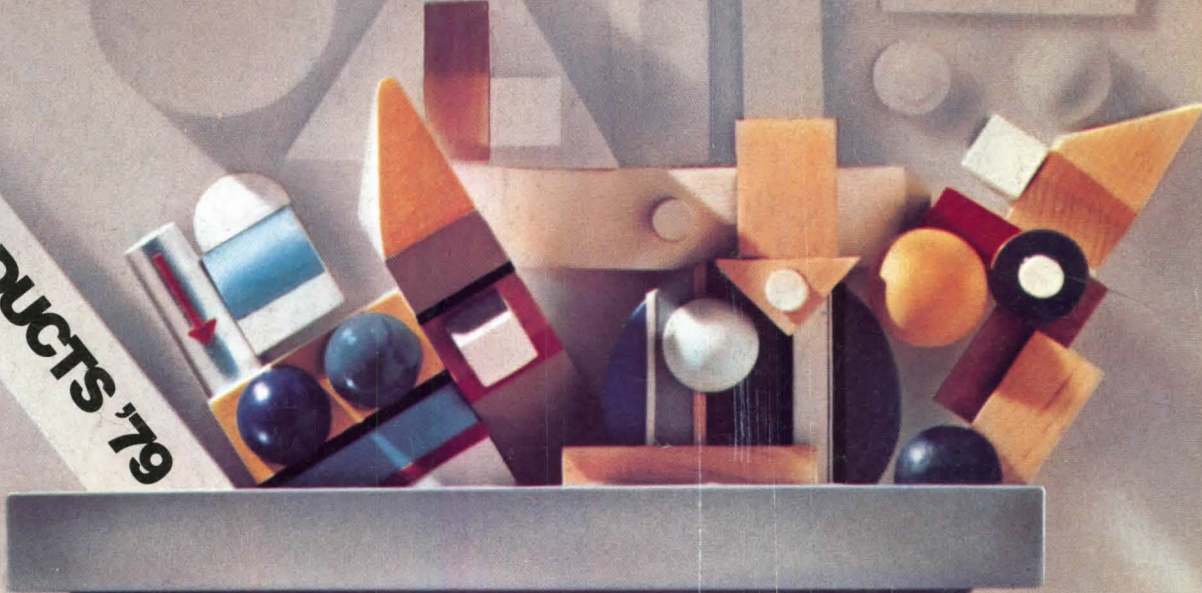


housing

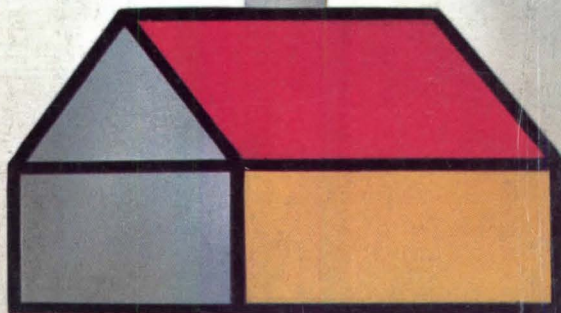
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Packing a tight site with sales appeal

HUD's retreat from housing



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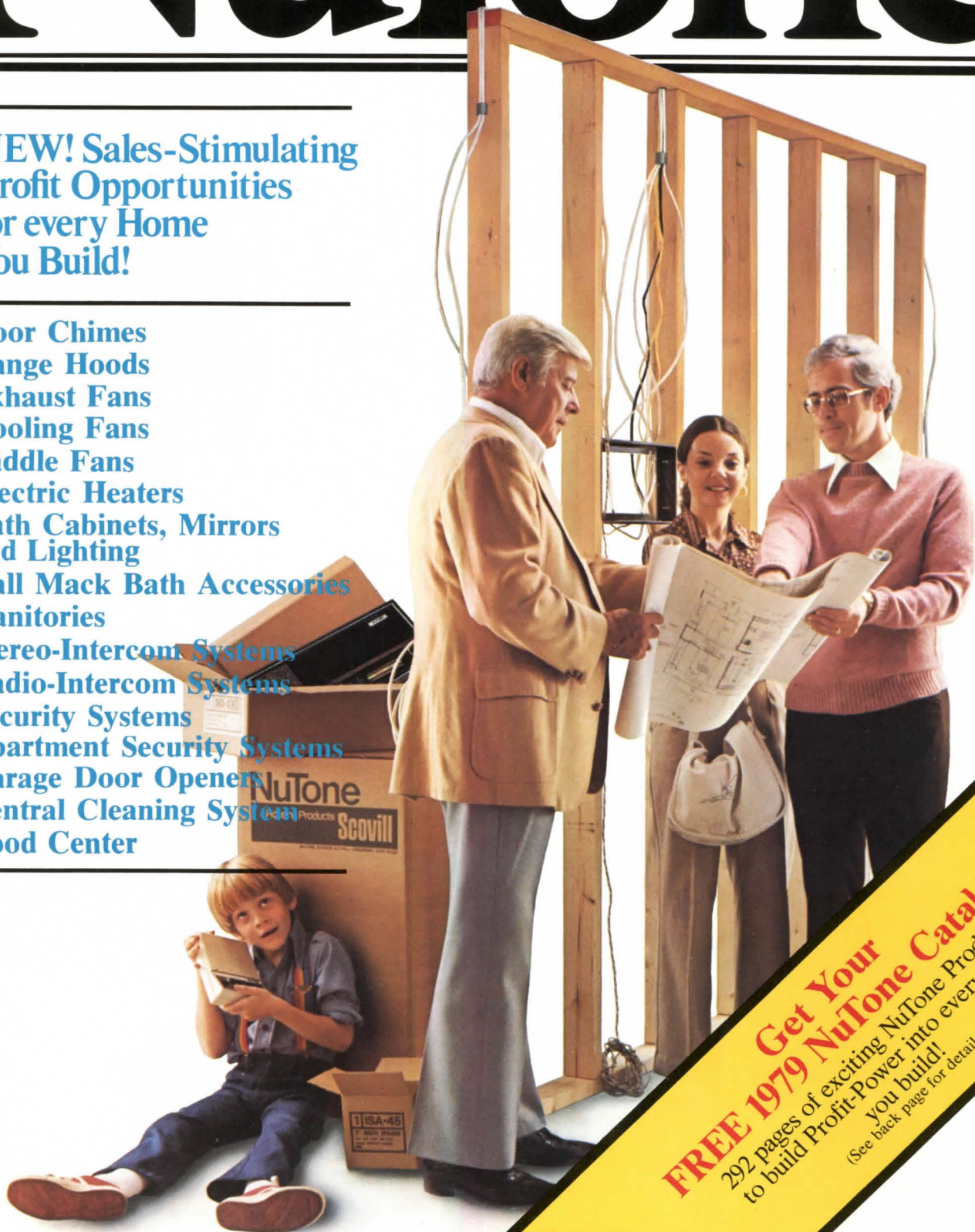
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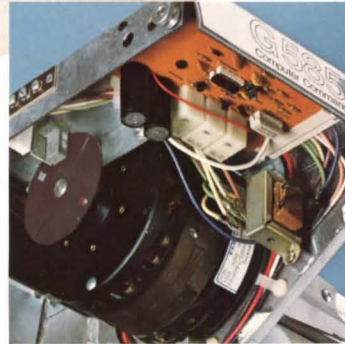
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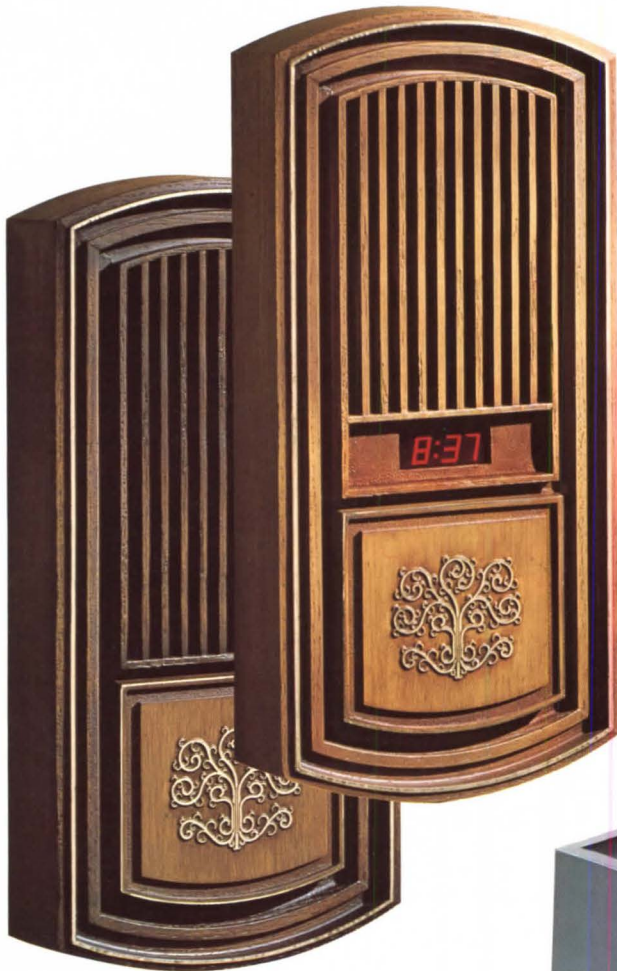


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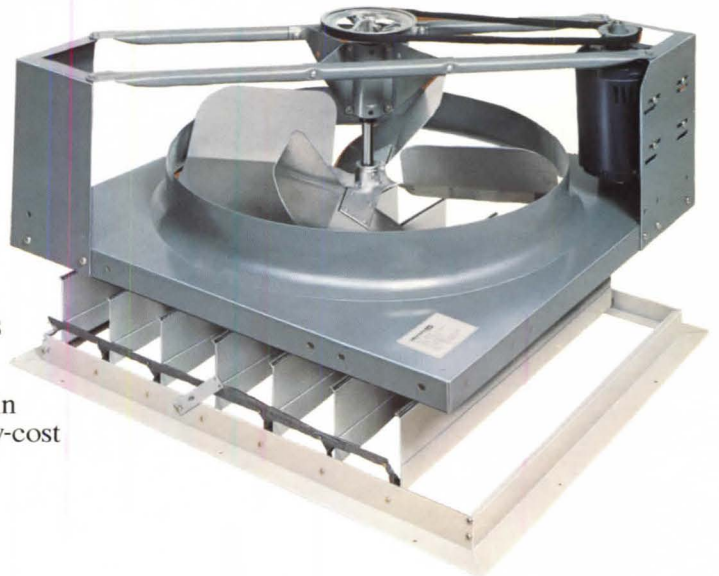
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housing

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Rheem goes direct

...with the SunDirector. Our new direct solar water heating system.

Direct solar water heating is just that—the direct use of solar power to heat potable water without go-between transfer fluid or a heat transfer mechanism in the storage tank. That means efficiency . . . no induced heat loss between the collector panels and the household hot water supply.

Now, Rheem* offers two new climate-engineered systems . . . the SunDirector and SunDirector II. First, the SunDirector by Rheem combines the efficiency of direct solar water heating with the dependability of automatic gravity drain-down for complete system protection . . . and that's new! Simply stated, the unique "air-head" design—an air space in the top of the storage tank—allows positive gravity drain-down of all water in the collector panels and tubing whenever solar energy is unavailable, stored-water temperature requirements have been met or the system shuts down for any reason. A small air compressor, linked to a special water-level probe in the tank, maintains a proper air-head at all times. During drain-down, this air replaces the water in the panels and tubing.



The simplicity of the SunDirector design is quite remarkable. The attractive, hinged-door control compartment contains the exclusive differential controller, the air compressor and the durable water pump. Three light-emitting diodes, visible atop the compartment, constantly monitor power, pump and compressor operation.

And for southern-most climates, there's our equally new and most competitively priced direct system, the SunDirector II with its special recirculating freeze-protection design. Both systems are available in 66, 82 and 120 gallon capacities, with or without auxiliary heating element, and with five separate solar collector panel options.

Call your Rheem water heater representative for complete information on the new SunDirector and SunDirector II solar water heating systems. And dial direct. That's the most efficient way.



Rheem Water Heater Division
City Investing Company
Chicago, Illinois 60652

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by Rheem
Direct solar water heating system

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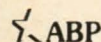
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This issue of Housing is published in national and separate editions.



How to ask for rent control— the Los Angeles way

There's a lesson for landlords everywhere in the current rent freeze in Los Angeles.

Here's the story:

Los Angeles apartment renters voted heavily for Proposition 13 last June because they expected the reduction in property taxes to translate into lower or, at least, stabilized rents. That, in fact, was what some enlightened leaders urged on the city's apartment owners—but without much success.

Some owners notified tenants that net savings would be passed along. But a few actually announced rent increases. And too many vacillated—with the inevitable result: In a climate of low vacancies and inflated housing costs, tenants interpreted the delays as refusals to cut rents.

All this intensified public pressure for rent control. So the City Council first named a commission to study the situation and then, acting on the commission's recommendations, rolled back rents to their pre-Prop 13 level and froze them for six months. The rollback took effect October 1, the freeze will last until March 31, and there's a good chance some form of permanent rent control will follow.

So the lesson is pretty clear: If Prop-13-type legislation is coming your way, don't count on it to ease your cost-profit squeeze. At least some of those savings should be passed along to your tenants, and the sooner you tell them about it, the better. —J.F.G.

Maybe we're starting to learn

It was pointed out on this page two months ago that a housing slowdown in 1979 would not necessarily be all bad for the industry.

This month we'd like to add another patch to the silver lining: Never before has the housing industry recognized a slowdown so far ahead and pulled in its horns so quickly. Over the past couple of months, in reaction to President Carter's tough anti-inflation program, housing schedules have been revised, production plans have been trimmed, and most builders are ready to ride out the storm in safety if not in comfort.

Of course there are some—less lucky and/or less farsighted—who overbought land or who have been caught with too much standing inventory. (In many cases, the inventory is standing purely and simply because it is overpriced. In an overheated market it might sell; in a soft market it won't.)

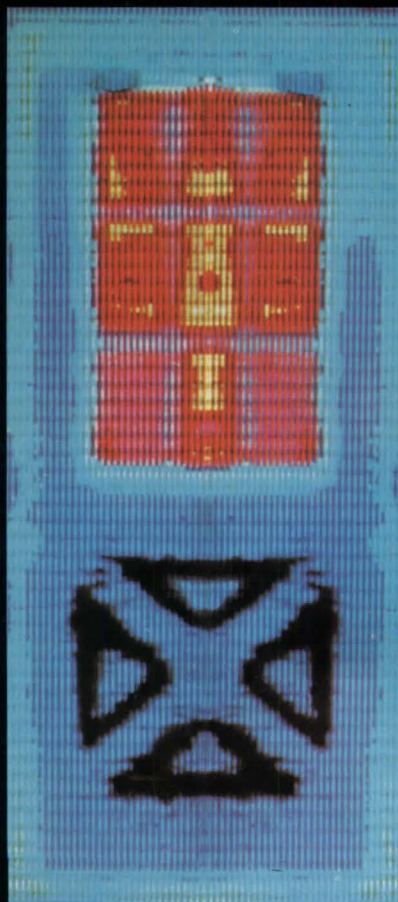
Nevertheless, the overall picture is heartening. It looks as though builders and their lenders are operating much more conservatively than in the past. And they're following both the national economy and their local markets much more closely. So builders won't have to write off billions of dollars in bad real-estate loans.

We're making progress.

—M.C.H.Jr.

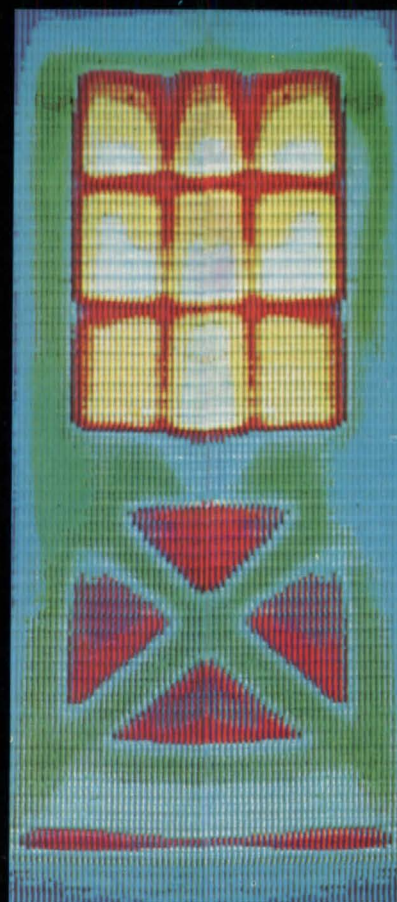
The facts point to Pease.

A Pease Ever-Strait Door System stops almost 6 times as much heat loss as a conventional wood door with a storm door.



Pease Ever-Strait Door System with insulating glass.

All the blue areas in the photo mean much less escaping heat. Even the glass in our door (because it's insulating glass) is letting less heat escape.

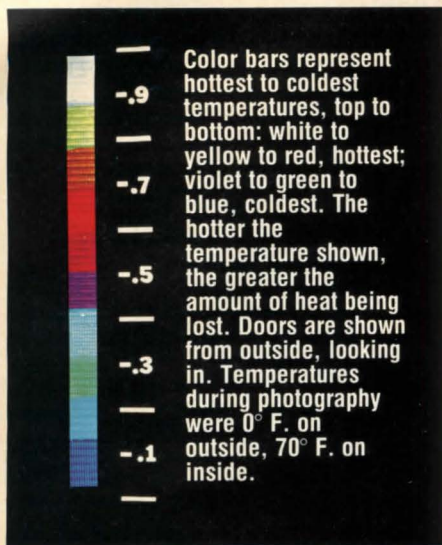


Conventional wood door with regular glass and storm door.

All that white, yellow and red in the photo means a lot of escaping heat.

The white and the yellows indicate areas that cost money in the loss of conditioned air. See for yourself, as explained in the key on the opposite page.

The camera doesn't lie.



We've used a remarkable new camera to illustrate something you should know about: the energy-saving advantages a Pease Ever-Strait Door System can add to your houses, apartments, or condominiums.

The camera is called Thermovision®. By using infra-red principles it actually photographs escaping heat. The escaping heat shows up as colors explained by the color bars and caption above.

All that white, yellow and red in the photograph of the wood door with the storm door means a lot of escaping heat. (How much? Look at the facts in the chart below.) That means higher fuel bills. Wasted money for the owner.

But the photograph of the Pease Ever-Strait Door System shows mostly blues, which means less heat escaping. More money saved for the owner. And an extra selling point for the builder.

Exfiltration is as important as insulation.

How do we do it? Exfiltration is the key.

Exfiltration is a word our engineers use to describe heat leaking out through improper

seals. Like the seal where door meets frame.

By stopping exfiltration better, we dramatically lower heat loss and fuel bills. And the same principle works with air conditioning: by stopping exfiltration better, we dramatically lower the loss of cooled air as well.



The secret is the system, not just a door.

It takes the whole Ever-Strait system to do the job. A warp-free steel door. A solid core of insulated polystyrene foam. A patented "thermal break." A completely engineered door frame with magnetic weatherstripping and adjustable sill and threshold. And it all arrives pre-hung and pre-primed, ready to install and paint.

232 inches. Sealed just like a refrigerator.

Although most people don't realize it, the standard door has 232 inches of potential leakage around it. And if a house has three outside doors, it has three times as much potential leakage. Even worse, most of those inches start leaking as soon as the door is hung. Exfiltration.

But not a Pease Ever-Strait Door System.

Why? Because our magnetic weatherstrip "reaches out" to form a positive seal with the door. Just like a refrigerator.

And the sill and threshold are uniquely designed to be another thermal barrier. They can be adjusted up or down to keep a tight, snug seal against the weatherstrip on the bottom of the door.

The result? A better mousetrap. Disguised as a beautiful door.

Speaking of beautiful doors

How would you like to have 40 to choose from? 40 different beautiful selling tools?

You just got them. And the name is Pease Ever-Strait. They're available in 2'6", 2'8",

3'0", and 3'6" sizes. Single or double doors. Patio or porch doors. Commercial or residential doors. With a variety of molding and light systems. With or without companion sidelights. And Class B (1 1/2 hour) Fire Rated, standard with Ever-Strait (2'6", 2'8", 3'0").



Shown is Style E55 in our Quintessence Series. Beveled and tempered insulated glass that looks like rich hand-leaded glass. Stunning.

So talk to your Pease distributor.

Believe it or not, there's still more you should know about Pease Ever-Strait doors. How much they can save you in installation costs. How they'll cut down on call-backs. How much easier they'll make your homes to sell.

So see the man with all the facts. Your Pease Ever-Strait Door Systems distributor. Or write directly to us: Pease Company, Ever-Strait Division, Fairfield, Ohio 45023.

The facts point to Pease.



ESTIMATED COST* OF HEAT LOSS THROUGH ONE DOOR SYSTEM PER HEATING SEASON:

Door System Used:	Heating System Used:				
	Oil	Natural Gas	LPG	Electric (Baseboard)	Electric (Heat Pump)
Pease Ever-Strait 3'0" Insulated Door System	\$ 2.32	\$1.50	\$ 3.18	\$ 5.64	\$ 2.82
Conventional 1 3/4" 3'0" Solid Wood Core Door with Storm Door	\$16.05	\$10.35	\$21.97	\$38.98	\$19.49

*Estimated cost of annual heat loss based on actual fuel prices in Cincinnati, Ohio as of July 5, 1975. Figured on basis of following heat system efficiencies: electric (baseboard) 100%; electric (heat pump) 200%; natural gas, 75%; LPG, 75%; oil, 75%. Average energy values: electric, 3,413 BTU/KWH; natural gas, 1,000 BTU/cu. ft.; LPG, 91,500 BTU/gal.; oil, 140,000 BTU/gal. Degree day data selected from ASHRAE Handbook of Fundamentals and other reference sources. Values rounded to nearest 200 degree days. Above computations based on 5500 degree days for Cincinnati, Ohio. Savings will be greater or lower in other areas depending on average degree days of location. Infiltration losses for the Ever-Strait Door System are based upon test results conducted by the H. C. Nutting Company Testing Laboratory. Infiltration losses for the wood swinging door installation with storm door are based upon maximum allowed infiltration loss as specified by ASHRAE standard 90-75. Complete calculations and references available upon request.



Pease Ever-Strait Door Systems are covered by U.S. Patent Nos. 3,153,817; 3,273,287; 3,238,573; 3,426,479. Others pending. PATENTED in Canada in 1965, 1966 and in the United Kingdom, 1962.

76-2R

HUD's retreat from housing

Department marches now to a different drum—The tattoo: Save the cities

Under Patricia Harris, the Department of Housing and Urban Development might properly be renamed the Department of Urban Development—and Housing. After two years of the Harris stewardship, one HUD official sums up: "There is now definitely an urban tilt to the agency."

This is not to say HUD has gone out of the housing business entirely, and even an official of the National Association of Home Builders says of Mrs. Harris: "You cannot say she is anti-housing." The department's Section 8 program produced 46,000 rent-subsidy units in the '78 fiscal year ended October 1, for example. And the subsidiary Federal Housing Administration guaranteed \$12.8 billion in mortgages. Of the nearly \$10 billion HUD will spend in fiscal '79, about \$5.3 billion goes for housing programs compared with \$3.4 billion for urban development as contrasted to housing.

Turnaround. Community-development programs will grow in outlay and importance in the next several years, however, and HUD officials say they already have \$7 billion in unspent funds on hand for this use. The appropriations bill for HUD for fiscal '79 carries twice as much money for urban programs as for programs concerned strictly with building new homes.

An even more significant difference is that Mrs. Harris' concern with housing is not for the suburban, single-family type, but for low-income, inner-city, subsidized housing. That includes construction of more public housing, which was virtually shut off under President Nixon's housing moratorium of 1973. It is along this route, and with the heavy emphasis on urban redevelopment, that Mrs. Harris sees her mission.

Her urban campaign is a crusade she never fails to dramatize. She has said: "A massive community-development effort is needed to shore up our cities."

She reiterates that Jimmy Carter came to power promising to do something about the cities, although the President's urban program has been among his least successful. No matter. Mrs. Harris still insists:

"There is no doubt about the Carter administration's sense of the cities."

Credo for the cities. The department's new philosophy probably came into sharpest focus in a memo written last summer by Assistant Secretary Robert C. Embry, who tried to block the construction of four FHA-guaranteed subdivisions in suburban Memphis. Mrs. Harris' own comments are bland compared to Embry's. He wrote to HUD regional officials: "Three fundamental objectives of the administration's urban policy appear to be at issue . . . First is the commitment . . . to discourage urban sprawl. Second is the commitment to encourage revitalization and reinvestment in existing housing and neighborhoods of central cities and older suburbs. Third is assuring open-housing opportunities for low and moderate-income persons . . . in central cities and suburbs."

Embry wrote further that FHA guarantees might be withheld in the suburbs if existing inner-core housing were "adequate," and he added: "The degree to which new developments directly contribute to opening up housing opportunities in suburbs for low and moderate-income families will probably be made a factor in the

award of federal (FHA) assistance."

'This would hit builders.' Embry was eventually overridden, but housing industry officials took his declaration as a warning. One says, "He feels government should guide growth back to the cities—with the federal purse strings," and he adds:

"This would hit builders right where they build."

The most obvious evidence of HUD's urban tilt comes in a bevy of Harris programs and actions that testify to the emphasis now being given to the urban effort in contrast to housing in the conventional sense. These appear to reflect the HUD of the future:

Community development block grants: This \$11 billion, three-year program has gotten Secretary Harris involved in urban-suburban politics. She sought to funnel the money to core areas, but she yielded to congressional pressure to distribute the funds about evenly.

Urban development block grants: Officials at HUD say this is probably Mrs. Harris' most popular program. It awards redevelopment funds to cities that can recruit investment from the corporate sector, from which Mrs. Harris came. "She makes these awards with relish," one aide says, and since President Carter signed the program a year ago, Mrs. Harris has doled out \$456 million with the biggest chunks going to the largest cities.

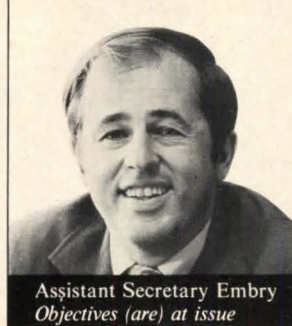
New public housing: Since the moratorium of 1973, virtually none has been built, but now Mrs. Harris is aiming for the construction of 50,000 units a year by 1960.

Troubled public housing: With considerable fanfare, the Secretary has launched a program she calls "Urban Initiatives"—to save rather than demolish public housing projects now in disastrous condition. The first grant was for \$259 million, or \$100 million more than originally promised. HUD officials upgraded the importance of the effort before the November elections.

Conflict within HUD. As Secretary Harris begins her third year in office, her department's urban tilt is being watched not only by Congress but by



Secretary Harris
'Massive effort is needed'



Assistant Secretary Embry
Objectives (are) at issue

**What every builder
should know about
the floors from
Armstrong that cut
callbacks to the bone.**



Armstrong Tredway® is not only the closest thing to a problem-free floor, it goes down in 12 minutes flat.*

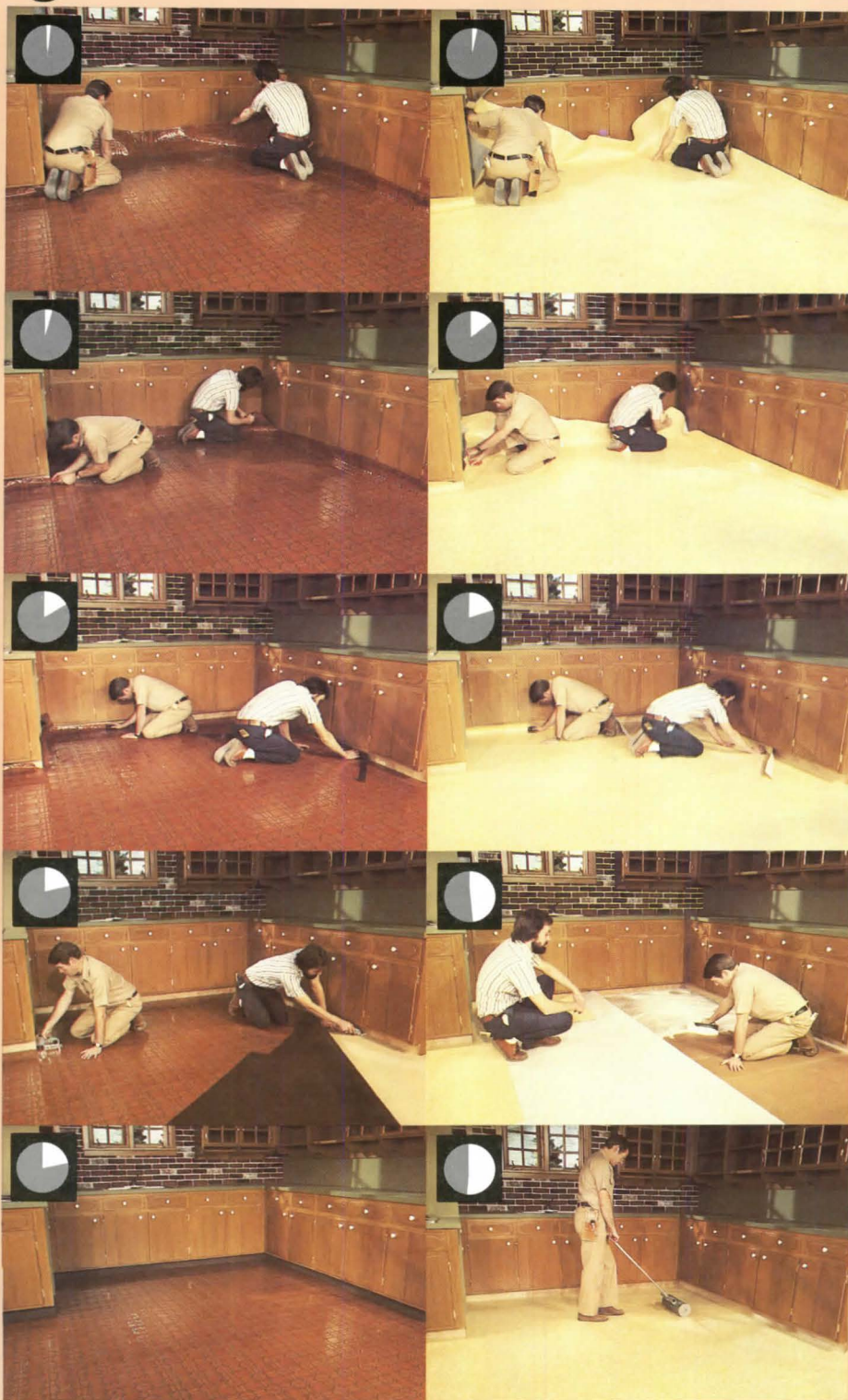
Tredway installs in about a third the time of a conventional floor installation. Its all-vinyl composition makes it extremely pliable, easier to position...

faster to rough in around the room...

and easier than carpet to trim to size.

But the real time-saver is its unique perimeter bonding. Tredway installs with simple stapling around the edges of the room. Where a staple gun won't fit, like under toe kicks, a single band of adhesive is used.

Tredway installation complete. Total time elapsed: 12 minutes.



Conventional flooring is stiffer and more difficult to position.

Takes longer to rough in, too...because precautions must be taken to avoid tearing or breaking the material.

Final edge trimming is not so fast or easy.

Plus, conventional flooring requires an overall application of adhesive...first one half, then the other.

And, of course, the time-consuming job of overall rolling to provide permanent bonding to the sub-floor...smoothing out wrinkles and bubbles. Total time so far: 32 minutes, and the mechanic still has to clean up tools before he's finished.

Tredway saves more than time. Because Tredway installs fast, your flooring contractor can install it later in the construction process...after you are finished, thus avoiding unnecessary damage and schedule delays. Since Tredway can be installed over NPA-approved particleboard, or concrete, you can eliminate extra subfloor underlayment or minimize preparation over concrete required for conventional flooring installations. And that's additional time and material savings!

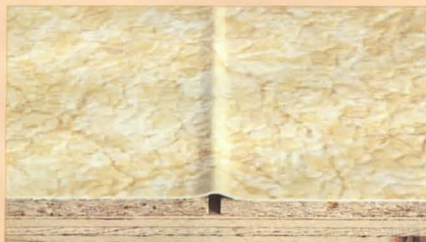
*Complete installation comparison test data—Tredway versus conventional rotogravure flooring—available upon request. Write Armstrong Cork Company, Dept. 91FPB, Lancaster, PA 17604.

Here's how Tredway flooring virtually eliminates callbacks and is making believers out of builders everywhere.

There's much more to Tredway than its unique all-vinyl composition. It provides a built-in elastic quality that offers a world of advantages to the builder.

Tredway moves with the seasons.

Over particleboard or plywood subfloor, Tredway expands and contracts with seasonal subfloor movement, which allows it to bridge most subfloor problems.



Conventional flooring can ridge or split.



Tredway continuously adjusts to seasonal subfloor movement.

Armstrong Tredway isn't adhered to the subfloor overall and can move with the subfloor. The possibility of unsightly cracking or ridging at subfloor seams is virtually eliminated. And so are callbacks during a dry winter or wet spring.

Over concrete subfloors, Tredway hides minor subfloor irregularities.

Due to the normal curing process or subground movement, concrete can settle or crack. This can affect some flooring materials. But not Tredway. Because it's adhered only around the perimeter of the room, it literally floats over potential subfloor problem areas.



Conventional floors can telegraph subfloor problems.

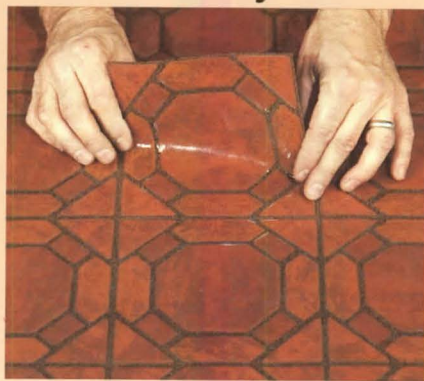


Tredway bridges subfloor problems.

Costly callbacks reduced.

The ability of Tredway to bridge minor subfloor irregularities caused by subfloor movement and/or imperfections in subfloor materials means a Tredway installation will continue to look great. And that means fewer consumer complaints and fewer costly callbacks.

Tredway repairs easily.



Any flooring material is subject to damage. But with Tredway, repairs are fast and easy. The reason? Because Tredway is not adhered overall to the subfloor, the damaged

area is easily cut out and a pattern-matched replacement made. A special seam-sealing adhesive allows the patch to become a permanent part of the overall floor.

Meet some Tredway believers.

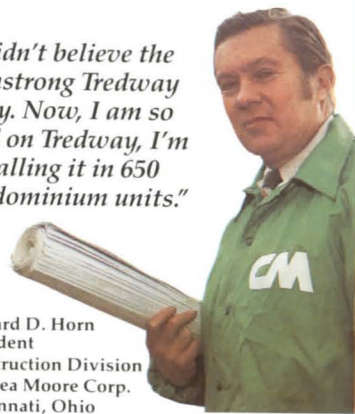
"With ordinary flooring, 20% of my units had callbacks. That's why 100% of my units now have Armstrong Tredway."

Harry Reed, President
Harry Reed & Company
Houston, Texas



"I didn't believe the Armstrong Tredway story. Now, I am so sold on Tredway, I'm installing it in 650 condominium units."

Bernard D. Horn
President
Construction Division
Chelsea Moore Corp.
Cincinnati, Ohio



"We switched to Armstrong Tredway for 1,000 homes. It's the best basic floor we've found."

Barry Scherman
Vice President
Hoffmann Co., Inc.
Concord, Cal.



No-wax Premier Sundial™ Solarian®. All the Tredway benefits...and more.

As a counterpart to Armstrong Tredway, Premier Sundial Solarian is just as fast and easy to install. And just as unlikely to cause callback problems. But Premier Sundial Solarian offers the added consumer benefit of Armstrong's exclusive no-wax Mirabond® wear surface, which allows it to shine without waxing far longer than ordinary vinyl floors. It also has a thicker cushioned backing for extra underfoot comfort.

Feature Premier Sundial Solarian with its beautiful designer patterns and colorations in your selection or sales center. Allow your customers to upgrade to the advantages of an Armstrong no-wax floor.

The Armstrong flooring combination.

Tredway as the base grade, no-wax Premier Sundial Solarian as the logical upgrade: a flooring combination that

offers distinctive patterns and colors to complement any decor in many areas of the home—kitchens, family rooms, bathrooms, utility rooms, and entries.

Call your Armstrong flooring contractor today. Ask him about all the features, benefits, and efficiencies of Tredway and no-wax Premier Sundial Solarian, the perfect flooring combination.

FROM THE  INDOOR WORLD® OF

Armstrong



See our Tredway demonstration at the
NAHB Convention in Las Vegas,
January 20-23, Booth #1654.

Nothing, no way, no how, is more efficient than Thermax insulation sheathing.



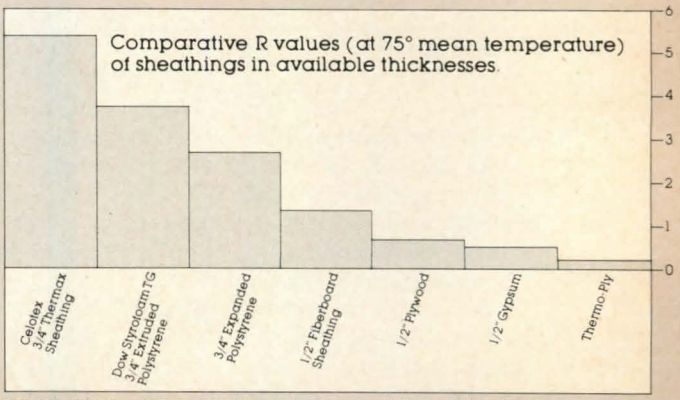
Samples of this product are tested periodically by the NAHB Research Foundation, Inc., and determined to meet the average of the manufacturer's stated dimensions and thermal resistance at the stated thickness. Manufacturer represents that this product has been produced to the same standard as samples tested.

Thermax is the first foam insulation product that has earned the NAHB Research Foundation seal.

Thermax is a rigid foam board with foil facers on both sides. A 3/4" sheet of Thermax has an R of 6,* which means you simply cannot get a more efficient insulating substance. And today's home buyer not only wants that, but is beginning to insist on it. And is willing to pay for it. Talk to your Celotex representative today.



*Thermax has an R of 6 at 40° mean temperature and an R of 5.4 at 75° mean temperature.



SOURCE ASHRAE 1977 Fundamental Handbook and published product literature
Thermo-Ply—Reg trademark of Simplex, Adrian, MI
Styrofoam—Reg trademark of Dow Chemical Corp

Circle 17 on reader service card

How building codes will be 'energized'

Building codes across the country will have to be changed to reflect new federally-mandated energy efficiency standards under a proposal the Department of Energy will make next month.

The changes will mean that homebuilders, and contractors of most other structures, will have to follow complicated "performance" standards that will not prescribe how to achieve energy efficiency but will establish levels of efficiency that must be met, leaving the details on how to go about it to architects and engineers.

A first look at the proposal has just been granted by the DOE, and agency officials spent three days in December explaining the scheme to audiences in cities across the country.

In a reversal by government regulators, who often claim to know all the answers, the DOE officials this time acknowledged that they still have questions on how to establish the standards. They are soliciting the industry's advice.

Yardsticks. The essence of the performance standard concept is that the desired goals are expressed in an energy budget format—so many British thermal units per gross square foot per year.

The DOE is candidly acknowledging that certification of compliance with the budget figure—usually the responsibility of licensed architects and engineers—might not be possible in homebuilding. As the department's officials put it, homebuilders are part of a construction industry sector "in which design teams with extensive technical expertise do not typically exist on individual projects."

For that reason, the department decided to incorporate portions of two other guides: the HUD minimum property standards (HUD/MPS) and the National Association of Home Builders' thermal performance guidelines (NAHB/TPG). Using these factors, as well as the others, the DOE developed a "floating design energy budget methodology."

Do-it-yourself equation. According to DOE officials, the builder in essence develops his own design-energy budget by going to the NAHB/TPG, referring to the appropriate index, performing the necessary calculations, and then referring to the methodology in the overall format and converting the figure to thousands of BTUs per gross square feet per year, a calculation expressed as MBTU/SQ. FT./FT.

The NAHB/TPG balances the cost of improvements against the expected energy savings from increased levels of insulation and glazing.

Penalties. The responsibility for code enforcement rests with the states, which must certify to HUD that local governments in their jurisdictions have adopted standards or building codes at least as stringent as those suggested by the Department of Energy.

A failure to do so technically subjects the entire state to a complete cutoff in all forms of federal assistance, plus the halting of all new construction through the process of prohibiting banks and other lending institutions to approve loans. This sanction might never be imposed, however, because doing so would require congressional concurrence on a case-by-case basis and it is unlikely that it would ever be forthcoming.

The DOE hopes to have the standards in final form in August 1979 and to have them in effect in February 1980.

—WILLIAM HICKMAN
McGraw-Hill World News,
Washington

Ticor unit will insure home's upkeep

Ticor Title Insurers, a division of Ticor of Los Angeles, has organized Ticor Home Protection Insurance Co. to offer a one-year home-repair insurance plan to buyers and sellers.

A Ticor policy would cover the service, repair and replacement of electrical plumbing and heating, air conditioning and built-in appliances.

The new subsidiary's chairman is John S. Flood, who continues as president and chief executive of Ticor Title Insurers. Philip B. Branson, formerly Ticor Title Insurers' senior vice president, will serve under Flood as the



Ticor's Branson
New title: President

president of the new subsidiary.

The parent, Ticor, has nationwide operations in private mortgage insurance, reinsurance and printing.

12 washington

builders. One housing-industry official says: "The question is the extent to which she will sacrifice the suburbs and just upgrade the cities. With the limited funds available, there have to be some sacrifices."

One official sees "dynamic tension" at work, with Secretary Harris and Assistant Secretary Embry championing the urban areas while Undersecretary Jay Janis and Assistant Secretary

Lawrence B. Simons, both professional builders, exert pressure for balanced urban-suburban development.

An early exit? Mrs. Harris' real test may come in the end with the White House. She fought with its Office of Management and Budget for more funds for her urban programs last year, and the battle for fiscal 1980 has already begun.

That is the year of President

Carter's big campaign on budget control. The question may be how much hold-down advocate Mrs. Harris is willing to tolerate. Given her often strained relations with the White House, some Washington observers speculate she may not remain with the Carter administration for its full first term.

—BOB DORANG
McGraw-Hill World News,
Washington



Bathroom chic. From Sterling.

The days of the "plain old bathroom" are gone forever. Nowadays, people want their faucets to be decorative as well as functional.

That's why Sterling offers beautiful, high-performance twin handle washerless faucets for lavatory, tub/shower and kitchen.

Finely sculpted twin handles and sleek lines complement any decor. And the washerless mechanism is engineered for the kind of dependability that lets plumbers and contractors rest easy. The secret is "pressure-energized seals." Instead of troublesome washers, Sterling twin handle faucets use water pressure as the ealing force. This design

virtually eliminates call-backs.

More good news. Every Sterling washerless faucet comes with an exclusive five-year warranty for "drip-free" performance. So you can buy with confidence.

Incidentally, Sterling also offers the most complete line of economical compression and single control washerless faucets available from one source.

For more information, write Sterling Faucet Company, 1375 Remington Road, Schaumburg, IL 60195. We'll tell you how to put style and dependability into any bathroom or kitchen.

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housing 1/79 **19**

Gravlee warns 'em in Washington

On the eve of Convention '79 and his inauguration as the NAHB's president, Vondal Sylvester Gravlee made the Washington rounds to warn federal monetary policy makers that home-building risks a return to the dark days of 1974-75.

The Birmingham builder cautions that a new survey of 2,173 of NAHB's members reveals that they started 14% fewer homes in the second quarter and 35% fewer homes in the third quarter of 1978 than in the same periods the year before.

"Everywhere I've been," Gravlee says, "sales have declined. Traffic has declined. Builders are beginning to slow down."

Lobbying drive. In a whirlwind lobbying effort, the incoming president visited Chairmen G. William Miller of the Fed, Charles L. Schultze of the President's Council of Economic Advisors and Robert McKinney of the Home Loan Bank Board as well as Assistant Secretary Jay Janis of HUD.

The Gravlee message: Housing starts will dip to 1.5 million and interest rates should be eased to prevent a deeper decline.

The reaction of the monetary kingpins to the Gravlee plea?

"They think we are in great shape," Gravlee says. "But I'm afraid we're going down the same road we traveled in 1974-75."

Gravlee says he told the officials he agreed with Jimmy Carter that "inflation is the number one problem." However, he adds, "I told them that they shouldn't try to control all of inflation at housing's expense."

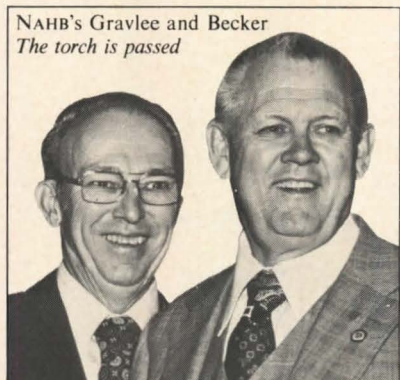
'Let everyone take 6% cut.' The way to salvation, Gravlee declares, is through elimination of the \$30-billion federal deficit anticipated by fiscal 1980. "We'll take our 6% cut in housing programs," he says. "Then let everybody else take their 6% cut."

Aside from winning the hearts and minds of government officials, Gravlee declares that "our biggest problem during my term and in the years ahead is making the single-family home affordable for middle-income families. We won't solve the problem in '79 but we might make a dent."

One way to make a dent, the 25-year NAHB veteran says, is to push for

passage of the Housing Opportunity Act introduced during the last session of Congress. The legislation would provide for a graduated-payment mortgage starting at 3% below the market rate.

Untapped market. "We've got so many people who need and want a single-family home but can't qualify for a mortgage," Gravlee explains.



"About 74% of those people in the market for a new home can't qualify for a loan."

Today's buyer, he notes, needs a combined household income of \$22,000-\$25,000 "just to afford the median price \$50,000 home."

The bill's opponents, Gravlee declares, "see this as an outright gift to the homeowner."

"I don't. To me, it's like having a second mortgage on a home."


Gravlee senses no conflict between the housing legislation and the goal of a balanced federal budget. "I see no contradiction," he says. "We want Congress and the Administration to cut spending across the board instead of using housing as the whipping boy for the whole economy."

Building costs. While housing legislation may enable more young families to purchase new homes, it will not, Gravlee says, clamp a lid on building costs and new-home prices.

"It's not just Congress that doesn't understand our business," he says. "We need some understanding from our suppliers too."

For builders, he insists, will continue to encounter materials and labor shortages.

"Our manufacturers can see a downturn coming," he adds. "Why should they spend a lot of money to increase their production capacity? They won't. And many builders won't be able to come close to meeting the demand that's out there."

As for craftsmen, Gravlee contends, "We train people and a crunch comes. We lay them off. Times get better and we rehire, and then we have to retrain another group of workers. This must stop." 

Gravlee: 'Duffer in my spare time'

Born on New Year's Day in Dora, Ala., 60 years ago, NAHB's president-elect is a lifelong fisherman and golfer.

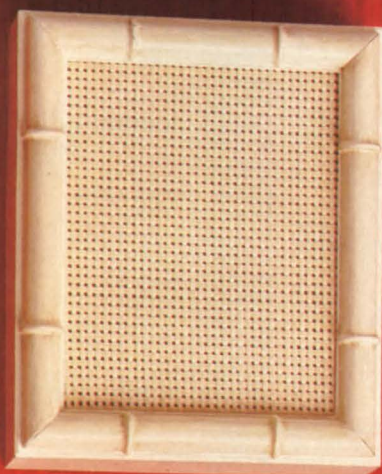
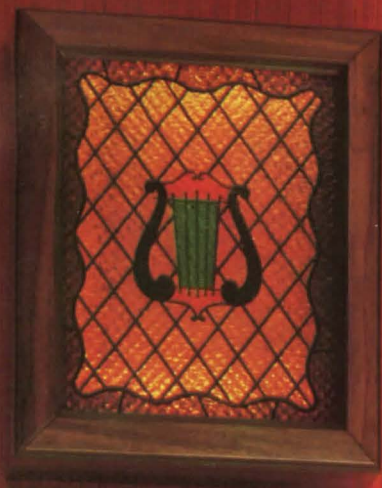
"Duffer is a better description of my golf skills," Vondal Gravlee says. "Three years ago, before I became the NAHB's secretary-treasurer, my handicap was 14. Now it's 25 and rising. After my year as president, I hope to get it back down."

A builder for 29 years. Gravlee, who studied accounting at the Birmingham branch of the University of Alabama, started Gravlee Homes 29 years ago. The company, he says, "has almost stopped building for now. More than anything else, we're property managers for the rental apartments we own in Alabama."

Son Kyle, 23, is following his father's footsteps. He handles much of Gravlee Homes' rental operation while his father tends to association business.

Career. Tapped as Builder of the Year in 1960 by the Birmingham HBA, Gravlee is a life member of NAHB's board of directors. He's served on the association's executive committee for 10 years, was chairman of the small volume builder committee and chairman of the legislative committee.

A former Alabama HBA president, Gravlee serves as chairman of the planning and zoning board in Vestavia Hills, Ala., and chairman of the board of the American Educators Life Insurance Co. of Birmingham and the First Shelby National Bank in Shelby, Ala.



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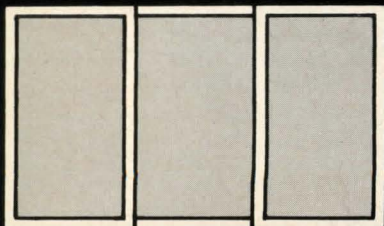
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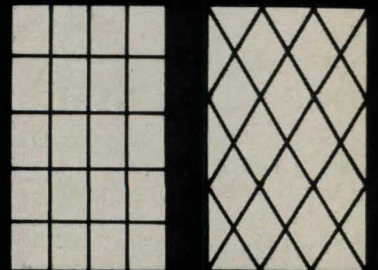
Acorn 800 and 1200 series DorWal patio doors come in two and three panel styles in a variety of sizes to suit any building need.



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The lids that clamp down on housing

Usury ceilings are now choking off mortgages in several states

One of the most far-reaching changes in housing credit since the 1974 squeeze has been the liberalization of state usury ceilings. By getting rate lids in most states up to 10% or better, state governments helped save housing from a mortgage slowdown through most of 1978.

But now, as mortgage rates buck the 11% barrier in some states, usury ceilings, rather than weaker savings flows, loom as one of the highest obstacles to housing credit. In New York, which has a new 9½% cap on rates, mortgage credit tightened long ago. Now, it is dwindling in at least 16 other states for the same reason.

States in the squeeze. The pinch is coming in those states that set ceilings at the once comfortable level of 10%. New Jersey, with a 9.5% ceiling, is under the gun. "The cost of money is going up rapidly, and no new money is coming into New Jersey," says Edmond V. Lawler Jr., president of the New Jersey Savings League.

Maryland is another. With a 10% ceiling, key members of its legislature hope for a change early this year. "I've seen us raise it from 6% to 8% to 10%, and I'm going to recommend that we eliminate it," says State Senator Harry J. McGuirk, chairman of the Senate's economic affairs committee.

But in at least 11 states, the squeeze is being mitigated by floating ceilings, a new development that did not really

USURY CEILINGS 10% or less	
9.5%	— New York
9	— South Carolina
9.5	— New Jersey
9.75	— Vermont
10	— Arkansas, Florida, Georgia, Idaho, Louisiana, Maryland, Mississippi, Missouri, New Mexico, Oregon, South Dakota, Tennessee, Texas

catch on until the 1969 credit squeeze. Ohio, Delaware, Alaska, Minnesota, Nevada, North Dakota, Oklahoma, Iowa, Illinois, Pennsylvania and West Virginia have adopted indexed ceilings in recent years.

Assuring the money flows. The ceiling does not make a higher mortgage rate less painful, but it insures that funds do get to housing markets, notes Allen Sinai, financial economist for Data Resources Inc., who tracks ceilings for his research firm.

Ohio, for instance, ties its limit to the regional Federal Reserve Bank discount rate, currently 9½%. It permits 2.5% leeway above that rate. Unless the Fed lets the discount rate lag market rates badly, which it usually does not, the system works well. Other states tie their ceilings to U.S. government bond rates.

More states are favoring indexing. Iowa, for instance, moved to an indexed rate in July, and Georgia was considering a move by year-end. "It would give us the perceived protection needed, and it would also put an end to the political struggle that we have periodically over mortgage rates," says J. Robin Harris, president of the Decatur Federal S & L.

Impact on starts. Aside from states that are moving to indexing, or those with no ceilings for depository lenders, such as California, housing analysts are clearly worried about the impact a rate squeeze will have on housing starts next year.

Projections are for 1.6 million to 1.7 million private starts, although Fed Chairman G. William Miller says he thinks 1.8 million can be achieved. Miller, too, is concerned about the impact of usury ceilings.

"Usury ceilings, which are unrealistic in relation to present market interest rates in many states, are cutting

30

Fed Chairman G. William Miller to meeting of savings bankers, N.Y.C., Dec. 5:

"The elimination of usury ceilings is a first step in removing artificial barriers to free competition for funds."

20 convention

Plea for stability. An annual rate of 1.7-1.8 million starts, Gravlee believes, would go far toward achieving industry stability. "We would not be able to meet the demand or the goal of 2.6 million annual starts we set for ourselves in the 1960s, but we would have a stable labor pool."

Unlike his two predecessors, Bob Arquilla and Ernest Becker, Vondal Gravlee faces no immediate prospect of yet another fight with Big Labor on the floor of the House. But there may be trouble ahead.

The NAHB's lobbying effort helped defeat common-situs picketing legislation [HOUSING, May '77] and table

the Labor Reform Act during the last session. However, Gravlee warns, "the labor bill is not dead.

"It will be back. I'm sure of it. Labor won't give up. We'll be ready for another fight."

Dealing with Washington. Gravlee, who is president of Gravlee Homes of Birmingham, is optimistic about working with a fellow Southerner in the White House.

"I believe Jimmy Carter wants to go down in history as a sound President," he explains. "I think his heart's in the right place in his effort to fight inflation, although I disagree with his methods. I'm hoping for two things in

my dealings with him. First, I want him to give us the same consideration he gives to any big manufacturers. Second, I hope to impress upon his aides that they can no longer turn housing off and on like a faucet."

So far, Gravlee's relationship with Housing Secretary Patricia R. Harris has been good, and he expects it to remain so.

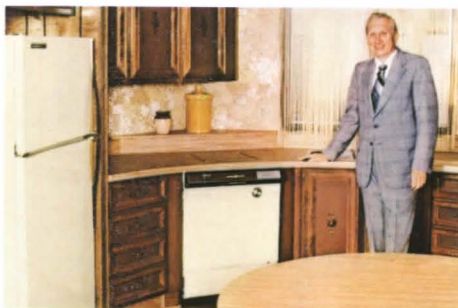
"But we may have to work on her a little," he continues. "She may need help changing her emphasis on inner-city programs. I don't believe you can tell people where they can or can't live, and I believe she's flexible enough to change."

—TOM ALLEN

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PORTLAND, ORE. — "General Electric appliances are a welcome sight to most customers. Bendix believes that helps clinch the sale."

Pete Peters, Beaverton, Ore.



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Herm Kennedy, Denver, Colo.



MINNEAPOLIS — "At York Plaza Condos, the General Electric Hi-Lo Microwave Cooking Center sets the tone for the whole apartment."

Ray Anderson, Edina, Minn.



PORTLAND — "General Electric has new ideas for Neil Kelly...and for every remodeler in the country."

Jean Mattingly, Louisville, Ky.



FT. MORGAN, COLO. — "Century has found GE Dishwashers make their mobile homes move faster."

Dick Raehling, Denver, Colo.



KANSAS CITY — "When Pacesetter Homes includes the General Electric Clean-Up Center their kitchens, it can be a big selling point."

Jerry Bisig, Kansas City, Mo.



SAN JOSE — "Linford Air, the contractors for Retirement Inn, recognized the Zoneline III® Heat Pump from GE as the product of the future."

Dick D'Arezzo, Burlingame, Cal.



SAN MATEO — "Built-in ovens and separate cooktops often make a difference in a kitchen when selling custom homes."

Dick Renney, Burlingame, Cal.



OKLAHOMA CITY — "The 28" wide General Electric Refrigerator makes a big difference in an apartment kitchen. Warwick West is a good example."

Don Wilhite, Oklahoma City, Okla.



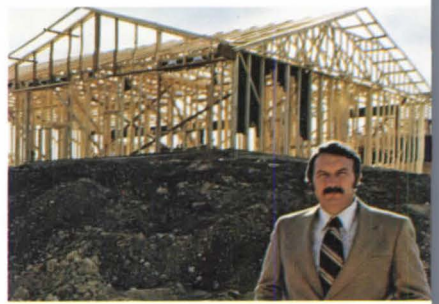
PALOS VERDES, CAL. — "In a CD Community House with Italian marble, a sunken Roman tile bath and 3 woodburning fireplaces, you'd expect to find a GE Potscrubber III® Dishwasher."

Chuck Burns, Los Angeles, Cal.



RIVERSIDE, CAL. — "General Electric is a name many people feel comfortable with. Fleetwood feels that helps sell homes."

Sterling Davis, Los Angeles, Cal.



DALLAS — "Quality, timely delivery and Customer Care® service...a few of the reasons Centennial Homes chose General Electric."

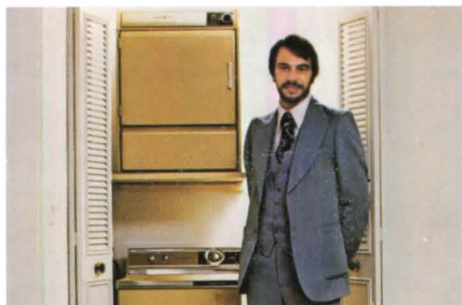
Jim Willis, Dallas, Tex.

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Frank Isadore, Chicago, Ill.



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David Blair, Detroit, Mich.



CAPE COD – "The owner of Sheraton Ocean Park Inn wanted to cut heating bills, so he installed Zoneline III® Heat Pumps from GE."
Derry Fredericks, Westwood, Mass.



ST. LOUIS – "GE refrigerators like these help Gateway Apartments get their tenants and keep them."
Cliff Cagle, St. Louis, Mo.



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into credit availability in some local markets," he warned recently. "It would be desirable if these obstacles to the efficient operation of our financial system were eliminated," he said. But in any event, he went on, "nothing like a general credit crunch" will ensue.

Warning. Savings and loan executives, for their part, predict that a more broad-minded attitude on the

part of state legislators and a strong demand for housing regardless of interest cost will force some states to raise their usury limits soon.

Ceilings of 10% and lower are becoming a "critical problem for homebuyers" but there is also "a broad base of support" for changing restrictive limits, argues Norman Strunk, executive director of the

United States League of Savings Associations. He says S&Ls in low-ceiling states may continue to take deposits but will put the money in high-yielding bank CDs paying 11%—rather than in mortgages. Or associations may just drop out of the deposit market altogether.

—BOB DOWLING

McGraw-Hill World News,
Washington

McKinney: Damn the torpedos - VRM is 'go'

And with this toss of the gauntlet, Chairman Robert McKinney of the Home Loan Bank Board embarks on the toughest political fight of his young government career.

Bucking strong opposition from congressional leaders and a who's-who of labor, civil rights and consumer organizations, the regulatory agency's chief has just authorized use of variable-rate mortgages by federal S&Ls.

But he didn't go *all* the way.

Under the final regulations approved by the HLBB on Dec. 14, only California federals are getting clearance to offer the controversial VRMs. The new rules, McKinney says, will go into effect "as early as Jan. 15."

Also okayed: five-year rollover mortgages which, critics claim, are only slightly less disadvantageous to homebuyers than the variables.

Shifting into low gear, McKinney also gave the signal for all federal S&Ls to start offering both graduated-payment and reverse-annuity mortgages. These non-controversial plans are being made available nationwide.

Thus the hotly debated issue of alternative mortgage instruments (AMIs) moved toward a showdown on Capitol Hill.

Caught flat-footed. McKinney's decision to move on the AMIs—especially the thorny VRMs—came as a shocker. Most deeply angered by his totally unexpected action were Senator William Proxmire (D., Wis.), chairman of the Senate Banking Committee, and Representative Frank Annunzio (D., Ill.), who chairs the Consumer Affairs subcommittee of the House Banking Committee.

"Senator Proxmire was extremely upset," a committee staffer disclosed. "On July 24 McKinney said he had absolutely no intention of challenging congressional interest on this issue.

Fed Chairman G. William Miller to meeting of savings bankers, N.Y.C., Dec. 5:

"The VRMs, with proper safeguards, would help [thrifts] to cushion their money-flow problems."

Now he's challenging. We consider this a serious breach of faith with Congress."

Representative Annunzio's reaction was even more direct. He plans to introduce a bill to block the McKinney move by prohibiting federal S&Ls from offering VRMs. "And that's no knee-jerk reaction either," notes an aide. "We've been waiting a long time to see what he was going to do. Now we know. The bill, which will be introduced on January 15 [when Congress reconvenes], should get to the House floor in February."

Yet to be heard from, though, was Representative Fernand St Germain (D., R.I.), chairman of the House Banking Committee and a strong foe of VRMs.

All three lawmakers had signed a letter on October 25 calling upon the Bank Board to "take no action to adopt VRM programs" without prior Congressional approval.



Bank Board's McKinney
Ready to move

Foes aplenty. Nor do all the antis sit in Congress. Currently lobbying to get VRMs and rollovers killed are Ralph Nader's Public Interest Research Group and the Consumer Federation of America. Also aligned against the plans: the National Urban League, the NAACP, the National Committee Against Discrimination in Housing, the United Auto Workers and the AFL/CIO.

Indeed, outside of S&Ls, the only group that's pro-VRM is the National Association of Realtors. Reason: Member firms handle a big chunk of the variables business in California.

Part of a package. The VRMs, of course, are just one element in a proposed regulatory package that would allow federal S&Ls (about half the nation's 4,000-plus associations) to offer several new alternatives to the standard fixed-rate mortgage.

Only state-chartered S&Ls and mutual savings banks in 10 states have been marketing variables. Most of the activity is in California, but use of the plan has been growing—slowly—in Wisconsin, Massachusetts, Connecticut and, to a lesser degree, Ohio. Its potential is considered huge, however.

McKinney says there's "a definite need and a place for VRMs." He also tends to minimize the resistance question. "There's opposition to everything in life," he observes, "but we've got a lot of support, too."

Namely, the reported backing of many Congressmen who have been won over in behind-the-scenes campaigning sessions. Also weighing heavily in McKinney's decision was a green light to proceed with the full package from both the House and Senate Banking Committees—despite Chairmen Proxmire and St Germain's nay votes in the last session.

 34



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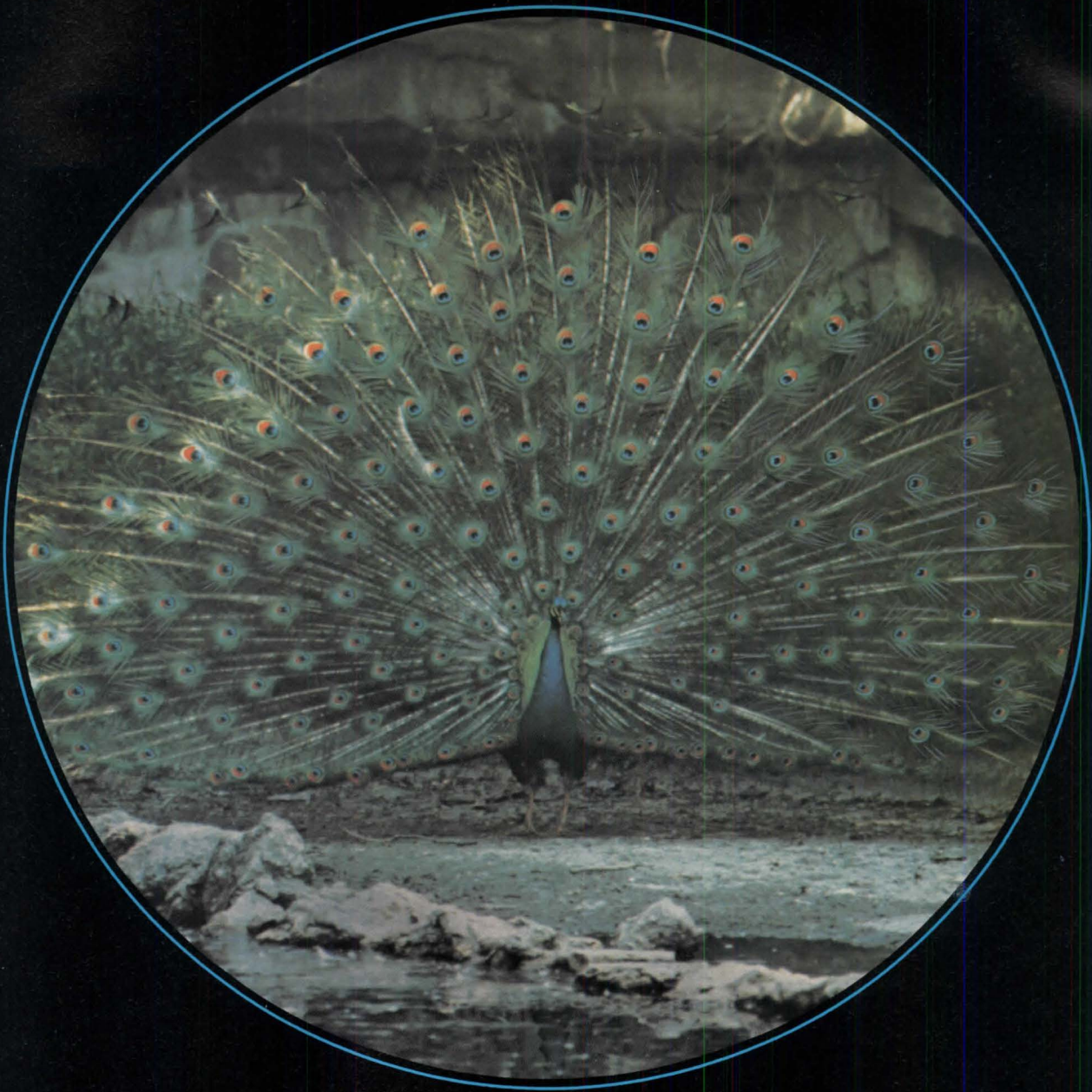
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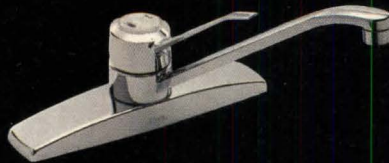
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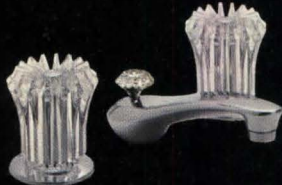
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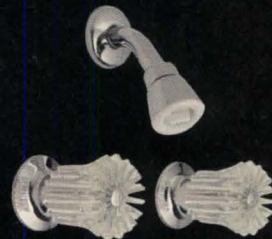
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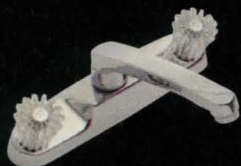
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"We have been asked to proceed, we have the authority to do so and, furthermore, no legislation is required," the HLBB chairman says.

'Right to choose.' Asked why he didn't just go ahead with the non-controversial GPMs and RAMs when the other two plans came under fire, McKinney had a ready answer.

"All have value. The idea is to provide consumers with a full range of choices. People aren't required to use any. But they will have the *right* to choose. If I didn't think VRMs were good for the country—and housing—I would drop them."

A honeypot. Currently clamoring to get the VRM show playing are the federal S&Ls in California. They have been losing business to the bigger state-chartered institutions. Indeed, the Coast S&Ls now account for more than 90% of total industry VRM volume. And the dollar numbers are impressive: Ten of the state's biggest non-federal (there are 87 in all) associations have written close to \$15 billion in VRMs since they first went on the market in early '75.

The California thrifts are operating wide-open on variables, with many S&Ls having as much as 60% of their portfolios in these mortgages. Interest rates are tied to the thrifts' cost-of-funds index (the weighted average cost of deposits, advances and outside borrowings).

Critics, however, are unimpressed. Says Naderman John Britton:

"This kind of situation lends itself to manipulation. Basically, VRMs favor the lender with not much advantage to borrowers. Lenders, after all, are in the money market every day. It's their job to know the future rate trends."

Safeguards scored. McKinney, also aware of the plan's inherent potential for deck-stacking, has adopted a number of measures designed to protect consumers—none of which are acceptable to VRM opponents. For instance, under the Bank Board regulations, all lenders must:

- Offer borrowers the choice of a fixed-rate mortgage. Main criticism: There's nothing to prevent S&Ls from upping the interest rate on standard mortgages to the point that this option becomes meaningless.

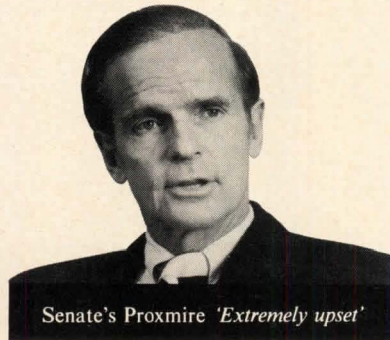
- Provide prospects with a disclosure statement that compares rates, terms and monthly payments of both VRM and fixed-rate mortgages. Criticism:

Buyers aren't savvy enough about interest rates to judge the relative merits of these plans.

- Limit rate increases to ½% a year and 2½% over the mortgage's life. Criticism: Even with these limits monthly payments could increase 4% yearly and 20% over a five-year period, thus creating a financial hardship for moderate and low-income borrowers.

- Restrict VRMs to no more than 50% of each year's total mortgage lending volume. Criticism: If 82% of all prospects prefer fixed-rate mortgages over VRMs—as was found in a recent Bank Board study—but only 50% of all mortgages offered are this type, demand will outstrip supply. This, in turn, will cause either higher rates on standard mortgages or rationing via new and unfavorable terms.

More raps. In addition, it's claimed that the use of an "upward mobility



Senate's Proxmire 'Extremely upset'

factor" in VRM lending decisions is clearly discriminatory against minorities, the elderly and others with relatively fixed incomes.

Another bone of contention is the rate-setting cost-of-funds index.

"Historically," says a Bank Board official, "there has been little if any downward movement in this index—not even in 1975-76, when both short and long rates were dropping. The cost pressures that affect S&Ls aren't reflected in their operations until they show up on the index. But there's quite a lag before that happens. That's why we wanted to tie VRMs to an index that more accurately reflects *current* conditions in the money and capital markets."

Suggested index: the average yield of both three to five-year Treasury bills and long-term seasoned (i.e., existing vs. new) corporate bond issues. McKinney, however, vetoed this proposal in favor of the cost-of-funds index now used by California S&Ls.

What next? McKinney, of course,

has a brief grace period before Congress reconvenes this month. But if the current mood in certain quarters of Washington is any kind of barometer, fireworks are surely on the way.

His staffers, however, remain confident that federal S&Ls in California will soon be in the VRM business. Selling the plan won't be easy, though.

Says one specialist: "They're going to have to make the product more attractive to buyers. One way is to offer improved terms and conditions. Such as discounts vis-à-vis current mortgage rates. Other inducements might include extension of a line of credit. Or waiving prepayment penalties which, in California, can be substantial."

The same source notes that McKinney's action hardly qualifies as "a flip-flop. Sure, he spent a lot of time conferring with Congress. They asked to be consulted on the AMIs. But this is a regulatory matter and, theoretically, he didn't have to consult them."

Now that action has replaced discussion—and with a Congressional dogfight yet to come—how does this Bank Boarder view McKinney's position?

"I'd say he has taken a leap of faith." Amen.

Potential. At stake, of course, is an already fast-growing market that's expected to catch fire when federal S&Ls move into the arena. Example: Home Savings and Loan of Los Angeles, the country's biggest S&L, has written \$4.5 billion in VRMs since early '75. And No. 2, Great Western, has chalked up another \$4 billion.

What's more, lenders are now tapping a secondary mortgage market that probably hit \$1 billion in '78.

But it's not *all* roses. Mortgage rates in California are now at 11% and may go even higher. However, because of the state's 10% usury ceiling, some lenders have been knocked out of the housing—and especially the secondary—market. Main victims: mortgage bankers, insurance companies and pension funds. Federally insured S&Ls and banks, of course, are exempt from the usury law.

Once the federals start up, though, the primary market is expected to make a quantum leap forward. And, with both Freddie Mac and Fannie Mae waiting in the wings, sales in the secondary should also take off.

—BILL MULLIGAN



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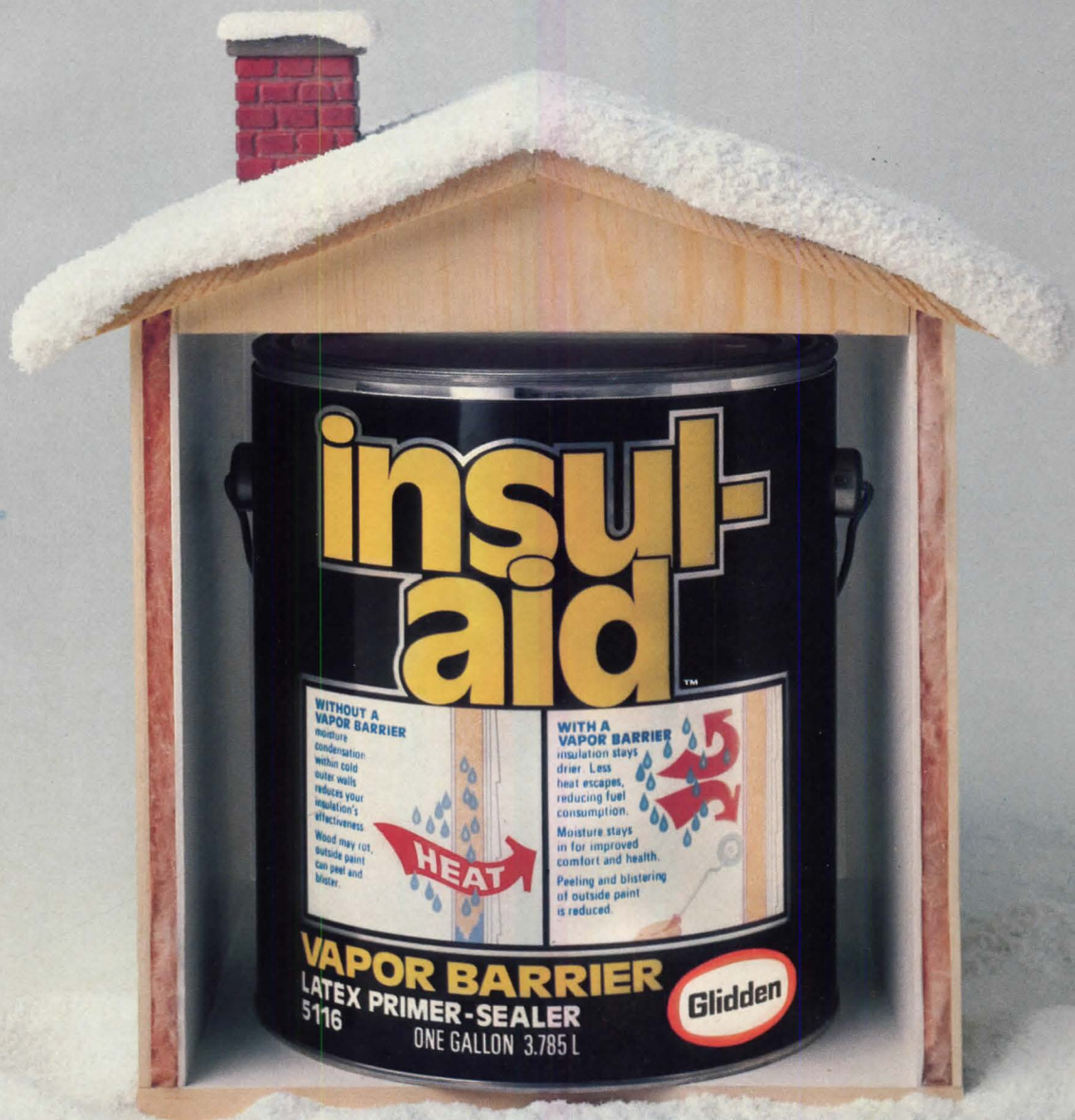
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Dallas refutes its 'high-price' tag

Builders read their Dallas *Morning News* with disbelief on October 19. Said the front-page headline:

"Dallas Housing No Home to Budget Buyers."

The Home & Apartment Builders Association of Metropolitan Dallas, proud of the area's reputation as fertile territory for first-time buyers, was convinced a serious error had been committed.

The source for the news story, according to Vice President L. Bradley Camp of the HAB, was a sample survey taken in April, May and June of 1977 by the U.S. League of Savings Associations. It showed the median cost of a new single-family home in Dallas trailing only San Francisco, Washington and Los Angeles.

Speaking for the Dallas HAB president, Mike Mahaffey, who was out of the country, Camp contended that "old, out-of-date surveys on the hous-



ing industry, when converted into present gospel, are about as reliable as Idi Amin."

To the rescue. To refute the U.S. League study, the Dallas HAB went to the Home Owners Warranty Corp, an affiliate of NAHB.

QUARTER ENDING SEPTEMBER, 1978

(Figures obtained from local Home Owners Warranty councils and national Home Owners Warranty Corporation)

	Figures from % of market	Average home sales price	Estimated average sales price if same size home as Dallas*	Average home square footage	Price of home per sq. ft.
Dallas	70%	\$47,879	N/A	1,845	\$27.58
Atlanta	60	54,787	\$55,940	1,812	30.32
Denver	85	58,577	65,257	1,659	35.37
Miami	62	55,062	61,254	1,665	33.20
Philadelphia	70	55,592	53,560	1,903	29.03
Chicago	50	65,530	72,895	1,678	39.51
San Diego	40	74,044	77,619	1,792	42.07
Baltimore	64	53,335	66,346	1,485	35.96
Hartford, Conn.	**	61,809	69,390	1,686	37.61
Indianapolis	**	52,314	55,202	1,757	29.92
Louisville, Ky.	**	48,844	56,217	1,615	30.47
Detroit	**	63,235	60,479	1,888	32.78
St. Louis	**	59,187	63,616	1,729	34.48
Kansas City, Mo.	**	64,021	67,527	1,767	36.60
Oklahoma City	**	59,702	66,328	1,643	35.95
Portland	**	56,740	56,439	1,905	30.59
Fort Worth	**	47,584	52,970	1,722	28.71
Richmond	**	54,411	59,390	1,706	32.19
Milwaukee	**	55,829	60,571	1,700	32.83
Washington	**	76,286	73,542	1,915	39.86

* Computed by Home & Apartment Builders Association of Metropolitan Dallas
 ** Information unavailable

Unlike the League, which, claims Camp, "contacted only a small segment of the S&Ls in Dallas and other cities," HOW had a survey that examined all mortgages written from January through September '78.

While the League sample included "only a few conventional mortgages from a few S&Ls," the HOW data included FHA and VA-insured loans in addition to conventional mortgages.

The FHA and VA loans, explains the HAB's director of media services, Ray Cherry, "have traditionally made up a big chunk of our first-time 'budget' market, and the League survey didn't look at them at all."

In Dallas, as in other areas, conventional mortgages are available mainly to buyers of higher priced homes, Cherry says.

With the help of two local research firms—M/PF Inc. and Dresco Inc.—along with the Greater Dallas Board of Realtors and NAHB's economics department in Washington, the Dallas HOW chapter was able to examine 70% of all Dallas single-family mortgages and compare them to the mortgage loans that were granted in 19 other U.S. cities.

A retraction. The HOW survey, which was submitted to the *Morning News'* business and real estate editors, showed Dallas with the second lowest average sales price of a new home among the 20 cities—\$47,879.

In an unusual move, according to Cherry, the *Morning News*, in another front-page story, admitted it had used an outdated survey in its article. It ran the updated HOW survey as a clarification for its readers.

—T.A.

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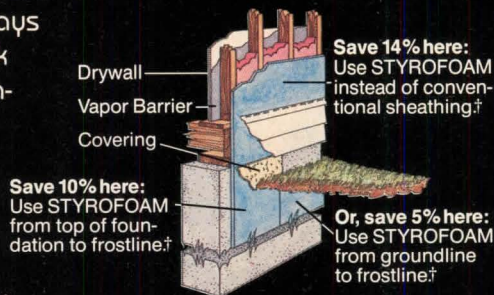
"I know it works. I've used it for over three years, on over one hundred houses. Now, it's not an option. It's on all my houses and commercial buildings. It's easy to install, it pays off for owners, and there's a buck for me. I wouldn't touch the imitations. I'm the guy who'd get the phone call from the man with a heating bill in his hand.

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[†]See next page for savings documentation.



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U.S. Home names Pyle to inner circle

U.S. Home in Clearwater, Fla. adds **W. Leon Pyle** to its string of operations vice presidents. He joins **Larry Shultz**, **George Matters**, **Robert Strudler** and **Sidney Stephenson** in the corporation's number three rank behind President **Guy Odom** and Senior Vice President/Treasurer **Fred Fisher**. Pyle had been president of the retirement division in Florida.

U.S. Home Mortgage Corp. gets a new president. **Richard Phillips**, with the company since 1977, replaces **Jack Rees**, who leaves for personal reasons.

BUILDERS: Trend Setter Homes of Florida names **Willis W. Kirkpatrick Jr.** as vice president of operations. Before joining Trend Setter, he had been the Woodmont Construction Company's operations manager.

The San Diego region of Broadmoor Homes promotes two and hires three. **George H. Pryor**, with the company since 1975, is the new director of construction. He came to Broadmoor from the Deane Co., where he was construction vice president for Orange County and the San Francisco Bay area. **Jerry Berdine** is appointed controller. The newcomers are **Dennis A. Shields**, assistant project manager, formerly director of operations for Rancho San Diego; **Sue McGuire**, sales administrator, also from Rancho San Diego, and **James B. Carter**, project manager, formerly with McKeon Construction in San Diego.

William Duncan, development manager for the Christiana Companies (Santa Monica), takes on the company's San Diego operations.

Cheri Edwards is promoted to the post of assistant vice president and director of purchasing for Goldrich and Kest of Los Angeles and their subsidiary, Prestige Homes.

United Development Co. (Chicago), the homebuilding arm of Urban Investment and Development Co., appoints **Robert J. Gorski** as vice president. He had served 17 years as assistant vice president of Chicago's Home Federal S&L before joining United in 1972.

Eric Wittenberg, president of the Wittenberg Corp. in Orange County, wins the Builder of the Year Award presented by the Southern California BIA.



U.S. Home's Pyle
Upward bound



Realtors' Hovde
Youngest NAR president

Tishman Construction Corporation of Illinois, a wholly-owned subsidiary of Tishman Realty, elects **Laurence B. Ashkin** as president. He continues as secretary of Tishman Realty.

DEVELOPERS: Mission Viejo elevates three on the Coast. **Grant Sullivan** becomes director of marketing, **Steven A. Nelson** is the new general sales manager for new homes, and **James H. Seehr** replaces Nelson.

Sun Oil's subsidiary, the Radnor Corp., appoints **John Richard Dykinga** development manager. He had been the construction manager for the Urbandale Palm Beach (Fla.) Development Corp.

PREFABBERS: Fabricon Homes in Lancaster, Pa., gets a new operations manager. He is **Norman E. Ford**, former president of Kenor Construction Corp., Utica, N.Y.

LENDERS: **Joseph B. Collinson**, chairman and chief executive of Textron Inc., and **Mortimer B. Zuckerman**, chairman of Boston Properties, are elected trustees of Boston-based Property Capital Trust.

Miami's Florida Fidelity Financial names **Lee A. Spiegelman** as president. He was president of Somerset Chemical, also in Miami, and was the Republican nominee for Congress in Florida's 13th Congressional District in 1976.



New York's Robbins
A pioneer in public housing

REALTORS: **Donald I. Hovde**, 47, is elected president of the National Association of Realtors, becoming the youngest president in the NAR's history. He is the owner and president of Hovde Realty in Dane County, Wis.

PROPERTY MANAGERS: The Irvine Co. (Newport Beach, Calif.) elects **Daniel M. Lamkin** as vice president of property management. With the firm since 1977, Lamkin had been assistant to the president.

Environmental Developers (Denver) appoints **Robert Settlege** president of HeatherRidge Management Co. He was formerly vice president and general manager of Denver's Banco Mortgage Co.

Corporate partners **Peter D. Cummings** and **Thomas E. Lewis** form First Southern Holdings to develop, market and manage real estate holdings in Palm Beach and Martin Counties in Florida.

ASSOCIATIONS: **John Konwiser**, principal of the Konwiser Corp. (Newport Beach), is reappointed as program chairman for the 21st Annual Pacific Coast Builders Conference, scheduled for June 15-18 in San Francisco.

Anthony G. Skorupski, director of chapter services and communications for the National Home Improvement Council, is named executive secretary of the American Building Contractors Assn. in Los Angeles. He will also serve as assistant director of West Coast operations for the NHIC.

PLANNERS: **Donald Smith** is named director of urban design for Phillips Brandt Reddick, designers based in Newport Beach. Smith was formerly manager of advance planning for Irvine.

DIED: **Ira S. Robbins**, 78, at Lenox Hill Hospital in New York City on November 20. Robbins, a lawyer, served from 1958 to 1970 as commissioner of the New York City Housing Authority and was noted for his contribution to better housing for low-income families.

Joseph P. Taravella, 59, president of Westinghouse's Community Development Group in Coral Springs and one of three founders of Coral Ridge Properties, on November 23 in New York City of cancer. He was also chairman of the board of Coral Ridge when he died.

MOEN®

Quality.



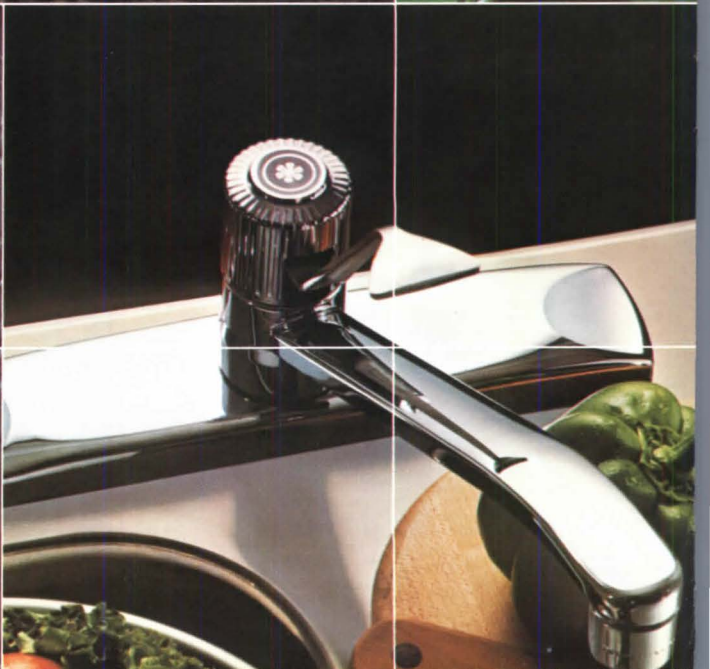
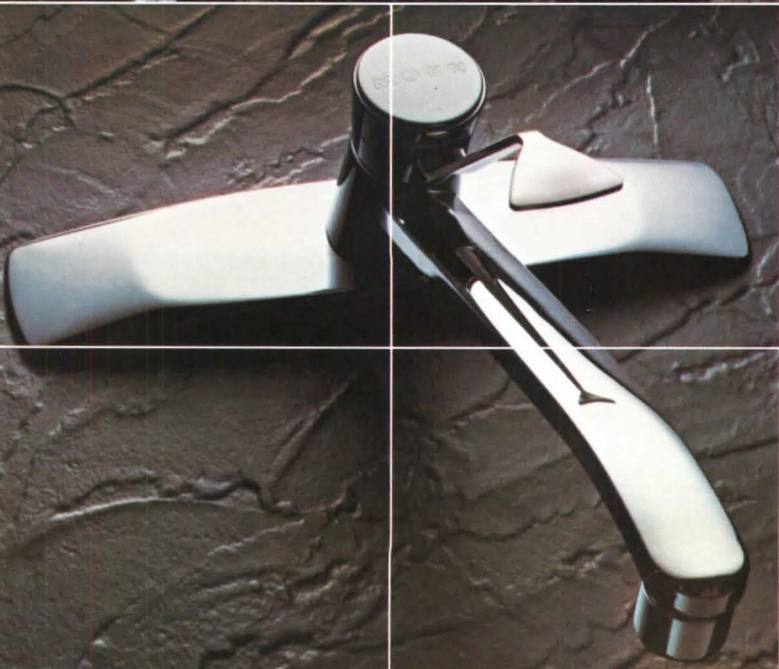
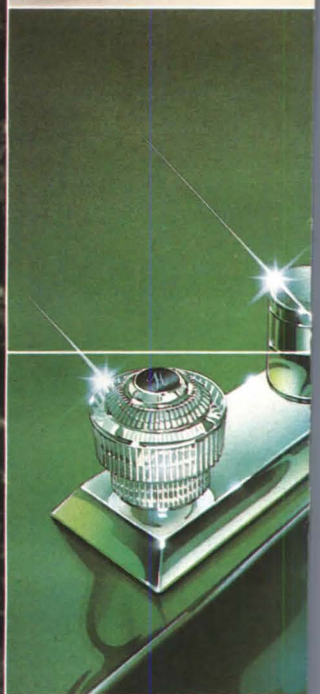
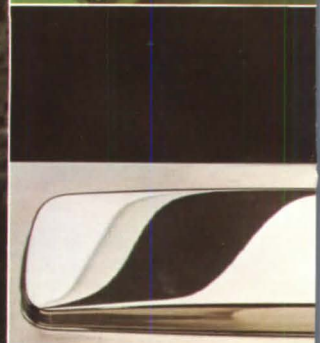
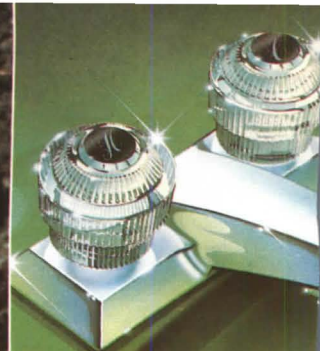
Quantity.

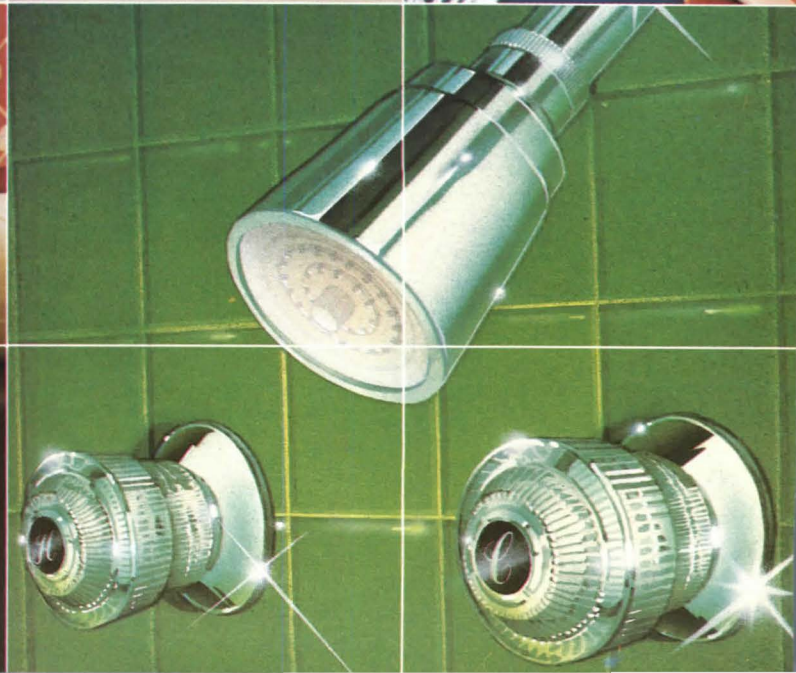
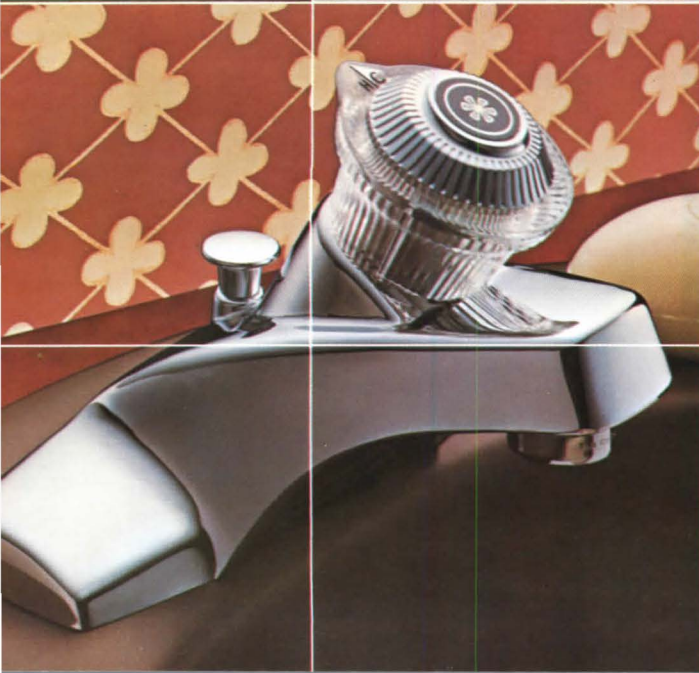
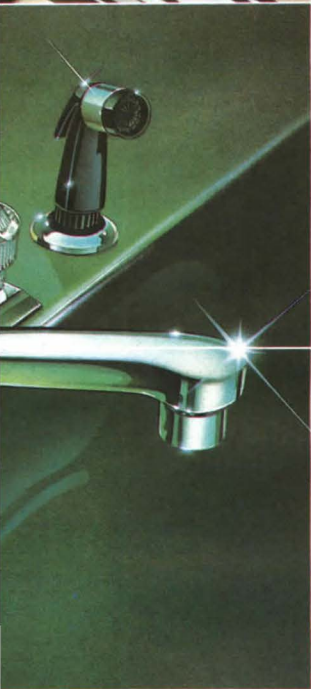
Quality and quantity sum up the Moen line best. Because in no other line is the quality so obvious in every model. And in such quantity. The variety of Moen models gives you a choice for practically every need and price range.

One look at a Moen product will tell you, "That's quality." But the quality goes deeper. Moen products are famous for being as dependable as they are handsome. So, even if you choose our lower priced models, you don't have to worry. Because we don't skimp on dependability.

Moen quality and reliability come in a wide selection. There are single-handle kitchen and lavatory faucets and shower valves, also shower heads, pulsating shower heads, tub spouts, and stainless steel sinks. And now, exciting two-handle widespread faucets for bathroom vanities and showers.

With Moen's quality and quantity, no matter which models or price range you select, you'll know you chose the best.





Single-handle kitchen and lavatory faucets.

All of our kitchen faucets give you washerless dependability. And with three lines—*Moen*, *Chateau* and *Chalet*—and a wide selection of prices, you can afford to be choosy.

One good choice for most homes is our *Chateau* kitchen faucet. It offers single-handle convenience, plus a solid brass underbody for a lifetime of service. And the sleek, attractive design adds so much to a kitchen. But what makes this faucet even more attractive is the price.

And where you need to save, you need *Chalet*. *Chalet* also has brass construction and the good looks of more expensive faucets, at a lower cost.

Two-handle kitchen, lavatory and shower models.

Our two-handle models deliver the same solid dependability and flawless operation that made our single-handle faucets famous. And, no washers, no seats, no grommets, no springs to wear out. Completely washer-free. Just smooth, easy turning with positive shut-off.

Moen two-handle models offer you quality with economy. But, what's more, they're designed to match with *Chateau* single-handle shower valves for single-handle convenience as well.

New Moen Widespread lavatory faucets.

Moen quality and dependability now come in stunning new *Widespreads* too. For bathroom vanities and showers. The distinctive Moen styling in clear acrylic and chrome captures that certain elegance that has been missing in formal bathroom settings. Likewise, for pure splendor nothing matches our ensemble of antique brass with charcoal handles.

Stainless steel kitchen sinks.

Moen gives you the luxury of five sink lines to choose from: *Lancelot*, *Camelot*, *Excalibur*, *Elegante*, and *Squire*. And every model is a shining example of Moen quality. Made of durable stainless steel, Moen sinks are self-rimming, easy to install and provide a maximum work area in a minimum of space.

Their exceptional beauty will reflect your good taste and appreciation for quality. As evidenced by our *Camelot Super Bowl* combination with satin-finish bowls strikingly contrasted by a mirror-finish edge.

Boutique decorator bathroom line.

The *Boutique* decorator line gives you a variety of elegant, distinctively different decorator styles, and finishes to choose from. Among them are contemporary and ultra-modern stylings and brocades in goldtone and silvertone. Our popular antique brass ensemble is ideal for any bathroom. It can make the ordinary extraordinary.

Shower heads and valves.

Moen shower heads come in a range of models. The best being the *Moenflo Deluxe*. It's adjustable, and the unique spray pattern makes the everyday shower something special.

Our exciting *Pulsation* is a unique showering device. The pulsating spray massages and relaxes for a sensational feeling. Available in hand-held and fixed shower head models.

Moen shower valves offer easy single-handle temperature selection and temperature memory. Our *Moentrol* shower valve has an added feature that prevents sudden temperature changes due to fluctuations in water pressure.

The Moen washer-free cartridge: A real trouble-saver and money-saver.

The famous Moen cartridge has made reliability standard equipment on all Moen single-handle faucets and shower valves. And now Moen's *cartridge expertise* is available on its two-handle faucet line. The unique design of our cartridges does away with troublesome washers and seats to virtually eliminate any chance of drips and leaks, not to mention callbacks.

What's more, all Moen faucets can save you money with substantial savings of water and energy.

The Moen cartridge is a good reason to install Moen faucets and valves today. And why, years from now, you'll be glad you did.



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This booklet helps explain why.

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It’s called ‘Nord.’”



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*Ron Dugger—Marketing Director,
Winrock Homes, Little Rock, Arkansas.*

Ron Dugger knows that home buyers want as much quality as possible for their money. So, that's why Winrock Homes uses Nord entry doors.

"We've been using Nord entry doors for many years, because no one can top Nord's quality. And the new Weatherbond panels make Nord doors even more desirable. We believe they eliminate our splitting problem," continues Dugger, "and since our homebuyers prefer wood over metal, most of our plans specify wood doors. More specifically, Nord entry doors."

Weatherbond® panels can't split through.

Now Nord entry doors are better than ever, thanks to the exclusive Nord laminated Weatherbond panels. They'll never split through. Never.

Testing by an independent laboratory proved the toughness of Weatherbond panels. Boiled, force-dried, and boiled again, Nord Weatherbond panels repeatedly withstood this



accelerated aging test, without splitting through.* But to go even further, Nord exposed several unstained, untreated, unprotected Weatherbond doors to a year's worth of outdoor punishment. Through summer heat, rain, winter snow and

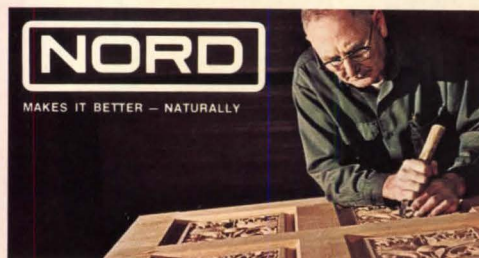
freezing temperatures, these unprotected Weatherbond panels took it. And not one split through.



Nord quality. There's nothing like it.

Don't let entry doors give you a splitting headache. Contact your Nord distributor or dealer. He'll show you how Nord doors with Weatherbond panels help stop costly call-backs, and create quality wood entries for your homes. Or write Weatherbond on your letterhead, and send it to the E. A. Nord Company, Everett, WA 98206.

*National Bureau of Standards Testing Procedures Outlined in PS1-74 and PS51-71



Builder's assignment: Rebuild a town

Here's how he did it with maxi-benefits, mini-dislocation

Narragansett is rising Phoenix-like from its ashes with the help of one of Rhode Island's largest developers.

Concerned that the resort had deteriorated beyond hope of rehabilitation, the town fathers bulldozed their entire downtown district and ordered it rebuilt from scratch.

The job went to Providence's Gilbane Properties, which had built townhouses, high-rise apartments, office buildings and commercial complexes but never an entire community.

'Challenge.' "It was an exciting challenge," says Gilbane's president, Paul Choquette. "It had the potential of yielding a good return. And it gave us the opportunity to make a worthwhile contribution to the area."

The town council turned the 28-acre tract into an urban renewal area. That brought HUD funds for acquiring the property, demolishing almost every existing building and putting in enough fill to raise the flood-prone land almost nine feet to a safe level.

Mixed uses. To date, Gilbane has spent almost \$5 million to construct a mixed-use project (*site plan opposite*). This includes \$433,600 for the land, \$463,800 for additional site improvements and more than \$3 million for construction. The builders got:

- Eighty-eight garden apartments, sized from 850 to 1,000 sq. ft. They opened in 1975 and rented up in ten months. (Current rents: \$235 to \$365 a month.)

- Some 32,000 sq. ft. of commercial space in six buildings. Completed last year, the structures are 92% leased, with such tenants as a supermarket, a cinema, a gas station and a variety of retail stores currently paying from \$3 to \$5.50 a sq. ft.

- And 17 condo townhouses, sized from 1,270 to 1,700 sq. ft. These opened last September and sold out within 40 days at \$58,400 to \$68,400.

"We've had no trouble filling our housing and our commercial spaces," explains project manager LeBaron Preston. "People are always attracted by the prospect of living and working at the ocean's edge."

Marketing homework. A survey of Narragansett's market pinpointed valid reasons for building. The area is Rhode Island's fastest growing, with scores of young couples, families and empty nesters moving in from nearby Providence to live year-round. Moderately-priced housing was virtually nonexistent, and shopping centers were not only congested but had poor traffic access.

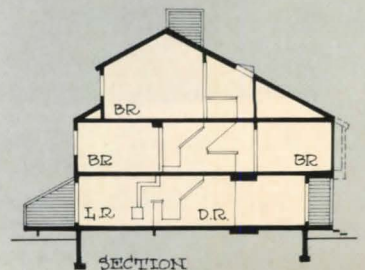
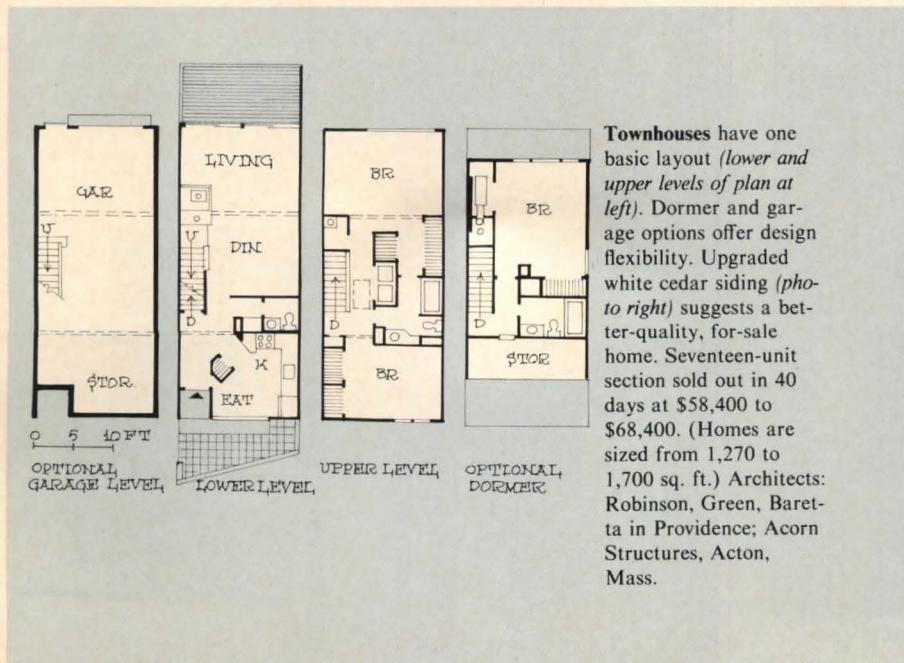
"Everything looked promising for us," says Preston, "but we weren't sure how conservative Rhode Islanders would respond to condominium ownership or mixed-use siting. We decided to proceed cautiously."

The builders phased development over several years to control costs and keep construction activity to a minimum. The more conventional products—such as the apartments and the retail facilities—were completed first. The architectural style, while contemporary, is still conservative (*photos below and facing page*). And cost-cutting techniques such as panelization were used wherever possible (*story on page 57*).

Turnaround. The project has already shown results. The tax return in the renewal area has doubled in three years. Business activity has increased substantially. And the town fathers have responded favorably to proposals for new construction in the downtown district.

"We're expecting to begin a 19,000-sq.-ft. office condo for professionals this spring," says Lee Tetreault, the project's sales manager. "And we've applied for a new section of condo flats for empty nesters who don't like to climb stairs."

—JOEL G. CAHN

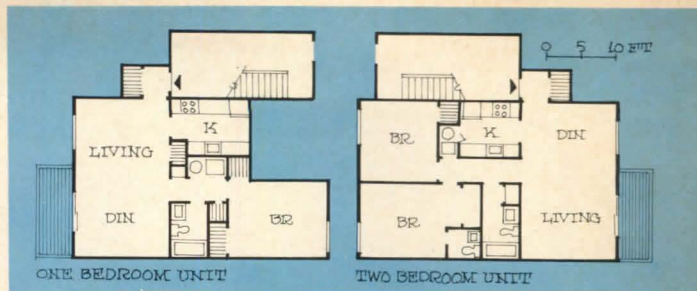




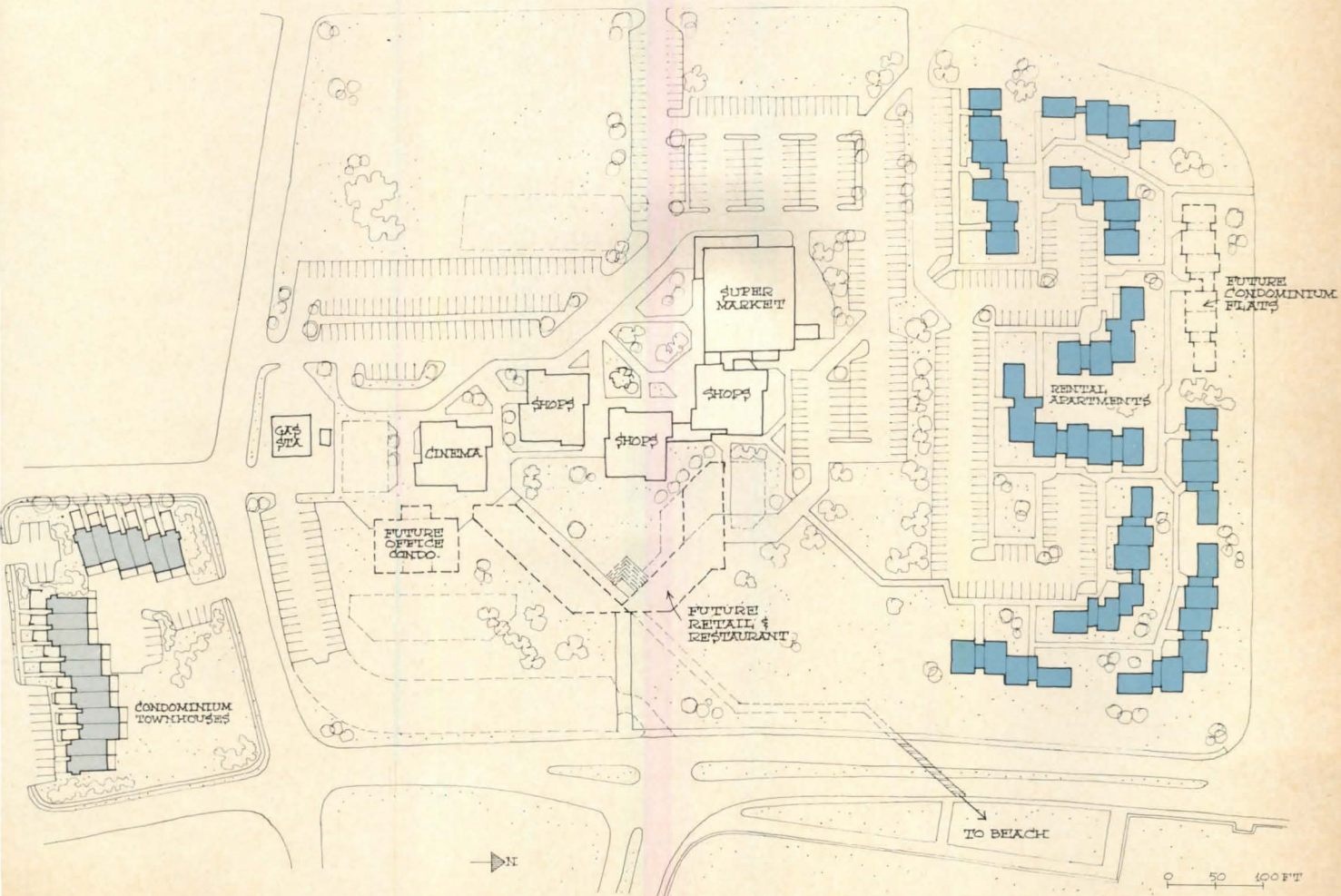
PHOTOS ANDREW CARRIGAN

Commercial buildings (above) have familiar shed rooflines and cedar-faced plywood siding. Non-res section, with 32,000 sq. ft., is 92% leased at \$3 to \$5.50 a sq. ft. Architect: Quinlivan, Pierik & Krause, Syracuse.

Mixed use of 28-acre project is seen in site plan below. Developer has spent almost \$5 million to date to recreate Narragansett's downtown. Construction loans were from Industrial National Bank of Providence, a partner in the redevelopment effort.



Apartment section (above) comprises 88 flats in two-story buildings. Lap-jointed cedarboard siding is an area staple. Units rented up in 10 months. Current monthly rents: \$235 to \$310 for 850-sq.-ft. plan at top left; \$273 to \$365 for 1,000-sq.-ft. layout at top right. Architect: Quinlivan, Pierik & Krause.



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PERMA-SHIELD



Casement Window



The more you insulate, the more you need Andersen.

Almost everyone agrees on how important insulation is to saving energy.

But what about quality windows? How important are they?

Andersen® Perma-Shield® windows, for instance, can help insulate where heat loss might otherwise be the greatest—in the window area itself.

In a one-story house they may save nearly as much energy as *6 inches of additional ceiling insulation*.¹

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All of which may allow you to bring more and larger windows into your design without increasing its energy cost.

So specify as much insulation as you need, but insist on quality windows, too. Beautiful Andersen Perma-Shield windows with double-pane insulating glass. Or with triple glazing wherever maximum energy efficiency is desired.

See Sweet's file 8.16/An. Or ask your Andersen distributor to show you the many ways to insulate with a view. Andersen Corporation, Bayport, MN 55003.

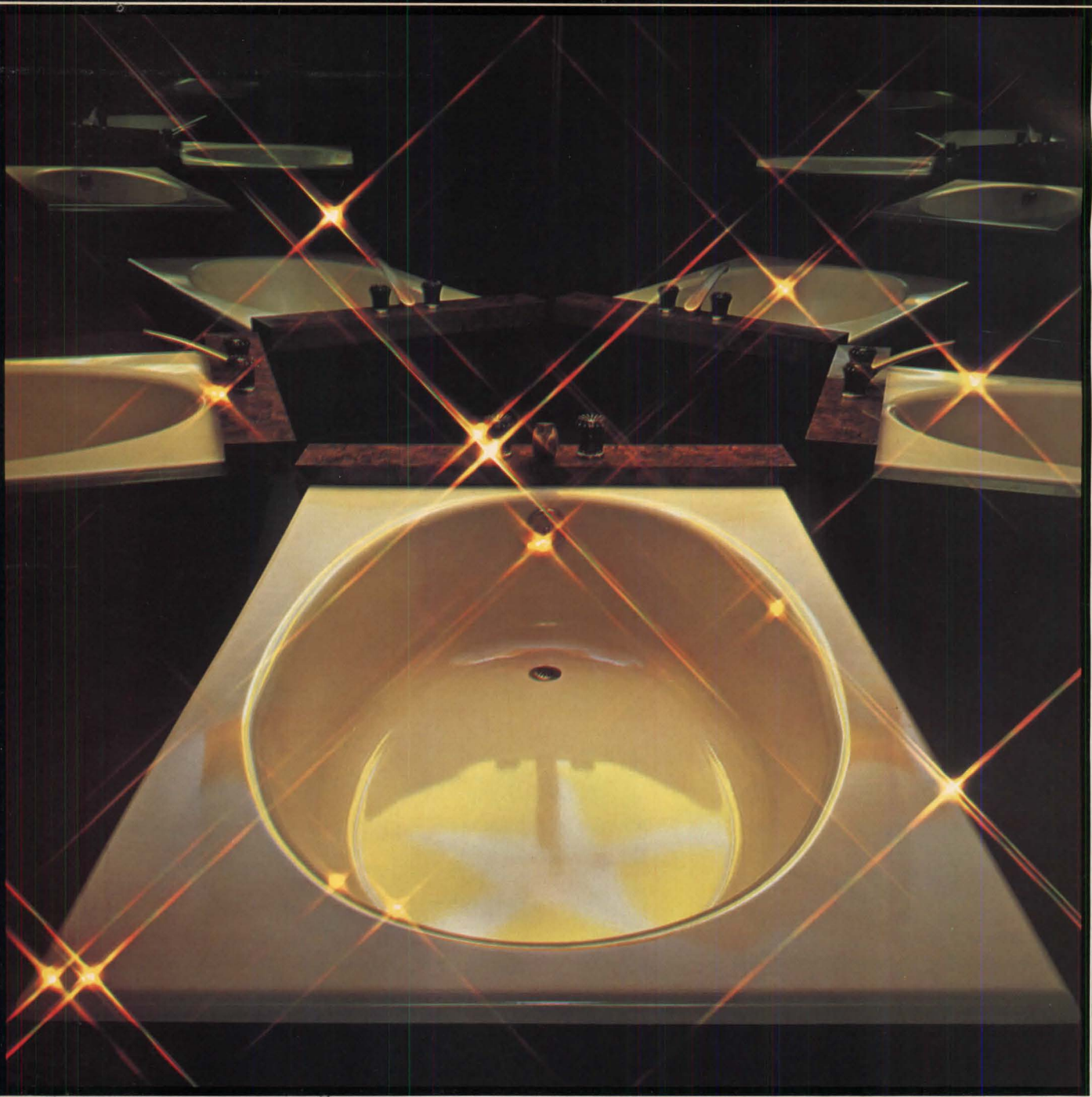
¹Compared to windows which just meet industry air-infiltration standards in a one-story house in Denver, Colorado with 15% window-to-floor space ratio, 250 lineal ft. of crack and 6 inches of fiberglass ceiling insulation (R-19).

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Panelized townhouse system yields 24% saving

Gilbane Properties saved almost \$294,000 by building Narragansett's townhouses (page 52) with prefabricated panels, according to Project Manager LeBaron Preston.

"The townhouse section was the most recent construction at the site," he says. "When we broke ground last year, costs had risen so high that we had to find a way to bring them down."

The builder spent \$926,125 to complete 17 townhomes. Stick-built units, the company contends, would have cost \$1.2 million. (Cost comparison at right.)

Savings on labor. Most of the saving stems from the fact that the panels cut framing time and can be erected with non-skilled labor. On-site construction for the section totalled \$435,933, some \$305,000 below the stick-built figure.

"That's because we could enclose a unit in less than three days and pay \$8 an hour for labor instead of \$11," explains Preston. "It more than com-

pensates for the extra \$38,000 we paid for the panelized packages."

Acorn Structures of Acton, Mass. supplied exterior walls, studs, roofing, windows, skylights, kitchen cabinets and interior trim. One floor of a townhouse building was shipped at a time. Rafters were used instead of trusses to preserve storage space in the attics. Wallboard, insulation and mechanical systems were added on-site.

"And by using Acorn's architects to assist with the design, we saved an additional \$16,600," says Preston.

Preston expects Gilbane to return to panelization for future construction.

"We'll use the technique for the office condo we're starting this spring," he says. "And we'll probably use it for new condo flats. With costs continuing to skyrocket, it's the logical way to go."
—J.G.C.

How costs compare for 17 townhouse units

	Panelized	Stick-built	Difference
Sitework	\$ 85,000	\$ 85,000	\$ No change
Materials	278,167	240,000	38,167 extra
On-site construction	435,933	741,100	305,167 saved
Architectural fees	8,900	25,500	16,600 saved
Construction interest	20,000	30,000	10,000 saved
Land & soft costs	98,125	98,125	No change
Total costs	\$926,125	\$1,219,725	\$293,600 saved

"Weathering" for sale ... Cabot's BLEACHING OIL

Home by Techbuilt Inc., N. Dartmouth, Mass.;
Architect: Fred Della Paolera; Cabot's Bleaching
Oil on cedar siding and fence.

The unique "driftwood" look, usually found only in seacoast areas after years of exposure to sea air, may now be attained anywhere in a matter of months. Cabot's #0241 Bleaching Oil, when applied to new wood, provides a delicate gray tone that weathers gradually to a beautiful, natural driftwood gray. Suitable for all untreated exterior wood surfaces, any type of lumber. Everybody talks about the weather ... Cabot's has done something about it.

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- Send information on Cabot's Bleaching Oil
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American Gas Association Booth 1566-NAHB Show

You're looking at the best security system you can buy for your garage and whatever you keep inside it.

This is the kind of excellence you can always expect from the Overhead Door Corporation. Our Touch 'N Go™ automatic garage door opener system with the exclusive Time-Loc® radio control. It's the most ingenious, yet affordable, garage lock and key device made today.

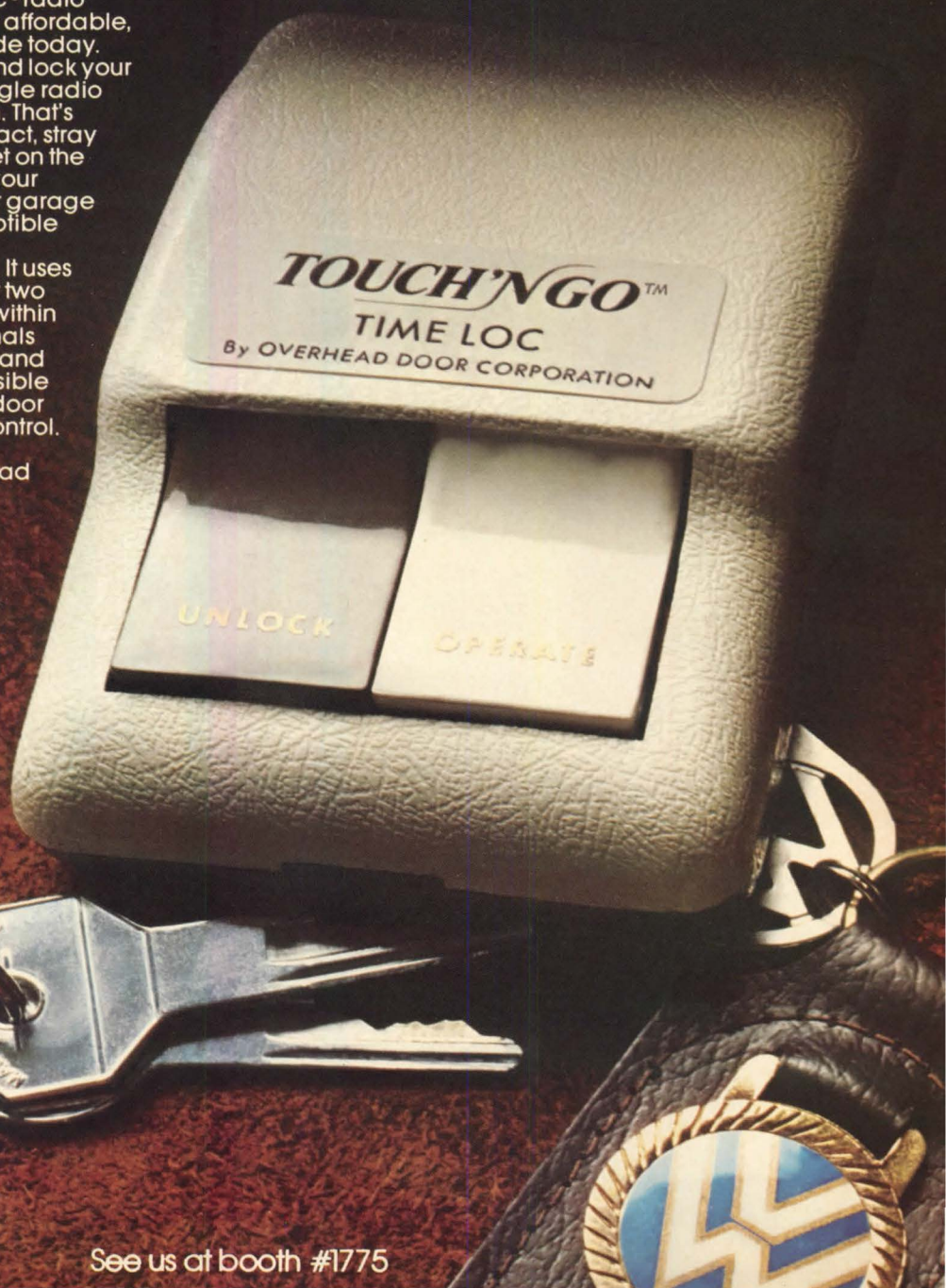
Ordinary controls open, close and lock your garage door by transmitting a single radio signal to the operator mechanism. That's simple. Sometimes too simple. In fact, stray radio signals or another control set on the same frequency may also open your garage door. The contents of your garage could be left exposed and susceptible to burglary.

Our Time-Loc control is different. It uses two separate channels to transmit two different radio signals in tandem within a seven-second interval. Both signals must be correct in channel, code and time. That makes it virtually impossible for anyone to open your garage door without your personal Time-Loc control.

The Touch 'N Go system with Time-Loc control. Only the Overhead Door Corporation makes it, sells it, and services it. Just call us. You'll get more than convenience, performance and dependability. You'll get the best security system you can buy for your garage and whatever you keep inside it.



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See us at booth #1775



Circle 61 on reader service card

**“We used to make the cabinets
for every home we built...**

**until we discovered Scheirich could build
them better, and deliver them faster.”**

Don Hall, President
Superior Homes, Houston, Texas

“Building houses for the popular market range of \$30,000 to \$60,000 used to have us struggling to keep supply equal to demand. We made everything except the major mechanical elements, but we still couldn't keep pace.

“Even though we were building our own cabinets, we soon discovered we couldn't build them fast enough. That's when we turned to Southwest Kitchen Distributors and their associate, Gassco Building Supply, for help.

“Southwest introduced us to Scheirich. And from the first glance we were impressed with the quality and variety Scheirich offered. Another thing that impressed us was Southwest's delivery schedule.

“Being a Scheirich distributor, Southwest could guarantee delivery when and where we needed the cabinets. And that's really important because we're now building several thousand units a year, including houses, apartments and condominiums.

“We're installing Scheirich's Gardencourt Carmel in our medium-priced, single-family homes, Gardencourt Calais in our apartments and condominiums, and in our higher-priced custom homes we're using Scheirich's top-of-the-line Queenswood cabinets.

“Southwest also showed us how to improve our kitchen layouts for maximum efficiency and they co-ordinated daily deliveries of Scheirich cabinets based on our tight production schedules.

“Thanks to Southwest and Scheirich, we solved our cabinet supply problem beautifully.”

SCHEIRICH CABINETRY
FINE FURNITURE FOR THE KITCHEN AND BATH



Superior Homes specializes in the construction of middle-income housing in metropolitan Houston, with the primary market range being homes costing \$30,000 to \$60,000.

Superior built more than 1200 homes and 600 apartments and condominiums last year and plans to double those figures this coming year. And with a volume like that, they don't need supply problems.

That's why Superior Homes turned to Southwest Kitchen Distributors for Scheirich cabinets. Scheirich quality and Southwest's co-ordinated daily deliveries helped Superior keep pace with the demand.

See us in booth no. 1763 at NAHB.

Selling the first-time buyer:

With duplexes for young families in Las Vegas...

Pardee Construction has sold 418 duplexes in three years at its Spring Valley community by offering an attached home that looks and feels like a detached house.

"We're selling mostly to young families who have been priced out of detached houses," says Lee Antonello, Pardee's sales vice president. "They all want the benefits of homeownership, but they're turned off by the prospect of living in attached housing."

Prices and density. The duplexes represent an ideal compromise.

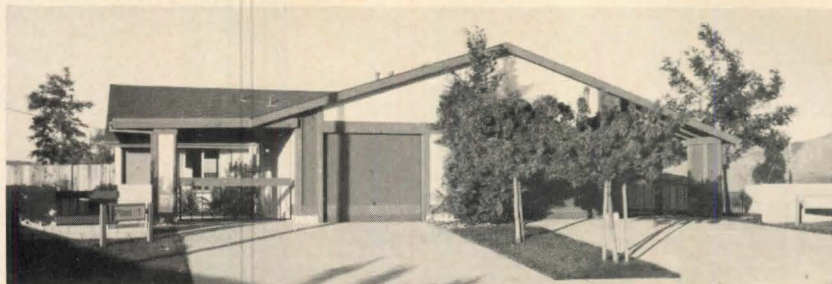
First, the siting has reduced prices 16% below comparably-sized detached houses that Pardee is also building at Spring Valley. (The duplex plans, seized 903 and 1,010 sq. ft., opened from \$27,500 to \$30,000 in 1975 and now sell from \$44,000 to \$47,000.)

"We're putting up seven duplexes per acre," explains Antonello. "Our conventionally-sited, detached houses never exceed 4.5 per acre."

Second, the duplex buildings look like large detached houses. And Pardee has reinforced the single-family feeling by including front, rear and side yards in the fee-simple ownership package; by building privacy walls on the lot lines; and by offering ten elevations.

"Our streetscapes have more diversity than most of the neighboring single-family projects," says Antonello.

Image problem. While the duplexes, called Colony Homes, have sold well at Spring Valley, the Las Vegas zoning authorities were far from enthusiastic when the concept was presented. The

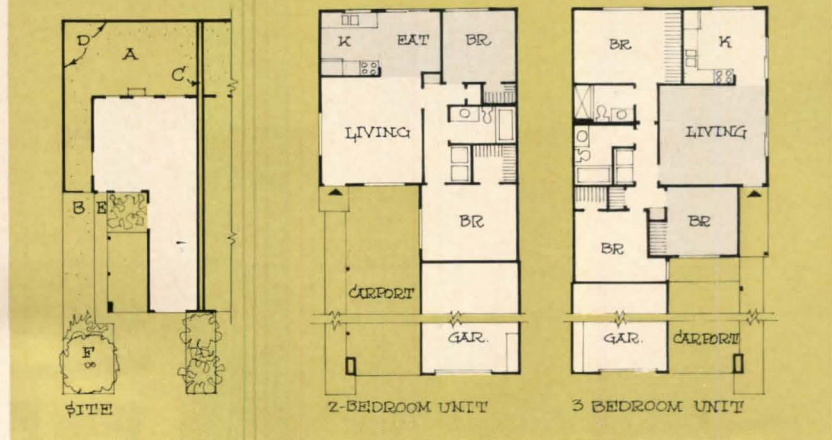


WILLIAM COLLETT

Exterior diversity is provided by ten elevations. (Shown above is contemporary style.) Each unit has an attached garage and a covered carport.

Typical duplex lot (below) has features that give homes a strong single-family feeling. Each fee-simple purchase includes 760-sq.-ft. rear yard (A) and 160-sq.-ft. side yard (B). Privacy walls divide rear yards (C) and run along rear and side lot lines (D). Deeply recessed entries (E) and front-yard landscaping (F) offer extra privacy.

Conversion options are strong sales points of project's two duplex plans. Bedroom in 903-sq.-ft. home (below) can be turned into family room or den that is open to kitchen/dining area. Bedroom in 1,010-sq.-ft. layout (below right) becomes den open to living room. Plans opened from \$27,500 to \$30,000 and now sell from \$44,000 to \$47,000.



reason: Some duplexes had previously been built as rental units in the area and it was feared that Pardee's homes would attract a transient market.

"So we flew the county commission-

ers to southern California to look at duplex projects there," says Antonello. "When they saw the kinds of buyers that these homes were attracting, they gave us the green light." —J.G.C.

...and with condo flats for ex-renters in Salt Lake City

They lined up at dawn to await the opening of Quailbrook East.

And they snapped up 310 condo flats in a feverish buying spree that lasted until 10 p.m.

"More than 1,700 cars entered the

project," says Ken Baxter, whose Blue Chip Realty handled sales for the developer, the Busch Corp. "We had to hand out numbers like a bakery to people waiting to enter the model area."

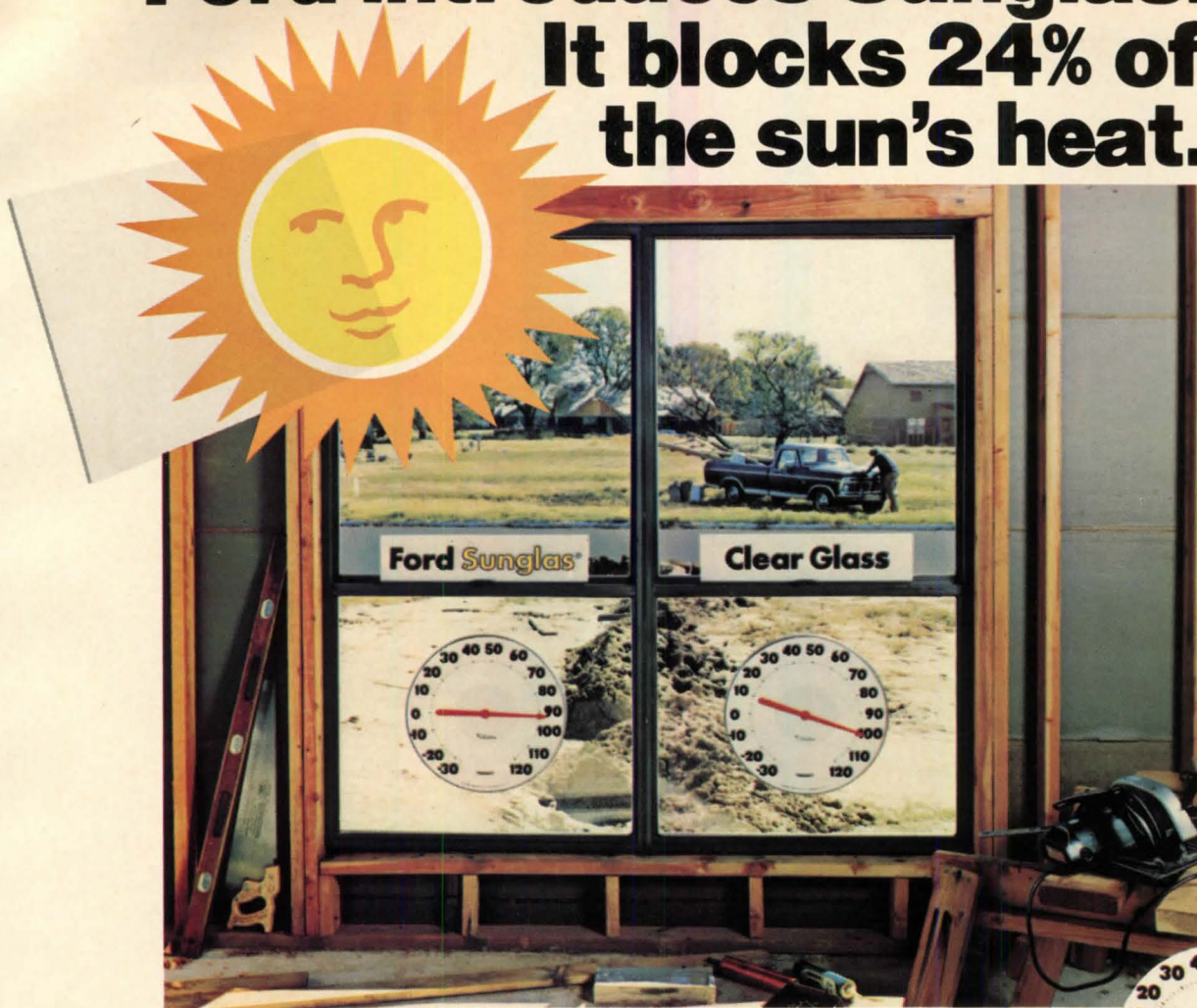
Baxter devised the one-day-only sale because a large number of young renters were being forced into the for-sale market by the city's apartment scarcity.

"So we decided to go for broke and sell everything at once," he says. "And we were on-target; 95% of our buyers were young singles and couples who were moving from rentals."

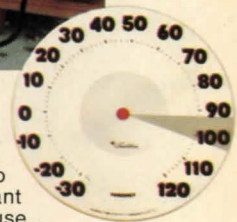
Sale promotion. The project's small units (640 and 860 sq. ft.), low prices (\$27,000 to \$42,200) and small monthly carrying charges (\$307 to \$458) are made to order for these



Ford introduces Sunglas.[®] It blocks 24% of the sun's heat.



Eight Degree Difference! The demonstration pictured took place in Tulsa, Oklahoma. Regular dial thermometers were attached to the inside of two insulated glass windows, one with the outside lite glazed with Sunglas. The windows were side by side, on the same plane. The thermometer attached to the Sunglas window registered eight degrees cooler than the thermometer attached to the clear glass window after being exposed to the sun for nine minutes. The thermometers measured primarily the difference in radiant energy passing through the glass, not the average ambient temperature in the house.



Sunglas...the new low-cost energy saving glass. Sunglas stops 24% of the sun's heat by absorbing and reflecting the sun's rays. This means your customer's air conditioner won't have to work as long or as hard as with clear glass. Single-strength Sunglas, with its 0.87 shading coefficient, has a relative heat gain value almost equal to thicker 1/8" bronze. Yet single-strength Sunglas is approximately 40% cheaper based on a comparison of glass manufacturers' published trade prices. Double-strength Sunglas has a slightly better heat gain value than 1/8" bronze, and is approximately 25% cheaper!

Sunglas lets the daylight in. Single-strength Sunglas lets in 23% more daylight than 1/8" bronze glass, so artificial lighting costs could be reduced. And because Sunglas looks like clear glass, customers enjoy natural outdoor colors. That "clear glass look" also makes Sunglas aesthetically right for any residential design.

Single-strength Sunglas cuts ultra violet rays 22%. This reduction over clear glass is important in protecting carpets and draperies from the sun's fading effects. And Sunglas is the *only* solar control glass available in the traditional single-strength window glazing thickness. For patio doors and non-residential applications, Sunglas is also available in thicknesses up to 1/4".

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A complete Sunglas brochure is available. Write: Ford Glass Division, 300 Renaissance Center, Post Office Box 43343, Detroit, Michigan 48243.

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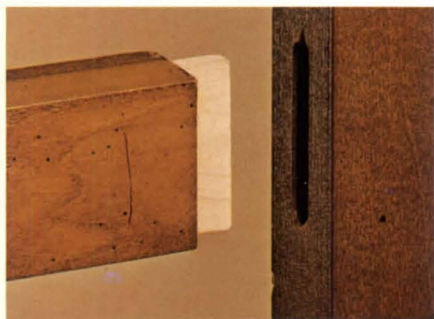
Drawer sides are 3/8" oak.

Drawer fronts have select 7/8" and 1" solid core construction.

Ball bearing rollers on a front frame suspension system glide easily in plated steel channels. Smoother, quieter operation with stay-closed feature.

The beauty of the woods protected by Durasyn® finish.

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Realtors hear attack on rent control

"Rent control is a triple cancer. It has short, middle and long-term effects."

So said Erwin Drucker, president of the Institute of Real Estate Management, during a press conference at the National Association of Realtors' convention in Honolulu (Nov. 10-16).

Drucker made his remarks as a member of a panel that included Norman D. Flynn, chairman of the NAR's rent control committee and Jerome R. Jakubvitz, past president of the Bronx (N.Y.) Board of Realtors.

Rental options. To provide affordable rental housing, the panelists suggested these alternatives to rent control:

- Government incentives to investors in low and moderate-income housing projects.

- Government incentives to lenders to provide lower-cost mortgages with longer terms.

- Revision of building codes in order to lower building costs.

- Government rent subsidies for families unable to find affordable housing.

With rent control, Flynn added, "the tax base erodes because of high property taxes and businesses are afraid to enter controlled areas."

The NAR drew 30,000 to its gathering.



Let voters choose, rent expert urges

"Given the chance to decide on rent control at the ballot box, voters in Lynn, Mass., Madison, Wis., and Berkley, Calif. have rejected it. If they get the facts, the people will vote in their own—and their children's—best interests."

So declares Richard L. Fore (*above*), president of the new National Rental Housing Council. Its offices are in Washington.

Criticism. Rent control, Fore con-

tends, facilitates discrimination, cuts the mobility of renters and shifts the tax burden to homeowners.

Fair rents, he says, "can be guaranteed by a good supply of units. They [renters] would be better off trying to ease restrictions inhibiting apartment construction rather than lobbying for rent control."

The NRHC, which serves as a clearinghouse for rent control information, may open other branches nationwide.

62 Salt Lake City condos

buyers. But to ensure the success of the sale, Blue Chip spent almost \$150,000 to prepare the market for the event.

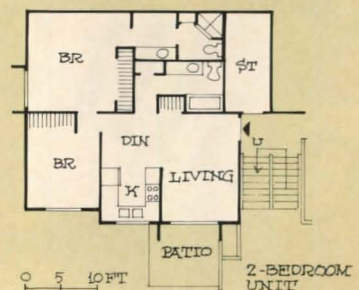
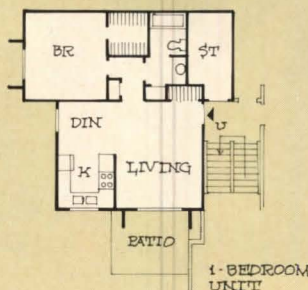
The Realtors put \$15,000 into newspaper ads that stressed the urgency of getting a Quailbrook East unit while the supply lasted. Another \$110,000 went into television commercials that blanketed Salt Lake City for three weeks.

Help from friends. The half-minute commercials stressed the dramatic success of a Denver condo project last summer where 167 similar-sized flats were grabbed by renter/buyers in a six-hour sellout.

"We saw the story in HOUSING's July issue," says Baxter. "We couldn't have invented a better sales argument for our buyers." —J.G.C.



Condo flats (*left*) had strong appeal to young Salt Lake City renters because of units' small size and low price. One-bedroom plan (*below left*) has 640 sq. ft. and sold from \$27,000 to \$30,200; two-bedroom plan (*below*) has 860 sq. ft. and sold from \$37,200 to \$42,200.



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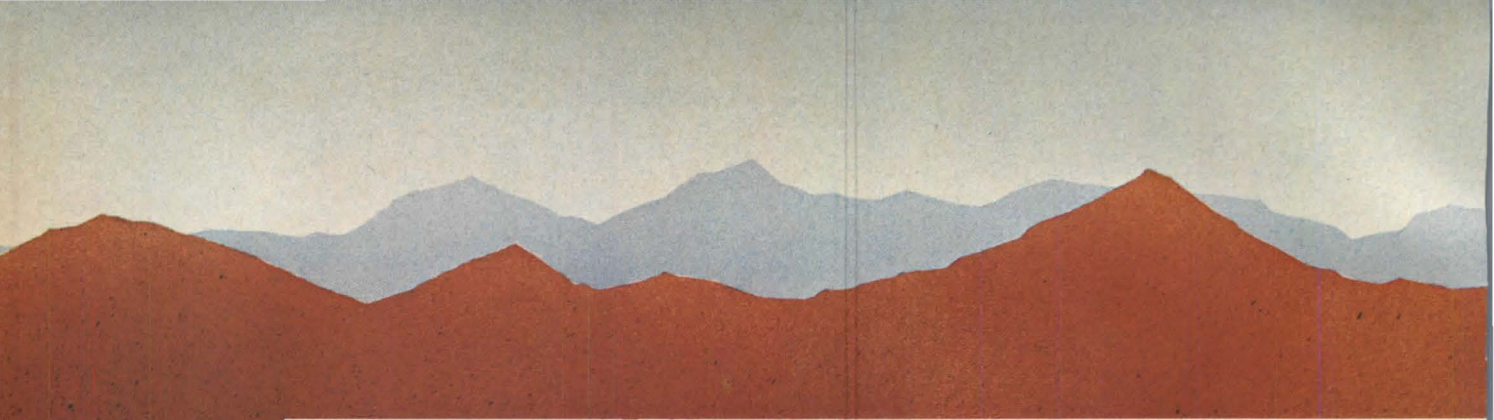
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CAROLE EICHEN
Carole Eichen Interiors
Fullerton, Calif.

Creative sell for '79: A custom look is the way to go

Memo to homebuilders: This year's number-one merchandising word is individuality.

Why? Because today's value-conscious homebuyers are demanding a bigger return for the higher prices they're forced to pay. And while they're still willing to spend a lot for production housing, they won't accept products that seem to be cut from the same old mold. What they want is some of the distinctiveness they'd get if they went the custom-home route.

So more than ever before, you've got to find ways to put the buyer in your house—psychologically, that is.

Meeting that challenge is what this column is about. Specifically, we'll discuss some innovative decorating techniques that can help you

personalize your model homes, thus giving them an exciting, custom-like character.

Personalize with accessories. Almost anything that recalls the past will add a "my home" feeling to model decor—whether the theme is traditional or contemporary.

For instance, instead of accessorizing the family room of a contemporary model with a single piece of abstract art, design a gallery wall using framed pictures of families, pets and vacation scenes.

The fact that those photos don't belong to a prospect's family won't matter one bit. People are fascinated with other people. And I guarantee your model-home visitors will look at every photo on the wall. That means you've got them involved. What's more, they'll feel livability radiating from that room.

Similarly, you might scatter photo albums, old spectacles and other family-type memorabilia throughout a model. And don't overlook the nostalgic effect you can create with stacks of vintage magazines like *The Saturday Evening Post*. They make a positive, personalized statement. Swap meetings and secondhand stores are good sources for these kinds of accessories.

Personalize with furniture. Mixing styles is one way to do it. In a contemporary-themed dining room, for example, combine a turn-of-the-century claw-foot table and six clean-line contemporary chairs.

Pairing the old with the new like

that conjures up memories of family gatherings at dinner time. That's a secure feeling for many of us in these pressure-packed days. So, once again, you've got the prospect emotionally involved.

Another benefit from combining the old and the new: Antiques tend to soften contemporary decor, and that's a big change from the stark look of the past few years.

Creating conversation centers is another way to personalize with furniture. Try this technique: Use two facing country-English sofas and separate them with a butler-tray coffee table. That's an arrangement favored by custom interior designers, but there's no reason it can't be used in a production model. One caveat: You need a fairly large room for this kind of conversation center because any time you "float" furniture a room tends to look smaller than it is.

Personalize with color. In-vogue color schemes—the kind advocated by shelter magazines—can also make your models look more like custom houses. But don't throw out all the old rules about color in an effort to be up-to-the-minute. One to remember: "Soothe, don't shock."

I think this year's big color will be peach (or salmon), teamed with teal blue, chocolate, white or green. And for what looks to be 1979's strong decorating themes—traditional country French and country

76



Framed-fabric wall art helps customize the dining area (above) in a model at Ridgewood Townhomes, West Covina, Calif. Builder: Ridgewood Development.

Track lighting (right), not commonly used in master suites, helps personalize a model at The Island, Fullerton, Calif. Builder: William Lyon Co.



PHOTOS: CREATIVE DESIGN SYSTEMS

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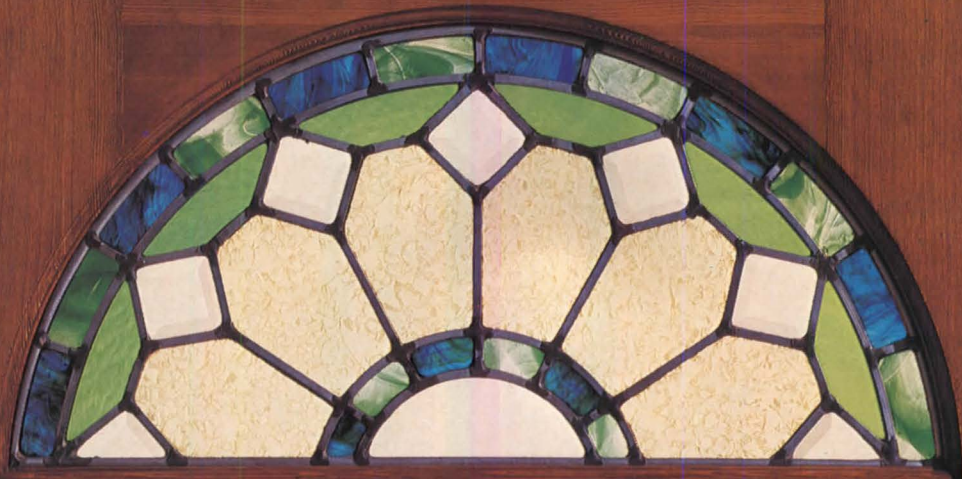
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English—try the not-so-traditional colors of green and grape, canary yellow and tomato red, and peach and navy.

Here's another way to personalize with color: Use small pieces of expensive fabric as matting for framed pictures and as coverings for window or lamp shades. For maximum impact, use the same fabric three times in a room. Then, enhance the effect with plain, color-coordinated drapery and upholstery fabric, and possibly a matching patterned wallcovering. That's correct. You can mix two or three patterns if they don't visually "fight" each other.

Two possible approaches: With traditional decor, combine floral patterns of any type with plaids; for a warm contemporary look, team up a subtle geometric print with a striped pattern.

And for some smaller touches of color personalization, add sparkle to a dull bathroom by papering the ceiling and installing hand-print patterned wall tiles. Or be imaginative in the kitchen by outlining or striping the walls.

Personalize with upgrades. Up-

grading can help you individualize almost any area of your model. Some examples:

The conventional decorating approach in master suites is to flank the bed with nightstands and lamps. Why not install track lighting above the headboard instead? You'll be surprised how much a small departure from the norm can contribute to a custom effect.

In a kitchen, turn an ordinary food preparation area into a gourmet center with wood chopping-block surfacing on the counters. Consider showing built-in toasters, mixers, microwave ovens and double ovens. A double oven helps remind Mom that your kitchens are spacious enough for preparing a multi-course holiday meal for a large family.

Upgrade all your rooms by spending money for attractive hardware and light fixtures; don't forget about places for plants; and if solid wood entry doors aren't standard on your units, consider using them on your models.

But never mislead the prospect with upgrades. Identify them as "decorator items," so no one is dis-

appointed once he's decided to buy.

Some final thoughts on merchandising your models for today's hard-to-please buyers:

The media has reshaped attitudes and reduced provincialism. The deep-rooted northeast and southeast markets want to lighten up their homes; the rootless, mobile far-west and southwest markets want model homes to project a lifestyle that says, in unspoken terms: "Let's settle down, make a home for ourselves, and stay put."

Translating that into a merchandising strategy, the western builder should show more libraries, studies and dens; the eastern builder more hobby rooms and indoor entertainment centers. All can be designed into secondary bedrooms.

No matter where you build, be innovative and exciting, always making sure that your interior design is targeted to the demographic profile of your market.

For 1979 the message is clear. We must be creative and committed to delivering a product that prospects can wholeheartedly believe was designed expressly for them.



Three-way personalization—using accessories, furniture and color—adds a custom-like aura to models at Stonegate, Anaheim Hills, Calif. Specifically: An eclectic mix of accessories and an antique Austrian piano warm up contemporary living-room decor (*above*); lots of plants and a casually placed open book provide a "my-home" feeling in a traditionally styled living room (*above right*); and colorful mix-and-match fabrics help individualize the kitchen/family room shown at right. Builder: Socaland Development.

PHOTOS: CREATIVE DESIGN SYSTEMS

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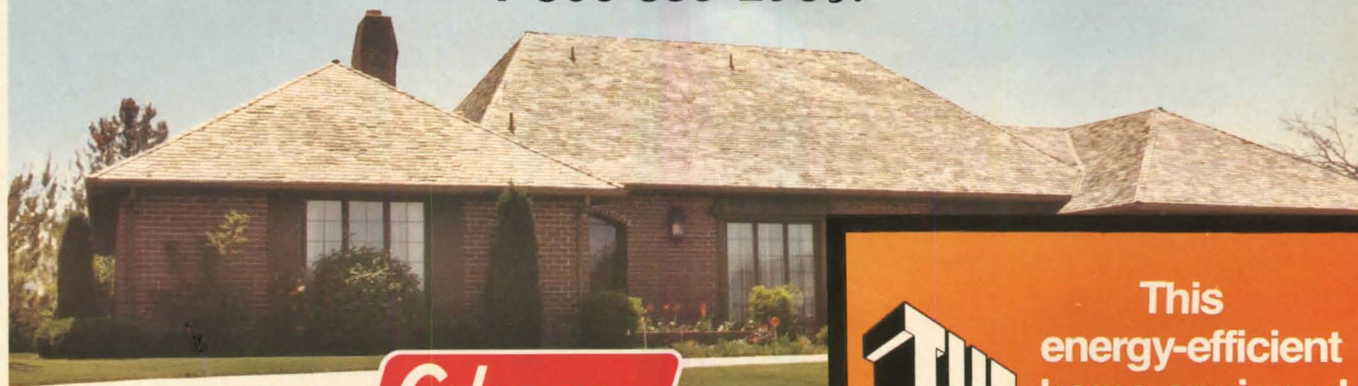
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Please note: The nature of the seminar makes it imperative that we limit our enrollment

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Last year we were forced to turn down several late registrations, so we urge that you register as soon as possible.

These marketing experts will conduct your classroom sessions

Kenneth W. Agid is Chairman of the board of Market Profiles, a market research and market planning firm based in Irvine, California which conducts feasibility studies recommending product design concepts that optimize development and construction opportunities, and provides marketing consultation on merchandising and sales programs. Prior to joining Market Profiles he was Vice President of the Irvine Company of Orange County, California. In this capacity he was responsible for a marketing program which produced annual sales of more than 1,500 units, ranging in price from \$30,000 to \$200,000 and valued at better than \$100 million. He is recognized as one of housing's foremost experts on market segmentation.

Carole Eichen is president and founder of Carole Eichen Interiors Inc., one of the first firms in its field to stress the warm, lived-in look for production-house models. In the last 13 years since she began her design practice, she has designed more than 8,600 room settings for some of the country's leading homebuilders. A member of Housing's board of contributors, she is also the author of "How to Decorate Model Homes and Apartments," published by House & Home Press.

Lester Goodman is president of Lester Goodman Associates, a marketing-services company that specializes in marketing research, planning and consultation for residential builders. Mr. Goodman has spent over 20 years in the housing field. He has been responsible for the marketing and sales of more than 30,000 units for many builders throughout the United States and Canada. Mr. Goodman is immediate past president of the New Institute of Residential Marketing, an organization developed by NAHB to provide educational programs, and has been for 14 years a lecturer on marketing for the University of California at Los Angeles and Irvine, and California State University.

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

Walter J. Richardson, FAIA, is president of Richardson-Nagy-Martin, the 20-year old Newport Beach, California, architectural and planning firm. The firm has projects in 25 states and four foreign countries and has received over 30 national and regional awards. Mr. Richardson is a registered architect in ten states and has headed his own firm since 1958.

He is a past chairman of the American Institute of Architects' National Housing Committee and a past president of the Orange County Chapter of the AIA.

To see how to register, please turn the page

a housing conference

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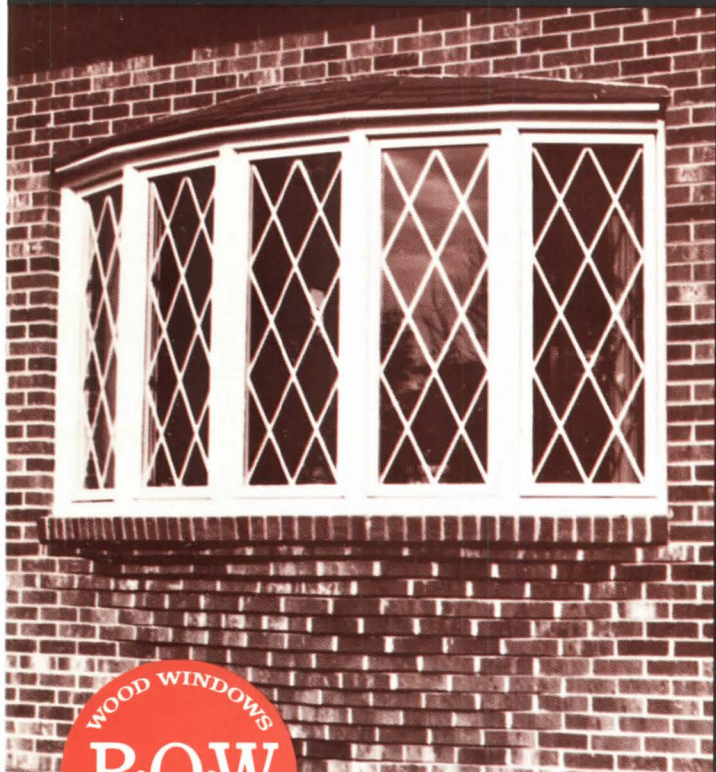


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Market focus

Young marrieds on the move

They haven't passed 35

They both have careers

They're childless

**And they want the good things
in life—now**

"The minute we married we decided we wanted to buy a home," say Larry and Michele Haertel of Rye Town, N.Y.

The Haertels typify a whole new breed of home-buyer that's emerging across the country, particularly in and around cities.

It consists of affluent young couples who buy long before they're ready to put down roots or start a family.

They're buying because their combined incomes—usually topping \$30,000 a year—make a tax shelter attractive, if not imperative.

And they're buying as a hedge against inflation. Most see a house purchase as the best investment they can make.

They prefer an easy-to-maintain house that suits the busy life of a working couple.

What's more, they want a sophisticated design so they can show off that house to friends or business associates.

But in many areas they haven't been offered the housing they want.

"Builders need to wake up," says Andrew Greenman of Greenman Corporate Consultants, Hollywood, Fla. "There's an untapped potential for selling a product geared to young professional couples."

Builders who *do* offer a product attractive to this market have found it to be growing with no signs of a slowdown.

Says Gordon Youde, director of marketing for Broadmoor Homes, Irvine, Calif., "In 1977 young marrieds without children made up 9% of the overall housing marketplace in Orange County. In 1978 they accounted for 15.4%. And I would not be surprised to see the proportion top 20%."

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Tennis enthusiasts at right are the Haertels of Rye Town, N.Y. She's a 26-year-old personnel manager; he's 27 and is with an investment banking firm. They purchased a townhouse at a Barco Rye Town Co. project.



Builder Richard Jacoby of Barco Rye Town Co., Westchester County, N.Y. is among those who think the trend is good for several more years.

"These young two-career couples are part of the baby-boom generation," he says. "They'll be a significant market segment until that population bulge pushes past 35."

Here are some ideas on how to attract this market. They've been gathered from builders and consultants across the country. And we've included the comments of some typical young professional couples.

Sell them with sharp merchandising

Young professionals are out to prove themselves; they're on their way in a career but haven't yet made it to the top.

They're eager to be associated with symbols of success, and the builder's advertising can take advantage of this desire.

"We try to present the product as one that has been selected by affluent people," says Ed Haddad, president of The Codman Co., a Boston-based real estate firm. "To do that, we've used endorsement advertising extensively."

"Our slogan is 'Trendmaker Homes for creative people,'" says Gary Cardwell, marketing vice president for the Houston building company. "We've sold townhouses and patio homes to this group. We know they think they're a little more sophisticated and have better taste than the average person."

Says Broadmoor Homes' Gordon Youde: "The easiest way to hook them is to associate your product with an expensive car or an elegantly dressed woman."

Another slant that works: Appeal to young marrieds' desire to have fun.

"We stressed the life-style at Prestwick in our ads," says Karl Preusse. "We have a golf course, tennis courts, a swimming pool and a restaurant."

Preusse is executive vice president of Indun Realty in Indianapolis, owner/developer of the Prestwick PUD. That company's sold a large proportion of its Fairway Hills townhouses to young professional couples.

The ad campaign for Sundance, a 167-unit project in Hollywood, Fla., comes right to the point.

"Buy a home while you're young enough to enjoy it' is the line we're using," says Bernie Schreft, executive vice president of Greenman Corporate Consultants. His company's handling the project's marketing for builder Sundevco Inc.

A project's name and on-site sales tools should create a strong image. And more attention should be paid to landscaping than is needed for a family market.

Not only is the young couple impressed; they're looking ahead to what their friends will think when they visit.

Model homes shouldn't be overstuffed.

These young couples aren't seeking solidity; most plan on moving within three to five years.

"The furniture has to be light in scale to fit their somewhat casual approach to life," says Schreft.

"At the same time, these couples appreciate the niceties that make life more interesting. They like art, for instance. They pay attention to wall treatments and galleries."

Builder Richard Jacoby used contemporary furnishings in the models he targeted to two-career couples at The Arbors, Rye Town, N.Y.

"But we didn't get glossy," he says. "We stayed away from lots of chrome and glass."

Sell them with low maintenance

Shared leisure is limited when husband and wife both have careers; they don't want to spend it mowing lawns or doing housework.

Moreover, these young couples enjoy the freedom brought by affluence at a relatively young age. They can afford to pass the weekend skiing or shopping for antiques.

The builder's approach?

"For this market, low maintenance is not an advantage but a requirement," says The Codman Company's Ed Haddad.

He ascribes much of the concentration of young professional couples in the condo market to this maintenance factor. (He thinks such couples actually make up the majority of condo buyers in the northeast.)

Condo buyer Susan Matthei of Old Greenwich, Conn. is typical.

"I raked leaves for my parents when I was young," she says. "I served my time." (Susan and her husband own a unit at The Common, a Collins Development Corp. project.)

As well as condos, the young marrieds are buying fee-simple duplexes and townhouses or even single-family houses—in short, whatever's available and affordable in their hometowns. But the low-upkeep message always comes through loud and clear.

"Buyers of this type are going into single-family homes in Orange County," says market researcher Tom Payne of Applied Research Services, Laguna Beach, Calif. "But to sell to them, the backyard should be merchandised differently. A builder should show greenhouses, pools, low-maintenance landscaping—anything but a lot of grass."

Sell them with recreation

Exercise is in. Young marrieds are jogging, skiing and playing tennis.

So it pays to include recreation facilities in a project geared to two-career couples.

But don't go overboard.

"Clubhouses and meeting rooms are out," says Bernie Schreft. "At Sundance we recommended only outdoor amenities be included for a young couple and singles market. So the facilities will be limited to tennis courts, a pool with deck for conversation areas, racquetball, etc."

"After all, these couples are extremely mobile. They're going to be doing a lot of things off-site as well."

If there are but few facilities on-site, proximity to local



Amateur chefs Gail and Rich Moreno are in their early thirties. The couple owned a single-family house before buying a Broadmoor Homes townhouse at Summit Ridge, Walnut Creek, Calif. Reduced maintenance was one reason for the move. The two couldn't manage all the chores after Rich took a sales position with long working hours. Gail has a supervisory post with a San Francisco-based utility company.



public recreation can be a selling point.

"We're a quarter of a mile from a high school that has tennis courts as well as a track and basketball facilities," says C.A. Barg of Houston, a Trendmaker Homes townhouse buyer. "That was a real plus. And we'll probably swim in the project's pool every night this summer."

Sell them with architectural excitement

These couples are not putting their housing dollar into sheer square footage; they have neither the space requirements nor the higher living expenses of a family with children.

The more important consideration with them is design.

"For less money they could buy the same size unit as ours without volume ceilings and skylights," says Gary Cardwell of Trendmaker Homes. "But they won't."

Says researcher Payne: "For this couple the home is a showplace, a sign of affluence—not a place geared to family rearing."

There's no one architectural style guaranteed to appeal, but these two-career couples are more receptive to innovation than older buyers.

The comment of buyer Michele Haertel is not unusual. "The overall impression was more important to us than the fact that the units are contemporary," she says. "Our first consideration was that the design was well done, that the landscaping was good and that the whole project fit together nicely." (The Haertels own a townhouse at The Arbors, built by Barco Rye Town Co., Rye Town, N.Y.)

Bill Becker, a market consultant based in New Jersey,

adds this caveat:

"Don't go to design extremes for this market. They're interested in resale potential, so they don't want something that looks too out-of-the-ordinary."

Sell them with wide-open floor plans

Rigid zoning is out; there's no need.

Separate private areas and play space for children are not requirements.

Moreover, there tends to be less clutter in a two-adult household than in one where children are playing constantly. The family house needs an area hidden from the view of visitors where less expensive furniture, toys and games can predominate. The young professional couple, on the other hand, is usually interested in decorating and showing off the whole house. And they appreciate the drama of spaces opened up to one another.

For example, Gail Moreno of Walnut Creek, Calif., likes the way the living room, dining room and kitchen of her townhouse relate to one another. (She and her husband bought at Broadmoor Homes' Summit Ridge.)

"It looks spacious," she says. "There's lots of light, and I like the feeling of furniture that carries the same look from one room to another. Here I can tie in what's in my dining area with one or two pieces in the living room."

Furthermore, "professional couples like a house with a good traffic pattern because it simplifies cleanup."

So says Harold Weisman of the Codman Co., who's director of on-site marketing at Coburn Woods, Nashua,



N.H. About a third of that project's 220 detached condos, which were built by H.J. Stabile & Son Inc., went to childless, two-income, young couples.

A reduction in clean-up time encourages entertaining, too.

"The simple layout makes it easier to have people here often," says Julie Goss, a Coburn Woods buyer. "The entertainment issue was important to us when we were looking for a house; we want it to be convenient."

In part because of the professional couples' desire to entertain, formal areas of the house take on more importance than the informal.

"Our research tells us they'd take a formal dining room over the family room," says Gordon Youde of Broadmoor Homes. "So we emphasized the size and impact of the living room and dining room. If we include a family room at all, it's small—really more of a den."

Sell them with roomy master suites

Career couples spend the day out of the house.

Their jobs often call for long hours. And they frequently eat in restaurants, participate in sports, or otherwise spend time away from home.

Sixty to 80% of their time at home is spent sleeping, getting ready for bed or dressing for work.

So the master bedroom takes on primary focus.

"We included master bedrooms that are very, very large for this price range [\$44,990 to \$58,990]," says Karl Preusse, of Indun Realty. "There are double entry doors to

the bedrooms, too, and we glamorized the master baths."

Because both husband and wife have rather extensive wardrobes, closet space is highly significant.

"This is the first time Gail and I ever had a closet we could put all our clothes in," says Rich Moreno. "Before, one always had to use the closet in another bedroom."

Big master baths are a must as well.

It's not solely a question of glamour; both adults are likely to need dressing space at the same time.

Moreover, the master bath is the only bath in the house that's going to be used as a primary bathroom everyday, so it should get the most space.

Sell them with secondaries not for sleeping

"I see a great waste of merchandising dollars spent on secondary bedrooms—both in square footage and in decorating costs."

That's the opinion of market researcher Ken Agid of Market Profiles, Irvine, Calif.

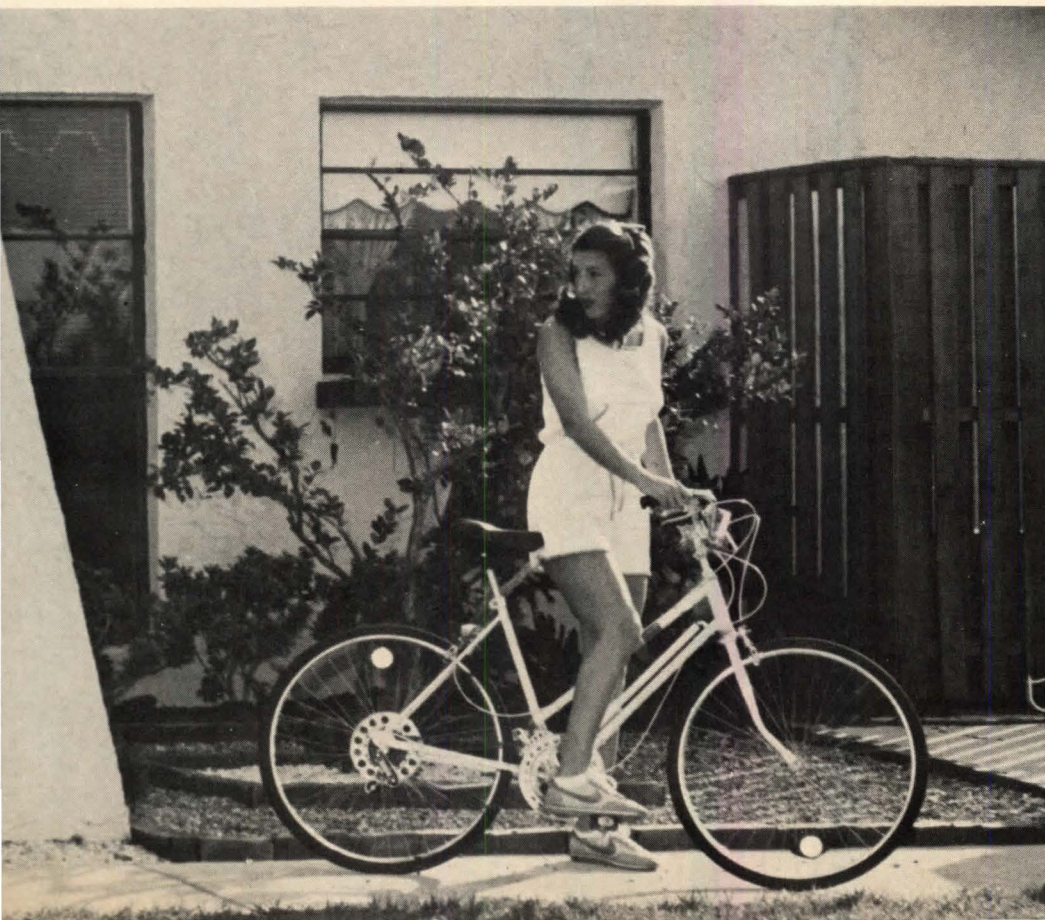
"Builders need to tune in to the fact that there is a significant market segment without children," he says. "Other uses for secondary bedrooms are more important to these young marrieds than the fact that you can put a standard bed in there."

John and Susie Dunlop, buyers at Fairway Hills, agree.

"We wanted a bedroom we could use as an office," they say.

The Bargs of Houston paneled their single secondary and installed bookshelves and a desk.

TO NEXT PAGE



Bicycling is only one of the activities enjoyed by Jeff and Marty Bunn of Tampa, Fla. The couple, both 24, were attracted by the recreation facilities, planned activities and traffic-free streets at The Plantation, a Trafalgar Development PUD where they purchased a duplex unit. Jeff works for a St. Petersburg S&L; wife Marty is an insurance adjuster.

And the Gosses of New Hampshire use one spare bedroom for television viewing and have set up the other as an office for Bruce, a psychologist.

Sell them with uncramped kitchens

Skimpy kitchens are unacceptable—even for those dual-career couples who often eat out.

For one thing, convenience is essential; food preparation time is at a premium during the work week. A kitchen that lacks adequate counter space, storage or floor area is not efficient.

There should be room for the buyer to add a microwave oven, if one is not included.

And breakfast bar or kitchen table space is appreciated by busy young marrieds. Either saves steps when coffee or a sandwich is being served. Furthermore, the formal dining area is left undisturbed, so housekeeping is simplified.

Another factor that rules out undersized kitchens for this market: cooking is a popular hobby.

Lee Matthews, an Atlanta marketing consultant, sees a rising interest in gourmet-style cooking among young professional couples in that city.

"They want a larger kitchen," he says, "and the husband is doing some of the cooking, too."

The Morenos of California are an example; they both enjoy fixing special meals when there's time. The well-planned, U-shaped kitchen in their Broadmoor-built townhouse was an important selling point for them.

Finally, the wife who does most of the cooking won't be shy about expressing her desire for an attractive and well-equipped kitchen. After all, she's providing a good share of the income needed to support the house purchase.

Sell them with private outdoor space

"Outdoor eating areas are an extension of the young couples' desire to entertain," says Gordon Youde, "and they want to have a barbecue without neighbors peering in."

Outdoor space contributes an element of single-family feeling for those couples who purchase attached units. It gives them space to have a dog or plant a small garden.

"It's nice to have an area where you can get out in the sun and do some landscaping," says duplex buyer Jeff Bunn, "but it's not so much work that it interferes with our leisure time." (Jeff and his wife Marty live at The Plantation, a Trafalgar Development PUD in Tampa, Fla.)

Another use of outdoor space: entry impact.

The Bargs' Houston townhouse features an entry courtyard. And they've noticed their neighbors planting fruit trees, palms and plants to enhance the space.

Ed Haddad of The Codman Co. adds a final comment:

"Large open spaces are a hit with planning boards, but they aren't really important to consumers. All the buyer really cares about is his unit and having his own private outdoor space."

—BARBARA BEHRENS GERS



Woodworker C.A. Barg, 29, wanted a two-car garage for workshop space. His handiwork, including furniture, decorates the Trendmaker Homes townhouse he and wife Tenny, 30, bought three months after their wedding. C.A. is with the U.S. Treasury Department's Houston office; Tenny has a career in social work.

Dog owners John and Susie Dunlop like having outdoor space to play with their pet. But it was the need for a tax shelter that prompted their purchase of a Fairway Hills townhouse at Prestwick, an Indun Realty PUD in suburban Indianapolis. John, 25, is a broker with Merrill Lynch; 24-year-old Susie is a CPA.

Writer Barbara Gers could have interviewed herself and husband Jeff for this story. She's a HOUSING editor. He is a school teacher. Both are 28. Two years ago they bought their first home—a Cape Cod house on Long Island.



PRODUCTS 1979



PRODUCTS PRODUCTS PRODUCTS

As you study HOUSING's product preview for '79, consider the mood of today's homebuyers.

They're paying higher prices than ever for new housing. They're saddled with higher interest rates. And inflation is eating into their income and savings.

What that adds up to is a value-conscious market—buyers who'll be choosier than ever about the products you put into your houses. They'll be looking for:

- Energy-savers—everything that helps reduce heating and cooling costs. And chances are they'll be impressed by water-savers, too.

- Custom-like items—decorative products that personalize a house, and perhaps something in the way of extra equipment that buyers can use for at-home recreation.

- Low-maintenance materials and equipment—anything that cuts clean-up, fix-up time. That's essential for the growing number of working couples who have little time or inclination for maintenance chores.

And after you've considered what your buyers want, look for easy-to-install materials that will keep your construction costs as low as possible.

The 200-plus products shown on the next 18 pages and in the back of the magazine are a sampling of the improved, updated and expanded lines offered by building product manufacturers. We've included booth numbers for the exhibitors at the NAHB convention in Las Vegas, January 19-24. (Be sure to check your exhibit guide for any last-minute changes.)

For easy reference, products are indexed by category below.

—JENNY KAHN

Bathrooms	100, 102, 152, 154	Lighting	112, 142
Doors/windows	108, 110, 160, 162, 164	Outdoors	144
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Interiors	102, 104, 176, 178	Tools/equipment	191, 192
Kitchens	96, 98, 150		

1. "Hallmark" cherry cabinetry features raised arch-top panels on the wall units and raised straight-top panels on the base units. Knife hinges are available in bronze or iron. Wood-Mode, Snyder County, PA. *Circle 151 on reader service card*

2. Laminate countertop designs come in almond and other natural tones. Designs offered are "Almond Butcher Block," abstract "Papyrus," "Almond Leather," abstract "Natural Shibui," and "Gold Shibui." Formica, Cincinnati, OH. NAHB booth 1572. *Circle 152 on reader service card*

3. Convertible barbecue range comes with two, four or six burners. Cooktop modules can be interchanged with an electric barbecue module that has a stainless-steel liner and a removable bottom drip-pan. Distinctive, Pasadena, CA. NAHB booth 2407. *Circle 153 on reader service card*

4. Electric drop-in range is easy to install. Range includes a self-cleaning oven and a black-glass door. The 30"-wide unit has chrome trim at the top and sides. Tappan, Mansfield, OH. NAHB booth 400. *Circle 154 on reader service card*

5. Contemporary-styled cabinetry, "Essex," is finished in birch veneer. Suspended drawers glide on a self-adjusting monorail track with a built-in roll-stop. Triangle-Pacific, Dallas, TX. NAHB booth 520. *Circle 155 on reader service card*

6. Washer and dryer come with easy-to-read yellow and gold controls mounted on a black panel. Washer offers a variety of wash- and rinse-temperature combinations. The 26 1/2"-wide dryer fits easily into tight laundry-area spaces. Speed Queen, Ripon, WI. NAHB booth 500. *Circle 156 on reader service card*

7. "Richwood" cabinetry features raised-panel door inserts and thumb-latch design handles with simulated keyholes. The mortise-and-tenon construction doors and frames are coated with a durable Durasyn™ finish. Kitchen Compact, Jeffersonville, IN. NAHB booth 1253. *Circle 157 on reader service card*

8. "Touch-N-Cook" range can be programmed to start cooking at a specified time and temperature. Range can switch to a keep-warm holding temperature once cooking is completed. Frigidaire, Dayton, OH. NAHB booth 730. *Circle 158 on reader service card*

9. "Cathedral Vintage Maple" cabinetry comes with antiqued hardware with ceramic knob pulls. Cathedral arching is featured on wall-cabinet doors. Several options are available, including lazy susans and swing-out spice racks. AristOKraft, Jasper, IN. NAHB booth 1241. *Circle 159 on reader service card*

10. Contemporary-styled cabinetry is finished with a high-pressure plastic laminate in white, mocha brown, curry or green. Four types of pull-out tables are available. Tielsa, Woburn, MA. *Circle 160 on reader service card*

11. Freestanding range includes a black tempered-glass cover so unit can double as counter space. The cover folds into the back-guard when surface units or oven are in use. Whirlpool, Benton Harbor, MI. NAHB booth 1700. *Circle 161 on reader service card*

12. "Harvest Oak" cabinetry comes with slide-out trays in the base cabinets. Adjustable shelves are available only in 30"-high single-door wall cabinets. Exterior surfaces have a durable lacquer finish. Merillat, Adrian, MI. NAHB booth 1568. *Circle 162 on reader service card*





6



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8



9



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11



12

KITCHENS

1. Drop-in range features a self-cleaning oven and a black-glass doorfront. A lift-up cooktop has two 8'' and two 6'' plug-in surface units. White-Westinghouse, Pittsburgh, PA. NAHB booth 1200. *Circle 163 on reader service card*



1

2. Energy-efficient dishwasher provides the option of fan-drying without using heat. Included is a meter which assures that a proper volume of water is entering the unit, regardless of water pressure variations. Maytag, Newton, IA. NAHB booth 1244. *Circle 164 on reader service card*



2

3. Traditionally-styled cabinetry, "Belvidere," features cherry or oak raised-panel doors. Custom-made stained-glass doors for wall cabinets are offered. St. Charles, St. Charles, IL. NAHB booth 1477. *Circle 165 on reader service card*

4. "Rustic Manor" plywood cabinetry is coated with a scuff- and stain-resistant finish. Wall cabinets are 12'' deep; base cabinets are 24'' deep. Connor, Wausau, WI. NAHB booth 1878. *Circle 166 on reader service card*

5. "Maple Ridge" cabinetry features batten-style door construction. Hand-stained maple door and drawer fronts come with inset drawer pulls and antique-stained ceramic knobs. Brass hinge straps may also be obtained. Kemper, Richmond, IN. NAHB booth 414. *Circle 167 on reader service card*

6. Built-in dishwasher, the "Patrician," has a Soak 'n Scrub™ cycle for pots and pans and an energy-saving heatless fan-drying cycle. Appliance comes in a variety of colors. KitchenAid, Troy, OH. NAHB booth 1356. *Circle 168 on reader service card*

7. Easy-to-maintain ceramic tile can be used on floors, walls and countertops. The glazed tile is available in several sizes and shapes, in sheets and in pregrouted systems. American Olean, Lansdale, PA. NAHB booth 708. *Circle 169 on reader service card*

8. Contemporary-styled cabinetry, Gardencourt® Calais, is constructed of pressboard with an oak-grained vinyl surface. White vinyl-coated doors and drawers are equipped with dark brown pulls. Scheirich, Louisville, KY. NAHB booth 1763. *Circle 170 on reader service card*



3

9. Built-in dishwasher, the "Potwasher," has a heavy-duty cycle for cleaning pots and pans. Water temperature is boosted to 150° by the "Sani-Cycle" option. Hotpoint, Louisville, KY. NAHB booth 1454. *Circle 171 on reader service card*

10. Slide-in 30'' range features a self-cleaning oven with a black-glass door. Range comes with a digital clock and an automatic oven timer. General Electric, Louisville, KY. NAHB booth 1400. *Circle 172 on reader service card*

11. Countertop grill offers 190 sq. in. of cooking area. A built-in ventilation system draws off cooking fumes and smoke. Optional accessories, such as a french fryer, rotisserie and shish kebab, may be used with the grill. Jenn-Air, Indianapolis, IN. NAHB booth 1472. *Circle 173 on reader service card*

12. "Tara" cabinetry is constructed for easy dowel-joint assembly. Cabinets have wood doors with brass-finish hardware. Interior and exterior surfaces are protected by a durable acrylic finish. Belwood, Ackerman, MS. *Circle 174 on reader service card*



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More kitchens on page 150



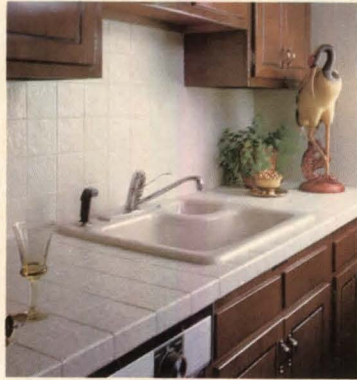
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BATHROOMS

1. Single-handle 4'' centerset lavatory faucet has an antique brass sculptured finish. Washerless unit delivers approximately 2.75 gpm. Delta Faucet, Greensburg, IN. NAHB booth 1236. *Circle 175 on reader service card*

2. "Arranger II" medicine cabinet, with two mirror doors, measures 24'' wide x 30'' high x 6'' deep. A towel bar is located on the underside of the cabinet. Frame is finished in antique gold or silver, white/gold or honey oak. Chemcraft, Elkhart, IN. *Circle 176 on reader service card*

3. Fiber glass bath and shower surround features seamless, one-piece construction. Tubs are available in 60'', 48'' or 36'' sizes. Unit is suitable for remodeling applications. Corl, Fort Wayne, IN. NAHB booth 1783. *Circle 177 on reader service card*

4. Walnut "Townhouse" vanities come with an elm-grain laminate finish. Traditionally-styled units are available in 16'' and 21'' modules. Bowl-and-drawer, all-drawer, and knee-hole drawer-base combinations are offered. IXL, Elizabeth City, NC. NAHB booth 520. *Circle 178 on reader service card*

5. Bathroom collection shown here includes a 30'' "New London" vanity, a "New Castle" water closet and overhead "Walette," and a 36'' "Comboshower." The five-piece shower unit installs easily on existing or new drywall. Universal-Rundle, New Castle, PA. NAHB booth 1554. *Circle 179 on reader service card*

6. Fiber glass "Athena" whirlpool bath is 72'' long, 56'' wide and 23'' deep. Unit can be sunken or installed into a raised platform, as shown. Four adjustable whirlpool inlets are corner-set. Jacuzzi, Walnut Creek, CA. NAHB booth 1224. *Circle 180 on reader service card*

7. Single-control washerless faucet comes in a chrome, antique brass or pewter finish. "Valley" faucet, with a pop-up drain control, has a 4'' centerset. U.S. Brass, Plano, TX. NAHB booth 1376. *Circle 181 on reader service card*

8. Corner shower-stall kit includes fiber glass wall panels, a 36'' shower base, and a center-close folding shower door. A soap dish and shelf are molded into a corner panel. Kinkead, Downers Grove, IL. NAHB booth 1460. *Circle 182 on reader service card*

9. Widespread lavatory faucet set can be installed on vanities up to 1 3/8'' thick, with handles set up to 16'' apart. Prism-cut handles are available in crystal or charcoal acrylic. Unit has a Flow-Rator™ which allows a 2 1/2-gpm maximum water flow. Moen, Elyria, OH. NAHB booth 1334. *Circle 183 on reader service card*

10. Freestanding spa, the "Triton," is 6'7'' long, 4'7'' wide and 2' deep. Specially molded unit accommodates two people. Unit may be ordered preplumbed to wire into a 40-amp, 220v outlet. Hydro-Spa, Van Nuys, CA. NAHB booth 2019. *Circle 184 on reader service card*

11. Contemporary-styled bathroom fixtures are shown here in "Americana brown." "Tilche" toilet and pedestal lavatory are also available in "Aegean mist" and "Bermuda coral." American Standard, Piscataway, NJ. NAHB booth 1624. *Circle 185 on reader service card*

12. Precision-molded 5' Fiberglass™ bathtub is suitable for new construction or remodeling jobs. Unit, offered with a 10-year limited warranty, features an easy-to-maintain matte finish. Owens-Corning, Toledo, OH. NAHB booth 1724. *Circle 186 on reader service card*



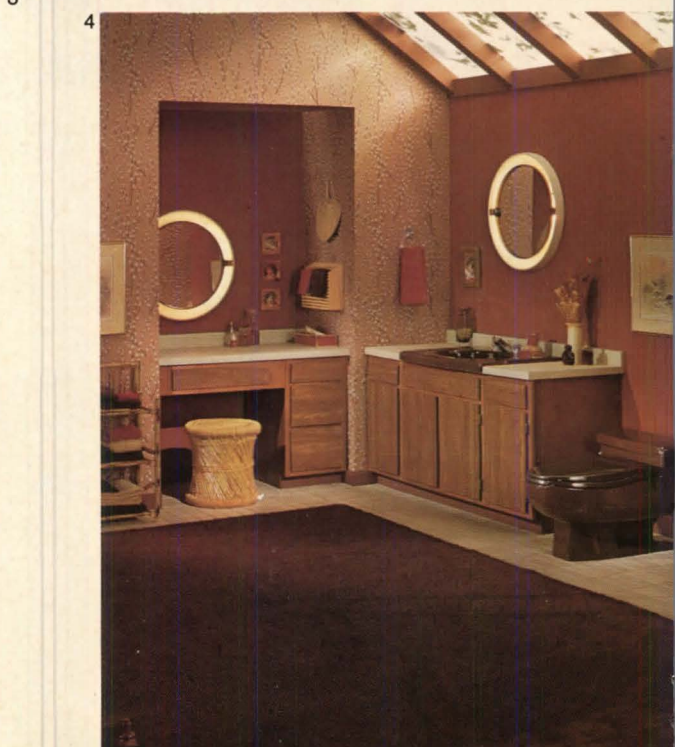
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BATHROOMS

1. **Single-fold tub enclosure**, with a panel-hinge design, folds to either side. Tub-Master, Orlando, FL. NAHB booth 1394. *Circle 187 on reader service card*
2. **"Kingston" vanity and mirror** have a bamboo-cane design. Finishes are available in "Tropic Gold" (shown), "Tahitian White," or "Burnished Oak." Williams, Elkhart, IN. NAHB booth 310. *Circle 188 on reader service card*
3. **Antique-brass-finished "Forum" bath accessories** are constructed of die-cast Zamak metal. The 24-fixture line is designed with vertical striations. Hall Mack, Cincinnati, OH. NAHB booth 1424. *Circle 189 on reader service card*
4. **Marble or onyx "Perfect Bath"** measures 60'' x 32'' x 16''. Unit can be sunken, installed into a raised platform or fitted with a selection of optional skirts. Kimstock, Santa Ana, CA. NAHB booth 1149. *Circle 190 on reader service card*
5. **"Roman Tub" faucet set** features a 9'' cast-brass spout designed for high-volume flow. Simulated crystal acrylic handles can be adjusted to install on centers from 8'' to 15''. Price Pfister, Pa-coima, CA. NAHB booth 430. *Circle 191 on reader service card*
6. **Rustic-styled vanities**, "Colony '76," are constructed of knotty pine. Modules are available in 18'' and 21'' depths. Del Mar, Dallas, TX. NAHB booth 520. *Circle 192 on reader service card*

More bathrooms on page 152



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INTERIORS

7. **Random-spaced "Clear Birch" paneling**, part of the Craftsman® II collection, is constructed of three-ply hardwood. Panel sizes: 4' x 8' and 4' x 10'. Champion, Stamford, CT. NAHB booth 1490. *Circle 193 on reader service card*
8. **Genuine Italian marble tiles** are easy to apply. Tiles are affixed to wall with mastic adhesive, grout is applied, and when the grout has set the tiles are wiped clean. Bufalini, New York City. NAHB booth 1262. *Circle 194 on reader service card*
9. **Durable laminate**, "Planked Hickory," can be used as a cabinet surface in a variety of installations. High-pressure laminate can be used in vertical applications as cabinet surfacing. Ralph Wilson, Temple, TX. NAHB booth 200. *Circle 195 on reader service card*
10. **"Kast Glas" acrylic panels** add an illusion of depth to a ceiling. Panels fit into a standard 2' x 2' grid of a drop-ceiling. Custom units are also available on request. Designer's View, Miami, FL. *Circle 196 on reader service card*
11. **Handpainted mural**, "Il Bosco," is formed from a variety of ceramic tile designs. The mural can be extended horizontally by adding more foliage tiles to the design. Hastings, New York City. NAHB booth 2411. *Circle 197 on reader service card*
12. **Durable wallcovering**, "Pussy Willows," is part of the "Bravo" collection. Material is prepaste and strippable. United Wallcoverings, Elk Grove Village, IL. *Circle 198 on reader service card*
13. **Vinyl-coated wallcovering pattern**, "Barcelona," is suitable for kitchen as well as bath applications. Scrubbable material is easy to maintain. Carefree, Westerly, RI. *Circle 199 on reader service card*



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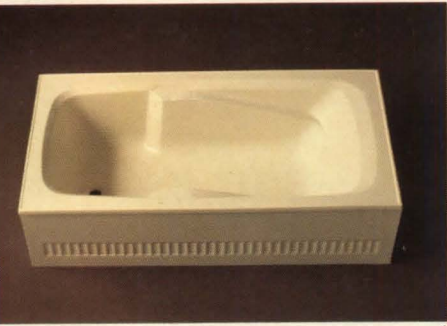
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1. Complementary wallcoverings, "She Loves Me" (large print in the sitting room) and "She Loves Me Not" (small print in the bedroom), are part of the "Love Stories III" collection. Jack Denst, Chicago. *Circle 200 on reader service card*

2. Prefinished hardboard paneling, "Timberwyck," is part of the "Dimension 78 Cabin Wood Series." Random-planked paneling has a rough texture. Abitibi, Troy, MI. *Circle 201 on reader service card*

3. Formal "Croydon" wallcovering pattern is part of the "Glencaiff" collection. The material is pretrimmed, washable, and strippable. Imperial, Cleveland, OH. *Circle 202 on reader service card*

4. Authentic weathered-red barnwood and 4' x 4' rough-cut beams are reclaimed from dismantled structures. Fieldstone, surrounding the fireplace, and antique brick lining the fireplace, are also offered by the company. Diamond K., South Windsor, CT. *Circle 203 on reader service card*

5. Easy-to-install "Missouri Barnboard" is a rough-sawn, random-plank laminate for vertical applications. Material, .040" thick, is available in 48' x 96', 30' x 144' and 60' x 144' sheets. Consoweld, Wisconsin Rapids, WI. *Circle 204 on reader service card*

6. Ceramic tiles, for use on floors and countertops, come in 3' x 6', 6' x 6', 2 1/4' x 8', 4' x 8', 3' x 9' and 4' x 9' sizes. Durable tiles are available in popcorn, vanilla, buff, dusk, wheat, mesa, nutmeg and chocolate. Franciscan Tile, Los Angeles. *Circle 205 on reader service card*

7. "Canton Stripe" wallcovering design, on a Mylar® ground, features vertical stripes ranging from 1/2" and up in width. Pattern is available in five colorways, including sand, pink and royal on a silver background; and terra-cotta and brown on a silver background. James Seeman, Garden City Park, NY. NAHB booth 1508. *Circle 206 on reader service card*

8. Lightweight Brickettes® are only 1/2" thick. Kiln-fired bricks are available in seven mingles and four solids. Brickettes® can be used for a variety of applications, including planters, room dividers and fireplaces, as shown. Corner bricks are available. Modern Methods, Owensboro, KY. NAHB booth 129. *Circle 207 on reader service card*

9. Sapwood-streaked clear grade lumber paneling is available with a resawn or smooth surface. Paneling contains a few small knots up to 3/4" in diameter. California Redwood, San Francisco. *Circle 208 on reader service card*

10. Authentic-looking stones feature custom-fit corners. Easy-to-install Estate™ stones, which come in gray and brown, are fireproof. Adhesive mortar and acrylic sealer are also available. K.S.H., St. Louis, MO. *Circle 209 on reader service card*

11. Fabric-backed vinyl wallcovering, "Kashmir," has an oriental motif. Material is washable and strippable. Three colorways are available: brown/rust or blue/rust on a beige ground, and gray/brown on a gray ground. J. Josephson, South Hackensack, NJ. *Circle 210 on reader service card*

More interiors on page 176



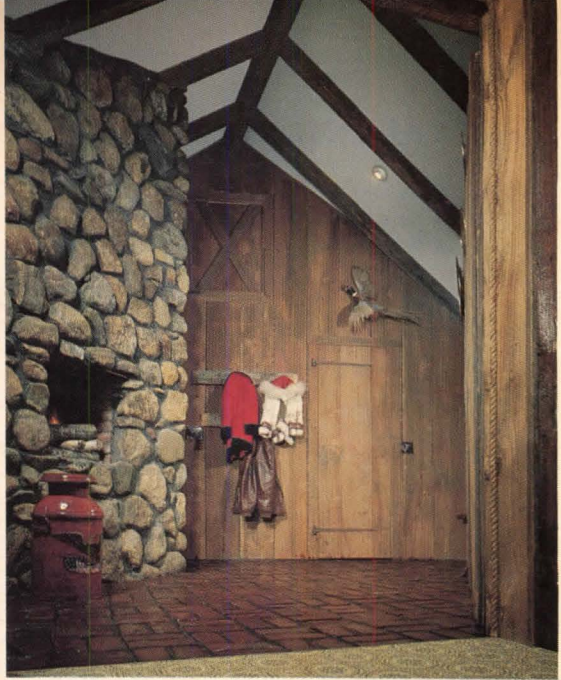
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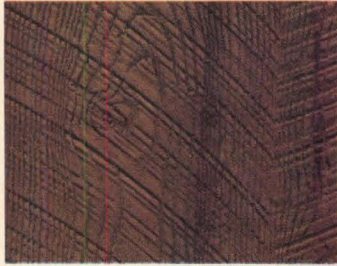
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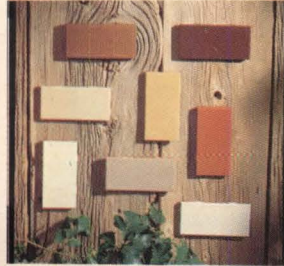
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FLOORING

1. No-wax resilient sheet flooring is finished with a high-gloss Dura Polish™ wear layer. The natural-slate design is available in multi-color, white, gray and earthtone. Mannington Mills, Salem, NJ. NAHB booth 1294. *Circle 211 on reader service card*

2. Cut-and-loop carpet, "Ravenna Tiles," is woven in a diamond pattern. Carpet is made of 100% continuous filament nylon pile and is treated with Scotchguard® and 3M static control. Galaxy, Elk Grove Village, IL. *Circle 212 on reader service card*

3. No-wax vinyl composition tile, "Los Patios," has a high-gloss coating designed to protect it from dirt, spills and stains. The tile surface is slightly dimpled. Azrock, San Antonio, TX. *Circle 213 on reader service card*

4. Natura™ ceramic tile comes in a variety of decorator colors including bone, almond, coffee and chocolate. The 8' × 8' tiles may be used for floors or walls. Florida Tile, Lakeland, FL. *Circle 214 on reader service card*

5. Glazed ceramic tiles may be used on walls or floors. The gray 6' × 6' tiles come in both a plain and branched design, as shown. Tiles may be used indoors or outdoors. Amsterdam, New York City. *Circle 215 on reader service card*

6. Vinyl-bonded wood flooring, GenuWood™ II, now comes in a limed oak shade. The flooring is constructed of hardwood veneer sandwiched between layers of clear vinyl and core vinyl sheeting. PermaGrain, Media, PA. *Circle 216 on reader service card*

7. "Oriental Azalea" hardwood flooring comes in 12' squares that are 5/16" thick. The butt-jointed flooring may be installed square or diagonally. It secures easily to plywood, old wood, tile and concrete slab. Wood Mosaic, Louisville, KY. *Circle 217 on reader service card*

8. "Budapest" area rug is tufted of Anso® nylon fiber. Its floral-print pattern is bordered with stripes in rust and navy blue. The easy-to-maintain rug comes in three sizes: 4' × 6', 6' × 9' and 9' × 12'. Allied Chemical, New York City. *Circle 218 on reader service card*

9. Vinyl-chip spread-on flooring is scuff and stain resistant. The flooring can be installed over any clean, crack-free surface by: 1) spreading vinyl chips over a base coat of epoxy resin; 2) removing excess chips; and 3) applying a sealant and glaze. Dur-A-Flex, Hartford, CT. *Circle 219 on reader service card*

10. Wood-toned sheet vinyl flooring, "Northwood," comes in three oak-grained varieties. The flooring's clear vinyl surface is durable, stain resistant, and easy to maintain. Armstrong, Lancaster, PA. NAHB booth 1654. *Circle 222 on reader service card*

11. Cut-and-loop carpet, "Championship," is tufted of 100% nylon. The FHA-approved carpet is offered in eight solid colors, including gold, blue and sauterne, and seven "tak"-dyed tweeds. The carpet comes in a 12' width. WestPoint Pepperell, Knoxville, TN. NAHB booth 2512. *Circle 220 on reader service card*

12. Sheet vinyl flooring has the look of natural brick. The cushioned material is coated with a high-gloss wear layer for durability and easy maintenance. Flooring is available in red or white, in 6' or 12' widths. GAF, New York City. NAHB booth 1772. *Circle 221 on reader service card*

More flooring on page 156



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1. **"Timberline" garage door** is available in one- and two-car sizes. Heavy-duty door, made of 24-gauge steel, is 2'' thick. Low-maintenance unit features a wood-grain, baked-enamel finish. Raynor, Dixon, IL. *Circle 223 on reader service card*
2. **Triple-track storm window** features built-in weatherstripping. Windows are offered for blindstop or overlap installation. Sash removes from the inside for easy cleaning. Unit is available with a white or bronze acrylic finish. Norandex, Cleveland, OH. NAHB booth 120. *Circle 224 on reader service card*
3. **Low-maintenance casement window** features an aluminum-clad exterior and a thermal-barrier wood interior. Tinted insulating glass cuts heat loss. Weatherstripping provides a weathertight seal around the window perimeter. Caradco, Rantoul, IL. *Circle 225 on reader service card*
4. **Skylight-look luminous ceiling** can employ natural daylighting with fluorescent light strips. "Lean-To" system fits 2'-, 3'- and 4'-wide openings. Ceiling should be pitched approximately 28° above horizontal to produce a 2:1 slope. Integrated Ceilings, Los Angeles. *Circle 226 on reader service card*
5. **Brass sill-cover** features a deep embossed design. Sill cover can be customized by engraving the center with a homebuyer's name. Pease, Fairfield, OH. NAHB booth 1751. *Circle 227 on reader service card*
6. **Prefinished "OakCountry" doorskin** features a deep-grained texture embossed on hardboard. Door covering can be laminated to solid- or hollow-core doors. Material is offered in light and dark tones. Masonite, Chicago. NAHB booth 1508. *Circle 228 on reader service card*
7. **Ponderosa pine door**, the "Lexington," is part of the "Americana" series. Glass insets are a mixture of transparent glass and translucent ice crystal. Door is manufactured with dowel-joint construction. Ideal, Waco, TX. *Circle 229 on reader service card*
8. **Prehung "Access-1" door system** includes a door, jambs, sill, hinges, weatherstripping and seals. Sidelights and transoms are constructed with safety-glazed insulating glass. Overhead Door, Dallas, TX. NAHB booth 1775. *Circle 230 on reader service card*
9. **High-strength three-ply Weatherbond® door panel** features an Alder core sandwiched between two vertical-grain faces. E.A. Nord, Everett, WA. NAHB booth 1933. *Circle 231 on reader service card*
10. **Winter/summer Woodstead™ storm door** is constructed of structural foam polystyrene with inner metal reinforcements sealed in plastic. Nine-panel door measures 36'' × 80'' and comes prehung. Bird & Son, East Walpole, MA. NAHB booth 720. *Circle 232 on reader service card*
11. **Bifold "Cellwood" door** features open louvers to provide ventilation. Scratch-resistant door is finished with a tough acrylic lacquer. Southeastern-Kusan, Greenville, SC. NAHB booth 1871. *Circle 233 on reader service card*
12. **Front-door monitor** is included in multipurpose communications center. Solid-state system includes a weather radio-band with an automatic alert, an electronic digital clock and a tape cassette recorder. NuTone, Cincinnati, OH. NAHB booth 1424. *Circle 234 on reader service card*



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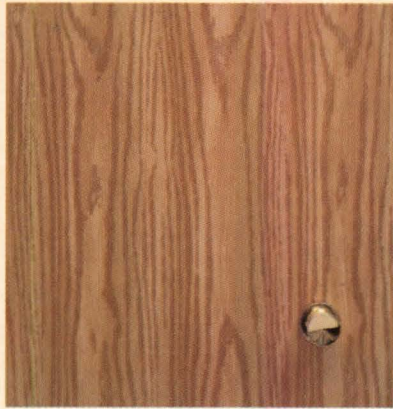
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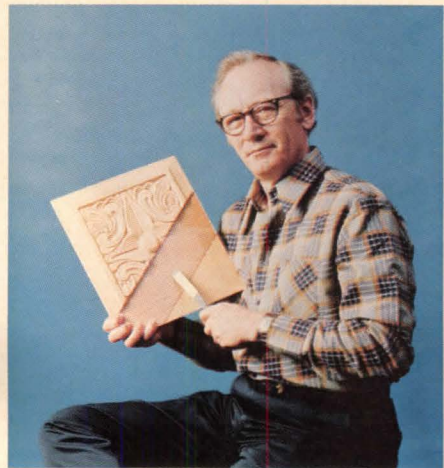
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DOORS/WINDOWS

- 1. Casement window** features a low-maintenance aluminum exterior. Unit is available with double- or triple-glazing, and has double weatherstripping. Frame is 1 3/8" thick; sash is 1 3/4" thick. Marvin, Warroad, MN. NAHB booth 1799. *Circle 235 on reader service card*
- 2. Heavy-duty "Superbolt"** (shown in cutaway drawing) features heavy-cast bronze-alloy security plates that are tempered to be wrench resistant. Hammer-resistant plates are anchored to each other with four 1/4" hardened-steel mounting bolts. Schlage, San Francisco, CA. NAHB booth 610. *Circle 236 on reader service card*
- 3. Combination latch- and dead-bolt** retract simultaneously when the inside dead bolt is unlocked. Dead bolt projects 1". Weiser Lock, South Gate, CA. NAHB booth 430 and 530. *Circle 237 on reader service card*
- 4. "Vintage" collection of hardware** includes knobs, pulls and backplates. Accessories are finished in "old world" brass or "crackle" porcelain. Belwith, Pico Rivera, CA. *Circle 238 on reader service card*
- 5. Bronze-tinted "Solarcool" reflective glass** is suitable for glazing windows or sliding doors, as shown. A transparent metallic coating on the exterior surface reduces glare and heat buildup and filters out most ultraviolet light. PPG, Pittsburgh, PA. NAHB booth 212. *Circle 239 on reader service card*

More doors on page 160

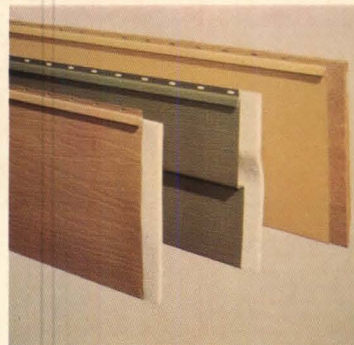


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EXTERIORS

- 6. Aluminum siding** is available with foam or fiberboard insulation. Twelve colors with a woodgrain, rustic or smooth finish are available. Siding comes in 12'6"-long units. Hunter Douglas, Durham, NC. NAHB booth 2710. *Circle 240 on reader service card*
- 7. Self-adhesive aluminum-faced Flashband®** is a multipurpose roofing material, recommended for flashing. Material, offered with a tile-red or slate-gray vinyl coating, can also be ordered in other colors. Evode, Somerdale, NJ. *Circle 241 on reader service card*
- 8. Exterior-wood preservative, "CWF,"** is a clear finish that seals and waterproofs. Penetrating finish may be used on any exterior wood—for example, cedar shakes, pressure-treated wood or redwood decking. Flood, Hudson, OH. NAHB booth 2313. *Circle 242 on reader service card*
- 9. Low-maintenance "T-Lok" vinyl soffit system** is available in solid or ventilated panels and in a variety of colors. A three-year full warranty followed by a 40-year limited warranty is offered. Mastic, South Bend, IN. NAHB booth 1291. *Circle 243 on reader service card*
- 10. Durable roof tiles** measure 16 1/2" x 13" and have a 1 1/4" interlocking sidelap. When applied with a recommended 3" headlap, 90 tiles will cover 100 sq. ft. of roof area. Monier, Orange, CA. NAHB booth 2047. *Circle 244 on reader service card*
- 11. Supra-Slate™ roofing material** simulates natural stone. Different colors can be mixed and butts can be staggered to achieve unusual effects. Suprador, New York City. *Circle 245 on reader service card*

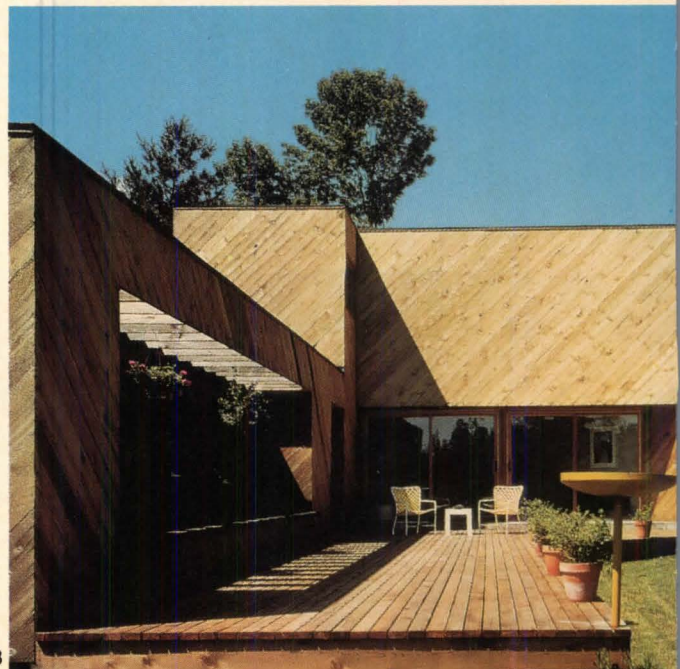
More exteriors on page 158



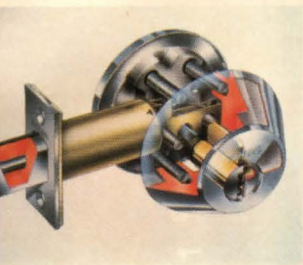
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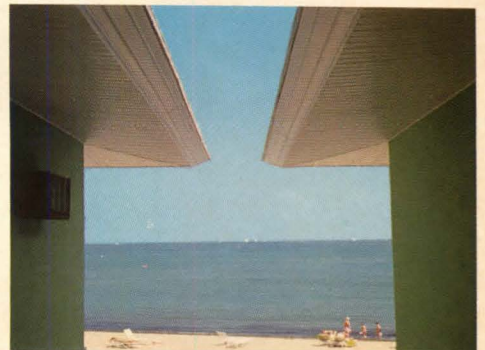
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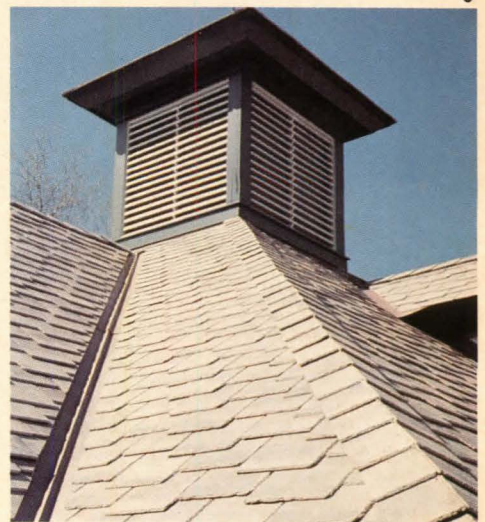
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LIGHTING

1. Redwood post lights range in height from 56'' to 120'' above grade. All lights are UL listed. Cross-arm unit (*far left*) accepts a 100-watt mercury vapor or incandescent bulb. Victor, San Carlos, CA. *Circle 246 on reader service card*

2. Contemporary-styled chandelier has an oak center column and arms. Five injection molded cylinders, each with a separate switch, are recessed on the arms. Lightcraft of California, Cincinnati, OH. NAHB booth 1424. *Circle 247 on reader service card*

3. Coach lantern features a diamond-patterned amber-glass cage. The weathered-brass fixture is 19¼'' high and 4½'' wide. Progress, Philadelphia, PA. *Circle 248 on reader service card*

4. Ceiling-mounted track lighting comes in a variety of colors including aluminum, black and bronze. Several lampholder shapes, such as globe, square and cylinder, are offered. Halo, Elk Grove Village, IL. *Circle 249 on reader service card*

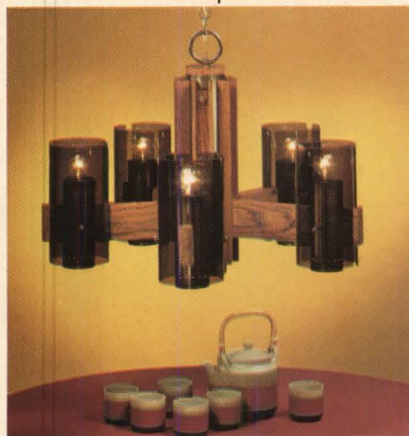
5. Contemporary-styled outdoor fixtures come with 6'', 8'' or 10'' smoked-glass globes. Fixtures are made of brass. Wasley, Plainville, CT. *Circle 250 on reader service card*

6. Outdoor luminaire is available in polycarbonate or impact-resistant acrylic. Fixture comes in clear, white, bronze or champagne. Unit is part of the Caribe™ line. Johns-Manville, Denver, CO. NAHB booth 1500. *Circle 251 on reader service card*

More lighting on page 142



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INTERIOR ENVIRONMENT

7. "Exidy Sorcerer" microcomputer controls the environment within an office or home. The computer monitors and controls security, temperature, power and lighting. Hardware includes a keyboard and a monitor display unit. Nel-Tech, Tualatin, OR. *Circle 252 on reader service card*

8. Convection electric baseboard heaters have capacities of from 187 to 250 watts per foot. Heating elements are nickel-chromium alloy resistance-wire, embedded in magnesium oxide. Markel, Cincinnati, OH. NAHB booth 1424. *Circle 253 on reader service card*

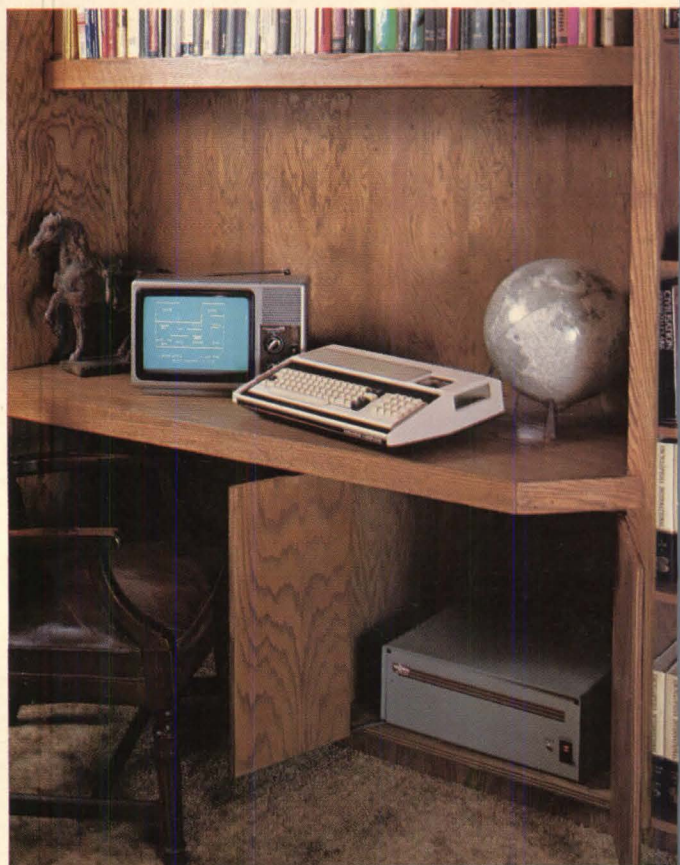
9. Ceiling fan comes in sizes ranging from 24'' to 48''. Optional accessories include a switch which automatically turns the fan off when temperature falls to a preset point. Tuttle & Bailey, New Britain, CT. *Circle 254 on reader service card*

10. Thermostats for heating and cooling systems can be programmed for up to 12 setbacks. Shown at bottom left is a heating-only thermostat; shown at bottom right is a heating/cooling thermostat. Both have setback-bypass controls. Cam-Stat, Los Angeles. *Circle 255 on reader service card*

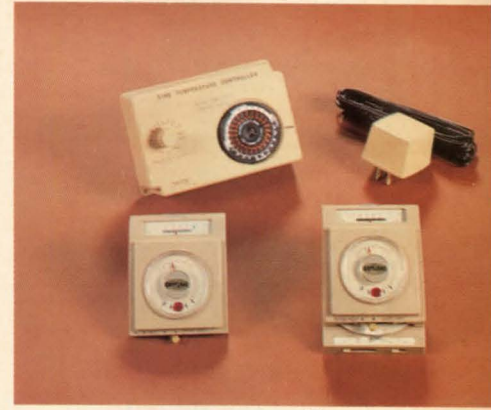
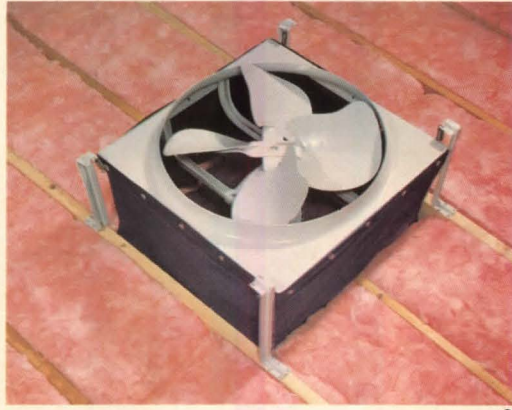
11. Central air conditioner comes in one-to-five-ton capacities and has EER ratings ranging from 7.3 to 8.3. Unit is designed to install easily in new construction and remodeling work. York, York, PA. NAHB booth 320. *Circle 256 on reader service card*

12. Air-to-air solar heating system consists of solar collectors, an air-handling unit and automatic controls. An optional hot-water package is offered. Research Products, Madison, WI. *Circle 257 on reader service card*

More interior environment on page 142



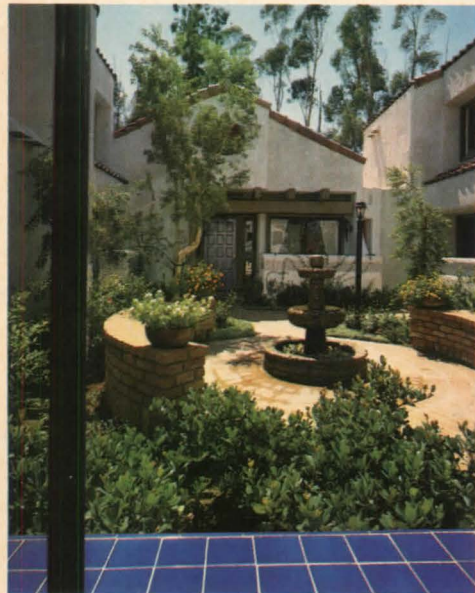
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TIGHT LITTLE ISLAND

Developer Max Schechter and architect Paul Thoryk pack a small site with sales appeal



Mediterranean village motif is carried out with rough stucco walls, red tile roofs, ceramic tile accents and heavily landscaped courtyards. Sunset Woods was designed for a high-end market, with prices averaging in the low 80s. But with some changes, a less expensive project could also use its basic plan of angled clusters and entry courtyards. Parking would have to be moved to perimeter carports, tile roofs replaced by compo and a simpler, truss-roof design used for the units. And, of course, landscaping would have to be less extensive.

The site: five rolling acres in a single-family neighborhood of Escondido, near San Diego, Calif.

The housing: 55 two and three-bedroom units, most of them single-story, each with its own garage.

The same development team of Thoryk and Schechter's College Ranch Properties had been successful with a similar project: Lakeridge Park [HOUSE & HOME, Oct. '75]. But whereas that one was feasible at a density of only 5.8 units to the acre, the new one—Sunset Woods—would need 11 to the acre to pencil out.

So the question was how to generate the greatest sales appeal while packing the small site with housing.

Developer Max Schechter made some basic decisions: He would aim for a high-end, empty-nester market. He would try to achieve a fresh new look, but not one that was so far out it would lack appeal for a mass market. He would insist on a preponderance of end units. And he would not stint on landscaping.

To meet these aims, architect Paul Thoryk designed one two-story and three single-story plans. He then joined them in angled clusters, some with five units and others with seven or eight, centered on heavily landscaped courtyards (*site plan above*). Under some of the units he placed garages (*dotted lines on plan*) so that each unit has a garage in its cluster but not necessarily in the unit itself.

This design accomplished several things: First, it saved space by avoiding

setbacks and by reducing the need for interior roadways; access to most clusters is from an existing city street. Second, it allowed for dramatically sculptured elevations that could maintain their identity even when joined, for the angled siting kept the units from blending into each other. And the angled siting also turned each unit into an end unit with windows on three sides.

Despite the almost-custom styling, the repeated clusters permitted some standardization, and construction costs were a surprisingly low \$32 a sq. ft. And finally, with from five to eight units sharing each courtyard, these could be used to real marketing advantage. "If each buyer felt the courtyard was his, we could spend a lot of money and make it truly luxurious," says Thoryk. "And that's exactly what we did."

The final tab for the plantings, hard-landscaping, waterscaping and outdoor furniture was a hefty \$8,000 a unit. "It wasn't just a question of aesthetics," says Schechter, "but what would make the project successful."

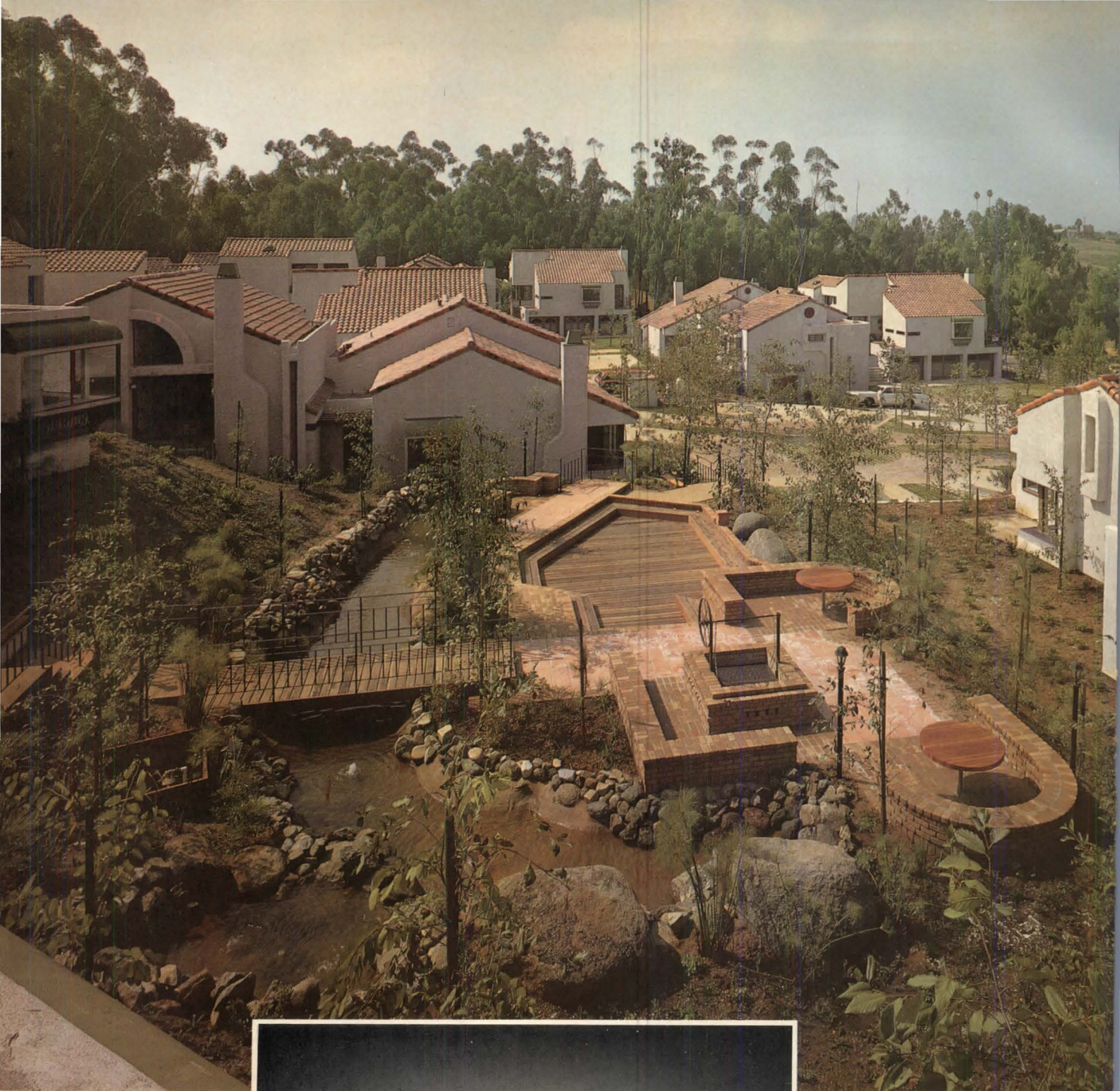
And indeed, Sunset Woods must stand or fall on the appeal created by its architecture and landscaping, for it lacks such traditional amenities as a pool and tennis courts. So far, so good: 24 units were sold in the first two months.

"People go out there and become emotional about it," says Bob Spriggs of Development Dimensions, who is handling the marketing. "It becomes more than basic shelter." —NATALIE GERARDI



Landscaped courtyard serves as the entry for five-to-eight-unit clusters, creating a private enclave within the 55-unit community.

TO NEXT PAGE



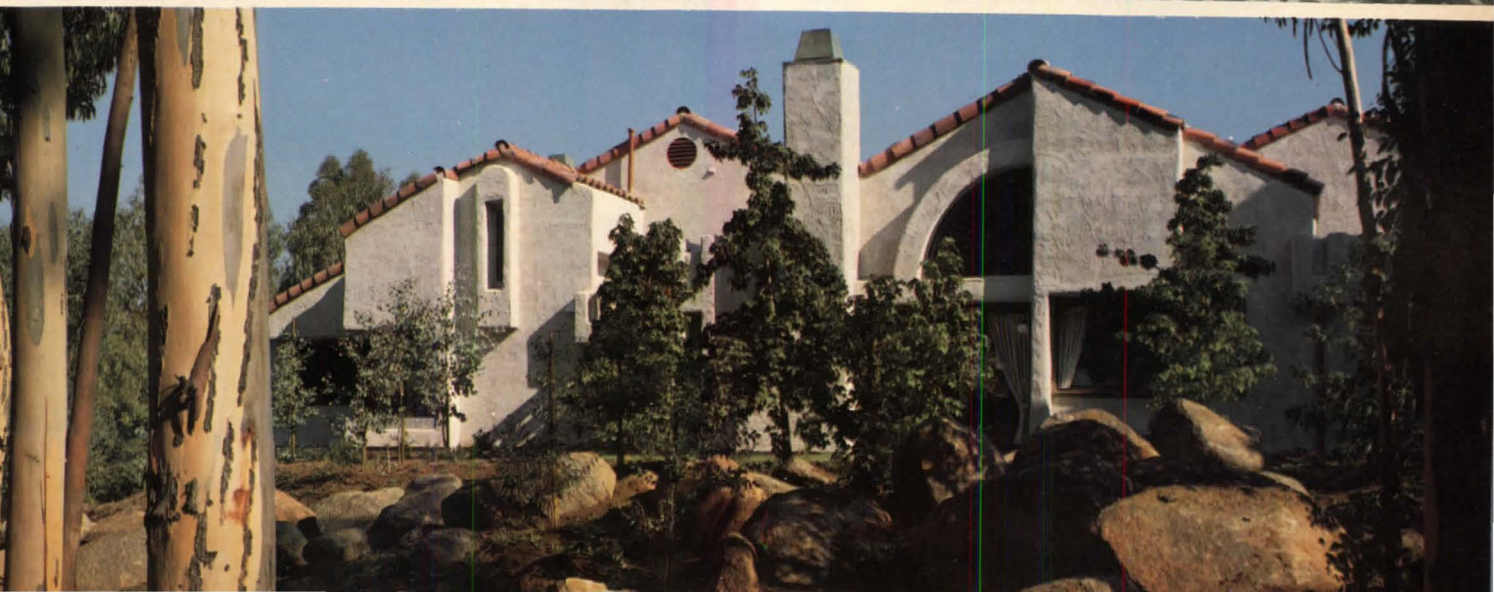
Central rec area (above) consists of a wooden deck with benches and tables and a brick barbecue pit (left). Because the project was designed for older people, it was felt they would prefer an outdoor activity area rather than a pool, which would create noise problems on the tight site and increase the monthly maintenance fee (which is now only \$45). "We were thinking about the long rather than the short term," says marketer Spriggs. "In retrospect, I think we should have put in a pool, because people expect one even if they don't use it."



Patches of lawn in front of the garages (*photo right*) had to be planted in concrete forms to withstand the wear of the cars. Reason for the grass: "I wanted to make the courtyards feel like pedestrian malls rather than auto courts," says architect Thoryk.

Other colorful accents: inlaid blue tile borders and pot shelves as well as specially designed garage doors. Note also how the windows (*left and below*) are pushed out to create interesting shadows. Not shown: bay windows with copper-colored accents and balconies with iron railings.

Stark sculptural shapes of the buildings (*below*) with their massive chimneys, pop-outs and heavily bordered windows play against the soft textures of the plants. "Since the project was so tight," says Thoryk, "we tried to get relief by using the rolling terrain to create good views." A key member of the team: landscape architect Ron Pekarek of The Pekarek Group, San Diego.



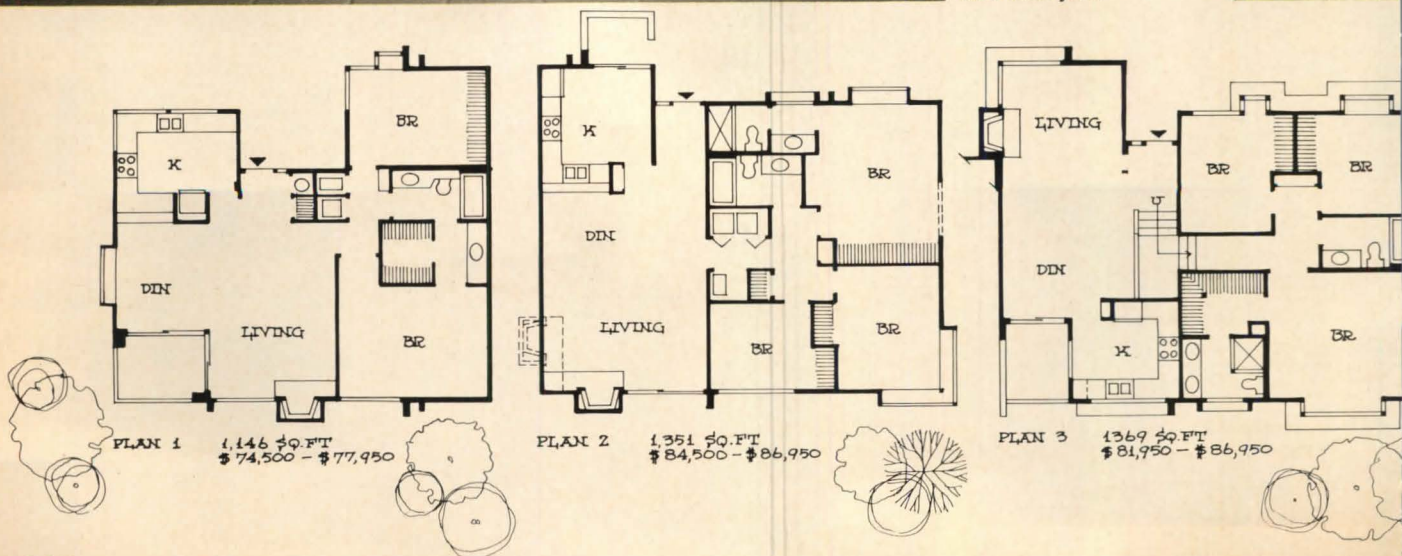


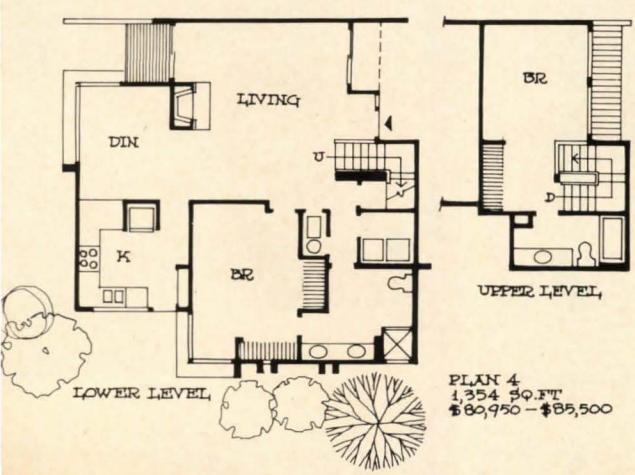
Open interiors have vaulted ceilings and large window areas front and back. The pop-out windows also add to the visual space.

Shown are plan 1 (left), plan 2 (below left) and plan 4 (right). Interior designer: Gary Donaldson & Assoc., Irvine.

Four plans—all under 1,400 sq. ft.—demonstrate how spacious a small unit can be if the rooms can be made to borrow from each other. In plan 1, for example, the kitchen, dining and living rooms all flow together so that there are windows front and back and the patio area becomes part of the living area. The same thing happens in plan 2. Plan 3 is a split-level designed to adapt to site conditions; only nine were built. And plan 4, the only two-story plan, has patios or private garden areas off the living room, dining room and kitchen.

Notice how all of the plans have recessed entries and how privacy walls have been added in some places. "I designed the units so you wouldn't look at another unit on the other side of the courtyard," says Thoryk. "You should feel like you were looking out into your own front yard."







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housing demand index

First quarter, 1979



Although it's still pretty much the first inning, evidence grows that the housing boom is winding down—if not over. And in fairly dramatic fashion, at that.

Case in point: In the October Housing Demand Index prepared by California consultant Al Gobar, ten markets took down "excellent" ratings. Which meant that all were in great shape at mid-year.

Only three of those frontrunners—Birmingham, Ala.; San Antonio, Tex.; and Tulsa, Okla.—retain their "excellents." Dropping out of the charmed circle were Albuquerque, N. Mex.; Boise, Idaho; Jackson, Miss.; Little Rock, Ark.; Lubbock, Tex.; Mobile, Ala.; and Oklahoma City.

Biggest quarter-to-quarter ground losers were Ann Arbor, Mich.; Fort Lauderdale, Jacksonville and Sarasota, Fla.; and Lubbock, Tex.

In addition, a number of previously well-positioned markets have begun to level off—e.g., Baton Rouge, La., and Nashville, Tenn.—while several others appear to be headed that way. But it will take awhile for some of these trends to jell.

Why the high casualty rate?

Because of slower economic growth in these

areas, says Gobar. Coupled, of course, with the usual varying degree of overbuilding that sooner or later develops in all hot markets.

However, he points out, a number of other markets are starting to move up the ranking ladder.

Leading the comeback parade are Baltimore, Md.; Colorado Springs; Indianapolis, Ind.; Louisville, Ky.; and Pittsburgh, Pa. Also starting to get a second wind: Cincinnati and Cleveland; New Orleans, La.; and Reno, Nev.

From time to time, Gobar passes along readings on certain markets that aren't normally included in the index. His latest report, for example, had this to say:

"Boston now rates a closer look. The city has had a sizable and unexpected gain in its employment base. And this, in turn, has opened up some opportunities in the for-sale sector."

And here's an additional bonus:

Bridgeport, Conn., another stranger to the index, also sports an improved for-sale outlook. "Demand has been rising markedly in recent quarters," Gobar reports.

NOTE: Data on Denver, Colo., isn't included in this index because the state's employment figures are still under revision.

How to read the index

Five symbols are used:



A white circle indicates the market is in relative equilibrium—that is, supply and demand are increasing at about the same rate.



A green half-circle indicates a better than average situation, with demand increasing faster than supply.



A green full circle indicates a very strong market with significant pent-up demand.



A red half-circle indicates a poorer than average situation, usually an overbuilt market.



A red full circle indicates a very poor situation that could be overbuilt by as much as two years.

Each SMSA is evaluated three ways:

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

Each of these categories is in turn divided into three sub-categories:

1. All housing in the SMSA.
2. For-sale housing—single-family detached and some mid- and high-priced condos.
3. For-rent housing—rental apartments and some low-priced condos.

To make best use of the index, keep these points in mind

Point #1: The chart's simplified symbols represent complex statistics, so they provide only a general picture. A builder, no matter how high his market is rated, must still analyze his own situation very carefully.

Point #2: The reports indicate the degree of risk in a given SMSA rather than the number of housing units that can be built there. A large SMSA with a poor rating would still support more new housing than a smaller SMSA with an excellent rating. But the relative degree of risk for the developer or lender would be much greater in the larger SMSA.

Point #3: The reports are projective, not historical. That is, they forecast demand 12 to 18 months ahead rather than describing the situation as it stands. An SMSA may have strong sales or low vacancies but still be a poor risk; building-permit figures may indicate imminent oversupplies. Conversely, an SMSA that looks bad on the surface today may actually be turning around and getting healthy.

Point #4: The reports are for the SMSA as a whole. A low-rated market may offer good opportunities for specific kinds of housing in specific locales. On the other hand, a high rating does not guarantee success for the wrong product in the wrong location.

Albuquerque is still in great shape, top to bottom. One possible trouble spot: emphasis on construction of high-priced multifamily units.

Anaheim-Orange County will take all the low-cost single-family (attached, detached) it can get. Condo conversions, too.

Atlanta still has problems—not the least of which is high unemployment. Although vacancy rates are extremely low (especially for close-in apartments), Gobar warns that underlying economic support for housing isn't as strong as the vacancy situation seems to indicate. Approach with caution.

Bakersfield is still looking good. But supplies have begun to catch up with the long-running heavy demand—most notably in the apartment sector.

Baltimore, parlaying a combination of backlogged demand and still unexploited purchasing power, shows a lot of vitality. Best shot: single-family detached. May also be ripe for condo conversions.

Birmingham gets stronger each quarter. Despite a continuing across-the-board upturn in demand, the market remains largely underbuilt.

Charleston, on balance, still rates as a good market. Demand, however, has been leveling off for three months. Gobar's advice? "Watch your step."

Charlotte is yet another backslider that bears a close look before any new projects are started.

Colorado Springs, buoyed by rising demand for single-family detached and an impressive comeback by rentals, is now on a pronounced upswing.

Columbia may be in for hard times. Although housing remains in tight supply and available units still fetch high prices, Gobar says overall demand has begun to weaken. Proceed judiciously.

Dallas-Fort Worth strategy is clear: Go with for-sale housing . . . in virtually any price range.

Dayton, covered like a blanket, offers few opportunities for any but the market's established builders.

SMSA (Market Area)

SMSA (Market Area)	DEGREE OF OPPORTUNITY			DEMAND BY UNITS			DEMAND BY PURCHASING POWER		
	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT
AKRON, OH	●	●	●	○	●	○	●	●	●
ALBANY, NY	●	●	●	●	●	●	●	●	●
ALBUQUERQUE, NM	●	●	●	●	●	●	●	●	●
ALLENTOWN, PA	●	○	○	●	●	○	●	●	●
ANAHEIM, CA	●	●	●	●	●	●	●	●	●
ANN ARBOR, MI	○	○	●	○	●	●	●	●	●
ATLANTA, GA	●	●	●	●	●	●	●	●	●
AUGUSTA, GA	○	○	●	○	○	●	●	●	●
AUSTIN, TX	●	●	○	●	●	○	●	●	○
BAKERSFIELD, CA	●	●	●	●	●	●	●	●	○
BALTIMORE, MD	●	●	●	●	●	●	●	●	●
BATON ROUGE, LA	●	●	●	●	●	●	●	●	●
BIRMINGHAM, AL	●	●	●	●	●	●	●	●	●
BOISE, ID	○	○	○	●	○	○	○	○	○
BUFFALO, NY	○	○	●	○	○	●	●	●	●
CANTON, OH	○	○	○	○	●	○	○	○	○
CHARLESTON, SC	●	●	●	●	●	●	●	○	●
CHARLOTTE, NC	○	○	○	○	○	○	○	○	○
CHATTANOOGA, TN	○	○	●	○	●	●	●	●	●
CHICAGO, IL	●	●	●	●	●	●	●	●	●
CINCINNATI, OH	●	●	○	●	●	○	●	●	●
CLEVELAND, OH	○	●	●	●	●	●	○	○	●
COLORADO SPRINGS, CO	●	●	○	●	●	○	●	●	○
COLUMBIA, SC	●	○	●	●	●	●	○	○	●
COLUMBUS, GA	○	○	●	○	●	●	●	○	●
COLUMBUS, OH	○	○	●	○	●	●	○	○	●
CORPUS CHRISTI, TX	●	●	●	●	○	●	●	●	●
DALLAS-FORT WORTH, TX	●	●	●	●	●	●	●	●	●
DAVENPORT-ROCK ISLAND, IA-IL	●	○	●	●	○	●	○	○	●
DAYTON, OH	●	●	●	●	●	●	●	●	●

Flint's overall housing demand continues to run ahead of new construction. And if current trends hold up, the rental market promises to be very attractive in '79.

Fort Lauderdale has softened considerably in recent months. Most glaring weakness: the apartment sector.

Fresno, despite sharply rising land costs, is still a "go" market for single-family detached. Rentals are also in moderately short supply.

Huntsville looks good on all fronts. There's still plenty of unutilized purchasing power here. And a recent boom in non-res building has drawn an influx of construction workers, creating additional demand for all types of housing. Most critical need: rental apartments.

Indianapolis is in great shape, says Gobar, "the best we've seen it in years." A strong preference for homeownership coupled with an oversupply of rentals suggest that Indy may be ready for a spate of condo-conversion activity, he adds.

Jackson's demand index has turned down sharply for the first time since February '75. Although the market retains a good measure of unsatisfied demand, builders are advised to tread softly here.

Jacksonville should be approached in even more gingerly fashion. Its current decline, the worst since 1974-75, reflects a general economic slowdown. The area's high-income consumers have, as a result, begun to defer home purchases. What's more, housing supplies are on the long side.

Long Branch-Asbury Park needs more housing . . . but with lower price tags.

Louisville, spurred by a fast-growing economy that has sharply expanded local employment rolls, is now stronger than at any time since '74.

SMSA (Market Area)

SMSA (Market Area)	DEGREE OF OPPORTUNITY			DEMAND BY UNITS			DEMAND BY PURCHASING POWER		
	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT
DAYTONA BEACH, FL	○	◐	○	○	◐	◑	◐	◐	●
DENVER, CO	NA	NA	NA	NA	NA	NA	NA	NA	NA
EL PASO, TX	◑	◑	◐	◑	◑	◐	◑	◑	●
EUGENE-SPRINGFIELD, OR	○	○	○	○	○	○	○	○	◐
FLINT, MI	◑	○	◑	◑	○	●	◑	○	●
FORT LAUDERDALE, FL	◐	◐	●	◐	○	◐	◐	◐	●
FRESNO, CA	◑	●	◑	●	●	◑	●	●	○
GAINESVILLE, FL	◑	●	○	◑	●	○	◑	●	◐
GARY, IN	○	○	○	○	○	○	○	○	○
GRAND RAPIDS, MI	◑	◑	◑	◑	◑	●	●	●	◑
GREENSBORO, NC	◑	○	◑	◑	○	◑	◑	○	◑
GREENVILLE, SC	○	○	◑	○	○	◑	○	○	◑
HARRISBURG, PA	◑	◑	◑	◑	○	◑	●	●	◑
HARTFORD, CT	○	◑	◐	○	●	◐	○	◐	◐
HONOLULU, HI	◐	○	●	◐	●	●	●	●	●
HOUSTON, TX	●	●	◑	●	●	◑	●	●	◑
HUNTSVILLE, AL	●	◑	●	●	◑	●	●	●	●
INDIANAPOLIS, IN	◑	●	◐	◑	●	◐	●	●	◐
JACKSON, MS	◑	◑	◑	◑	◑	◑	◑	◑	◑
JACKSONVILLE, FL	◐	◐	◐	◐	◐	○	◑	◑	●
KANSAS CITY, MO-KS	○	○	◐	○	○	◐	◑	◑	◐
KNOXVILLE, TN	◑	◑	◑	◑	○	◑	◑	●	◑
LANSING, MI	○	○	○	○	○	◑	○	○	◐
LAS VEGAS, NV	◑	◑	○	◑	●	○	○	○	◐
LEXINGTON, KY	◑	◑	○	◑	●	○	○	○	○
LINCOLN, NE	◑	◑	◐	◑	◑	○	●	●	◐
LITTLE ROCK, AR	●	●	◑	●	●	●	●	●	●
LONG BRANCH-ASBURY PARK, NJ	◑	◑	○	●	●	◑	◐	◐	○
LOS ANGELES-LONG BEACH, CA	◑	◑	○	●	●	◑	◐	◑	●
LOUISVILLE, KY	◑	◑	◑	◑	◑	◑	●	●	●

Memphis is coming back. Excess inventory carried over from the last recession has, by now, been pretty well absorbed. Prospects for single-family are favorable and there may be a need for rentals, too.

Miami stays on Gobar's doubtful list. "I keep hearing reports on how good the market has become, but maybe that's because things were so bad that any improvement made it a lot better. At any rate, there's still a lot of product around that hasn't been absorbed." Best bet: moderately priced single-family units. Worst bet: multifamily.

Milwaukee, getting healthy again, could use a dose of moderately priced single-family detached.

Mobile continues to hit on all cylinders. Especially good action is projected for the rental and single-family move-up markets.

Modesto still offers room for growth in most housing categories. Market is so small, though, that accelerated building rates could easily produce a surplus.

Nashville, despite a continuing high level of construction activity, has begun to flatten. Unless the market strengthens in the next few quarters, Gobar says, current pent-up demand could quickly disappear.

New Brunswick has shortage of both for-sale and rental units, particularly in the moderately priced range.

Newark, where incomes are not high, needs more low-cost, for-sale housing. The lack of suitable alternatives could also make apartment construction a viable proposition.

Phoenix gets a red flag this time out. For openers, employment growth has leveled over the last seven months. Gobar also says that builders have over-responded in periods of strong demand. Example: Last year some 45,000-50,000 new units were authorized but, he notes, this market can only absorb 30,000 units. Bottom line: possible surpluses by mid-'79.

Pittsburgh, one of the more improved markets, has been moving up for the better part of a year. All types of product should be in tight supply. Icing on the cake: Area incomes are high-vis-à-vis housing costs.

SMSA (Market Area)

SMSA (Market Area)	DEGREE OF OPPORTUNITY			DEMAND BY UNITS			DEMAND BY PURCHASING POWER		
	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT
LUBBOCK, TX	Green	Green	White	Green	Green	White	White	Green	White
MADISON, WI	White	Green	Red	White	Green	Red	White	Green	Red
MELBOURNE-TITUSVILLE, FL	Red	Red	Red	Red	Red	White	Red	Red	Red
MEMPHIS, TN	Green	Green	Red	White	Green	Red	Green	Green	White
MIAMI, FL	Red	White	Red	Red	Green	Red	Red	White	Red
MILWAUKEE, WI	White	Green	Red	White	Green	Red	Red	White	Red
MINNEAPOLIS-ST. PAUL, MN	Green	Green	White	Green	Green	White	Red	Red	Red
MOBILE, AL	Green	Green	Green	Green	Green	Green	Green	Green	Green
MODESTO, CA	Green	Green	White	Green	Green	White	White	White	White
NASHVILLE, TN	Green	Green	White	Green	Green	White	Green	Green	White
NEW BRUNSWICK, NJ	Green	Green	White	Green	Green	Green	White	White	White
NEW HAVEN, CT	Red	White	Red	Red	Green	Red	Red	Red	Red
NEW ORLEANS, LA	White	Green	Red	White	Green	Red	Red	White	Red
NEWARK, NJ	Green	Green	Red	Green	Green	Red	Red	Red	Red
NEWPORT NEWS, VA	Green	Green	Red	Green	Green	White	White	White	Red
NORFOLK, VA	White	Green	Red	Green	Green	Red	White	White	Red
OKLAHOMA CITY, OK	Green	Green	White	Green	Green	White	Green	Green	White
OMAHA, NE	Green	Green	White	Green	Green	White	Green	Green	Green
ORLANDO, FL	White	White	White	White	White	White	White	White	Red
PENSACOLA, FL	Green	Green	Green	Green	White	Green	Green	Green	Green
PEORIA, IL	White	White	White	White	White	Green	White	White	White
PHOENIX, AZ	Green	White	Green	Green	White	Green	Green	White	White
PITTSBURGH, PA	Green	Green	Green	Green	Green	Green	Green	Green	Green
PORTLAND, OR	Green	Green	White	Green	Green	White	Green	Green	White
PROVIDENCE, RI	Green	Green	White	Green	Green	White	Green	Green	Green
RALEIGH, NC	Green	Green	Red	Green	Green	Red	White	White	Red
RENO, NV	Green	Green	White	Green	Green	White	Green	Green	White
RICHMOND, VA	White	White	White	White	White	White	White	White	White
ROCHESTER, NY	White	Green	White	Green	Green	White	White	White	Red
SACRAMENTO, CA	White	Green	White	Green	Green	White	White	Green	Red

Salt Lake's supply and demand are in balance, with perhaps a slight bulge in expensive single-family units. Rentals remain scarce, though.

San Francisco's economy is now growing fast enough to absorb all the housing that's being built. Give spillover demand from underbuilt San Jose much of the credit (obviously, actual market conditions are much better than the index shows). Only problem: too many high-priced units.

Sarasota, down sharply for several months, could be on a collision course with trouble if this trend continues.

Spokane, which has been flat for four months, continues to work off its backlogged demand for both for-sale and rental units—also an unmined vein of consumer-spending potential.

Tampa-St. Petersburg is backing down. Most demand indices are off from the last quarter, possibly due to a seasonally slower economy. However, notes Gobar, building-permit authorizations have been on the rise since late '77. Message: The market could find itself swimming in unsold units. Another index or two should tell the story.

Tucson, which has been getting a big rush from builders, will pay its dues: an oversupply of all types of housing by year-end. But most of the bulge should show up in top-priced single-family detached homes.

SMSA (Market Area)

	DEGREE OF OPPORTUNITY			DEMAND BY UNITS			DEMAND BY PURCHASING POWER		
	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT
ST. LOUIS, MO	○	○	○	◐	○	○	○	○	◐
SALINAS-MONTEREY, CA	○	○	○	◐	●	○	●	◐	◐
SALT LAKE CITY, UT	◐	○	◐	◐	○	◐	○	○	○
SAN ANTONIO, TX	●	●	●	●	●	●	●	●	●
SAN DIEGO, CA	○	○	◐	◐	●	◐	◐	◐	●
SAN FRANCISCO-OAKLAND, CA	◐	◐	●	◐	●	●	◐	●	●
SAN JOSE, CA	◐	◐	◐	●	●	◐	○	○	○
SANTA BARBARA, CA	○	○	●	◐	◐	●	◐	◐	●
SANTA CRUZ, CA	○	○	○	●	◐	◐	◐	◐	◐
SANTA ROSA, CA	○	○	○	●	○	●	◐	○	◐
SARASOTA, FL	●	●	◐	●	●	○	●	●	●
SEATTLE, WA	◐	●	◐	●	●	◐	◐	◐	○
SHREVEPORT, LA	●	●	●	●	◐	●	●	●	●
SPOKANE, WA	●	◐	◐	●	◐	●	◐	◐	◐
SPRINGFIELD-CHICOPEE, MA	○	●	◐	○	●	●	◐	●	◐
STOCKTON, CA	◐	◐	○	◐	◐	○	○	◐	◐
SYRACUSE, NY	◐	●	○	◐	◐	○	●	●	○
TACOMA, WA	○	○	○	○	○	○	○	○	○
TALLAHASSEE, FL	◐	○	●	◐	◐	●	◐	○	●
TAMPA-ST. PETERSBURG, FL	○	○	○	○	○	◐	○	◐	◐
TOLEDO, OH	◐	◐	●	◐	◐	●	◐	◐	●
TUCSON, AZ	◐	◐	◐	○	◐	◐	◐	●	◐
TULSA, OK	●	●	●	●	●	●	●	●	●
VALLEJO-FAIRFIELD, CA	◐	○	◐	●	○	◐	◐	◐	○
WASHINGTON, DC	○	◐	●	◐	◐	●	○	◐	●
WICHITA, KS	●	●	◐	●	●	●	●	●	○
WILMINGTON, DE	○	○	○	○	○	○	◐	◐	◐
WORCESTER, MA	◐	●	◐	○	●	◐	●	●	○
YOUNGSTOWN, OH	◐	◐	○	◐	◐	○	◐	◐	◐

GETTING MORE FOR LESS: IS THAT POSSIBLE?

Call it value. Call it efficiency. Whatever you choose to call it, it's a concept that has become very important in the home building industry. In a time of rising materials costs, tight mortgage money, and persistent inflation, we all want good value for our money.

At AristOKraft, we understand the pressures on today's professional home builder. And the cabinets we design and manufacture for America's homes offer you (and your customers) good value.

We've thought a lot about how to deliver more. For less. And our own checklist of value suggests that we're right on target!

MORE

- More models . . . 12 different styles designed for today's lifestyles . . . plus 16 bathroom vanity cabinet styles.
- More convenience add-on options . . . (the kinds of accessories that custom cabinet builders provide, but in our "off the shelf" stock cabinets).
- More shipping points . . . AristOKraft maintains 17 strategically-placed company-owned warehouses in addition to our network of stocking distributors . . . so you'll get your cabinets when you need them.

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LESS

- Less worry . . . worry about availability . . . worry about customer satisfaction.
- Less dollar outlay . . . like we've said, we're shipping well-made, quality-checked cabinets with a reasonable pricing structure . . . good value for the money.
- Less waiting for delivery . . . we're keenly aware of the havoc that late deliveries can produce . . . and we're dedicated to avoiding delivery problems.

Maybe you're not keeping score. But we are. And we suggest that it's not only possible to offer more for less. AristOKraft makes a career of it.

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NAHB BOOTH 1241



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with Ed Kelley's comprehensive new book, **Cost, Rent and Profit Computer: Rental Apartments**

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- Mortgage rates
- Investor yields

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WHO WILL BENEFIT FROM THIS BOOK

Builder/Developers looking for the best combination of variables in putting apartment deals together.

Lenders evaluating apartment development loan submissions.

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Government Agencies, requiring help in broadening their knowledge of the economics of investment rental housing.

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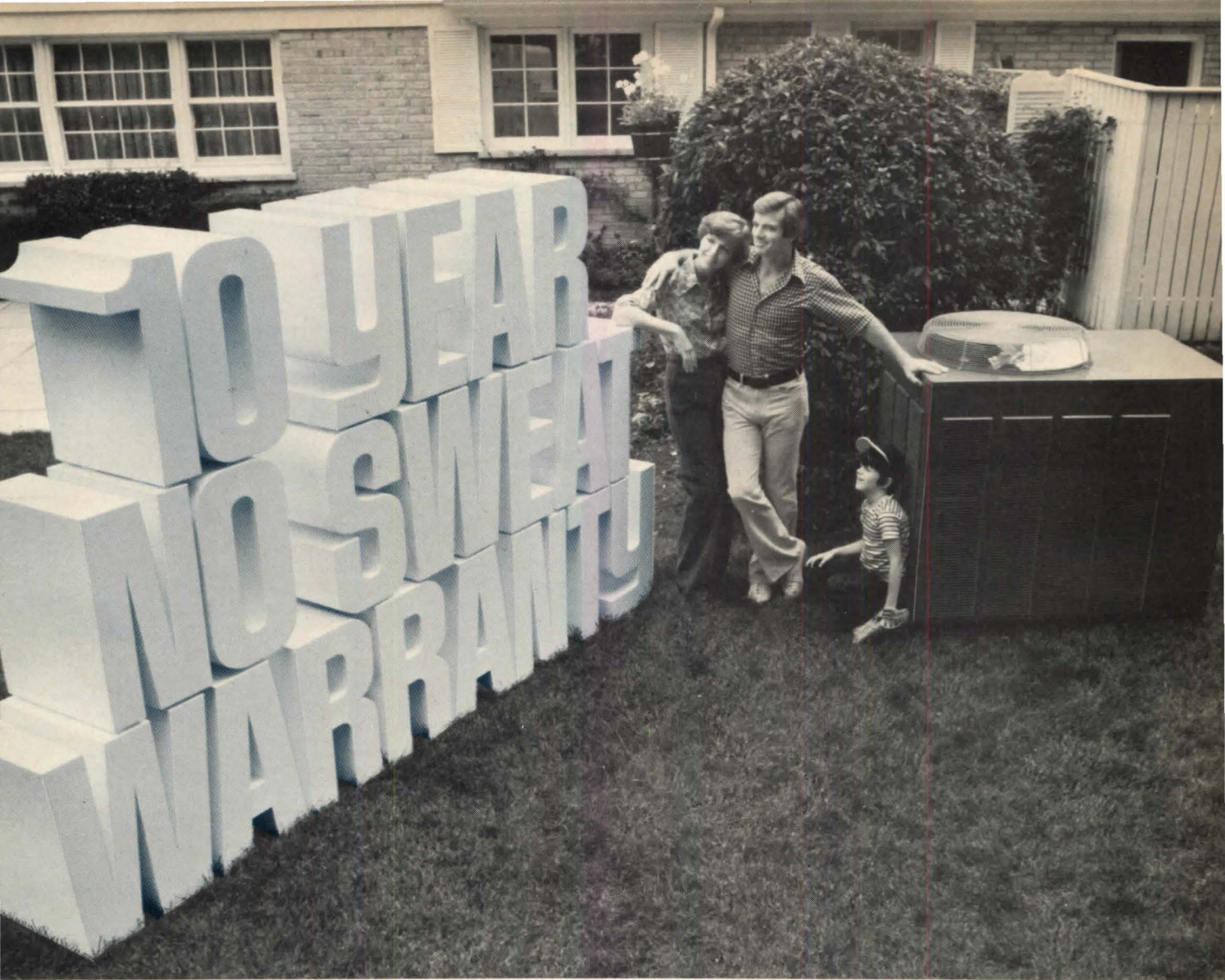
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ten year no-sweat warranty covers any defects in material and workmanship on the sealed refrigeration unit for ten years from date of installation on residential units. All other parts are warranted for one year from date of installation. Arkla Servel agrees to repair or replace such parts as are deemed defective when returned to Arkla prepaid.

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Gas Air Conditioning

More Than One Good Reason To Talk To CPR[®] About Manufactured Housing.

1 If you manufacture factory-built housing or components, talk to us about urethane.

Urethane. It's a highly efficient insulation material...or an impact resistant tough elastoplastic.

It can reproduce the fine grain and detail of wood cabinets and interior components, or economically duplicate millwork and exterior trim.

Faced rigid-urethane foam panels can add insulation efficiency to factory-built housing. When dimensions are critical, roofs, walls and floors can be insulated to meet recommended R-values without altering framing construction.

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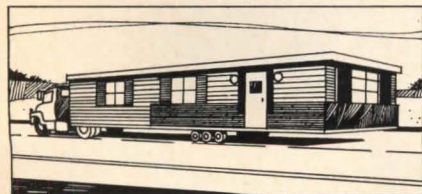
Urethane core panels can be faced with gypsum wallboard for inside walls and plywood facings for outside walls. And...urethane core panels can meet new building codes for occupied housing.

2 If you process urethanes, talk to us about RIM.

New precision high-pressure mixing/metering technology, called reaction injection molding, is the latest breakthrough in applications development.

This technique, ideal for foaming around inserts and for filling decorative exterior door design work without voids, is being utilized for economical urethane-core panel production for manufactured housing.

RIM can save time, speed up production and assembly, and eliminate the additional costs of purchasing, handling and storing solvents. RIM eliminates the solvent cycle and the need to flush the mixing head. A rapid succession of shots are possible. Shorter cycle times mean fewer molds with resultant savings.



3 If you process with RIM, talk to us about Rimfoam[™] and Rimthane[™].

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Caution: As urethanes or isocyanurates may present a fire hazard in certain applications, interior applications must be covered with a suitable thermal barrier. Exterior applications must have a protective coating to protect the urethane or isocyanurate from the elements.



How to make money in

Multi-Family

- Rental apartments
- Condo apartments
- Conversions

Dallas, March 16
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How to make money in

Multi-Family

- Rental apartments
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- Conversions

A one-day intensive briefing for Builders, Developers, Mortgage Bankers, Lenders, Investors and Realtors.

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Today's multi-family market requires a hard new approach. With that approach, despite the high cost of monies, land, construction and management, there are ways of turning profits — even in rentals.

That's what Ed Kelley will show you in this briefing.

You'll hear a concise, expert analysis of the economic state of today's rental-apartment industry.

And you'll learn the newest, most aggressive concepts in multi-family development. Specifically . . .

- Apartment plans designed to work in today's market and economy.
- How to understand and deal with the intricate relationship among rent, profit and development cost factors.
- The risks, problems and potential profits in converting rental housing to condominiums.
- The profit potentials in new condos and in rentals designed for future conversion to condo.
- The key economic elements of rehab and how to take advantage of the new 10% rehab investment tax credit.

You'll also hear . . .

- Ten ways to improve apartment development profit
- How to avoid the 10 most common management mistakes
- The effect of foreign investors on apartment-development process and rates of return.

And you'll have ample opportunity to discuss all these subjects—plus your own individual problems—with Ed Kelley and your fellow students.

As a bonus you will receive a copy of Ed Kelley's comprehensive new reference book, "Cost, Rent and Profit Computer: Rental Apartments" which lets you analyze apartment deals at a glance.

A portion of the material in this briefing was also part of HOUSING's 1978 series on rental apartments. If you attended one of those sessions and still feel you would like to attend this, we suggest you call our registrar.



Edward N. Kelley, CPM, CRE,
President
Edward N. Kelley & Associates,
Investment Real Estate

Edward N. Kelley heads his own property management consulting firm, which provides nationwide consulting services in the field of property management and marketing. The firm is currently retained by numerous developers, investors, lenders, major corporations and universities.

Over the past 20 years Mr. Kelley has had executive management responsibility over more than 75,000 apartment units in 30 states in addition to hundreds of shopping centers and office buildings. He is a Certified Property Manager, holds the designation of Counselor of Real Estate, and is president of the Chicago Chapter of the Institute of Real Estate Management. He served for three years as Regional Vice President of the Institute of Real Estate Management and a member of the Governing Council. He is past Chairman of the Chicago Real Estate Board's Renting and Management Division and was named "Manager of the Year" in 1969 and 1970. He has won the Journal of Property Management's coveted award for the best article published in the journal in both 1970 and 1976, making him the only CPM to ever win this award twice.

Mr. Kelley is the author of "Cost, Rent and Profit Computer: Rental Apartments," published by HOUSING Press, and of "Practical Apartment Management," published by the Institute of Real Estate Management.

a housing briefing

How to make money in

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Housing Magazine does not make individual room reservations for briefing participants, but we have arranged with the hotels to hold a limited block of rooms for our attendees. You can reserve your room at the Fairmont Hotel in Dallas by phoning (214) 748-5454; at the Marriott Hotel in Newport Beach by phoning (714) 640-4000; at the Marriott Hotel in New Orleans by phoning (504) 581-1000; at the Regency Hotel in Denver by phoning (303) 433-6131; and at the Hyatt Regency in Atlanta by phoning (404) 577-1234.

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An income tax deduction is allowed for expenses of education (includes registration fees, travel, meals, lodgings) undertaken to maintain and improve professional skill. See Treasury regulation 1.162-5 Coughlin vs. Commissioner 203F.2d307.

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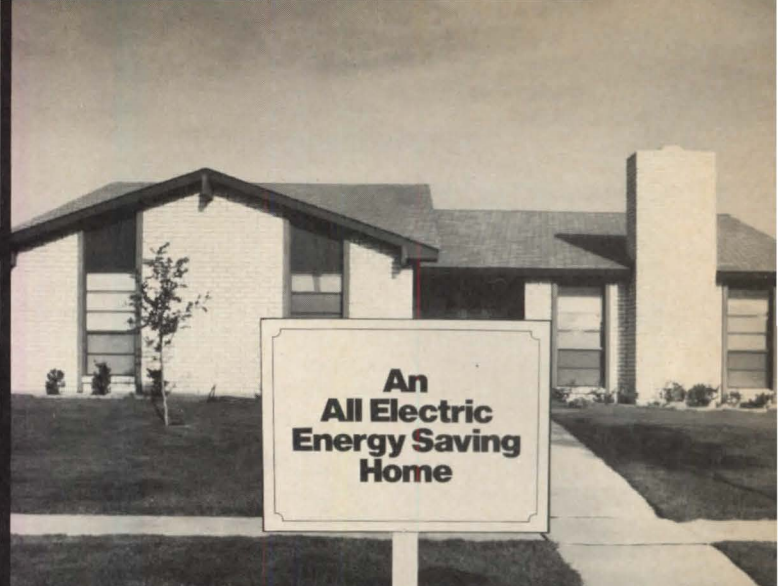
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Which House is the Real Energysaver?

At a time when smart homebuyers are looking for energysaving homes, smart homebuilders are building them with new gas appliances.

For the big household jobs of cooking, heating water, drying clothes and heating the home, gas is still the most efficient fuel known.

For the buyer, that translates into lower utility bills for many years to come. For you, it means more qualified buyers and quicker sales.



The consumer information program sponsored by GAMA on national TV, radio, and in magazines is telling Americans about the increased efficiency of the new gas appliances and how they help consumers save money and energy.

As a result, more and more homebuyers are looking for gas appliances in the homes they buy. Now, you have a good reason to build them into the new homes you sell.

The new gas appliances are good for your economy.



Gas Appliance Manufacturers Association

Circle 139 on reader service card

1. Protective "Rainware" accessories include aluminum gutters and downspouts, posts, a soffit and fascia system and window trim. Accessories can be installed in retrofit applications. Alcan, Warren, OH. NAHB booth 111. *Circle 258 on reader service card*

2. Prefabricated staircase system features 31-lb. steel elements that slide into each other. Units can be fitted to produce a curved, straight or geometric-shaped configuration. A T Univ-Stairs, Chatsworth, CA. *Circle 259 on reader service card*

3. Skylight system consists of fixed and roll-back sections that open to provide ventilation. Custom-designed systems are available in a variety of shapes, sizes and materials, including stained glass. Rollamatic Roofs, San Francisco, CA. *Circle 260 on reader service card*

4. Easy-to-install underlayment board is designed for re-siding applications. Board, with a $\frac{3}{8}$ " thickness, is made of polystyrene foam insulation sandwiched between kraft paper facing. Certain-Teed, Valley Forge, PA. NAHB booth 1608. *Circle 261 on reader service card*

5. Polystyrene baffle, "Pink Flash," prevents insulation from spilling into a soffit space or blocking airflow. Baffle is available for use with 24" and 16" o.c. trusses and rafters. Air Vent, Peoria, IL. *Circle 262 on reader service card*

6. Moisture-resistant ProperVent/2™ provides a 32-sq.-in. air space at the cornice and plate line. Unit, 48" long, is designed for use where roof framing is 24" o.c. CPD Construction, Minneapolis, MN. *Circle 263 on reader service card*

7. Roof insulation fastener locks insulation to steel roof decks. A self-drilling Phillips head screw is driven through a center hole to secure the insulation. GAF, New York City. NAHB booth 1772. *Circle 264 on reader service card*

8. Nail-base insulating material, for sidewall sheathing applications, can also be used for soffits, partitions and porch and carport ceilings. Building board comes in 4' widths and 8', 9', 10' and 12' lengths. Homasote, West Trenton, NJ. NAHB booth 1352. *Circle 265 on reader service card*

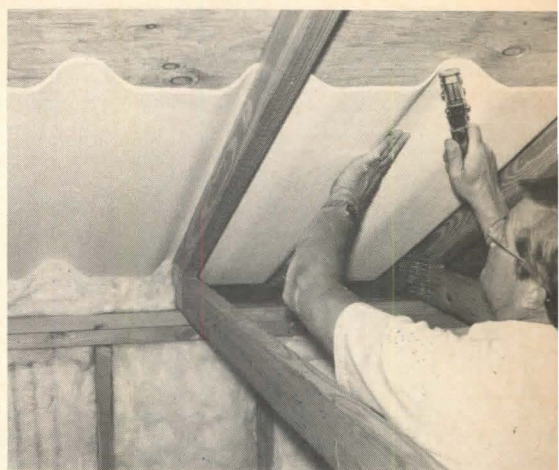
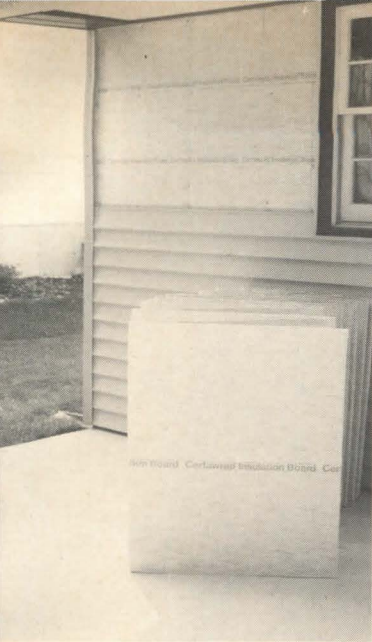
9. Wood-base molding, with cellular-wrap vinyl coating, comes in a "Western Ranch" and "Colonial" pattern in three woodgrain finishes. The molding is available in 12' lengths and can be applied with nails, staples or adhesives. Gossen, Milwaukee, WI. NAHB booth 1460. *Circle 266 on reader service card*

10. Styrofoam™ TG, well-known as a sidewall insulation, is just as applicable as a foundation insulation—as illustrated in photo. A number of commercial coatings or coverings are available to protect the sheathing on the above-grade portion of the wall. Dow Chemical, Midland, MI. NAHB booth 114. *Circle 267 on reader service card*

11. Circular stairs can be custom-designed with a single center support beam or with two stringers, as shown. Treads can be designed to receive carpet, wood, terrazzo, marble, concrete or tile. Duvinage, Hagerstown, MD. *Circle 268 on reader service card*

12. Integrated water runoff system includes a 6" facade gutter, fascia and soffit. Aluminum system, designed for fast installation, is prefinished in white, royal brown or ivory baked-on enamel colors. Omni, Addison, IL. NAHB booth 2004. *Circle 269 on reader service card*

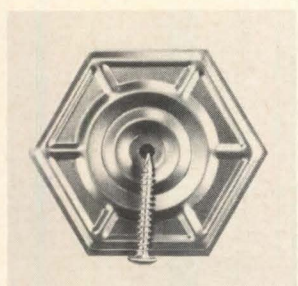
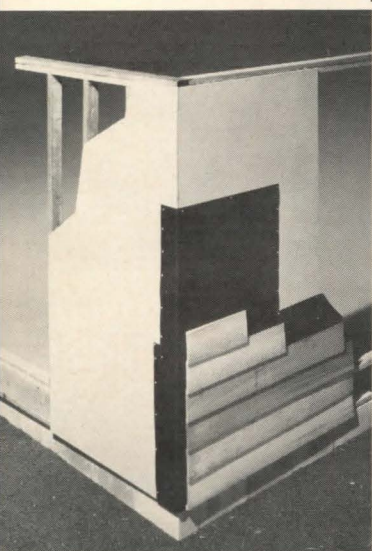




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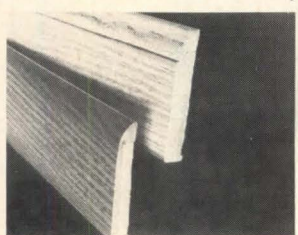
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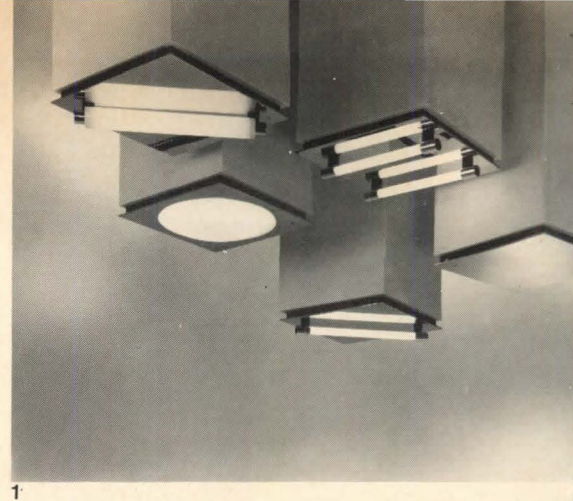


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LIGHTING

1. **Fluorescent lighting line** includes linear and circular models. Circular unit comes with a translucent acrylic diffuser. Linear units come in 12'', 18'' and 24'' lengths. Lightolier, New York City. *Circle 270 on reader service card*
2. **Decorative table lamps** have matte-white ceramic bases and opaque shades. Lamps are, from left to right, 22'', 28'' and 23'' high with 20'' and 22'' shades. George Kovacs, New York City. *Circle 271 on reader service card*
3. **Ultralume™ fluorescent lamps**, shown in residential installation, is also suitable for use in public areas. Lamps come in warm-white, cool-white and blue-white varieties. Westinghouse, Bloomfield, NJ. NAHB booth 1536. *Circle 272 on reader service card*
4. **Decorative track lighting** features wood-tone cylinders and universals. Matching wood-tone trim is available for installation on the track. NuTone, Cincinnati, OH. NAHB booth 1424. *Circle 273 on reader service card*
5. **Wall-mount outdoor lamp** is part of the "Indestructible II" series. Fixture features a housing molded of Noryl® SE-1 resin, a product of GE's plastics division. Thomas, Louisville, KY. *Circle 274 on reader service card*
6. **"Oakridge Arc" floor lamp**, made of chrome and oiled oak, comes with a tan vinyl pleated shade. Matching plant stands are also available. London Lamps, Redondo Beach, CA. *Circle 275 on reader service card*



1



2

INTERIOR ENVIRONMENT

7. **Through-the-wall heat pump** may be used for room addition or retrofit applications. The energy-efficient unit comes in three models with 7.5, 6.9 and 6.6 EER ratings. Unit operates on 230/208 volts. General Electric, Louisville, KY. NAHB booth 1400. *Circle 276 on reader service card*
8. **Energy-efficient heat pump** is available in 2½ and 3-ton sizes. The units offer EER ratings of 7.0 to 8.1 and COP ratings of 2.2 to 2.8. Cabinet design permits easy access to all major components. Singer, Carteret, NJ. *Circle 277 on reader service card*
9. **Energy-saving heat pump** features a heavy steel cabinet (shown) coated with exterior acrylic enamel. Unit is available in two-to-five-ton sizes. A safety device automatically shuts compressor off if a refrigerant loss occurs. Amana, Amana, IA. NAHB booth 936. *Circle 278 on reader service card*
10. **Recessed heater** designed for in-floor installation comes in lengths of 35¼'' to 107¼''. Unit is part of an electric hot-water heating line that also includes baseboard, wall and under-cabinet units. Intertherm, St. Louis, MO. *Circle 279 on reader service card*
11. **Electronic clock-thermostat**, measuring 6'' x 4'' x 2'', can replace a two-wire, non-clock thermostat without additional wiring. Unit includes a day/night temperature switch and alternately displays the time and temperature. Rapid Circuit, Brooklyn, NY. *Circle 280 on reader service card*
12. **"Energy Cost Monitor"** continuously measures energy usage and computes and displays its cost. When regular billing period ends, a utility bill is automatically printed. Unit can interrupt up to five electrical sub-systems if power usage exceeds budgeted levels during peak-hour periods. Energy Conservation Systems, Costa Mesa, CA. *Circle 281 on reader service card*



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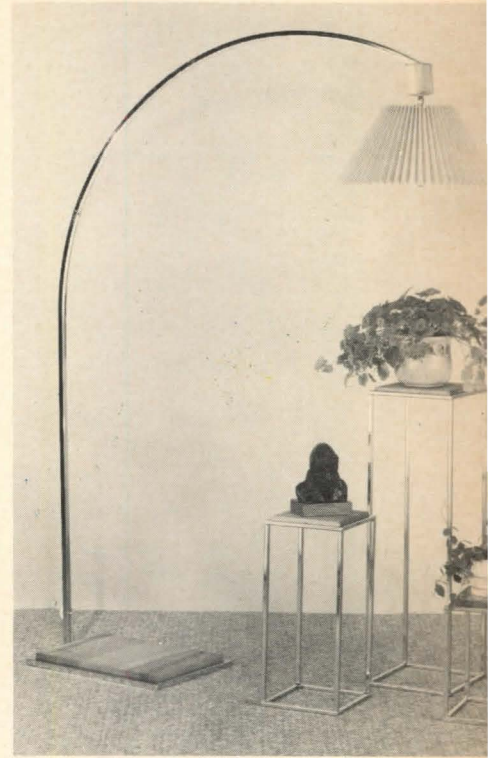
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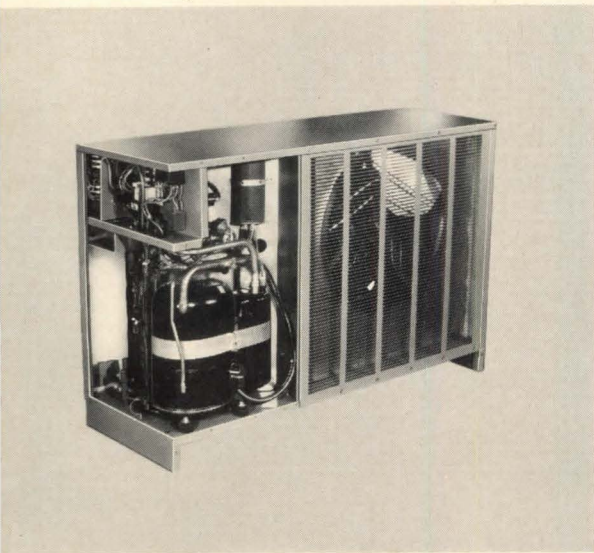
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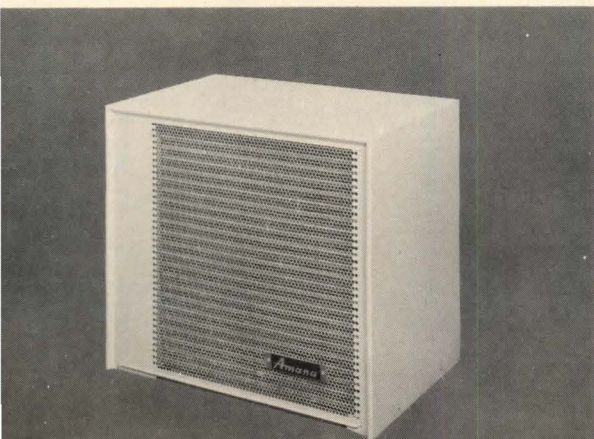
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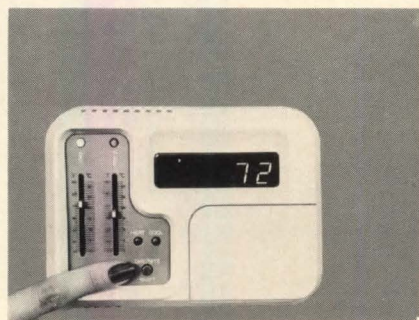
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RECREATIONAL

1. **Freestanding olympic gym** is now available with an optional "tower tent." Tent features a flame-retardant canvas covering. An 8'-long plywood slide is also optional. Swing Design, Framingham, MA. *Circle 282 on reader service card*
2. **Easy-to-build platform tennis systems** are available in all-wood, all-steel or wood-and-steel packages. Systems are offered for raised or on-ground installation. North American Recreation, Bridgeport, CT. *Circle 283 on reader service card*
3. **High-security bicycle rack** includes a front-wheel housing element that prevents removal of the front wheel. Rack is designed so bicycle frame and rear wheel can be secured with a padlock. Rally, Sonoma, CA. *Circle 284 on reader service card*
4. **Home exercise equipment** includes 140 lbs. of adjustable weights and an eight-position lifting arm. Compact unit, 86'' high, 16'' wide and 18'' deep, opens to a 6' depth. Marcy Gym, Glendale, CA. NAHB booth 1047. *Circle 285 on reader service card*
5. **Custom-designed sauna kit** includes precut walls, ceiling, door and frame, benches, trim and carpeting. A heater and a control system maintain constant temperatures. Viking Sauna, San Jose, CA. NAHB booth 1816. *Circle 286 on reader service card*
6. **Refrigerated at-home ice skating rink** operates off of a 230v, single-phase current. Portable rink can be installed indoors, over concrete, blacktop, bare ground—or, over a filled swimming pool or pond. Devoe, Carlstadt, NJ. *Circle 287 on reader service card*

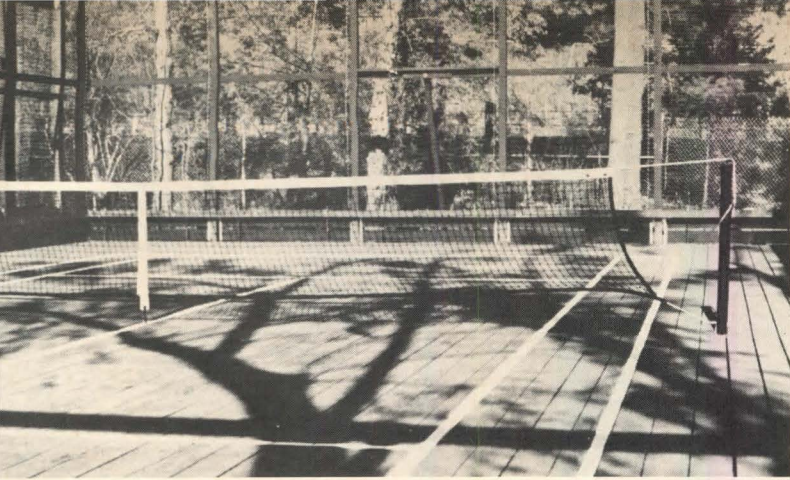


OUTDOORS

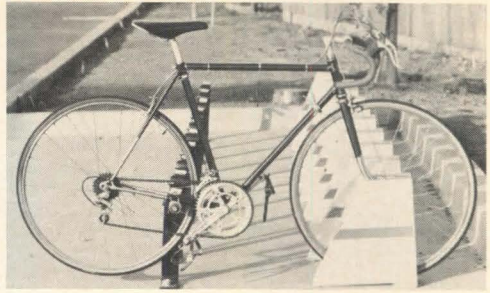
7. **Multipurpose retreat** includes a hot tub, gazebo, decking and decorative elements. All are built of rustic redwood garden grades. Knotty garden grades include "Construction Heart," "Construction Common" and "Merchantable." California Redwood, San Francisco, CA. *Circle 288 on reader service card*
8. **Oriental-styled fiber glass pools** are suitable for indoor or outdoor landscaping. Lightweight units are offered in brown or aqua blue, and varied shapes. Hermitage Gardens, Canastota, NY. *Circle 289 on reader service card*
9. **"Liz" series of outdoor furniture**, with PVC cane strapping, features 1'' frames of heavy-grade aluminum tubing and a specially formulated baked-on satin-acrylic finish. Lawnlite, Miami, FL. *Circle 290 on reader service card*
10. **Low-maintenance spa** is made of vacuum formed acrylic, backed with fiber glass and polyester resin. Preplumbed unit can be installed above, below or partially in the ground. Baja, Tucson, AZ. NAHB booth 2033. *Circle 291 on reader service card*
11. **Redwood "HotTub"** is available in 3' to 8' outside diameters and 3' to 5' outside heights. Two redwood benches, a thermal blanket and an automatic chlorinator come with the unit. Tub can be filled with a garden hose; water is automatically recycled twice a day. California HotTub, New York City. *Circle 292 on reader service card*
12. **Privacy fence** is constructed of Wolmanized® pressure-treated lumber. Lumber, protected from decay and insects by a preservative, may be stained or painted, or left to weather naturally. Koppers, Pittsburgh, PA. NAHB booth 1168. *Circle 293 on reader service card*



More products on page 150



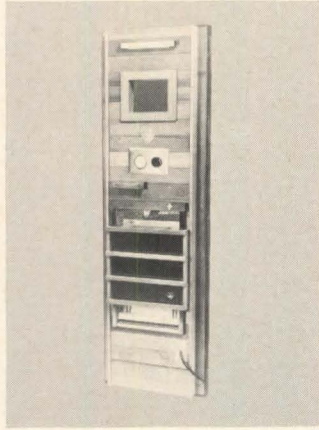
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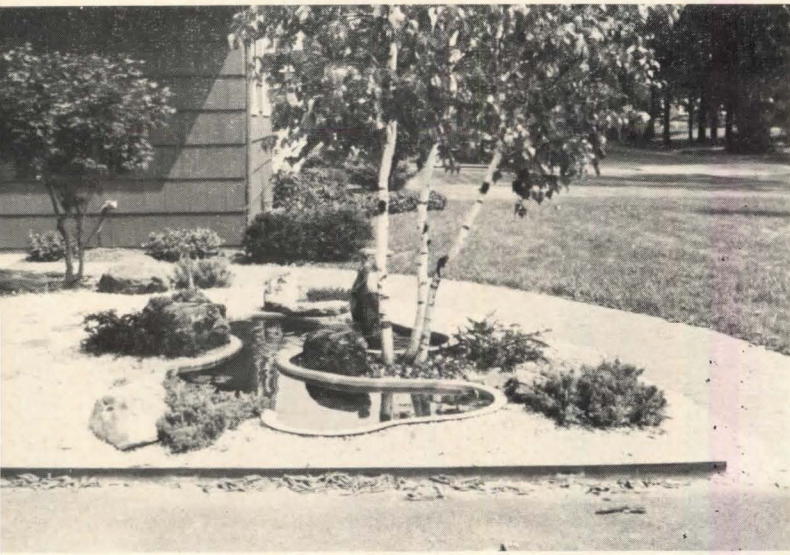
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11



12

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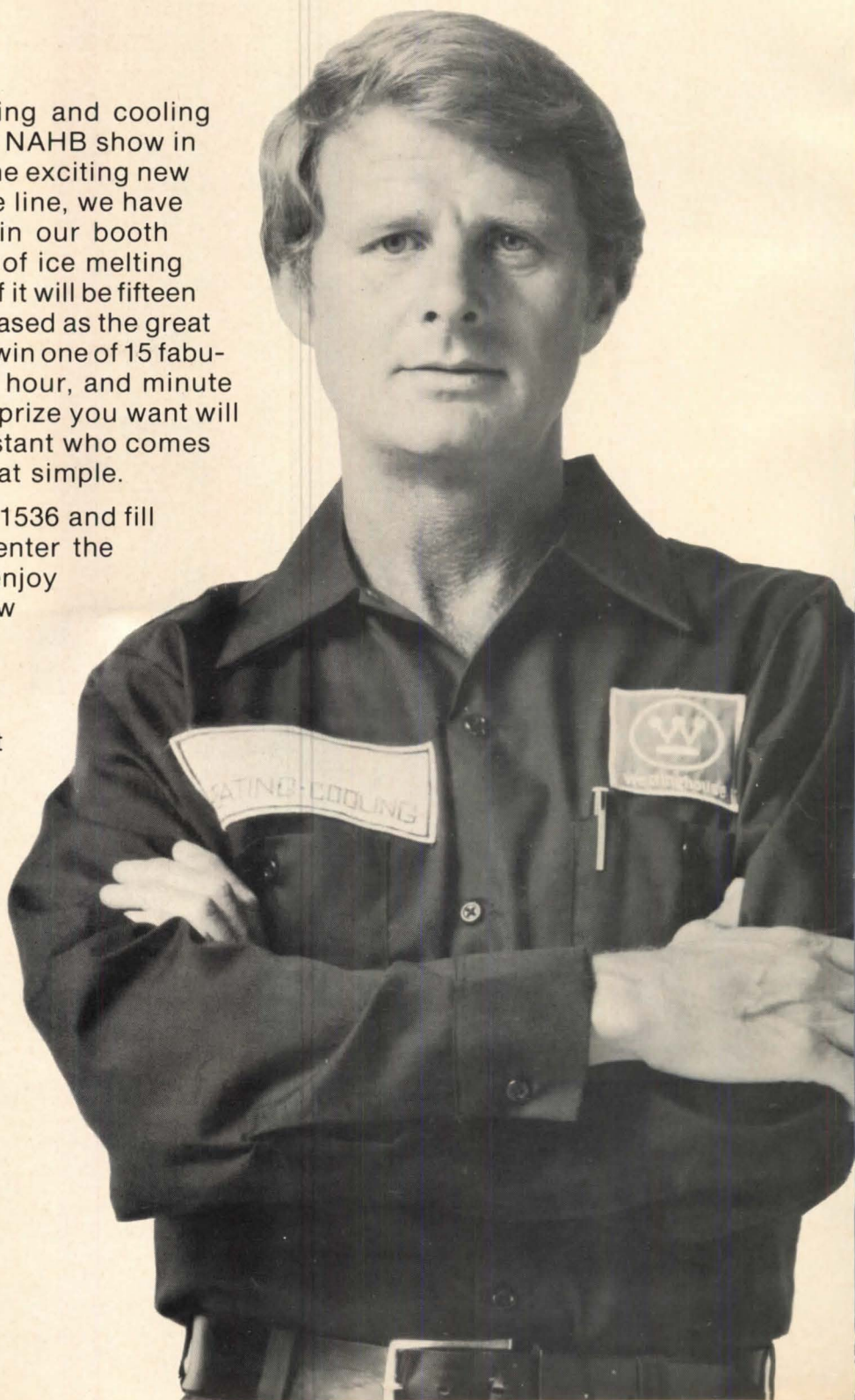
Circle 147 on reader service card

Westinghouse invites you to win a fabulous Register at our NAHB Booth 1536 on January 20

Visit the Westinghouse heating and cooling booth first when you're at the NAHB show in Las Vegas. Along with all of the exciting new products in the Westinghouse line, we have a special attraction for you in our booth alone. You'll see 900 pounds of ice melting before your very eyes. Inside of it will be fifteen billiard balls which will be released as the great ice melts. All you have to do to win one of 15 fabulous prizes is guess the day, hour, and minute that the ball representing the prize you want will drop from the ice. The contestant who comes closest wins the prize—it's that simple.

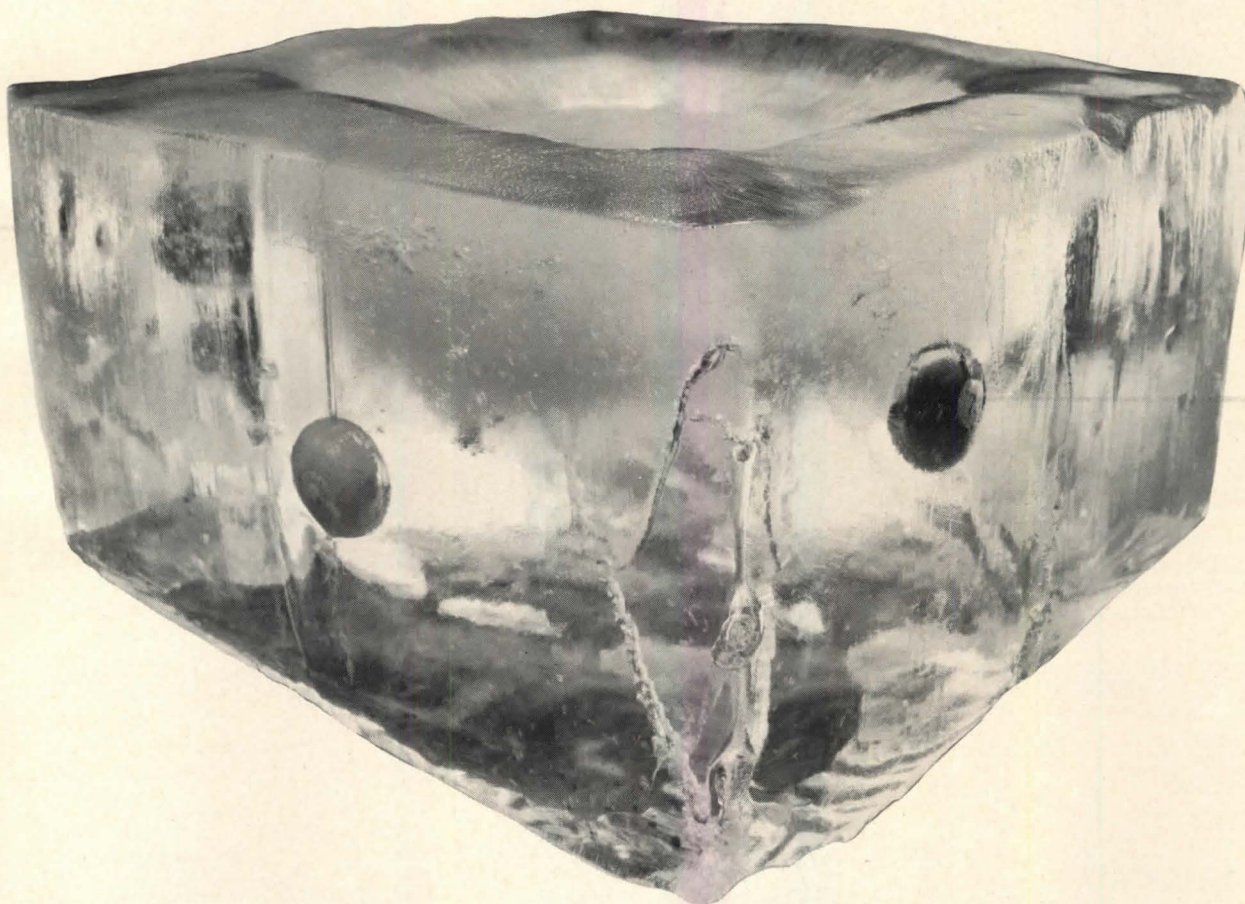
Be sure to drop by our booth 1536 and fill out the registration card to enter the great ice melt. Then you can enjoy the suspense of seeing just how good your powers of prediction are.

Remember, mark the Westinghouse Great Ice Melt on your personal show itinerary. We're looking forward to seeing you there. Westinghouse Electric Corporation, Residential Commercial Air Conditioning, 5005 Interstate Drive North, Norman, Oklahoma 73069.



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11 Grandfather clock
12 Home draft beer dispenser

13 Brunswick pinball
machine
14 Home video cassette
recorder
15 Black & Decker power
shop and power tools

Note: One entry per registered
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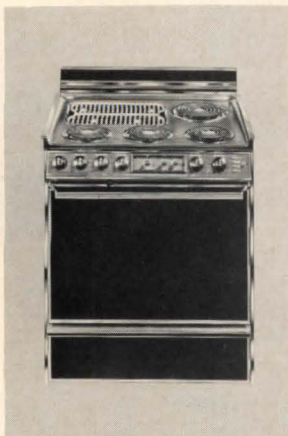
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THE NAME TO GO WITH



"Ranch" cabinetry (above) is constructed of ashwood. Doors, with ceramic pulls, are 1" thick. Drawers are dove-tailed at all four corners and glide on ball-bearing suspension systems. Haas, Sellersburg, IN. Circle 294 on reader service card



Refrigerator (left) is insulated with: 2" foam around the refrigerator section; 2½" foam around the freezer. Amana, Amana, IA. NAHB booth 936. Circle 295 on reader service card



"Powerhouse" dishwasher (above) has two spray arms, and is large enough to accommodate 16 place settings. Eight- and six-cycle models are offered. Magic Chef, Cleveland, TN. NAHB booth 1366. Circle 296 on reader service card

Built-in electric range (left) features four plug-in heating elements and an interchangeable grille and griddle. Unit includes a smokeless broiling feature. Modern Maid, Chattanooga, TN. NAHB booth 500. Circle 297 on reader service card

Full-base lazy susan (right) is featured in corner cabinetry. Unit is part of the "Geneva" line, which is offered with a variety of finishes. Rutt, Goodville, PA. Circle 298 on reader service card



Self-rimming bar sink (below) is offered with a faucet strainer and a built-in recessed NuTone blender. Just, Franklin Park, IL. Circle 299 on reader service card



Gas range (right) features a Teflon-coated griddle. The 36" model has a see-through oven door. O'Keefe & Merritt, Mansfield, OH. NAHB booth 301. Circle 300 on reader service card



Modular cabinetry (above) is constructed of medium-density ¾" particleboard. Sawyer, Sylmar, CA. NAHB booth 2700. Circle 301 on reader service card

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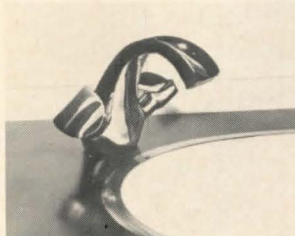
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"Mission II" vanity (above) features recessed door panels and antique-brass hardware. The oak vanity comes in a light or dark woodtone finish. Boise Cascade, Berryville, VA. NAHB booth 1754. Circle 302 on reader service card



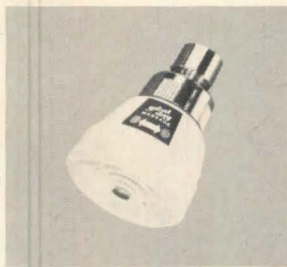
Single-spout faucet (left) features side-mounted handles. Chrome-plated brass unit may be ordered with colored-handle covers. Coordinated tub/shower fittings are also available. Hastings, New York City. NAHB booth 2411. Circle 305 on reader service card

Self-rimming lavatory (right) measures 19" in diameter and is 6" deep. Unit is installed with 4" or 8" widespread fittings. Sink comes with template and mastic setting compound. Norris, Walnut, CA. NAHB booths 430 and 530. Circle 307 on reader service card



Tub/shower surround system (above) installs easily over existing wallboard or tile. Press-molded fiber glass panels come in six colors. Swan, St. Louis, MO. NAHB booth 1037. Circle 309 on reader service card

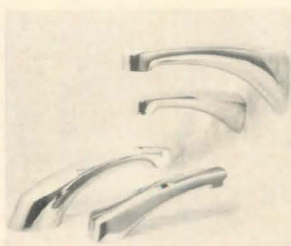
Great Day™ shower head (below) adjusts from soft spray to massage. Unit fits 1/2" exposed-thread shower arms and uses 2.75 gpm. Alsons, Covina, CA. NAHB booth 1169. Circle 303 on reader service card



Surface-mount oak cabinet (above) has an antique white finish, coated with clear acrylic. NuTone, Cincinnati, OH. NAHB booth 1424. Circle 304 on reader service card

Ball-joint shower head (left) can be equipped with a 2.75 gpm flow control. Unit features Lexan™ plungers. Speakman, Wilmington, DE. Circle 306 on reader service card

Roman tub spouts (right) come in 8 3/4" and 11" ledge and 8" and 11" wall models. Available finishes include polished chrome and satin gold. Spouts also come in sets with coordinated tub/shower fittings. Gerber, Chicago. Circle 308 on reader service card

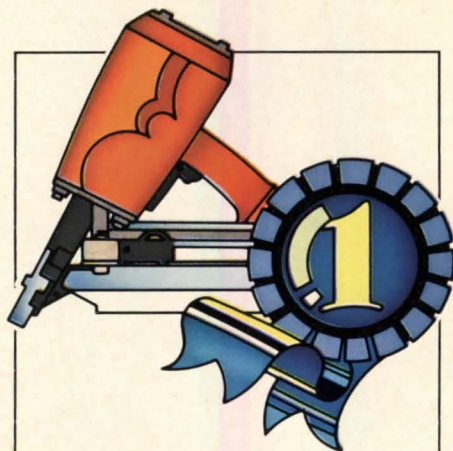
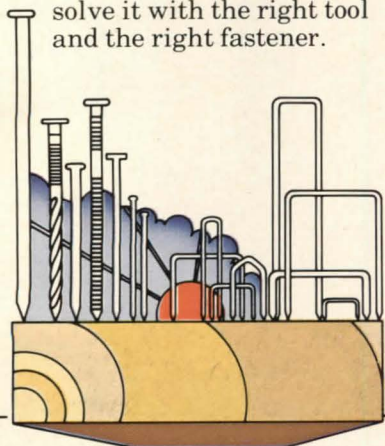


"Bishop Hill" vanity (above) features raised-panel door and drawer fronts. Vanity is offered in a "toasted almond" or "burnished russet" finish. Brammer, Davenport, IA. Circle 310 on reader service card

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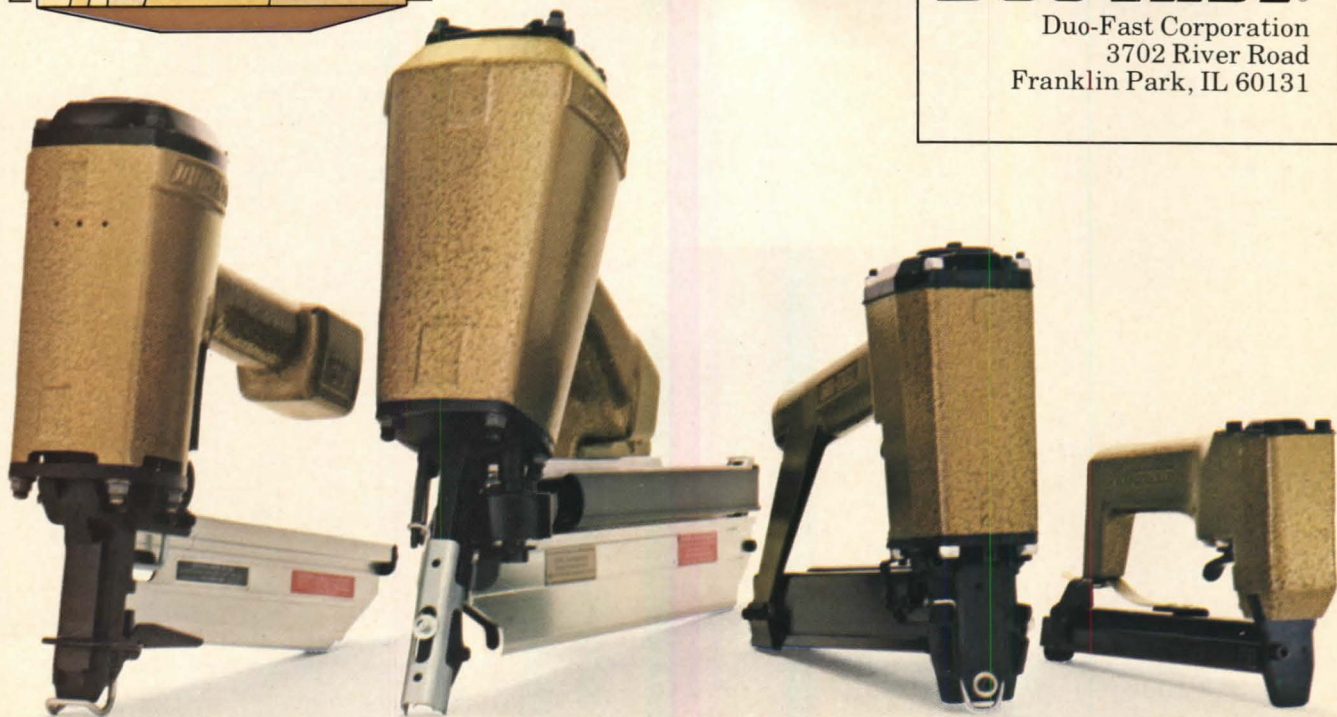
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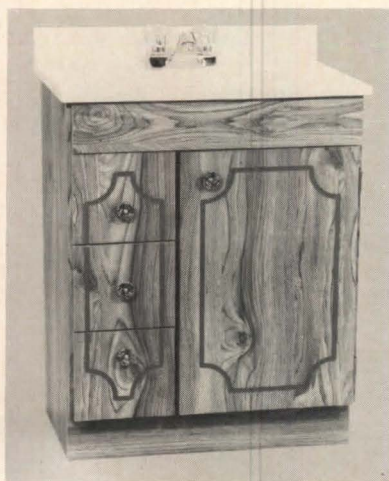


Medicine cabinet (above) is part of the "Panoramic" collection. Cabinet is equipped for fluorescent lighting and has three mirrored doors. Allibert, Edison, NJ. NAHB booth 2515. *Circle 311 on reader service card*

Tub/shower control (below) includes a pressure balance valve that keeps water flow and temperature constant when changes in water pressure occur. Unit is available with a crystal or metal knob. Bradley, Menomonee Falls, WI. NAHB booth 1320. *Circle 312 on reader service card*



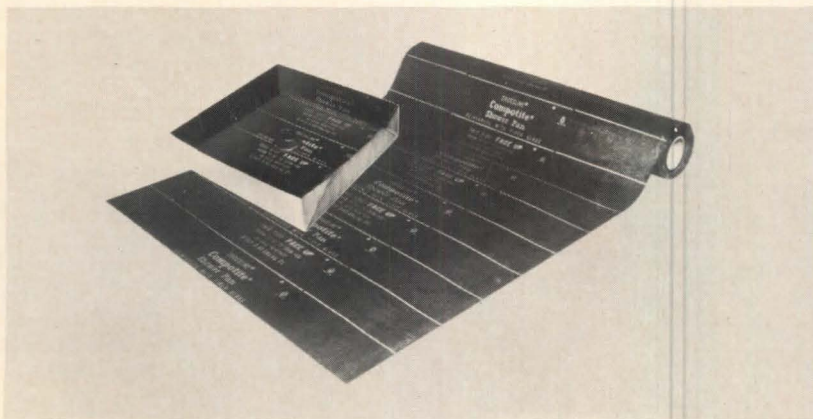
Water-saving toilet (above) uses only two quarts of water per flush. Toilet has a quiet, 12-second flush cycle. The white vitreous-china unit is available with an elongated or round front. Microphor, Willits, CA. *Circle 313 on reader service card*



"Draw-Van 2" vanity (above) comes in sizes ranging from 24" x 16" to 48" x 21". Unit is made of high-density particleboard coated with Herculex™, a polyester laminate. Available finishes include teak, oak and pecan. Camden Crafts, Lebanon, OH. *Circle 314 on reader service card*



Medicine cabinet (above), made of high-impact polystyrene, is designed for recessed mounting. Cabinet features a mirrored door with piano hinges and magnetic catch. Unit has two adjustable glass shelves. Miami-Carey, Monroe, OH. NAHB booth 1336. *Circle 315 on reader service card*



Waterproofing membrane (above) is easily shaped into a shower-pan form for installation under ceramic tile. Membrane comes in 48", 54", 60" and 72" widths. Compotite, Los Angeles. NAHB booth 1953. *Circle 316 on reader service card*



Water-saving toilet (above) uses no more than 3.5 gals. per flush. Toilet comes in elongated or round-front models. Briggs, Tampa, FL. NAHB booth 1340. *Circle 317 on reader service card*

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Insulative ("R") values of roofing products shown below. Source: ASHRAE Handbook, and California Energy Design Manual.

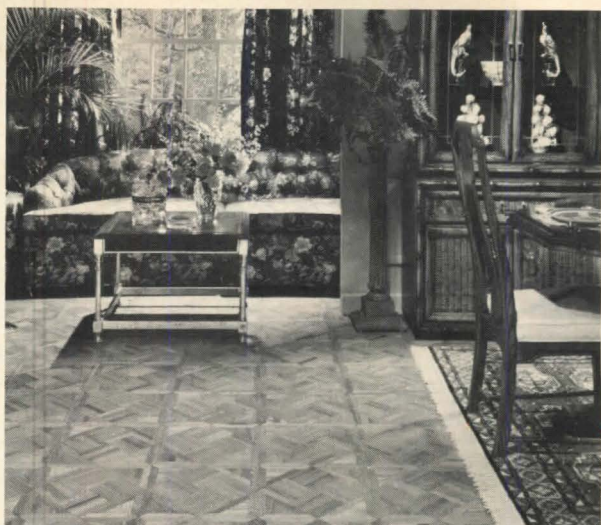
Cedar Shakes (Heavy)	1.69
Cedar Shakes (Medium)	1.15
Cedar Shingles	.87
Built-Up Roofing, Slag	.78
Asphalt Shingles	.44
Built-Up Roofing, Smooth	.33
Asbestos Cement Shingles	.21
Slate	.05

Red Cedar Shingle & Handsplit Shake Bureau

Circle 91 on reader service card



Wood flooring, random Villa Nova Plank™ (above), is available in "mellow" or "harvest" brown. Bruce, Dallas, TX. NAHB booth 520. Circle 326 on reader service card



"Chaucer" BondWood® parquet (above) comes in walnut, angelique, red or white oak in 13 7/16" square slats. Harris, Johnson City, TN. NAHB booth 1739. Circle 330 on reader service card



Cut-and-loop carpeting, "Rainbow's End" (left), is tufted from DuPont BCF nylon. Plush floorcovering is offered in twelve colors, including grape green, in 12' widths. Masland, Carlisle, PA. Circle 327 on reader service card



No-wax resilient floor tile, "Pelham Manor" (left), is made of reinforced vinyl. Material is offered in five earth tones, including smoke gray and mocha. Kentile, Brooklyn, NY. NAHB booth 1929. Circle 331 on reader service card

Ceramic tile Ironrock® pavers (right) can be installed indoors or outdoors on vertical or horizontal surfaces. Rustic-styled pavers are available in mesa, cordoba and galaxy. Metropolitan Ceramics, Canton, OH. Circle 328 on reader service card



Sheet vinyl flooring (right) has a pegged look. Seamless "Mission Oak" flooring comes in 12' and 15' widths. Pattern is available in charter and golden oak colors. Congoleum, Kearny, NJ. NAHB booth 630. Circle 332 on reader service card



Prefinished or unfinished solid hardwood parquet flooring (above) can be installed over plywood or concrete slab subfloors. Peace, Magnolia, AK. Circle 329 on reader service card



"Kashimar" rug, "Royal Kerman" (above), is offered in an "Autumn Haze" coloration. Couristan, New York City. Circle 333 on reader service card

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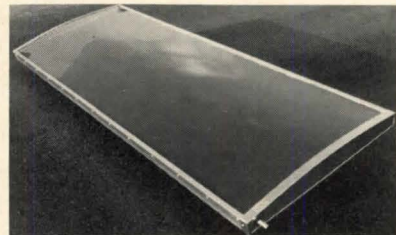
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Cultured Stone Veneer® (above) can be used on interior as well as exterior surfaces, as shown. Ten textures or colors with matching corner pieces are offered. Stucco Stone, Napa, CA. NAHB booth 1287. *Circle 358 on reader service card*



Self-sealing "Brigade" shingles (above) have a fiber glass base mat. Asphalt shingles are offered in eight colors. Flintkote, Irving, TX. NAHB booth 220. *Circle 362 on reader service card*



Aluminum collector plate (above) is glazed with lightweight, curved acrylic. Collector contains a copper heat absorption system. TechniTrek, San Leandro, CA. *Circle 363 on reader service card*



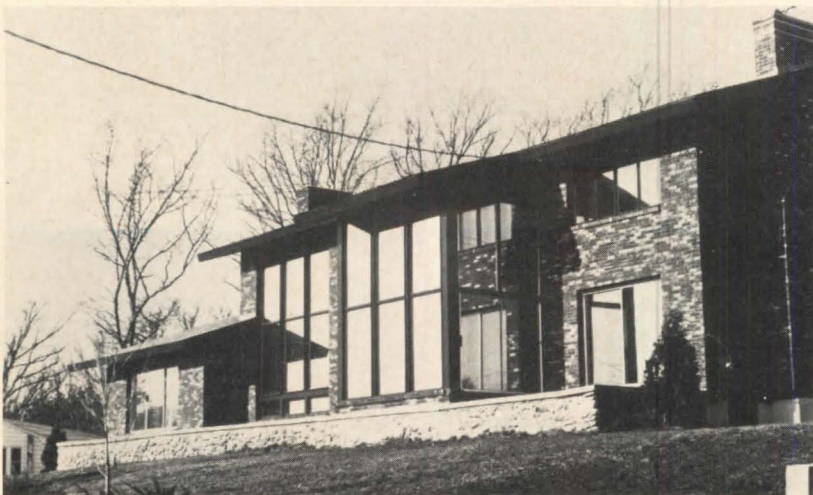
Prefabricated section of red cedar shingles (above) may be applied over foamed insulation. Shakertown, Seattle, WA. NAHB booth 1372. *Circle 359 on reader service card*



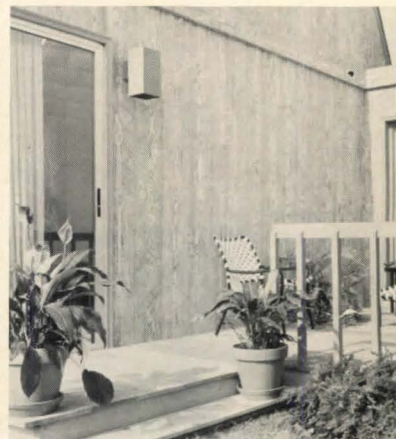
Victorian-style moldings (above) are cast from high-density polyurethane. Custom styles are available on request. Fypon, Stewartstown, PA. *Circle 360 on reader service card*



"Heat Trap" solar collector panels (above) are prepackaged as full systems. Custom packages, designed to the builder's specs, are offered. American Solar, Concord, CA. *Circle 364 on reader service card*



"Reflecto-Shield" (above) is a passive solar-insulating film that reduces heat flow. Pressure sensitive film is applied to exterior glass surfaces. Madico, Woburn, MA. NAHB booth 1757. *Circle 361 on reader service card*



Two-toned hardboard siding (above) has a deep embossed texture. Grooving is saw kerf and random, 9.6" o.c. Georgia-Pacific, Portland, OR. NAHB booth 1436. *Circle 365 on reader service card*

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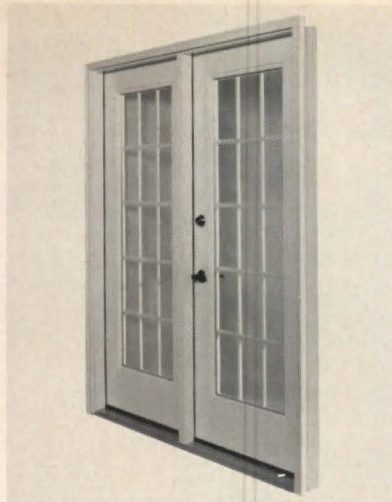
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Circle 93 on reader service card



Greenhouse window (above) comes single-glazed or with insulating glass. Frame comes with a white or bronze finish. Alenco, Bryan, TX. NAHB booth 1944. Circle 342 on reader service card



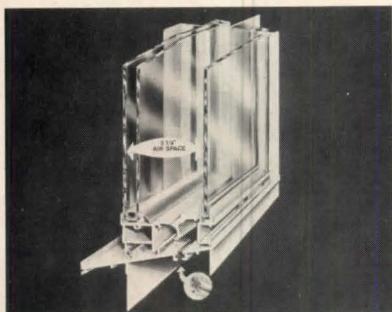
Patio door system (above) comes in one- to four-panel units. Fixed or swinging panels may be mixed or matched in a variety of combinations. Peachtree, Norcross, GA. NAHB booth 1782. Circle 343 on reader service card



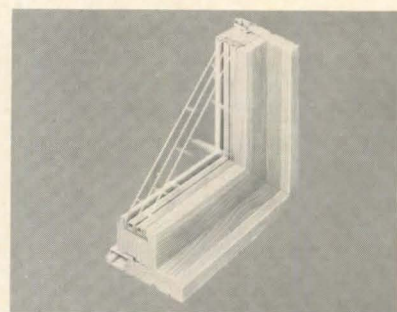
French patio doors (above) come with tempered, insulating glass. Steel-faced doors have polyurethane foam cores. Stiles and rails are wood. Stanley, Birmingham, MI. NAHB booth 1218. Circle 344 on reader service card



Decorative entry door (above) has an Aztec design. Door comes in 36''x84'' and 36''x96'' standard sizes; custom sizes are available. Stiles and rails are made of pine or redwood. Customwood, Albuquerque, NM. Circle 345 on reader service card



Single-hung window cutaway (above) has a 2 1/4'' air space between exterior double-glazed panel and interior single-glazed tilting sash. Capitol, Mechanicsburg, PA. NAHB booth 2024. Circle 346 on reader service card



Fixed-window cutaway (above), for triple-glazed units ranging in size from 32''x36'' to 60''x68'', consists of three 3/16''-thick glass panes separated by 1/16'' air spaces. Rolscreen, Pella, IA. Circle 347 on reader service card



Aluminum sliding doors (above) come single-glazed or with insulating glass. Completely reversible two-panel system is available in four finishes. Alcan, Youngstown, OH. NAHB booth 111. Circle 348 on reader service card

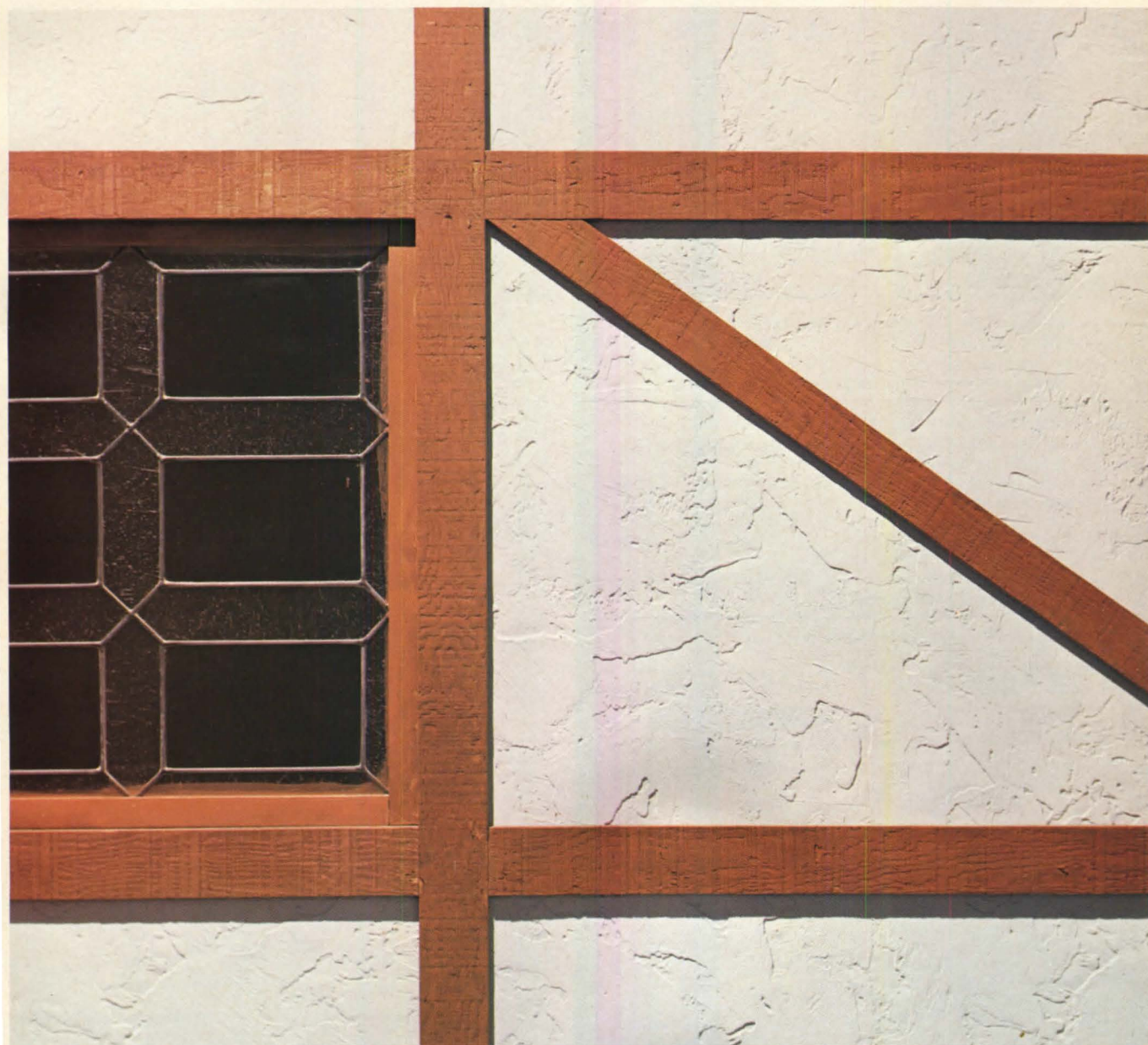


Four-panel door system (above), set in a two-door opening, provides an extra barrier of dead air between panels. Door panels interlock at center. Remington, Hicksville, NY. NAHB booth 1988. Circle 349 on reader service card



Sliding storm door, Patio Glide™ (above), is designed for installation outside patio doors. Extruded aluminum frames come in a white or bronze finish. Alasco, Akron, OH. Circle 350 on reader service card

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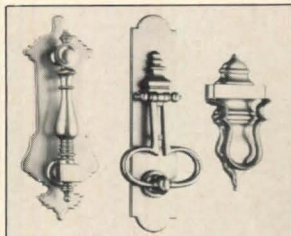
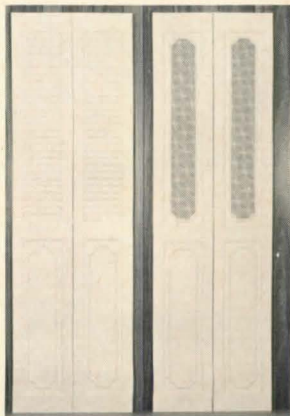
Circle 95 on reader service card

DOORS/WINDOWS



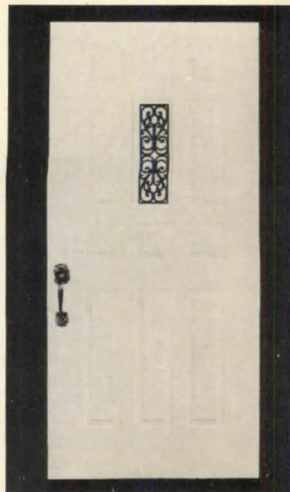
Patio doors (above), available in two- and three-panel units, also come in single-light models. General Products, Fredericksburg, VA. NAHB booth 1184. Circle 352 on reader service card

Prefinished bifold doors (right) feature polystyrene-laminated front facings and laminated flush backs. Doors are available in off-white. Regency, Miami, FL. Circle 356 on reader service card



Door knockers (above) are part of a line of decorative hardware. All models have a polished-brass finish. Plate measurements, from left, are: 11'' x 4 1/8'', 12'' x 2 1/2'' and 7 1/2'' x 3 3/8''. J.C. deJong, Richmond Hill, NY. Circle 355 on reader service card

Embossed steel door, "Therma-Tru" (right), has six square and five vertical raised panels on both sides. Door features a gold-glass center light with a decorative grill insert. Lake Shore, Toledo, OH. NAHB booth 814. Circle 357 on reader service card



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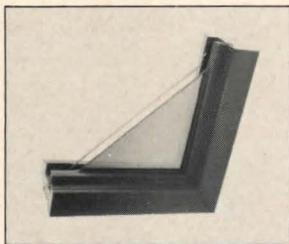
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Insulated steel patio doors (above), available singly or in pairs, can be combined in sets, as shown above. Jim Walter, Tampa, FL. Circle 351 on reader service card



"Perma-Shield" cutaway (left) shows system designed for windows or sliding doors. Double-glazed system is available with bronze or gray-tinted glass and with coated reflective glass. Anderson, Bayport, MN. NAHB booth 1758. Circle 353 on reader service card



Bifold "Madison" closet doors (above) are constructed of 24-gauge cold rolled-steel with phosphate coating. Doors are finished in off-white or brown. National Industries, Ocala, FL. NAHB booth 1265. Circle 354 on reader service card

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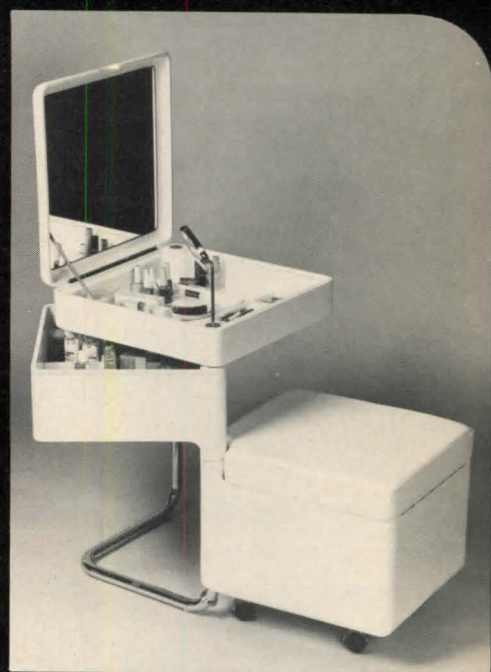
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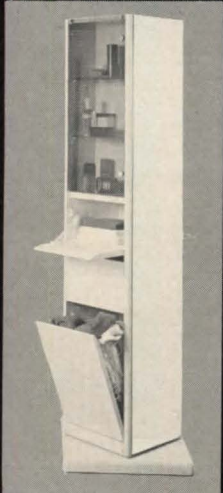
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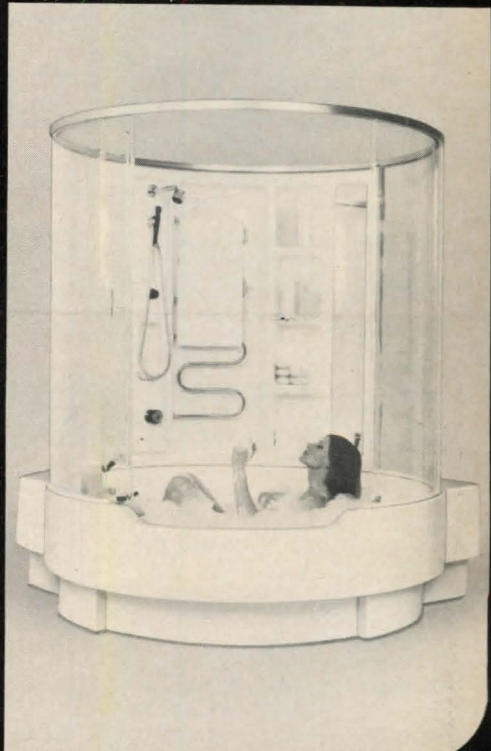
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HASTINGS... Creating trends others follow

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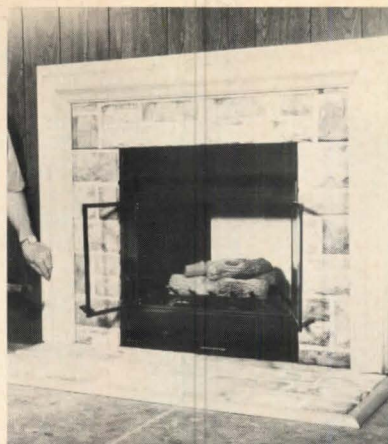
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Easy-to-install facing system (above) is for use with zero-clearance metal fireplaces. Facing, which simulates stone or brick masonry, may be combined with a wood mantel. Readybuilt, Baltimore, MD. Circle 334 on reader service card



"Lodge" fireplace (above) is designed for corner installation in conjunction with a masonry base. Optional equipment circulates heated air into the room. Ember Box, Oklahoma City, OK. Circle 335 on reader service card



Bifold fireplace doors (above) minimize heat loss from the house. Frame, which has insulated handles, allows for expansion of 1/4"-thick tempered glass. Heatilator, Mount Pleasant, IA. NAHB booth 221. Circle 337 on reader service card



Fireplace heat booster (above), now available with glass doors, is shown inserted in a freestanding fireplace. Unit may also be used in all types of masonry fireplaces. Thermograte, St. Paul, MN. Circle 338 on reader service card



Built-in fireplace (above) can be recessed or projected. The zero-clearance unit comes in 28", 36" and 42" firebox opening sizes. Preway, Wisconsin Rapids, WI. NAHB booth 1032. Circle 341 on reader service card

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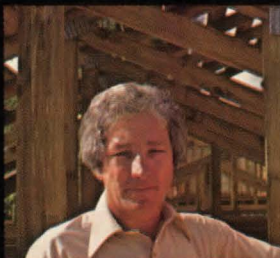
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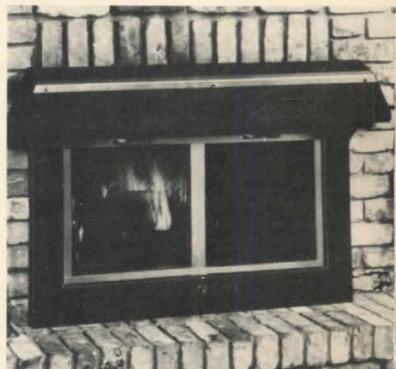
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FIREPLACES



"All Nighter" woodburning stove (above) comes in four sizes, which respectively heat from 700 to 3,000 sq. ft. Stove operates on a hot air convection principle. Malm, Santa Rosa, CA. NAHB booth 1000. *Circle 336 on reader service card*



Heat-recovery unit (above) includes two heat exchangers which capture fireplace heat normally lost up the chimney. An automatic fan circulates warmed air back into the room. Duo-Therm, La Grange, IN. *Circle 339 on reader service card*



Zero-clearance fireplace (above) features ducting to transfer heat within the room or to other rooms. An air blower for forced-air circulation is optional. Superior, Fullerton, CA. NAHB booth 2032. *Circle 340 on reader service card*

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Circle 104 on reader service card





Rustic-styled hardboard paneling, "BirchGrove" (above), is offered in white, gold and gray finishes. Masonite, Chicago. NAHB booth 1508. *Circle 318 on reader service card*



Plywood paneling, "Harmonic III" (above), has an alternating oak, ash and pecan printed design. Georgia-Pacific, Portland, OR. NAHB booth 1436. *Circle 322 on reader service card*



"Aspen Stripe" wallcovering (left) has a matte finish. Pattern is offered in two colorways on a mylar ground. Murek Kassel, Ramsey, NJ. *Circle 319 on reader service card*



Redwood paneling, "LaHonda" (left), can be installed with rough or smooth side showing. Simpson Timber, Seattle, WA. NAHB booth 710. *Circle 323 on reader service card*

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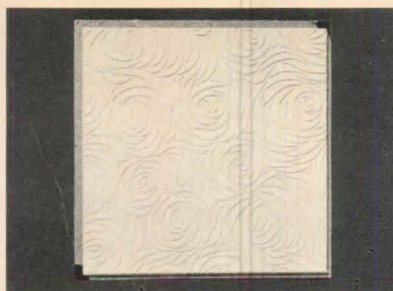
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Space Builder® shelving (above) can be used for linen storage (as shown), for hanging clothes or inverted to a shoe rack. Closet Maid, Ocala, FL. NAHB booth 1120. Circle 324 on reader service card



Ceiling tile (above) has an embossed white swirl over a beige finish. The tile can be stapled to drywall or wood furring strips. Gold Bond, Charlotte, NC. NAHB booth 700. Circle 320 on reader service card



Fabric-backed vinyl wallcovering, "Navajo" (above), is part of the "New Surroundings" collection. Material is packaged in double or triple rolls. Wallcovering is scrubbable and strippable. BF Goodrich, Akron, OH. NAHB booth 2120. Circle 321 on reader service card



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Fabric-backed vinyl wallcovering, "Peaks and Valleys" (above), is part of the "Blueprint for Beautiful Living" collection. Pretrimmed material is offered in a black, white, silver and gray colorway. Material is scrubbable and strippable. Comark, Levittown, NY. Circle 325 on reader service card



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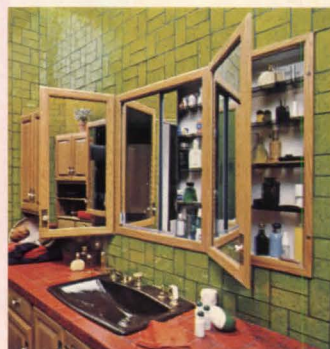
where Quaker Maid has transformed lost crannies and corners into usable storage. The Bath Concept provides space-to-spare with a practical toilet/bidet cabinet and an over-the-tub/shower cabinet. Tall cabinets, companion cabinets, vanities and medicine cabinets store extra toiletries, towels and linens. The Bath Concept provides an unparalleled opportunity to offer a completely coordinated bath cabinetry line from a leading manufacturer of fine cabinets. Quaker Maid's heritage of kitchen craftsmanship backs up their assurance that you're using a quality product. Call Bill Follett, V.P. Sales if you want things to happen in your business.



Toilet/bidet cabinet offers shelf and drawer combinations.



Tall cabinet provides storage on shelves and in door.

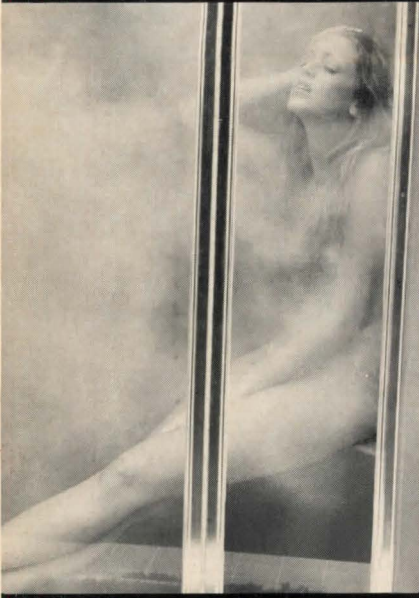


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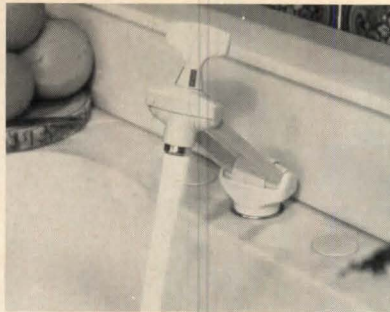
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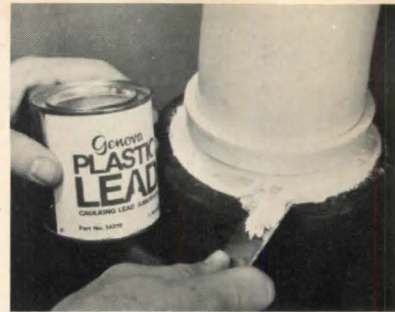
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Circle 109 on reader service card

PLUMBING/PIPING



Versatile "TipTurn" faucet (above) moves six ways: Unit rotates left and right, forward and backward, and up and down. Pryde, Cincinnati, OH. Circle 377 on reader service card



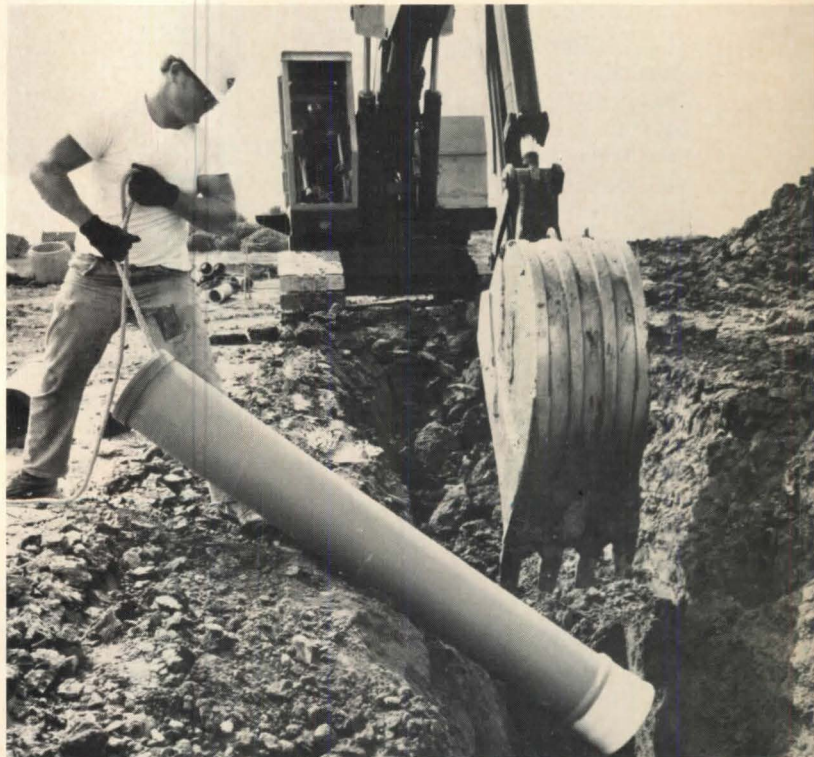
"Plastic Lead Seal" (above) can be used to seal joints between existing cast-iron piping and new plastic drain-waste-vent pipes. Genova, Davison, MI. Circle 376 on reader service card



Utility pump and floor drainer (above) pumps up to 21 gpm. Unit, with a protective inlet screen, clears dirty or salt water, and oils. Stow, Binghamton, NY. Circle 380 on reader service card



No-rust "Aqua Pure" water filter (above) is made of molded plastic. Unit filters out solid matter as small as five microns. AMF Cuno, Meriden, CT. NAHB booth 1841. Circle 379 on reader service card



Clay sewer pipe (above) features a patented "No-Bel" joint, a collar that allows pipe ends to be pushed quickly into place. Pipes and fittings range from 4' to 12' in diameter. Clow, Oak Brook, IL. Circle 381 on reader service card

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Polybutylene plumbing system (above) fits into copper or brass fittings—and crimps tight with a metal ring. Tubing is beginning to gain residential and non-res code approval. Marshall Brass, Marshall, MI. Circle 375 on reader service card



"J" bend design (above) allows water to flow through plastic p-trap without clogging. Unit is for use in old or new construction. Dearborn Brass, Cedar Rapids, IA. Circle 378 on reader service card

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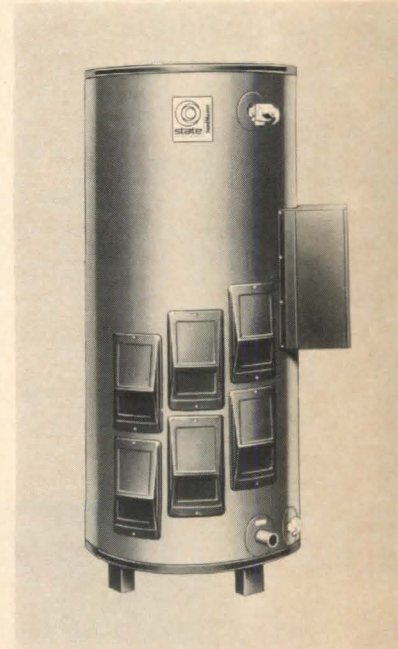
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Electric commercial water heater, the Sandblaster™ (above), does not require a separate storage tank or pump. Unit can be installed singly or in a triple-manifold arrangement. State, Ashland City, TN. NAHB booth 2201. Circle 382 on reader service card



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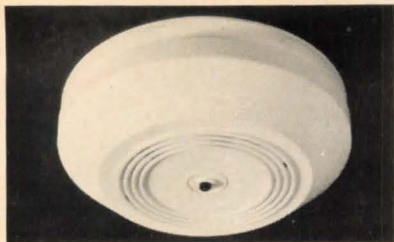


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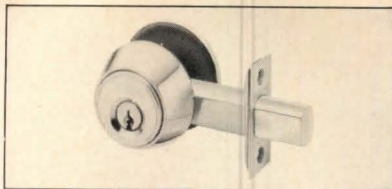


SUN TAN, 125

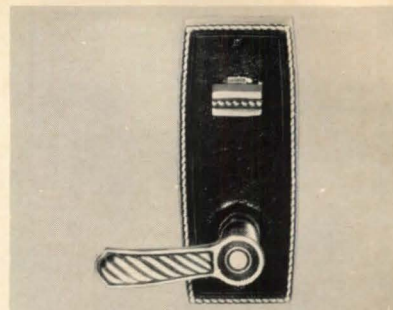
SECURITY



Smoke and fire detector (above) is available in single- and multiple-station models, with or without auxiliary contacts. A single-station battery-operated model is also available. Square D, Lexington, KY. Circle 370 on reader service card



Heavy-duty auxiliary lock (above) features a steel cylinder case inside a brass slip-ring. Lock has a 1"-throw dead bolt and is constructed with 1/4"-diameter steel tie bolts. Single and double-cylinder models are offered. Dexter Lock, Grand Rapids, MI. NAHB booth 1897. Circle 369 on reader service card



Coupl-Lock™ (above) features an indicator that shows when dead bolt is in locked position. Spring latch comes with knob or lever control. Dead bolt is operated by an inside turn button. Unit comes in an antique brass finish. National Lock, Rockford, IL. NAHB booth 1330. Circle 366 on reader service card

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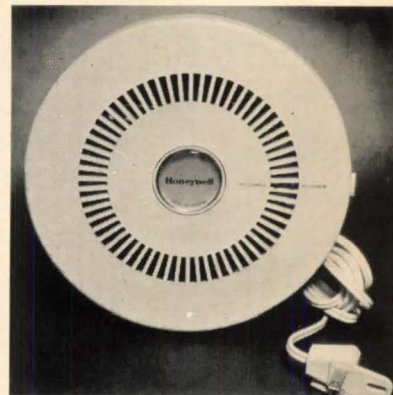
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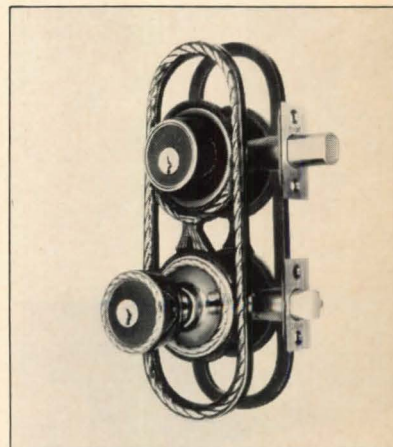
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Battery-backup smoke alarm (above), with built-in recharger, comes with a nickel-cadmium battery. The easy-to-install unit has a dual-ionization chamber. A built-in testing system may be used to check the functioning of all inner components. Honeywell, Minneapolis, MN. NAHB booth 122. Circle 371 on reader service card



Two-lock security system (above) is a combination of a cylinder deadlock and a key-lock spring latch. Units, which come separately, are given a one-piece look by adding matching "Avanti" trim. Kwikset, Anaheim, CA. NAHB booth 210. Circle 367 on reader service card

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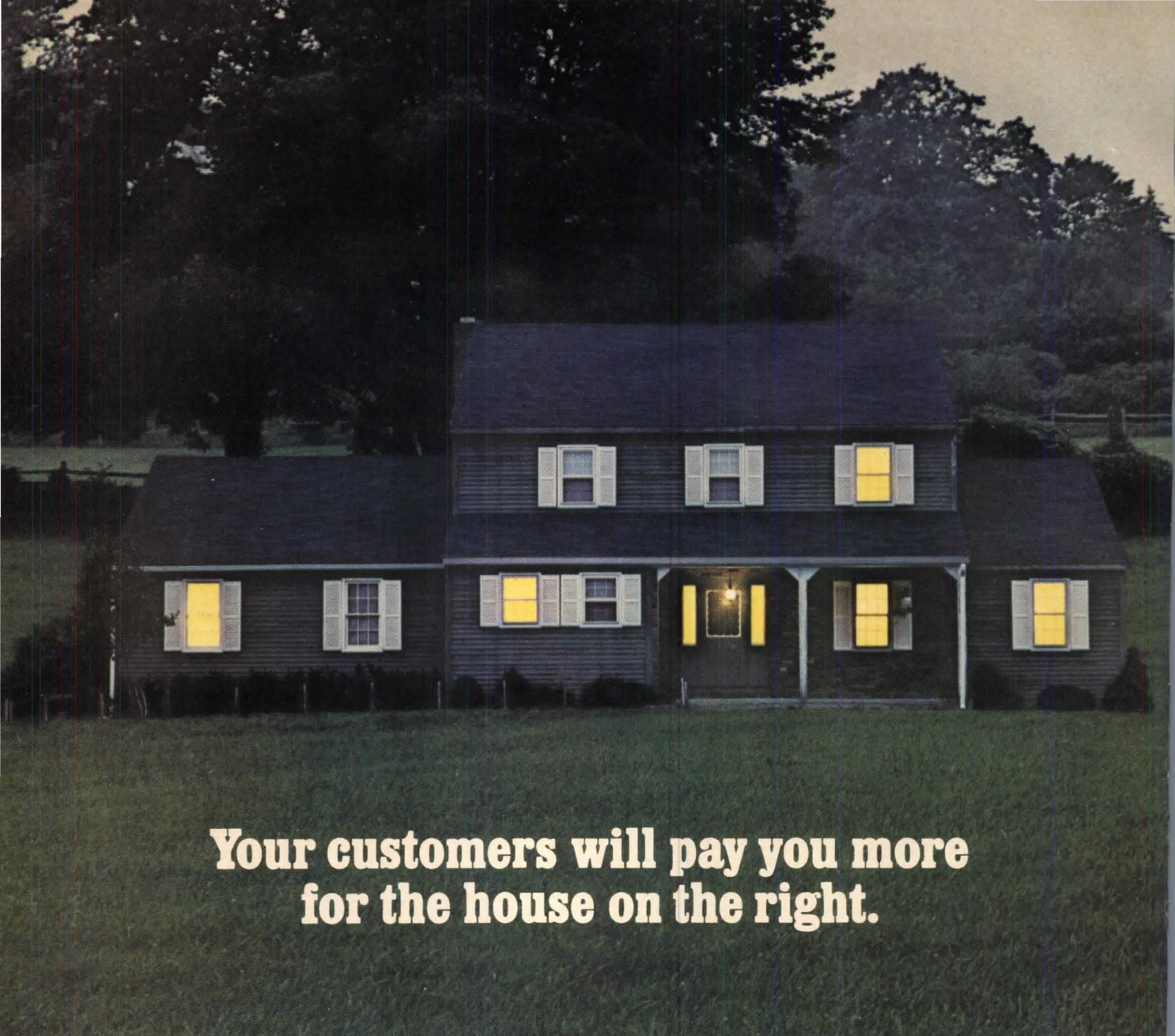
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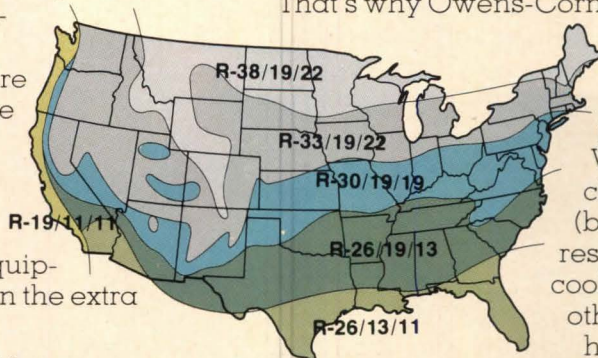
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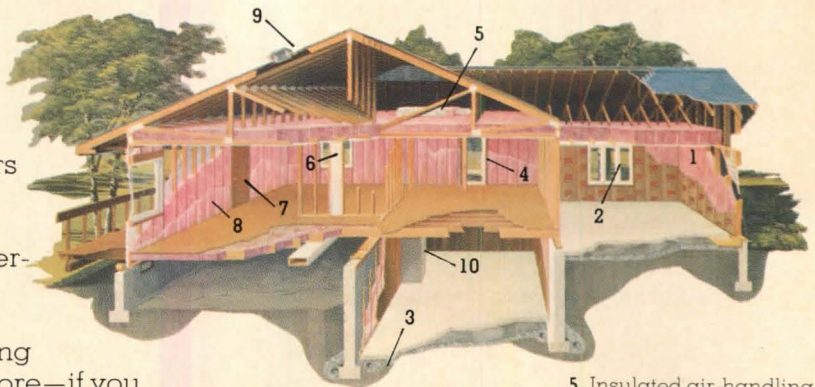
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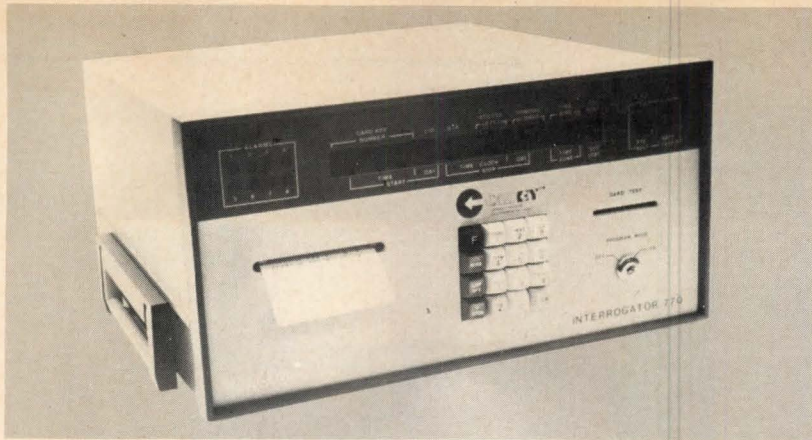


The energy-efficient home:

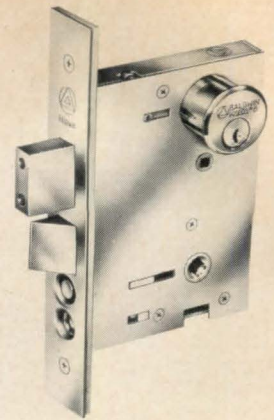
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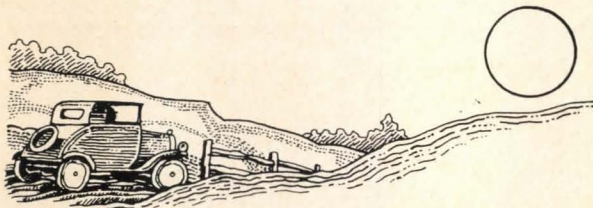




"Interrogator 770" access control unit (above) is activated by electronically-read coded cards. Unit monitors, controls and documents the entry and exit of up to 1500 cardholders. Cardkey, Chatsworth, CA. Circle 373 on reader service card



Heavy-duty mortise lock (above) comes with a 3/8" or 1" dead bolt throw. Front plates come in 1" or 1 1/8" widths to accommodate various door thicknesses. A variety of decorative lock trims is available. Matching reversible strike plates measure 1 1/4" lip to center. Baldwin, Reading, PA. Circle 368 on reader service card



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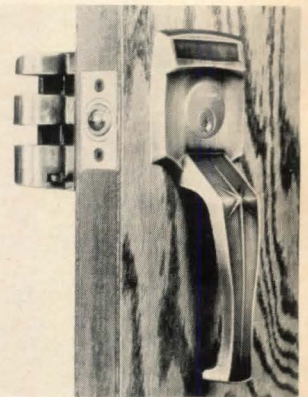
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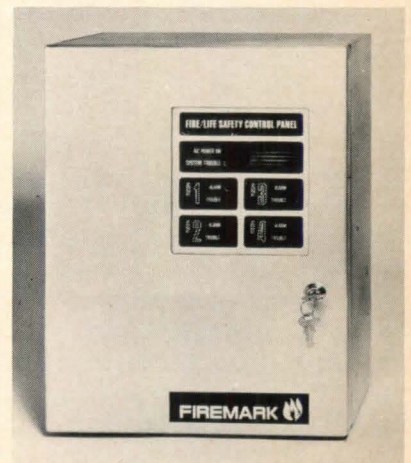
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Vertical dead bolt, "Superguard Lock II" (above), locks automatically as door closes, unless override button is activated. A night-time lockout button prevents the lock from being key operated. Ideal, St. Paul, MN. NAHB booth 1270. Circle 372 on reader service card



Multi-function fire alarm control panel (above) can monitor, locate and identify a wide range of malfunctions in two-to-four zones of a building. Rixson-Firemark, Franklin Park, IL. Circle 374 on reader service card

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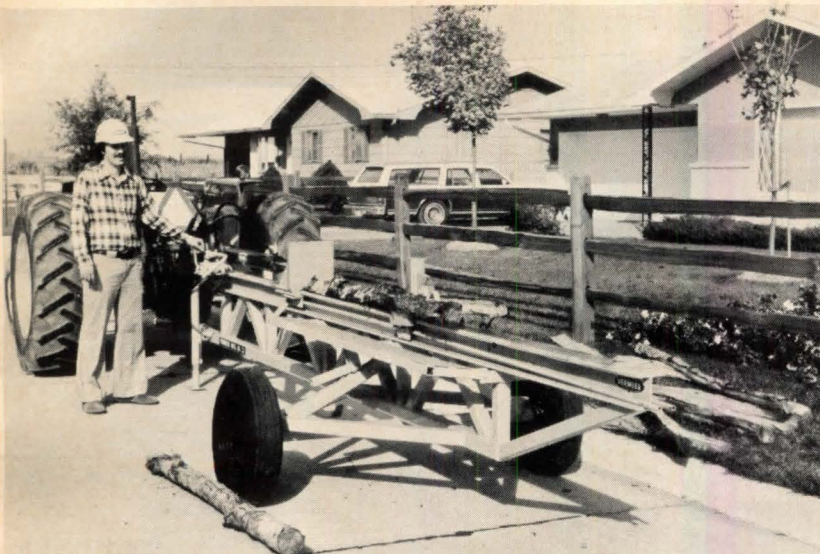
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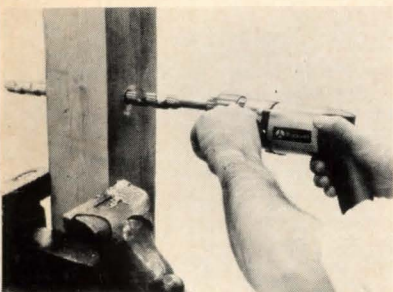
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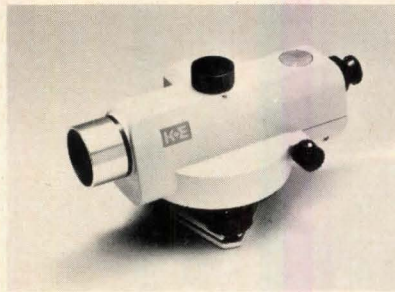
TOOLS/EQUIPMENT



"Rail Splitter" (above) splits logs up to 10' long. Unit is designed to be used with the hydraulic system of a farm-type tractor. Vermeer, Pella, IA. Circle 383 on reader service card



Variable speed reversing drill, "Model 7514" (above), has a drilling capacity of 1/2" in steel and 1 1/2" in wood. Piston grip fits into any electrical outlet, and no grounding is required. Rockwell, Pittsburgh, PA. NAHB booth 2064. Circle 385 on reader service card



Automatic level (above) has a patented air-damped compensator. This feature allows the level to maintain accuracy in highly magnetic fields. A slip clutch provides variable tension control. Keuffel & Esser, Morristown, NJ. Circle 386 on reader service card



Articulated wheel loader, "Model W4" (above), is powered by a 35 hp, 4-cylinder liquid-cooled diesel engine. Unit features a mechanical self-leveling bucket. Davis, Wichita, KS. Circle 388 on reader service card



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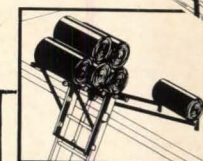
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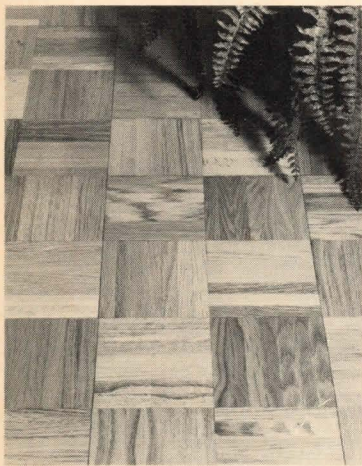


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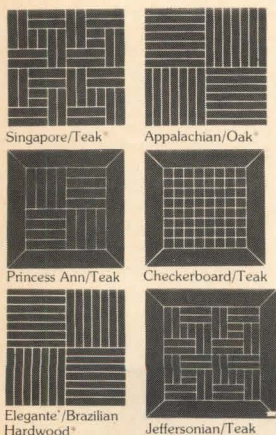
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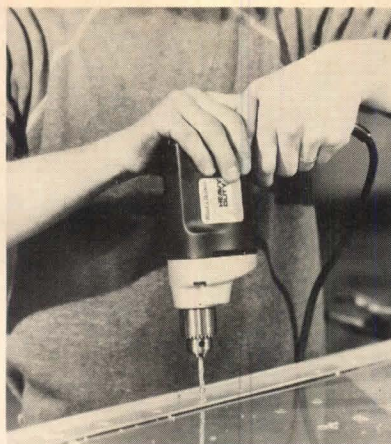
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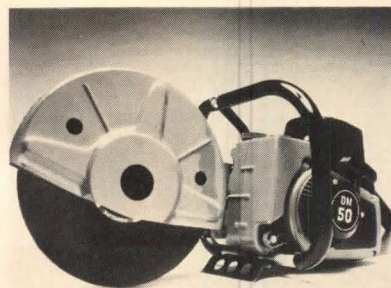
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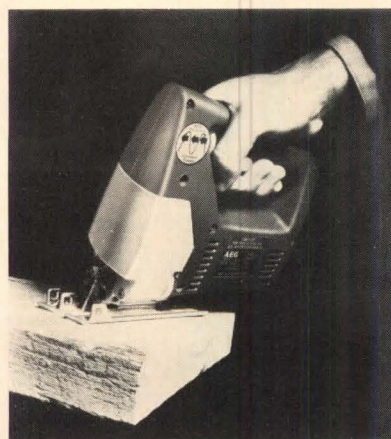
TOOLS/EQUIPMENT



Positive-clutch Scrugun® (above) can rapidly set wood screws up to #12 in size in manufacturing housing components. Tool allows operator to set screws in soft material without stripping the fastener. Black & Decker, Towson, MD. Circle 384 on reader service card



Multipurpose saw, "Model DM 50" (above), cuts masonry, concrete, metal and cast or ductile iron. A reversible blade arm allows for center-position cutting or right-hand flush cutting. Homelite, Charlotte, NC. NAHB booth 1113. Circle 387 on reader service card



Electronic "STPE 60" jigsaw (above), with an orbital blade, makes clean contour cuts or rough cuts and rips. Lightweight tool (5 3/4 lbs.) can be used on wood, steel, metal, plastic and composition materials. Cutting capacity is 3/16" in steel and 2 3/8" in wood. AEG, Norwich, CT. NAHB booth 2090. Circle 389 on reader service card

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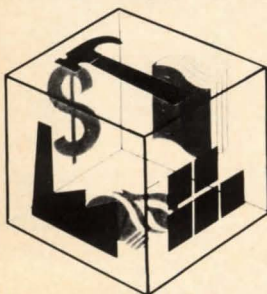


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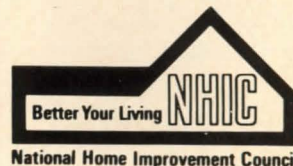
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Identify specific executives by name and area of responsibility.

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232

'79 RED BOOK OF HOUSING MANUFACTURERS

WEST

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 602/312-8430
 Firm is a privately held corporation.

KEY PERSONNEL
 Gary Steer - President
 B.L. Cole - Vice President/Financial
 Leo Moran - Secretary

GROSS REVENUES
 1978 Estimated n/a
 1977 Actual \$104.0 million
 1976 \$90.4 million

	HOUSING UNIT PRODUCTION		Panel. Houses	Other
	Mobile Homes	Mod. Houses		
1978 Planned	7000		900	400
1977	6300		840	300
1976	5600	675	550	155
1975	6900		390	590
1974	8700		450	1675
1973			800	1400

PRODUCT LINE/ CONSTRUCTION METHODS
 This firm produces panelized house packages, pre-cut houses, mobile homes and conventional housing.

PRODUCTION FACILITIES
 Has 10 plants in AZ, FL, IN, OH, and TX.

WALL HOMES, INC.
 302 Elder Street
 Seattle, Washington
 206/456-7212
 Firm is a privately held corporation.

KEY PERSONNEL
 Alan Stuart - Pres
 Paul Borton - Vice
 Ron Carson - Vice
 Carol Walker - Vice

GROSS REVENUES
 1978 Estimated
 1977 Actual
 1976

HOUSING UNIT PRODUCTION
 1978 Planned
 1977
 1976
 1975
 1974

PRODUCT LINE/ CONSTRUCTION
 Firm uses roof wall panels, doors and pre

PRODUCTION FACILITIES
 Some component manufacturers in their own

MARKETING METHODS
 Firm operates

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THE '79 RED BOOK OF HOUSING MANUFACTURERS

MAJOR RESEARCH REPORT ON WHO'S WHO IN INDUSTRIALIZED HOUSING

Booklets reveal some new designs underfoot...

Here is a sampling of some up-to-date information offered on flooring materials.

Hardwood flooring is shown in full-color room setting photos. Also included are descriptions of the wide range of available patterns, ordering information and specs. A glossary, helpful in selecting the correct wood floor for your needs, lists available wood species and textured finishes. Kentucky Wood Floors, Louisville, KY. *Circle 390 on reader service card*

And now some timely tips on **hardwood floor installation** from the National Oak Flooring Manufacturers' Association (NOFMA). A manual discusses job-site handling and storage of the flooring, subfloor preparation techniques, and shows how to lay out strip and block, parquet and other floors. Copies are 50¢ each. Quantity discounts are available. Write National Oak Flooring Manufacturers' Assn., 804 Sterick Building, Memphis, Tenn. 38103.

Handy portfolio tells you almost all you need to know about selecting and installing **ceramic tile**—for walls or floors. Three booklets are included in the packet:

- a 16-page color brochure which shows the complete line of 43 colors and 47 mosaic stock patterns

- a booklet focusing on countertops
- decorating ideas—tips on dressing up almost every room in the house

Installation details and maintenance tips are presented. American Olean, Lansdale, PA. *Circle 391 on reader service card*

What's new at Azrock is revealed in the company's **1979 flooring products catalog**. The 20-page edition contains full-color illustrations of vinyl composition floor tile,

asphalt floor tile and vinyl cove base. "The International Collection" of custom flooring designs and "Shine-Ease" no-wax floor tile are introduced. Azrock, San Antonio, TX. *Circle 392 on reader service card*

Imported rugs and tapestries—to give your model homes that custom look—are described in three booklets. Styles include Oriental and French rugs; and tapestries from France and Italy in sizes suitable for framing, hanging or pillow-making. Send \$1 to Peerless Imported Rugs, 3028 N. Lincoln Ave., Chicago, Ill. 60657.

...and stylish writing on the wall

Hardwood paneling brochure offers answers to such queries as:

- Why is hardwood paneling desirable?
- Which manufacturing method is preferable?
- Are "mis-matched veneers" bad or good?
- Do knots add or subtract from value?

The full-color pamphlet also depicts seven paneling patterns in the company's line. BiWood, Memphis, TN. *Circle 393 on reader service card*

Four wallcovering brochures highlight the Good Earth™, "Tastemakers," Tessitura™ and "Outsight III" collections. Each is in full color, depicting the patterns available in that line. James Seeman, Garden City Park, NY. *Circle 394 on reader service card*

Metallic laminates—including copper and aluminum tones—are presented in a brochure. The line of 23 patterns is shown in color. Ralph Wilson, Temple, TX. *Circle 395 on reader service card*

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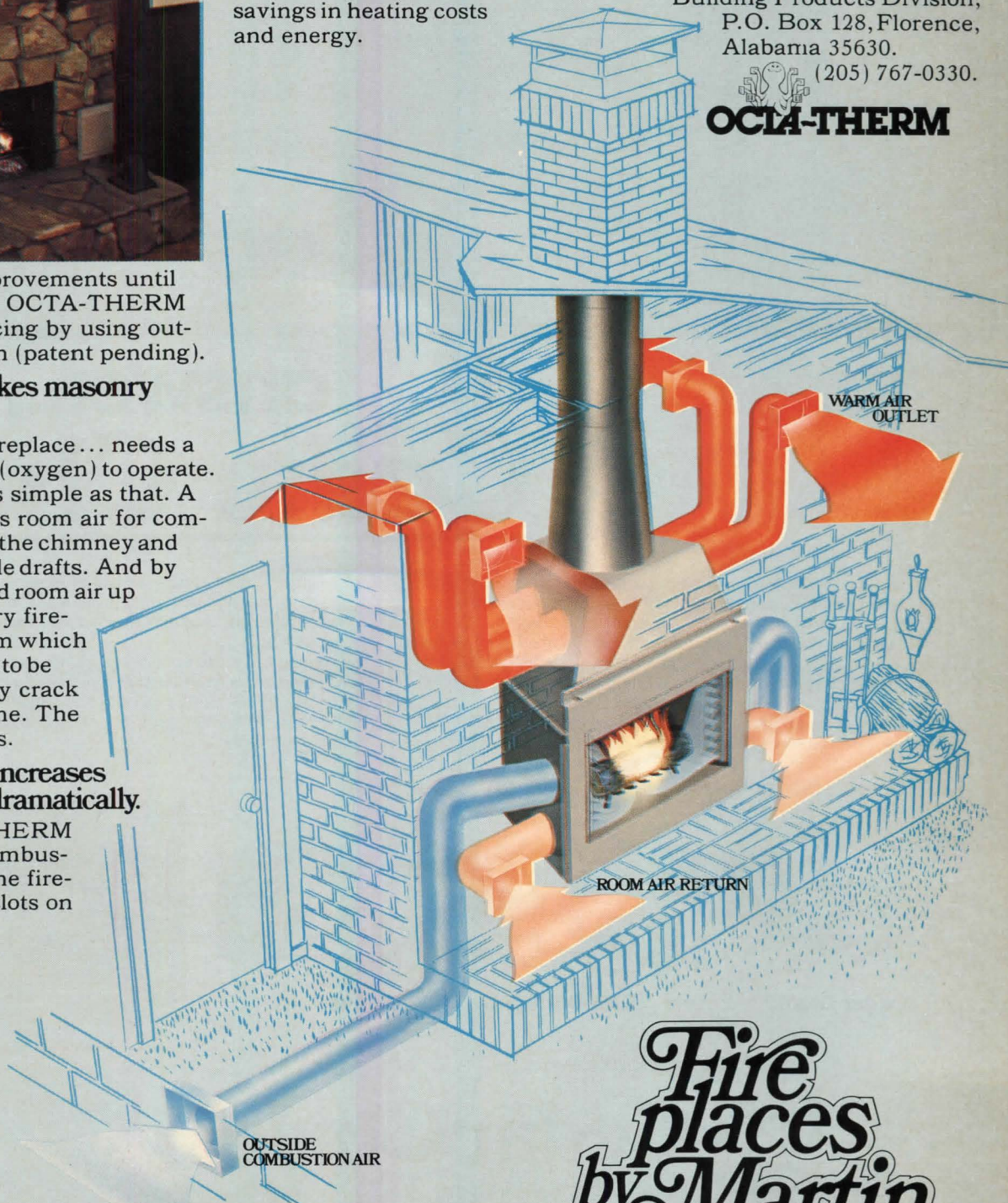
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Architect: Mithun & Associates, Bellevue, WA

Construction costs on the new fire station in Bellevue, Washington were kept to a minimum with the help of Olympic Machine Staining: no weather delays, no painting scaffolds, no bare wood exposed by shrinkage.

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And it dries to a beautiful uniform finish. Choose any Olympic Stain, semi-transparent or solid color. For the name of the Olympic Machine Stainer nearest you, write Olympic, Dept. MS, 2233 112th Avenue N.E., Bellevue, WA 98004.



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