

housing



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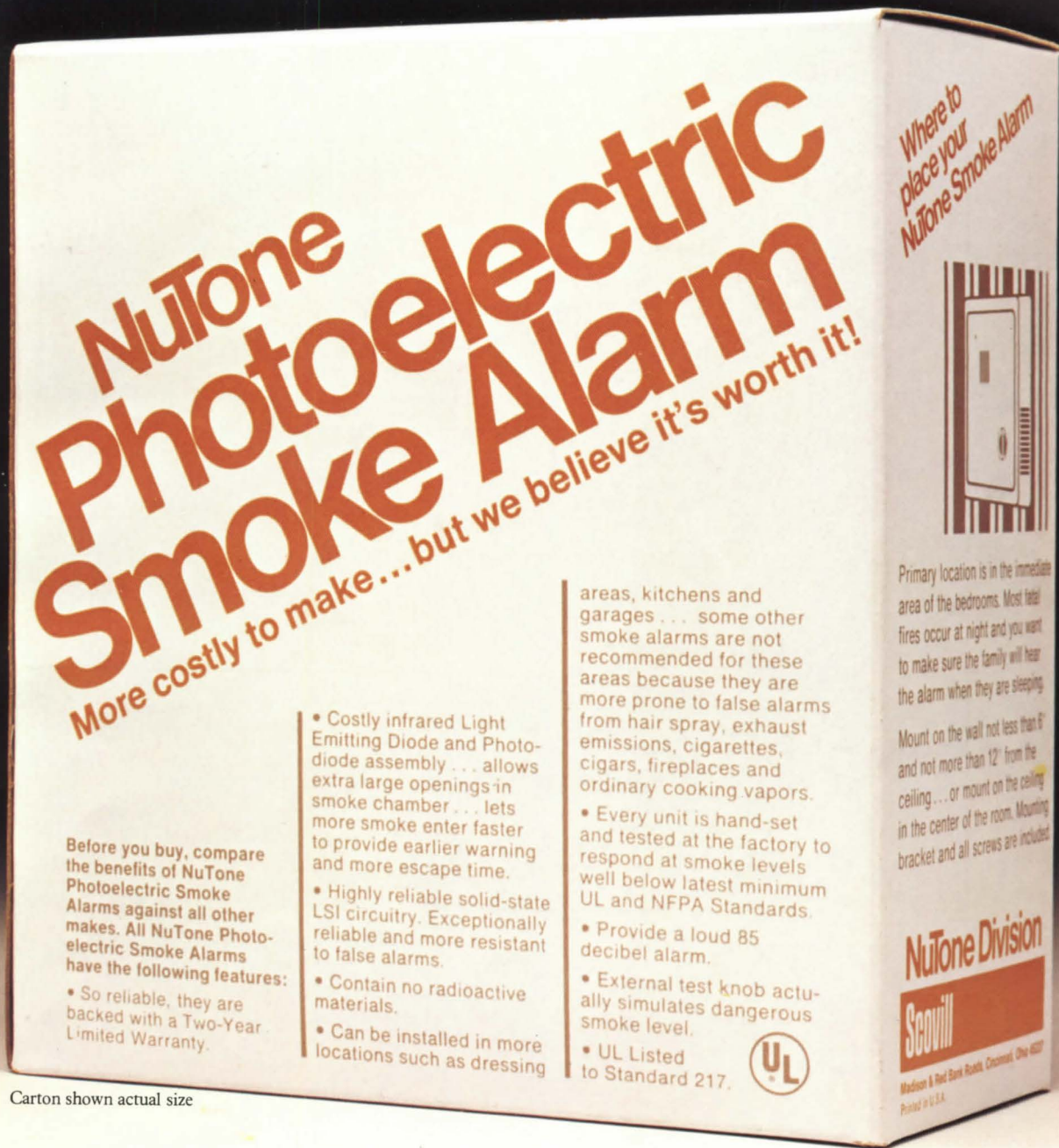
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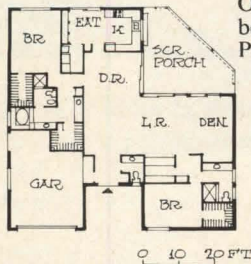
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housing

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Living/dining area of a golf villa at The Hamlet, Delray Beach, Fla.
Other features in these vacation homes are found in the story
beginning on page 66.
Photo: Bill Rothschild

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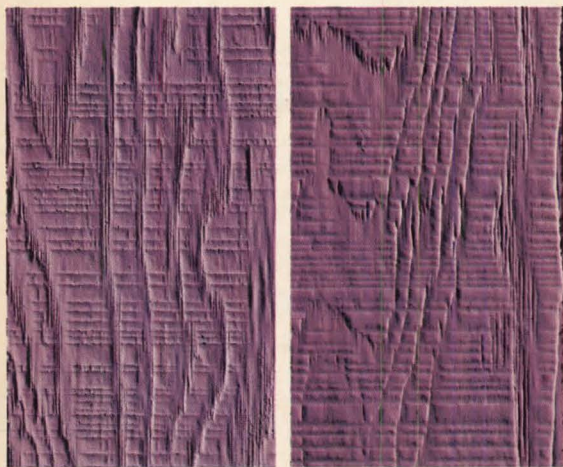
“After 1,158 days under the searing Arizona sun, Ruf-Sawn 316 looks nearly as good as the day we put it here.”

—results of a three-year weathering test in Black Canyon Stage, Arizona

When Desert Sunshine Exposure Testing Laboratory began testing Simpson Ruf-Sawn 316 exterior siding for its ability to perform under extreme weather conditions, we were confident that it would do pretty well. After all, our customers have been complimenting Ruf-Sawn 316 on its superior weathering capabilities for years.

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Ruf-Sawn 316 after seven years of exposure

New Ruf-Sawn 316

grounds. Black Canyon Stage, located about 35 miles north of Phoenix in the Arizona desert, gets an average of 3,785 sunshine hours a year—substantially more than the national average. And, it gets more Langley units of solar radiation (the major cause of paint and surface breakdown) than any other area in the U.S.

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As you can see from the actual unretouched photos of the samples tested, it's tough to tell the old Ruf-Sawn 316 sample on the left from the new sample straight from our mill. The Ruf-Sawn 316 overlay, after more than seven



years of exposure, hasn't split or checked. The paint finish hasn't peeled or blistered. And there's no problem with the overlay separating from its backing. That's what we call weathering!

All the structural advantages of plywood.

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For more information about Ruf-Sawn 316, and Stucco 316, an equally weather-resistant wood siding with an attractive stucco look, write Simpson Timber Co., 900 Fourth Ave., Seattle, WA 98164.

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



Housing and the nation's mood: Don't be spooked by the pollsters. . .

There are gloomy readings these days from the public pulse takers. They tell us that the mood of America is sour, that a majority of Americans see tough times ahead and that a small but vocal minority expects economic disaster on the scale of the Great Depression.

Should you do more than your usual worrying? We don't think so. For one thing, we Americans have a way of going from super-optimism to super-pessimism, and then back again, in short order. For another, and more to the point, the public may be disillusioned about some things, but homeownership is not one of them.

The consumer has always had a yen for your product (the American Dream). Today his (or her) desire is stronger than ever because he sees a home as what it is—just about the best hedge he can buy against double-digit inflation. He's also more convinced that equity build-up and tax breaks make homeownership a much better deal than renting an apartment. And once he becomes an owner, he seems to be more willing and able to hang onto his home. Despite new highs in house prices and interest rates, the U.S. League of Savings Associations reports a new low in mortgage delinquencies.

Nevertheless, consumer caution is beginning to show up in housing markets. Traffic in some model complexes is down. And homeowners who can afford to trade up are no longer so quick to do so. If this leaves you with a slight feeling of uncertainty, so much the better. You can be reasonably optimistic. . .

. . .But remember what you learned in housing's '74-'75 debacle

The basic lessons are well known by now, but worth repeating: Keep your company lean, develop smaller projects, and build in smaller phases.

Land acquisition, in particular, rates attention. Are you going about it in as riskless a way as possible—optioning rather than buying, for example, and seeking out land that already has zoning approval? Sure, it's more expensive to go this route, but it's also a lot safer.

Then, of course, there's that all-important chore of marketing homework. Have you checked out absorption rates? And if you've spotted an opportunity, are you reasonably sure you'll be in and out before the rush leads to overbuilding?

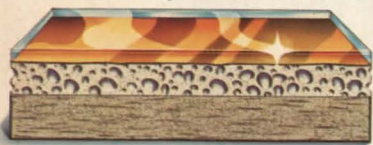
Which leads to another point: Five years ago huge inventories of unsold housing, largely the result of overconfidence and woeful research, got a lot of builders into deep trouble. There are no such inventories today. And even the gloomiest seers predict nothing akin to the '74-'75 disaster.

—JOHN F. GOLDSMITH

After investing thousands in the kitchen to help sell a house, it doesn't pay to cut corners on the floor.

Sure, you may be saving a few extra dollars. But putting a cheap looking floor in an otherwise expensive looking kitchen can send your investment right down the drain.

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Clouds form around Jimmy's new Moon

Jimmy Carter's shell game ends—for the moment, at least—but one of his major appointments may already have hit a snag.

At HUD, former New Orleans Mayor Moon Landrieu, an early Carter supporter in '76 and a darling of the White House urbanologists, replaces Patricia Roberts Harris who moves to the HEW top spot.

At the Federal Reserve Board, Paul A. Volcker, head of New York's Federal Reserve Bank, moves into the chairman's quarters. He succeeds G. William Miller who is now Treasury Secretary.

Tall order for Moon. Just days after his designation as Mrs. Harris's successor at HUD, Landrieu revealed details of his business dealings—and some of his actions as mayor—which could prove an embarrassment to an already embattled White House.

Landrieu, Senate sources say, "will be grilled intensely" about his relationship with a New Orleans development company, Joseph Canizaro Interests, during Senate confirmation hearings beginning Sept. 6. Company president Joseph C. Canizaro was a strong supporter of the Mayor during Landrieu's election campaigns in 1970 and 1974.

The Canizaro connection. In a recent newspaper interview, Landrieu said that in 1974, while he was Mayor, he helped the Canizaro company swap 1.5 acres of its land for 3.7 acres of city-owned land. This 3.7 acres became part of Canal Place, a \$500 million high-rise riverfront development on the periphery of New Orleans' French Quarter.

On May 2, '78, the day after Landrieu's second term expired, he accepted a \$100,000 a year post with Canizaro. And that August, with a handshake as a binder, Landrieu obtained a 10% interest in the Canizaro operations in a deal that required no capital investment.

Conflict of interest? One problem that would face Landrieu if he is confirmed as HUD boss is that he would be in a position to rule on New Orleans' application for a \$6 million HUD Action Grant that would directly benefit Canizaro's Canal Place project. Landrieu says he would leave the final decision on the New Orleans



HUD's Landrieu Faces Senate ordeal

application to his subordinates.

And with a Senate ordeal looming, Landrieu will sell his 10% interest—now worth a reported \$500,000—back to Canizaro.

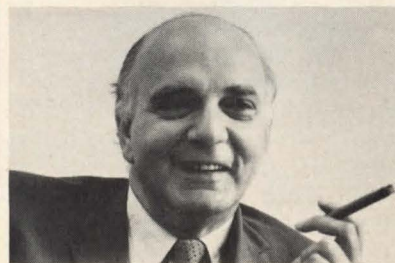
Little influence. If confirmed, Landrieu, HUD watchers agree, will have little opportunity to influence either housing programs or Carter Administration policy. Even the first draft of HUD's 1981 budget is out of his hands. His predecessor, Mrs. Harris, virtually completed it before she left for her new post as HEW secretary.

Most of the increases over HUD's 1980 budget—estimated at \$10.8 million—are mandated by existing subsidy programs whose costs, because of inflationary pressure, continue to rise.

Landrieu's chances of winning approval for any new HUD programs are, according to a top HUD official, "zilch, if they cost anything at all."

The expected departure of ex-builder and HUD Under Secretary Jay Janis for the top spot at the Federal Home Loan Bank Board does give Landrieu at least one spot to fill that is important for homebuilders. The White House accent on 'loyalty,' however, may mean that the new assistant secretary will be picked for him.

Rates more pluses. Landrieu, 49, is a longtime friend of Sen. Russell Long (D., La.), chairman of the powerful Senate Finance Committee, and rates more pluses as a politician, observers believe, than Mrs. Harris.



Fed's Volcker In the Miller/Burns tradition

As New Orleans mayor, Landrieu actively sought federal approval for Ponchatrain, a new-town-in-town to be sponsored by the city government. The project, however, was squelched by the Nixon Administration's 1975 freeze on new housing programs.

He was also a principal proponent of the controversial—and expensive—\$150 million New Orleans Superdome, a white elephant which initially, during Landrieu's term of office, carried a \$35 million price tag.

Both Senate gadfly William Proxmire (D., Wis.), chairman of the Senate Banking Committee and Vondal Gravlee, president of the National Association of Home Builders, termed Landrieu's selection "an excellent choice" prior to the ex-Mayor's recent revelations.

No special benefits. At the Fed, most watchers agree that Carter's switch of G. William Miller to the Treasury Dept.—and his replacement by New Yorker Paul Volcker—won't bring any special benefits to builders.

In fact, the new Federal Reserve chairman's tilt is apt to be toward higher lending rates and tighter money.

Volcker, Fed watchers say, will follow in the conservative tradition of his two predecessors, Miller and Arthur Burns, in his battle with rising inflation.

On August 3, the day of Volcker's Senate confirmation, the discount rate stood at 10%, an all-time high.

Miller's attitude on S&L outflows was passive. He took no stand for or against moves to keep more mortgage money available by allowing S&Ls to issue paper with higher interest rates as a hedge against disintermediation.

—DON LOOMIS
McGraw-Hill World News,
Washington



HEW's Harris Moves from HUD

Those wealthy Canadians: Their future is now

"The Canadians? They *are* peculiar, aren't they? But, then, they probably think the same of us."

So says a Florida builder about his newest rivals—and occasional partners—in the shifting U.S. homebuilding battle for the lucrative Sun Belt market.

And he's right on both counts.

For the Canadians are coming on strong, with big building corporations that continually get bigger, just as Americans were becoming convinced that the smaller, geographically-limited builder would have the edge in riding out the ups and downs of our economy.

"Their management style has its weaknesses. Especially when they make mistakes in hiring."

Consultant Becker

And the Canadians must certainly think we're peculiar in seeing problems where they see opportunities.

The 'Canadian way.' Is there a "Canadian way" of operating a building business?

Eli Broad thinks there is. Just this summer the Kaufman and Broad chairman sketched his vision of homebuilding's future for an audience of securities analysts in New York [HOUSING, July]:

"There'll be longer lead times and even more regulation. The business will be hard to break into, but the day of the big builder will return. This time, though, the successful big companies will be based on the Canadian or European model."

On the other hand, some Canadian execs, such as Walter Bannister, executive vice president of Genstar Development Corp. (San Francisco), a subsidiary of Montreal-based Genstar Ltd., insist that differences between the Canadian method of operation and the U.S. counterpart "are minor."

But in three important areas—management, land acquisition and dealing with regulation—most Americans would say that the differences are not so minor.

Leaner, meaner management. Even Bannister admits that the Canadians "may have more bottom-line orientation" when it comes to management.

"We're also far less centralized," says John E. Belda, senior vice president of Nu-West Development Corp. of Arizona, a U.S. subsidiary of Nu-West Development Corp. of Calgary, Alberta.

Belda continues: "We believe in the concept of regional management, and our companies aren't overloaded with high-salaried executives."

And John W. Poole, president and chief executive officer of Daon Development Corp. of Vancouver, B. C., remembers comparing notes with a U.S. developer during the 1974-75 real estate debacle:

"Our balance sheets were very similar. But there was one big difference: He had 4,000 employees and we had less than 250. When the crunch came, he was gone."

Five years later—and after entering new markets in California, Washington, Oregon, Florida and Arizona—Daon has less than 400 employees.

"We will always stress accountability," Poole declares. "For every dollar spent and profit earned, there's an individual who's responsible."

Weaknesses. Despite their successes, the big Canadian companies aren't the invincible monoliths that some American builders think they are, according to William E. Becker, a Teaneck, N.J.-based marketing consultant who counts both U.S. and Canadian builders among his clients.

"Their management style has its weaknesses," he says. "Especially when they make mistakes in hiring."

Which is evidently a serious problem, for Becker sees a big turnover in executive personnel.

He also finds Canadian developers bringing their own people into markets they know little about or "hiring any American who comes in off the street."

Still, Becker is sanguine about the future. "I expect the good Canadian companies to work out these bugs in pretty short order," he says.

The Broadmoor model. Nowhere has



"We may be more bottom-line oriented."

Genstar's Bannister



"We have more cash, and we're not afraid to spend it."

Nu-West's Belda

the Canadian management style been so apparent as in the reorganization of Broadmoor Homes, which Genstar Ltd. acquired in 1976.

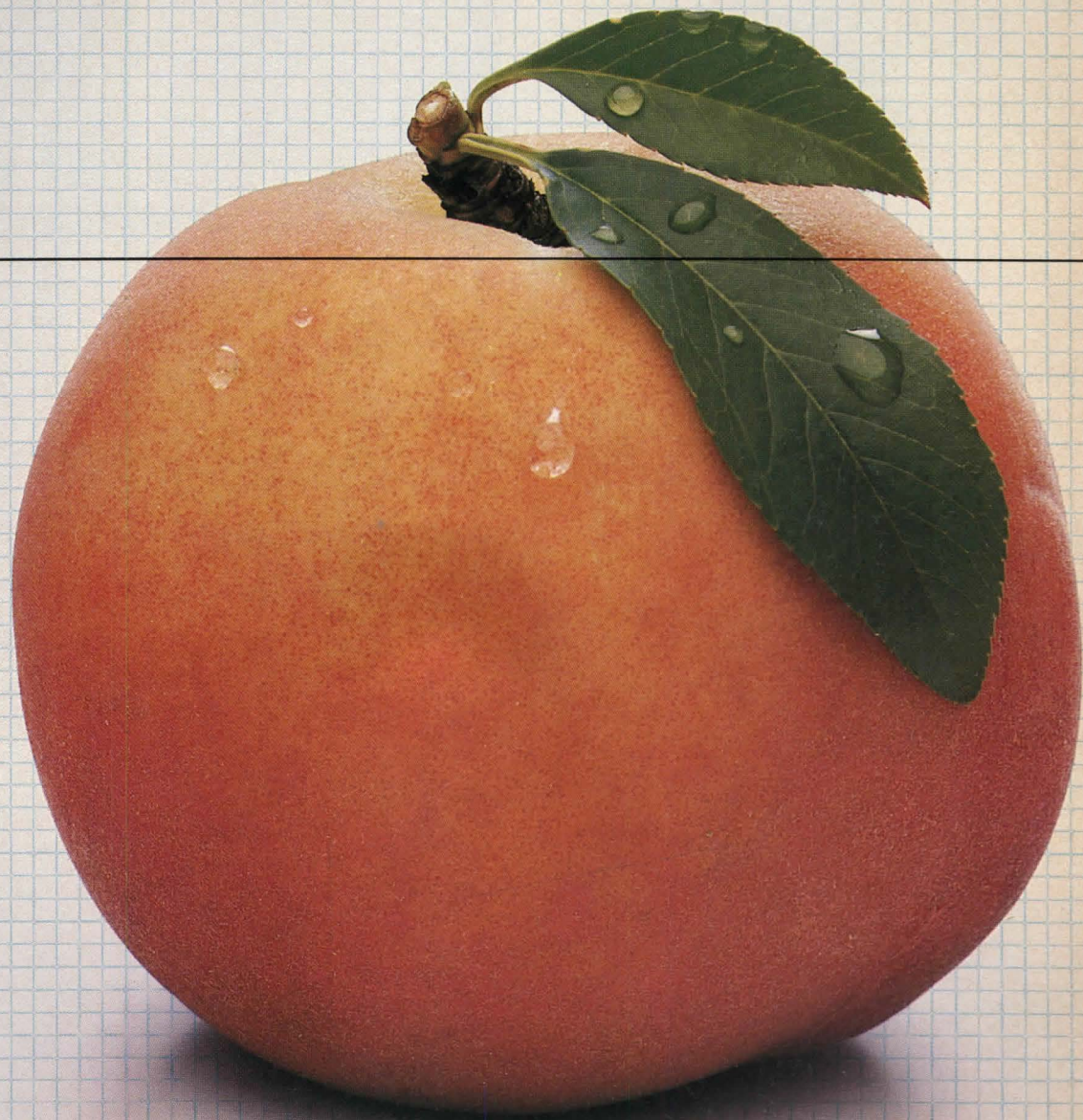
For three years all was quiet, and Broadmoor founder Dick Smith continued to reign as president.

Last spring, however, Smith resigned [HOUSING, May]. And since then, Broadmoor has undergone a massive facelift along Canadian lines.

Where it was once a single corporate entity with Smith at the controls, Broadmoor now consists of three "semi-autonomous" operating companies. Broadmoor Development, based in Irvine, Calif., oversees land sales and acquisitions plus land development. Broadmoor Southern, also based in Irvine, is the homebuilding arm for Southern California. And Broadmoor Northern, based in San Francisco, is its Northern California counterpart.

"What we did with Broadmoor was always in the cards," Genstar's Bannister explains. "But we never confronted Dick Smith with the dictum that he had to do it our way—or else."

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peach,



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The seed
that's made
Peachtree
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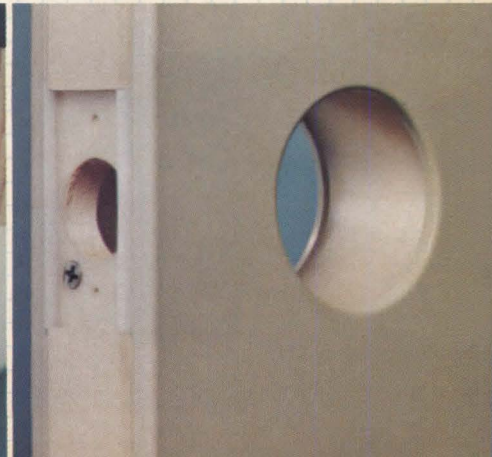
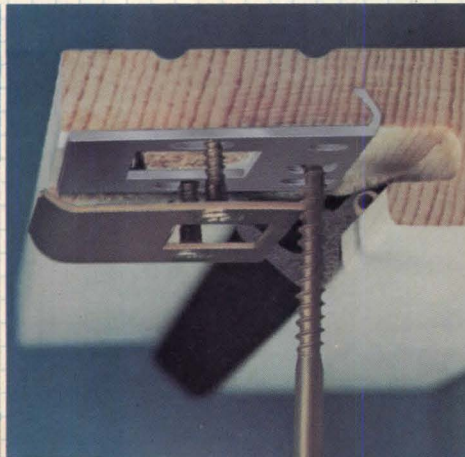
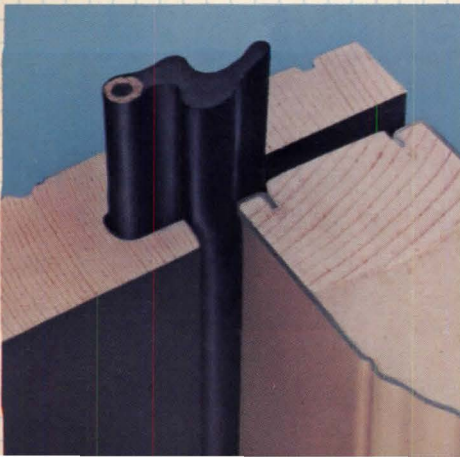
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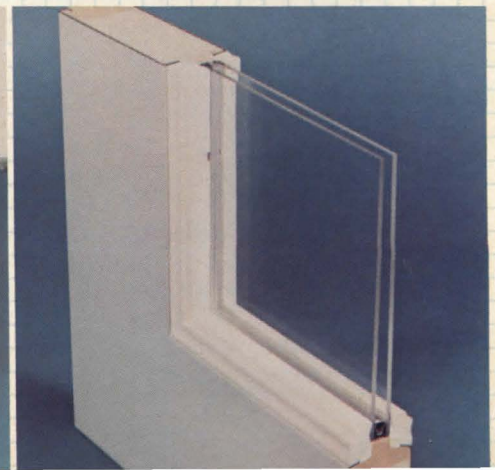
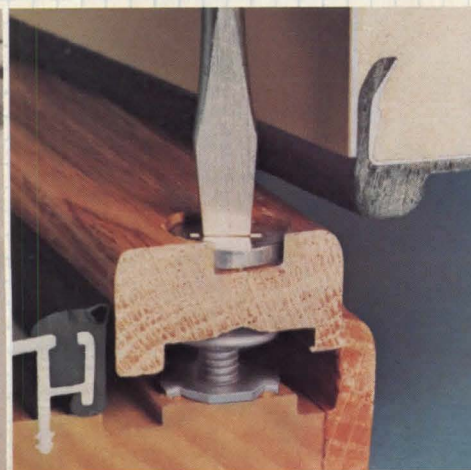
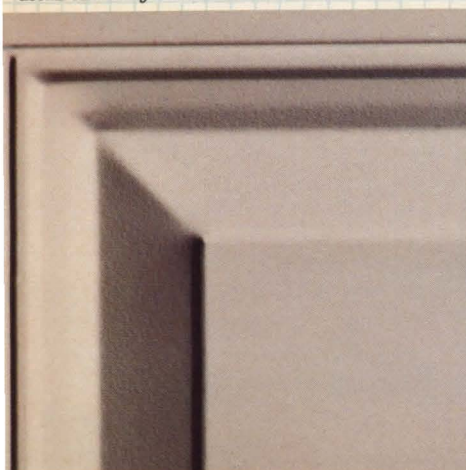
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There's a bit of irony in the fact that the split between Genstar and Smith came about because Smith wanted to grow at a faster clip than the Canadians were comfortable with.

"He wanted to build another Levitt & Sons," says Bannister, "and we weren't prepared to fund that."

Still, Genstar is on the lookout for more U.S. companies to acquire. And any new acquisition can expect to be reorganized in the Broadmoor mold. "It's the model of what we think a good American homebuilder should be," says Bannister.

Land-rich. A big difference between the Canadians and most U.S. builders is that the Canadians are set up to be in two separate businesses: land development and homebuilding.

"As a rule our land operations own more land than our homebuilding arm can consume," says Genstar's Bannister. "We either sell off the rest to

American builders, or we hold onto it."

Nu-West's Belda points out why the Canadians can operate this way.

"We have more cash and we're not afraid to spend it," he says. "American companies make a small downpayment and tie up the land for a year or two. We pay cash and buy it."

It is this practice that creates the most friction between the Americans and the Canadians. The most voiced complaint is that the Canadians' willingness to pay the price for what they want is forcing up the cost of raw land and developed lots, thus victimizing smaller American builders. And nearly to a man, the Canadians deny that this is so.

"That's an unsubstantiated claim," declares Nu-West's Belda. "I have never witnessed or been part of a transaction where our readiness to spend cash has jacked up the price of


land in our markets."

And Genstar's Bannister echoes him:

"Nobody can blame us," he declares, "what with all the other negative economic factors involved."

Belda pins the blame on bad timing. "The general economic malaise—including inflation and growth-no-growth zoning battles—just happened to coincide with our entry into the market," he says.

And indeed, in Florida's Palm Beach County, where several Canadian firms are developing land and joint-venturing with local builders, Vince Elhilow, senior vice president of the Fidelity Federal Savings in West Palm Beach, sees no signs of discontent.

"I can't attribute the high cost of land here to the Canadian presence," he says. "We've had tremendous growth, and rising land costs are a natural result."  16

Like Daniel Boone, they needed 'elbow room'

For the Canadian giants, the southward trek was in the tradition of Daniel Boone.

In the words of Nu-West's John Belda: "We had grown as much as we could in Canada. We needed elbow room."

The rumblings begin. In the late 1960s, the first rumblings were heard north of the tranquil U.S.-Canadian border.

By 1970, the first of the Canadian builder/developers, hamstrung by a slow-growth economy and a comparatively small population base, began to trickle south.

Genstar Ltd., officially headquartered in Montreal but now maintaining its executive offices in San Francisco [HOUSING, May], was one of the first of the northmen to set up shop in the U.S.

Genstar was soon joined by two heavyweights from Canada's West: Daon Development Corp. of Vancouver and Nu-West Development Corp. from Calgary. Toronto's Cadillac-Fairview Corp. and Olympia & York also entered U.S. markets in the early 1970s.

Facelift, Canadian style. Through purchases of big tracts of land, astute development of residential

and commercial property, joint ventures with American builders and, in some cases, acquisitions of U.S. homebuilding companies, the Canadians are becoming an important force in the American construction industry.

The Canadian incursion has been quick and stunning. Between January and December 1976, Daon, with cash, credit and time on its side, moved about 10% of its assets—nearly \$30 million—to California.

By '79, Daon's U.S. holdings contributed over one-third of its income and 74% of its net earnings.

Income from U.S. investments now comprise a big chunk of earnings for the other Canadians who have moved south in force. By the close of '76, in fact, the top six or seven builder/developers in Canada were also included in the list of the top 10 developers for all of North America.

Acquisitions. On the homebuilding front, the Canadians entered the market through acquisitions of U.S. companies.

Nu-West gobbled up United Homes of Seattle, a former Levitt Corp. subsidiary, in 1977. In the same year, it acquired ailing Hall-

craft Homes of Phoenix. Last year it bought another Phoenix builder, V-H Development Co.

Three years ago, Genstar acquired Broadmoor Homes of Irvine, Calif. and is currently restructuring the company along Canadian lines.

Rebuffed in its attempt to acquire the Irvine Co. two years ago, Cadillac-Fairview Corp. acquired Houston's General Homes. Recently it became a 50% partner in the redevelopment of Smithville, N.J., a historic landmark community within commuting distance of Atlantic City. And, like Genstar, it is involved in joint ventures with American builders throughout the Sun Belt.

A new ball game. It's also been rumored that Canadian developers have approached K&B chairman Eli Broad. The possibility that Broad may agree to sell his company's homebuilding arm to one of the Canadians "is not remote," a K&B source says.

"It's one thing for a Genstar to pick up Broadmoor," the source declares. "But, if one of those big Canadians buys a Kaufman and Broad, we'll have a whole new ball game in the U.S." —T.A.



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

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California slump? Yes—but a mild one

Despite high lending rates and a slow start this year, homebuilding in California is expected to remain "fairly healthy" for the foreseeable future.

So says Dr. Jerry E. Pohlman, chief economist at California Savings and Loan Assn. of Los Angeles.

In his mid-year economic report, Dr. Pohlman predicts homebuilding will weaken "slightly" in '79's second half.

No shakeout. However, he notes, homebuilding in the Golden State "is not in line for a major shakeout because it is weathering the current financial storm much better than it did in previous periods."

While housing starts nationwide are expected to fall to 1.65 million this year, Dr. Pohlman insists that the drop—18%—"is far superior" to the 43% starts drop in 1973-75.

Homebuilding's latest downturn, Dr. Pohlman says, will not be as severe as previous housing debacles. The reason? "Such factors as money market certificates, large certificates of deposit and commercial paper have pumped funds into the economy in areas where none existed in prior crises."

The success of such devices as money market certificates "has allowed housing in California and the U.S. to slow in a fairly smooth and gradual manner, rather than coming to a screeching halt," Dr. Pohlman observes.

California leads the way. California's homebuilding industry, the Pohlman report states, continues to outpace the rest of the nation. While recent immigration to the state has slowed, a housing shortage of around 250,000 units still exists.

The current shortage is in contrast to the 1972-73 period, he says, when the state was saddled with a sizeable housing surplus.

Money is available. Because mortgage money is available, California's slump "will be relatively mild and short-lived," Dr. Pohlman's Cal Fed report predicts. Total building permits will decline to around 195,000 this year but will rebound to 225,000 in 1980.

Dr. Pohlman is critical of recent rent control ordinances which, he says, have added to the Golden State's housing shortage.

Rent controls, the Cal Fed econo-

mist claims, "have sharply inhibited the development of new multi-unit apartment complexes."

Such controls, he adds, "are unfortunate because they ensure that shortages continue, thus intensifying, rather than diminishing, the upward pressure on rents."

VRMS help. Variable rate mortgages, the Pohlman report says, have contributed to the relative health of the state's housing industry.

Widespread acceptance of the controversial VRMS, he notes, "has helped alleviate the problems of borrowing short and lending long during periods of rapidly rising interest rates."

The variable rate AMI, Dr. Pohlman observes, "provides an attractive choice to consumers who are reluctant to lock themselves into a conventional fixed-rate mortgage during a time of high interest rates."

In use in the state for four years, the VRMS are now available at federally chartered S&Ls.

\$22 billion in loans. The state's S&L's, Dr. Pohlman says, will close over \$22 billion in mortgage loans this year, 8% below '78 and 10% less than the \$25 billion expected in 1980.

14 companies

Staying power. Still, that's only part of the story. For the Canadians are not only buying land for their own use; they're buying it to develop and resell. And that's where their ability to hold onto big chunks of land until they get their price is translated into higher prices for everyone.

"Canadian developers sometimes have a distorted view of what kind of profit they can expect," says consultant Becker. "They occasionally forget that U.S. land prices are 25% lower than Canadian land prices."

Survival of fittest. One area where Canada has been years ahead of the U.S. is in the regulation of the building industry. Those Canadian builders now operating here had to struggle to survive in their own country. And the staying power that now enables them to sit on huge parcels of land indefinitely is what kept them in business in the first place.

Daon's Poole explains:

"As the regulations stretched the time between the acquisition of raw land and a development's completion, fewer and fewer developers had the financial muscle to stay in business. So the big companies made a lot of attractive acquisitions from the small ones that got into trouble. Only the fittest survived."

And "the fittest" learned that red tape could work for them, and so they view it as an opportunity. For in Canada, when government regulation cut the supply of buildable land, it drove up the value of the developers' holdings. They expect the same thing to happen here.

"Regulations in California, Washington and Oregon are already tougher than they are in Canada," Poole notes. And he's only half-joking when he says that regulations and delays are great because they impose a terrific disci-

pline on the land supply.

He also has a good word for the environmentalists:

"It's great to have somebody fighting to hold down supply, because they drive up prices. When you think of it, maybe we should fund them . . ."

'Peculiar,' but . . . Attitudes such as Poole's set the Canadians apart from American builders who continually rail against the evils of over regulation.

"None of us could ever imagine feeling that way about environmentalists and Ralph Nader types," says the Florida builder quoted above.

However, he adds, "whether or not they're peculiar, what they do works."

And, he concludes: "Maybe we should all become as peculiar as the Canadians. Because, if we don't, some of us may find ourselves way, way behind the eight-ball a few years down the road."

—TOM ALLEN

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Zero-lot-line scores in Raleigh

The first zero-lot-line development in Raleigh, N.C.—slightly modified to eliminate the need for easements—is selling steadily to young professionals and to empty nesters—its target market.

Even the project's name—Sans Famille (“Without Family”)—shows the Adams-Bilt Company's commitment to this market. By law, the company cannot exclude families with children entirely, but has promised verbally to keep families with small children to a minimum.

Two years ago, explains company president John R. Adams, he had planned to use the acreage on which he is now building 105 zero-lot-line homes for the third and final phase of a townhouse/condo project.

Condos are out. “At that time,” Adams remembers, “townhouses and condos were on the downside. Our density allowance was six units to the acre. We asked a few questions and discovered that there was an ordinance—never exploited before—permitting zero-lot-line.

“With smallish lots, we figured that was the best way to go.”

Adams decided to modify the zero-lot-line concept slightly by siting each unit's back wall three feet from the property line “so the owner does not need an easement to paint his home.”

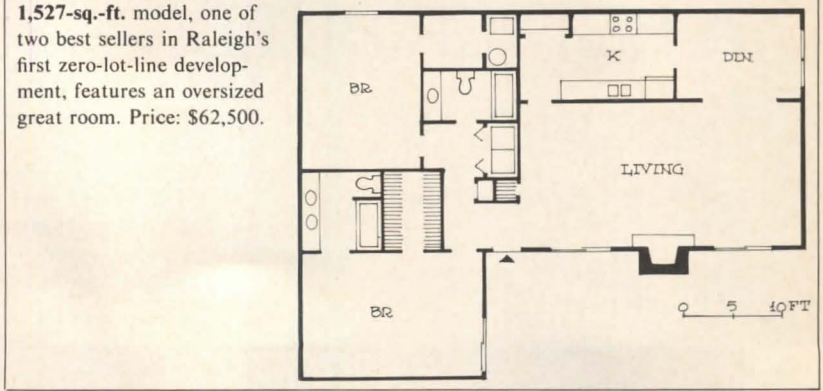
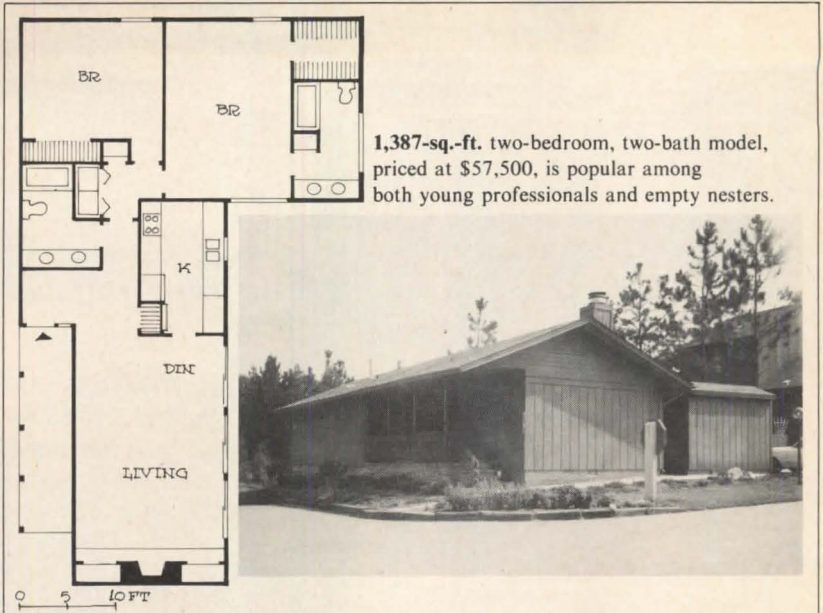
Best sellers. Two models rank as best sellers in the Adams-Bilt development.

The Monte Carlo, priced at \$57,500, contains two bedrooms, a bath, a great room, dining room and patio/deck in its 1,387 sq. ft. The lot is 65' x 110'.

The Bellaire, costing \$62,500, contains two bedrooms, two baths, a large dining room and an “enormous” great room in its 1,527 sq. ft. on the same size lot as the Monte Carlo.

So far, Adams says, he has sold seven of each. Since Sans Famille sales began nine months ago, 38 homes have been sold.

A Cape Cod scores. Roebuck Homes, one of Raleigh's bigger builders, has found its \$71,000 Cape Cod



home to be too much of a success. Roebuck, which builds about 140 single-family detached homes each year, has cut back production of the popular Cape Cod “so we don't flood the market with it.” The 1,730-sq.-ft. three-bedroom, 2½-bath model sells, a Roebuck Homes company spokesman says,

“just about as fast as we can build them.” Decline is expected. Raleigh single-family starts totaled 1,096 through March. Christine Bunn, the local HBA's executive director, expects '79 starts to fall short of '78's 4,117. The conventional lending rate holds steady at 11%.



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New York: Indexed usury rate hasn't helped

In New York, the biggest of the states opting to eliminate or modify obsolete usury ceilings, builders and lenders continue to tread water.

"It hasn't helped," declares Robert Wiebold, executive vice president of the New York State Builders Assn.

"Economics have outstripped us and we don't expect to do any better this year than last, as far as single-family starts are concerned."

Wiebold expects the year-end starts total to fall slightly below last year's 35,000 mark.

New law. Last December, after years of lobbying by New York State's builders and lenders, the state legislature voted to liberalize the state's usury ceiling which had remained at 8½% for years.

The legislation states that the mortgage rate can rise at a pace not exceeding ¼% in each quarter—to a maximum of 2% above the yield on an index of 10-year Treasury bonds.

The index currently stands at about 10¼%. If the bond yield holds steady, New York State mortgage rates could rise as high as 12¼%.

Below national average. "The higher lending rates are an improvement, no question about it," Wiebold insists. "But with the national average at around 11% for conventional mortgages, our current 10% rate simply isn't high enough to induce banks and S&L's to make more funds available for mortgages."

For builders and homebuyers, Wiebold believes, all is not lost.

"Six months from now, when our ceiling comes within a quarter of a percentage point of the national average, we should see some substantial improvement."

Until then, he declares, "our situation will continue to be what it has been for several years—brutal."

Little impact on lenders. "The modified ceiling hasn't had much impact on lenders in this state," says Edward Kramer, vice president of the Savings Assn. League of New York State.

"We've been saying for months now that it will take time—maybe a lot of time—for us to catch up with everybody else in the country."

It was last December that League president Paul Schosberg termed the usury ceiling change "a giant stride that will bring New York into the twentieth century."

Kramer still believes that the long-term effect of last December's change will be positive.

"It will take time—about 6-8 years—for banks and S&L's to stabilize their loan portfolios.

"Many of the association members are still carrying a bunch of 4% or 5% mortgages. They can't stabilize their loan portfolios with 10% mortgages overnight."

Money leaves New York. According to a report compiled by the New York Assembly's committee on legislative oversight, the terms on conventional mortgage loans "remained as restrictive as they were in 1978—or became even more stringent."

The report, based on questionnaires mailed to realtors statewide, found that the number of mortgages issued in New York by New York banks plummeted 25% during 1979's first quarter.

In addition, the Assembly committee reports that more than \$1 out of every \$3 in mortgage money was sent out of the state by New York's banks.

Compared with the first quarter of last year, the dollar value of New York's home mortgages has fallen 15%.

According to Lawrence Costiglio, executive vice president of the Savings Bank Assn. of New York State, the first quarter totals were lower than anticipated because they reflected mortgage commitments made by lenders late last year, prior to enactment of

the usury ceiling modification legislation.

However, he admits, "the second quarter figures may not be much better."

C.D.s benefits. Rather than invest in conventional mortgages, the League's Kramer notes, lenders have chosen alternatives such as 6-month savings certificates where the yield—10%—is higher and the risks lower.

Over 25% of League members' assets, Kramer says, are invested in money-market certificates.

The tightening stranglehold on mortgage money in New York, Costiglio notes, "reflects a continuing drop in savings banks' deposits. He pegs the banks' deposit loss at over \$2.5 billion during the last 18 months.

A 55% increase. According to an independent study based on the banks' reports to the State Banking Department, lenders' investments in out-of-state home mortgages rose from \$100.3 million to \$156.1 million—a 55% jump—during the first quarter of this year.

During the same period, the report says, new mortgage loan commitments fell from 13,888 last year to 11,524.

The number of single-family and two-family loans dropped from 11,213 in '78's opening quarter to 8,397 this year.

The Assembly committee report claims that 61 of 76 realtors surveyed saw no change in lending practices or were encountering more difficulty in obtaining mortgages for their homebuyer clients.

In addition, the realtors reported that many lenders had "unstated" loan terms.

A trade-off. Last December's usury ceiling change came as a result of a trade-off with consumer group lobbyists. To quiet both camps—and to speed passage of the usury ceiling legislation which had been delayed six months—the New York lawmakers passed an anti-redlining measure.

The law empowers the state's banking commission to hold a hearing if a potential borrower charges a lender with geographic discrimination. If found guilty, a lender can be fined up to \$15,000.

The December compromise, however, continues to be regarded as diluted by New York State's vocal consumer advocates.

—T.A.



New York's Schosberg
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PEOPLE

Broadmoor adds execs to its roster

Under the guidance of its Canadian parent—Genstar Ltd. (Montreal)—Broadmoor Homes (Irvine, Calif.) continues to shuffle its roster of corporate execs.

Sid Roach is imported from U.S. Home's Illinois division, where he was vice president/finance, to serve as Broadmoor Southern's executive vice president.

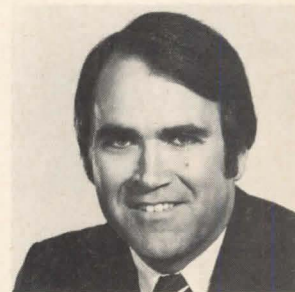
Richard C. Saienni, a project manager for two years, is appointed Broadmoor Southern's vice president of project development.

At Broadmoor Development Co. (Irvine), **Forest Dickason** is named vice president and development manager. Before all Broadmoor was recently divided into three parts by Genstar, Dickason had been corporate planning director.

BUILDERS: Ever on the move, U.S. Home Corp. (Houston) expands into Oklahoma and taps **John Mims** to serve as president of its project manager in the company's Northwest Houston division.

At the USH Southwest Witkin Division (Denver), **George Saxton** is named vice president of construction while **John F. Arney** becomes vice president of land acquisition and development. **Mark C. Schickner** is promoted to project manager of Witkin's Westridge, Colo. development.

Walter Browder becomes vice president of communications at Pardee Construction Co. (San Diego), and **Michael D. Madigan** becomes vice president of development coordination. Before joining Pardee, Browder edited trade magazines in New York, among them,



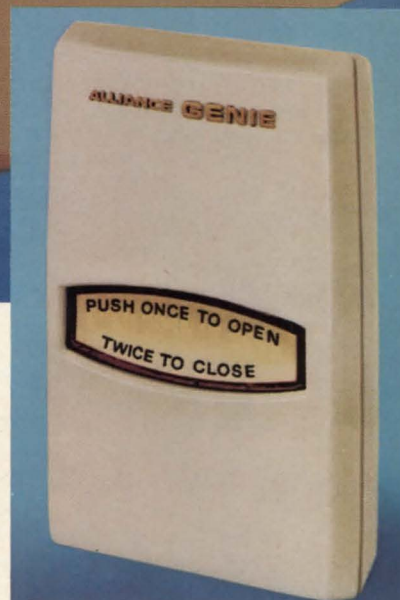
Broadmoor's Roach
USH exec moves West

American Builder (now defunct) where he was chief editor. Madigan was a programs and policy staff assistant to San Diego Mayor Pete Wilson.

Kenneth W. Carlson, a founder of Ryland Homes (Columbia, Md.) and a vice president of The Ryland Group Inc., resigns. He joined the original Ryland Homes 12 years ago as a division manager and completed his tenure as eastern vice president of operations. He'll start a homebuilding/real estate company in Columbia. Also at Ryland, **James McEneaney** is tapped as midwest regional president and chief operating officer.

Joseph A. Story, an attorney and former FBI agent in Mississippi and New York, joins Ponderosa Homes (Irvine, Calif.) as vice president and general counsel. **Donald A. Braseth** signs on with Ponderosa as land acquisition coordinator. **Frank Fullerton** and **Ron Shackelford** become assistant division managers in the company's Southern California division. Ponderosa is a subsidiary of Aetna Life & Casualty (Hartford, Conn.).

Richard A. Verry moves to Daon Corp. (Newport Beach, Calif.) as director of



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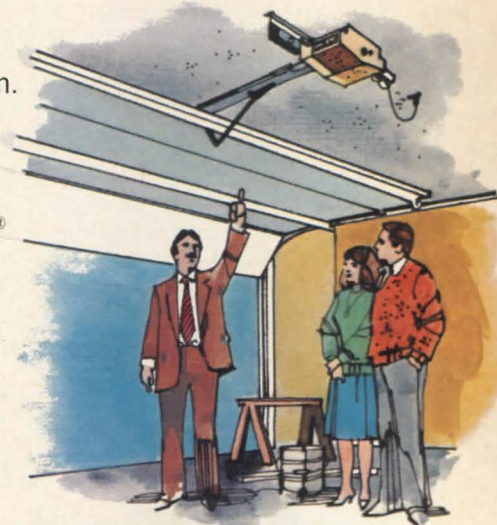
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housing 9/79 **25**

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Tu-Tuf is a superior product made from top quality, high-density resins. Its cross laminated construction process assures high tensile strength, puncture resistance and durability against biological breakdown and insect infestation. It will not tear during normal installation and will hold up against weather and soil conditions.

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administration. He had been a commercial loan officer with United California Bank (Irvine). Daon Corp. is a wholly-owned subsidiary of Daon Development Corp. (Vancouver, B.C.).

At Pulte Homes' (Atlanta) new Seattle division, **Robert L. Langley** moves up from vice president of marketing to division president.

Ed Flanagan, a graduate of U.S. Home and Kaufman and Broad, signs on with Florida Residential Communities Inc. (Orlando, Fla.) as vice president of construction.

Steven B. Fine is named financial coordinator at Watt Industries Inc. (Santa Monica). He held a similar post at Paramount Equities Ltd., a Los Angeles real estate investment firm.

DEVELOPERS: **Richard Brown** becomes vice president of planning and development at Mitchell Development Corp. of the Southwest (Houston). He held the same post with Woodlands Development Corp. (Houston).

Richard Kraemer, general manager of Universal Development Corporation's Fountain of the Sun (Mesa, Ariz.) retirement community, is named UDC vice president. He's succeeded by **Tom Lewis**, a former Ryan Homes division manager in Akron, Ohio.

Charter Development Corp. (Irvine, Calif.), a subsidiary of Anaheim Savings & Loan, promotes **Suzanne N. Flocchini** to sales administrator.

Robert L. Santos, a former Irvine Co. project manager, becomes project director for Cadillac Fairview Homes West (Newport Beach, Calif.).

In Brevard, N.C., **Charles I. Duke** becomes executive vice president and project manager at Connestee Falls Development Corp.

LENDERS: Genstar Ltd., the big Montreal-based homebuilder, makes **Gregor G. Peterson** executive vice president in charge of financial services. He'll oversee the operations of Western Mortgage Corp. (Los Angeles), First American Title Co. (Oakland, Calif.), Genstar Pacific Investments (San Francisco), Genstar Housing Partners (Irvine, Calif.) and Sutter Hill Ltd. (Palo Alto, Calif.). All are Genstar subsidiaries.

At Genstar Housing Partners (Irvine), **Donna B. Tomlinson** becomes director of operations for the company's northern region. GHP is a financial service arm of Genstar Pacific Corp. It underwrites and initiates joint ventures with builders in the western U.S.

Walter Blass moves up from Advance Mortgage Corporation's (Detroit) residential mortgage sales director to senior vice president in charge of residential mortgages. AMC, following months of litigation, is being divested by Citicorp (New York). It's the third largest U.S. mortgage lender.

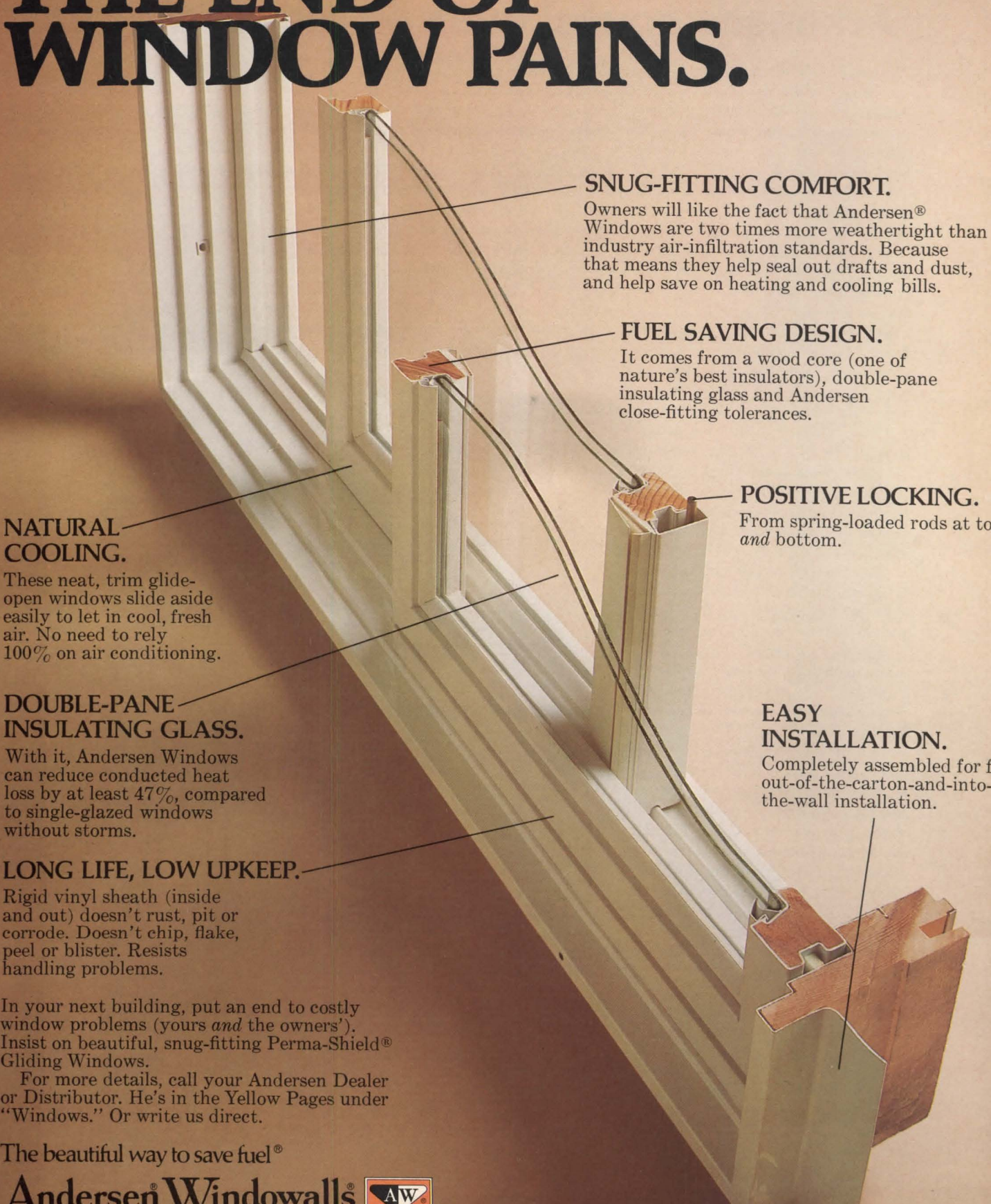
The National Corp. for Housing Partnerships promotes five execs. **Kathleen Gallagher** climbs from assistant secretary and general counsel to corporate secretary. New NCHP vice presidents are **Larry Asbury**, **R. Wayne Mosier**, **Charles B. Turner** and **Thomas M. Tweel**. NCHP provides equity capital and joint venture funding for local homebuilders.

Richard Mohme joins Builders Capital Corp. (Santa Monica, Calif.) as vice president/development. He had been manager of land development at Bechtel Corp. (Los Angeles).

Walter M. Levine joins Equity Programs Investment Corp. (Falls Church, Va.) as a regional representative.

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'Arkansas house' goes on the road

The original "Arkansas house," built according to standards set by the Arkansas Power & Light Co., slashed heating and cooling costs by 63% [HOUSING, Oct. '75] and has since been widely copied.

Now the company has set its sights on developing energy-saving mobile homes.

Explains Joe Leroux, AP&L's assistant residential services manager: "We realized that about 25% of our customers live in mobile homes."

AP&L approached a number of mobile home manufacturers with a proposition: Design energy-saving mobiles that comply with AP&L standards, and AP&L would help market them.

Three companies—Guerdon Industries of No. Little Rock (corporate headquarters in Louisville, Ky.), Castle Industries of Conway, Ark. and Vintage Homes of Clarksdale, Miss. (corporate headquarters in Atlanta)—accepted.

Added insulation. The mobile homes built by the three companies come with thick layers of floor, ceiling and wall insulation. Several other energy-saving devices required by AP&L's standards, such as storm doors, double or triple-glazed windows and magnetic weatherstripping, are also added (see diagram at right).

Two of the manufacturers—Guerdon and Castle—offer the design features as a package that can be installed in any of their models. Vintage, a relative newcomer to the energy-saving-design field, offers only one such model. Cost of the additions: between \$1,000 and \$2,500, depending on manufacturer and options selected.

Familiarity. Buyer acceptance of the new mobiles, which are available in the south-central states, has been only lukewarm so far.

At Guerdon, they account for only 5-10% of sales according to John Monaweck, vice president of the central division. At Castle they account for about 7%, says Bob Mortoen, vice president of sales. And at Vintage, the one model accounts for 5% of sales, says Lou Tomlinson, manager of the company's Clarksdale, Miss. plant.

Because the mobile home market is generally very price-sensitive, the added costs are a problem. But, as Guer-

don's Monaweck points out, there are hidden savings: "You don't need as big a furnace or blower fan. That alone offsets some of the increased cost."

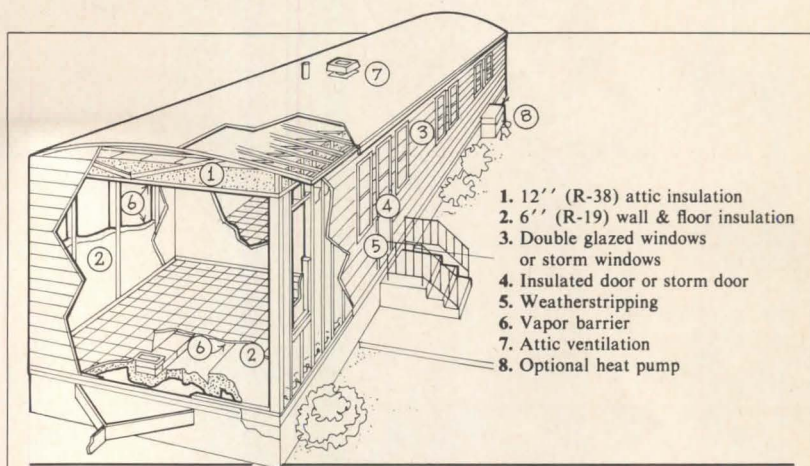
Even more significant is the problem of familiarity. "This is still something new in mobiles," says Leroux. "People just don't know that they can get an energy-saving home in a single-wide."

A road show helps. To increase public recognition, AP&L—with an assist from the manufacturers, the Arkansas Manufactured Housing Assn., and local dealers—took the energy-saving mobiles on the road.

The road show traveled along two routes in the state, hitting 19 towns and attracting between 9,000 and 10,000 people.

Though sales results were hard to gauge because none of the companies kept accurate records, Guerdon's Monaweck asserts that "sales increased appreciably." And, ironically, there was an unexpected bonus for the manufacturers: A number of people who felt the energy-saving package was too expensive decided to buy a mobile home without it.

—STEPHEN LEVIN



Mobile Home Test: Little Rock, Arkansas

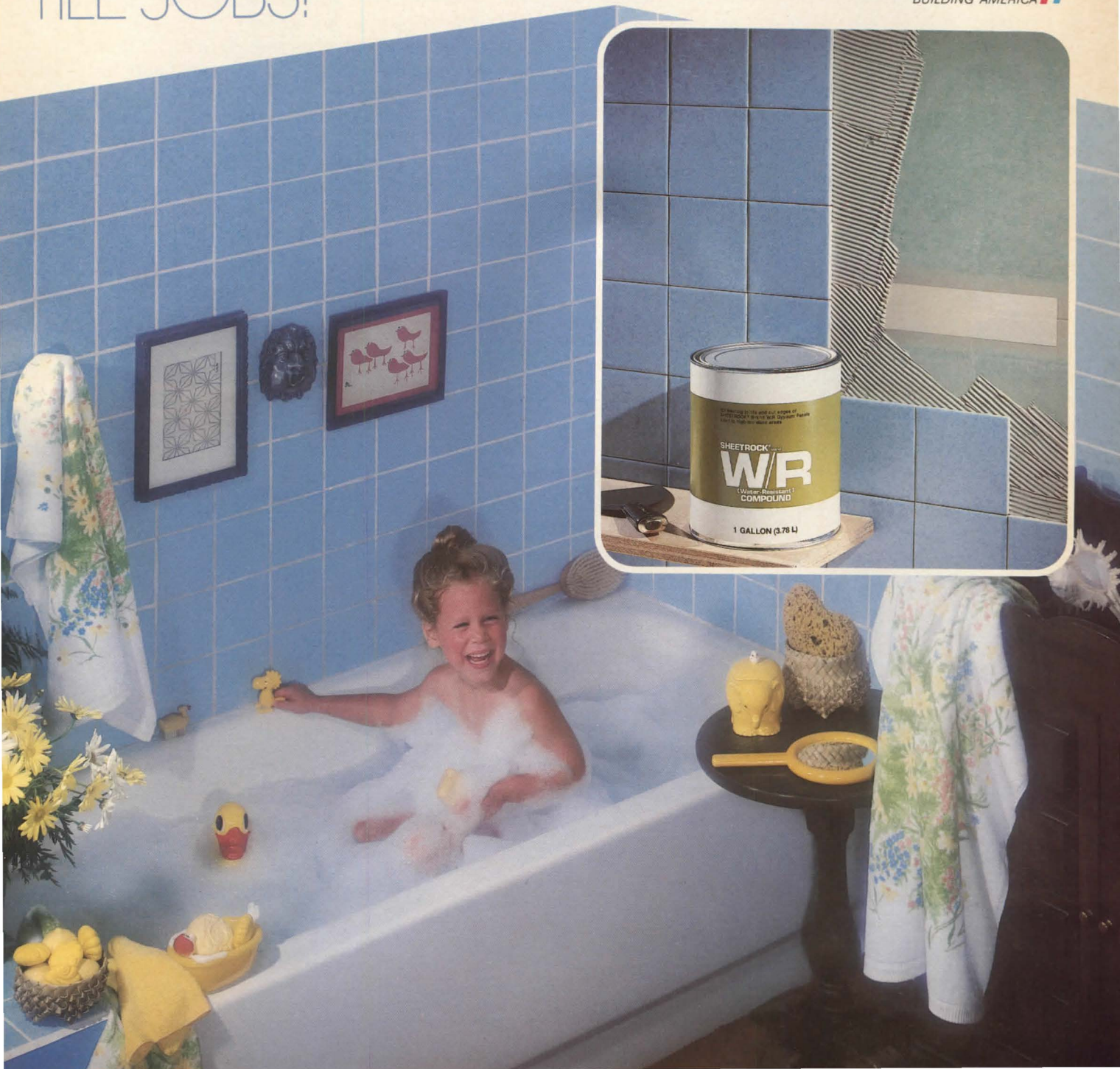
	Average of 3 Minimum Property Standard homes*	Average of 4 energy-saving standard homes*	
	KWH	KWH	% Saving
February 1977	1,561	715	54.2
March	578	246	57.4
April	425	132	68.9
May	289	83	71.3
June	887	337	62.0
July	1,258	416	66.9
August	1,038	493	52.5
September	1,032	352	65.9
October	812	323	60.2
November	547	160	70.7
December	1,262	570	54.8
January 1978	2,073	888	57.2
TOTAL	11,762	4,715	59.9%
Heating (Nov.-Apr.)	6,446	2,711	57.9
Cooling (May-Oct.)	5,316	2,004	62.3
Heating Cost @ 2.2¢/KWH	\$141.81	\$59.64	57.9
Cooling Cost @ 4¢/KWH	212.64	80.16	62.3
TOTAL ANNUAL COST	\$354.45	\$139.80	60.6%
TOTAL ANNUAL SAVINGS		\$214.65	

*The tests were conducted on empty homes with thermostat settings of 68° for heating and 78° for cooling. The MPS homes used 2½-ton heat pumps. The energy-saving homes used 1½-ton heat pumps. All homes were double wide with 1,056 sq. ft.

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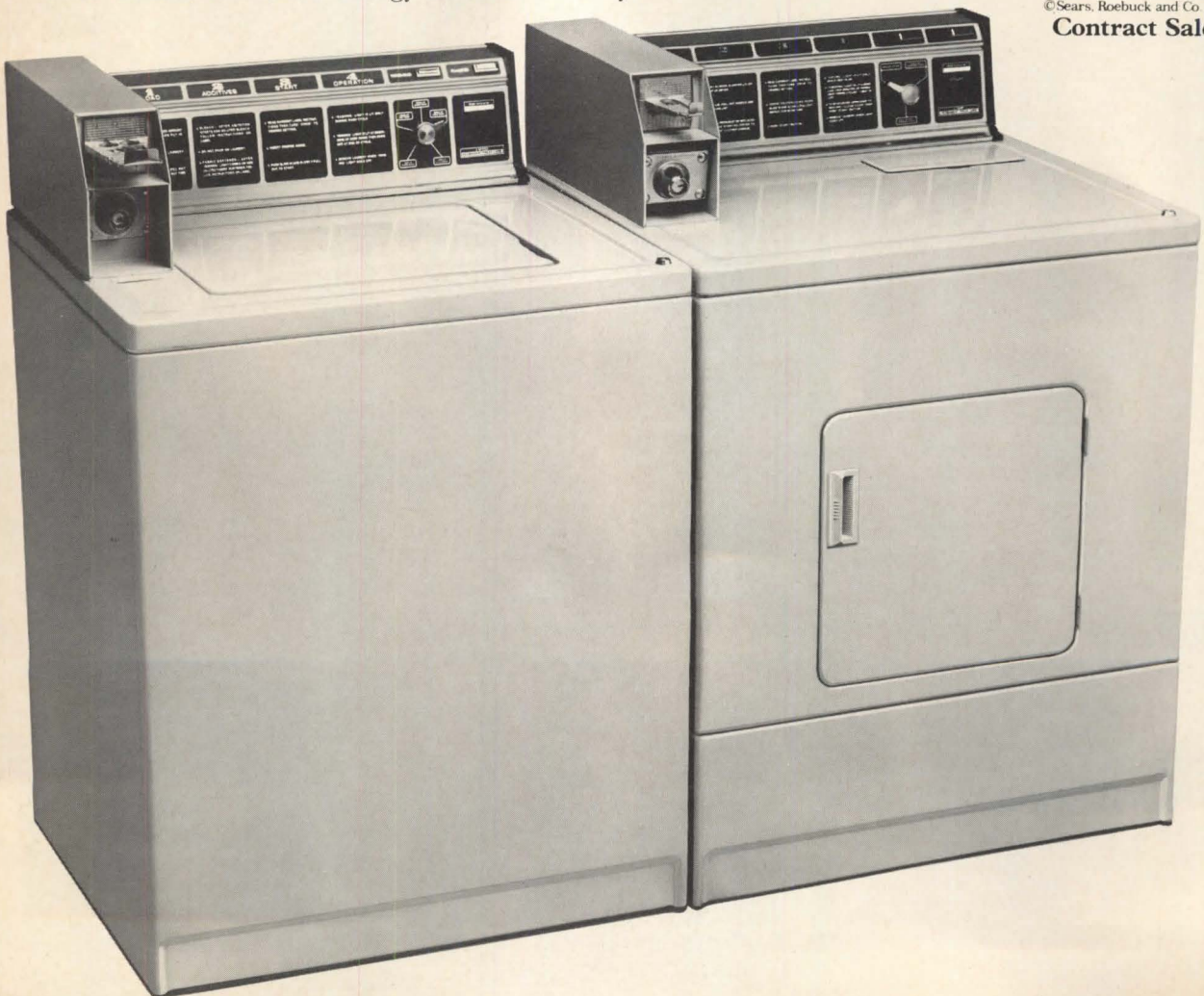
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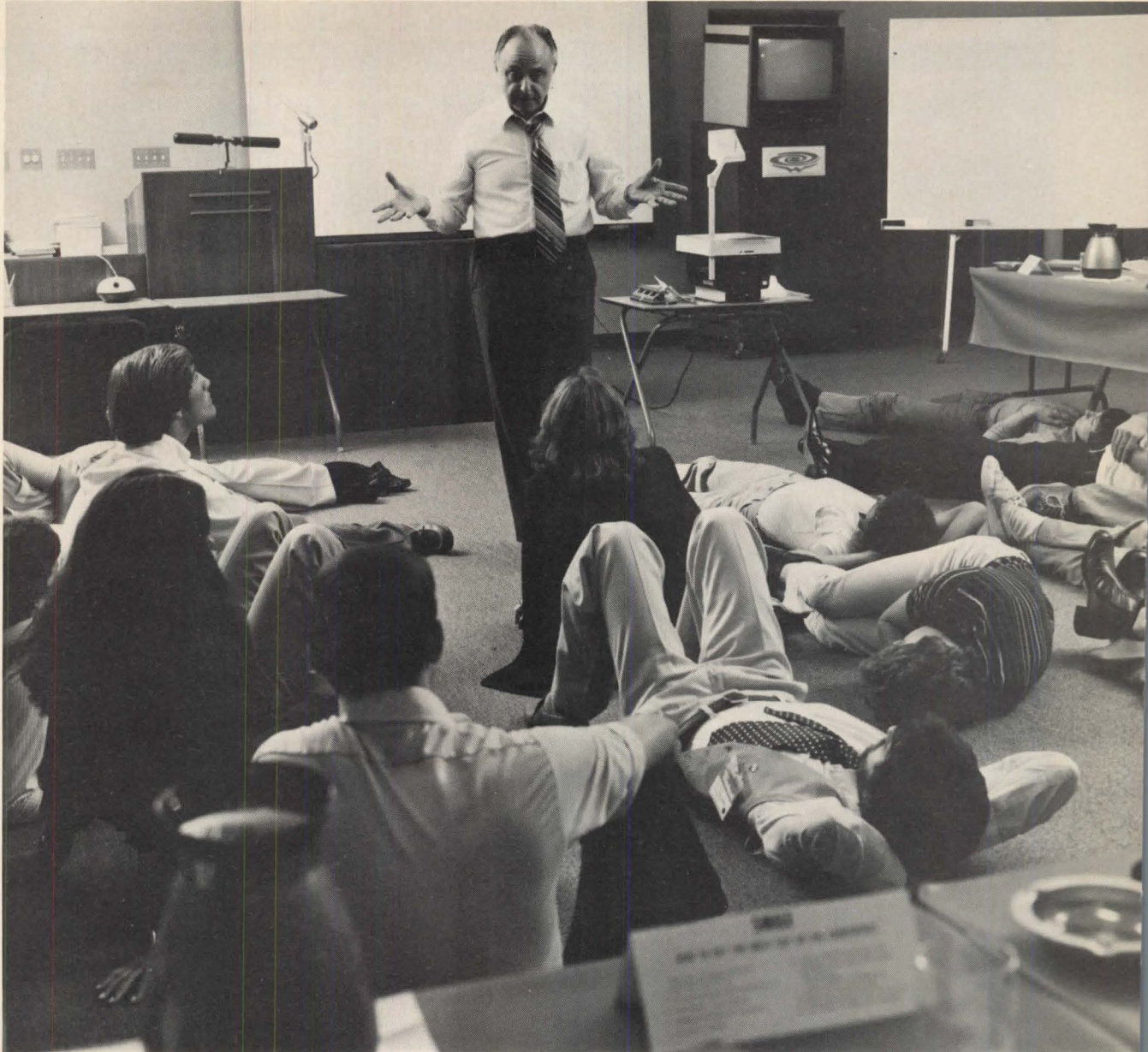
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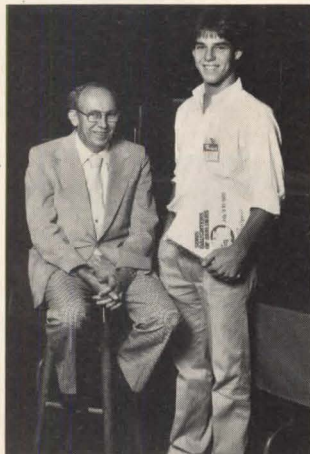


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Getting down to business—way down: Here's what happened when Bill Smolkin told his audience to get comfortable for his four-hour talk.

Aspiring homebuilders pose with seminar speakers



Davis Bankston, Walter R. Bankston Construction Inc., Baton Rouge, La. with speaker Vondal Gravlee.



Bill Aydam Jr., Bill Aydam Construction Co., Houston, Tex. with speaker Charles H. Orme, Whirlpool personnel director.



J. Joseph McClatchy, James H. McClatchy Inc., Bryn Mawr, Pa. with speaker Bill Becker.

What's all this?

A seminar with a twist...

...as builders' kids follow in their fathers' footsteps and go to a seminar.

Twenty-eight youngsters converged upon Benton Harbor, Mich. to learn more about the ins and outs of the homebuilding business—firsthand from the experts. The intensive week-long course for the sons and daughters of builders (only two daughters attended) was sponsored by Whirlpool Corp. under the direction of Henry (Hank) Fenderbosch, manager of residential and commercial marketing services.

And the speaker lineup was worthy of the homebuilders' convention itself. It included: Michael Sumichrast, NAHB chief economist and staff vice president; William R. Smolkin, president of Smolkin Consulting Services Inc., New Orleans-based marketing consultants; William E. Becker of the William E. Becker Organization, a marketing research firm in Teaneck, N.J., and NAHB President Vondal Gravlee.

What was the reaction to all this high-powered expertise?

Lots of enthusiasm. In fact, one participant was so turned on, he suggested a comprehensive summer-long session. —M.S.C.



Future executives concentrate on lecture on managing and marketing techniques. Over half of the seminar participants, aged 16 to 25, plan to enter the building industry.

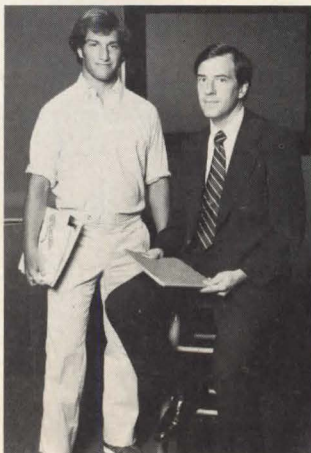
Builder Ernest R. Coleman, president of Ernest R. Coleman Co. of Fort Smith, Ark., talks about family tradition in the building business. He has a son and a daughter working with him.



Loni Abramowitz, Lesny Dev. Co., Los Angeles, with speaker Robert L. Brintnall, vice president of Whirlpool's sales division.



John Napolitano, Napolitano Enterprises Inc., Virginia Beach, Va. with speaker Bill Smolkin.



Andrew H. Cohen, Sir Galahad Co., Virginia Beach, Va. with Whirlpool attorney Bob Judd.



Ginger Aydam, Bill Aydam Construction Co., Houston, Tex. with speaker Mike Sumichrast.



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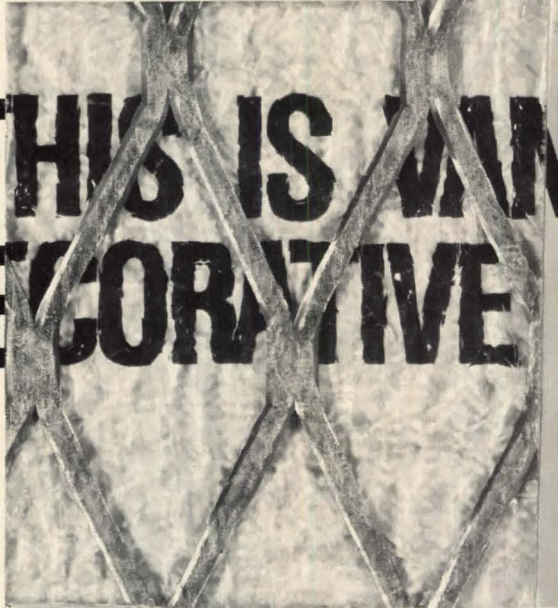
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Oct. 31-Nov 1 & 2

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- How to find and approach the foreign investors who are actively seeking to participate in U.S. real estate.
- What demand you can expect for both residential and non-residential development, and where in the country the demand will occur.
- How to meet the present demand for rental housing and be ready to convert to condominiums when the market shifts.
- How to evaluate and select the non-residential opportunities that will arise in the early 1980's.
- How to design housing that will meet the changing demands of the next two years.

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Eric B. Herr is Vice President, Economics for the McGraw-Hill Publishing Co. Prior to joining McGraw-Hill he was Executive Vice President and Chief Economist of Lionel D. Edie, and before that, Senior Economist and Product Manager of Data Resources Inc. He has been a member of the President's Council of Economic Advisers, and is affiliated with the National Association of Business Economists, the American Economics Association, and the Federal Statistics Users Conference.

Dr. Alfred A. Gobar is President of Alfred Gobar Associates, the country's best known and most widely respected real-estate research firm. As both an economist and market analyst, he has particular expertise in the interrelated areas of both market and economic feasibility, and his company works with both residential and non-residential development. Dr. Gobar is the creator of THE HOUSING DEMAND INDEX which appears quarterly in HOUSING.

Dennis R. Kelley is Vice President/Manager of the Real Estate Loan Division of the LaSalle National Bank in Chicago which specializes in construction, permanent, land development and subdivision loans. Prior to joining the LaSalle National Bank he handled permanent loans and equity placements with Baird and Warner Inc., a major mortgage banker. He was instrumental in founding a construction loan and equity REIT, and was responsible for establishing a real estate financing arm of Associates Commercial Company, a subsidiary of Gulf and Western, to do development and construction financing.

Nelson C. Rising is President of Nelson C. Rising and Company, his own Los Angeles based development firm. He is currently involved in real estate development projects in California and Florida. He has served as a financial real estate consultant to other developers both here and abroad and has been instrumental in directing foreign funds into the U.S. market.

Edward N. Kelley heads Edward N. Kelley and Associates, his own property development and management firm

which operates in rental and condominium housing and in non-residential sectors. Formerly a consultant in the rental property management field, Kelley has worked with developers, investors, lenders, major corporations and Realtors. He is author of "Cost, Rent and Profit Computer: Rental Apartments," published by HOUSING Press, and "Practical Apartment Management," published by the Institute of Real Estate Management.

Gordon Hall is Senior Vice President and head of the commercial division at R.M. Bradley and Company Inc., a national real estate consulting firm based in Boston. He is a trustee and chairman of the auditing committee of The Suffolk Franklin Savings Bank in Boston and a member of the National Association of Real Estate Boards. He is also a member of the Greater Boston Real Estate Board, the Urban Land Institute, a trustee of the Society For the Preservation of New England Antiquities, and chairman of trustees of the Hancock Historical Trust of Boston. He is currently consulting for the Cambridge Re-Development Authority.

Barry A. Berkus, AIA, is president and founder of Berkus Group Architects, a 20-year-old firm with headquarters in Santa Barbara, California and offices in Santa Ana, California and Washington, D.C. Mr. Berkus, a leading architect in the housing field, is a member of the AIA and the Urban Land Institute and a past member of the subpanel of the National Academy of Sciences reviewing certification of new building technology.

Maxwell C. Huntoon, Jr. is the publisher of Housing magazine. A former builder himself, he has served the industry press for the past 25 years, first as an editor at American Builder and for 19 years as an editor of House & Home, now Housing. During his years as managing and executive editor he initiated and built Housing's extensive seminar and conference program.

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THE 1980-81 MARKET



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Registrations may be cancelled without charge up to two weeks before the seminar date. Cancellations received later than that are subject to a \$100 service charge.

Hotel Reservations

Frenchman's Reef Beach Resort in St. Thomas is holding a limited block of rooms for those attendees who wish to arrive as early as October 29th or stay as late as November 5th.

Housing has reserved a block of rooms at Frenchman's Reef in St. Thomas at a special conference rate of \$58 single and \$60 double. The hotel will hold this block of rooms until September 28th and after that reservations will be taken on a space availability basis. To make your hotel reservations, fill in the space provided on

the registration coupon below, and enclose with your registration fee a separate check or money order payable to Frenchman's Reef for \$60 which will serve as a deposit. Reservations for the hotel will not be honored by the hotel unless accompanied by a deposit.

To make your hotel reservation in Newport Beach, Housing has arranged with the Marriott Hotel to hold a special block of rooms for our attendees. You can reserve your room by calling the Marriott directly at (714) 640-4000.

Please be sure to say you are attending the Housing conference. This will identify your reservation with the block of reserved rooms, and assure you of the special seminar rate. Space is limited, so please make your reservations as early as possible.

Hours

Reception and cocktails will be held the evening prior to the conference at 6:00. Registrants may check in then, or between 8:30 and 9:00 the next morning. Conference sessions run from 9:00 a.m. to 5:00 p.m. on the first two days and from 9:00 a.m. through lunch on the last.

Tax Deduction of Expenses

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

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More Than One Good Reason To Talk To CPR About Polyurethane.

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

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

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Faced rigid-polyurethane 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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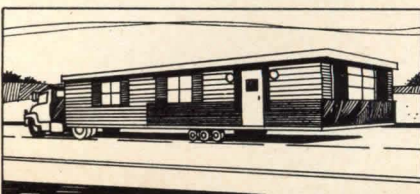
Polyurethane core panels can be faced with gypsum wallboard for inside walls and plywood facings for outside walls. And...polyurethane core panels can meet new building codes for occupied housing.

2 If you process polyurethanes, 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 polyurethane-core panel production for manufactured housing.

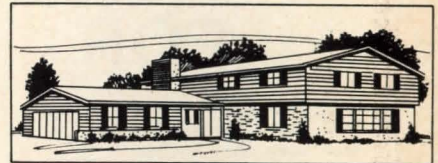
RIM can save time, speed up production and assembly, and eliminate the additional costs of purchasing, handling and storing solvents. RIM eliminates the solvent cycle and the need to flush the mixing head. A rapid succession of shots is possible. Shorter cycle times mean fewer molds with resultant savings.



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

Combine these RIM advantages with systems technology from CPR. We produce RIMFOAM polyurethane systems for insulation and RIMTHANE elastoplastic systems for molded structural parts.

RIMFOAM. The system's fast reaction rates create cellular symmetry in the foam. Result: a rigid polyurethane insulation material with a more uniform density, improved thermal resistance and dimensional stability. The application: a structurally sound, preassembled insulating panel or component for fast assembly of manufactured housing.



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Our sales representatives are ready to talk about your requirements. Find out more about RIMFOAM, RIMTHANE, and CPR. Call us now. (213) 328-3937.

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Caution: As polyurethanes or polyisocyanurates 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 polyurethane or polyisocyanurate from the elements.



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Eligibility: Any house or apartment building in the United States or its possessions built since January 1, 1977 and designed by a registered architect is eligible. Entries may be submitted by any architect, builder, developer or owner.

Entry categories: Custom-designed houses—one-of-a-kind detached houses, designed for private clients including year-round and vacation houses and remodelings and additions.

Merchant-built houses—single-family detached houses for sale or rent including vacation and year-round, promotional and zero-lot-line houses and remodelings.

Multifamily housing—apartment buildings; attached housing such as townhouses, duplexes, triplexes and fourplexes; multi-building projects including PUDs and sections of PUDs.

Remodelings must take in the whole structure. Custom additions to a detached house must be tied into the original design of the house. No single room or single apartment remodelings are admissible. Redecorations are not admissible. Changes must be structural. Photos of both before and after construction will be required for judging. All categories include modular housing.

Registration: Fee: \$50 per entry. Registration fees are non-refundable.
Deadline: registration forms postmarked by midnight, October 17, 1979.

Submission of material: A spiral binder—color coded to project category—will be sent to each registered entrant in December, 1979. This should be filled with sufficient photographs and plans to illustrate the design. Detailed instructions will be included in the binders. **Deadline:** submissions postmarked by February 1, 1980.

Judging: Will be held on March 18 & 19, 1980 at the American Institute of Architects headquarters in Washington, D.C. The panel will consist of outstanding architects, housing industry leaders and editors of *Architectural Record* and *Housing*. There are two types of awards: First Honor Awards and Awards of Merit.

Winners: Will be notified immediately after judging. Award certificates will be presented and slides of winning projects will be displayed during the 112th annual convention of the American Institute of Architects, June 1-4 in Cincinnati, Ohio. Winners will be expected to provide AIA and *Housing* with slides of winning entries, and will be charged a \$25 fee by AIA for production of the annual award-winner presentation at the convention. Winning binders will not be returned.

Conditions: Entries must be approved by all parties concerned. The Entrant represents that he is the sole proprietor of all rights in and to the material, illustrations and photographs submitted; that such items are free from copyright restrictions that would prohibit publication by *Housing*; that Entrant hereby grants to *Housing* the right to publish such material, illustration and photographs at such times and in such manner as *Housing* shall determine, and agrees to indemnify and defend *Housing* from any claims arising out of or in connection with any such publication by *Housing*. The Identification sheet (white) must be signed to validate your entry.

I wish to submit a project in the 1980 HOMES FOR BETTER LIVING AWARDS PROGRAM. Enclosed is \$50 per entry in check or money order made payable to HOMES FOR BETTER LIVING. I have used a separate form (or photocopy) for each entry. Please send me my entry material for the following category.

Custom-designed house Merchant-built house Multifamily housing

Architect name _____

Street, city, state, zip _____

Project name & location _____

Entry submitted by _____ (Name of person to whom correspondence should be addressed) (Phone) _____

Company and address _____

REGISTRATION FORM

Mail to: Dept. HFBL, Housing,
McGraw-Hill, 41st floor, 1221
Avenue of the Americas, New
York, N.Y. 10020 by midnight,
October 17, 1979.

All winning entries will be
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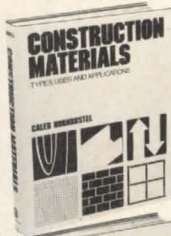
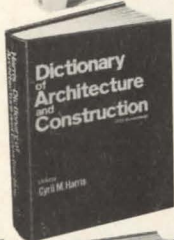
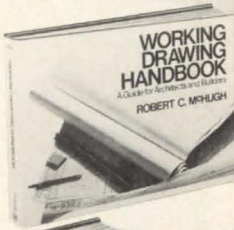
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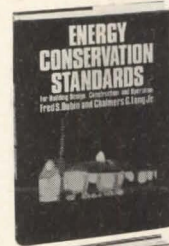
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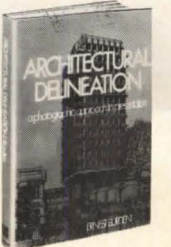


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SUBURBAN



OFFICES

HOW TO CASH IN ON A NATURAL MARKET FOR HOMEBUILDERS



Once they were the preserve of a few specialists. No longer, though. For the word is out: Small office buildings are a hot ticket.

Profitable, too. Especially in terms of tax-shelter and other bottomline goodies.

What's more, homebuilders don't have to look far to find the action. Because it's all happening right in their own backyards.

Fueled by the continuing outward migration of large corporations, many suburbs have become important employment hubs with a growing need for both goods and services. Which is why an army of small companies—supplying everything from paper clips to legal advice—has descended upon the hinterlands.

Result: sizzling demand for small multi-tenant and owner-occupied office buildings.

Turn the page for a report on five rifle-shot approaches to this lucrative and expanding market.

—BILL MULLIGAN

Traffic-stopping office entry in Sacramento. For more details, turn the page.



IN SACRAMENTO, CALIF.

A FULL-SERVICE PARK TAILORED FOR SMALL BUSINESSMEN



DAVID BOHANNON

The ad might read: "Start work immediately in ready-to-go offices. Choice location near freeway and airport. From 170 to 6,000 sq. ft. Rental includes full line of office services, plus amenities. No fees."

Such is the package being offered to tenants at the 6½-acre Bohannon office center, close by the American River. Total rentable space: 31,034 sq. ft.

Built by the Sacramento-based David E. Bohannon Co. (projected housing sales in '79: \$36 million), the park is marketed mostly to small users.

"Originally," says Bohannon, "we thought in terms of 1,500-2,500-sq.-ft. spaces. But our market studies pinpointed a much bigger demand for rentals under 1,000 ft. So we decided to shoot mainly for 500-footers."

While monthly rents vary according to office size and location, they average \$1.15 a sq. ft. in the four buildings. What this buys is an instant office—complete with carpeting and telephone. All that's needed is a chair and desk.

"This is the clincher," says Bohannon, "especially for newcomers to the area. Normally, they have to stay at a hotel or motel while looking for a place

to set up—and that takes time."

Another attraction: a receptionist who answers the phone with the tenant's name. Dictation and typing service are also available. According to Bohannon, many small-space users aren't busy enough to need a full-time secretary. "But if they want someone for an hour or two daily, we provide the help."

Tenants also get free use of conference rooms, storage cabinets, copying machines (the only charge is for paper) and coffee rooms.

And amenities include a gym (*see photo, far right*), access to American River bike and jogging trails—even fishing.

Location dictated much of the center's design. It is across the street from a prestigious office park and adjoins a residential neighborhood of \$200,000-plus homes. So Bohannon took pains to make sure the complex blended with the surrounding area.

The result: earth-toned buildings with weathered-cedar siding, heavy shake roofs, and trimmed with rough-hewn beams. Interiors, too, reflect the woody, low-key design approach—mainly through extensive use of solid oak in floors, doors and trim.

"Sure it's expensive," says Bohannon, "but oak goes well with most colors. This gives tenants more flexi-

bility in picking pictures and furnishings. And, it enhances the building's value over the long term."

Most tenants currently are on month-to-month leases. Bohannon likes this because it means more turnover, which makes it easier to raise rents. Lately, however, many tenants are asking for long-term leases. "We will probably go along, provided there are escalator clauses to cover inflation and cost increases," says Bohannon. "It doesn't make sense to lock yourself into a fixed rental for three years."

In addition to leasing operations, the Bohannon Company uses one building as its corporate headquarters.

FINANCIAL ANALYSIS

Total cost	\$2,700,000
Mortgage (30 years at 11%)	1,890,000
Equity investment	810,000
Annual gross income (31,034 sq. ft. @ \$1.15 monthly avg. and misc. office services)	428,000
Operating expenses	127,000
Principal & interest	213,000
Total expenses	340,000
Cash flow	128,000

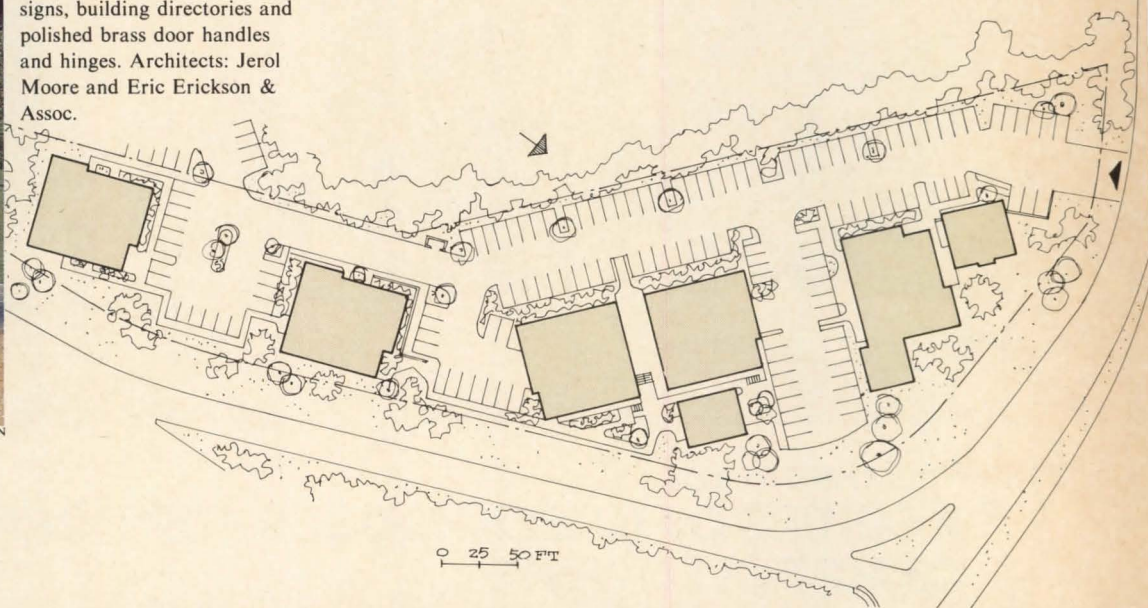
Return on investment (cash flow divided by equity)—15.8%

Note: Tax write-off in first four years: \$112,000; \$90,000; \$80,000 (est.); \$70,000 (est.).

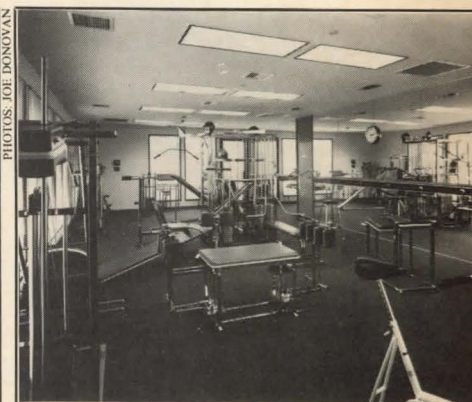


JOE DONOVAN

Residential-style buildings range from 5,600 to 9,600 sq. ft. (*photo left*) and are sited on a boomerang-shaped lot (*plan below*). Big plus for neighbors: the complex buffers their homes from main artery. Special touches include pilaster lamp posts, sculpted-wood signs, building directories and polished brass door handles and hinges. Architects: Jerol Moore and Eric Erickson & Assoc.



Lounge area for tenants is complete with wet bar, dining room and kitchen.



PHOTOS: JOE DONOVAN

Wanted: 400 more exercisers

If Bohannon had his druthers, the park would have one less amenity—namely its \$50,000 gym/health spa.

“Unfortunately,” he admits, “a gym just doesn’t lend itself to a project this size. Only a handful of people work out in it regularly. In fact, I’m my own best customer.”

Intended for use by the builder’s 400 employees as well as tenants, the fully-equipped gym eats up some 800 sq. ft. which, if rented, would put another \$920 a month in the till.

One saving grace: Bohannon, who used to tip the scales at 265 lbs., is now down to 210 and “feels great.”



IN NORTHBROOK, ILL.

A SERIES OF GREENHOUSES FOR CORPORATE CAMP FOLLOWERS



JOHN GOTTA

Talk about bringing the outdoors inside. Here's a Chicago-area building that does it in spades.

It's a 32,000-sq.-ft. addition to an office park located in a woody residential section of Northbrook, called (lest you miss the point of it all) Evergreen.

Dreamed up by office/shopping center developer J.D. Gotta & Associates Inc. (Lake Bluff, Ill.) to house the small businesses that spring up in the wake of corporate relocations, this eye-catcher sells itself with a facade of 21-foot-wide greenhouse windows, set off by dark brick. The unit's 16 greenhouse windows are slotted around the exterior and both sides of an open-air, curved walkway that splits the building in half (*see plan above right*).

"What we've tried to create," says President John Gotta, "is a natural and pleasant work environment—one in which plants and flowers replace cars and asphalt."

Aesthetics, however, are only part of the story. Gotta claims the greenhouse windows reduce tenants' heating bills by about 15%.

Here's how it works. When the outside temperature is -10° F., say, the windows receive a solar gain of up to 50° - 60° F. under sunny conditions

(25° - 30° F. when it's cloudy). This solar-heated air then enters the HVAC system, where it is mixed with hot air and then recirculated. So the heating unit doesn't have to work as much to achieve a comfortable temperature. What comes out is comfortable 72° air that is circulated to each of the building's 40 HVAC zones.

In the summer, on the other hand, exterior sun screens on the south side of the building keep air conditioning costs in line.

"We've added an expensive amenity to the mousetrap," says Gotta, who paid \$88,000 for the custom-made windows, "but it's well worth it."

Designed by Chicago architect Thelander, Nelson & Associates for maximum space utilization, the building has no lobby, hallways or common areas. Tenants enter their offices from a front-door parking lot or the center walkway. Each suite comes with a private bathroom.

Flexibility is another plus. The basic $40' \times 40'$ module is broken down into zones—some 400 sq. ft. and some 800 sq. ft.—to allow a lot of leeway in office sizes and configurations. These zoned modules are divisible and provide a wide choice of space in 400-sq.-ft. increments.

Although negotiations with some big (6,000-8,000 sq. ft.) tenants are

under way, Gotta is shooting mostly for 1,600-sq.-ft. users.

He explains: "Many large corporations are moving to the suburbs because of lower land costs and proximity to housing and shopping facilities. Our primary market is the small support company that services these major corporations."

Convinced that the greenhouse office can't miss, Gotta is taking his concept on the road—first to Madison, Wis., then to Indianapolis. "They take six months to build," he says, "so we can do them in one season." His criteria for site selection: visibility from a main artery, good access and an identifiable market.

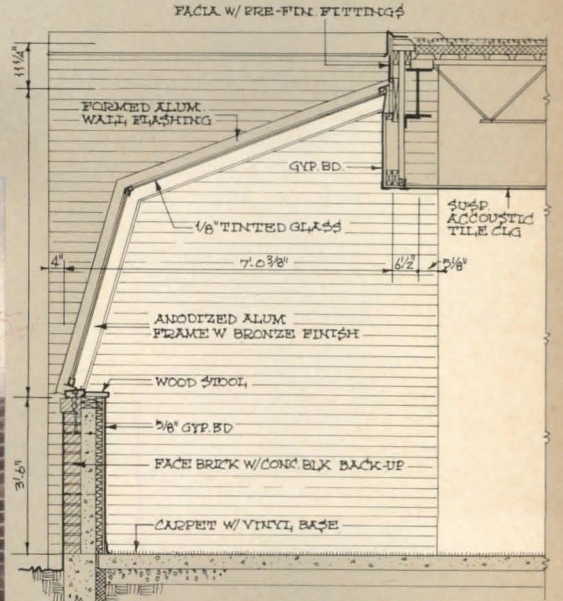
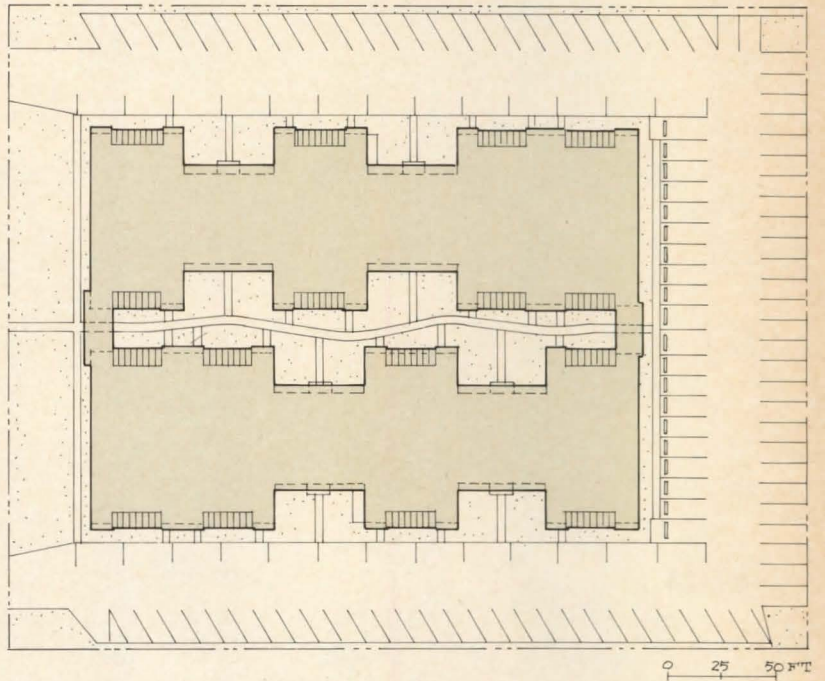
FINANCIAL ANALYSIS

Total cost	\$2 million
Mortgage (30 years at 10%)	1.5 million
Equity investment	500,000
Annual gross income 32,000 sq. ft. @ \$9/yr.	288,000
Operating expenses	67,200
Principal & interest	176,640
Total expenses	243,840
Cash flow	44,160
Return on investment (cash flow divided by equity)—9%	

Note: Depreciation tax write-off in first four years: \$91,200; \$90,000; \$70,000; \$60,000.



Greenhouse windows (left) are repeated along the building's front and rear elevations—and through the middle as well—for the 32,000-sq.-ft. building is split in half by a curved pathway (see plan right). The building was designed on a basic 40' x 40' module which is split into 400-sq.-ft. and 800-sq.-ft. zones to allow flexibility in leasing.



Prefab greenhouse is 21' long and 6 1/2' deep (detail above)—large enough to provide attractive and functional office space. (photo left).



IN BOULDER, COLO.

SMALL OFFICE BUILDINGS SOLD LIKE CUSTOM HOMES



TOM & CAROLINE HOYT

"Commercial customers don't get as emotionally involved as home-buyers, but the buying appeal is essentially the same in both markets."

So says Tom Hoyt who, with his wife Caroline, runs the show at McStain Enterprises Inc. of Boulder (annual housing sales: \$10 million). He's a structural engineer; she handles design and land planning.

Their concept: one-of-a-kind office buildings for small businessmen.

The buildings at the Riverbend Office Park (*above*) run about 6,000 sq. ft. and sell fee simple for an average \$300,000. Finishing costs and land premiums add another \$70,000-\$120,000 depending on lot size, highway exposure and view (the Rockies are only three miles away).

There's been no shortage of takers. "Our phone," say the Hoyts, "hasn't stopped ringing since the park began." And the buildings have been sold without benefit of ads. Word-of-mouth was enough.

Small wonder. Local office rents have soared due to escalating construc-

tion and land costs. Moreover, fast-growing Boulder's slow-growth policies tend to discourage office builders (H&H, Dec. '77). Thus at the moment McStain stands pretty much alone in the owner-occupancy market.

Buyers include a ready-mix company, several real estate firms, designers, consultants, a radio station and, since the site is zoned office-industrial, a machine shop. About a third of the park's total space (55,000 sq. ft.) is for light industry, the rest offices.

According to Hoyt, most owners use only the second floor, saving the downstairs for future expansion. Usually,



Eight-acre site (photo left) will contain nine buildings plus a two-acre park, which is owned in common and maintained by an owner's association.

Each building is sold with its own parking lot, but access is shared—often a 20-ft. driveway is half on one lot and half on another—so that minimum space is lost on driveways. An easement allows cars to pass from one lot to another to negotiate entrances and exits. This arrangement made it possible to get the proper parking ratio for larger buildings than would otherwise have been possible.



they set up a partnership to own the building. The partnership then leases the offices they need back to them and rents any extra space to other firms. Appreciation rates for office buildings, now running 10-12%, are a big part of the buying psychology. "With so many small businesses to choose from," says Hoyt, "it's easy to control the mix."

Nor is that the only control. Everything from design to construction is done in-house. "This lets us move fast and get things right the first time," says Caroline Hoyt. "The only outside expert we need is a soils engineer."

A major selling point has been the

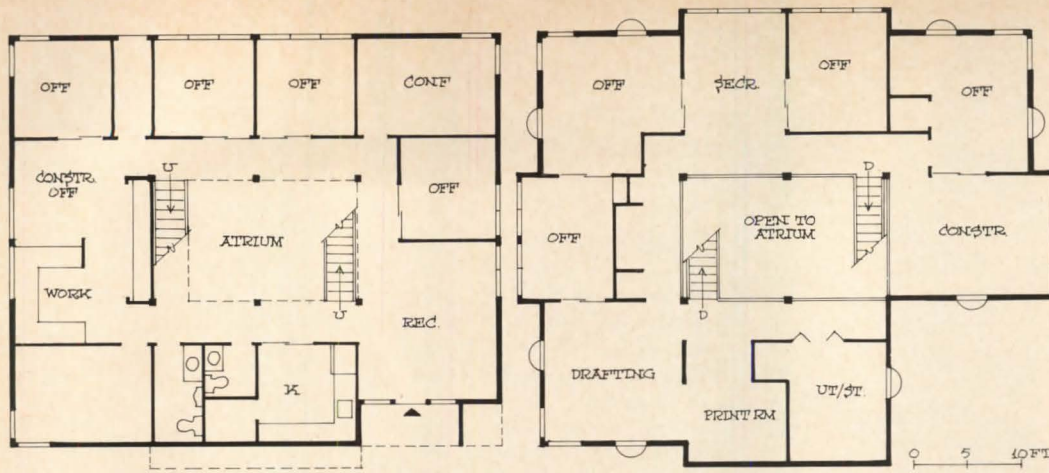
buildings' design, which is more residential than commercial. All have cedar shake roofs, and the exteriors are of stucco and exposed aggregate. Although each building has a different design, they are all tied together by similar rooflines, building materials and landscaping.

The interiors are light and airy, thanks to generous use of atriums, skylights, greenhouse windows and floor-to-ceiling windows. And on the high vaulted ceilings, the wood beams were left exposed. "These are part of the structure, not just decorative," notes Caroline Hoyt. "We wanted

people to see how the buildings work."

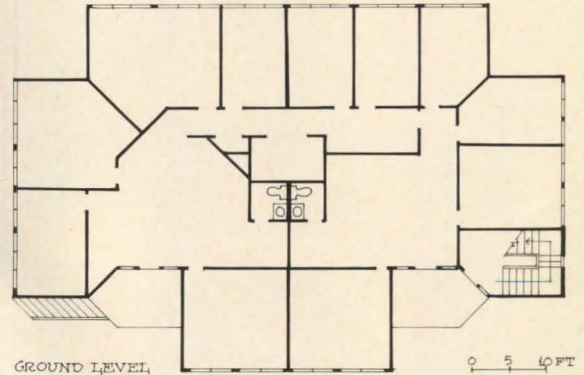
McStain has its own custom woodworking shop, and does all the finishing itself. Buyers benefit from the low prices but, says Tom Hoyt, "it keeps us on schedule."

Having cut their office-market teeth on this \$3-million project, the Hoyts plan to do another park in Broomfield, just outside Denver. Instead of industrial, however, it will include 40% retail shops and restaurants. They are also building a 40,000-sq.-ft. mixed-use shopping center, over the shops, with townhouses in Boulder.



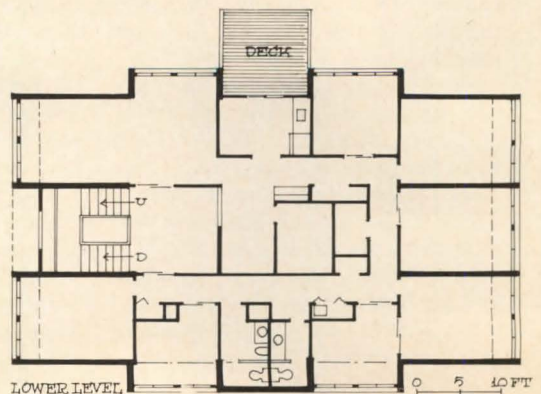
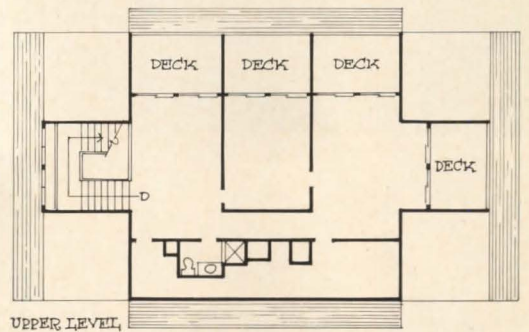
Flag-decked atrium (photo right) is in the McStain corporate office (plan left), which is used as a showcase for selling prospective buyers. McStain does not copy itself, however, but changes the details enough to give each building its own identity. Note wall lights in photo. Fixtures are simply porcelain sockets covered with polished wood plates made in the McStain woodworking shop—"a 20¢ item."

**EACH BUILDING IS DIFFERENT,
BUT THEY ALL
HAVE A SIMILAR FEEL**



Typical buildings (photos above and at left) share similar design and a similar palette of materials, but each is unique. McStain paid particular attention to the entries: Some are raised, some sunken and some level. In the building shown at left, for example, the main entry is at basement level (not shown on plan). And in the building shown above, it is trellised and has a greenhouse effect (far left on photo). All have the building numbers etched in glass.

Note bubble windows in the photo above, a feature that McStain pioneered in the Boulder area.







IN WEST PALM BEACH, FLA.

A CONDO COMPOUND FOR INVESTMENT-MINDED M.D.s



PHOTOS: JOE DONOVAN

V-shaped site (above) is convenient for doctors—within easy reach of five hospitals—and for patients—across from a regional shopping mall (not shown) and near Interstate 95, Florida's main north-south artery. Best of all, it stands at the entrance to a 500-acre PUD and adjoins the PUD's golf course.



JACK BROLSMA

The 2.9-acre site was in a prime location, surrounded by a prestigious country club, expensive high-rise apartments and a major shopping mall (see photo left). But it was also narrow and V-shaped, and building a high-rise apartment tower would have required building a multi-story parking garage. That was something Palm Beach developer Jack Brolsma (housing sales: \$10 million) felt his exclusive clientele would not accept.

So he took the option offered under the zoning of the \$370,000 site: a medical use. His 21-unit condominium office complex, known as Presidential Medical Center, attracts investment-minded doctors and dentists because it offers not only custom-designed space in a top location, but also fast appreciation and tax write-offs.

"We don't put a shovel in the ground without first identifying the users," says Brolsma. "Surprisingly, our market research showed a strong demand for condo offices."

Brolsma's package: one-story building shells ranging from 1,156 to 1,560 sq. ft. that sell for about \$95,000. This



includes a roof, walls, windows and a sand floor. (Concrete floors aren't poured until after a sale to allow for different plumbing requirements.)

Custom finishing—dictated by equipment needs and space layout—tacks another \$35,000 to \$50,000 onto the tab. The M.D.s consider it a good deal; several are taking more than one unit.

Brolsma is also leasing a number of units with an option to buy. "That's to give doctors time to build up their practices before converting to ownership," he explains. Renters get a triple net lease with a base rate of \$8.25 a sq. ft. plus \$1 a sq. ft. for real estate taxes and another \$1 for maintenance—a total of \$10.25.

Going condo yielded a financing dividend for Brolsma: Permanent take-outs could be handled by a local S&L.

"Normally you'd have to go to an insurance company or other big institutional investor for a project of this size," he notes. "Here, however, we're talking about 21 separate small mortgages—the kind of thing that S&Ls are geared to handle."

The project, which was designed by Schwab and Twitty Architects Inc. of Palm Beach, is of wood and concrete construction, with exposed concrete columns that are both load-bearing and decorative (*see photo right*). These

allow for good flexibility in interior layouts. The 21 offices are separated by eight-inch fire walls and linked by a common shake roof. By staggering the units along the angled building line, however, each is defined by its own hip roof.

Landscaping costs ran a whopping \$60,000, including \$8,000 for transplanting ten royal palm trees. These, along with eight others that were already in place, line the front of the property giving it high visibility. Says Brolsma: "For suburban offices, landscaping is as important as carpeting in a home."

Brolsma expects his medical center to net at least 15% on sales of \$2 million over the next three years. Important, too, is the exposure it has given him with investors ("you don't build these projects alone") and homebuyers.

"We already have \$3 million in contracts for a new fourplex development," he says, "and the models won't be ready until October. There's no doubt in my mind that the office job has helped our housing sales."



Concrete columns, used as the buildings' main support, are also an attractive design element. Lightweight forms, made of wax-covered cardboard, were used to fabricate the columns right in place. The system is both fast and inexpensive, for once the concrete has hardened, the forms can simply be peeled off the columns. "It saved us at least 50% over standard methods," says Brolsma.



IN CYPRESS, CALIF.

A STEEL-FRAMED BUILDING DESIGNED FOR FLEXIBILITY



DAVID DOREMUS

Most homebuilders like to stick with what they know and do best. Understandably so. However, suggests David Doremus, that may not always suffice in the office-building market.

And Doremus, president of Los Angeles-based Eastern Pacific (residential sales: \$16 million) speaks from experience. "We made some mistakes on our first project," he says, "but we also learned some things."

Especially about the advantages of steel vs. wood-frame construction.

Doremus has put this lesson to work in his second office project, the \$2.5-million Cypress financial center, a two-story, 45,000-sq.-ft. building that opened in July. He is now totally committed to steel. Even for buildings as small as 10,000 sq. ft.

Why? The longer spans possible with steel mean fewer walls and more window openings. Which means much greater design flexibility.

And for Doremus, who expects his

Staggered plan (first floor shown at right) makes the 45,000-sq.-ft. building seem like four separate buildings. Two-story atrium entry, which is crossed by a second-floor bridge (inset on plan), is heavily landscaped for a prestigious-looking lobby.

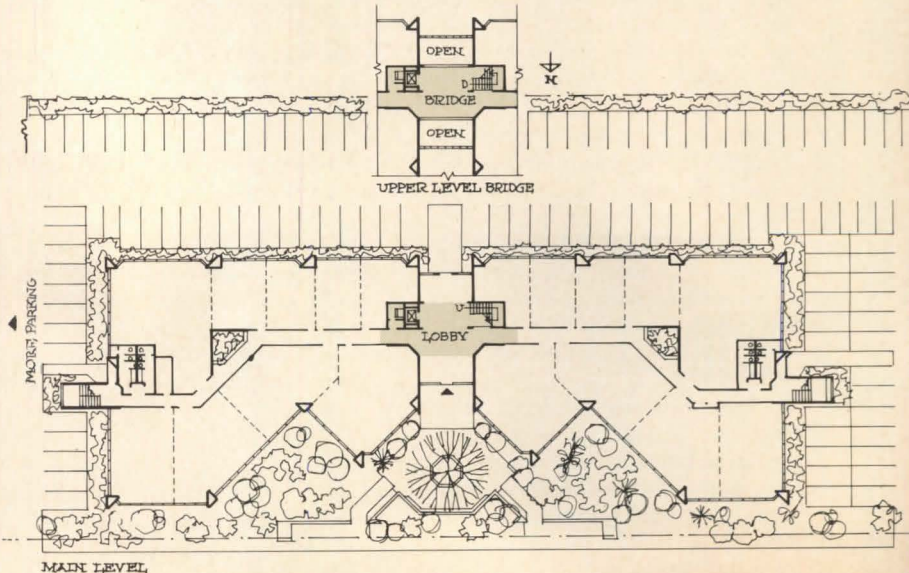
office business to grow from \$2.25 million to \$13 million by 1981, being flexible enough to provide what the clients want is the key to his business.

Besides being unfamiliar with the product (let alone its allied trades and different technology), most builders tend to equate steel with "expensive."

Not so, says Doremus. "The direct construction cost of our wood-framed building was \$21 a sq. ft. as against \$26 for the steel building. But if you add 15-20% for inflation, the costs are almost the same." And when it comes

time to sell the building, Doremus is convinced the steel framing will add \$10 a sq. ft. to its value, "solely based on the quality of its construction and longer life."

The Cypress financial center was designed by architect Johannes Van Tilburg of Santa Monica with a staggered facade that gives the effect of four different buildings (see plan below). Its bronze-tinted glazing is complemented by brick and redwood, and the exterior has been heavily landscaped (photo above).



AND A WORD OF WARNING ... AN OFFICE IS NOT A HOME



HERB AIST

"Everything about this business—from financing and construction to marketing and management—is different," says consultant Herb Aist of Canoga Park, Calif. "Yet many builders tend to treat office projects like housing tracts."

Aist, who has served as a consultant on both housing and commercial projects observes that even poorly designed products are selling well today because the market is so hot. But he warns that sooner or later, these conceptual mistakes will come home to roost. Probably sooner, judging by the rate at which increasing numbers of builders are entering this lucrative market. His advice to builders contemplating a dip in these waters:

Think office. All too often, the first-time builder tries to show off his creativity. Result: a building that looks more residential than office. Cute balconies are fine for a home, for example, but they are expensive and have no practical use in offices.

Builders, of course, are used to working with house-oriented architects. But if that first office is a learning process for both parties, the lesson may prove costly.

Aist's suggestion: Find an architect who has an office track record, preferably in the size you want to build.

Think small. Many first-timers also tend to overbuild. A 30,000-sq.-ft. office, however, may be harder to rent than three 10,000-ft. units. Newcomers, in fact, probably ought to get their feet wet with 5,000 to 7,000-footers. Says Aist: "They are profitable, less risky and easier to sell than larger offices."

Know your market. A poor site selection can sabotage any office job. Unlike big companies, which usually deal with a broker, most small-space users spot their next office while driving by the building. If you do not have good visibility and heavy drive-by traffic, you still have to resort to other, less effective ways of drawing tenants.

Obviously, not everyone has a commercial arm to do the vital spadework. Solution? Use a good market-research firm ("the cheapest insurance you can buy") as well as commercial brokers ("your best generator of good leads").

Spread the risk. Because commercial lenders are more conservative than S&Ls, financing for office buildings is often hard to come by. Especially for projects costing between \$1.2 million and \$6 million. Which isn't all bad. Indeed, besides insuring that the market won't become glutted, it leaves many options open to the creative, aggressive builder.

Example: For small offices, the builder can use cash from housing sales to subsidize all or part of his construction—a virtual guarantee of better terms for both his interim and permanent financing.

Such as was done in Cypress (*see story at left*), where Aist served as both consultant and general partner. Generally, however, he feels this approach works best with \$600,000 to \$1.2 million projects ("spread the risk on anything bigger").

Also, he points out, a builder can syndicate an office project—which gives him an ownership position for little or no cash investment—or he can take joint venture.

"Building small offices," Aist concludes, "can be a great way to shelter profits, build up your personal estate and make a lot of money. To cash in on such opportunities, though, builders must realize that they are in the real estate—not just the housing—business."

FINANCIAL ANALYSIS

Total cost	\$2.5 million
Mortgage (28 years at 9% ^{1/2})	1,740,000
Equity investment	510,000
Annual gross income (44,000 sq. ft. @ 80¢ monthly avg.)	425,000
Operating expenses	165,000
Principal/interest	186,700
Total expenses	351,700
Cash flow	73,300

Return on investment (cash flow divided by equity) — 14.4%

Note: Depreciation tax write-off in first four years: \$135,000; \$76,000; \$73,000; \$33,000.

The interior is also well landscaped. The corridors, for example, are dog-legged, with triangular atriums set into them to provide light and a flash of green. Windows of adjacent offices open onto these atriums.

And the main entry, which is 24 ft. high except for the span where the second-floor corridor crosses it, is treated as a large atrium.

Doremus opted for double-loaded inside corridors instead of the single-loaded exterior decks so typical of warm-climate office buildings ("great for housing but they don't work in offices"). He also installed an elevator in the two-story building. Without it, he claims, upstairs space would rent for 10% less, and so any building with more than 10,000 sq. ft. on the second floor should have one. Payback on the Cypress elevator, which cost \$18,000: a mere 18 months.

Doremus points out that many builders getting into the office market for the first time tend to attack it as though they were building blown-up condos—trying to be very creative, very residential. "But make no mistake, you're dealing with a different kind of animal here," he says. "Wet bars, sliding glass doors and fireplaces don't sell offices. What sells them is a design that pays lots of attention to functional work areas."

FIVE CUSTOM WINNERS




These custom-designed award winners in the 1979 Homes for Better Living program* range from 1,200 to 6,000 sq. ft. and are situated on very diverse sites.

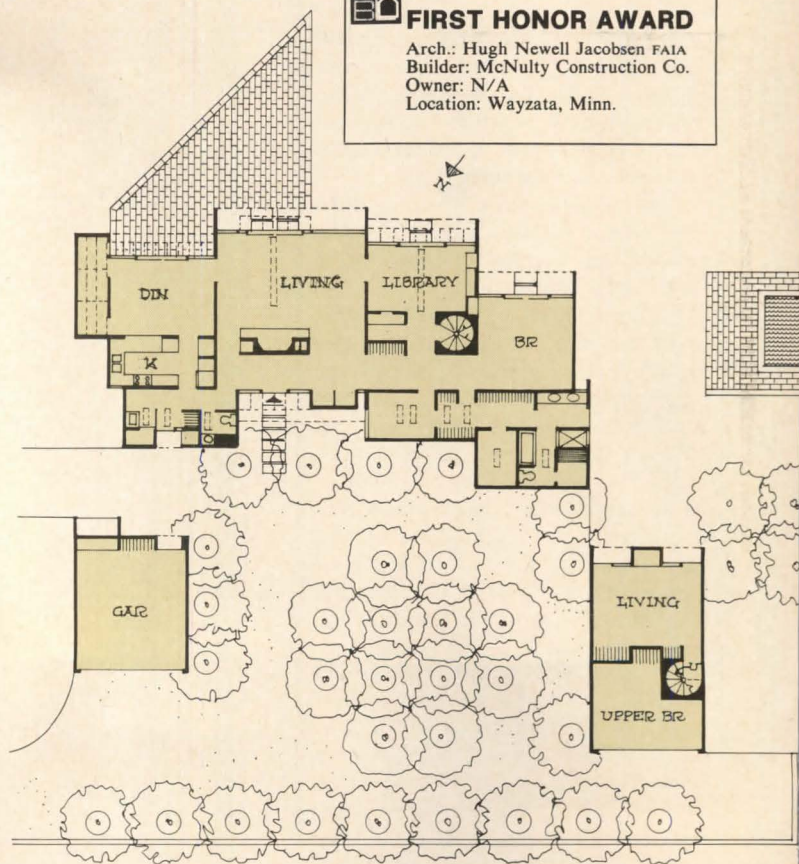
Specifically, they include:

- A sprawling 6,000-sq.-ft. residence located in the middle of a 20-acre meadow (right).
- An expandable desert home perched over a rock-strewn ravine (page 62).
- A 3,000-sq.-ft. complex set in a California vineyard (page 63).
- A small but spacious contemporary home with an unusual means of producing privacy on a tight suburban lot (page 64).
- A secluded 1,200-sq.-ft. home built into a hillside overlooking the ocean (page 65). — MARY SARLO CRUZ



PHOTOS: ROBERT LAUTMAN

 **FIRST HONOR AWARD**
 Arch.: Hugh Newell Jacobsen FAIA
 Builder: McNulty Construction Co.
 Owner: N/A
 Location: Wayzata, Minn.



0 5 10 FT

*The Homes for Better Living awards program is sponsored by the American Institute of Architects in cooperation with HOUSING. The full list of HFBL winners appeared in May. More winners will be featured in subsequent issues.

Six barn-like forms are clustered to create this 6,000-sq.-ft. residence. Four are joined to comprise the main house; the remaining two—a guest house and a garage—stand alone (*photo, facing page*).

The three buildings were sited to create a forecourt with a low wall on the fourth side (*plan, facing page*). And although the complex is compact, it sits in the center of a 20-acre meadow.

The open interior, with its cathedral ceilings, is painted white to contrast with the jet-black exterior (*photo at right*). Main-house living areas have been kept to the rear and they all have uninterrupted views of the meadows and a nearby lake. A circulation gallery links the living areas, and a circular stairway leads to two second-floor bedrooms and a bath (not shown in plan).





PAYNE & KARBELNIKOFF

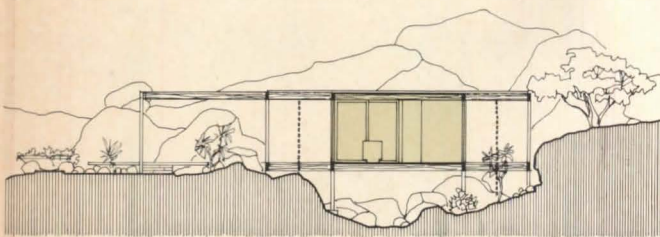


AWARD OF MERIT

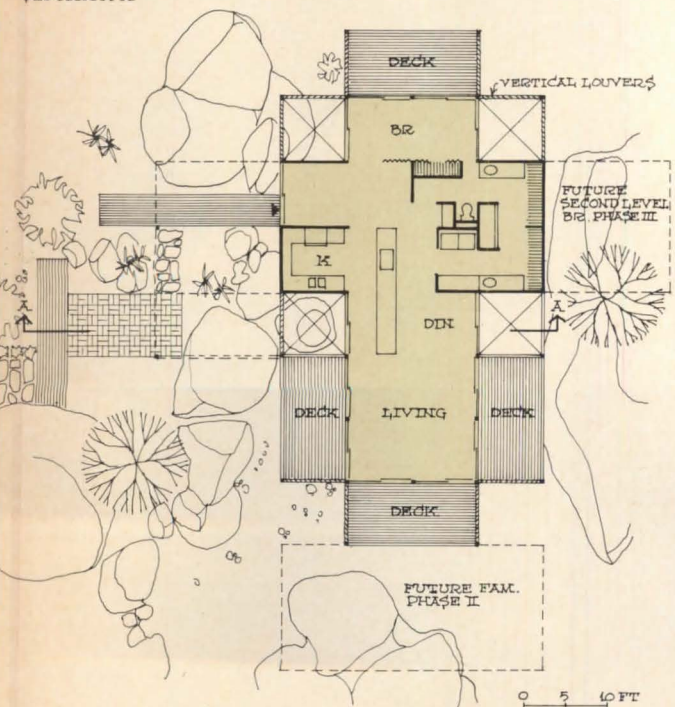
Arch.: Edward B. Sawyer Jr., AIA
 Builder: Fred Corbus
 Owner: Mr. & Mrs. Fred Corbus
 Location: Pinnacle Peak, Ariz.

Glass box-like residence is suspended above a ravine (section left) and surrounded by huge boulders (photo above). It was designed for a young couple who wanted their home to be a "part" of the desert environment, so transparent walls and decks on all four sides unite the outdoors with the living space (see plan below left and photo below). The house is constructed of steel columns bolted to glu-lam beams.

Aluminum shade screen panels control the sun from above and vertical louvers control it from the sides (photo above), as well as deflect breezes and provide privacy and variety to the interior. This screening, plus careful siting, have made air conditioning unnecessary. Solar heating and hot water have been used.

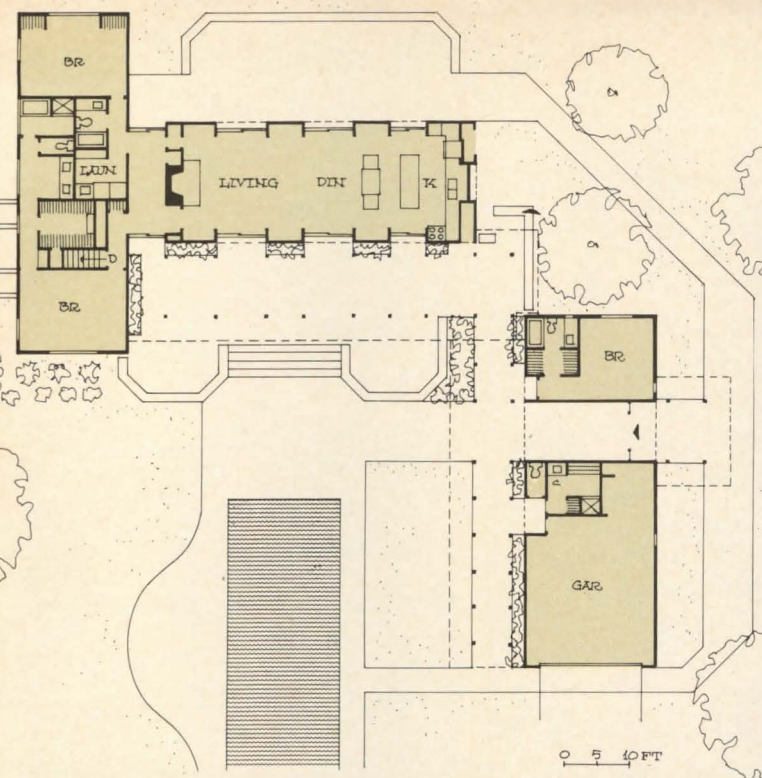


SECTION A-A



ROBERT C. CLEVELAND





PHOTOS: KARL H. RIEK



T-shaped house—consisting of a long, open living area crossed by a bedroom wing—is joined to a separate bedroom/entry/garage unit by a latticed porch. The porch also serves as a shaded sitting area for the swimming pool (*see plan, above left*).

A long clerestory defines the major living area (*photo above*) and creates a dramatic interior bathed in light, as shown in the photo at left.

The 3,000-sq.-ft. home is sited in the midst of a West Coast vineyard. Fieldstone walls and vertical redwood siding distinguish the exterior.



AWARD OF MERIT

Arch.: Bull Field Volkmann
 Stockwell
 Builder: Edward R. Palmer
 Landscape arch.: Thomas D. Church
 Owner: N/A
 Location: Napa Valley, Calif.



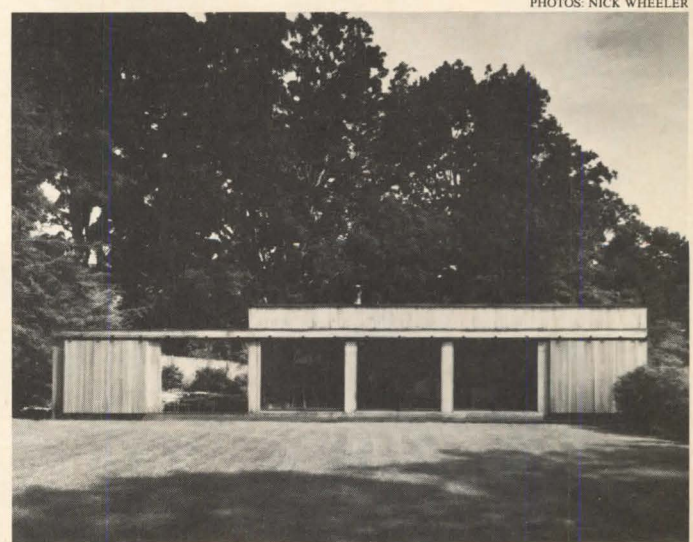
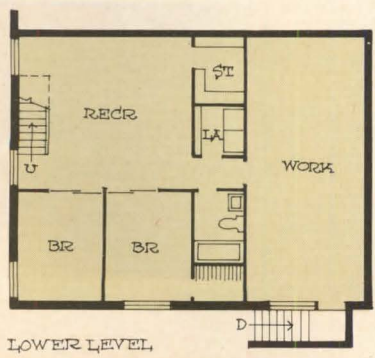
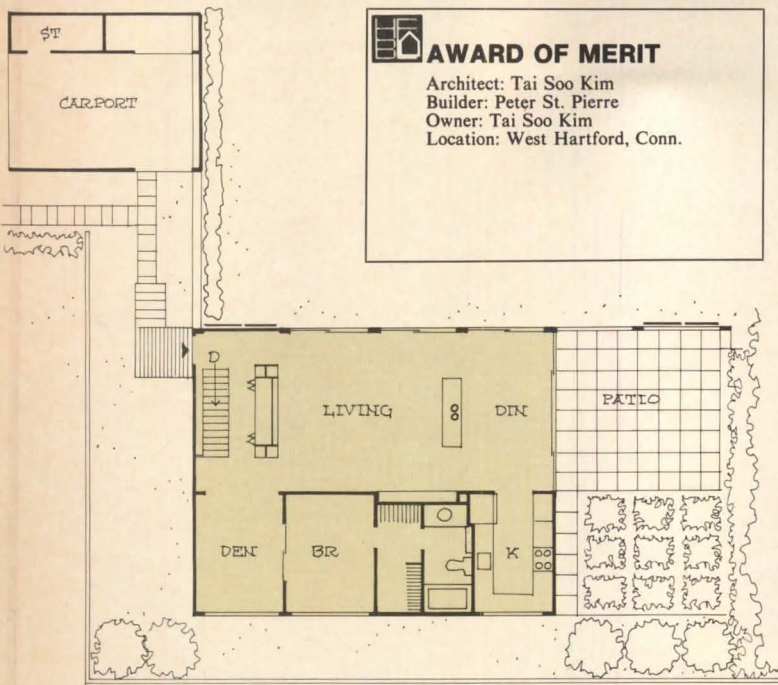


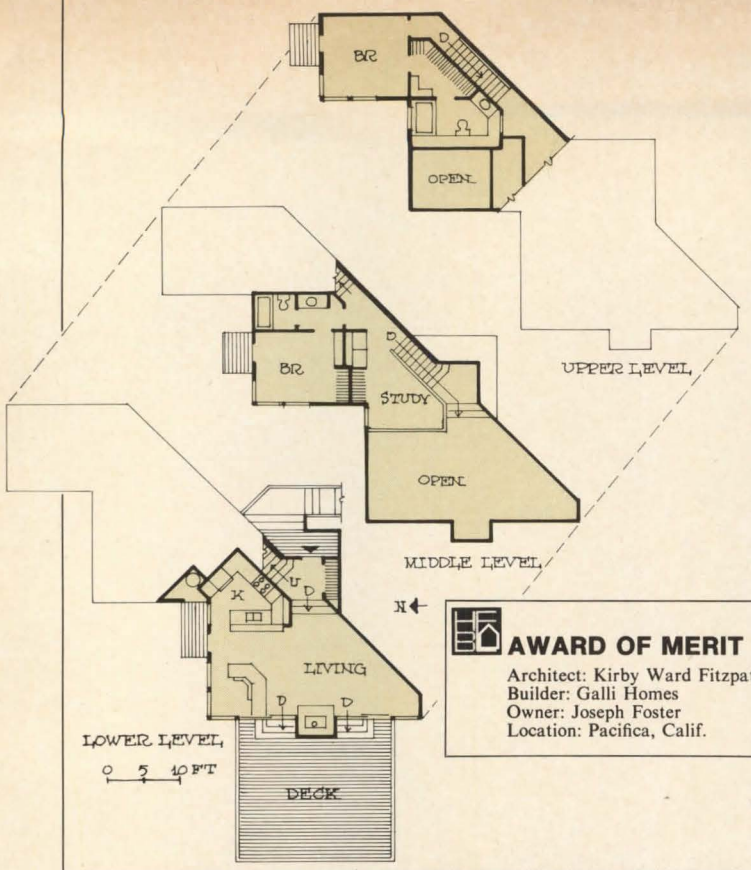
AWARD OF MERIT
 Architect: Tai Soo Kim
 Builder: Peter St. Pierre
 Owner: Tai Soo Kim
 Location: West Hartford, Conn.

Compact contemporary home—1,900 sq. ft.—maintains a feeling of spaciousness and order despite its small size. The main-level living area is basically one room, open to the outdoors on two sides (*photo above and plan left*), with sliding doors separating living from sleeping areas. Children's bedrooms are on the lower level.

For privacy and energy conservation, four solid sliding panels are hung from a track along the outside of the rear wall and patio area (*photo below*). Thus, the glass wall can be left exposed or partially or completely covered. This design element also adds interest to the otherwise simple exterior.

PHOTOS: NICK WHEELER





AWARD OF MERIT
 Architect: Kirby Ward Fitzpatrick AIA
 Builder: Galli Homes
 Owner: Joseph Foster
 Location: Pacifica, Calif.



Tri-level hillside home, set on a half acre in a San Francisco suburb, has only 1,200 sq. ft. There are just four rooms in this bachelor's residence, three of which have large corner windows with an ocean view (*photo below*). There is also a large deck. The street side is private, with only one window over the entry.
 The house steps up the hill and the rooflines parallel the sloping terrain. These are echoed in the interior, which has high sloping ceilings and a balcony overlooking the living room (*photo above, plan left*).



ORANGE COUNTY EAST

Florida's Gold Coast offers the California brand of housing excitement —but with a local flavor

Ten years ago you'd have seen little in the way of fresh housing ideas from Miami Beach north to Boca Raton. Most of the housing was South-Florida-pedestrian-run-of-the-mill high-rises and stucco homes in grid subdivisions.

Not so today. Florida's Gold Coast is taking on the kind of sparkle that the housing industry associates with Orange County, Calif. Like Orange County, South Florida is becoming a showplace of design and merchandising.

Much of the new design seems to come straight out of the West—vaulted ceilings, conversation pits and super-convenient kitchens, to name some. But there are differences—unusual treatments of lofts, for example, and wood interior finishes that would make even Californians gape.

And what of the homebuyers? They're changing, too. There are still plenty of snowbirds and retirees. But there are also more and more executives with families, young couples and singles—enticed by the climate and growing job opportunities. For a look at what sells this diverse market, see the next 13 pages.

—JUNE VOLLMAN, JOEL CAHN



TOM KNIBBS



Boca West—Arvida Corp.'s 1,436-acre community in Boca Raton—is the site of Woodcrest, one of south Florida's newest projects (see page 69).

**CONTRASTS
IN EXTERIOR STYLE**



DAN FORER

The new Florida look—a hybrid of Northeast and Far West

The cedar trim and garage doors are typical of California design. But the front porch and high-pitched, asphalt-shingle roof are more reminiscent of New England and the Atlantic

states. And that's why buyers—mainly couples with growing families—are attracted to these detached homes. Most of them are originally from out of state and are comfortable with the

look of a wooden house. Architect Quincy Johnson concentrated the wood where it would have the most impact—around the entry and on the garage. Notice how the cedar in the

garage doors has been carried right up to the roofline, giving the impression of a vast expanse of wood.

Location: The Woodlands.

A flavor of the past for buyers who want something more

Touches like small-pane windows, white-painted trim and a box bay in the garage wing give these detached houses a nostalgic Colonial quality. According to marketing director Guy Bono, they are selling well to young families who have already owned at least one Florida home and have had enough of white-stucco exteriors.

Location: Audubon Village.



JACK LEVY



TOM KNIBBS

Old Florida chic—but updated

In planning these townhouses for affluent "snowbirds," the developer borrowed the look of the old Boca Raton Hotel—long a winter haven for monied northerners.

But he added some contem-

porary touches: the beige-and-brown color scheme, for example, in place of white stucco walls with red or orange roof tiles. Another variation: square bronze lighting fixtures instead of ornately carved lanterns.

Developer Hank Yusem explains his return to an architectural style with time-proven appeal: "With so much wood-look housing being built in the area, this is about as new as you can get." Location: Woodcrest.

Who's Who

Audubon Village in the Villages of Homestead is a single-family detached community developed by Homestead Properties. Opening prices for the 1,138-to-2,136-sq.-ft. models ranged from \$44,898 to \$68,878. Architect: Eugene Smith, Tampa. Interior designer: Gart Urban & Assoc., Coral Gables.

The Hamlet is a community of golf villas in Delray Beach developed by Gaines-Curland. Houses contain 2,330 to 2,680 sq. ft. and opening prices ranged from \$165,000 to \$195,000. Architect: Antonio P. Fojo. Interior designer: Jennie Curland Assoc. All are of Delray Beach.

Harbor Village at Old Port Cove, located in No. Palm Beach, consists of townhouses and mid-rise apartment buildings with units ranging from 2,379 to 3,119 sq. ft. Opening prices: \$127,500 to \$190,000. Developer: Old Port Cove/Harbor Village Ltd., No. Palm Beach. Architect: Schwab & Twitty, Palm Beach. Interior designer: Carriage House Interiors, Palm Beach.

Maple Run in Lauderhill is a townhouse project with units ranging from 1,500 to 1,900 sq. ft. and priced from \$45,990 to \$66,990. Developer: Stephen Kapelow. Architect: Charles Sieger Assoc. Interior designer: Cindi Kapelow Inc. All are of Miami.

Sundance on Stirling in Hollywood is a project of attached villas developed by Sundevco Inc. Opening prices for the 950-to-1,130-sq.-ft. units ranged from the mid-\$30s to the mid-\$40s. Architect: Joseph I. Greenberg AIA, Coconut Grove. Interior designer: Childs/Dreyfus Group, Chicago.

Woodcrest in Boca West, Boca Raton, is a townhouse community developed by Yusem Homes Inc. The one- and two-story units, which contain 2,100 to 2,563 sq. ft., opened at \$135,000 to \$155,000. Architects: Jeffrey K. Hirschberg and Allen C. Roth of Fort Lauderdale. Interior designer: Childs/Dreyfus Group, Chicago.

The Woodlands Estates is a detached-house project in Fort Lauderdale. Houses have from 1,600 to 2,100 sq. ft. and opened from \$65,990 to \$74,990. Developer: Long Green Development, Fort Lauderdale. Architect: Quincy Johnson Assoc., Coral Gables. Interior designer: Michael Arker, Fort Lauderdale.

**HIGH DRAMA
WITH THE
WARMTH OF WOOD**

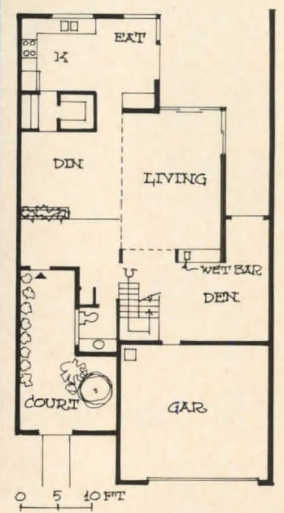
SHIRLEY WOLT

High drama with plank & beam

Much of the entry impact in this two-story townhouse comes from the custom-like ceiling treatments. That's especially true of the living room, whose two-story height is emphasized by leaving the underside of the roofing exposed.

Says architect Allen Roth: "Exposing structural members this way adds feelings of warmth and strength that can't be duplicated—even when the look is simulated with T-111 and false beams."

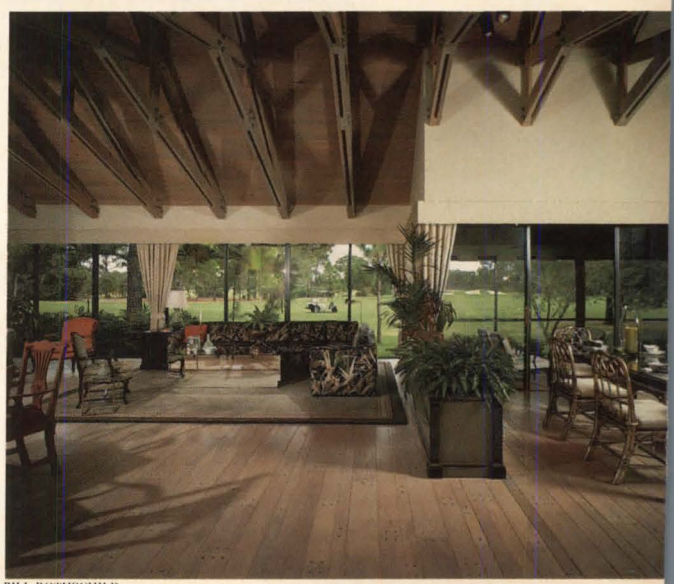
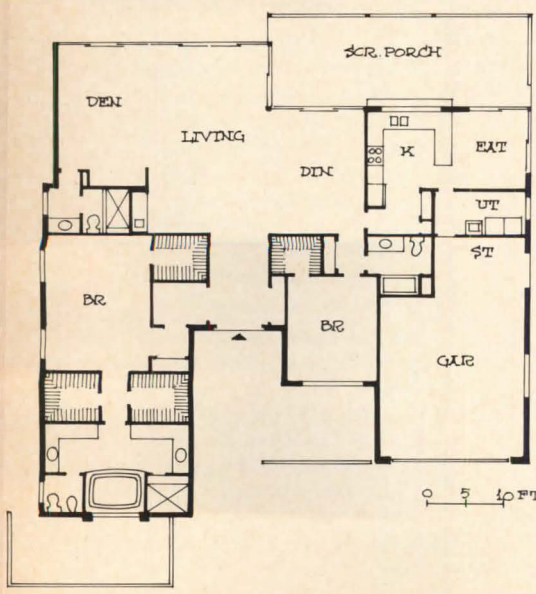
Location: Woodcrest.



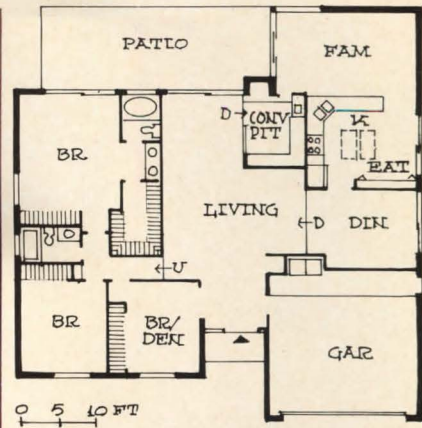
High drama with exposed trusses

Spanning distances up to 26 feet, the rough-sawn pine trusses provide a rustic look that blends well with the wooded site of these golf villas. And they enable the home's living and eating areas to become one huge space—open to the outdoors through expansive glass. Natural oak floors are a luxury version of the plank floors often found in vacation cottages.

Location: The Hamlet.



BILL ROTHSCHILD



High drama with T&G planking

Here, 1x6 cedar planks focus attention on a sloping living-room ceiling.

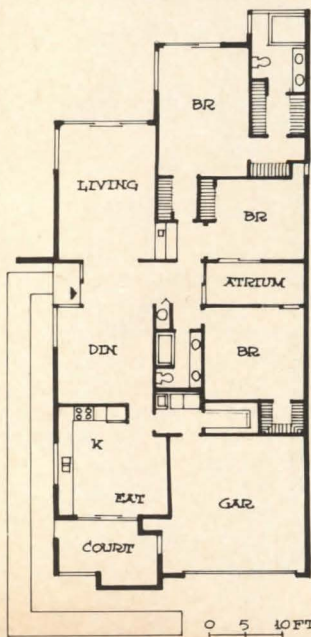
This treatment added \$300 to construction costs, yet was considered crucial to the marketing program for this moderately-priced (\$74,990) detached house in a prestige location.

"Buyers are young professionals who seek status and prestige," says architect Quincy Johnson. "An exciting ceiling treatment like this helps fulfill their desires."

Another dramatic selling point: a corner conversation pit open to living and dining areas.

Location: The Woodlands.

DAN FORRER



And even high drama in the kitchen

What's more, in a townhouse plan like this one, an exposed-wood kitchen ceiling makes economic sense too. Here's why: The kitchen is in the same wing as the living and dining rooms—both of which, for marketing purposes, were earmarked for plank-and-beam ceilings. "It was frugal to continue the same treatment down the entire side of the house," says architect Allen Roth.

Location: Woodcrest.



TOM KNIBBS

FOR MORE KITCHENS, TURN THE PAGE

**FRESH IDEAS
IN KITCHEN DESIGN**

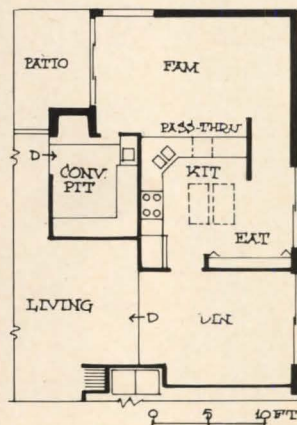


Skylit space at the hub of the house

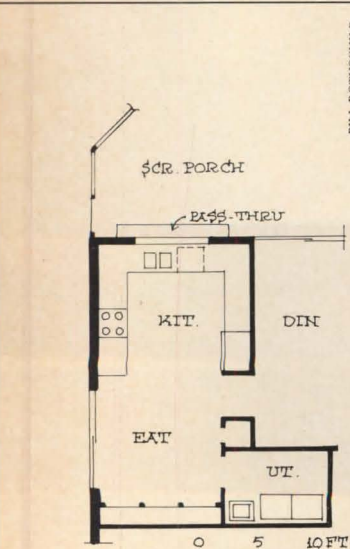
Twin skylights add a distinctive touch to this detached-house kitchen. They team with a 14-foot-high, planked ceiling to create impact and make the 170-sq.-ft. work space appear much larger than it is. (The planking slopes up from the family room and extends to the living room—shown on page 71—and the entry foyer.)

The kitchen's location in the center of the home's daytime activity areas makes it ideal for supervising young children. An extra-large pass-through over the sink permits a wide-angle view of the family room. It also offers a sight corridor through a glass slider to the rear pool/patio area.

Location: The Woodlands.



DAN FORER



BILL ROTHSCHILD



A lofty kitchen with a cozy nook

Sloping ceiling rises 16 feet above the floor of this golf villa kitchen. Tucked alongside the work space is an intimate breakfast area with a standard eight-foot ceiling. Clerestory windows high over the sink bring in daylight, and a pass-through turns a covered porch into an informal eating area. Soffit lighting and a marble floor add extra pizzazz.

Location: The Hamlet.



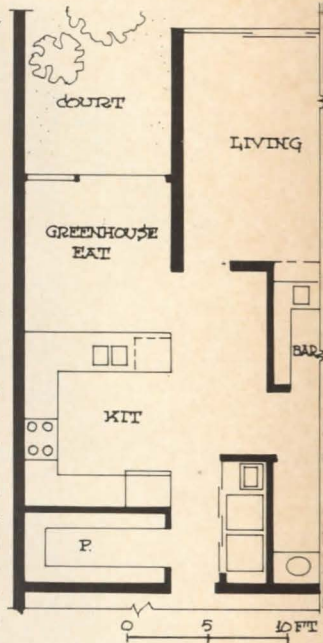
TOM KNIBBS

A stylish way to bring in the outdoors

The idea: to recreate the ambience of a country-mansion breakfast room in attached housing. So French doors and a tall multi-paned window are substituted for the usual sliders; the space is capped with greenhouse windows and the outdoor living area is designed as elegantly as the indoor space.

SWA Group of Sausalito was called in to plan the landscaping and patio wall configuration because "Californians know how to enclose small spaces so people don't feel like they're in prison," says developer Hank Yusem.

Location: Woodcrest.



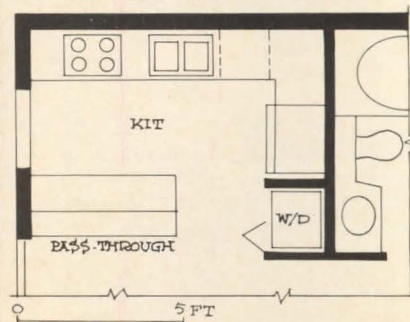
DAN FOREER

Tight space with wide appeal

Free-flowing plans like this one sell well to young couples and singles with informal life-styles. Such a layout lets them mingle with their guests while dinner is being prepared, and makes serving and clean up easy.

And when, as shown at left, the kitchen and dining area are linked with the same flooring, the kitchen space appears to be quite a bit larger than it actually is. Also helpful here: the decorating scheme—especially the use of a deep-tone wall behind white cabinets and appliances.

Location: Sundance.



**FEATURES
BUYERS
WON'T FORGET**



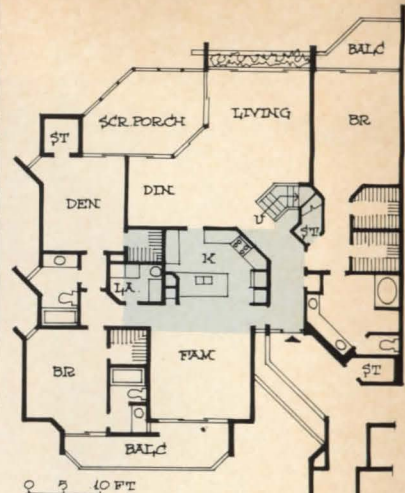
Getting high on lofty storage

To the young couples and singles for whom this unit is designed, loft storage space like this adds an exciting, extra dimension to the wide open living area in a one-story attached plan. It also, the developer says, seems to answer one of their major complaints about small houses—the lack of a place for books, extra chairs and other items that aren't used every day, but need to be near at hand.

As indicated by the shaded area in the plan below, the loft plus a large walk-in closet (reached through the loft) sit atop the bathroom core in this two-bedroom house. For a look at this unit, see plan B on page 79.

Location: Sundance.

JIM DUNCAN

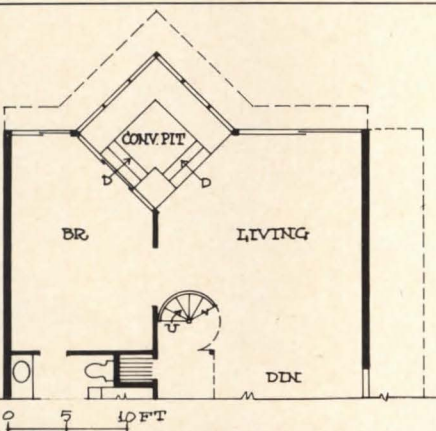


Here's a casual retreat in the sky...

It floats directly under the ridge of the pitched roof of a mid-rise apartment building, adding 306 sq. ft. of loft space to top-floor apartments. And, being open on both sides, it overlooks the liv-

ing/dining room, family room and entry foyer. A triangular window at one end and the exposed underside of the roof add even more drama.

Location: Harbor Village at Old Port Cove.



... and a casual retreat in a pit

It's a couple of steps down from both the living room and the master bedroom—an unusual linking of two areas that are usually kept apart. Reason: Buyers of this townhouse are young singles and couples who want an informal style of living and are at-

tracted by a bit of unconventionality.

The pit is set at a 45-degree angle to give it maximum exposure to the outdoors. This angle also puts it at the focal point of the house's dramatic vaulted interior. Location: Maple Run.

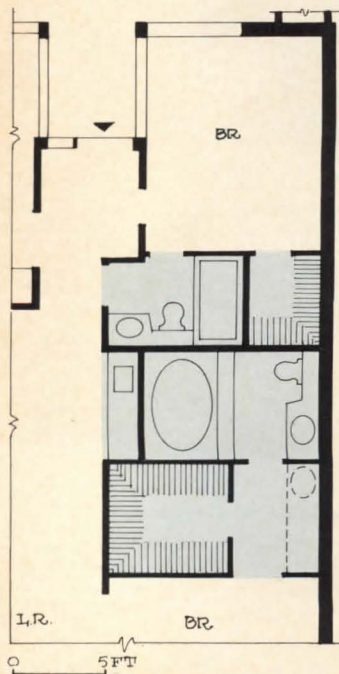
DAN FORER



From the master suite.



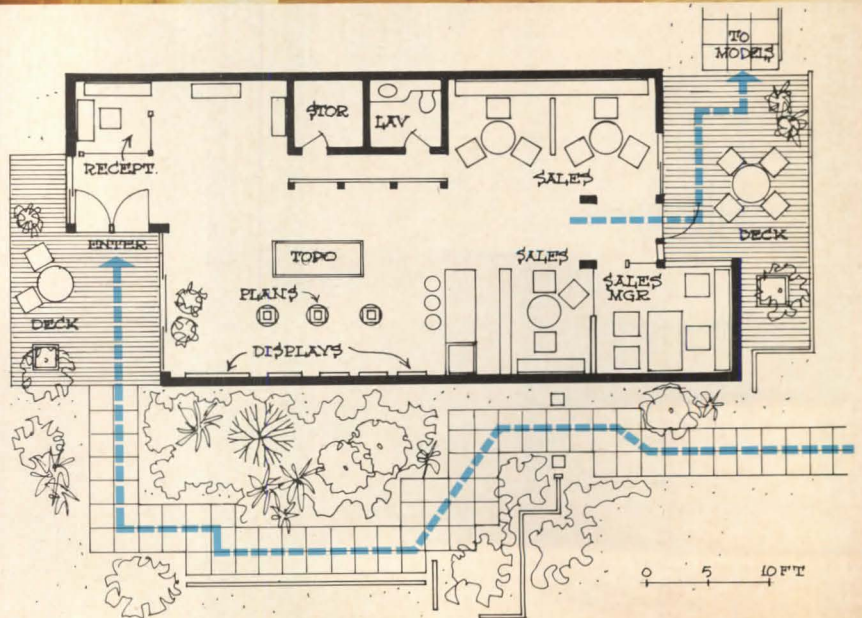
From the living room.





PHOTOS: DAN FORER

Young-at-heart decor in sales office includes topo and floor-plan displays built with beer-keg bases. As the photo on the facing page shows, the Sundance sales office is the end unit in a group of attached villas that serves as a model complex. When completed, the project will consist of 167 one-and two-bedroom units, ranging in size from 950 to 1,130 sq. ft. Opening prices ranged from the mid-\$30,000s to the mid-\$40,000s. Currently, with 40 units sold, they're in the mid-\$50,000 to mid-\$60,000 range.





Merchandising with an accent on youth

The message is unmistakable: This project is for the young at heart.

That's what comes across in the sales office with its display area that looks like a playroom (*left*) and its wide-open closing rooms (*right*).

It comes across in the relaxed dress of the sales staff—blue jeans, boots and open-collar Western shirts.

And it comes across in three models with their low-budget (but high-style) furniture, antiques to convey an image of quality and do-it-yourself special effects to show prospects how to upgrade their homes (*see overleaf*).

All this merchandising is aimed at moderate income, first-time buyers—both couples and singles—at Sundance on Stirling in Hollywood, Fla. It's the brainchild of Greenman Corporate Consultants Inc., the marketing arm of Sundevco Inc., the developer. The model and sales-office interiors are decorated by the Childs/Dreyfus Group of Chicago.

Models for this young market should show prospects how to get a nice-looking home without spending too much money, says interior designer Gene Dreyfus. They should also show how they can increase the value of their homes while living in them.

"It's what I call the 60-month dream," he explains. "We figure these buyers will move up in about five years, but first they'll spend about 12% to 15% of their annual incomes on improvements."

So Childs/Dreyfus shows a lot of sweat-equity projects—upgraded flooring and built-ins—that buyers can work on while they're living in the houses. They also supply working drawings and a list of materials and sources. Says Dreyfus: "We even tell them how long each project should take."



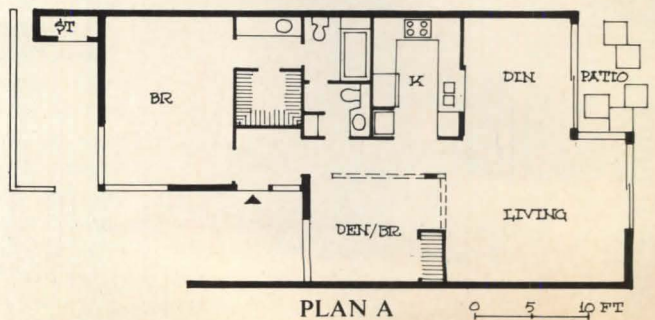
Non-private closing area is thought to spur sales by increasing the sense of urgency, as prospects see others signing on the dotted line. Glass-top tables with beer-keg bases are less frightening to a young market than conventional desks or conference tables would be, says interior designer Gene Dreyfus. And round tables are better than square, he adds, because "they don't put anyone in a place of authority."





1. Living/dining room, plan C.

Open planning is the hallmark of the villas offered at Sundance on Stirling. The two larger models—plan A with 1,075 sq. ft. and plan B, with 1,130 sq. ft.—are outselling plan C, with 950 sq. ft. That's because they offer a second-bedroom option, which buyers are using as office/hobby space, guest quarters or later on, as a child's bedroom. Other views of these units are on pages 73 and 74.





2. Master bedroom, plan C.



3. Bedroom/den option, plan A.

PHOTOS: DAN HOERER

Inside the models: Do-it-yourself suggestions

Some—such as the wood floors shown in photos 3 and 4—will increase the value of the house. Others are purely decorative.

The flooring is inexpensive furring pine that is simply glued to the concrete slab and sealed with silicone. Buyers can get working drawings showing how to install it in this diagonal pattern.

Among the decorative suggestions: the seating and bedding in photo 2. All are made from inexpensive materials such as surplus parachutes, foam rubber and canvas. Another example: macrame curtains and wall art in photo 1.

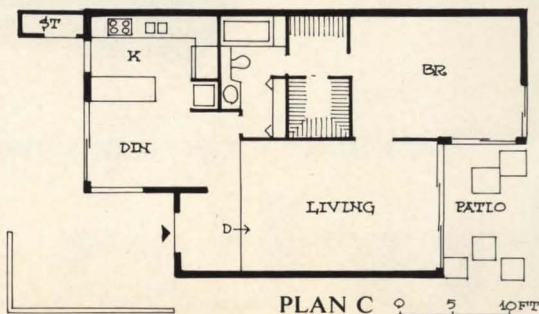
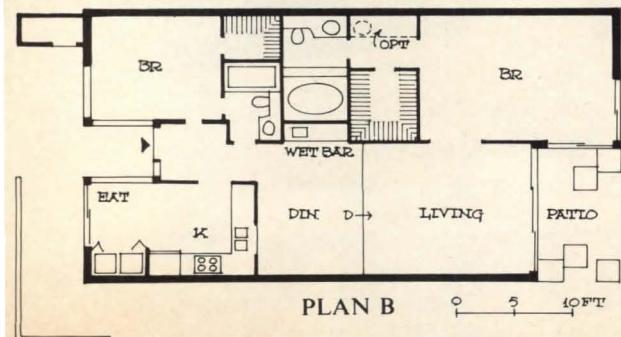
Also worth noting: the use of see-through furniture to make a small space seem larger. Two examples are the table and chairs in photo 5 and the side chairs in photo 4.



4. Living room, plan A.



5. Kitchen/breakfast area, plan B.



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cu. ft. microwave oven at eye level. Down below, there's a self-cleaning oven. The whole deluxe package can be topped off with an optional hood and slipped in a space only 30" wide by 72" high.

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RH966GW



RK966G



RK932

RB737G



RA515T



JV330



RE944



RU38V



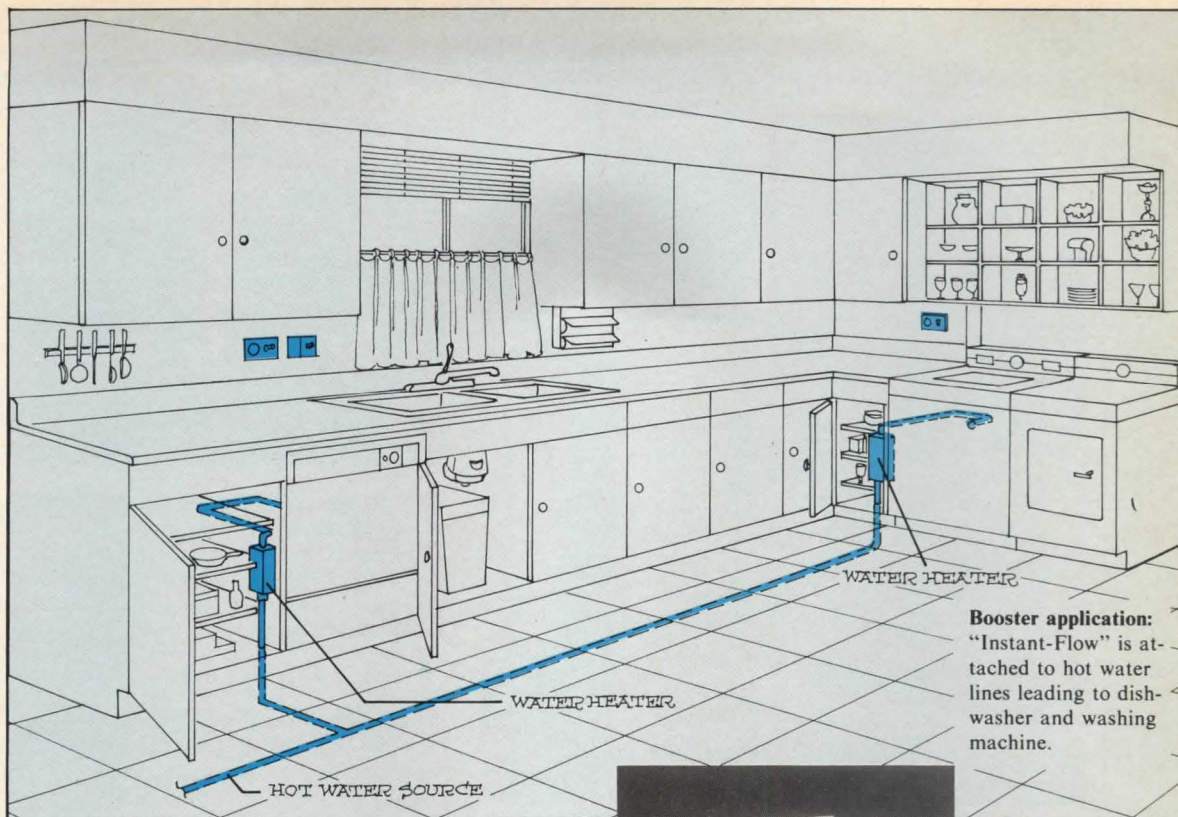
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Circle 80 on reader service card

- Doors/windows 96
- Interior environment 90
- Interiors 98
- Kitchens 82
- Kitchens 84
- Lighting 88



Booster application: "Instant-Flow" is attached to hot water lines leading to dishwasher and washing machine.

For savings at the tap: a 'tankless' water heater

The point-of-use water heater, which can be used independently or as a booster, operates only when hot water is needed. And, according to the manufacturer, the unit is 98% energy-efficient—a far higher figure than for either conventional gas or electric heaters.

When used independently, "Instant-Flow" is attached to cold water lines in kitchens and/or bathrooms. This application is appropriate in:

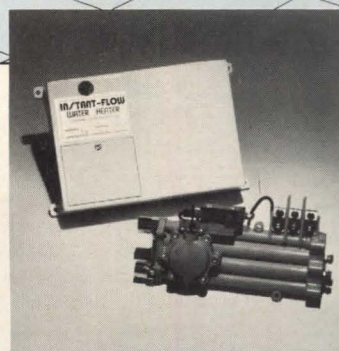
- Sprawling houses, where kitchens or bathrooms are located far from the conventional heater. (Once the unit is installed, energy-wasteful hot water lines can be disconnected.)
- Additions or remodelings, which otherwise would require installation of new hot water lines.
- Small vacation homes and non-res buildings, where the need for a conventional water heater would be eliminated.

"Instant-Flow" can also be used to boost the temperature on hot water lines feeding dishwashers and washing machines. Thus, the thermostat on the conventional heater can be set at 110°-120° rather than the usual 140°-160°.

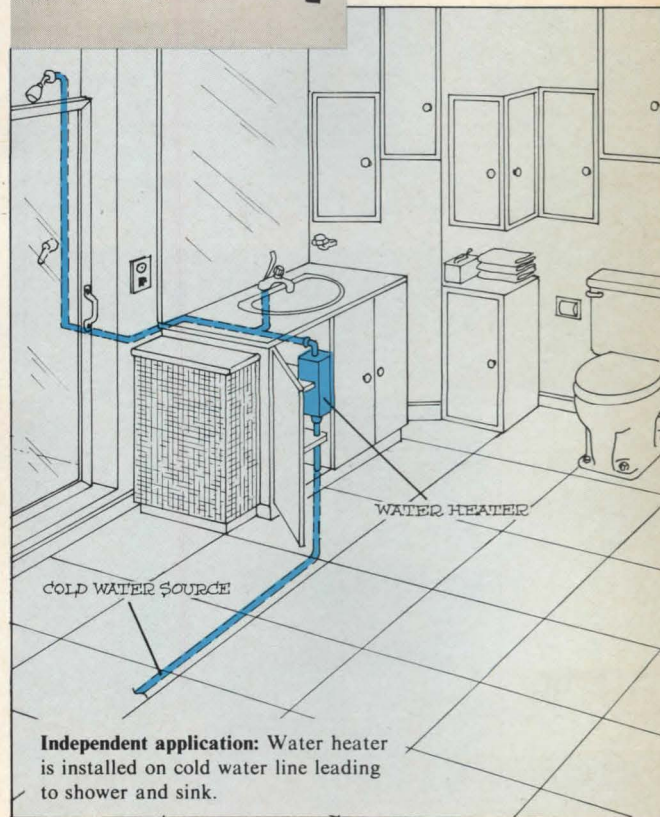
There are two additional advantages in lowering the temperature setting: Piping and conventional heater last longer, since alkali-calcium corrosion is greater at high temperatures. And there is less chance of someone being scalded by overly hot tap water.

"Instant-Flow" units cost \$120 each, and must be wired by an electrician into kitchen or bathroom circuitry. Nine models are available, with flow rates ranging from .5 to 3 gpm and temperature-rise capacities up to 122°. Chronomite, Carson, CA. *Circle 200 on reader service card*

—S.L.



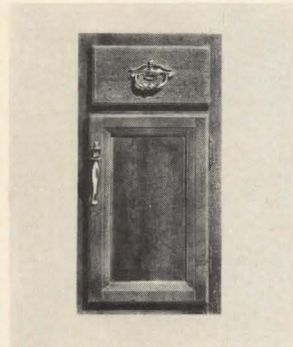
Guts of unit—two coiled nickel-chromium heating elements—are contained in four Lexan® chambers, shown at left. Elements are activated when water starts flowing.



Independent application: Water heater is installed on cold water line leading to shower and sink.

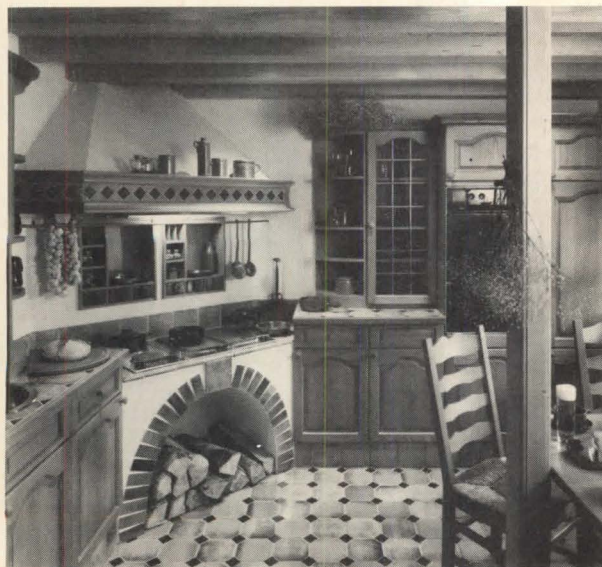


"Monticello" wet bar cabinetry (above) is offered in a country pine or honey pine finish. Interior and exterior surfaces have a scrubba-ble acrylic coating. Hardware is finished in antique brass. Belwood, Ackerman, MS. Circle 209 on reader service card

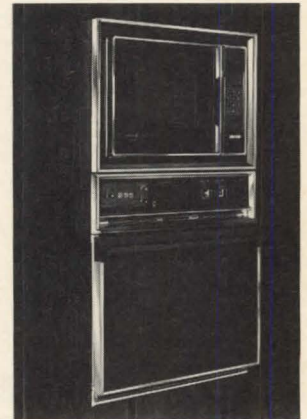


"Brentwood" cabinetry (left) has a distressed maple finish. Cabinet doors feature recessed panels. Boise Cascade, Berryville, VA. Circle 210 on reader service card

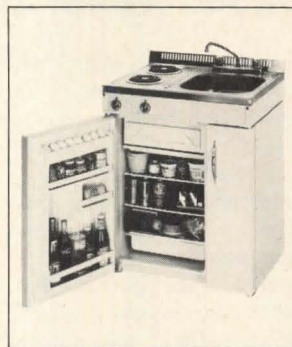
Oak cabinetry, "Camargue" (below), comes with raised-panel doors. Open corner cabinet includes adjustable shelves. Allmilmo, Fairfield, NJ. Circle 211 on reader service card



Wooden spice racks, installed on the wall cabinet doors above, are designed to accommodate the manufacturer's kitchen cabinetry lines. Haas, Sellersburg, IN. Circle 212 on reader service card



Double wall oven (right), which measures 27" wide, includes a microwave oven (top) and a self-cleaning electric oven (bottom). Microwave unit comes with an electronic touch control panel. GE, Louisville, KY. Circle 213 on reader service card



Combination unit, "Patrician" (left), includes a refrigerator/freezer, a two-element cooktop and a stainless steel sink. Norcold, Sidney, OH. Circle 214 on reader service card

Custom cabinetry, "Century Hill" (below), is offered in fifteen finishes: oak, maple or high-pressure laminates. Yorktowne, Red Lion, PA. Circle 215 on reader service card



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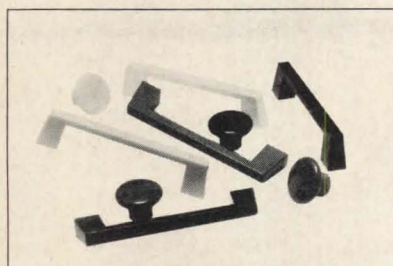
Washer and dryer (above) feature solid-state touch controls. Both units come with a woodgrain-finish control panel. Whirlpool, Benton Harbor, MI. Circle 201 on reader service card



"International Plank" cabinetry (above) is composed of particleboard overlaid with plastic laminates. A variety of pulls are offered. Schmidt-Haus, Madison, WI. Circle 202 on reader service card



Steel range hood (above), designed for vertical or horizontal ducting, is available in 30'' and 36'' widths. Unit has a baked enamel finish. NuTone, Cincinnati, OH. Circle 203 on reader service card



"Brite Line" knobs and pulls (above) are made of plastic. Hardware is offered in white, yellow, blue, red and brown. Ajax Hardware, City of Industry, CA. Circle 204 on reader service card



Bar sink faucets (above), made of brass, may be obtained with porcelain or metal handles. Units are available in nine finishes. Rodac, Carson, CA. Circle 205 on reader service card



Range hood (above) comes pre-wired and pre-assembled. Models are available for island, peninsula and wall-mount installations. Vent-A-Hood, Richardson, TX. Circle 206 on reader service card



Traditionally-styled cabinetry, "Bishop Hill" (above), is available in a toasted almond or burnished russet finish. Frames have mortise-and-tenon joints and doors are equipped with self-closing hinges. Among options offered is a built-in pantry unit. Brammer, Davenport, IA. Circle 207 on reader service card



Top-of-the-line refrigerator (above) features an ice cube/cold water dispenser on the freezer door. Tappan, Mansfield, OH. Circle 208 on reader service card

Cedar can have bottom line beauty, too.

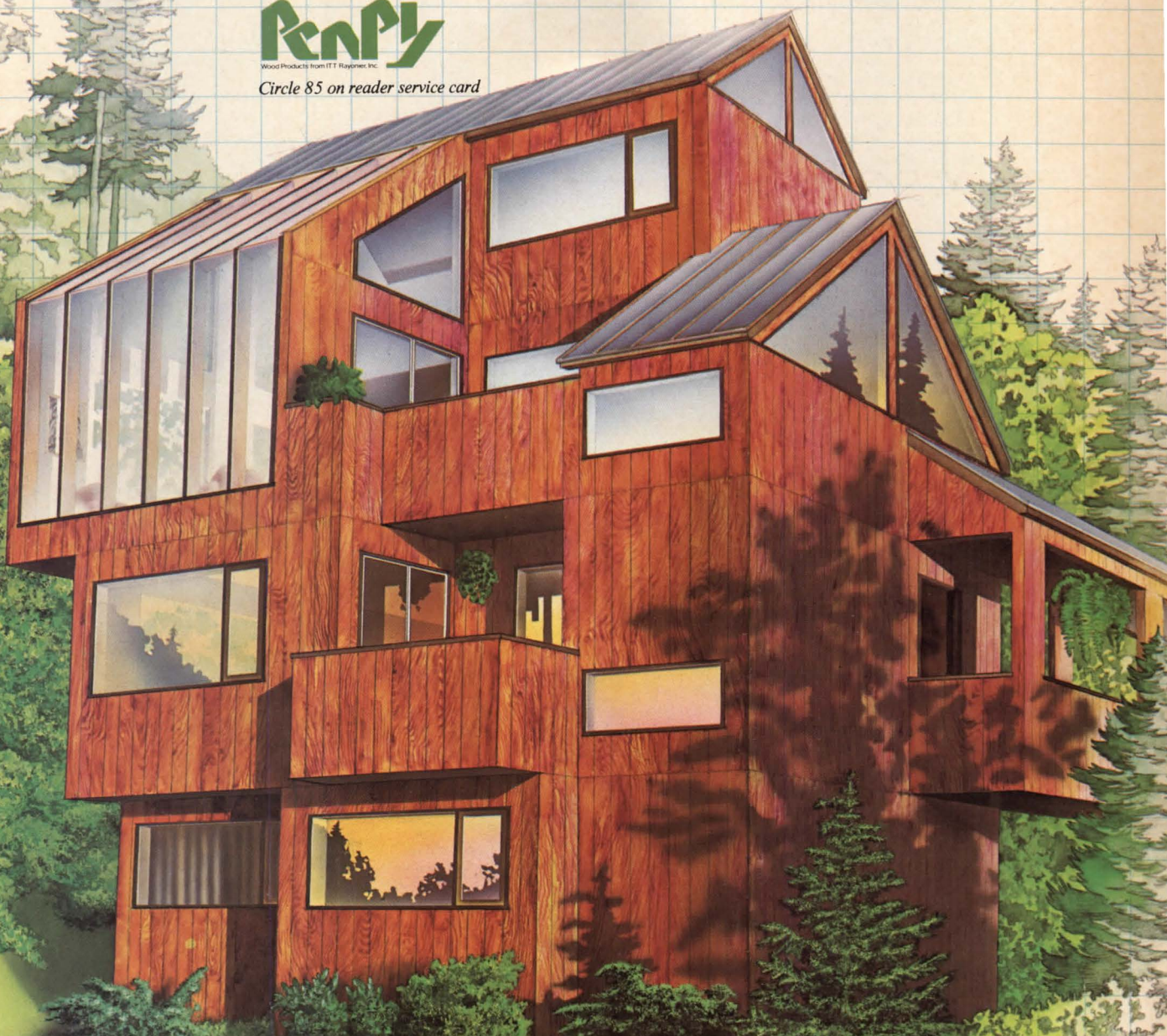
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For additional information, contact your nearest wood products distributor or see Sweet's General Building and Light Residential Files under Siding/Cladding Section (7.6 Pen).

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“I don't know who you are.
我不知道你的公司。
I don't know your company.
我不知道你的公司的产品。
I don't know your company's product.
我不知道你的公司代表什么。
I don't know what your company stands for.
我不知道你的公司有那些顾客。
I don't know your company's customers.
我不知道你的公司办得怎样。
I don't know your company's record.
我不知道你的公司的声誉如何——
I don't know your company's reputation.
那么，你到底要卖什么给中国？”
Now — what was it you wanted to sell us?”



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Unlike single lap siding, Sturbridge goes up three laps at a time, in convenient 1' x 16' strips. What it means is simply this: it can save you from $\frac{1}{3}$ to $\frac{2}{3}$ the installation time and still give you all the warmth and colonial beauty of traditional lap siding.

Sturbridge will save you more than time, too. You won't need wedges or shims—simply use nominal 1" corner boards. And it's easy to work with. Sturbridge goes right up over plywood, lumber or structural fiberboard. It saws and takes nails beautifully. And it comes factory-primed.

Sturbridge isn't just fast and easy. It's good: it's a genuine Weldwood hardboard siding. Which means it'll look great over the years, will resist denting, checking and cracking, and won't ever rust or corrode. And it meets or exceeds the requirements of all national building codes and most local ones.

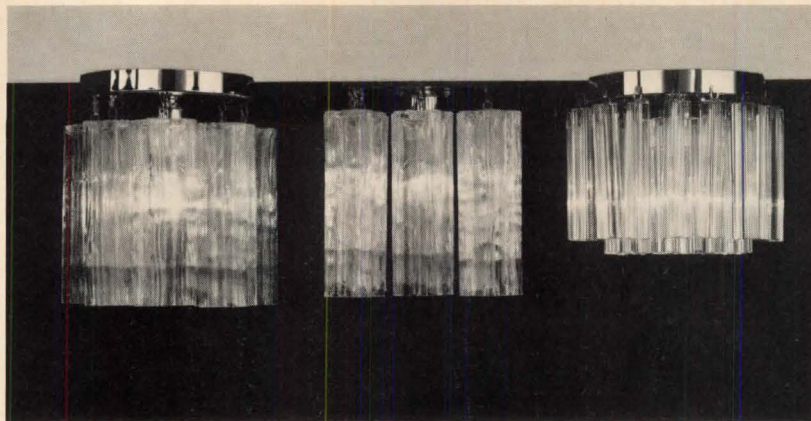


The point is this: when you want a classic colonial lap siding and you want it fast, look for new Sturbridge at your local Headquarters/Champion Building Products Dealer.

Or, for further information, call your local Champion Building Products Sales Office.



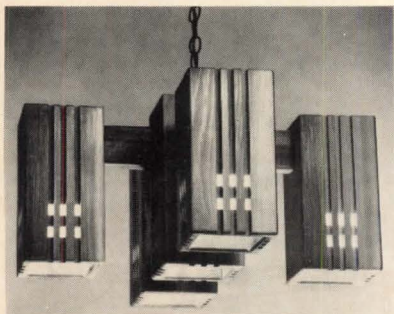
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Ceiling fixtures (above) come with canopies finished in polished chrome or brass. Single-bulb units, shown at left and center, measure 10'' in diameter × 10'' high and 10'' square × 10'' high, respectively. Three-bulb lamp, shown at right, is 10'' in diameter × 8'' high. Avanti, Mineola, NY. *Circle 227 on reader service card*



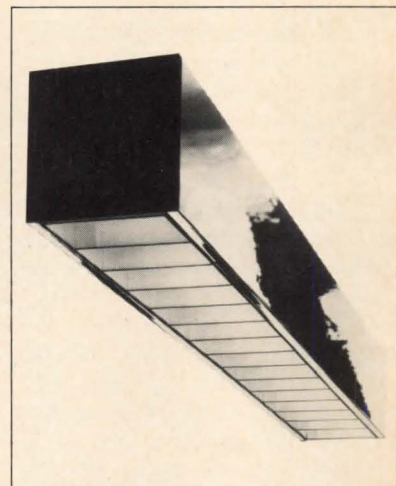
Chandelier line (above) is available with clear or bronze-smoke beveled glass. Halo, Elk Grove Village, IL. *Circle 231 on reader service card*



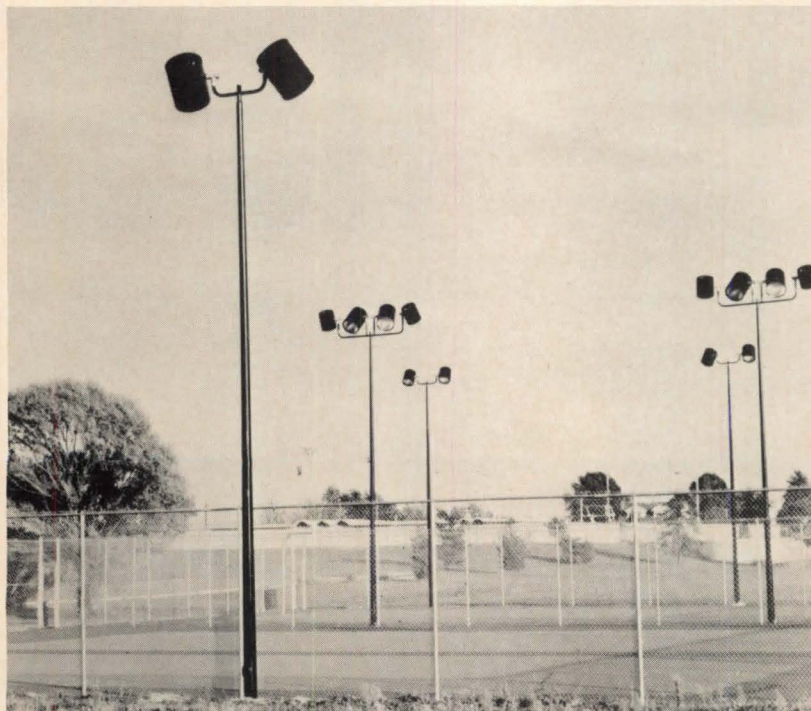
Cedar chandelier (above) features five 5½''-sq. lampholders; each lampholder accepts a 60w bulb. The 24''-sq. unit is UL-listed. Idaho Wood, Sandpoint, ID. *Circle 228 on reader service card*



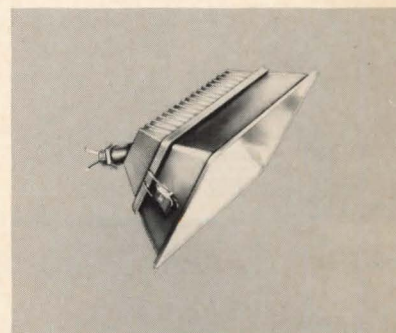
Six-light chandelier (above) features curved pewter arms and a brass center column. The 22''-diameter unit comes with black clip-on shades. Progress, Philadelphia. *Circle 229 on reader service card*



Fluorescent lamp (above) is available in 4' or 8' lengths. Unit may be wall or ceiling-mounted or hung from cables. Lamp may be obtained in a variety of baked enamel finishes or in plated chrome, brass or bronze. GTE, Stamford, CT. *Circle 232 on reader service card*



Vectorflood® floodlights (above), shown mounted on steel poles, are suitable for use in recreational areas. Luminaires accept high-pressure sodium, metal-halide or mercury bulbs. Johns-Manville, Denver, CO. *Circle 230 on reader service card*



Quartz floodlight (above) accepts tungsten halogen bulbs up to 500 watts. Die-cast aluminum casing includes integral cooling fins and heat-dissipating socket blocks. Adjustable mounting arms provide for easy installation. Unit comes with lens assembly clamps that snap open and shut. Keene, Union, NJ. *Circle 233 on reader service card*

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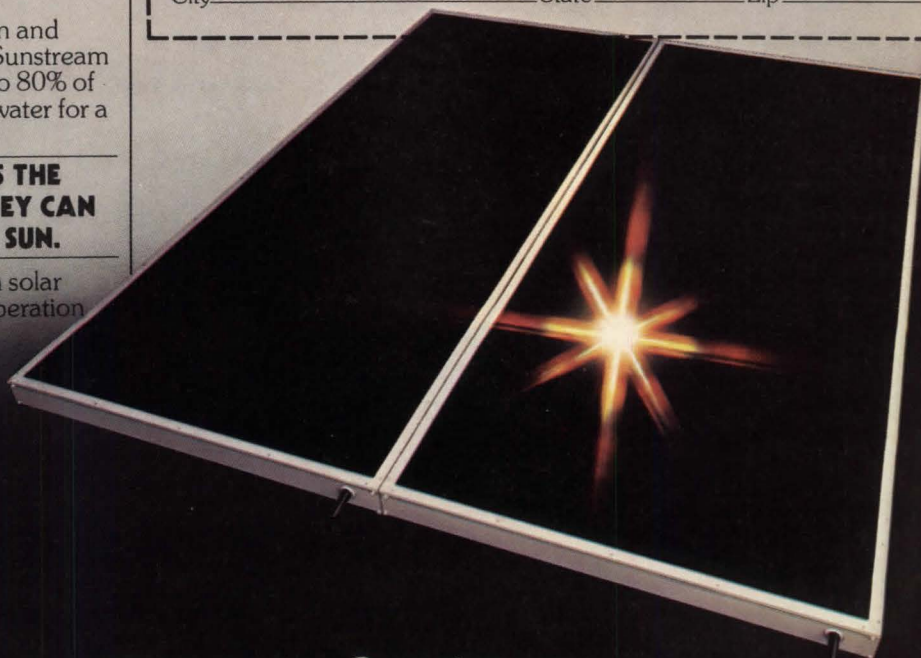
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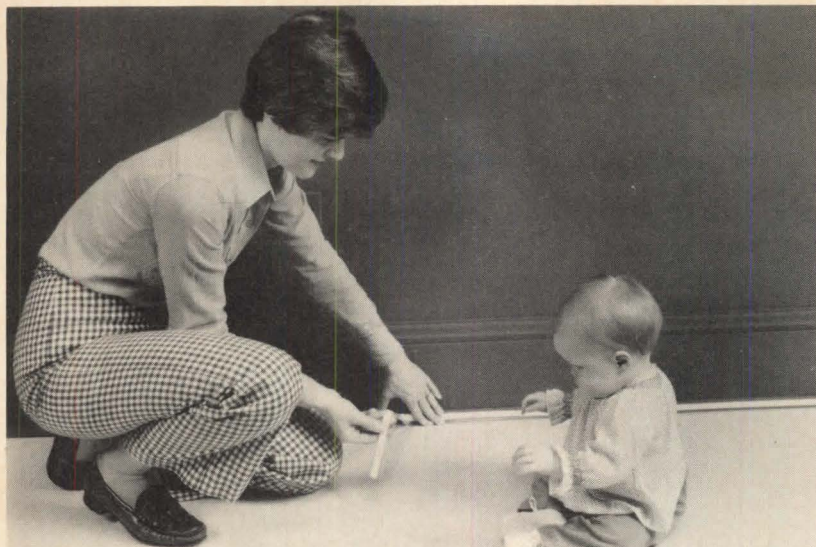
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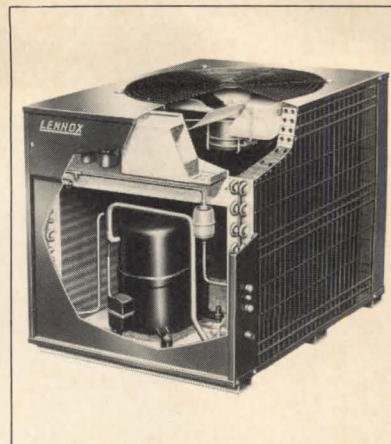
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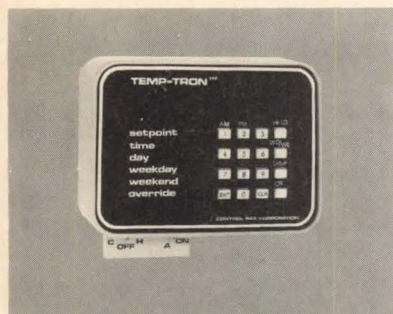
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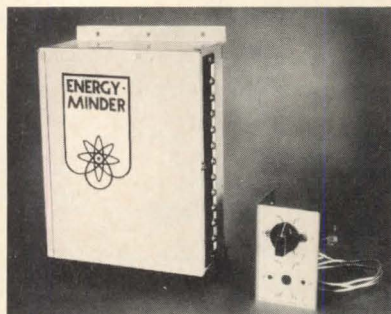
Baseboard sealing tape (above) is designed to prevent air infiltration. Self-adhesive vinyl tape may be used over wood, tile and carpeted floors. Tape measures 1 1/8" wide x 10' long. Manco, Cleveland, OH. *Circle 222 on reader service card*



Split-system air conditioner, Landmark III™ (above), has a seasonal EER of 11.7. Unit is available in 2 1/2, 3 and 3 1/2-ton capacities, and is suitable for residential, apartment and light commercial installations. Lennox, Dallas. *Circle 223 on reader service card*



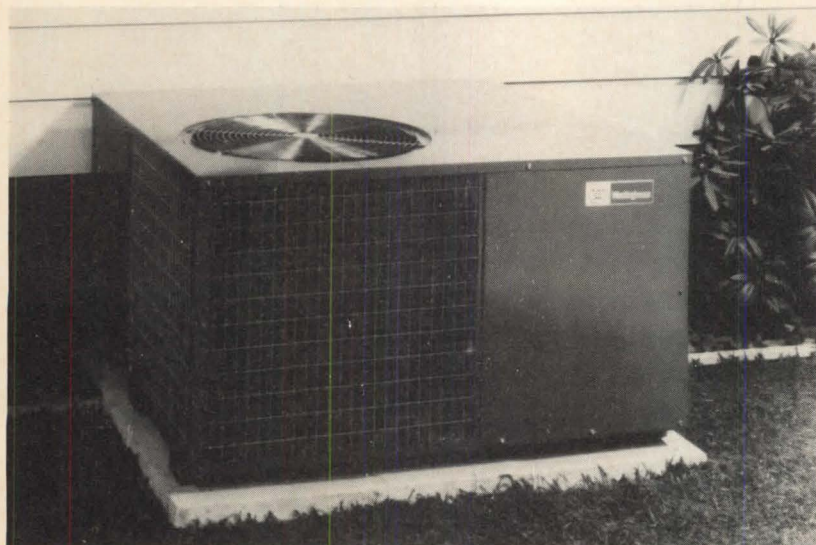
Push-button thermostat (above) may be programmed for a two-day period; up to six temperature changes may be set for each day. Unit features a switch that allows the user to override preprogrammed settings at any time. Control Pak, Novi, MI. *Circle 220 on reader service card*



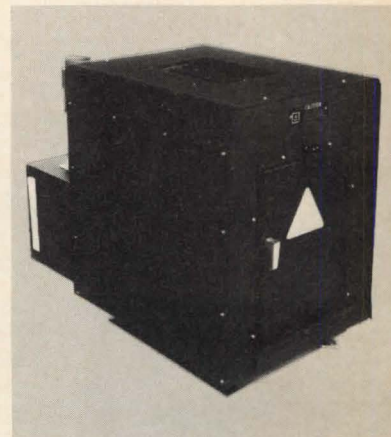
"Energy Minder" (above) controls home HVAC systems comprised of the manufacturer's heat pump and a gas or oil furnace. Unit automatically activates the HVAC component that is the most economical to operate at any given time. B.D.P., Indianapolis, IN. *Circle 221 on reader service card*



Electronic thermostat (above) may be programmed for up to four temperature changes a day over a seven-day period. Unit, designed for use in four-wire systems, may be adapted for two-wire installations. Autotronics, Richardson, TX. *Circle 226 on reader service card*



Energy-efficient heat pump (above) is designed for on-grade or roof installation. Unit is available in four models with EERs ranging from 7.1 to 7.3. Westinghouse, Pittsburgh, PA. *Circle 224 on reader service card*



Auxiliary furnace (above) connects to existing duct systems. Furnace burns a variety of solid fuels, including wood, coal, and compacted trash. Unit may also be used independently as a freestanding space heater. Multi-Fuel, Indianapolis, IN. *Circle 225 on reader service card*



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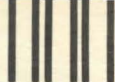
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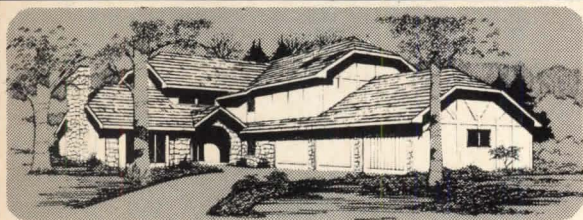
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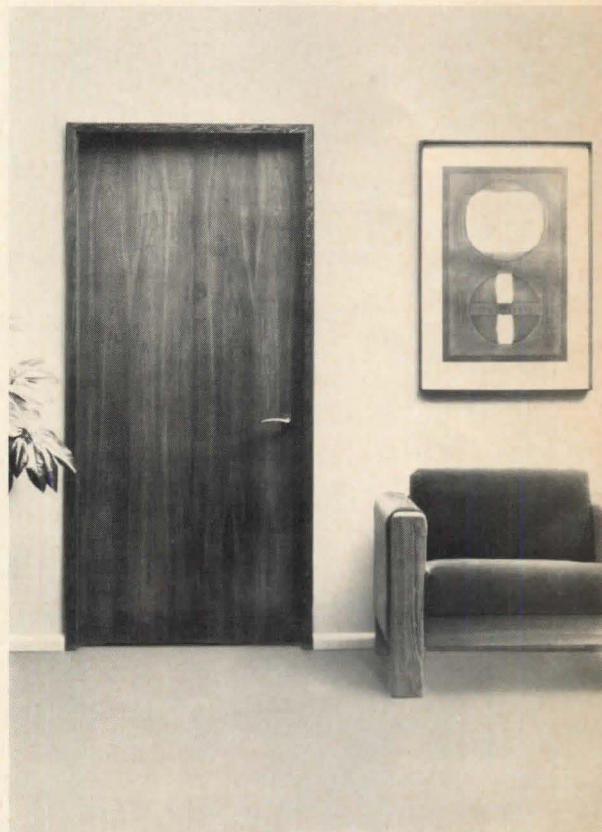
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DOORS/WINDOWS



"Bestclad" casement windows (above) come with 3/4" insulating glass. Windows may be obtained with solar glass. Biltbest, Ste. Genevieve, MO. Circle 216 on reader service card



Fire-rated door (above) is now available with an asbestos-free mineral core for its 45-, 60- and 90-minute doors. Passage door is UL approved. Weyerhaeuser, Tacoma, WA. Circle 218 on reader service card



Wood patio door, "Energy Saver" (above), measures 6' wide, making it suitable for retrofit applications. Hurd Millwork, Medford, WI. *Circle 217 on reader service card*



Sliding-glass patio doors (above), with a grid design, are 8' high. Reversible doors are offered with tempered sealed insulating glass or single-glazed. General Aluminum, Dallas, TX. *Circle 219 on reader service card*



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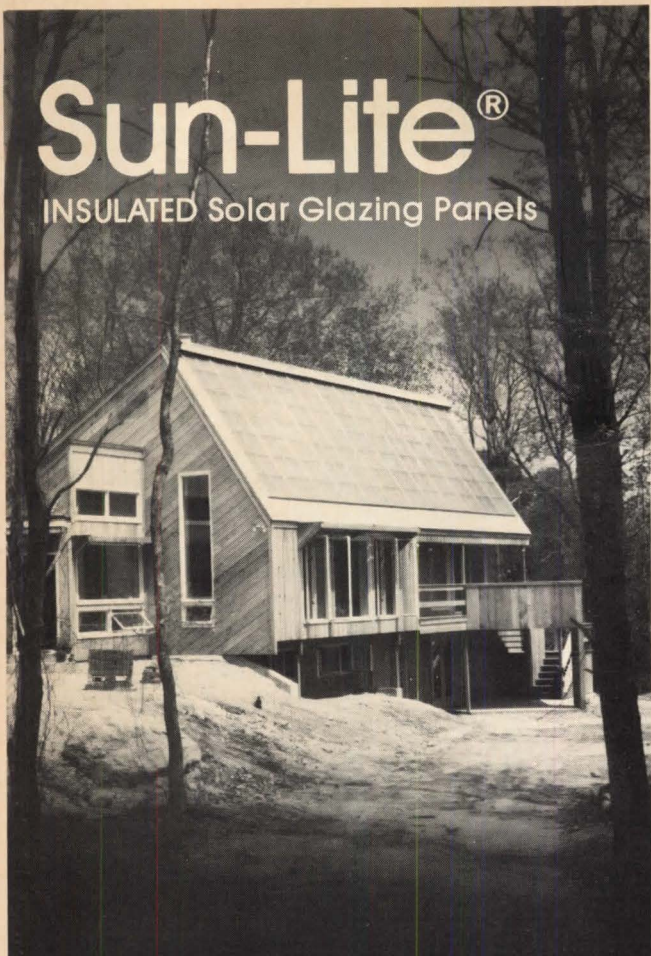
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Vinyl wallcoverings, part of the "Miniatures" collection (above), are now offered in forest green, cranberry and deep blue colorways. Stauffer, Elmsford, NY. Circle 236 on reader service card

"Rajah" ceramic tile (right), for walls or floors, comes in 3 1/8" x 3 1/8" tiles or 16-tile sheets. Seven colors, including brown with cinnamon and gray-green with umber are offered. Latco, Los Angeles. Circle 235 on reader service card



"Bamboo Scroll" wallpaper, style #9021 (above), is patterned from an antique Oriental scroll. Matching fabric, which is available, can be used to make a window curtain, as shown. Greeff, Port Chester, NY. Circle 234 on reader service card

Energy-saving doors and windows

Full-color catalog of **replacement windows** identifies some causes of energy loss in windows—and presents solutions. The booklet gives specifications and features of the complete line of NuPrime® commercial models, including thermalized types. Season-all, Indiana, PA. *Circle 301 on reader service card*

Season-all also offers a set of two brochures: one on **storm doors**, the other on **storm windows**. Storm-door pamphlet describes available combination storm/screen door styles, new finishes and door thicknesses. A full line of double-hung, slide and picture storm windows, suitable for residential and commercial applications, are described in the latter brochure. *Circle 302 on reader service card*

Lastly, Season-all furnishes a folder which helps **determine how much energy can be saved** by adding storm windows to existing windows. Charts also identify conditions (with and without storms) when a fogging or icing problem can be expected. *Circle 303 on reader service card*

"The Facts about Energy and Wood Doors" attempts to dispel some fallacies which

equate wood doors with energy loss. Proper weatherstripping, use of insulated glass in a door unit and the inherent insulating qualities of wood are emphasized in the presentation. Energy Facts, Fir & Hemlock Door Assn., Portland, OR. *Circle 304 on reader service card*

Energy-saving sliding window and sliding door are explained in a set of two data sheets.

The "Tri-Master" **triple-glazed window** boasts a U value of .38 and a CRF (condensation resistance factor) of 72, according to laboratory-supported test results presented. Continental Aluminum, McHenry, IL. *Circle 305 on reader service card*

Replacement sliding glass door is described in the second information sheet. Cutaway drawing of the insulated door is supplied. *Circle 306 on reader service card*

Metal doors and frames are described in a 16-page catalog. The line includes flush doors, universal frames and drywall frames, suited for installation in commercial and multifamily buildings. The book is fully illustrated. Republic Builders Products,

McKenzie, TN. *Circle 307 on reader service card*

According to a four-page brochure, economical LLumar® **solar control window film** can reduce heat buildup and eliminate glare in buildings with ordinary window glass. Technical information on the easy-to-maintain film is provided; practical applications are suggested. Martin's Film, Martinsville, VA. *Circle 308 on reader service card*

Security screens for windows and doors are effective in preventing unauthorized entry, and protecting against window breakage and vandalism in multifamily dwellings and commercial buildings. The booklet features diagrams of the various models of screens and descriptions of each. Kane Manufacturing, Kane, PA. *Circle 309 on reader service card*

"Knot Block Doors" brochure introduces entry doors constructed of a solid grade 7-ply plywood core edge-banded in pine. Sizes, finishes and prices are specified. Customwood, Albuquerque, NM. *Circle 312 on reader service card*

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