to-be-built beach clubs.*

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Entrances within plaza (photo, left) are surrounded by tubs of flowers—heightening the European-village effect of La Costa.

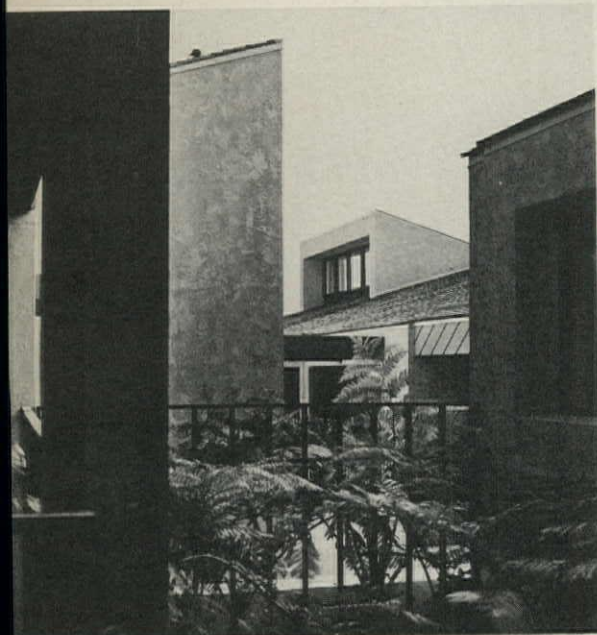
View-oriented balconies (photos, right) overlook adjoining country club and golf course. Units are separated by 13"-thick walls to insure privacy.



Boot-shaped site plan (left) clusters condominium units around the project's landscaped plazas or "village squares." Each plaza has a fountain (photo, preceding page) and serves as an access area to garages and carports. Plan (above) shows relationship of La Costa to nearby recreational area.

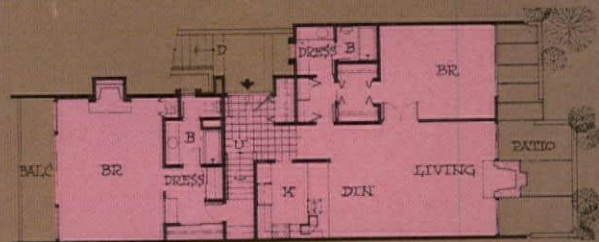
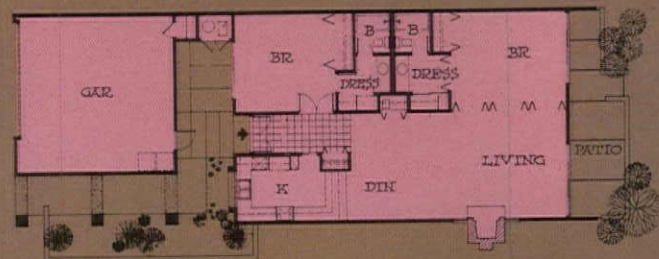
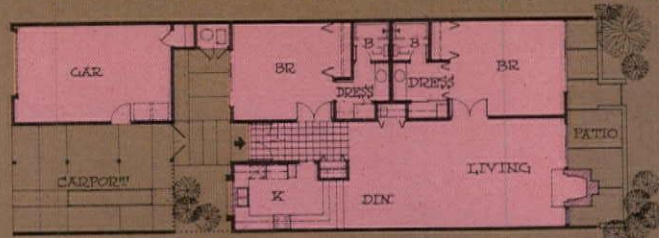


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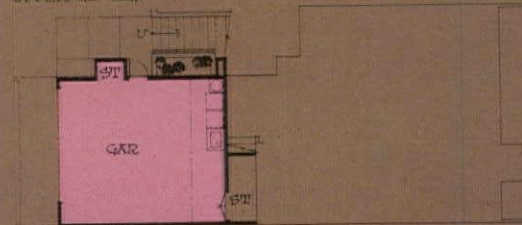


Landscaped entrances (photo, left) are featured in many units. Angled positioning of units (photo, above) continues to open feeling in plaza area.

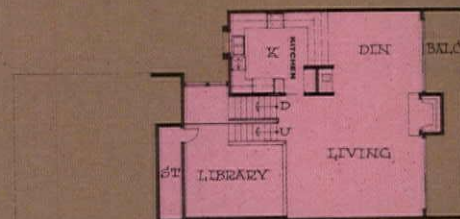
Swimming pool (photo, below) is one of three that are planned for La Costa owners. Other on-site amenities include hydrotherapy pools and a putting green.



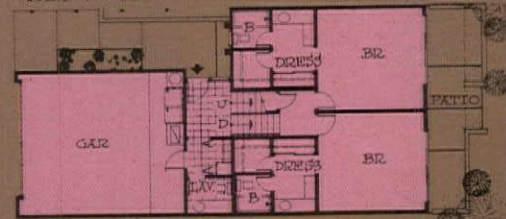
UPPER LEVELS



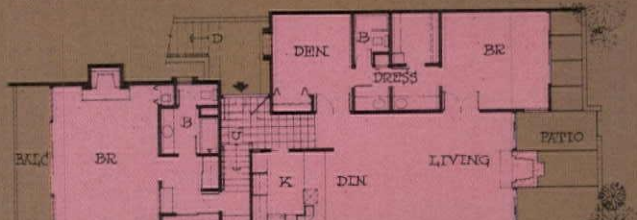
LOWER LEVEL



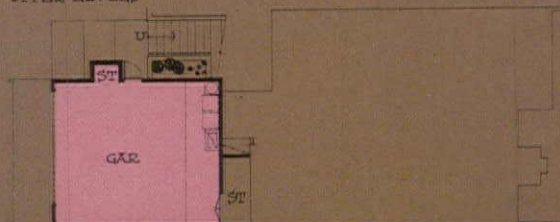
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LOWER LEVELS



UPPER LEVELS



LOWER LEVEL

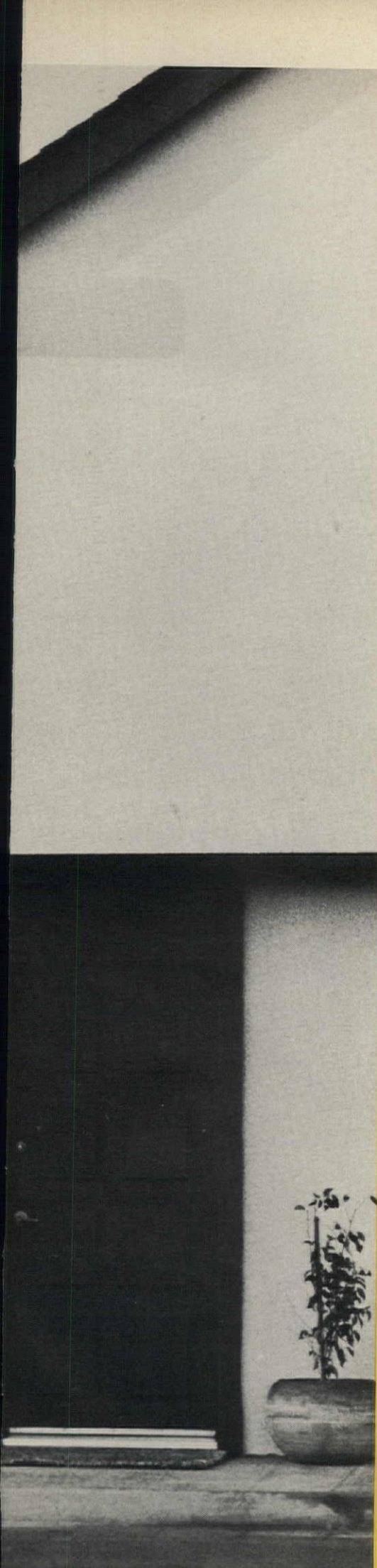
Five basic floor plans (opposite page) are available in single- or multi-level units. Sizes range from 1,417 sq. ft. to 1,836 sq. ft.

Upper-level library looks across the living room out to the balcony through sliding glass doors (see second-from-bottom plan). Door in rear library wall leads to storage space beneath the clerestory windows.

Folding doors, in place of a solid wall, are optional features between bedroom and living room in some units (see second-from-top plan). Louvered doors at left side of bedroom lead to dressing room and bath.





A black and white photograph of a window sill. On the left, a dark window frame is visible. To the right, a potted plant with dark leaves sits on a light-colored, possibly stone or concrete, sill. The background is a plain, light-colored wall.

The problem is acute.

At the present rate of price escalation, it won't be long before the \$25,000 house (give or take a couple of thousand) has become the \$30,000 or \$35,000 house, and is priced clear out of the reach of the middle-income family as well as the low-income family.

Of course, all kinds of housing have felt the sting of inflation. While the cost of living has risen roughly 25% since 1965, the selling price of housing has gone up twice as fast—50%—thanks to the skyrocketing cost of building labor, housing money, building materials and land.

But the single-family detached house has problems that multifamily housing doesn't. It uses land much more extravagantly, and thus is hurt more by land costs which are rising more rapidly than other categories. For example, while the cost of the typical small single-family house is rising at between 10% and 12% a year, the cost of raw land (according to an Urban Land Institute article to be released this fall) is going up at an annual rate of from 15% to 18%.

Further, the under-\$25,000 single-family market is more vulnerable to rising costs than is the multifamily market. On the whole, it is made up of families with young children and incomes of \$10,000 to \$12,000—those families who usually are forced to live right up to the limits of their income. And their incomes are rising at only about half the rate of housing prices. By contrast, it is newlyweds, empty nesters, and childless couples who lean to multifamily living. And they are far more liable to have enough income to absorb increased housing costs.

It can be reasonably argued that eventually the pressure of high costs will eliminate the lower-priced single-family home, and families who now buy them will be absorbed by either rental or condominium multifamily housing.

But that kind of multifamily housing simply isn't available in sufficient quantities today. What's more, too many builders and developers have too big a stake in the \$25,000 single-family house to give it up without a struggle.

It's just that struggle that is the subject of the next ten pages. The builders whose case studies make up this article have attacked their problem on every conceivable front—land, amenities, construction, and many others—with at least temporary success. And the result is that so far at least, the under-\$25,000 single-family house is still with us.

# Wm. Lyon Development: a new line that starts at \$19,990

The under-\$25,000 house is the bread and butter of Wm. Lyon Development Co. The company has turned out more than 17,000 such units in both northern and southern California in the last 17 years. It has seen the price of its least expensive units rise from roughly \$17,000 in 1967 to over \$23,000 today; and \$25,000 models climb over \$30,000, where sales begin to get sluggish.

So Wm. Lyon Development decided it was time to roll back prices and get back into the market where sales would be stronger.

The result was Brigadoon, a line that starts at \$19,000. It opened in San Jose in January, and is currently rolling along at the rate of four sales a week.

To reach its price range, the Brigadoon line was squeezed about as hard as it could be squeezed. It is interesting to compare a four-bedroom model, selling at \$20,000, with a four-bedroom model priced at \$24,950 in the company's best-selling California Classic line.

Primarily, area has been reduced from 1,376 sq. ft. to 1,027 sq. ft.—about as small as a four-bedroom house can get. Lot frontage has been cut from 60 ft. to 52 ft. and surprisingly, construction costs in the

smaller houses have been dropped from \$11.50 to \$9.50 per square foot. Here are some of the ways it was done:

Designs were simplified and fitted to standard lumber dimensions. Savings: \$250.

A back-to-back plumbing core for the baths was used. Savings: up to \$400.

The entry was eliminated, saving \$40 in construction and \$20 in electrical work.

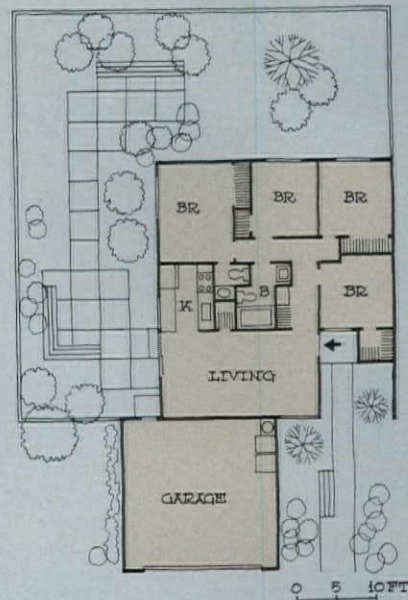
Wall heaters replaced the warm air heating system. Savings: \$100.

A fiberglass tub and shower unit instead of a steel tub and ceramic tile saved \$70.

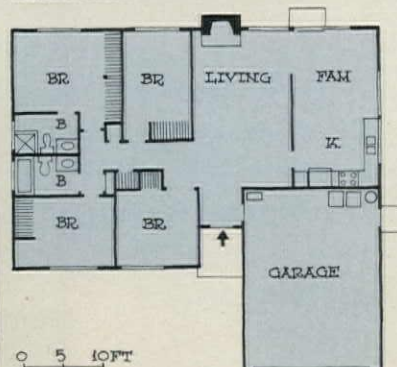
A plain bathroom sink in place of a vanity with marble top saved \$65.

The terrace kitchen was made 50% smaller, and the pass-through and sliding doors eliminated. This plus simpler kitchen cabinets saved \$220.

Not all luxury features were removed. The Brigadoon has a shake roof, available only as an option on the more expensive California Classic. Carpeting, also optional in the Classic, is standard in the Brigadoon's living room and master bedroom. And although buyers can save \$250 by leaving the master bath temporarily unfinished, almost all have chosen to have it completed at the time of purchase.



\$20,990 model is one of Wm. Lyon Development's new, low-cost "Brigadoon" line. It is smaller than the model shown below, and designed to sit on a narrower lot. Kitchen is less luxurious, and the family and living rooms have been combined. The floor plan groups both baths and the kitchen into a compact, cost-saving group. A three-bedroom version of the same house sells for \$1,000 less.



\$24,950 model from the company's best-selling "California Classics" line has four bedrooms, and a so-called California kitchen. The builder decided a low-cost line was necessary, so the Brigadoon series was developed (photos, facing page; plan, above).





DE CARLO STUDIO



# Fox & Jacobs: an old line with a price that's \$2,000 lower

Over the past two decades, nobody has built more under-\$25,000 houses in Dallas than Fox & Jacobs. In fact, few firms in the country will match F&J's anticipated 1971 volume of \$40 million-plus—just upgraded thanks to an \$18 million first quarter.

And since nearly 90% of that volume is in houses that sell for \$25,000 or less, it's not surprising that F&J is very sensitive to price rises. Says Jack Franzen, marketing vice president: "We just flat made up our minds that we weren't going to accept increases."

In fact, F&J has managed to roll back prices on two of its lines, maintain 1970 prices on another, and upgrade all three. Specifically:

The Accent line, portions of which are shown here, has been cut from a range of \$24,950 to \$28,000 to a range of \$23,000 to \$26,000. The line has been completely redesigned, but size and amenities remain at least at the same level. It accounts for 40% of all F&J sales.

The lowest-priced line, Today, which accounts for 50% of the company's sales, remains at \$18,100 for all models. But it includes these things that last year's models did not: patio, dishwasher and disposer, two full baths (rather than 1½ baths), and 50 sq. ft. of additional area.

The top-priced line, Flair, makes up only 10% of F&J sales. It has been cut from a range of \$34,000 to \$38,000 to a range of \$31,000 to \$36,000.

Improved purchasing and production are responsible for F&J's reduced costs.

"We're buying both our labor and our materials anywhere from six months to a year ahead", says Franzen. "We're putting our firm contracts for, say, a blanket order of 1,000 cars of lumber and plywood and all the other things that go into the houses. And we're contracting labor ahead too."

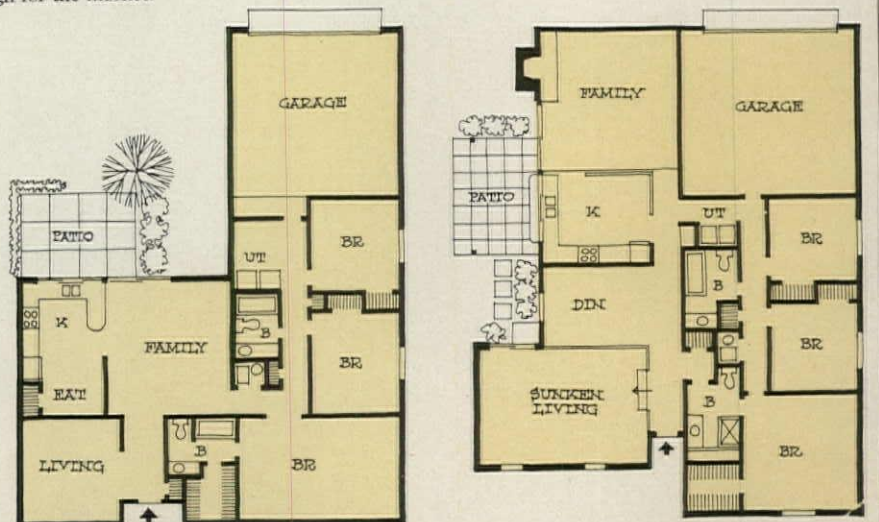
F&J's field production, says Franzen, has been increased through better training, supervision, and scheduling. And it is doing more of the work in the company's component plant.

"We're more sophisticated in our plant operation," says Franzen. "We now do all our interior partitions there, plus ornamental items like wall arches, screening, and detailing.

"The result is that we're building more houses with fewer people."

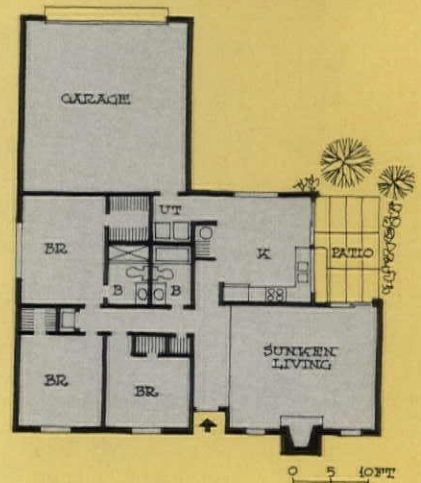


1970 "Accent" line of \$24,000 to \$28,000 models, included these two plans. The builder, Fox & Jacobs, felt that the prices were somewhat high for the market.

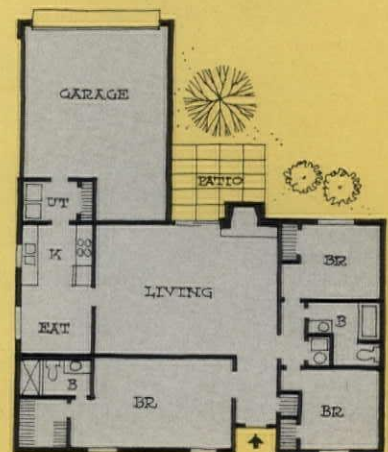




1971 "Accent" line has had its prices cut \$2,000, but there is no cut in size. Lowest priced model in the line is shown at left, it features a large family kitchen (photo, above, plan right). Plan below shows one of several other varieties of living styles available in the line.



Component factory turns out walls and partitions as well as millwork items like cabinets, railings, etc. Company has recently put greater stress on such pre-site fabrication.



# Barclay Hollander Curci: a new line that starts at \$17,950

“Hillrise” models, started three years ago, begin at \$24,000. They sold well, but the builder wanted to return to the under-\$25,000 market.

A little more than three years ago, BHC Inc. opened a 400-unit project called Hillrise in the Los Angeles suburbs. Prices started at \$24,000, and buyers were offered a choice of five different floor plans, plus a variety of elevations for each plan. And sales went well.

Today, the remaining houses at Hillrise start at \$28,400. But BHC Inc. has returned to the under-\$25,000 market with Venture, a 213-unit project in Saugus, also a Los Angeles suburb. Prices for Venture homes (photos right and below) start at a remarkable \$17,950 and go up to \$22,100. And in the first two months that the project was open, 40 units were sold.

There are two keys to the new low prices: land, and a vastly simplified floor-plan system.

The land situation can best be classified as good fortune. The company was able to buy the lots, fully improved, five years ago. Today, according to vice president Mike Hollander, the lot costs are somewhere between \$3,000 and \$4,000 under the market.



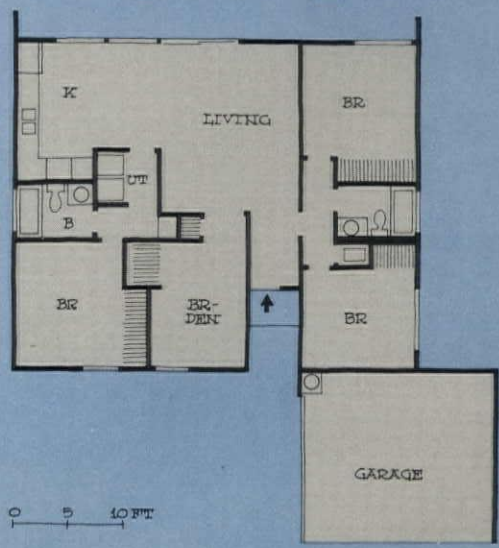
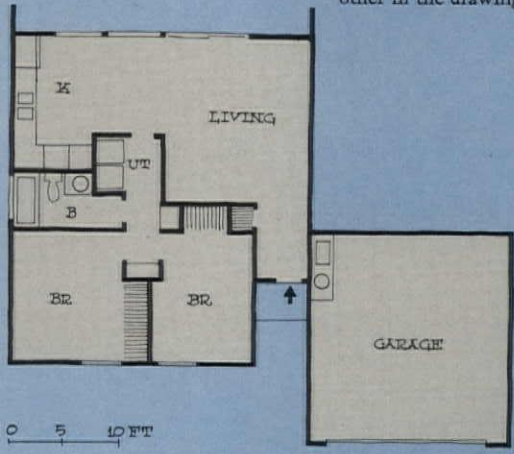
“There will probably never again be a single-family house in the Los Angeles area at this price,” says Hollander. “If we were building on lots at current market value, the Venture house prices would have to start above \$21,000.”

Even at \$21,000 and up, the Venture program would represent substantial savings. And the chief reason for the savings, as compared to the older Hillside program, is a flexible floor plan that permits one basic layout to become a two-, three- or four-bedroom house. Additional bedrooms are added behind the living room, and only the garage needs to be shifted slightly to accommodate the changes.



VANGUARD PHOTOGRAPHY

"Venture" models, started early this year, begin at \$17,950. There are two-, three- or four-bedroom models, which are variations of the same basic plan. Different exterior styles are available; one is shown in the photo above, another in the drawing, below, left.



# Centennial Homes: an old line with a price that's \$4,000 lower

The concern that Centennial Homes has for holding as closely as possible to the \$25,000 mark is apparent in the Dallas firm's top-priced "Encore" line. In 1970, the line ranged from \$28,950 to \$32,000; this year it has been pulled back to \$24,950 to \$26,450.

Meanwhile, the company's other two lines, both below \$25,000 last year, have been held at practically their same price levels—"Tomorrow", \$19,950 to \$23,950, and "Tempo," \$18,100. As a result, Centennial expects an excellent 1971 in terms of single-family sales—more than 1,000 houses and close to \$25 million in volume.

Centennial's war on costs is being waged chiefly on two fronts: simplification and increased efficiency. The simplification starts with size: the "Encore" line has been made smaller by from 300 to 400 sq. ft. the other two lines by up to 100 sq. ft.

Special architectural trimmings have gone by the board; wingwalls, arches, and

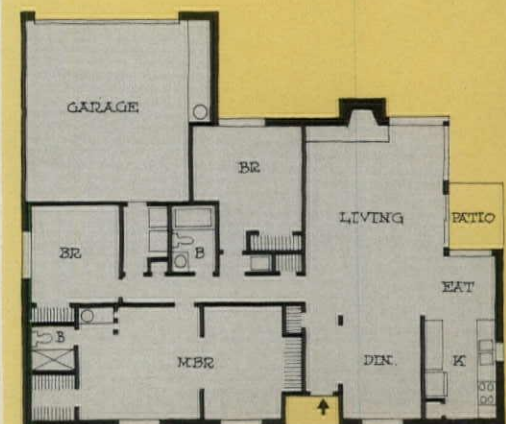
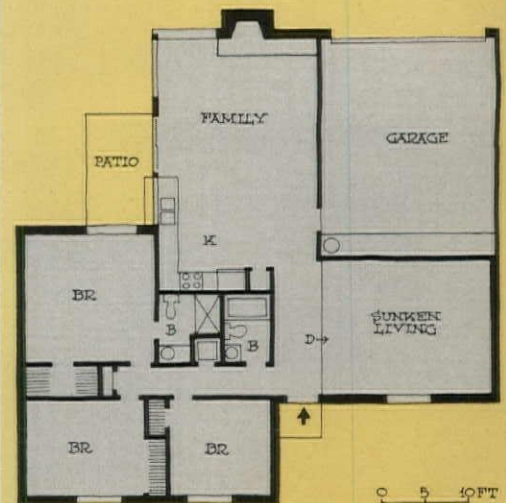
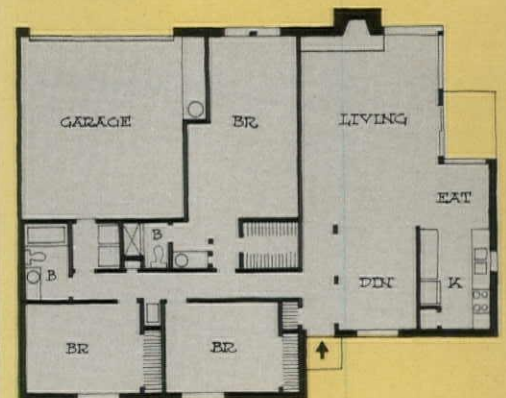
various gingerbread items like ornamental iron, turned wood posts, columns, etc.

Wherever possible, materials have been standardized. For example, Centennial now buys only one type of bifold closet door and one type of bathroom hardware for all of its models. In the same vein, fewer colors and finish choices are offered both inside and out. Result: larger purchases of fewer products, hence better prices.

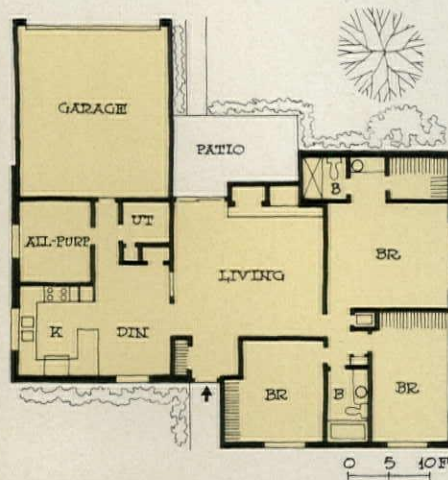
Many luxury items have disappeared. For example, metal doors and windows no longer have gold anodized finishes. Besides dropping material costs, this particular saving also eliminates the masking that goes with special finishes, cutting both labor costs and construction time.

Floor plans have been reworked so that plumbing is more tightly grouped.

Construction technology has been updated. This year the company is using pre-stressed slabs rather than poured-in place slabs.



1970 "Encore" line comprised large and relatively luxurious houses (see plans below). Most expensive (top drawing) had 1,925 sq. ft. of living area, sold for \$32,000; least expensive (bottom drawing) had 1,600 sq. ft., sold for \$28,950.



Three of six 1971 "Encore" plans indicate variety of arrangements that are available. Top plan is that of model shown above and on facing page.



1971 "Encore" line has much smaller, simpler houses, all selling below \$25,000. The model shown here is the top-of-the-line, priced at \$24,950.



# Christiana Community Builders: a new line that starts at \$22,900

San Diego is currently one of the hottest housing markets not just in California, but in the whole country, and the houses shown here are just about the hottest items in San Diego.

The line is called Villa Portofino, and it is part of Tierrasanta, a 2,600-acre project that Christiana Community Builders opened in November, 1970. Since then, 320 Villa Portofino units—half of the entire program—have been sold, and there is a waiting list for the second half.

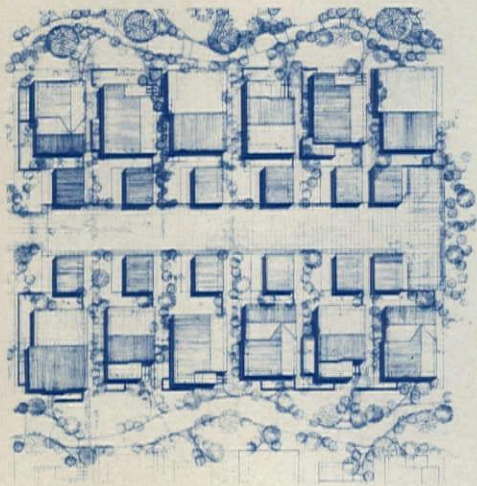
The boom in San Diego has, however, been a mixed blessing for CCB. It has certainly created a volume market, and president Byron Lasky credits this volume with keeping one end of the Villa Portofino line below \$25,000 (the top is currently around \$28,000). On the other hand, demand for labor in San Diego has created a scarcity, so costs—especially framing costs—are rising. CCB has already been forced into one price rise—an average of about \$1,000—since the program opened.

"Contracts are our protection for at least the immediate future," says Lasky. Like Fox & Jacobs, CCB has both labor and materials contracts for 12 months.

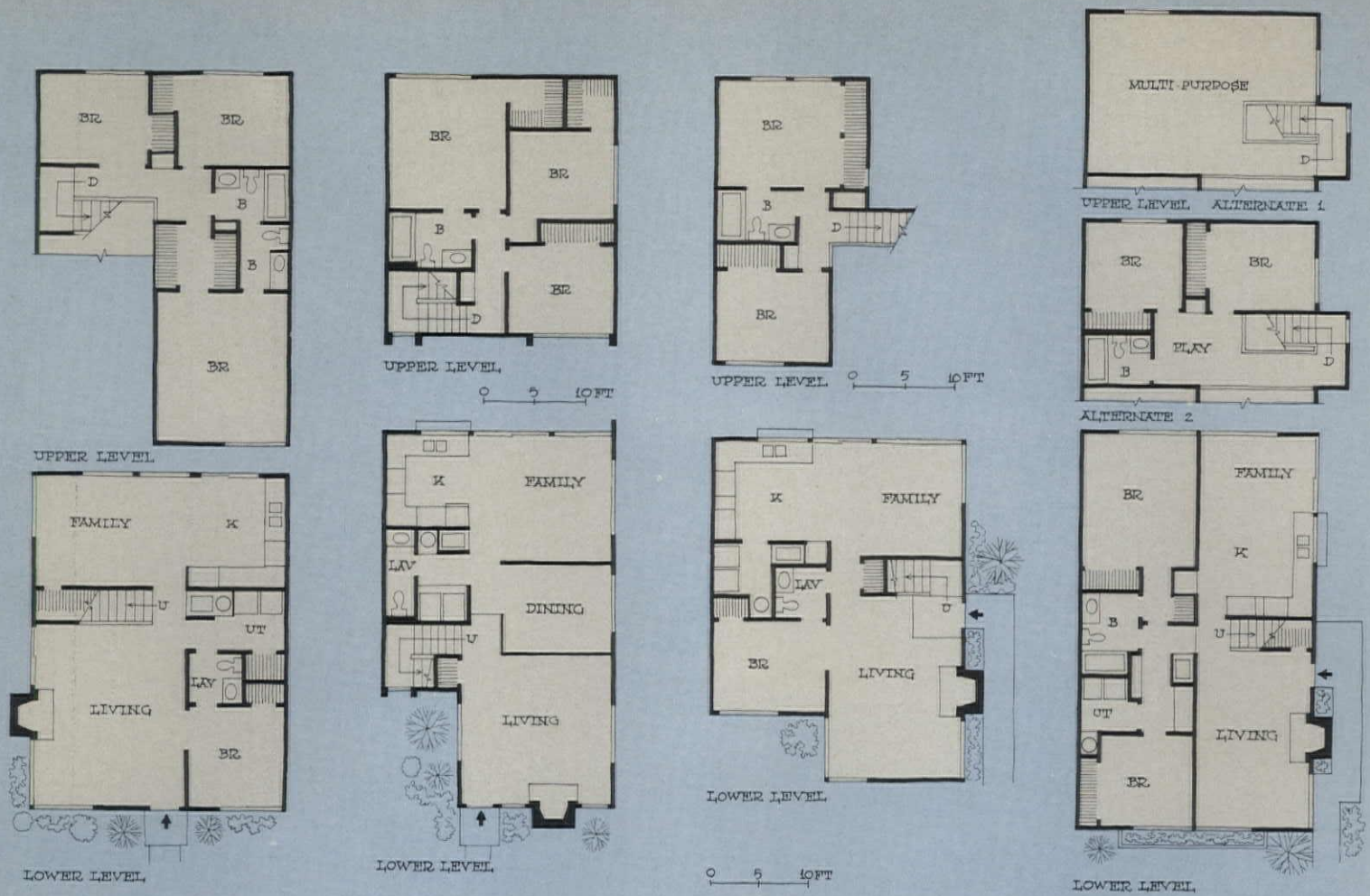
On the other hand, the boom has created a high-volume operation at Tierrasanta. Heavy preselling has helped keep advertising and marketing costs down and reduced sales attrition ("you don't have to sell two units to sell one," says Lasky) and made possible larger increments of construction, which also cuts costs. It has also made it possible for CCB to safely cut their profit margin ("We could easily be priced higher," says Lasky).

Villa Portofino's high density—nine per acre—also contributes to the program's low cost, but not to the degree one might imagine.

"Sure, we save on raw land and on road and utility costs," says Lasky. "But a lot of that saving has to go back into landscaping, community parks, and outdoor privacy areas for the houses."







Detached townhouses are what Christiana Community Builders calls their "Villa Portofino" models. Reason: tight siting (*plan, opposite page*) which permits nine units per acre. Plan is modified superblock with a dead-end road serving an average of a dozen houses. Roads alternate with greenbelt walking areas which the living areas of the houses face. Plans of four of the seven houses in the line are shown above. The two- to four-bedroom models are priced from \$22,540 to \$26,450.



# Remodeling: 3 award winners

Each one is a problem-solver: how to remodel in stages; how to keep a major renovation in character with an old neighborhood; how to expand on a steep, tight site. And all three won awards in the remodeling category of the 1971 Homes for Better Living program.\*

## Award of Merit

**Architect:**

Jones, Peacock, Garn & Partners  
with William Schickel, designer

**Builder/owner:**

Jerry Schickel

**Location:**

Ithaca, N.Y.

Set into a one-acre hillside site, this partly-remodeled barn overlooks the city of Ithaca and Cornell University. To capitalize on the view, walls were opened by two-story windows—mostly narrow strips that serve both living levels—and by a wide, two-and-one-half-story window set into the downhill end.

Inside, the loft atmosphere was preserved by opening the living room to the upper level. Framing is exposed and original details highlighted. New construction, such as drywall and kitchen cabinets, was not disguised or made old-looking.

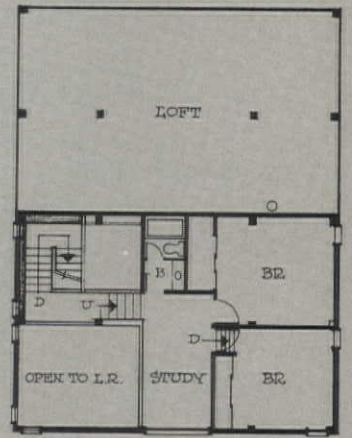
Outside, original siding on three exposures was patched and treated with preservative. The fourth elevation—at the uphill end—has been temporarily enclosed with hardboard (photo, right) until the next phase of building. The owner, acting as general contractor, is working in stages to keep costs down: so far about \$10 per sq. ft.

\* Sponsored by The American Institute of Architects in cooperation with HOUSE AND HOME and American Home.



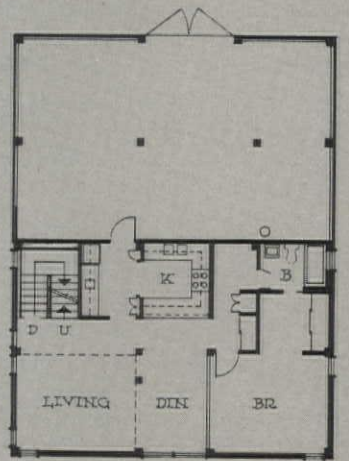


*Three-story plan puts covered entrance patio on the lowest level (bottom), living area and a bedroom at mid-level (center), two bedrooms above (top). Plan shows present use of about one-half of total 2,230 sq. ft. Unused and unheated portion now serves for storage and work space. As family grows and construction proceeds, the empty portions will be converted into sleeping areas.*

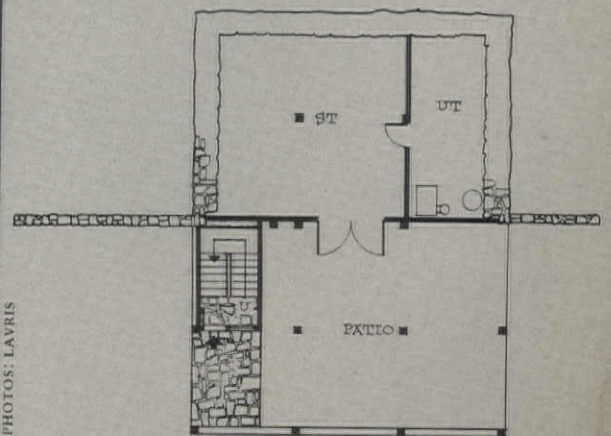


SECOND LEVEL

0 5 10 15 FT



FIRST LEVEL



GROUND LEVEL



PHOTOS: JOSEPH E. KARABINUS

## Award of Merit

**Architect:**

William D. Koster

**Builder/owner:**

R. J. Russell

**Location:**

Cleveland

To keep this home in the same scale as its neighbors, the original setback and roof pitch were retained (photos, above center). Otherwise it is a complete transformation.

Glass walls, front and back, bring in daylight; a rear deck provides outdoor living; the entrance is moved to the side and up to the second level; and the exterior has been re-sided in cedar with redwood trim.

The remodeled house is a rarity among HFBL winners—a do-it-yourself job by the owners. They opted for the slowly deteriorating neighborhood because of emotional ties and because of its convenience to shopping and transportation.

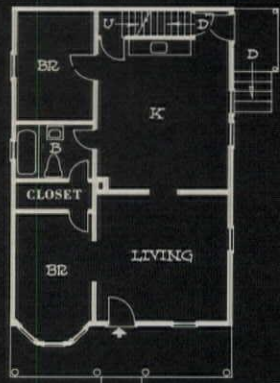
Working closely with their architect (he provided special easy-to-follow plans) they accomplished the transformation in two-and-one-half years. Because they purchased materials and contracted for outside labor solely as necessary, they only required an initial loan to buy the \$13,000 house. It is now worth \$31,000, and has spurred renovation of another home on the same block.



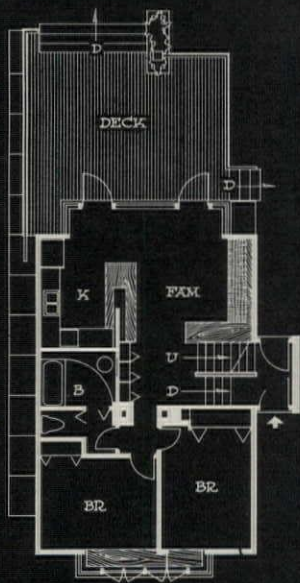


*Two-story plan turns the rear half of house into living areas, up and down, the front half into sleeping rooms, upstairs and down. Master bedroom windows (above right) are sheltered by overhang; rear wall (right) is all glass, looks out on deck.*

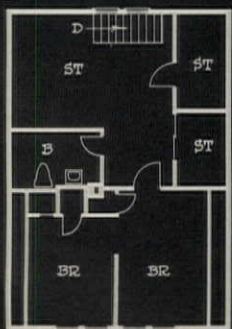
0 5 10 FT



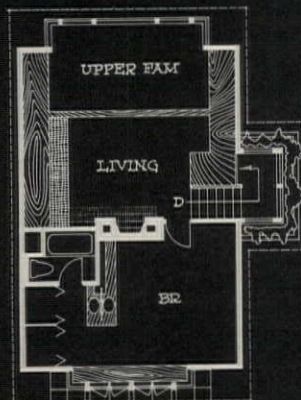
FIRST LEVEL - BEFORE



FIRST LEVEL - AFTER



SECOND LEVEL - BEFORE



SECOND LEVEL - AFTER



# Award of Merit

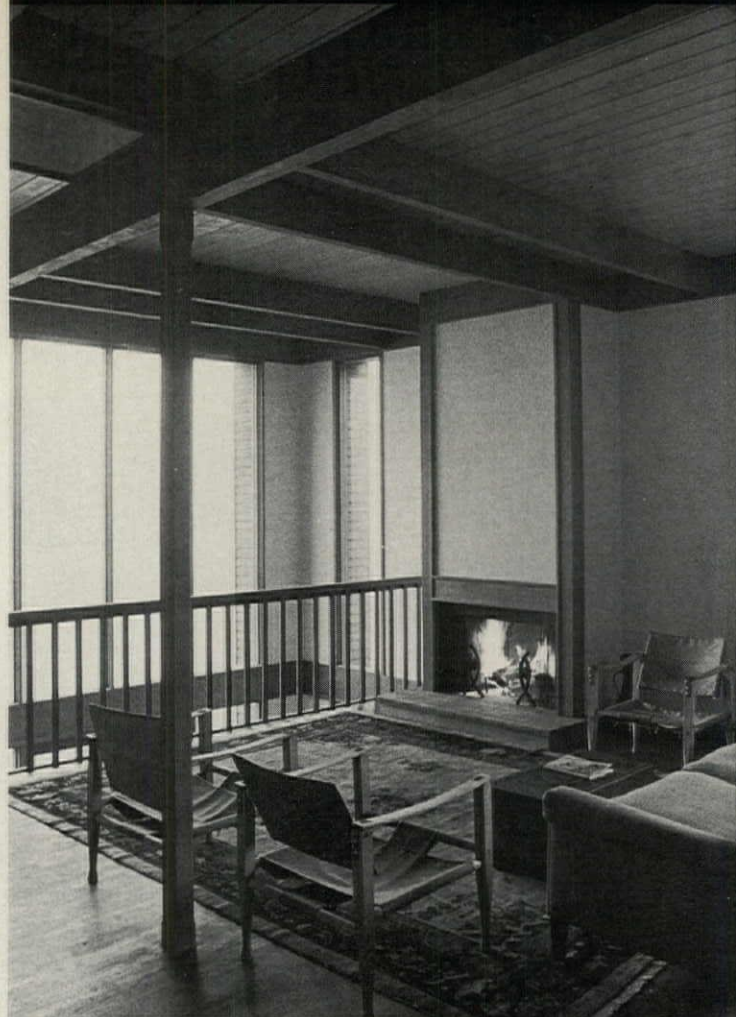
**Architect:**  
L. Jane Hastings  
**Builder:**  
Ray Roberts  
**Location:**  
Seattle

The upward expansion of a rather nondescript two-story house into this striking contemporary was dictated by site problems—clay soil in a slide area and side lot minimum restrictions. Despite these drawbacks, it was worth doing because the beach lot is choice waterfront property.

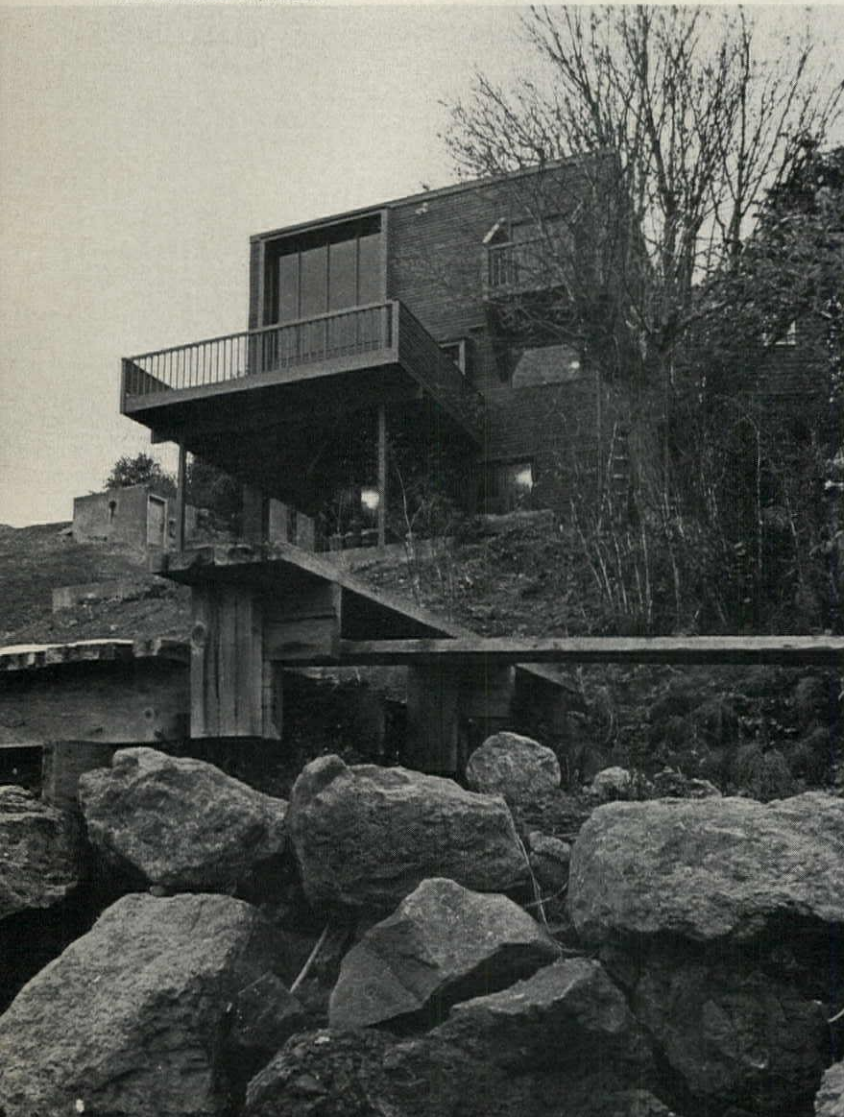
A new floor was added at the former roof height, and a sloped ramp approach was substituted for the former steep trail and steps which led to the entrance. The only horizontal work required was the space allocated for a new stair tower to connect new and existing levels.

Although the house was resided with cedar, exterior openings remain in the same locations. New sash framing was installed and eyebrows and blinders added for privacy.

The all-new interiors have been opened up by a two-story well and more glass across the rear balcony. Plumbing and the kitchen equipment also are new.



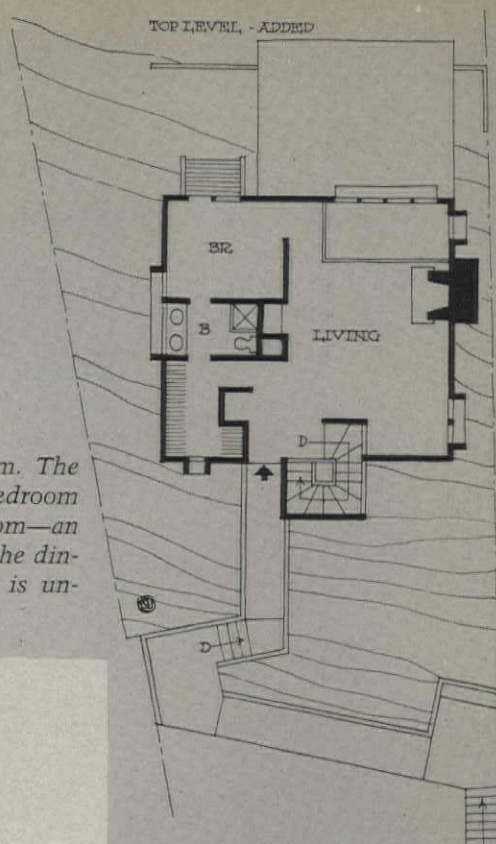
PHOTOS: ROBERT J. NIXON



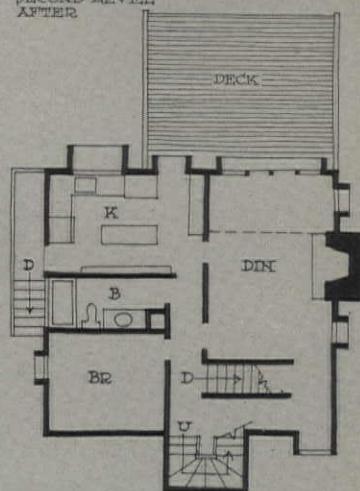


*Before and after plans show added level and old second level converted to new mid-level. In the latter, the bedroom was retained, kitchen and rear deck expanded, and living room con-*

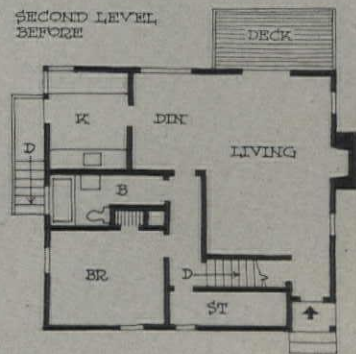
*verted to a dining room. The new level has a master bedroom suite, and the living room—an open well overlooking the dining room. Lower level is unchanged.*



SECOND LEVEL, AFTER

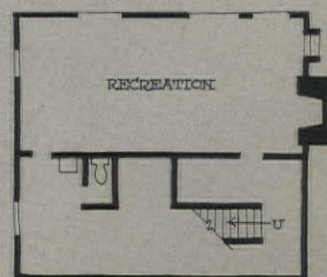


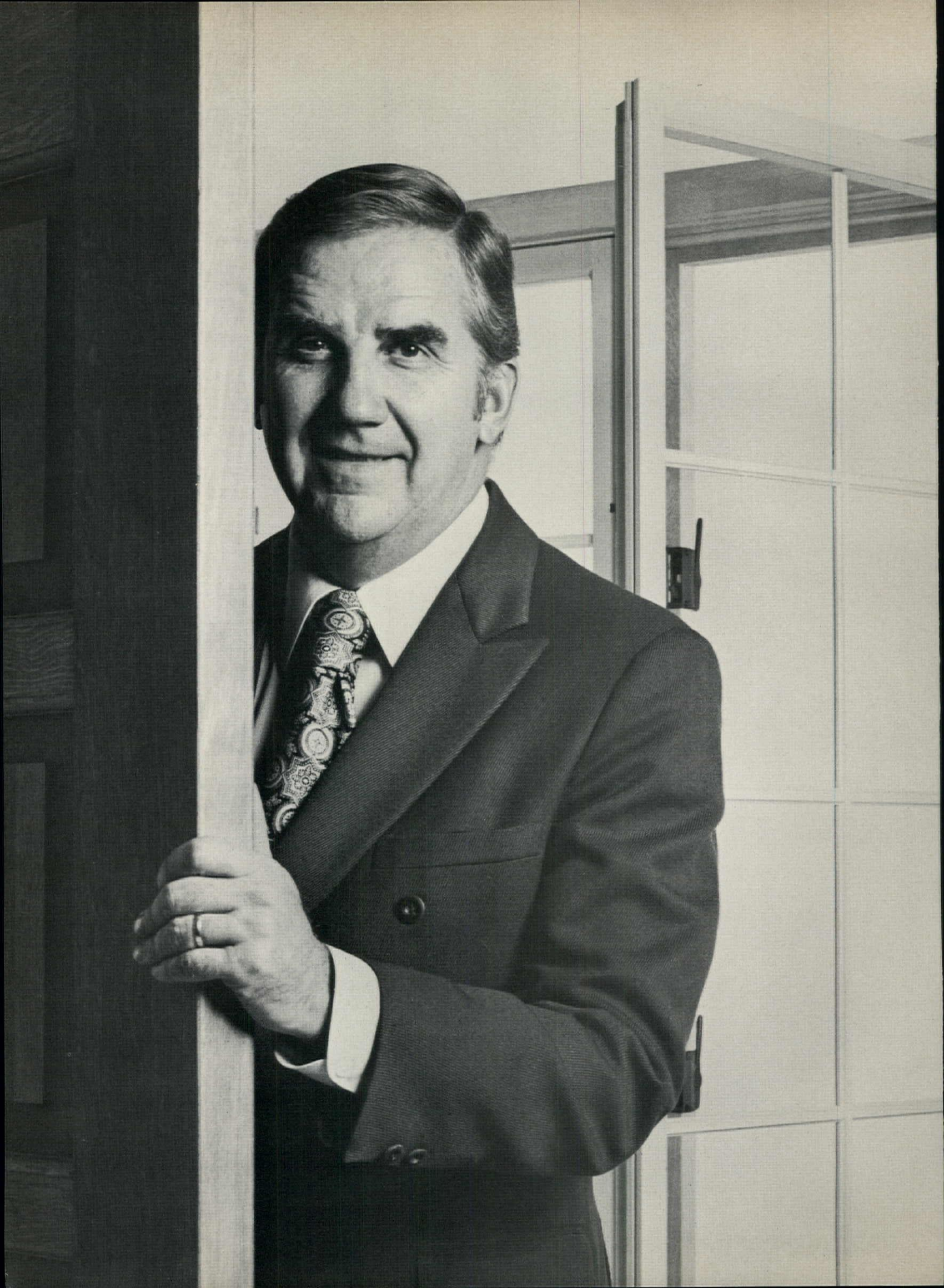
SECOND LEVEL, BEFORE



0 5 10 FT

FIRST LEVEL, - UNCHANGED







# Ed's working for you again this fall.

Ed McMahon is back on NBC Weekend Monitor to help you by pre-selling your customers on the quality features in today's new homes.

He's hosting a new fall series of "Celebrity Homes" guest interviews sponsored by the members of Ponderosa Pine Woodwork. Every Saturday and Sunday, from September 4 through October 10, millions of listeners will hear Ed's guests talk about homes and home decorating ideas—the things that interest your customers.

Along with each interview, he'll be giving prospective homeowners useful tips that'll help them see the quality in the houses and apartments you build. Among the most important things he'll talk about are the benefits of wood windows and wood panel doors.

#### **Wood windows help control condensation.**

Homeowners know that modern wood windows help prevent heat loss. With insulating glass, wood windows control temperature so well that no storm windows are needed. And when it's cold outside, the wood sash stays dry on the inside. This helps reduce condensation that can mess up walls and drapes.

#### **Wood windows make living easier.**

Modern wood windows are precision fitted so they open and close easily. They're chemically treated to last a housetime. And they're fully weather-stripped to prevent annoying drafts. They're even designed to make window washing a lot quicker and easier. These are benefits that home buyers understand—and look for.

#### **Wood panel doors add character.**

Homeowners consider wood panel doors a sign of taste and individuality. Interior panel doors can carry a single design theme from the entrance, throughout the home. The distinctive beauty of a panel door gives each room a lot more character. And panel doors are durable, too.

#### **There's a lot to choose from.**

It's easy to use doors to create interest, because there's a beautiful wood panel door to complement any home design. Spanish, modern, traditional, contemporary, colonial—even louvered doors and Dutch doors. There are 65 different choices for exterior panel doors, and dozens more for interiors. This means you can vary your door designs from home to home to give each home its own individuality.

#### **Tune in with your customers.**

Be listening when "Celebrity Homes", introduced by Ponderosa Pine Woodwork last April and May, returns to NBC Weekend Monitor this fall. Ed McMahon will be reminding your customers why they should insist on wood windows and wood panel doors.

Stay tuned to NBC Weekend Monitor. You'll see what we mean.



**Ponderosa  
Pine** Woodwork

39 S. La Salle Chicago, Ill. 60603

A member of the American Wood Council

# massive study of 184,122 sales leads from House & Home readers confirms that sales action in housing & light construction comes from every segment of the industry

To identify all the important people in housing and light construction who are active in the selection of building products, materials, and equipment, House & Home followed up 184,122 advertising inquiries from its reader service cards and received a 31% return involving 57,327 inquiries.

Survey questions were designed to determine what, if any, "sales actions" were taken as a result of readers having seen advertisements

in several issues of House & Home.

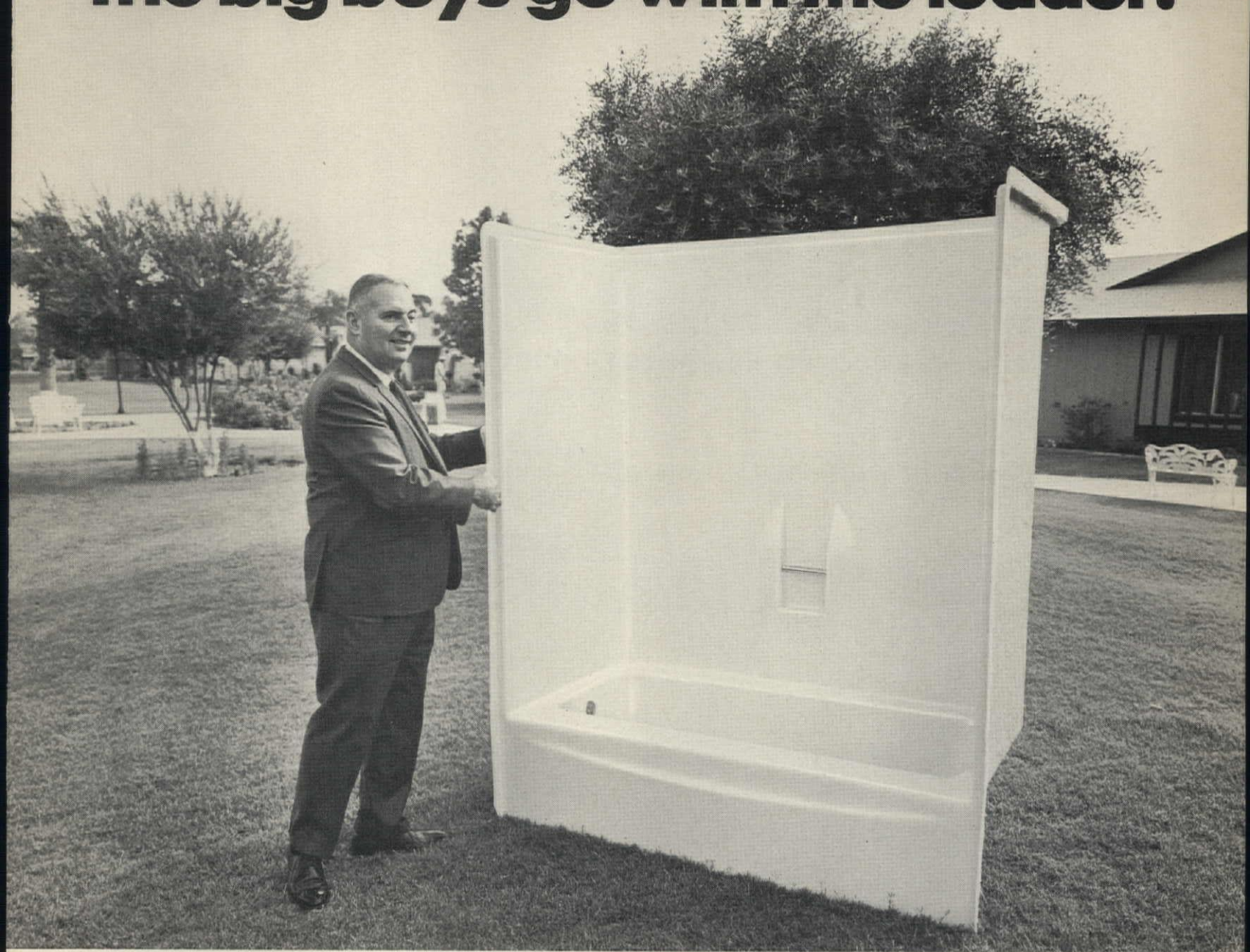
For the purpose of this study, "sales actions"—that is, those actions bringing products and prospects closer to a sale—have been defined as *specifying, recommending, approving, purchasing, and still investigating further.*

Results indicate in the clearest possible manner that sales action comes from every segment of the industry, as shown in the table below.

Industry Classification	Literature Requested by Readers Surveyed	Literature Requested by Survey Respondents	Literature Received by Survey Respondents	SALES ACTIONS TRIGGERED BY ADVERTISING						Sales Actions as % of Literature Received
				Specified Product	Recommended Product	Approved Product	Purchased Product	Still Investigating Product	Total Sales Actions	
Architects & Designers	37,609	13,073	11,584	1,940	1,917	1,321	397	3,039	8,614	74.4%
Builders & Contractors	78,279	23,001	19,939	1,781	2,251	2,069	2,518	6,604	15,223	76.3%
Commercial/Industrial	3,269	1,071	934	74	105	54	57	334	624	66.8%
Engineers	5,908	2,254	1,959	151	237	118	105	627	1,238	63.2%
Financial	2,976	1,165	1,051	57	115	48	57	364	641	61.0%
Government	3,643	1,645	1,432	69	146	87	60	411	773	54.0%
Realty	7,616	2,514	2,262	152	249	207	147	850	1,605	71.0%
Retail Dealers	3,689	889	752	80	92	64	97	221	554	73.7%
Subcontractors	6,520	1,811	1,574	132	178	141	203	490	1,144	72.7%
Wholesale Distributors	2,071	658	564	32	64	40	40	189	365	64.7%
Others not identifying self	32,542	9,246	8,013	555	870	560	434	2,536	4,955	61.8%
<b>TOTAL</b>	<b>184,122</b>	<b>57,327</b>	<b>50,064</b>	<b>5,023</b>	<b>6,224</b>	<b>4,709</b>	<b>4,115</b>	<b>15,665</b>	<b>35,736</b>	<b>71.4%</b>

McGraw-Hill's marketing and management publication  
of housing and light construction **House & Home**  
330 West 42nd Street, New York, N.Y. 10036

# The big boys go with the leader!



**That's why John Hall, big builder in four hot housing markets, has installed 17,000 U/R fiberglass baths in his Hallcraft Homes.**

"In Phoenix, Denver, San Diego and the San Francisco Bay area, we face heavy competition. U/R fiberglass units help keep us competitive, for they provide a luxury look, are easy to install, and save on labor costs." *John Hall, Chairman of the Board, Hallcraft Homes, Inc., Phoenix, Arizona.*

Fifty-nine other big builders agree with John Hall! Universal-Rundle fiberglass

baths, color matched to the complete U/R bathroom fixture line, help sell homes.

**Cuts installation costs.** Just set the lightweight one-piece fiberglass tub/shower unit into framing, nail the flanges, and it's ready for plumbing hook-up. Slashes time and cost of installation. No tiles, no grouting, *no callbacks!* U/R gloss-finished fiberglass baths are leak-proof, stainproof, chip-resistant—all salable features in any new home.

**Scrubless/scourless cleanability.** The clean sweep of fiberglass that cleans in one sweep presents powerful sales appeal to the prospective lady of the

house. The man who pays the bills picks up his ears at "maintenance-free." And everybody loves a tub that's warm to the touch year 'round!

No wonder big builders across the country are finding these and other U/R features persuasive factors in selling new homes.

**Go with the leader. Go U/R.** We ship promptly anywhere. Pack carefully for damage-free delivery on site. Get full information, promotional sales tools and much more. Check your Yellow Pages for your nearest U/R dealer, or write Universal-Rundle Corporation, New Castle, Pa. 16103.



# Universal-Rundle



## A play system that respects design, environment, and children

The designs of TimberForm play units are based on the premise that the child is the ultimate appraiser of quality in a play facility. Therefore, the play units and stepping columns allow the child maximum

freedom within the play environment, while at the same time offering a safe, flexible, and adaptable play area. The units shown are made of 12" x 12" Douglas fir timbers rounded, sanded, and fin-

ished for safety. The thoughts and movements of the child dictate the design of TimberForm play areas. For instance, units are designed to eliminate the unnatural and often dangerous contortions children go

through on ordinary play apparatus. Many designs are available in this modular system. There is also a custom design service. TimberForm, Portland, Ore.

CIRCLE 260 ON READER SERVICE CARD



**Ceramic tiles** have a glazed rustic finish and feature non-identical color tones in a variety of warm, natural colors. The tiles—which measure 8" x 4" x 1/2"—are part of

the "Life Style" series and offer beauty as well as easy maintenance. Distributed in U.S. for Buchtal by Amsterdam Corp., New York City. CIRCLE 261 ON READER SERVICE CARD



**Factory-assembled plumbing units** come ready for installation by simple hook-ups. "Redi-Walls" contain all drain, waste, vent piping, water distribution lines, shower head supply pipe, main stack and vent stack connecting pieces pre-connected and mounted in a self-contained wall frame. In single full-bath, back-to-back with second bath, kitchen or laundry. Centaur Plumbing, Wickliffe, Ohio.

CIRCLE 262 ON READER SERVICE CARD



**Fiberglass bath module** comes in two sizes: 5'4" x 6' or 5' x 8' inside dimension. No on-site finishing is required for wall, ceiling, or floor surfaces. The modules come with or without plumbing, electrical units, mirrors, and rugs. The units were designed for the Omniform total building system, but can also be used in conventional construction. Omniform, Hartford, Conn.

CIRCLE 263 ON READER SERVICE CARD



**Insulated double-hung window** ends moisture formation and eliminates the need for a storm sash. Instead of ropes or chains, a concealed sash balance keeps the window tight and free of rattles. Rigid vinyl parts prevent condensation by separating outside and inside aluminum members. Sashes can be removed from inside for cleaning. Grilles and screens are available. Alcoa, Pittsburgh, Pa. CIRCLE 264 ON READER SERVICE CARD



**Thermal break** is a built-in slot between the interior and exterior faces of this foam-core steel door that insures that no temperature transfer can take place between the two faces of the door. The door also has magnetic weatherstripping (similar to a refrigerator's) and an adjustable sill and is warp-, sag-, and swellproof. Ever/Strait, Hamilton, Ohio.

CIRCLE 265 ON READER SERVICE CARD

# Skil's Kimosabe Sale.



Buy a Skil power tool and get the tool's faithful companion free—the accessories especially designed for these tools. Includes blades with saws, carbide bits with Roto-Hammers, and lots more. But look over the list and see for yourself.

Notice, too, these tools are right out of Skil's regular catalog, the models you need the most and use the hardest. And every one comes with a big companion bonus that costs you nothing extra.

---

## Saws.

Free with the purchase of any of the Skilsaw power saws listed below, your choice of \$10 worth of these accessories:

- |                           |                     |
|---------------------------|---------------------|
| Alloy steel saw blades.   | Carrying cases.     |
| Teflon coated saw blades. | Rip fences.         |
| Diamond grit blades.      | Miter guides.       |
| Safety cut-off wheels.    | Jig saw blades.     |
|                           | Recipro saw blades. |

## Circular saws.

- Model 367.
- Model 77.
- Model 825.
- Model 107.
- Model 856.
- Model 857.
- Model 858.
- Model 860.

## Recipro Saws.

- Model 700.
- Model 700-1 kit.
- Model 701-1 kit.
- Model 703-1 kit.
- Model 474.
- Model 472.
- Model 72883 kit.

## Jig Saw.

- Model 160.

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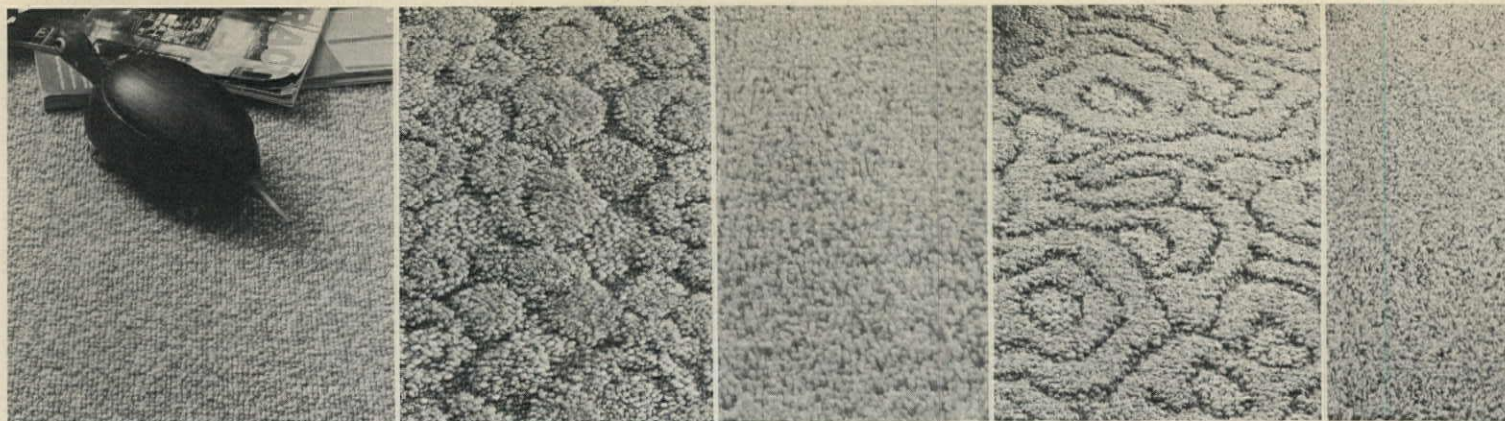
## Roto-Hammers.

Free carbide bits, with full performance guarantee, with these Roto-Hammers.

- Model 706. Free! \$25 in carbide bits.
- Model 726. Free! \$40 in carbide bits.
- Model 728. Free! \$60 in carbide bits.
- Model 736. Free! \$80 in carbide bits.

# SKIL®

Nobody was ever sorry  
he bought the best there is.



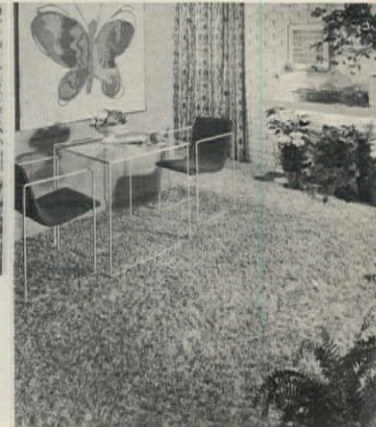
## Carpets to order: any fiber in any construction for any use

As an example of the wide variety of carpets now available, the five carpets shown above are from just one manufacturer's new lines. They include a polypropylene for commercial use, a high-low pattern in nylon, a thick polyester plush, a multi-level wool, and a nylon twist.

And each is designed for long wear. The (Herculon) polypropylene has colorfast yarn, keeps static down, resists soil, abrasion, mildew. The (Cumuloft) nylon has a swirling pattern that hides dirt, and it is non-allergenic. The (Kodel) polyester has fat yarn that will retain

the pile density. The wool is a longwearing multi-level construction and is treated against moths. The nylon twist looks like a shag but is sturdy enough for hard wear. All are from C. H. Masland, Carlisle, Pa.

CIRCLE 200 ON READER SERVICE CARD



Nylon shags include "Executive Touch" (left) by D&M of Enka-loft; "Overture" (above left) and "Fire and Ice" (above right) by Am-tico of Allied Chemical's spun yarn; and "Painted Valley" (right)

by James of Enkaloft. Three come in a dozen four-tone colorations, the fourth is a solid in 20 colors. American Enka, New York City. Am-tico, Trenton, N.J. CIRCLE 201 OR 202 ON READER SERVICE CARD



## A passel of prints—all on longwearing tufted nylon carpeting

From traditional to contemporary, the seven designs above are only a minute sampling of the variety of printed nylon carpets that have become available just in the last two or three years.

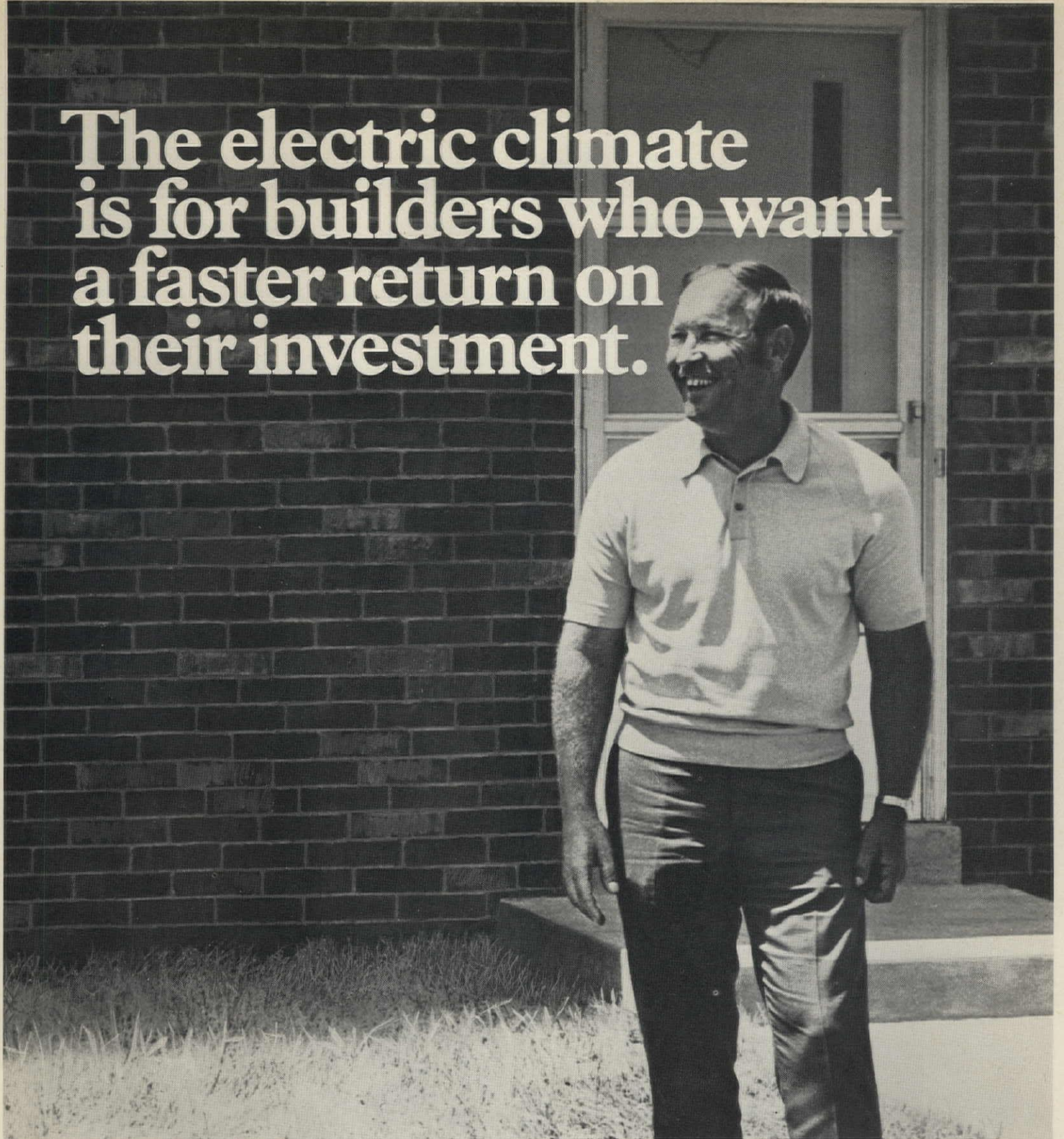
From left to right are: 1) a leaf-like abstract by Walter of DuPont's Antron; 2) a Delft-tile pattern and

3) a floral by Lees of Antron II; 4) floral medallions by Congoleum of Antron II; 5) an abstract floral by Walter of Monsanto's Cadon; and 6, 7) two plaids—one by Congoleum, the other by Lees—both of Antron II.

All are highly resistant to soil. Some have high density foam back-

ing for use in high traffic areas. And most are antistatic, especially those of Antron II which is made with a metal twist. Retail prices are about \$10 psy. Walter Carpet Mills, City of Industry, Calif. Lees Carpets, Norristown, Pa. Congoleum Industries, Kearney, N.J. CIRCLE 203, 204, OR 205 ON READER SERVICE CARD

# The electric climate is for builders who want a faster return on their investment.



The electric climate's unique benefits convinced Albert Miller to try it in 16 units—now he's putting it in 50 more!

Those first 16 total-electric units made Albert Miller of Lexington, Ky., a solid believer in *the electric climate*. Installing everything electric, including the heat, gave him several benefits.

"For one thing," Mr. Miller says, "I discovered that I can build total-electric houses faster because electric equipment is easier and faster to in-

stall. In fact, it speeds up my construction by two weeks to a month in the winter! So I save time *and* labor costs. How do they sell? As fast as I can build them! I've got 50 more units going up now!"

Make this *your* year to discover the exclusive benefits of *the electric climate*. Talk to your electric utility company today.

"Awarded to homes exemplifying electrical excellence."



## Live better electrically

Edison Electric Institute, Inc., 90 Park Avenue, New York, N.Y. 10016

# We build a Cargostar the

When you think about it, our trucks and your foundations have a great deal in common.

They both have to be the perfect size

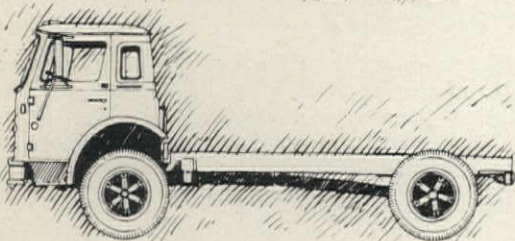
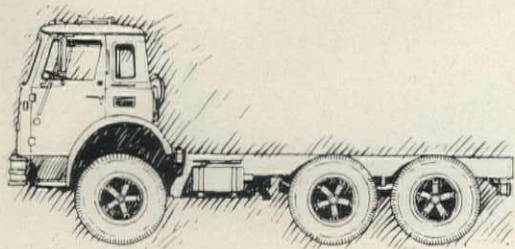
for whatever you're planning.

And they both have to be built to carry whatever it pleases you to pile on top of them.





# same way you build a foundation.



That's why the International CARGOSTAR® is so right for your kind of work.

There are ten basic Cargostar models for you to choose from. Their GVW'S go from 19,500 to 46,000 lbs. And their GCW'S range from 30,000 to 65,000 lbs.

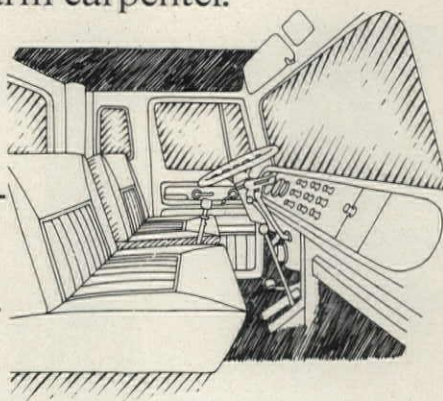
Whichever you choose, its tilt-cab will give you maximum accessibility for quick and easy servicing. It will have a wide-track front axle for better maneuverability. And tremendous cooling capacity. Its engine will be any of our many efficient gas or diesel engines. And it will have what is best in the way of frame, transmission, heavy-duty clutch, single or tandem rear axles and air or hydraulic brakes to meet your job requirements.

So you just go ahead and pile on the

bricks and blocks and mortar and lumber. It can take it.

Take it wherever you want. Down the road and onto the construction site. Or downtown where the traffic is tighter than knotty oak and where maneuverability and visibility pay off like a four-arm carpenter.

The inside of the Cargostar cab is something to behold, too. Flat floor, no engine



doghouse. Plenty of room for the driver and even a couple of crew people.

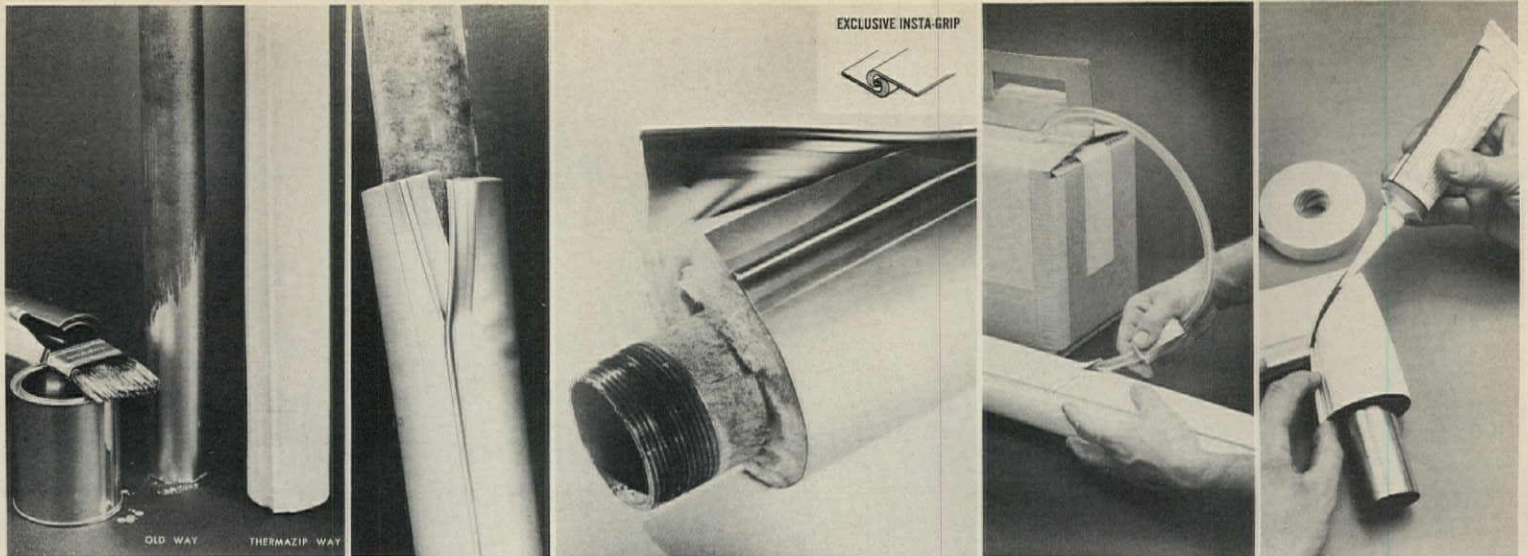
The International Cargostar really is a foundation of sorts. After all, when you're trying to keep a going business profitable, trucks that work long and hard can make an important contribution to your margin. The Cargostar might be just what you need to build a dream on.

Your International dealer can help you build the perfect Cargostar.



## INTERNATIONAL® TRUCKS

INTERNATIONAL HARVESTER COMPANY • CHICAGO, ILLINOIS 60611



## Snap-on jacket insulates pipes—thermally and acoustically

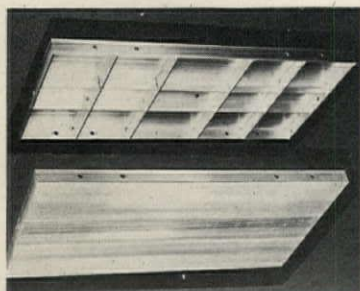
Thermazip does away with messy—and repeated—painting, insulates pipes, and muffles sound. The jacketing, which comes on 25' rolls, can be cut to the right length. It snaps on—instantly—and can

be permanently sealed or left open for future access. It covers up rust or corrosion, and the insulating layer keeps in—or out—temperatures of from zero° to 180° (urethane foam) or 400° (fiberglass). For ir-

regularly shaped pipes, additional urethane foam can be injected to prevent hot or cold spots. And to provide a moisture barrier, a silicone sealant bonds foam insulation at elbows or joints. The vinyl skin

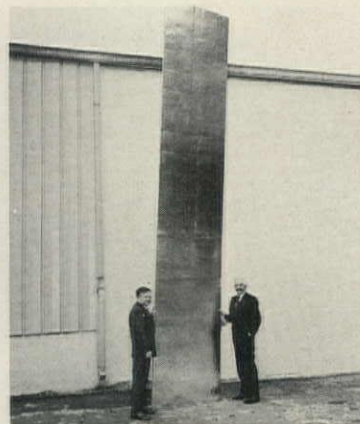
—white for interiors, gray for outside or burial—can be taped closed at joints, never needs painting, can be hosed clean. Fits pipes 3/8" to 12". Thermazip, Los Angeles.

CIRCLE 206 ON READER SERVICE CARD



Concrete forms of aluminum alloy, have tempered surfaces that won't easily scratch or gouge. They leave no imprints—unlike plywood forms—except for tiny fin marks where forms butt, and even these are nearly invisible from ten feet away. Lightweight forms—8' x 2" size weighs 50 lbs.—can be handled by one man, will take more than 500 pours. Gorbett, Ft. Worth, Tex.

CIRCLE 207 ON READER SERVICE CARD



Extra long insulation panels can be custom-made to any length. At left above is one more than 20' long. They are so lightweight, one man can easily carry three 15' panels as shown at right above. "Superlong" panels, 1/2" to 3" thick,



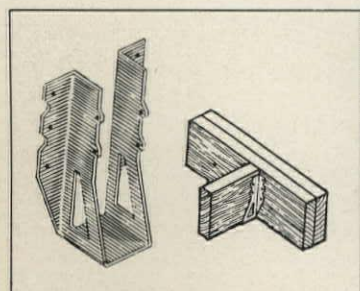
have urethane core bonded to skins of reflective aluminum or heavy duty paper. They reduce joints by two-thirds, can cut heat loss or gain by 90%, and eliminate moisture barriers. Apache, Linden, N.J.

CIRCLE 208 ON READER SERVICE CARD



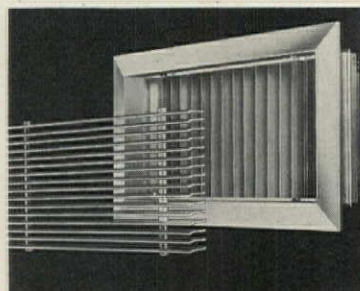
Stainless steel chimney with an insulation layer in the 1" space between inner and outer pipes, can be installed just 2" clear of combustible materials. "Metlvent" sections stack up, are locked together with slip rings. For gas, oil, coal, or wood-fired furnaces, boilers, fireplaces, incinerators, water heaters, or stoves. Hart & Cooley, Holland, Mich.

CIRCLE 209 ON READER SERVICE CARD



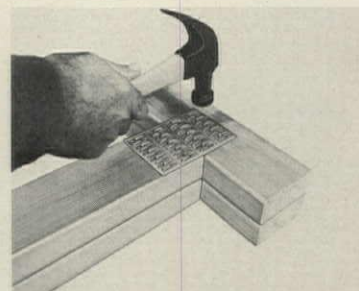
Joist hanger saves time and materials, makes floor and ceiling connections neat and efficient, and eliminates shimming. "Teco-U-Grip" hangers of zinc-coated steel, from 18 to 24 gauge, come in sizes to hold lumber from 2 x 4 to double 2 x 14. Each size is engineered for the load it will carry. Timber Engineering, Washington, D.C.

CIRCLE 210 ON READER SERVICE CARD



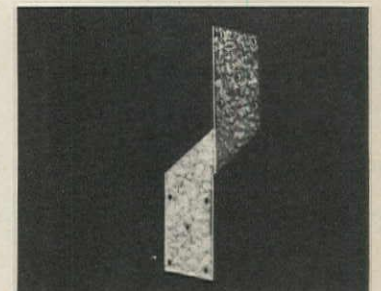
Removable core grille, easy to attach to duct in wall, sill, or ceiling, can be removed without disturbing paint seal between margin and wall. "Versaflex" grilles have aluminum bars and hidden fastenings. Horizontal face louvers can be reversed. Rear louvers are individually adjustable. Up to 36" x 18". Tuttle & Bailey, New Britain, Conn.

CIRCLE 211 ON READER SERVICE CARD



Top plate tie saves time and money, eliminates measuring and cutting. Zinc-coated steel clip is simply laid over the joint and applied with a hammer. It will hold together component panels, partitions, wall and partition intersections, and it takes a heavier load—more than a ton—than conventional nails. Panel-Clip, Farmington, Mich.

CIRCLE 212 ON READER SERVICE CARD



Framing anchor of symmetrical design saves time and money: since there is no top or bottom, it can be nailed either way up; and because there are no lefts or rights, stock orders are simplified. Hurricane clip is also long enough to anchor into the bottom wall plate, so it is stronger. Alpine Engineered Products, Pompano Beach, Fla.

CIRCLE 213 ON READER SERVICE CARD

# "You can find a lot of peace and quiet out in Ogden, Utah. Even when the dishwasher's running."

"Our tenants tell us that KitchenAid is the quietest dishwasher. That's important in an apartment," explains Doran Barlow, manager of the Christopher Apartments in Ogden, Utah.

The apartment complex is nestled in the Wasatch Range of the Rocky Mountains. From your patio you can see Mt. Ben Lomond, which rises to 10,900 feet, and beyond that, Mt. Ogden, which is 9,575 feet above sea level. The view is breathtaking. The mood is peaceful.

"My wife and I did quite a bit of personal research to find the appliances we thought the tenants

would prefer," says Mr. Barlow. "We wanted the best. So we chose KitchenAid dishwashers for all 112 apartments.

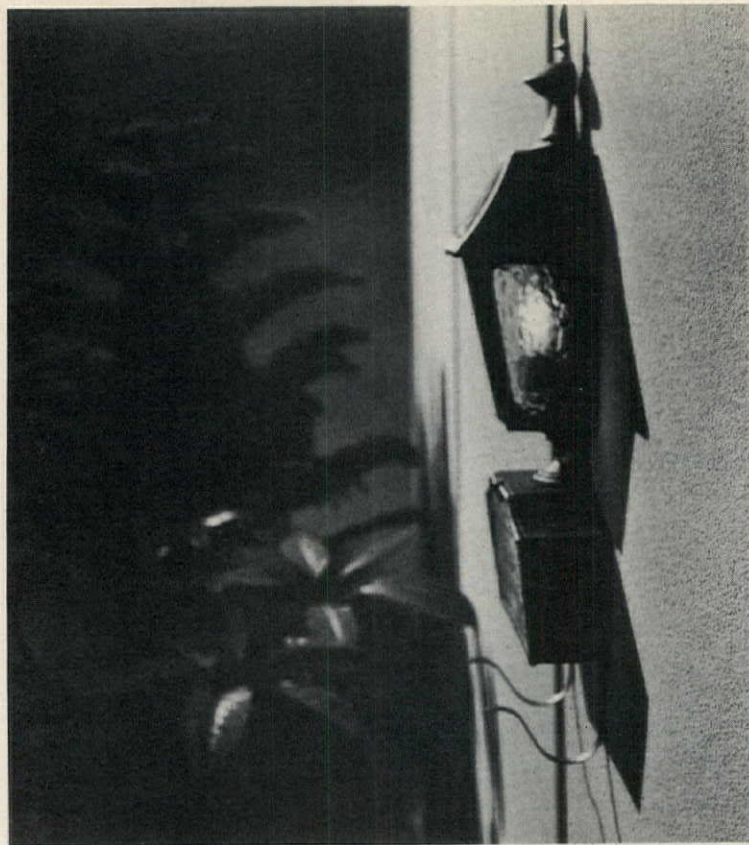
"One lady told me, 'When I saw the apartments with KitchenAid, I said I want that!'

"The countryside, the apartments, the appliances — everything is first class," says Mr. Barlow.

Ask your KitchenAid distributor about his builder plan. Or write KitchenAid Dishwashers, Dept. 1DS-9, The Hobart Manufacturing Company, Troy, Ohio 45373.

CIRCLE 95 ON READER SERVICE CARD

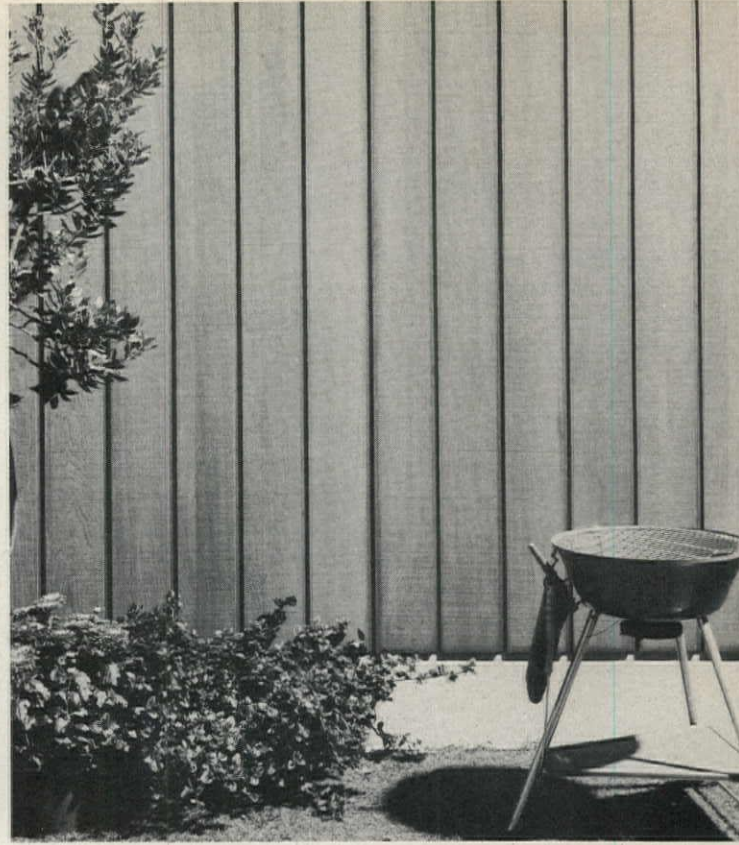




**Rough-surfaced siding** has a coat of white or tan sand embedded in polyester resin on a Homasote building board. Panels are weather-proof, sunproof, and unaffected by

temperature changes. "Sand-A-Sote" panels are 1/2" thick, come 4'x8', 10', or 12'. Homasote, Trenton, N.J.

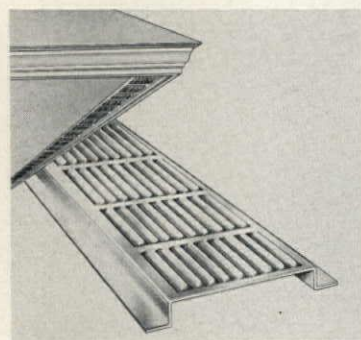
CIRCLE 214 ON READER SERVICE CARD



**Redwood plywood panels** are the newest in a line of seven rough-sawn patterns. They have an inverted batten, 8" o.c., with deep cut channels 1" wide. Panels are

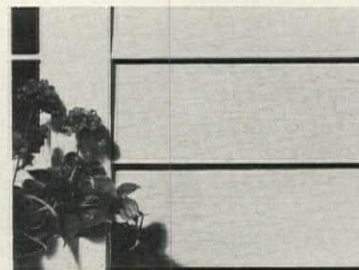
5/8" thick, come 4'x8', 9', or 10', have shiplap edge for easy installation, and are waterproofed. Simpson Timber, Seattle, Wash.

CIRCLE 217 ON READER SERVICE CARD



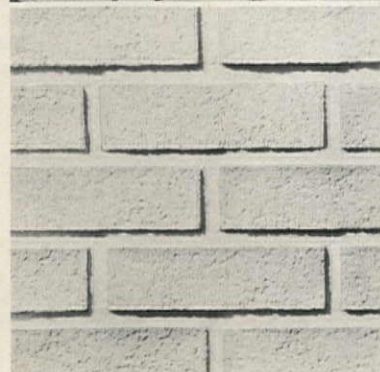
**Aluminum strip ventilator** does away with hole cutting for individual vents, is installed like a board at the same time as the soffit. "Trimvent" can be used flush or recessed, comes unpainted or pre-finished white, is 2<sup>3</sup>/<sub>16</sub>" wide and 4' or 8' long. Leigh Products, Coopersville, Mich.

CIRCLE 215 ON READER SERVICE CARD



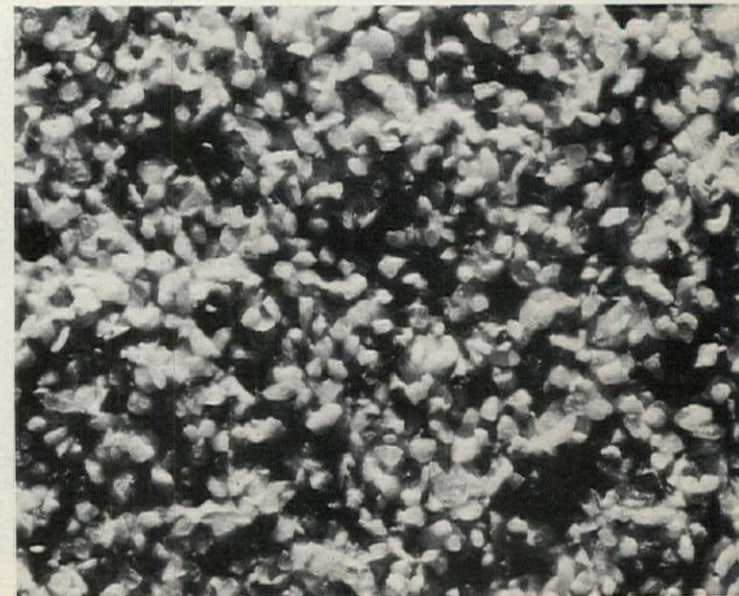
**Wood-textured siding** has an embossed surface that looks like wood-grain, but it is solid vinyl for low maintenance. "Weather-Tex" 8" siding comes in standard white, gray, and green, as well as a new lemon yellow. Bird & Son, East Walpole, Mass.

CIRCLE 218 ON READER SERVICE CARD



**Reproduction masonry**—bricks (left), fieldstone (left above), and Georgian marble (right above)—looks and feels like the real thing. But all are lightweight polyester that is fire retardant and colorfast. Suitable for use outdoors or inside, it can be cut to fit, is easily applied with mastic to any dry surface—even a concrete block wall—in family rooms and on fireplaces, terraces, or barbecues. Plastronics, West Yarmouth, Mass.

CIRCLE 216 ON READER SERVICE CARD



**Aggregate wall surfacing** can vary in color and texture. The bedcoat is color-blended on the job and gun-applied in a smooth or rough surface. Then the quartz, granite, mar-

ble, or glass aggregate, in a color to complement or contrast with the bedcoat, is sprayed on. Finestone, Detroit, Mich.

CIRCLE 219 ON READER SERVICE CARD

# THE BONUS YOU GET WITH GERBER FIXTURES COULD FILL A ROOM



Gerber No. 21-212 Mount Vernon siphon-jet elongated unit closet combination. No. 12-844 Luxoval 19" x 16" oval self-rim countertop lavatory with No. 43-331 Hi-rise centerset faucet and Crystalite™ handles.

In today's construction-money pinch, Gerber plumbing fixtures can spread your dollars further.

They offer instantly appealing design and the kind of quality features usually found only in far more expensive lines. And sensible prices that mean substantial savings on fixture costs.

Add to this the money you save through ingenious Gerber installation features,

and it can total a hefty bonus. Often enough to provide the fixtures for an extra powder room like the one above (sometimes even more).

Gerber makes a complete line of plumbing fixtures and brass. Compare them feature for feature, dollar for dollar with any others and see the bonus you get. It could help fill a room. Write for information. Gerber Plumbing Fixtures Corp., 4656 W. Touhy Ave., Chicago, Ill. 60646.

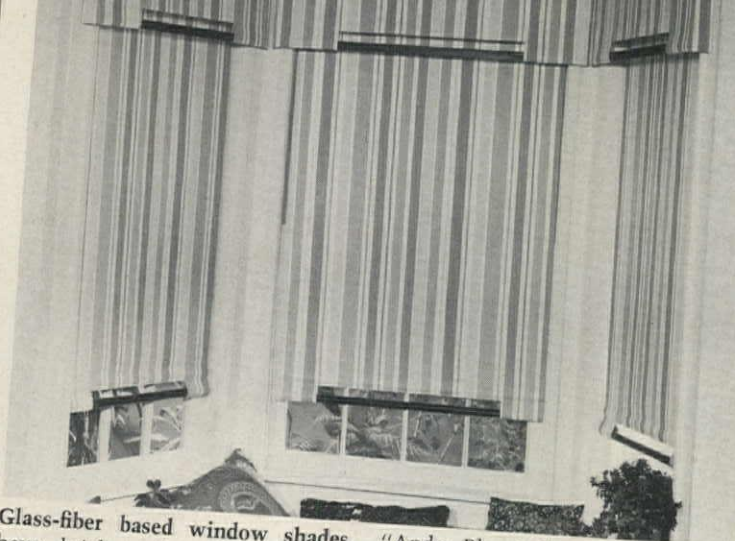
**SPREAD EXTRA LUXURY  
WITHOUT THINNING  
YOUR PROFITS**



1-2138

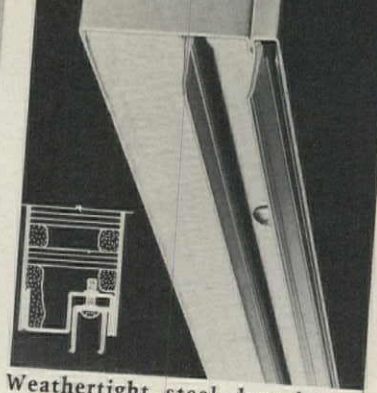
CIRCLE 97 ON READER SERVICE CARD

H&H SEPTEMBER 1971 97



**Glass-fiber based window shades** have bright colored matte-finish stripes on a white texture. "Peruvian Stripes" comes in three colorways: "Inca Gold," bright yellow with chartreuse, "Lima Tangerine," shades of orange with yellow, and

"Andes Blue," shades of lime with blue. The room darkening shades of "Triglas II" are durable, colorfast, and washable. In widths up to 72"; uniformly white on the outside. Stauffer Chemical, New York City. CIRCLE 220 ON READER SERVICE CARD



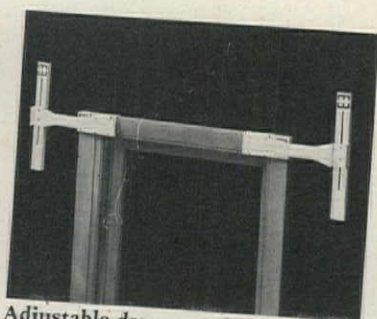
**Weathertight steel door** has a flexible vinyl extrusion that can be adjusted to conform to varying floor levels to seal gaps between the door and threshold. The weatherseal may be adjusted while the door is on its hinges simply by adjusting three screws (photo and section above), which allow a variance up to 9/16". A variety of steel doors is offered with the built-in weatherseal at no extra cost. Perma-Door, Cincinnati, Ohio. CIRCLE 224 ON READER SERVICE CARD



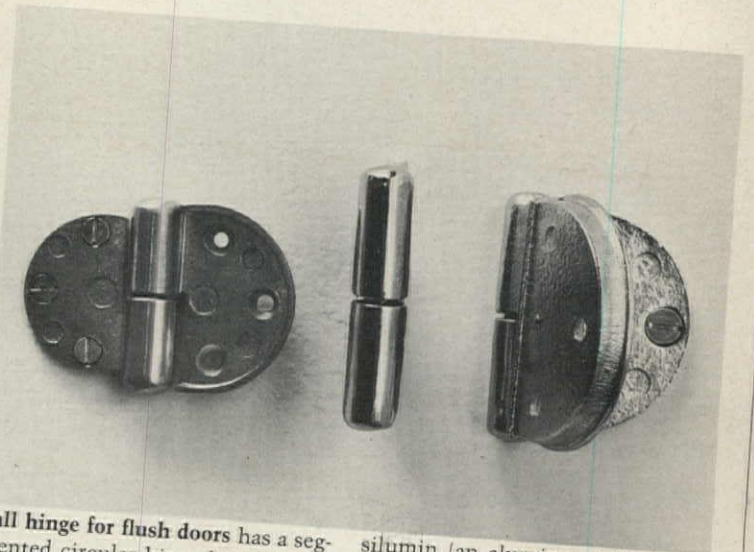
**Weatherstripped mullions** are extruded aluminum with silicone weatherstrip pile bonded to a polypropylene backing. The pile serves the added purpose of a silencer as the door is closed. Stabilizers are provided to prevent movement of the mullion next to a closed door. "Poly-Pile" weatherstripping will not rot, mildew, or disintegrate in salty or polluted air according to the manufacturer. Von Duprin, Indianapolis, Ind. CIRCLE 225 ON READER SERVICE CARD



**Waterproof threshold** is 1 3/4" high for use on exterior doors. The added height is for protection of extra deep carpet piles from water seepage around doors. A water seal is formed by hooking the extended lip on the threshold to the j-hook, which is attached to the bottom of the door. A water-drain channel collects water and drains it through interior and exterior weep holes, eliminating flooding. Empire Metal, Los Angeles. CIRCLE 221 ON READER SERVICE CARD



**Adjustable drapery rod bracket** permits installation of traverse rods without measuring, boring holes in walls, or using toggle bolts. All standard drapery hardware can be used with "Fit-Right" brackets which install on windows with or without frames. The heavy gauge steel brackets have a white, baked-on enamel finish and adjust up to 8" outward from either side, and up to 10" upward. Convenience, Summit, Miss. CIRCLE 222 ON READER SERVICE CARD



**Ball hinge for flush doors** has a segmented circular hinge leaf that is easily recessed in the jamb. The other leaf is flush mounted on the door and fits into the recessed leaf when the door is closed. Of brass or

silumin (an aluminum/siliconium/copper alloy that is corrosion resistant), the imported hinges come in several polished or satin finishes. Solifer, Productsource, Boston. CIRCLE 226 ON READER SERVICE CARD



**Wood and laminate exterior door** combines solid core wood construction with Formica's high pressure exterior laminate. "Exterior Life-clad" doors come in 9 widths ranging from 2' to 4' and in many solid colors and woodgrains. The laminate on the door will not blister, peel, fade, warp, crack, or discolor, according to the manufacturer. Priced comparably to prefinished birch doors. Simpson Timber, Seattle, Wash. CIRCLE 223 ON READER SERVICE CARD

**Fiberglass window shades** block heat build-up, diffuse glare, and maintain privacy while still permitting visibility. "Comfort Shade" is made from fiberglass strands cabled together to form a single filament coated with vinyl and then woven into a horizontal rib pattern and bonded together. The fabrics can be installed on rollers or tension systems or framed, an exterior version is called "Comfort Screen." J. P. Stevens, New York City. CIRCLE 227 ON READER SERVICE CARD





# Bryant introduces the empty basement.

Bryant's new 579 heating and cooling unit doesn't use up valuable space indoors. It installs outdoors.

But empty space isn't all it has to offer.

By going outside, it also simplifies the job inside. And by eliminating things like the furnace flue, it reduces your building costs too. You can even wait until the last minute, because setting the equipment won't interfere with other building trades.

What's more, a clean, low profile lets the 579 blend in with the surroundings. And a rugged steel casing — heavy-gauge, zinc-coated steel — helps it keep up appearances.

Then there's one inch of fiberglass insulation throughout the conditioned-air section that

keeps it running quietly and efficiently. And a balanced vent system that assures flame stability in bad weather. And automatic, electric-pilot re-ignition that makes a pilot outage a routine unit function instead of a service call situation.

Of course, the 579 has the range to go in any size home, because it comes with cooling capacities from two to five tons. And heating inputs of 80,000 to 150,000 BTU's.

So check into Bryant's Great Indoors machine that goes outdoors. It's like adding an extra room to a house.

Bryant Air Conditioning Company, 7310 West Morris Street, Indianapolis, Indiana 46231.

**The Great Indoors®**  
**People** **bryant®**



**Compact condenser** is 23" square and 33" high. One of six new compact models (four are only 25" high) for home or apartment central air conditioning split systems, they are priced for the builder. "Standard" units range from one to 3½

tons, from 12,000 to 42,000 Btuh capacity, and feature single-speed fans, compressor, and spine fin coils. All carry new four-year extended service contract. General Electric, Louisville, Ky.

CIRCLE 228 ON READER SERVICE CARD



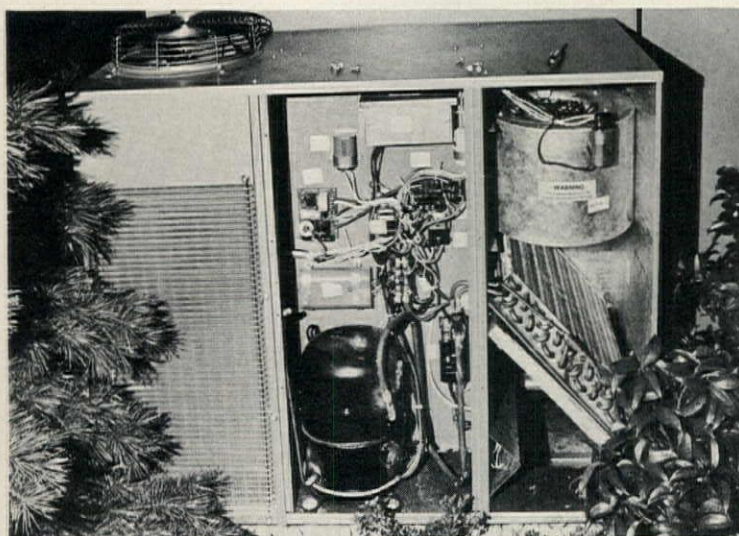
**Stackless hydronic boiler** is gas fired, needs no venting or tank, goes on the roof or ground when small commercial or residential buildings are short on indoor space. Heavy galvanized steel jacket on "Hurricane-T" has an automotive baked enamel finish, is weather-proof, windproof, debrisproof. Raypak, Westlake Village, Calif.

CIRCLE 231 ON READER SERVICE CARD



**Small-sized boiler** is only 26½" high, will fit in utility room or closet, on living level or in basement. Gas-fired GPMX is completely packaged with pre-wired controls, diaphragm expansion tank, and auto air vent. Available in six outputs, from 52,800 to 185,000 Btuh. American-Standard, New Brunswick, N.J.

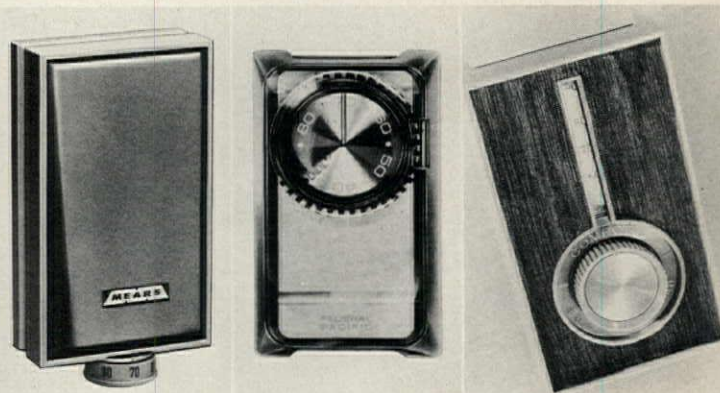
CIRCLE 232 ON READER SERVICE CARD



**Central system** is in one compact package—48" wide, 20" deep, and 36" high—ready to mount and simply plug in. Pre-wired unit was designed for Republic Steel's Break-through HUD housing, has a cooling capacity of 17,500 Btuh, and

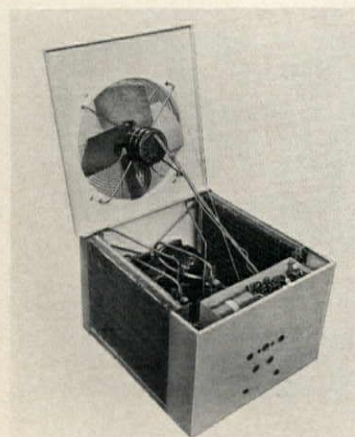
a gas heat output of 36,000 Btuh. Automatic controls adjust the air volume when the unit is switched from heating to cooling, or vice versa. Mueller Climatrol, Milwaukee, Wis.

CIRCLE 229 ON READER SERVICE CARD



**Line voltage thermostats** include two with redesigned switches, one with a new case. The two (left above), by Mears and Federal Pacific, are modified so a shield protects the heat sensor from picking up self-generated heat in the switch, making control more nearly accurate and reducing "droop". Both also have increased cycle rates—the Mears "Super Stat" is rated at 6 cph, the Federal Pacific HPT

at 6 to 9 cph—for more constant comfort levels. The Singer 302 (right above) has a new case that features easy-to-read numerals, easy-to-wire terminals, and a snap-in temperature indicator. It can be used for baseboard or radiant ceiling units. Mears Controls, Beaverton, Ore.; Federal Pacific Electric, Newark, N.J.; and Singer, Melrose Park, Ill. CIRCLE 233, 234, OR 235 ON READER SERVICE CARD



**Two-apartment condenser** handles both units simultaneously, can be metered separately. One apartment needs no fan motor, both share the larger coil surface for more efficiency, installations and maintenance costs are reduced, and there are fewer units to disguise—on the roof or on slabs. Easy to get at through hinged top for repairs. In 18,000 to 36,000 Btu capacities. Donmark, Dallas.

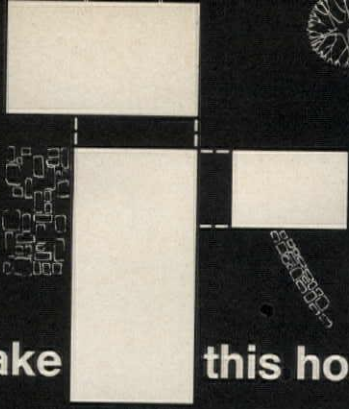
CIRCLE 230 ON READER SERVICE CARD



**Wall fan** delivers up to 160 cfm, vents kitchens up to 80 sq. ft., baths to 150, and other rooms to 200. An 8" unit, it fits into 9" dia. opening and has an attached sleeve that adjusts 5" to 10" for thick walls. Cocoa colored anodized aluminum grille is inconspicuous against walls of baths, kitchens, or family rooms. Available with solid state or standard switch, or with nylon pull switch. Broan, Hartford, Wis.

CIRCLE 236 ON READER SERVICE CARD



Modules make  this home design flexible.



Vacation home at Francestown, New Hampshire. Certigrade Shingles No. 1 Grade 16" Fivex. Architect: Brett Donham.

## Red cedar shingles make it beautiful.

This New England vacation home started out as several 20 by 12-foot modules. It ended up just right.

One reason is the versatility of the modular system. It allowed tailoring a design to the specific needs of owner and site without sacrificing economy.

Another reason is the exterior of red cedar shingles. Cedar unifies, helping to

turn a system into a home. Structurally, cedar shingles easily bridge the joint between modules. Visually, their rich texture complements the rustic site and projects a feeling of natural warmth.

In addition, red cedar remains maintenance-free for decades. It will provide a generation of vacationers with a vacation from upkeep.

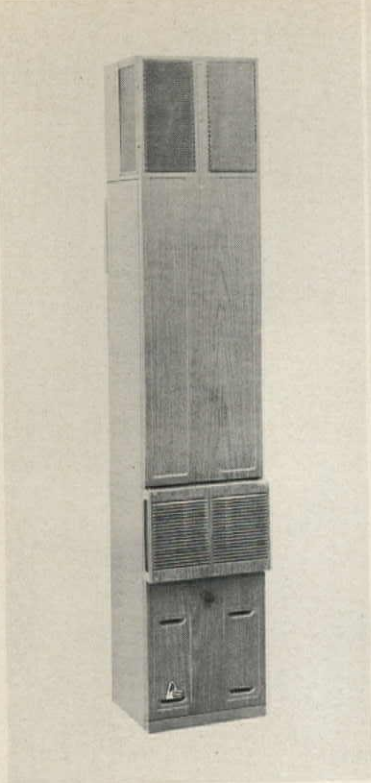
Put the utility and lasting beauty of red cedar to work for you. Specify Certigrade shingles or Certi-Split handsplit shakes. For details and money-saving application tips, write:

5510 White Building, Seattle, Washington 98101. (In Canada: Suite 1500, 1055 West Hastings Street, Vancouver 1, B.C.)

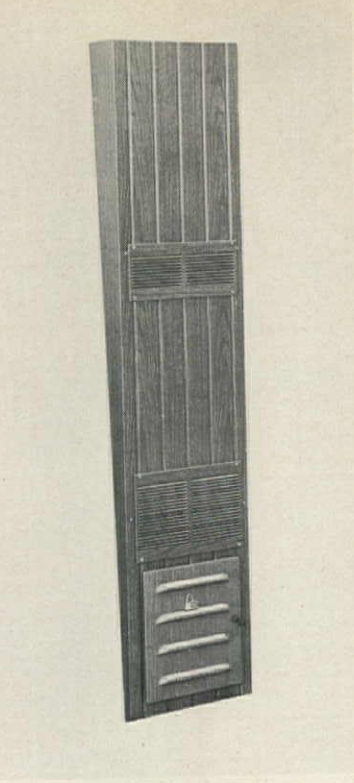


**Red Cedar Shingle & Handsplit Shake Bureau**

One of a series presented by members of the American Wood Council.

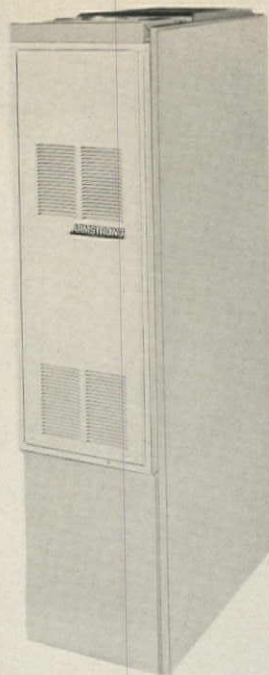


**Wall furnaces** are finished in a soft woodgrain. Model at right is for installation on inside walls, delivers heat to two rooms. It has a standard venting system and a counter-flow blower with 35,000 Btu input.

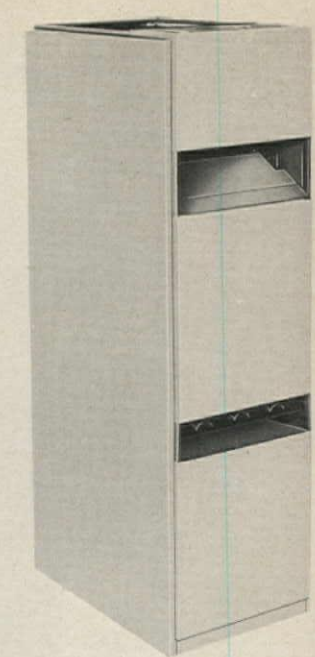


The model at left also has a counter-flow blower with 40,000 or 70,000 Btu input, but has a direct venting system, heats just one room. Empire Stove, Belleville, Ill.

CIRCLE 237 ON READER SERVICE CARD

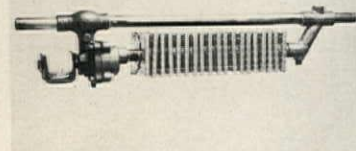
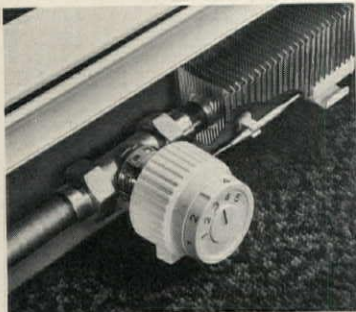


**Gas upflow furnaces**, because they need no clearance at back or sides and are of a compact size, can be installed in closets, utility rooms, or alcoves. They are completely factory wired and assembled, have knockouts on either side for gas lines, slide-out blower assemblies,



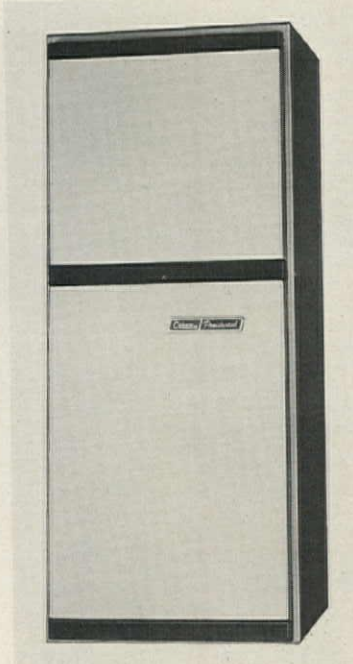
heat exchangers that prevent cold spots, and neoprene-cooled filters that come out for washing. Rust resistant cabinets are lined with insulation that also dampens sound. Armstrong Furnace, Columbus, Ohio.

CIRCLE 241 ON READER SERVICE CARD



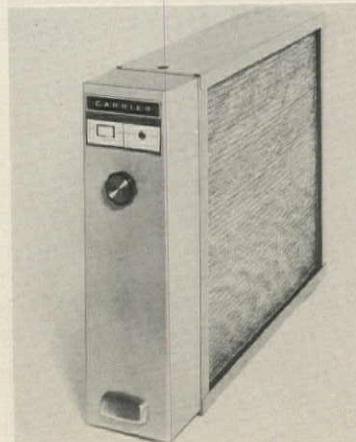
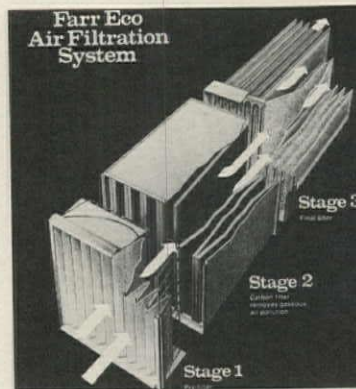
**Baseboard heater valves** operate on a sensing bulb (*top*) or a magnetized coil (*bottom*). The non-electric valve by Danfoss has a small bulb 3" long and  $\frac{3}{16}$ " dia. that is mounted under baseboard heater fins and enclosed by the cover. It controls the temperature of one room or zone, is available in  $\frac{1}{2}$ " or  $\frac{3}{4}$ " models. The magnetic model by Industrial Design is a bypass valve that is closed by heat rise, opened by heat fall. Thus heat from boiler circulates around perimeter past rooms not requiring heat to those zones needing it. And should power fail, the lines remain open. Danfoss, Mahwah, N.J. or Industrial Design, Scranton, Pa.

CIRCLE 238 OR 239 ON READER SERVICE CARD

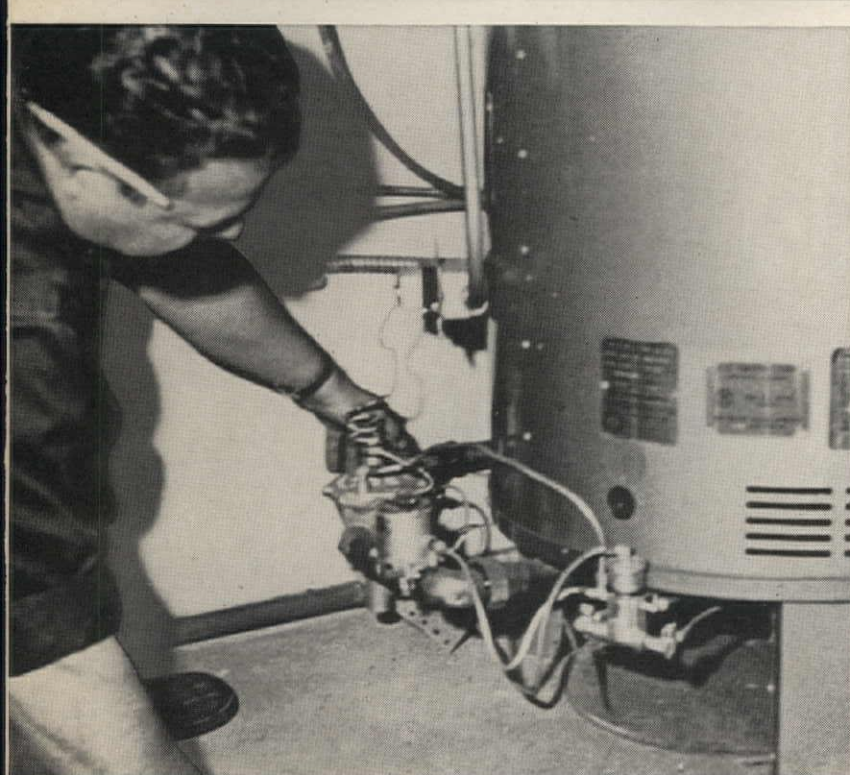
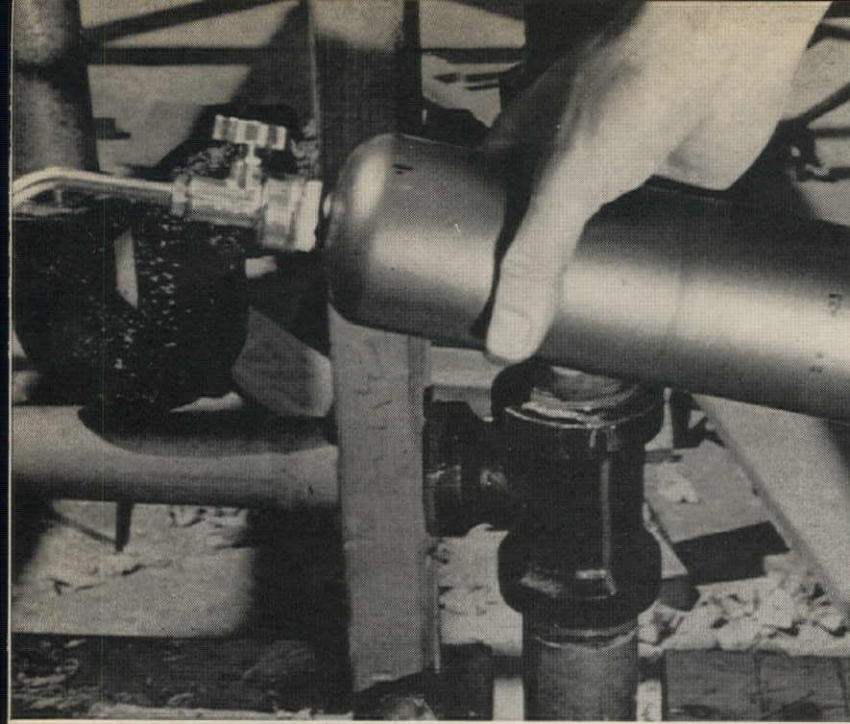


**Forced air electric furnace** can be installed for upflow, counterflow, or horizontal air discharge. It is approved for zero clearance and measures only 23" x 19 $\frac{3}{4}$ " x 49", so it can be installed in closets, utility rooms, etc. It comes in sizes from 10 to 25 KW, with 28,700 to 85,300 Btu/h capacities. Cabinets are acoustically as well as thermally insulated. For safe operation, blower remains on as long as one heating element is engaged. Coleman, Wichita, Kans.

CIRCLE 240 ON READER SERVICE CARD



**Air cleaning systems** installed in ductwork remove from indoor air the dirt left in ordinary heating or cooling systems. One system (*top left*) by Farr is in three-stages: a pre-filter takes out the largest dirt particles, a carbon filter then removes gasses and odors, and finally an after-filter gets rid of the remaining smallest particles. For small commercial or apartment buildings, it costs about 10¢ per sq. ft. more than conventional air filtration methods, but it reduces cleaning and maintenance costs over the long term. A system (*left center*) by Heat Controller has a pre-filter for larger particles, an electrically-charged cell for smaller particles, then a final, or back-up, filter. A system (*bottom left*) by Carrier has a pre-filter for large particles. Smaller particles, given a positive electrical charge in an ionizer section, are trapped in a collector. The Farr "Eco" has removable filters, replaceable charcoal filler panels. The Heat Controller "Comfort-Aire" has removable, washable, filter and electronic cells. The Carrier system has disposable filter pads. Farr, Los Angeles; Heat Controller, Jackson, Mich.; Carrier, Syracuse, N.Y. CIRCLE 242, 243, OR 244 ON READER SERVICE CARD



## *From "Melting Pot" to "House Warming" LP-gas serves builders and buyers*

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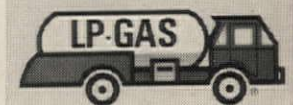
living—economically. Fuel for heating, cooking, hot water, clothes drying, refrigeration, air conditioning and lots more. Gas makes the big difference. LP-gas is clean, economical and so dependable. Put it to work for you.

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For LP-gas data, see Sweet's Light Construction File 12a/Na.

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(right into your homes and apartments).

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"Women's Lib Begins At Home" . . . our theme for 1971 which millions of women will read and heed. Because In-Sink-Erator disposers ensure freedom from garbage problems, they're powerful sales persuaders. Eight models to choose from; over 800 Service Centers nationwide. With 50 units or more you get a free maintenance program that saves a sinkful of service costs.



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World's Largest Producer of Garbage Disposers and Trash Compactors

CIRCLE 140 ON READER SERVICE CARD

# How many rings does it take to get your answering service?

Dictaphone has a machine to make sure you never lose another cent through a missed phone call or a garbled message. In fact, we have a whole line of them.

They're called Ansafones . You can buy one outright or possibly lease it for about what you're paying your answering service now. And it works for you 24 hrs. a day, 7 days a week.

For a free brochure describing how much an Ansafone can help you, mail this coupon now.

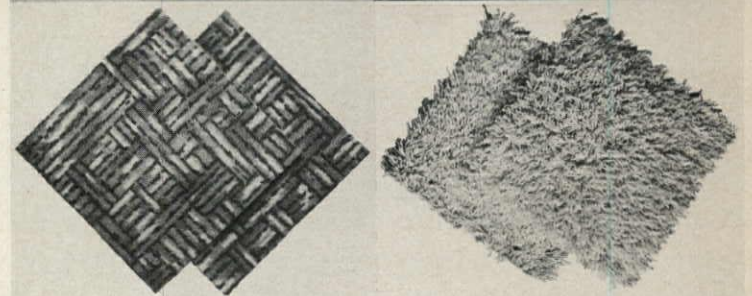
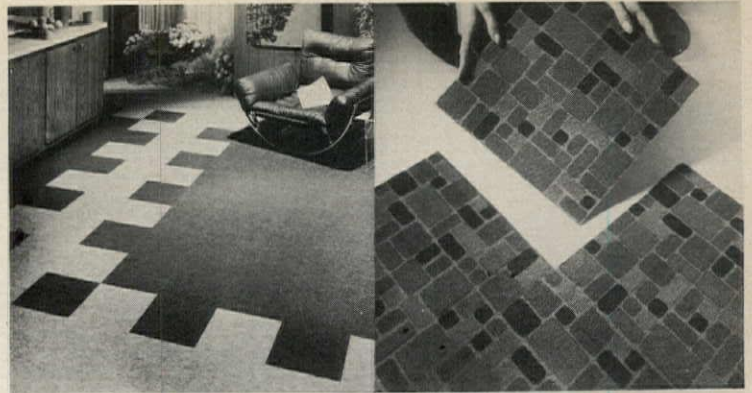
## ▶ Dictaphone

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## PRODUCTS/FLOORING



Carpet tiles are easily installed and just as easy to take up for special cleaning or replacement. Those at upper left are of Marvess polypropylene by General Felt, have a special vinyl release backing, and need no adhesive strips. The other three are all of Allied Chemical's nylon. The two lower ones—the print and

the shag—are by Tile Council of America. The bricks above by Jonas have a grout line that hides the seam. All are 12" square, have high-density foam backing, run about 70¢ to 90¢ psf retail. GFI/Crown Products or Allied Chemical, New York. CIRCLE 245 OR 246 ON READER SERVICE CARD



Soil resistant carpets include a nylon plush by Dan River (left) that has been treated with a new finish by 3M; a three-color Acrilan acrylic by Burke (below left); and a densely tufted two-color nylon tweed by Armstrong (below right). The "Scotchgard" protector keeps dirt from sticking to fibers, the patterns and fibers of the others—for commercial use—hide the soil, resist staining. 3M, St. Paul, Minn.; Burke, San Jose, Calif.; Armstrong, Lancaster, Pa. CIRCLE 247, 248, OR 249 ON READER SERVICE CARD



Carpet molding is an aluminum base strip attached to the floor with a T-shaped vinyl insert that snaps into it. This permits work on electrical conduits under access panels without leaving edges of carpet sections exposed. Workman simply pulls off insert and lifts up access panel. Can be used with conventionally laid or glued-down carpets. Roberts Consolidated Industries, City of Industry, Calif. CIRCLE 250 ON READER SERVICE CARD

MAGNIFICENT CEDAR  
WOOD SHAKES OR  
SHINGLE TEXTURES

# UP FRONT

WHERE IT COUNTS



Unlimited design emphasis is possible with the use of the various interesting textures available in Shakertown Shakes and Shingles for use on homes, apartments, or condominiums. First impressions of the exterior and entrance ways will determine cus-

tomers acceptance and improve occupancy. Cedar is beautiful in either Barn Shake, Rough Sawn Shingles or Shingle textures . . . all now available in convenient eight-foot panels for weather-tight protection and fast application.

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Shakertown panels can be applied direct to the studs for unusually attractive Mansards. Complete sidewalls covered with these rustic textures will enhance the building's appearance and give years of lasting beauty. Shakes and shingles are available in 7" or 14" weather exposure to meet your desired effect. The natural cedar or the various transparent color finishes will add to the variety of design emphasis you can build into your buildings. Matching wood corners will give you a truly professional appearance.



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SHAKES AND SHINGLES IN  
CONVENIENT 8-FOOT PANELS

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FILE  
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P.O. BOX 2042

EASY-TO-INSTALL

# Cedar Closet Panels



**CEDAR CLOSETS FOR ONLY \$5.00 to \$8.00 OVER YOUR ORDINARY CLOSET COST**

**CEDARLINE** — A dramatically different and easier way to install cedar closet lining made from Tennessee Aromatic Red Cedar processed into large flakes and compressed into an attractively textured pattern. Has the same strong, lasting cedar aroma, so highly valued for generations, that was found in fitted cedar boards. It's *all* cedar—no fillers or other woods added.

**CEDARLINE** comes in standard 4 ft. x 8 ft. panels and easy-to-handle 16 in. x 48 in. panels. Panels are ¼ in. thick. Can be cut to fit and nailed directly to studs or over existing walls. Need no finishing. Can also be installed with standard-type panel adhesives.

Give your closet that wonderful forest fresh scent. See your Cedarline dealer, or write to us for further information and samples.

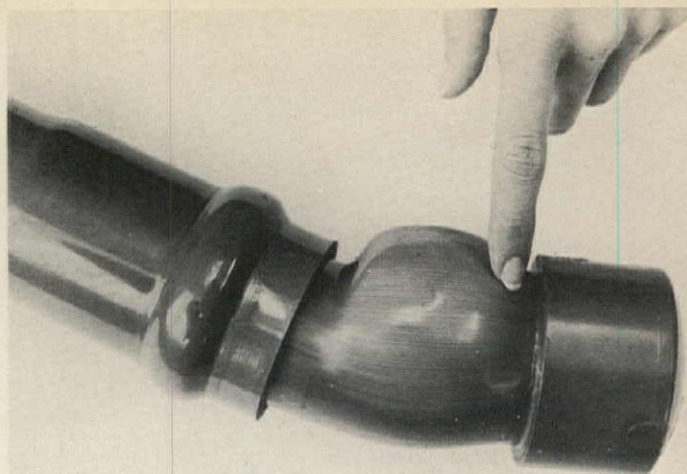
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A PRODUCT OF

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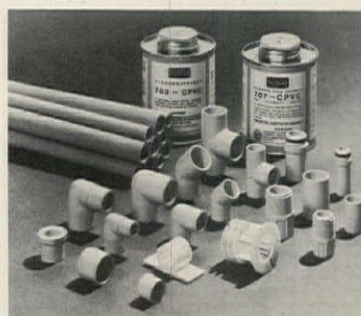
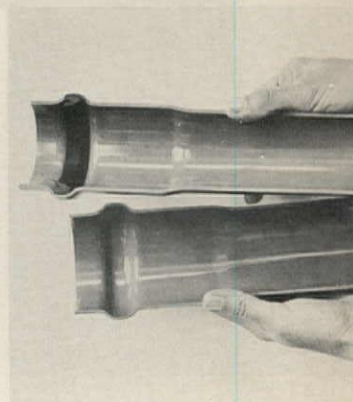
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## PRODUCTS/PLUMBING



**Self-sealing joints** for PVC pipe eliminate adhesive bonding and heat sealing. One pipe section is slipped into the beveled end of the next section. A gasket in the beveled end seals the joint. "E-Z Seal," a flexible rubber Z-ring with a beaded lip, provides a seal so strong that pipe distends (*above*) before the seal breaks. A PVC sleeve (*right*) fits over the beveled end, reinforcing the bell and protecting the pipe from impact. Thermo-Plastics, Charlotte, N.C.

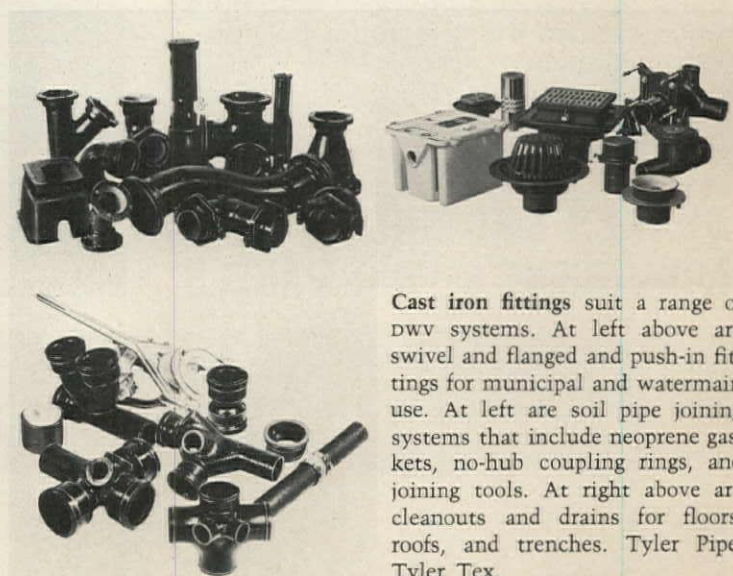
CIRCLE 251 ON READER SERVICE CARD



**Plastic pipe fittings** are for residential hot and cold water lines (*left*) and distribution systems (*right*). Integrated system includes metal-to-plastic fittings and through-the-stud inserts, fits ½" and ¾" copper tube sizes. Chlor-



inated polyvinyl chloride (CPVC) withstands 100 psi at 180°. Deep socket pressure fittings of PVC provide larger bonding surfaces, keep pipes from pulling apart during burial. R & G Sloane, Sun Valley, Calif. CIRCLE 252 ON READER SERVICE CARD



**Cast iron fittings** suit a range of DWV systems. At left above are swivel and flanged and push-in fittings for municipal and watermain use. At left are soil pipe joining systems that include neoprene gaskets, no-hub coupling rings, and joining tools. At right above are cleanouts and drains for floors, roofs, and trenches. Tyler Pipe, Tyler, Tex.

CIRCLE 253 ON READER SERVICE CARD

**Bronzeglow® Birch** 1954

+

**Royal® Birch** 1962

+

**Moonglow®** 1964

+

**Autumn Glow®** 1969

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**Gardencourt®** 1970

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**Kingswood®** 1970

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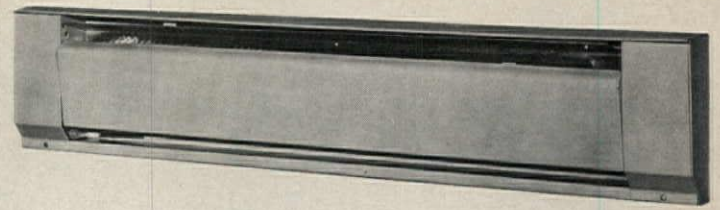
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Am-Finn Sauna, Inc., Haddon Ave. & Line St., Camden, N.J. 08103

CIRCLE 141 ON READER SERVICE CARD



**Baseboard heater** has two complete element circuits: only one operates most of the season; but when weather really turns cold, the second circuit provides the necessary extra heat. Available in

two types (250/125 watts per ft. and 200/100 watts per ft.), each of which comes in eight sizes, from 2' to 12' long. Sunwarm, Kingsport, Tenn.

CIRCLE 254 ON READER SERVICE CARD



**Non-liming humidifier** has polypropylene reservoir. Mineral deposits fall off when it's emptied, turned over, and flexed. Air flows through large holes cut in aluminum alloy discs and across mesh surfaces. Sight glass and reservoir windows show automatically controlled water level. Ultimatic, Rosemont, Ill.

CIRCLE 255 ON READER SERVICE CARD

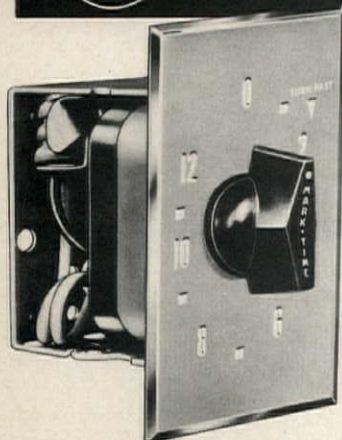


**Power humidifier** for use in air duct has a mounting frame that speeds installation, window that shows water level. Plenum models have automatic control switches and adjustable outside floats. Both types dispense moisture-laden air from slowly rotating perforated bronze discs. Yale, Cleveland, O.

CIRCLE 256 ON READER SERVICE CARD



## Wall Box Time Switch



**THE ONLY TIMER  
WITH DIAL FACE PLATE  
THAT MOUNTS  
FLUSH TO THE WALL!**



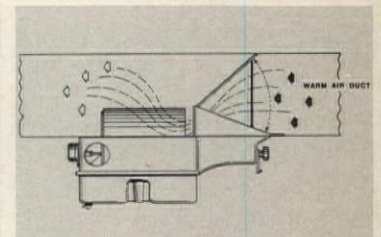
**Turn "OFF" lights, heaters  
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Save electricity, add comfort and convenience, extend life of equipment. Easily installed in standard wall boxes. Recommended for hotels, motels, homes, apartment houses, public buildings. Available through wholesalers everywhere. Send for literature.

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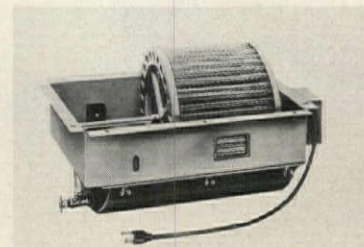


**Duct humidifier**, designed to catch all the warm air, funnels it through and over an evaporative pad on a rotating drum. Unit delivers up to 24 gals. of vapor a day; controls regulate evaporation rate. Water

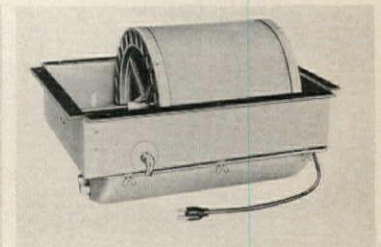


level is controlled by a float and can be seen through a porthole. Fiberglass reservoir pan won't corrode, is easily removed. Lobb, Detroit, Mich.

CIRCLE 257 ON READER SERVICE CARD



**Rotating drum humidifiers** come with copper element (left) or foam pad (right). Copper model, covered by a five-year warranty, has 10 ft. of evaporative surface. Foam pad offers 230 cu. in. of surface, delivers



up to 18 gals. a day of vapor for a home up to 1,500 sq. ft. Both have drop-away reservoirs, outside adjustable floats, and water-level windows. Walton, Moonachie, N.J.

CIRCLE 258 ON READER SERVICE CARD



You don't have to know anything about shingles to know this one's exceptional.

It's thicker. Heavier. Looks like a wood shake. It's random-edged like a wood shake. Has character like a wood shake. But it isn't wood.

A wood shake can't begin to protect like this one. Against hurricane winds. Fire. Rain, snow and melting ice.

We've taken the best protection features of highest quality asphalt. And added the heart warming look of natural wood. The result is a distinguished shake shingle of uncommon beauty, ideal for gambrel or mansard roofs on traditional or modern homes.

Because it's thicker, heavier (half again as heavy as an ordinary shingle) and embellished with jumbo granules, the Bird

## Bird architect® 70 asphalt random shake shingles

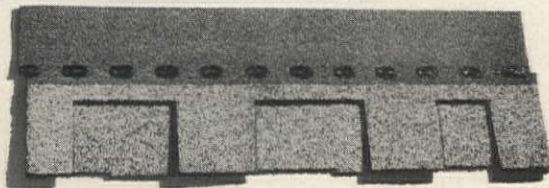


Architect 70 brings massive dimension and character to your roof.

And the random edging, as with natural wood shakes, gives a deep, sculptured shadow line for a look of strength and substance. Warm nature tones of Cypresswood, Oakwood and Ebonywood enhance even more the captivating good looks of the Bird Architect 70.

Planning to build or re-roof? Look into the bold, brawny, beautiful one. See your Bird dealer or send coupon now. See our catalog in Sweets.

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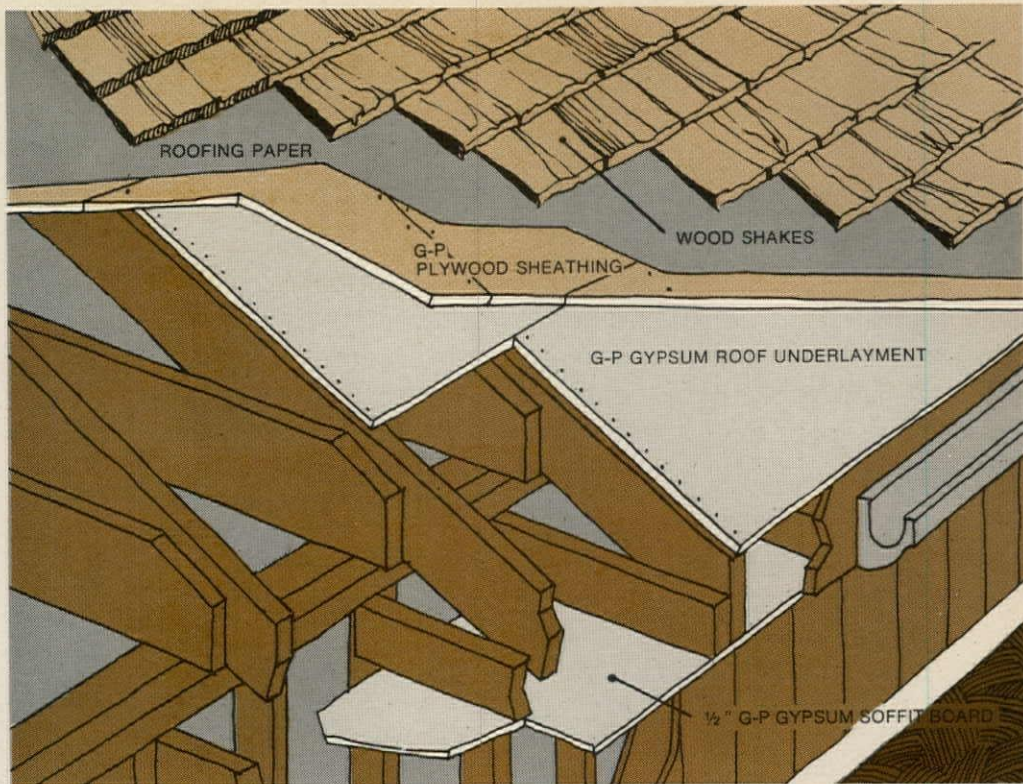
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House & Home - Sept.

"Is there a fire control system that really works for roofs?"



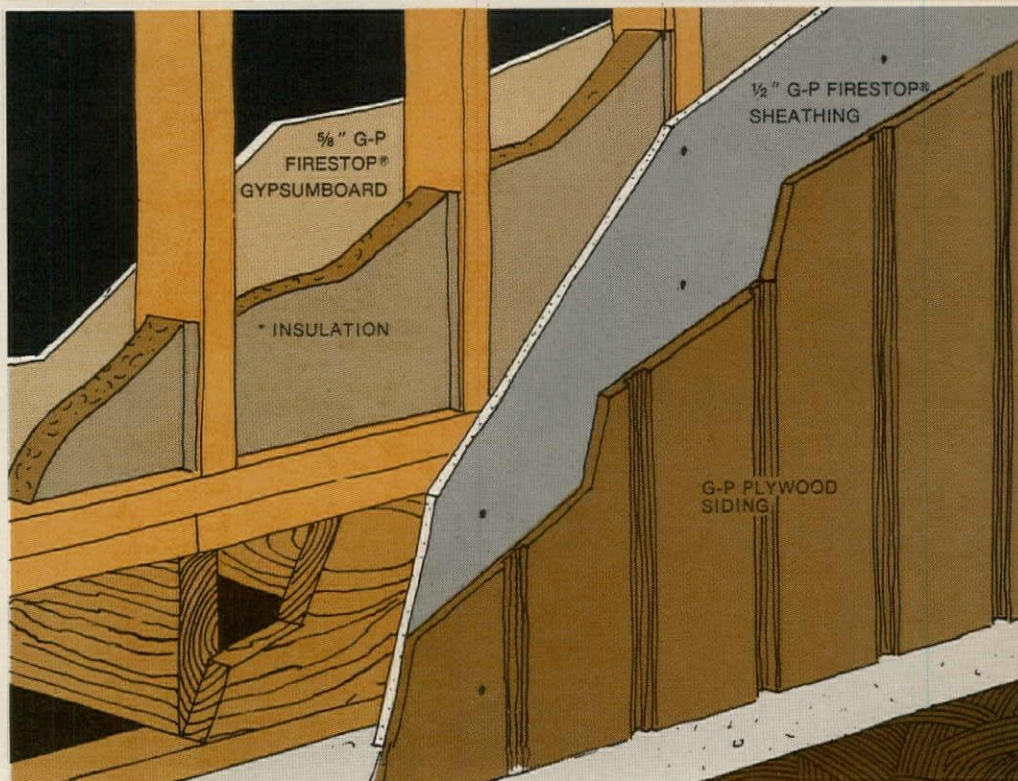
Yes! G-P's new Gypsum Roof Underlayment gives you excellent fire protection for roof construction. It's 1/2" thick gypsumboard with a fire resistant core and special paper that is easily placed over the rafters. Solid plywood or strip sheathing is laid over it. Then put up a wood shake or any other kind of roof you want. And Gypsum Roof Underlayment will prevent flames from burning through the roof structure.



"Why does my fire control system in exterior walls cost so much?"



Fire control doesn't have to be expensive. Not when you use G-P's FIRESTOP®. It gives you a one-hour fire rating in exterior walls. 5/8" FIRESTOP® gypsumboard is applied over wood studs with insulation. And then on the outside wall, 1/2" FIRESTOP® sheathing is attached and covered with 3/8" (or 5/8") G-P plywood siding.



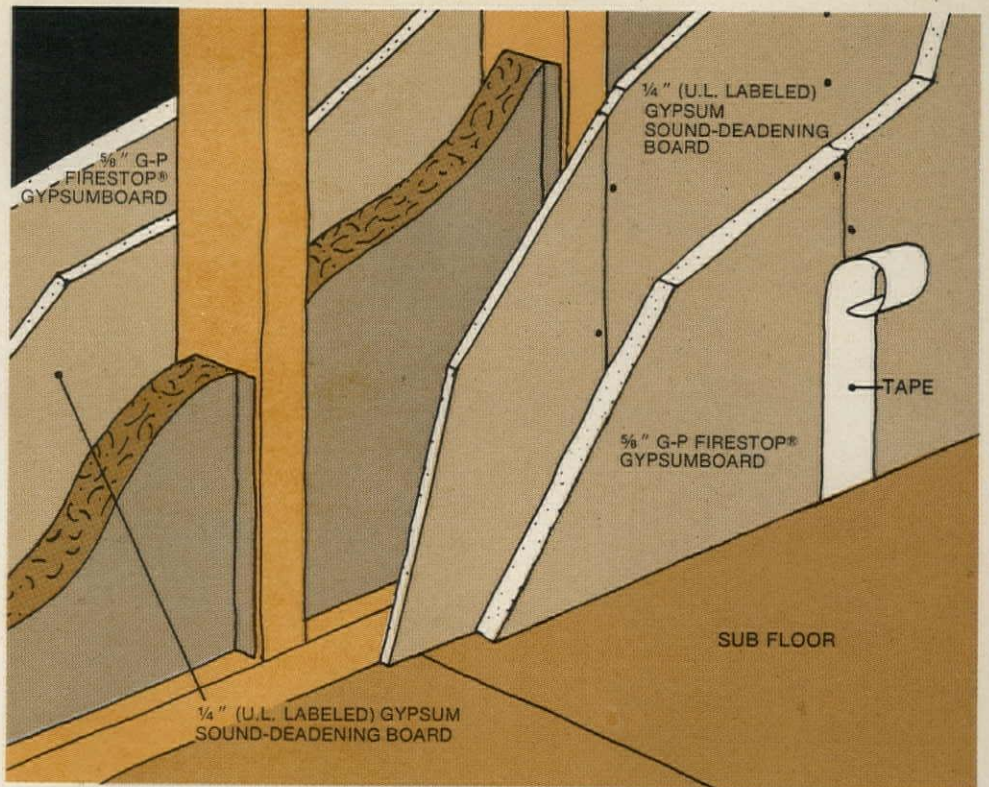
\* INSULATION NOT REQUIRED TO MEET FIRE RATINGS

# G-P has the answer sound control in

"How can I get sound control that works in interior walls?"



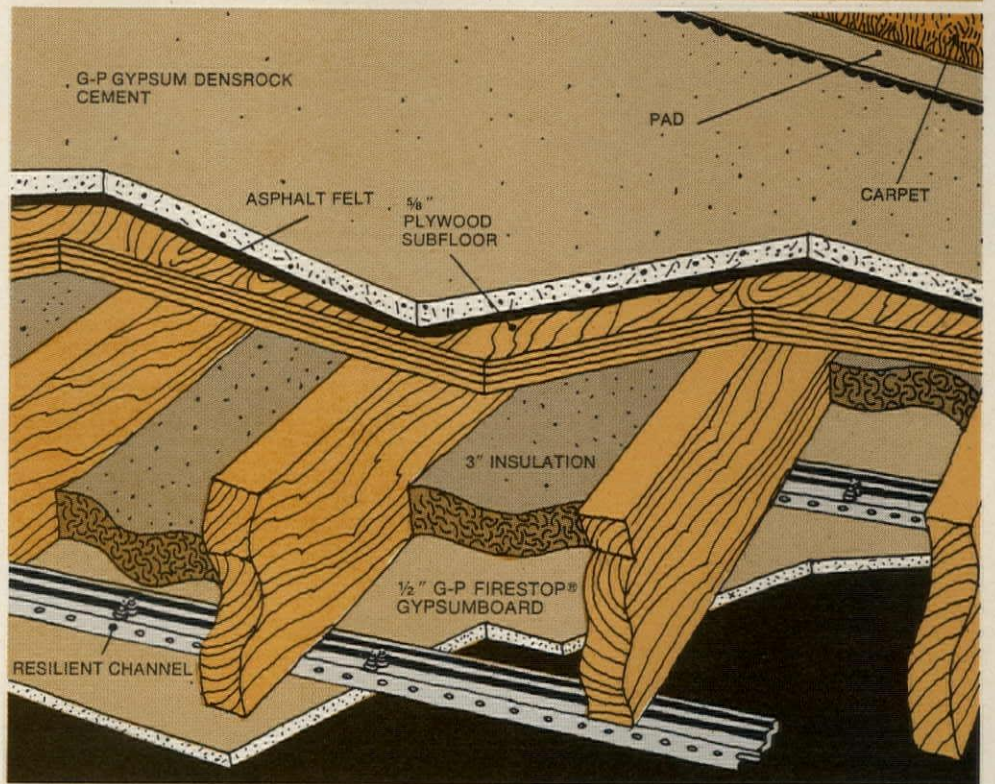
It's easy. Just have wall studs with 1 1/2" insulation installed. Then over both sides of the studs, have G-P's 1/4" (U.L. labeled) Gypsum Sound-Deadening Board attached and then covered with 5/8" FIRESTOP® gypsumboard. That's it! Gives you an STC of 50 with a one-hour fire rating.



"Floor and ceiling systems cause me trouble... and cost me money."



Use Georgia-Pacific's floor/ceiling system and they won't cause you trouble. Or a lot of money. Just have a 5/8" plywood subfloor installed over 2" x 10" wood joists, 16" on center, with 3" of insulation. A layer of asphalt felt is added. Then 5/8" G-P Densrock™ gypsum cement is troweled in. And the pad and carpet can be laid down. For the ceiling of the lower unit, a resilient metal channel is nailed to the joist. And 1/2" G-P FIRESTOP® gypsumboard is applied. This system gives you an STC of 58, an INR of +22, and an IIC of +72.



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GYPSUM DIVISION  
Portland, Oregon 97204

# to economical fire and low-rise construction.

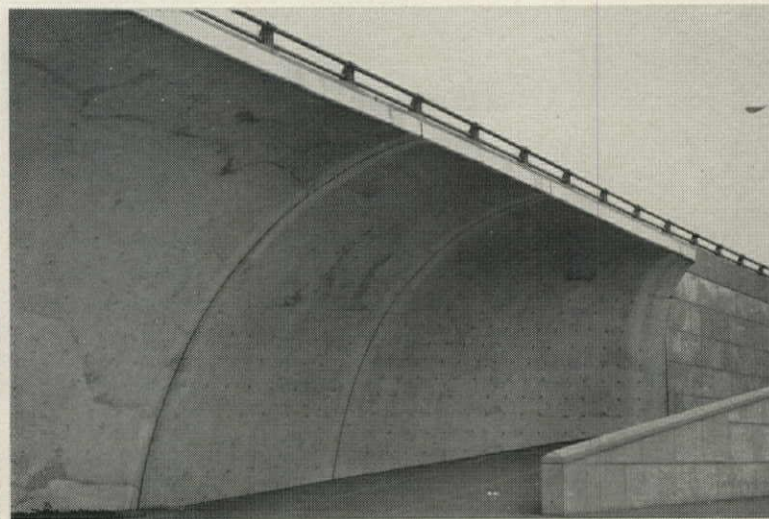


*Point State Park Bridge, Pittsburgh, Pa. Arch: Stotz-Hess-MacLachlan. Cont: Joseph J. Graciano Co., Pittsburgh, Pa.*

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60,000 Sq. Ft. of cracked, rough concrete were saved in this project, waterproofed and attractively finished. The first step was patching with THORITE + ACRYL 60, a fast-setting, non-slump mortar with superior bonding qualities. All surfaces were then coated with THOROSEAL + ACRYL 60—the first coat brushed on, the second brush coat floated. This time-tested, cement-base coating gives lifelong, maintenance-free protection... the ideal finish for concrete and limited budgets!



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## Vacation homes to suit every need

The octagonal house shown here is one of 18 basic plans featured in a new idea booklet issued by Western Wood Products Association. Called "The Second Home", the booklet gives plans for all sorts of vacation homes from modest but expandable hide-aways to large, four-bedroom homes. And the materials used—western woods—make the houses not only warm and attractive, but also durable and easy to care for. Many of the plans

shown offer alternates to suit individual needs. The house shown, for instance, can be built with four bedrooms on the upper level or with a deck instead of the fourth bedroom. All upstairs rooms are built off a balcony that overhangs the living area and is lighted by a central sky-light. The range of styles offers something for every taste and locale. Western Wood Products Assn., Portland, Ore.

CIRCLE 300 ON READER SERVICE CARD

**Wood and vinyl moldings.** A full-color fact folder includes information on installation, types of moldings available, suitable uses, and a guide to coordinate moldings, color-matched nails, and panels. Photographs and specification drawings are included with charts and text. Masonite, Chicago.

CIRCLE 301 ON READER SERVICE CARD

**Government housing—on tape.** After a spring conference on government housing, the sponsor, the National Association of Building Manufacturers, is making tapes of the conference available to interested parties. There are six cassette tapes, covering the following subjects: HUD and public housing programs, HUD Section 235 and 236, rural housing programs and industrial housing and HUD, tax shelters in federal programs, processing HUD applications, limited partnerships and syndication of equities. Prices are \$10 per tape or \$55 for the entire set. National Association of Building Manufacturers, Department TP, 1619 Massachusetts Ave., N.W., Washington, D.C. 20036.

**Kitchen cabinets.** Kitchen cabinetry as fine furniture is the subject of this new full-color catalog. Not only are the manufacturer's cabinet

lines shown in attractive room settings (some of which are actually in customers' homes), but also included is interesting information on furniture styles and the people who developed and made them famous. Styles shown range from English Colony through French Country and Pumpkin Orange Colonial and Mediterranean to American Contemporary in dark walnut. The final section of the catalog includes information and photographs of accessories available. Mutschler, Nappanee, Ind.

CIRCLE 302 ON READER SERVICE CARD

**Community and public relations** is the title of a guide for builders, architects, and developers that is issued by Associated Home Builders of the Greater Eastbay. Written by John Dengel, a National Real Estate Editors award winner, the book deals with how to win community acceptance for increased density in planned unit developments. Separate sections tell what the individual builder can do, what the industry can do, how to persuade officials and the general public of the advantages of P. U. D. Each copy of the booklet costs \$2.50. Associated Home Builders of the Greater Eastbay Inc., P.O. Box 5008, Elmwood Station, Berkeley, Calif. 94705

Make your bathrooms luxuriously modern and excitingly feminine with Alsons Personal Showers. Capitalize on today's bright new bathroom trends. No special rough-in required. 22 models to choose from. Alsons... America's freshest new bathroom ideas.

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CIRCLE 142 ON READER SERVICE CARD

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CIRCLE 119 ON READER SERVICE CARD

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- L Light Construction File (yellow)
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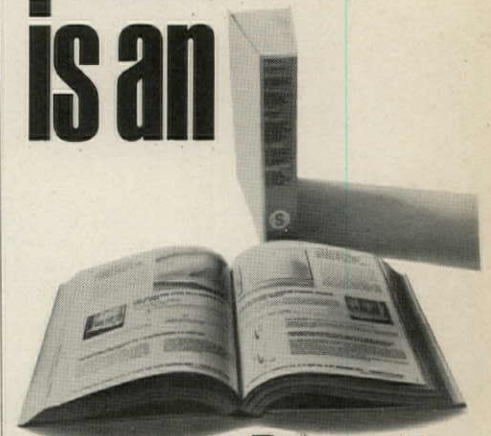
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For sound control efficiency comparable to laboratory-tested-and-rated systems, the same materials must be used in partitions on the job.

Partition system left, 2-in. USC<sup>®</sup> Metal studs with 2 layers ½-in. SHEETROCK<sup>®</sup> FIRECODE<sup>®</sup> "C" Gypsum Panel faces and 1½ in. THERMAFIBER Sound Attenuation Blankets, achieves STC of 52; without THERMAFIBER, STC is 45.

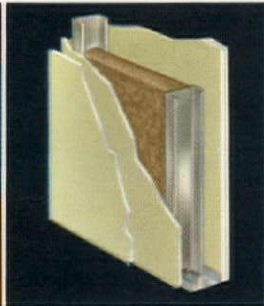
To protect your specifications, specify THERMAFIBER Sound Attenuation Blankets with U.S.G. partition systems. See our Architect Service man, or write 101 S. Wacker Dr., Chicago, Ill. 60606, Dept. HH-91.

†Measurement (in terms of rayls) of a blanket's resistance to flow of acoustical energy, determined by combined performance of the blanket's thickness and density.

<sup>\*</sup>Reg. U.S. Pat. Off.

THERMAFIBER SOUND ATTENUATION  
BLANKETS

Blanket Thickness Inches	Density pcf	Acoustical Impedance (Frequency, 1000 Hz) Rayls
No insulation	0	0
1	4	725
1½	3	450
2	2.5	360



**UNITED STATES GYPSUM** //  
BUILDING AMERICA

CIRCLE 143 ON READER SERVICE CARD



Architect: Leo R. Pedersen A.I.A.  
Wood: Redwood

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- Lasts longer than paint.
- Guaranteed not to crack, peel or blister.
- 66 Colors, solid or semi-transparent.
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