

FEATURING PRODUCTS ADVERTISED IN

# LIFE

## BUILDING CUSTOM HOMES IN FLORIDA THE HAFT-GAINES STORY



THE START OF THE HAFT-GAINES CUSTOM HOME COMMUNITY

hg  
1962

An aerial photograph of a large residential development, likely a golf course community, with numerous houses and a winding road. A letter is placed over the center of the image, tilted slightly to the right. The letter is from LIFE magazine, praising the quality of homes built by Haft-Gaines in the Imperial Point area of Coral Ridge, Florida. The letter is signed by Worthington S. Mayer, a contributor to LIFE Magazine.

**LIFE**

## SALUTES HAFT-GAINES

**LIFE**

TIME & LIFE BUILDING  
ROCKEFELLER CENTER  
NEW YORK 20

Haft-Gaines Company  
Fort Lauderdale, Florida

Dear Burt, Jack and Richard,

On behalf of LIFE I'd like to congratulate you on the opening of another outstanding Haft-Gaines custom home community -- Imperial Point of Coral Ridge.

For several years LIFE has worked with you in telling the story of your custom home quality to your buyers. Your extensive and exciting use of brand name quality products has resulted in overwhelming acceptance of your homes in Cypress Harbor, Coral Ridge Harbor and other Haft-Gaines custom communities.

Now, at Imperial Point of Coral Ridge, you have created a community which offers a new dimension in quality. Imperial Point combines fresh, unique design with a location that offers all the benefits of Florida living. Most important, at Imperial Point you have again expressed your fundamental belief that quality products are the best guarantee of the custom homes which your buyers desire and deserve.

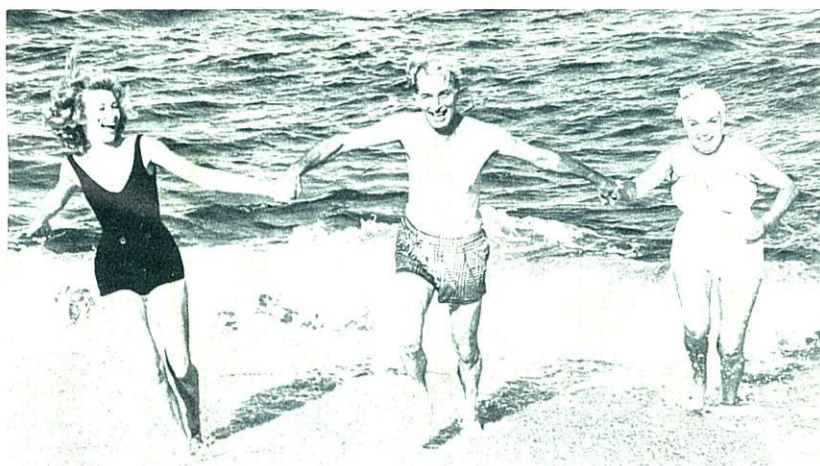
Outstanding examples of quality at Imperial Point are the all-General Electric kitchens, GE Weathertron central air conditioning and heating systems, Owens-Corning Fiberglas insulation, Stanley Windows, Briggs Beautyware, U. S. Plywood, Glidden Paint, Kentile floors, and Stylon ceramic tile. Every home in this total electric community has been awarded the Medallion, symbolic of the ultimate in all-electric living.

These features, plus many others, are tangible evidence of the outstanding quality of your custom homes at Imperial Point. I'm confident that Imperial Point of Coral Ridge will further document and enhance your reputation as LIFE Builders.

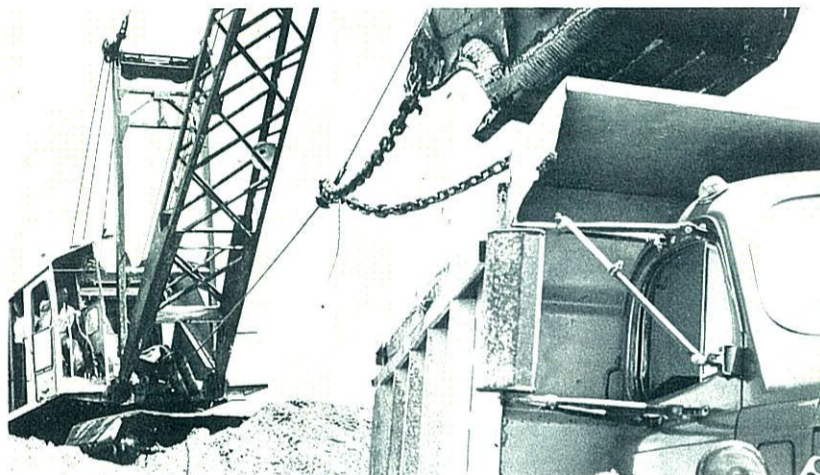
Cordially,

*Worthington S. Mayer*

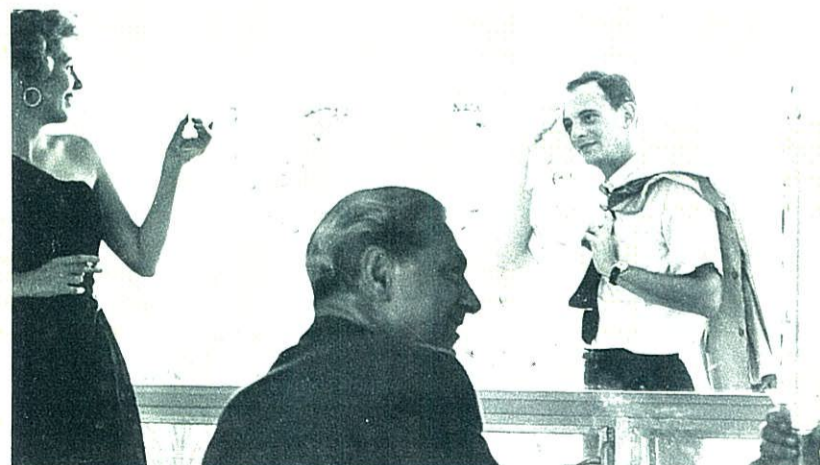
Worthington S. Mayer  
LIFE Magazine



**THE GOOD LIFE** 7  
 Photos graphically portray the perfect setting provided by Fort Lauderdale.



**HOW IT ALL STARTS** 16  
 Building a community from the ground up with Haft-Gaines.



**20° COOLER INSIDE!** 5  
 Central air conditioning and heating systems automatically cool in summer and heat in winter, provide year 'round comfort-conditioned air.

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| 3—LEWIS LONG              | 20—UPPER LEFT CEN., KEN TWADDELL |
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| BOT., RONNIE THIBEDEAU    | BOT. RT., RONNIE THIBEDEAU       |
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| CEN. LEFT, KEN TWADDELL   |                                  |
| LEWIS LONG                | 26—LEWIS LONG                    |

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; RT., RIGHT; M, B, A & S, MILLER, BACON, AVRUTIS & SIMONS, INC.

For MILLER, BACON, AVRUTIS & SIMONS, INC., ADVERTISING MIAMI, FLORIDA

EDITORIAL SUPERVISION. . . . . ARTHUR H. SIMONS  
 ART DIRECTION. . . . . H. JULIAN ENG  
 PHOTOGRAPHY DIRECTION. . . . . SANFORD BACON



## Welcome To Broward County!

FRANK C. ADLER, Chairman, Board of County  
Commissioners, Broward County, Florida

It is with pride that I welcome you who will become our neighbors in the Haft-Gaines communities of Imperial Point and The Landings, Fort Lauderdale.

I congratulate you upon your choice and The Haft-Gaines Company upon the competence, integrity and civic spirit by which they have contributed so much to the continued progress of the county.

On behalf of the Board of Commissioners of Broward County, I assure you that our services will continue to expand to meet your needs and to make this area still more rewarding as a place to live, to work, and to enjoy life.

We shall be glad indeed to have you among us.

Very sincerely,

Frank Adler, Chairman



## Welcome To Fort Lauderdale!

EDMOND R. BURRY  
Mayor-Commissioner, Ft. Lauderdale, Florida

It is always a privilege to meet members of our Fort Lauderdale family, and as your mayor, it gives me great pleasure to greet you, our new neighbors, at Imperial Point and The Landings. These outstanding residential communities are a credit, not only to the vision and planning of The Haft-Gaines Company which created them, but to the city of Fort Lauderdale as well. Our city is a wonderful combination of a community and a way of life — both uniquely suited to each other. You will be proud of our waterways, beaches, golfing, shopping and other unequaled facilities that are yours to enjoy here the year 'round.

But much of the credit for our city and its deservedly famous advantages belong to our residents and their community spirit. Thus, much of it will soon belong to you as you join us here.

You have our heartiest greetings, best wishes, and gratitude.

Sincerely yours,

Ed Burry, Mayor-Commissioner

## LETTERS TO THE EDITORS



MR. and MRS. WILLIAM RUSSELL

Dear Sirs:

We have made many visits to Florida, ultimately deciding to settle in Fort Lauderdale. After looking at many homesites, we finally selected a lot in Imperial Point last May.

Our prime reason for locating here was the attractive entrance-way, the variety of models, courteous sales personnel and other impressive features. These all suggested to us that to invest in a home here was sound judgment.

A more detailed study of your brochure and further discussions with your engineering people convinced us Haft-Gaines Co. would live up to any obligations they would commit themselves to.

Since our big decision, a year has passed and we now are at home and quite happy with our choice. So this little expression is to say thanks to your entire staff for their patience, assistance and personal attention to the many details one encounters in building a new home.

WILLIAM RUSSELL

Gentlemen:

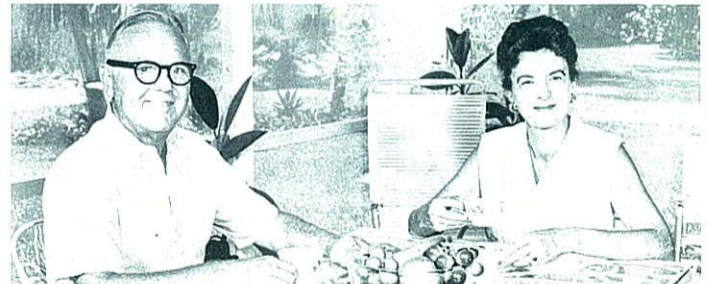
My wife and I have been visiting Florida for the past forty years and approximately seven years ago we decided to become residents of the State and began looking for a home that would fulfill the requirements we had set for comfortable living.

Royal Oak Hills was recommended to us by several real estate firms so we decided to investigate the area. We found that all the growth was the original natural growth which added to the beauty of the landscaping.

We chose the "Hartford" model built by the Haft-Gaines Company as being one of the outstanding homes offered by them. We have lived in the house for one year and are completely satisfied with our choice.

Haft-Gaines is to be complimented on their achievement.

Sincerely, W. W. SCHROEDER



MR. and MRS. WALTER D. YOUNG

Gentlemen:

We have been living in our new home about six months and like it better every day.

The search for our retirement location in Florida extended over many years and covered both coasts, we are so pleased we selected Royal Oak Hills.

Our finished home exceeded our fondest expectations and we wish to thank you and your staff for making our move from Westchester, New York to Boca Raton such a pleasant one.

Respectfully, WALTER D. YOUNG

Gentlemen:

We have been living nearly a year in our new home in your beautiful Imperial Point Development. We don't believe we have taken the time out to really thank you fine people for the grand job you have done here at the Point.

We love our home and the surroundings. We do appreciate your "Custom Design Idea." Our home is a basic "Whitehall" design but because of your custom design it is not an exact replica of the model. It is individual to our taste, thanks to your Architectural Department.

The entrance to Imperial Point is beautiful and we thank you for making this a permanent installation.

We want to thank you also, for not putting pressure on us at any time to purchase. We visited your model homes many times to satisfy ourselves on the model and location, and we were never placed in the position of feeling that we were pressured into a sale.

Sincerely, FRED D. FERGUSON

# Carrier Congratulates The Haft-Gaines Company

CARRIER AIR CONDITIONING COMPANY

CARRIER PARKWAY · SYRACUSE 1 · NEW YORK

**Carrier**

August 14, 1962

Messrs. Burt Haft and Jack Gaines  
Haft-Gaines Company  
Fort Lauderdale, Florida

Gentlemen:

My heartiest congratulations on the opening of The Landings. Your reputation for quality established at Imperial Point and Royal Oak Hills has been enhanced. We at Carrier are proud to provide the year-round air conditioning equipment for homes of such stature. You may be assured that each component will be the finest that Carrier engineering skill can produce - a skill born of 60 years in the air conditioning business.

We are doubly proud to be of service this year, the 60th anniversary of the development of air conditioning by Dr. Willis H. Carrier, a founder of this company.

Please accept my best wishes for success, and my pledge of quality air conditioning for quality homes.

Sincerely,



RUSSELL GRAY,  
President

RG:MW

A DIVISION OF CARRIER CORPORATION

## Pompano Beach Welcomes You!



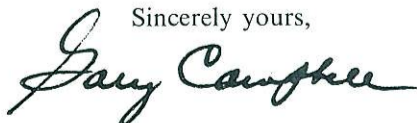
GARY CAMPBELL  
Mayor, Pompano Beach, Florida

We of Pompano Beach extend a hearty welcome to our new and prospective neighbors at Imperial Point, Royal Oak Hills, and The Landings.

There has always been a fine, friendly feeling among residents of this area, for we share the tastes and interests that brought us here and which are so well exemplified in Haft-Gaines residential communities.

We offer you our friendship and know that it will grow through years of happy living in this most beautiful section.

Sincerely yours,



Gary Campbell, Mayor



DESPITE THE EXPANSE OF PICTURE WINDOWS, central air conditioning maintains pre-set temperature and humidity comfort level inside home. Aiding air conditioning mechanism's effectiveness is below roof layer of Owens-Corning Fiberglas insulation. Same unit also heats home on winter's cool days.

## CENTRAL AIR CONDITIONING AND HEATING — STANDARD EQUIPMENT AT HAFT-GAINES HOMES!

During a Florida summer, the mercury daily reaches for the 80's and the humidity is not usually far behind. And while the beaches, golf courses and tennis courts attract crowds year-round, for inside living and work, air conditioning systems have become, to homes, offices, hotels, motels and businesses, a "must" for year-round comfort and efficiency. In fact, many observers credit some of the fantastic growth of the Sunshine State during the past 10 years to the constantly increasing use of air conditioning.

Ft. Lauderdale's Haft-Gaines Company, one of America's largest custom home building organizations, installs year 'round central air conditioning and heating systems in each of the custom homes at Imperial Point of Coral Ridge and The Landings in Ft. Lauderdale and at Royal Oak Hills in Boca Raton. All three communities are built to Medallion standards and are equipped for total electric living.

"We are installing as standard equipment in each individually planned home at Imperial Point, The Landings and at Royal Oak Hills the finest engineered central air conditioning and heating systems," says Jack Gaines of Haft-Gaines. The central air conditioning systems manufactured by GE and Carrier automatically adjust interior temperature and humidity as outside weather conditions change. The automatic operation is accomplished by a thermostatic control which is set at the desired temperature and humidity level.

When the outside air becomes cool, heated air is automatically circulated until the proper temperature level is reached. When the outside air becomes hot, cooled air is circulated until inside temperature and humidity is lowered to the desired level.

"We always want the residents of every Haft-Gaines custom community to be as happy as good homes can make them... and the equipment going into the homes is the best there is," says Burt Haft. He predicts families in Haft-Gaines communities will discover that living the all-electric way with year-round controlled humidity and temperature will be a "new and gratifying experience. Ideal temperature and comfort will be theirs to enjoy every day of the year."

On a hot day, the unit moves heat out of the house to the outside. As it does so, the air containing the heat passes through the central unit and returns to the house as cool air. When the mercury drops, and it is no longer necessary to cool the house, the unit's heat pump automatically reverses itself, extracts heat from the outside air and moves it into the house.

Gaines points out that the secret of the heating systems used in Haft-Gaines custom homes is that outside air, no matter how cold it may seem, contains heat. "And, of course," he adds, "South Florida's winter air, even on the coolest days, is far warmer than northern winter temperatures."

Why is Haft-Gaines including the expensive central air conditioning and heating system in their custom homes? Gaines puts it this way: "At some future time, all Florida homes will be centrally air-conditioned and heated. Since our homes are built not only for today but for tomorrow as well, we are including as standard equipment the finest air conditioning and heating systems manufactured."



JAMES S. HUNT, President  
and Chairman of the Board,  
Coral Ridge Properties, Inc.

CORAL RIDGE *Properties*  
FORT LAUDERDALE  
FLORIDA

Fort Lauderdale has always been known as the family city — the city of beautiful year-round homes, rather than the glitter and seasonal society of some of its neighboring communities. That is why this city has enjoyed such a phenomenal, but sound, growth. For example, the Coral Ridge developments in the Greater Fort Lauderdale area now have a population of over 14,500 residents, contributing over \$76 millions out of the total city tax rolls of \$220 millions. Coral Ridge Properties, Inc., over the past sixteen years has helped establish and maintain the high standards of development and building which distinguish this area and make possible its orderly, planned expansion.

Adhering firmly to this criteria, the Haft-Gaines Company has created two Fort Lauderdale communities representing the ultimate in personalized home planning and building. The first of these is Imperial Point of Coral Ridge, and now The Landings between the Intracoastal Waterway and U.S. 1 in northeast Fort Lauderdale. The Landings is situated on the last remaining waterfront in this area and Haft-Gaines has done full justice to this impressive site. In our opinion, there is no better buy in the entire country today than a Haft-Gaines residence in either of these communities. We recommend them without qualification, and strongly advise our stockholders or anyone moving to Florida to see Imperial Point and The Landings first of all. You just can't do better anywhere!

Sincerely,

JAMES S. HUNT  
President and  
Chairman of the Board

## EDITORIAL

# HOME IS MORE THAN A HOUSE

Pushed by the increasing needs and desires of today's home buyers, builders are reluctantly conceding that home is *more* than a house. In the decade of the '60s, in a family-centered America, a home is many things to many people . . . but it must be *all* things to the people who will eventually live in it. Successful builders never lose sight of this fact and most of them feel that their unceasing concern with the needs and desires of their prospective purchasers provides the foundation for their success.

In Fort Lauderdale, Florida, a group of young men have kept their collective ear to the ground and by fulfilling the public's wants, have scored an outstanding success in custom residential community planning and building. The Haft-Gaines Company has built and sold more than 2500 custom homes in Fort Lauderdale during the past five years. To accomplish this, they have given fanatical devotion to detail, personal attention seven days a week to every phase of planning and construction and a degree of customer service practically unknown in the home building industry.

The most convincing demonstration of Haft-Gaines' deep understanding of the psychology of their prospective home buyers is found in the free architectural service they provide for any desired plan changes. Purchasers sit with the builders and the architect and before their eyes the intriguing possibilities they have seen in the model home of their choice are sketched out for them, ready to be made a uniquely individual part of their custom built home. And, it is worth mentioning, on the day a Haft-Gaines family moves into their new home, they find awaiting them a bouquet of fresh flowers carrying a warm welcome and best wishes from the builders.

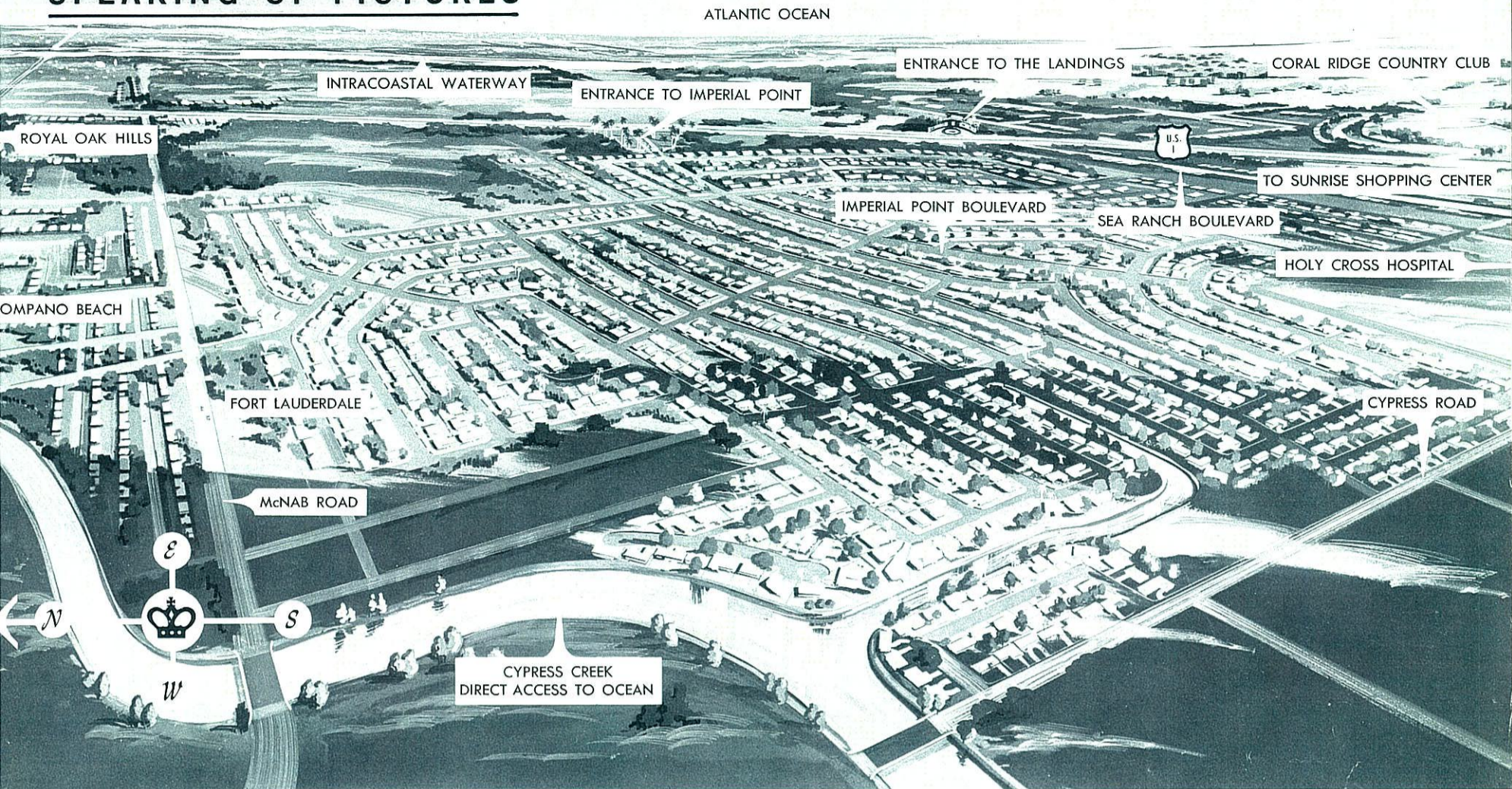
Because the Haft-Gaines philosophy and achievements have been so outstanding, LIFE magazine has chosen Haft-Gaines as LIFE builders. Dedicated to finer residential communities featuring the best in modern equipment and appliances, LIFE has followed the Haft-Gaines' operations from planning through construction and actual home ownership to verify the high standards followed throughout.

Now, Haft-Gaines opens their newest community, The Landings, on the Intracoastal Waterway in the exclusive Coral Ridge section of Northeast Fort Lauderdale. Into this custom residential community, the Haft-Gaines organization has poured its creative energies for many months. They have traveled thousands of miles to consult engineers and manufacturers to assure that each individually planned home at The Landings will be equipped with the most ultra-modern services and appliances for the owners' convenience. They have created a brilliantly designed \$200,000 permanent entranceway on U.S. Highway 1. They have commissioned home designs that, in their own words, "will provide the ultimate in Florida living." In short, Haft-Gaines has spared no effort to plan and build a residential community where each home will be a uniquely personal residence, where each family will enjoy living to the full with the ease and convenience of America's most wanted products and home appliances.

To accomplish this has been no easy task, but the builders' reward comes twice over . . . once in home sales — and while other builders have watched their sales languish, Haft-Gaines homes sold at a faster pace than ever before during 1961 and 1962 — and once again in the enduring satisfaction of creating a community of custom residences that, as in every Haft-Gaines community, will bring to these young men not only pride in a job well done, but the richly satisfying good-will of genuinely pleased and happy home owners.

Here is the pattern for success that other builders daily seek. It is set out at The Landings and the other Haft-Gaines custom home communities almost in text-book form. It consists of hard work and a dedication to do only the best job possible. And it is what Mr. and Mrs. America are looking for.

# SPEAKING OF PICTURES



**BIRD'S EYE VIEW OF IMPERIAL POINT AND THE LANDINGS**, showing the north-south Intracoastal Waterway and Atlantic Ocean. Community entranceways are located on main north-south highway, U.S. No. 1. Deep water canals provide direct access to Intracoastal Waterway and Ocean. Golf course shown in upper right is only one of three 18-hole courses within minutes of Imperial Point and The Landings.

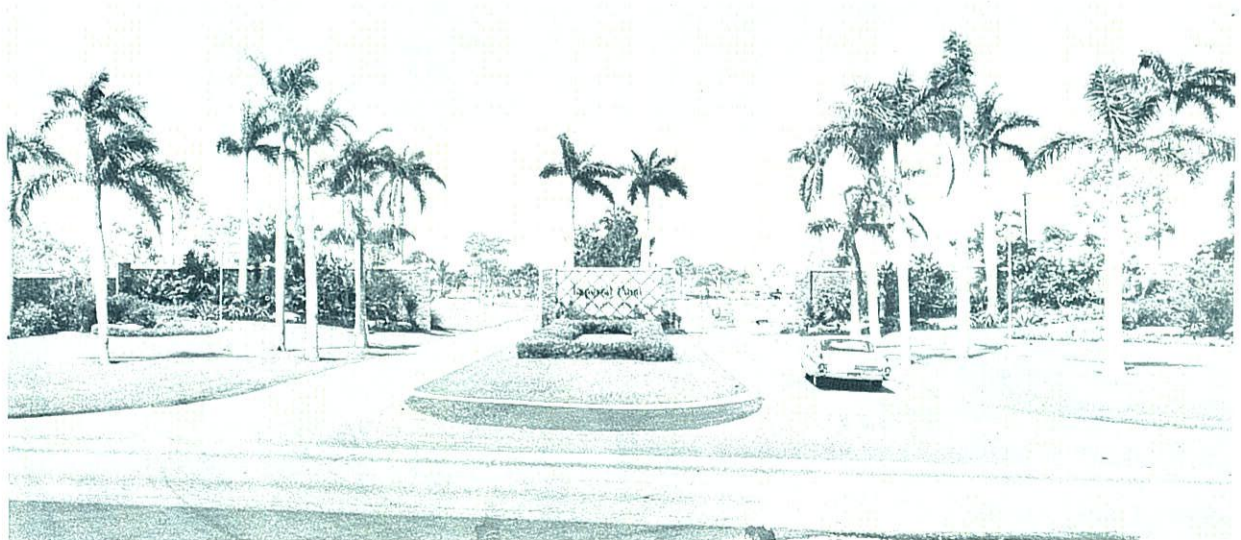
Just 25 miles north of Miami Beach's imposing hotel row . . . Fort Lauderdale is a world apart from the blaring tourist attractions of Florida's famed Gold Coast. This air of quiet yet stylish refinement has drawn not only sophisticated vacationers but increasing numbers of new Florida residents who seek the joys of life in the sun but aim to steer clear of the Mardi Gras atmosphere that overshadows heavily tourist trafficked areas. For these people, Fort Lauderdale has proven to be an ideal blend-

ing of cosmopolitan surroundings and quiet residential areas.

Along the waterways of northeast Fort Lauderdale, in the exclusive Coral Ridge section, graceful homes line the winding streets, just minutes from exclusive shops, busy brokerage offices, yacht and country clubs and the long stretch of unspoiled white sand beachfront that is one of Fort Lauderdale's most important assets. On the following pages, the camera catches the relaxed, unhurried pace of the good life in Fort Lauderdale.

## IMPERIAL POINT ENTRANCE

Permanent entrance to IMPERIAL POINT of CORAL RIDGE on U.S. Highway #1 (Federal Highway). Designed by famed landscape architect, Frederic Stresau, the entranceway is distinguished by its wall of weathered brick and lush tropical greenery crowned by majestic Royal Palms. At night the illuminated fountains create a striking impression reminiscent of the formal gardens of Europe's famous palaces and chateaux.



# Machines in Motion

## HIGHLIGHT ZINKE-SMITH CONSTRUCTION



During the design phase, ZINKE-SMITH invites client consultation to help in the preparation of plans for economic development. Through specialization in large scale earthmoving – be it hydraulic dredging, or earth moving by draglines, bulldozers, or giant rubber-tired earthmovers – ZINKE-SMITH combines all phases of heavy engineering contracting under one management responsibility.

Canal excavation is coordinated with sea wall construction – bridge building is blended into road and highway construction – harbor dredging is carefully planned with the building of docks, jetties, bulkheads, etc.; the harmonizing of all such activities is a must in keeping costs competitive.

Operations also include the building of championship golf courses, airport runways, large racing tracks (Daytona International Speedway), and major beach restoration projects.

ZINKE-SMITH, engineering contractors with wide experience throughout Florida, the Bahamas, and the Virgin Islands, has many of its assignments from clients previously served. Among the largest and the most successful are the developers of THE LANDINGS.



**ZINKE-SMITH, INC.**  
ENGINEERING CONTRACTORS / POMPANO BEACH, FLORIDA

COMPLETE SERVICE FROM UNDEVELOPED LAND TO A FINISHED CITY!





AT SUNRISE SHOPPING CENTER, shoppers enjoy browsing through chic merchandise displayed by branches of De Pinna, Saks Fifth Avenue and other fashionable stores.



WITH ALMOST UNENDING SUNSHINE on tap, the Fort Lauderdale area with eight 18-hole courses is a golfer's paradise. Facilities vary from exclusive country club set-ups to less pretentious links. Courses are popular but relatively uncrowded and most foursomes prefer to play at a leisurely pace.



TRADEMARK of American way of life is the ever-present supermarket and Fort Lauderdale is no exception. Branches of leading chains are numerous and many feature gourmet departments where exotic foods from around the globe are displayed to tempt palates accustomed to the finest.



POPULAR WITH THE YOUNGER SET—and surprisingly attractive to many in the senior age brackets—are Fort Lauderdale's many tennis courts. With year 'round good weather, calibre of play is generally high, although rank amateurs out simply to enjoy the fun and exercise are numerous.



**UNLIKE NORTHERN SHORES**, the Atlantic surf breaks gently on Fort Lauderdale's white sand beaches. Keeping their balance with ease in the buoyant combers, bathers enjoy swimming that is impossible in the crashing surf of northern beaches.



**AMONG THE ATTRACTIONS** for which Fort Lauderdale is famed none is more impressive than the miles of unspoiled beachfront. Shaded by the gently waving fronds of tall coconut palms, Fort Lauderdale has guarded its beaches from encroachment by hotels and motels, preserving them for the benefit of residents and vacationers who enjoy lazy days on the uncrowded sands.



**WITH THE INTRACOASTAL** providing a water highway and the blue waters of the Gulf Stream flowing just offshore, boating is nowhere more popular than in South Florida. Craft of every description from small outboards to imposing cruisers manned by captain and mate ply the winding canals of Fort Lauderdale, making their way to a day's cruising and fishing and returning at twilight. Bahia Mar yacht basin and marina provides dockage for 372 vessels, but boatowners with waterfront homes usually tie up at private docks extending from their own property.

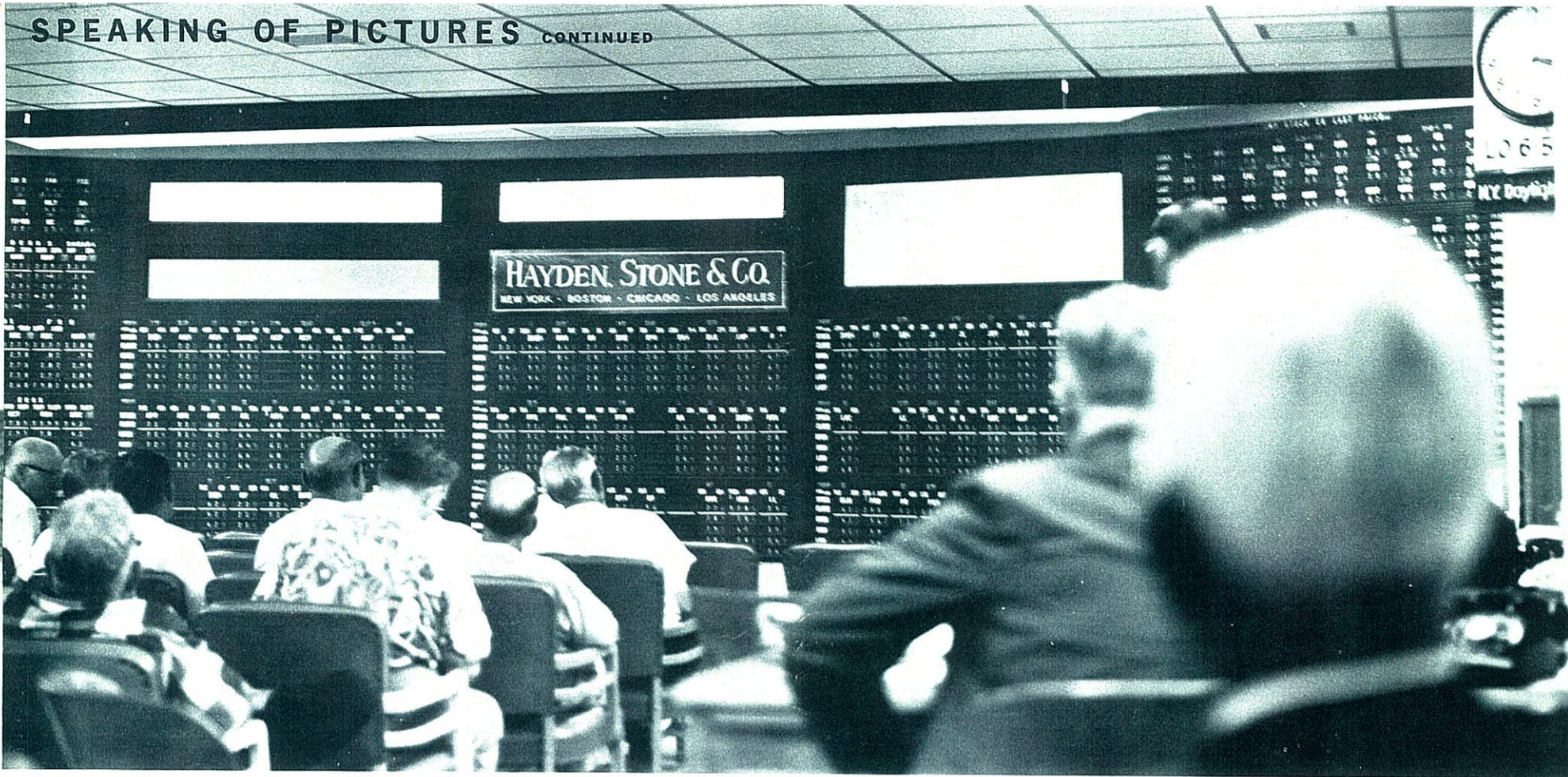


**No home should be without one.** A is a wife. B is a smartly chic, wonderfully useful Crane Crescent Lavatory. Surprising how much happier B makes A. It's a whole beauty parlor—in beautiful disguise. Spacious top for toiletries in use. Capacious cabinet to hide them away. Modern slant-back for the dripfree Dial-ese controls (exclusively Crane). Sculptured handsomely of deep, lustrous vitreous china and available in seven lovely, living colors plus white. ■ And made with the famous flair for precision beyond ordinary standards that characterizes all Crane products. With year-round bathroom luxury, winter warmth, and summer cooling by Crane—the heart of your home will always work like a charm. Crane Co., Box 780, Johnstown, Pennsylvania.

AT THE  
HEART  
OF HOME AND  
INDUSTRY

**CRANE**

VALVES AND PIPING  
ELECTRONIC CONTROLS  
PLUMBING  
HEATING • AIR CONDITIONING



**TRADERS AND LOOKERS** are about equally divided at this busy brokerage office. Fort Lauderdale branches of major N.Y. Stock Exchange members report brisk year 'round activity. Modern offices are all air conditioned, boast electric boards that automatically report ticker quotations.



**COMMERCIAL BANKS** are not permitted to have branches under Florida law. Savings and Loan institutions are. Banks and savings offices are strategically situated throughout Fort Lauderdale - Pompano Beach area. Airy and spacious, with wide

expanses of glass, these modern institutions offer complete banking and saving services. Friendly and experienced staff members are alert to the questions and needs of new residents.



**THERE ARE NEARLY A DOZEN SHOPPING CENTERS** scattered throughout the Fort Lauderdale area ranging from groups of neighborhood stores to the ultra-smart Sunrise Shopping Center. Burdine's and Jordan Marsh department stores have full scale Fort Lauderdale branch operations. Scheduled for opening during 1961 is Coral Ridge Shopping Plaza, a 33 acre mall type center located on U. S. 1 (Federal Highway) less than 2 miles from Imperial Point.



**FIRST METHODIST CHURCH** is only one of 87 houses of worship of various faiths in the Fort Lauderdale-Pompano Beach area. Thriving churches with their active civic-centered organizations are another mark of area's appeal to community-minded families.

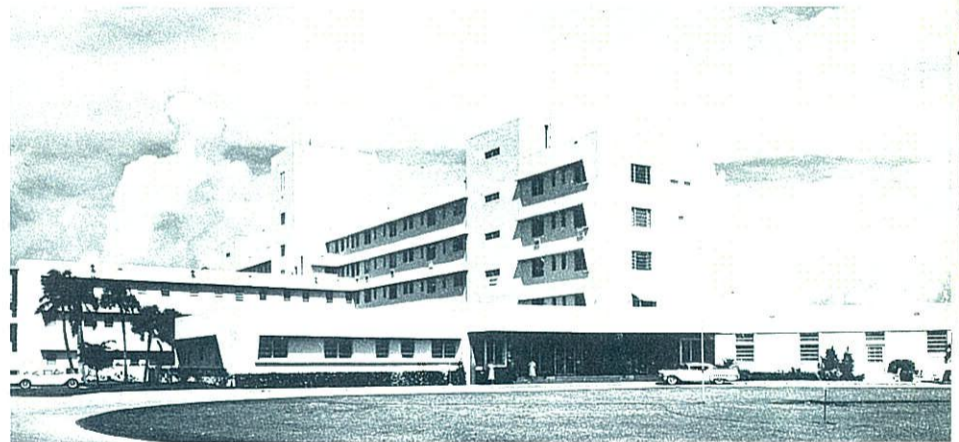


**THE NORTH-SOUTH INLAND WATERWAY**, known to residents simply as "the Intracoastal" provides a protected water highway for the journeyings of boating families, many of whom have come to feel more at home afloat

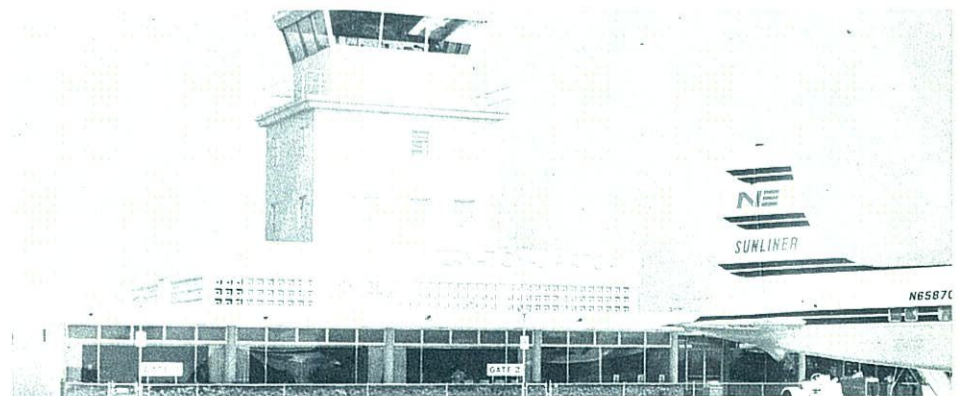
than ashore. Along its calm waters, traffic moves at a stately and unhurried pace befitting the relaxed mood of Florida's skilled amateur mariners.



**DESPITE ITS ALMOST CONSCIOUSLY SUBDUED AIR**, Fort Lauderdale abounds in first-class resorts. The well-known Galt Ocean Mile hotel is but one of the many modern hotels and motels that offer vacationers every conceivable facility for the enjoyment of sun and fun. Some resorts cater to boat owners, offering docking facilities and boat service. Despite the availability of first-rate accommodations, Fort Lauderdale does not appear to be cluttered with tourists and its relaxed atmosphere exerts a great appeal for widely-traveled vacationers who seek a change-of-pace unaccompanied by frenzied activity.



**THIS COMPLETELY MODERN 150 BED HOSPITAL** is located on U. S. Highway No. 1 (Federal Highway) in Northeast Fort Lauderdale. One of 5 hospitals in the area, Holy Cross is notable for the quality of its facilities. Like all South Florida hospitals, Holy Cross braces each winter for its annual quota of ailing vacationers whose complaints range from too much sun to complicated illnesses requiring the medical and surgical skills of the hospital staff.



**ONCE JUST AN OBSCURE WAY-STATION** on the route to Miami, the Broward Airport serving Fort Lauderdale and Pompano Beach has been expanded and rebuilt to accommodate the constant arrivals and departures of scheduled airliners. The increase in the number of Fort Lauderdale bound travellers has made the airport a major traffic center and flights to all points are readily available.



Special delivery. Very special, in fact, because a major appliance is a major investment. When you buy a new one, it should serve you long and well. It should give you real value for your dollar. It should be like a good friend—dependable.

General Electric dependability is famous. It's famous because it's been proved—through the years, in the lab and in use.

**The Refrigerator-Freezer** you see is a good example. It's the 18.8-cu.-ft. Spacemaker. Has 88% more room inside, yet takes no more kitchen space than a 12-year-old G. E. 10-ft. model. G. E.

refrigerators have set a record for dependability—did you know right now there are 7 million of them that have been in use 10 years or longer?

**Then there's the 1962 Filter-Flo® Washer.** In the G. E. laboratory, one of its "cousins" was tested continuously for an estimated equivalent of 40 years' use! At last report, it was still going strong. That's a lot to ask of a washer, but then General Electric washers have a lot to give.

**And that Americana® '62 Range.** It gives you 2 full ovens in only 30" of floor space. Speaking of dependability: for the past 13 years, a General

Electric has been the official range in the Grand National Bake-Off—has performed perfectly for 1300 finalists during 10,400 hours of competition!

Shopping for a new appliance is no time to take risks. Remember, General Electric gives you quality, value, and proven dependability. And that, in a nutshell, is why **there is nothing "just as good as" General Electric.**

MAJOR APPLIANCE DIVISION, LOUISVILLE, KY.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

By any measure...

There is nothing "just as good as" General Electric

# HAFT-GAINES— THEY FOUND THAT QUALITY SELLS ITSELF

Operating in a market where high pressure selling is the accepted norm, these 3 custom builders have scored a remarkable success in the home building field by adhering strictly to high quality and "soft sell."

Burt Haft, Jack Gaines and Richard Haft — the first two ex-manufacturers and the third an attorney — have built and sold during the past 5 years more than 2500 custom homes in the \$18,000 to \$100,000 price bracket in Fort Lauderdale, Florida.

When they started in the building business the Haft-Gaines team saw the sales possibilities in the neglected medium-priced custom home field. "When we decided to go into the home building business in Florida, it became quickly apparent that the low-priced market was already in an over-competitive state and that the really high-priced market offered little sales possibilities," Burt Haft says.

Taking up the story, Gaines continues, "Remember, we had been manufacturers and we were naturally accustomed to think in manufacturing terms. To us, the home, the building, was the final product which we were going to manufacture to the best of our ability, but what type of product to manufacture was the first problem to which we had to find a solution. In manufacturing terms, we realized that the home buyer who was in the market for a product costing between \$18,000 and \$60,000 was being neglected. He wanted plenty of personal custom touches and he wanted a home he could be proud of in a locale he felt appropriate to his way of life . . . it was, of course, available, but usually only for \$75,000 and up. We decided we could give him what he was seeking for the price he wanted to pay and that has been the key to our success."

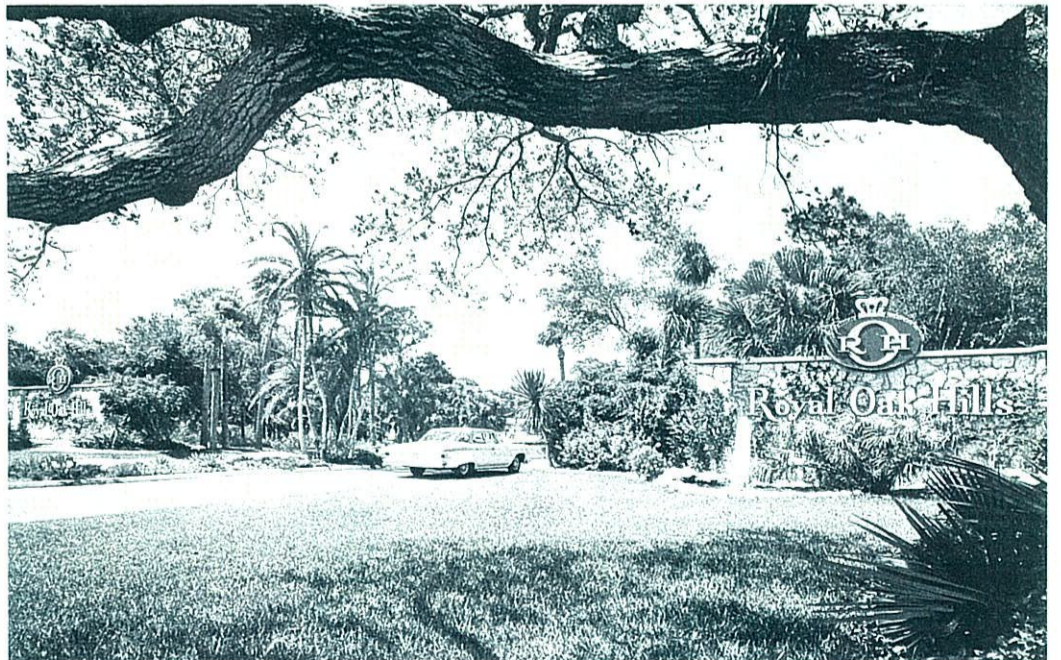
The first thing the Haft-Gaines combination found out was that their potential customers felt they already knew pretty much what they wanted and were wary of hard-sell tactics. "We found out right away," says Burt Haft, "that our customers not only had a good idea of what they wanted but were willing to pay for it within reasonable limits. They wanted to be able to make plan changes to personalize their home. We have always given free architectural service on changes. None of our customers has ever been charged an architectural fee—and some of the changes have been fairly major in nature. The main thing is that they want to make up their own mind in their own time and they resent any hint of pressure." Having learned to live with low-pressure, soft-sell tactics, Haft-Gaines has indoctrinated all their salesmen to stay far, far away from any statement to a customer that might convey any impression of pressure selling.

Gaines adds, "We also quickly found out that the customer who's in the market for our class of home doesn't want to be 'optioned' to death . . . when he sees an attractive feature in the model he likes, he wants it to be included in the price rather than hearing, 'Oh, well that's an optional extra.'"

CONTINUED



**PUTTING THEIR HEADS TOGETHER** at the start of Imperial Point construction are builders Burt Haft, Jack Gaines and Richard Haft. Partially completed entranceway is visible in background.



**ROYAL OAK HILLS ENTRANCE**—In a heavily wooded setting, characteristic of the gently rolling site of the ROYAL OAK HILLS community, stands this massive natural coral rock entranceway. A divided and landscaped boulevard leads to the custom homes set among the abundant natural growth of mature trees and shrubs.

## HAFT-GAINES STORY CONTINUED

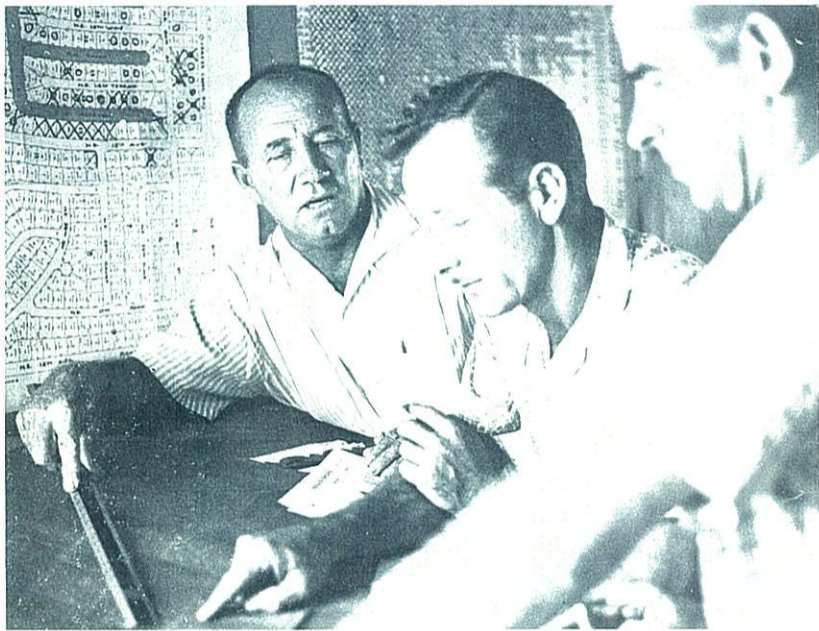
"Where we show a swimming pool, it's included in the price of the house. Where we show central air conditioning, or a marble bathroom interior, it's included!"

A big factor in their success, all three agree, has been the fact that they have staffed their organization with the top talent available, both in the building and sales departments. "It costs money to employ good people," says Richard Haft, "but it is the wisest money you can spend in this or any other business, I believe."

A Haft-Gaines customer pays a 10% deposit on the home he selects. Delivery may take place as soon as 60 days or as long as a year or more from the time the deposit is given, depending on the buyer's wishes. Who buys the Haft-Gaines homes? They come from all over, including Florida, according to Jack Gaines.

"Many of our purchasers are either people who've decided to transfer their residence to Florida and have ceased active participation in their northern business interests, or they're people who can spend part of the year in Florida now and will become permanent residents at a later date. Of course, many of our customers are also found among Florida business and professional people."

Typical of Haft-Gaines' meticulous attention to detail that continues long after the sale of a home, are the complete arrangements they offer each purchaser for taking title to his new home. Working with Broward County Title Company—a concern older than Broward County itself and whose



**OFF THE BOARD AND ONTO THE GROUND.** Jim Jamison, chief superintendent of construction for Haft-Gaines, and associates check the blueprints on the drawing board one last time before stepping out into the field to begin actual building operations.



**SIGHTING ON THE SITE**—Surveying crew takes final sighting to determine exact location of Imperial Point home. Purchaser has previously selected desired lot. Following report of survey, building crews will move in to commence job.

records furnished the basis for the original county land records—Haft-Gaines even goes so far as to offer purchasers, many of whom return to their local areas during the time their new home is under construction, the opportunity of taking title by mail.

At the time of closing title, each buyer receives a detailed breakdown of all costs and a full explanation of mortgage terms. Following the closing, documents are recorded and a warranty deed is delivered to the purchaser.

To assure the home owner that his property will be delivered to him free and clear of any title defects, Haft-Gaines' legal staff, together with the staff of experts of Broward County Title Company, thoroughly check and search the title to all land purchased and developed by the Haft-Gaines Company.

Having successfully built and sold 2500 custom homes in the last 5 years, Haft-Gaines found itself running out of land and purchased from Coral Ridge Properties Inc., the last remaining land parcel along the Intracoastal Waterway in Northeast Fort Lauderdale, where frontage on the Intracoastal Waterway and proximity to the ocean, just a stone's throw away, determine the desirability of home sites. Coral Ridge Properties, headed by James S. Hunt, has been developing and selling prime Fort Lauderdale property for the past decade and it was well known they were interested in finding a purchaser for this choice residential land. Hunt, however, was willing to sell only to a builder who would adhere to the high standards Coral Ridge had set for the entire area.

Following the formalities of signing with Coral Ridge for the land during the fall of 1961, Haft-Gaines went forward with plans for development. They selected the name "The Landings," commissioned Florida's outstanding landscape architect, Frederic B. Stresau, to design a \$200,000 entrance from U.S. Highway No. 1, and directed their architects to draw up designs for new exhibit homes while their engineers proceeded with development of the property. Then commenced the round of planning sessions with Florida Power and Light Company, the utility responsible for providing electric power to the new area, Southern Bell Telephone, to plan telephone installations, large scale suppliers such as General Electric, Carrier, Crane and others who will be called upon to supply huge quantities of materials and equipment to go into these individually planned homes.

At the same time he receives the keys to his home, every Haft-Gaines purchaser is given a booklet detailing the facts about his home, its equipment and the performance he may expect, together with the builders' guarantee. Haft-Gaines' representatives check with home owners at regular intervals during their first year's occupancy to check satisfaction, to insure proper performance of equipment and all components and to correct any cause for complaint. "Yes, there are complaints," says Jack Gaines, "but we make sure that every one of them is taken care of before it becomes a sore spot. Nothing is ever absolutely perfect. The big thing is to give the customer the same service after the sale as before." Many of Haft-Gaines new customers are the direct results of recommendations by former purchasers, a fact in which the builders take great pride.



**LAST CHECK BEFORE POURING FOUNDATION SLAB** — Haft-Gaines foreman, blueprint in hand, makes final detailed check of preparatory work on site. When his O.K. is initialed on plans, foundation slab will be poured and home will be off to a proper start.



**NO PIPE DREAM** — Pipe counter and pipe checker check line-up of pipe against blueprints to make sure every specified item is accounted for. Pipe will be set in foundation form preparatory to pouring slab.



## HAFT-GAINES STORY CONTINUED

**ON THE LEVEL**—Mason laying block is careful to check work with level. Walls must be absolutely straight to pass foreman's inspection. Florida building codes, formulated with hurricane winds in mind, specify CBS (concrete block and stucco) construction and every part of home is subjected to rigid inspections.



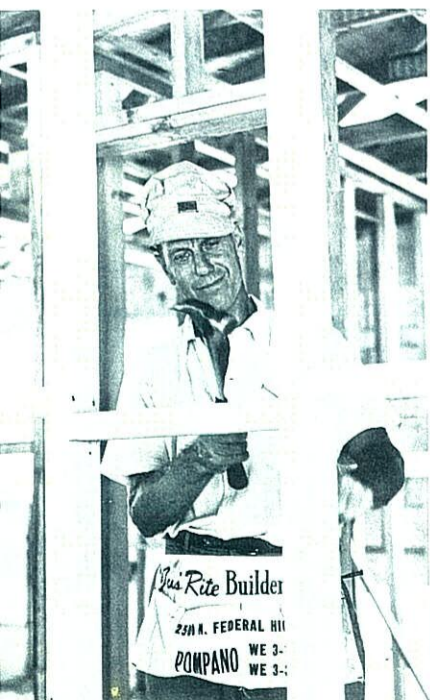
**FIRST FLOOR GRINDING**—Crew gives terrazzo floor first grinding immediately after pouring operation. During construction, terrazzo will be ground 3 more times until multi-colored Italian marble chips take on mellow lifetime gloss. Final polishing seals terrazzo against stains. Floor then withstands hardest use and needs damp mop cleaning only.



**PLACING ROOF TRUSSES**—The walls are up and now the massive wood trusses that will support the roof are fixed in place. Reinforced manufactured trusses are superior to old-style supports put together on the job. In this photo 3 men install trusses as 1 man inspects finished work.



**LET THERE BE LIGHT**—Brace of outdoor electrical lighting fixtures is installed. Metal conduit and outlet boxes conform to electrical code. Eaves will later be closed in so that only fixtures' exterior fittings will be visible.



**FRAMING IN**—Interior walls are framed in selected lumber. 2"x 4" studding is used throughout with vertical studs placed at 16 inch intervals.



**CHANGE OF PLAN**—Having exercised a woman's time-honored prerogative of changing her mind, this lady has taken advantage of Haft-Gaines' free architectural service to make a change in the home that is being built for her. In this photo, the architect is showing her how plan changes have been incorporated in her custom built home.



**BETWEEN YOU AND THE SUN**—Air conditioning outlet is installed below layer of Owens-Corning Fiberglas insulation. Roof insulation will protect home from summer heat, cut electric bills by easing load on GE central air conditioning.


**THIS MEDALLION** is the hallmark of electrical excellence. You will find it on every home at "The Landings."



YOU will enjoy the comfort and convenience of Medallion Home living at The Landings . . . the modern, all-electric community. Throughout these homes, electricity does every job easier and better . . . flameless and fumeless, cleaner and cooler . . . saving you time, work and money, while making life more enjoyable . . . giving you more time for family and friends. And . . . a Medallion Home with an all-electric kitchen will be as modern tomorrow as it is today . . . protecting your investment, too.




**SUPER-FAST . . . SUPER-SAFE . . .**  
*flameless*  
**ELECTRIC WATER HEATING**



New model, automatic electric water heaters give you all the hot water you want . . . when you want it . . . and SUPER-SAFE because they are flameless and fumeless for precious peace of mind.

**CLEANER . . . COOLER . . . SAFER . . .**  
*flameless*  
**ELECTRIC COOKING**



Cleaner . . . does not blacken pots and pans. Cooler . . . heat goes into food, not out into kitchen. Safer . . . because it's flameless.

**ELECTRIC AIR CONDITIONING FOR YEAR ROUND CLIMATE CONTROL**



Central electric air conditioning keeps you cool in summer and warm in winter . . . tried and proven . . . for healthful comfort throughout the house.

**AMPLE LIGHT-FOR-LIVING**



for eye-saving illumination and decorative beauty . . . indoors and outdoors . . . and FULL HOUSEPOWER wiring with plenty of switches and outlets . . . that's Medallion planning.

 *there's no Match for* **flameless** *Electric Living*  
... IT'S CHEAPER, TOO!

F L O R I D A P O W E R & L I G H T C O M P A N Y  
HELPING BUILD FLORIDA

## HAFT-GAINES STORY CONTINUED



← **GETTING THE RANGE**—General Electric installation man sets counter top electric range in place in mica kitchen counter. GE wall oven (not shown) has already been installed.



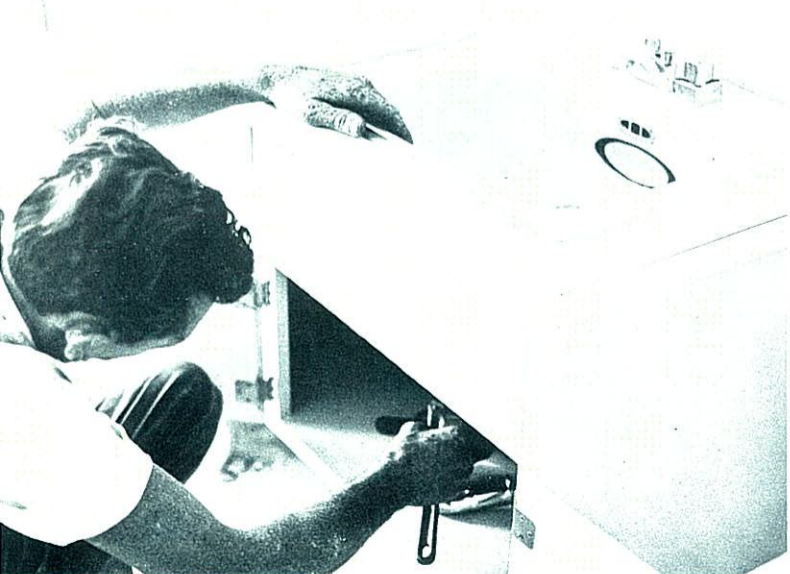
**ALUMINUM AWNING WINDOWS GO INTO PLACE**—Installation man places awning windows in already mounted aluminum framing. Each pane of glass is framed in heavy-duty aluminum and weatherstripped for weathertight closure. Awning windows provide maximum ventilation and may be safely left open during rain.



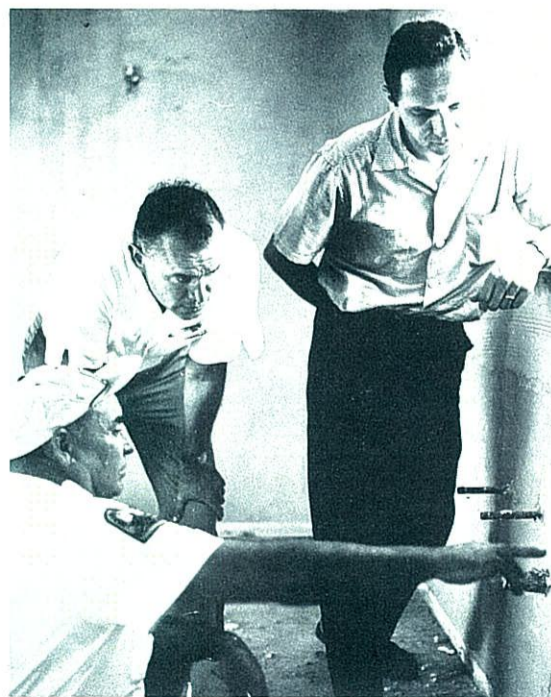
**GETTING PLASTERED**—Expert plasterers, working almost more swiftly than the eye can follow, apply plaster to walls and ceilings as basic structure of home nears completion.



**SLIDING GLASS DOORS**—Smoothly rolling glass doors set in aluminum frames open onto patios. Crews check locking, weather-stripping, fingertip action before approving installation.



**FINAL PLUMBING**—Bathroom vanity and sink are hooked up during final plumbing processes.



**INSPECTION TIME**—Builders Jack Gaines and Burt Haft accompany Broward County Building Department inspector as he makes one of 15 inspections that will be given home before it is finally approved. 2 additional inspections are required when a swimming pool is part of the home. Before any of these inspections are made, a Haft-Gaines construction superintendent makes a builder's inspection that is, if anything, even more searching.



**SETTING TILES**—Bathroom ceramic tiles are installed following placing of bathroom fixtures. Colors are chosen by purchaser from a wide variety before construction begins.



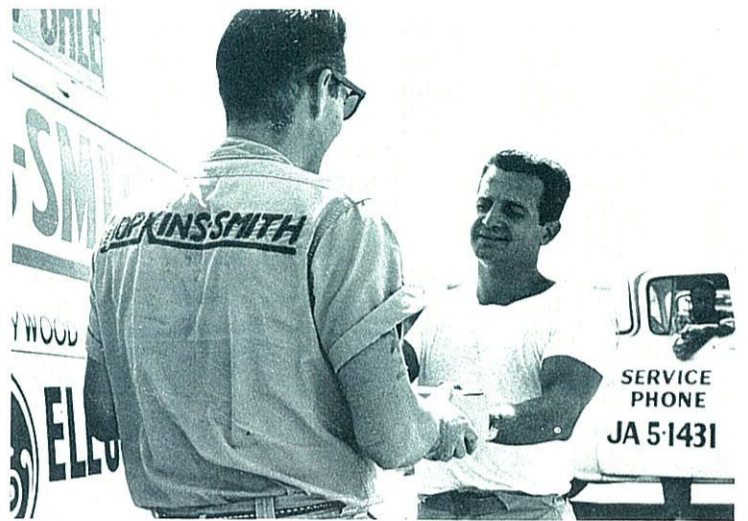
**FINISHING TOUCH** — Quality paint in decorator colors chosen by the purchaser is applied to all surfaces for which paint is specified. Skilled painters using brush and bucket painstakingly apply primer and finishing coats.



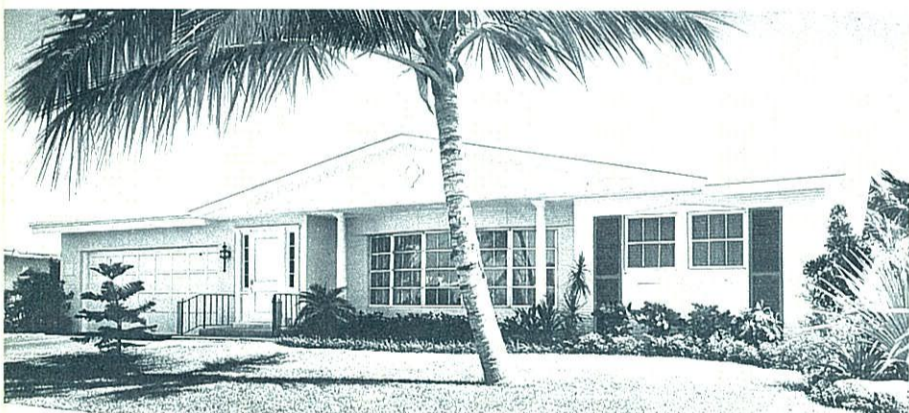
**PANELED WALL**—A wall is finished in selected wood paneling. Nails are placed and skillfully covered so no nailholes show in finished wall surface.



**BUILDING A POOL**—Concrete is sprayed from guns under high pressure onto swimming pool's steel frame by guniting process. Special gunite process costs the builder more, but produces a stronger, finer pool.

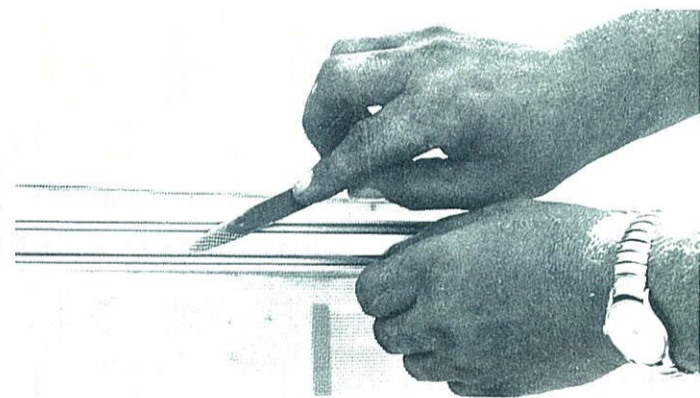


**ON-THE-SPOT SERVICE** — General Electric dealer Hopkins-Smith has service trucks ready to roll to provide any needed parts and to give immediate service for all GE appliances.



**THE FINISHED PRODUCT**—Completed and landscaped, here is a typical Haft-Gaines custom built home. Perfect in every detail, built to the owner's desires, this home takes its place as part of a Haft-Gaines custom community.

**INSTALLING FIBERGLAS SCREENING** — Pools and patios are enclosed with Owens-Corning Fiberglas screening fixed to heavy-duty structural aluminum framing members.



**THE HAFT-GAINES FAMILY** — Photographed against a backdrop of custom built Haft-Gaines homes, this smoothly functioning team is the heart of the Haft-Gaines organization. The range of their specialized tasks extends from

planning to building and sales, but so well does each know the other's job, that in a pinch almost any member of the group is able to fill in for another.



AT THE LANDINGS, an all-waterfront community of individually designed homes in northeast Fort Lauderdale, future residents board the Haft-Gaines boat for a cruise along the Intracoastal Waterway to view their waterfront lot from the yachtman's vantage point.



STIMULATING A NEW VISUAL APPROACH TO HOME ENJOYMENT  
**Daryl Patio Rama and Showerama**  
*As the creations by Haft-Gaines demonstrate so well*

Daryl Patio Rama sliding glass doors provide the showcase for your tasteful furnishings . . . Showerama enclosures provide the lavish feature that makes your bath all the more enjoyable.



7240 N. E. 4TH AVENUE, MIAMI, FLORIDA

# Concretely Speaking...

**Let us examine the hard facts.**

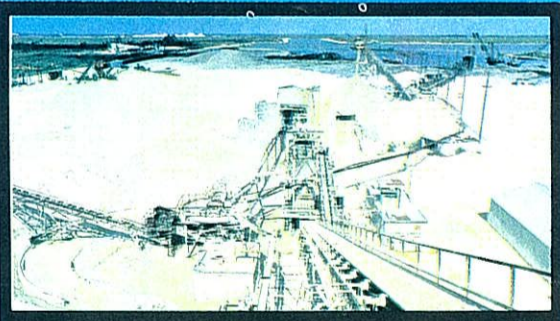
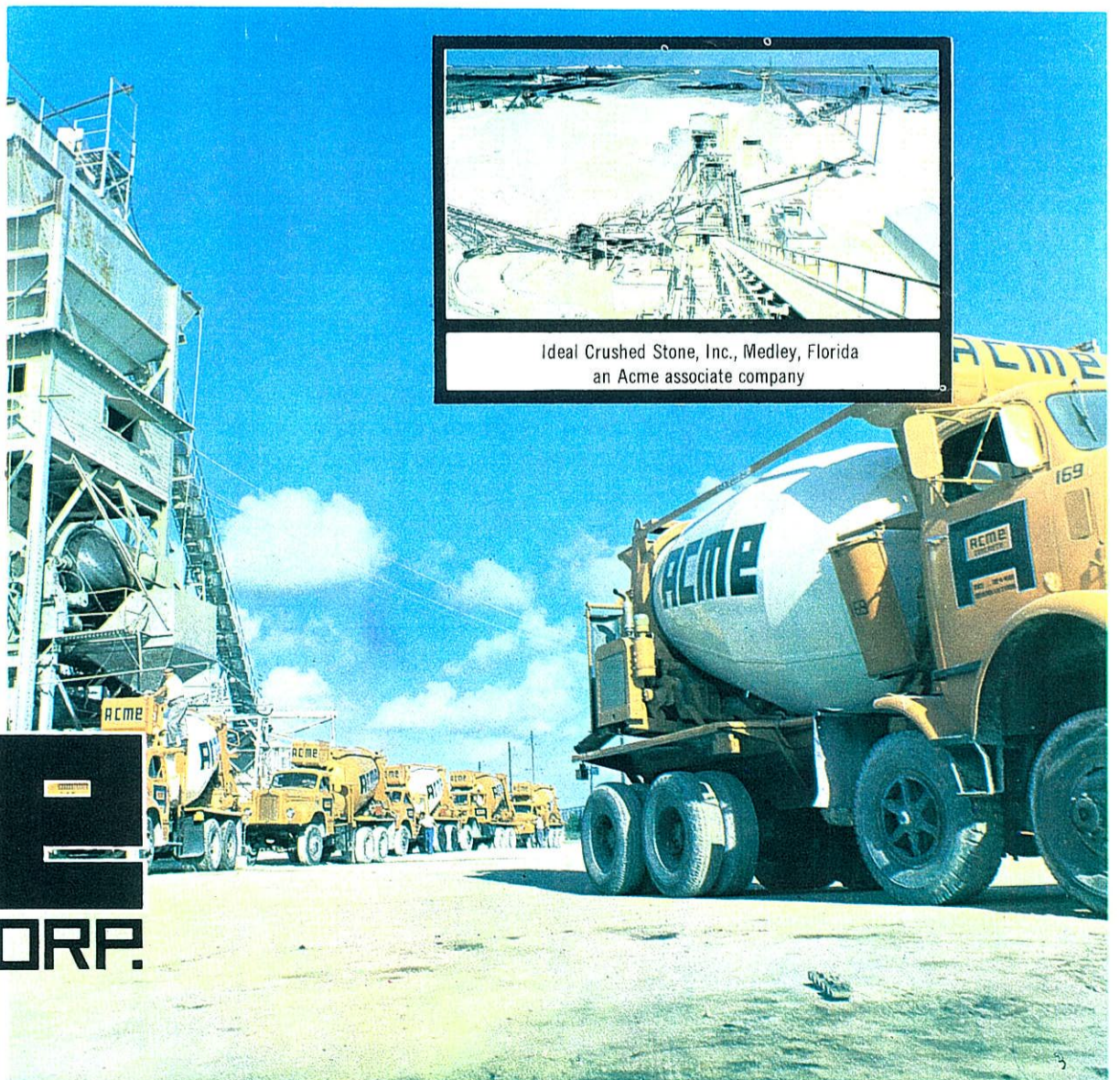
The "foundation" of building success starts with consistent quality Acme Concrete products. You can depend upon every yard doing a heavy duty job with stress standards exactly as specified.

On-time deliveries by Acme's swiftly moving "Big Orange" fleet carry round-the-clock service dependability to every job.

"Structure-Certified" products of the BIG A —Acme Concrete Corp. play a fundamental part in building northeast Fort Lauderdale's magnificent new community—THE LANDINGS.

# ACME CONCRETE CORP.

5700 N.W. 37th Avenue, Hialeah, Florida  
 Dade: NE 4-4503 / Broward: LU 1-1200



Ideal Crushed Stone, Inc., Medley, Florida  
 an Acme associate company

for really **BIG QUALITY**  
you can **SEE** and **HEAR** and **FEEL**



**LOOK** with pride at this good-looking, obvious quality on the face of your home...the best lumber...the heaviest hardware. The best.

**DEMONSTRATE** this quality to your own lasting satisfaction. Lift this easily operated, sectional door. Try it for yourself.

**LISTEN** to The "OVERHEAD DOOR" as it glides quietly, smoothly, up and over, out of the way.



**PROOF OF THE PUDDING**  
is the expert installation  
and service back-up  
you get from our  
factory-trained men

**DOORS MADE AUTOMATIC**  
easily and quickly for conveni-  
ence, health and savings.

*The original upward-acting sectional door, made only by*

**OVERHEAD DOOR CORPORATION**

General Office and Manufacturing Division: Hartford City, Ind.

Manufacturing Distributors: Dallas, Tex.; Portland, Ore.; Cortland, N.Y.; Hillside, N.J.; Lewiston, Pa.; Nashua, N.H. • In Canada: Oakville, Ontario

## Welcome To Boca Raton



**JOHN R. BRANDT**  
Mayor, Boca Raton, Florida

As Mayor of Boca Raton, it is a privilege for me to welcome residents of the fine new community of Royal Oak Hills, and to congratulate its builders, the Haft-Gaines Company, on another splendid achievement for which they have received national recognition.

In the creation of residential communities like Royal Oak Hills, Haft-Gaines serves not only the best interests of the home buyer who is their customer, but the entire surrounding area as well.

The charming appeal of our city is evident in its progress. Now our new friends in Royal Oak Hills add a proud new chapter to our advancement.

Our greetings go also to our new neighbors at Imperial Point and The Landings, Fort Lauderdale.

Sincerely yours,

*John R. Brandt*  
John Brandt, Mayor

## FLORIDA POWER & LIGHT COMPANY



**ROBERT H. FITE, President and General  
Manager, Florida Power & Light Co.**

I have recently visited your Imperial Point of Coral Ridge and believe that every member of your organization is to be congratulated on the superb job done to date in the development of this all-electric community.

During the past decade, as you know, Florida Power & Light Company has been engaged in a never-ending race to keep ahead of the electrical needs of Florida's rapidly expanding communities. During this expansion, it has been our pleasure to work with such Haft-Gaines communities as Cypress Harbor, Coral Ridge Harbor, Royal Oak Hills, Imperial Point—and now, of course, The Landings.

Every one of our people who has worked with you has been impressed, not only with your painstaking attention to detail, but also with your determination to build outstanding homes that offer the utmost in comfort and convenience for Better Living...Electrically.

It is extremely gratifying to us, too, that your homes will qualify for the coveted Medallion of electrical excellence, and that they will be equipped with year-round electric air conditioning.

Again, our very sincere congratulations and best wishes. It is always a pleasure to work with you in helping build a greater Florida.

Cordially,

*Robert H. Fite*

**ROBERT H. FITE**  
President and General Manager



# LIVING IN A HAFT-GAINES COMMUNITY

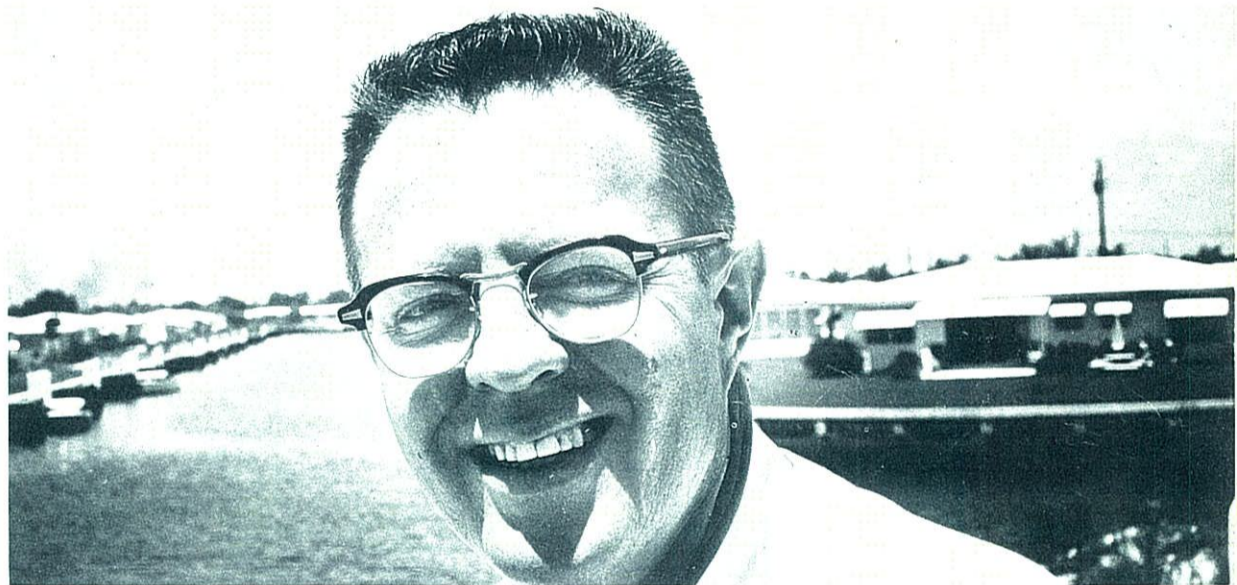
One of the most striking things about the Fort Lauderdale-Pompano Beach-Boca Raton area and particularly in the already built-up Haft-Gaines communities, is the friendliness and congeniality of the householders. That the majority of these people came from different sections of the country and had no previous acquaintance with each other makes this an even more remarkable phenomenon.

The explanation perhaps lies in the fact that the area, the communities, the custom homes and the price range attract a group of people who are naturally partial to each other's company. Whether or not this is an accurate appraisal, the fact remains that there is a feeling of genuine warmth and of "belonging" that is rare in Florida, where the arrival of new and friendless families is an everyday occurrence in populated neighborhoods.

At Imperial Point, Royal Oak Hills and The Landings, as at other Haft-Gaines communities, newcomers are welcomed and made to feel at home by their neighbors. Social organizations thrive and engage in community activities; deep and lasting friendships are made and a surprising number of residents often remark that they feel more at home in their comparatively new neighborhoods than they used to feel in places where they had spent the major portion of their lives.

**LANDINGS ENTRANCEWAY**—On the east side of U.S. Highway No. 1 in northeast Fort Lauderdale is the permanent community entrance to THE LANDINGS. Designed by Frederic Stresau in a British Colonial motif, the strikingly handsome entrance gate is distinctively marked with a grillwork of white wood pickets accented by genuine Georgian Marble piers on which are mounted 20 hand-

made coach lamps. The oval entrance and exit drive curves around the elliptical pool in the foreground with its gently playing fountains. In the center of the entranceway is the typical British sentry box. The landscaping is keyed to an arrangement of dark green foliage which provides a perfect natural background for the entrance gate.



## 6000 HOMES LATER

The smile that wreathes the face of David Curland in the photo above is identical with the one that has presided over the sale of more than 6,000 homes over a 12 year period. A former northern manufacturer who fell in love with Florida, Curland turned to real estate both as a means of making a living for his family and to spread his own infectious enthusiasm for life in the sun.

His first employer was the Fort Lauderdale builder who sold him his Florida home. When the Haft-Gaines trio began their Florida building operations, they sought out Curland who by that time had earned a reputation as a highly successful sales organizer. One of the reasons they wanted him was because along with his successful record, he was equally well known for his easy-going amiability, which fitted in perfectly with the Haft-Gaines concept of "soft-sell," low-

pressure salesmanship.

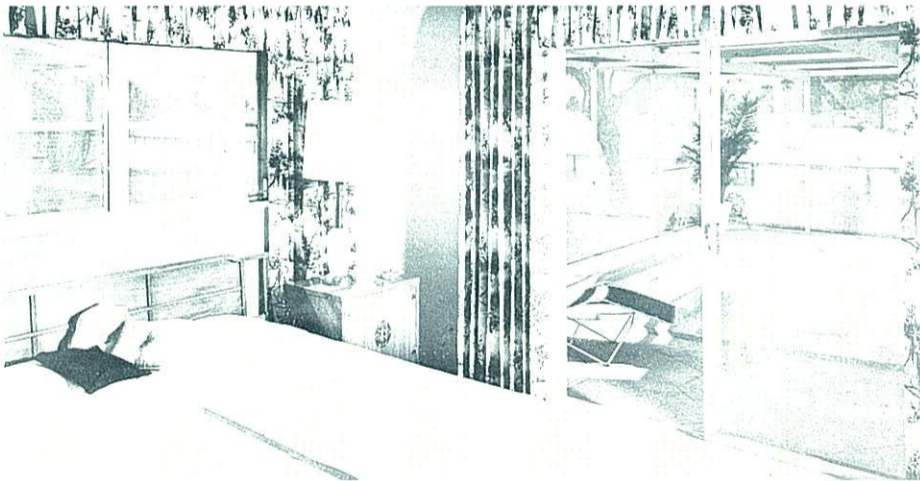
Curland insists that every member of his sales staff learns everything there is to know about the homes he is selling so that he can give an on-the-spot, intelligent answer to almost any question a customer asks. Curland also indoctrinates every man and woman in his sales crews to take a genuine interest in their prospective customers' problems. "Our customers are usually not just buying a home . . . many of them are changing their residence from a place they know intimately to a new community in a state they know comparatively little about," says Curland. He adds, "We don't sell just a home, but away of life as well, and I want our sales people to be able to establish a personal relationship with each customer so that we can help as much as possible in smoothing the way for a successful and happy start to their Florida home ownership."



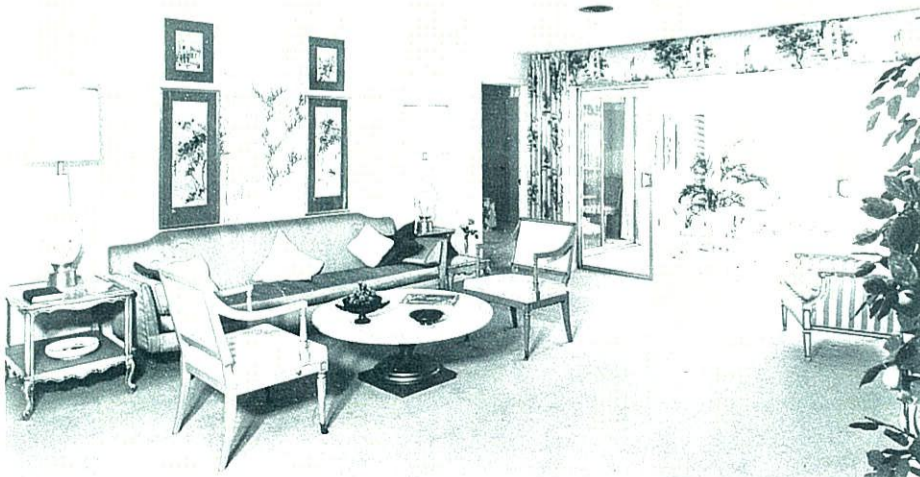
**WATER, WATER EVERYWHERE** — With hundreds of miles of waterways, Southeast Florida is a boatman's paradise. This photo taken at Haft-Gaines Cypress Harbor community is typical of the water highways that dot the area.



**EVERYBODY'S IN THE SWIM**—Pool'n' patio fun probably would rank No. 1 in any poll of the sheer joy of Florida living. Large screened patios, spacious filtered pools and the expanse of sliding glass doors provide for an almost instant transition from indoor to outdoor living.



**WAKE UP AND SWIM!** When it's just a hop, skip and a jump from bedside to poolside, an early morning dip often replaces the customary shower. On hot nights, evening swims are also highly popular.



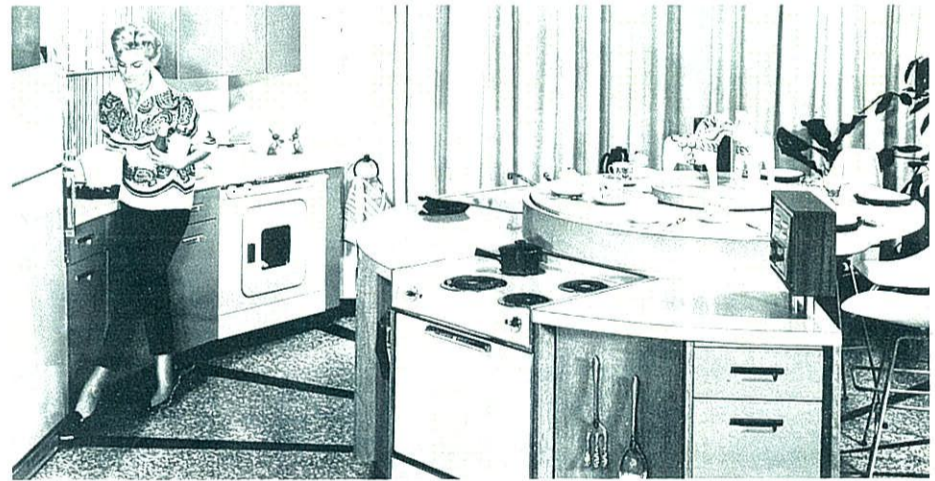
**FORMAL LIVING ROOM** — Florida living is anything but rigidly casual. Many Florida homeowners combine traditional living rooms with outdoor pools and patios.



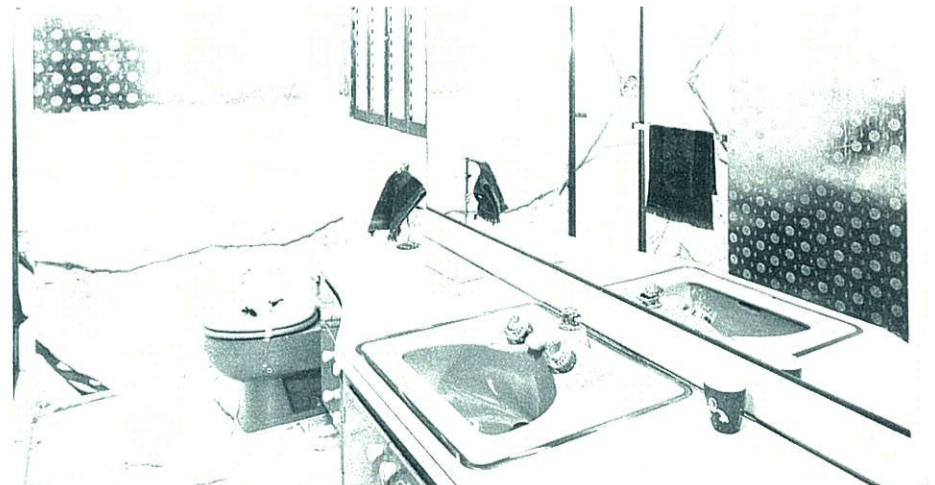
**NOTHING LIKE EXCHANGING A BIT OF NEWS** — Like good neighbors anywhere — and everywhere — these gentlemen have paused for a moment in the day's activities to discuss the important items in the news. (Gentlemen never gossip!)



**THE COCKTAIL HOUR** — In gracious homes all over America, the cocktail hour at the end of the day's activities is a time for relaxation and small talk. When central air conditioning is included, not even summer's hottest days disturb this intriguing combination of formality and casual entertaining.



**KITCHEN IN THE ROUND**—Ingenuity in layout and clever utilization of today's appliances give an out-of-this-world feeling to this GE circular kitchen at Imperial Point. One side curves around a turntable which at the touch of a fingertip moves dishes to the sink, and dishwasher; puts dessert in front of the diners.



**BATHROOM DECOR** — This strikingly handsome bathroom at The Landings, with its extensive use of imported Italian marble and Crane plumbing, is typical of the extra touch of luxury that is found in all Haft-Gaines architect designed homes.



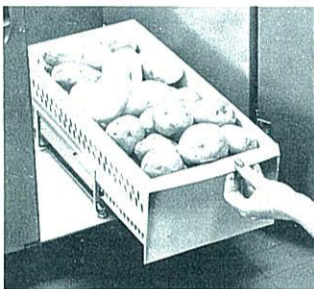


Homemakers of the world...ORGANIZE!

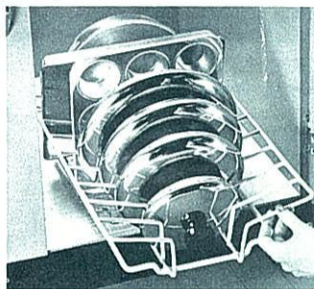
Put 'em in their place with Rubbermaid



**STORAGE TURNTABLE** spins needed items to front of cabinet. **TURNTABLE BINS** give divided storage on turntable.



**ROLL-OUT VEGETABLE DRAWER** gives fingertip storage for fruits and vegetables. Holds up to 17 lbs. of potatoes! Durable, rust-proof.



**SLIDE-OUT LID RACK** organizes, protects big 'n little lids and muffin tins. Cushion-coated wire rack slides out to you for fast selection.



**ROLL-OUT STORAGE DRAWERS** are stackable, give added storage space. Roll out on pre-lubricated nylon wheels. Four sizes available.

Find base cabinet storage space you haven't even used yet! Rubbermaid's handsome bins, drawers and racks create new place-for-everything space, right at your fingertips. Grope no more. Enjoy organized, convenient storage.

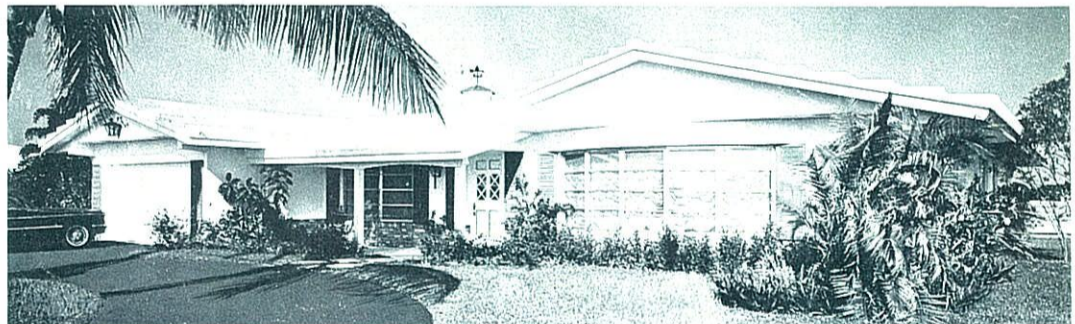
Good design is apparent in every item. Sizes carefully planned to fit all cabinets to best advantage. Let these wonderful new Rubbermaid storage aids double the useable space in your busy kitchen.



Rubbermaid Inc., Wooster, Ohio

# THE ROOF OVER YOUR HEAD...

## More Than Just A Platform For A TV Antenna



**LONG, CLEAN LINES OF BAHAMA ROOF** complements architectural design, eliminates necessity for rain gutters.

The idea of a roof has been synonymous with home and hearth from the beginning of man's short span on earth. The common expression, "the roof over your head" symbolizes the fact that, on many occasions, home has consisted of little else other than a roof.

Over the years, roofs have generally attracted little attention, most homeowners being content with whatever effectively kept rain out. The only time attention really focused on the roof was when, after 15 or 20 years of faithful service, it needed refurbishing, at which time the righteous indignation of the householder forced to invest hard cash in repair work made itself heard round the neighborhood.

In northern areas where two story homes were the rule until the advent of the modern ranch type dwelling, the roof of a home was hardly visible from the ground and was of little importance in carrying out the architectural design of the house. In Florida, where single story homes abound, the decorative importance

of roofs was felt early.

In the building boom of the 20's with Mediterranean building styles in high demand, red tile roofs were almost obligatory. Some time thereafter, it occurred to a number of perspiring families that perhaps a white roof might serve as an effective reflector of the sun's summer heat. At that point, white roofs came into vogue in the sunshine state and have remained the No. 1 choice of South Florida citizens.

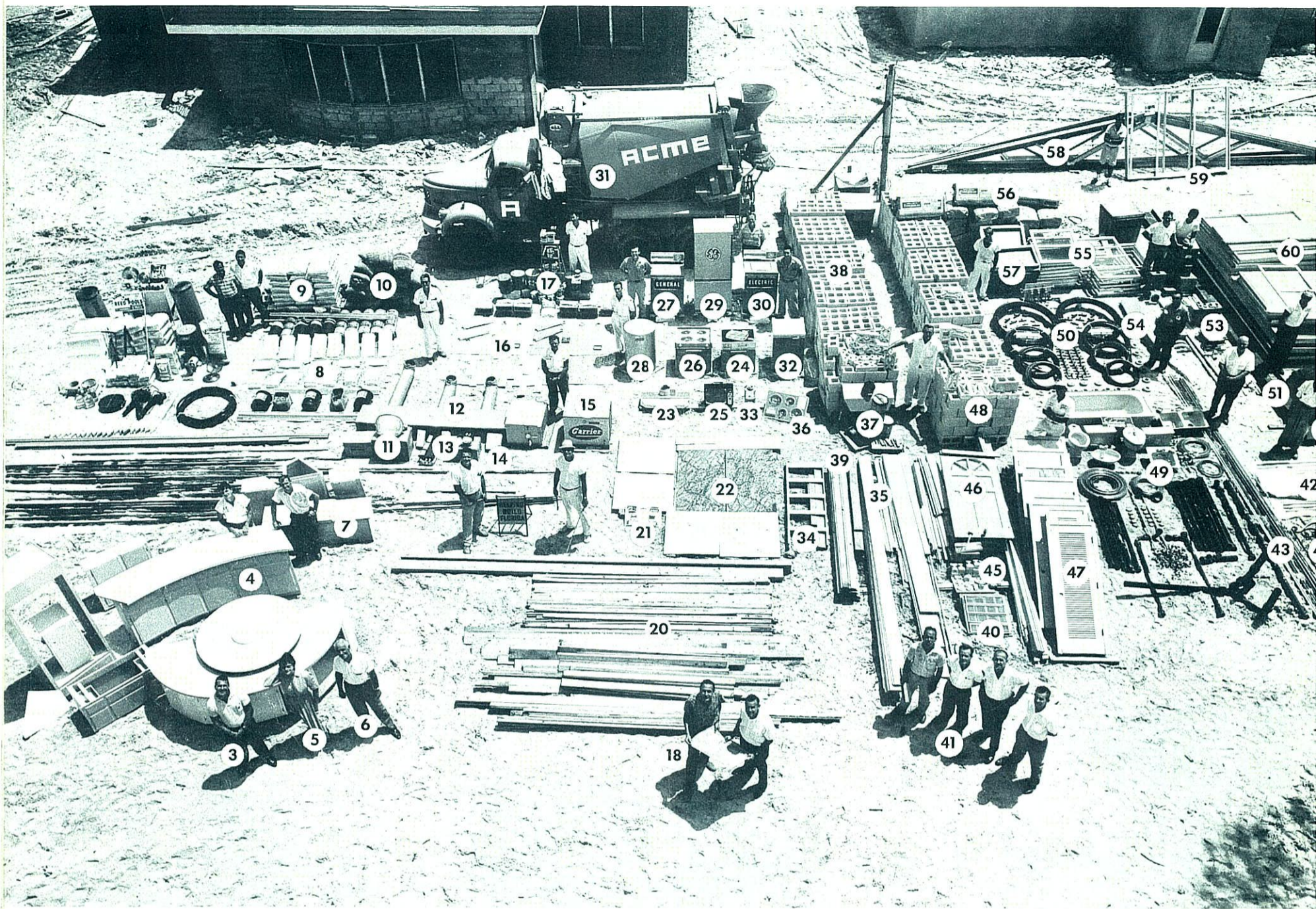
Following this discovery, the usual roof topping in South Florida consisted of either white tiles—flat or barrel shaped—or a white gravel roof covering.

With more and more attention being centered on architectural design, it was inevitable that someone would one day devote some attention to improving both the texture and appearance of the indispensable roof.

Out of all this has emerged the Bahama roof. Consisting of a highly durable mixture of cement and aggregate poured in steps with

long sweeping lines, the Bahama roof is not only functionally superior to other types, but possesses the advantage of visual attractiveness as well. The design of the steps controls the flow of water from the roof even in heaviest rains. The water flow is directed beneath and around the roof panels. This not only makes for efficient water drainage, but aids in preserving the roof's gleaming white finish, an important factor in reflecting summer sunlight. In addition to their functional purpose, the steps of the Bahama roof create shadow patterns and transform a flat plane into a varying surface possessing architectural value and esthetic interest.

Installed by trained crews, drain angles on these custom roofs are deliberately pitched away from pools, patios and entranceways effectively putting an end to the built-in waterfalls of yesteryear. Bahama roof installations are one of the identifying marks of high priced custom built homes.



## BUILDERS' DO-IT-YOURSELF KIT

Here is the house that Jack — and Burt and Richard — will build. The component parts of a Haft-Gaines home here assembled represent a combination of some of the civilized world's most ancient crafts and some of its most modern industrial processes. To put this mammoth jigsaw puzzle together requires the services of skilled craftsmen working in smooth combination. Riding herd over this unwieldy team of sensitive specialists, the builder assumes the simultaneous roles of impresario, ringmaster and — occasionally — wild animal trainer. When the concluding moment in the drama has been reached and the key is turned over to the proud householder the builder often reflects in silent wonderment over how all of the many different jobs got done.

- |                                |  |                                    |
|--------------------------------|--|------------------------------------|
| 1. SWIMMING POOL MATERIAL      | 22. ITALIAN MARBLE                           | 42. LUMINOUS CEILING MATERIAL      |
| 2. STRUCTURAL STEEL            | 23. EXHAUST HOOD AND FAN                     | 43. FOUNDATION STEEL               |
| 3. ARCHITECT                   | 24. OVEN                                     | 44. ORNAMENTAL IRON WORK           |
| 4. KITCHEN CABINETS            | 25. TELEVISION SET                           | 45. HARDWARE                       |
| 5. DECORATOR                   | 26. RANGE                                    | 46. FRONT DOOR                     |
| 6. SALESMAN                    | 27. WASHING MACHINE                          | 47. INTERIOR DOORS                 |
| 7. BATH VANITIES               | 28. HOT WATER HEATER                         | 48. DECOR BLOCK                    |
| 8. ROOFING MATERIALS           | 29. REFRIGERATOR                             | 49. PLUMBING FIXTURES AND MATERIAL |
| 9. PLASTER                     | 30. DRYER                                    | 50. LAWN SPRINKLER SYSTEM          |
| 10. ITALIAN MARBLE FLOOR CHIPS | 31. CONCRETE                                 | 51. STRUCTURAL STEEL BEAM          |
| 11. LIGHTING FIXTURES          | 32. DISH WASHER                              | 52. LANDSCAPING GRASS              |
| 12. AIR CONDITIONING DUCTS     | 33. DISPOSAL                                 | 53. ELECTRICAL EQUIPMENT           |
| 13. ELECTRIC METER             | 34. POCKET DOOR                              | 54. CIRCUIT BREAKER                |
| 14. LIGHT BULBS                | 35. FINISHED LUMBER                          | 55. AWNING WINDOWS                 |
| 15. AIR CONDITIONING UNITS     | 36. COOKING TOP                              | 56. FIBERGLAS INSULATION           |
| 16. TILE AND ACCESSORIES       | 37. NAILS                                    | 57. WINDOW SCREENS                 |
| 17. PAINT                      | 38. CONCRETE BLOCK                           | 58. ROOF TRUSSES                   |
| 18. BURT HAFT                  | 39. ROUGH SIDING                             | 59. PATIO GLASS DOORS              |
| 19. JACK GAINES                | 40. VENTS                                    | 60. PATIO SCREEN ENCLOSURES        |
| 20. FRAMING LUMBER             | 41. CONSTRUCTION SUPERINTENDENTS AND FOREMAN |                                    |
| 21. BATH ACCESSORIES           |  |                                    |

# Carrier makes the quietest neighbors

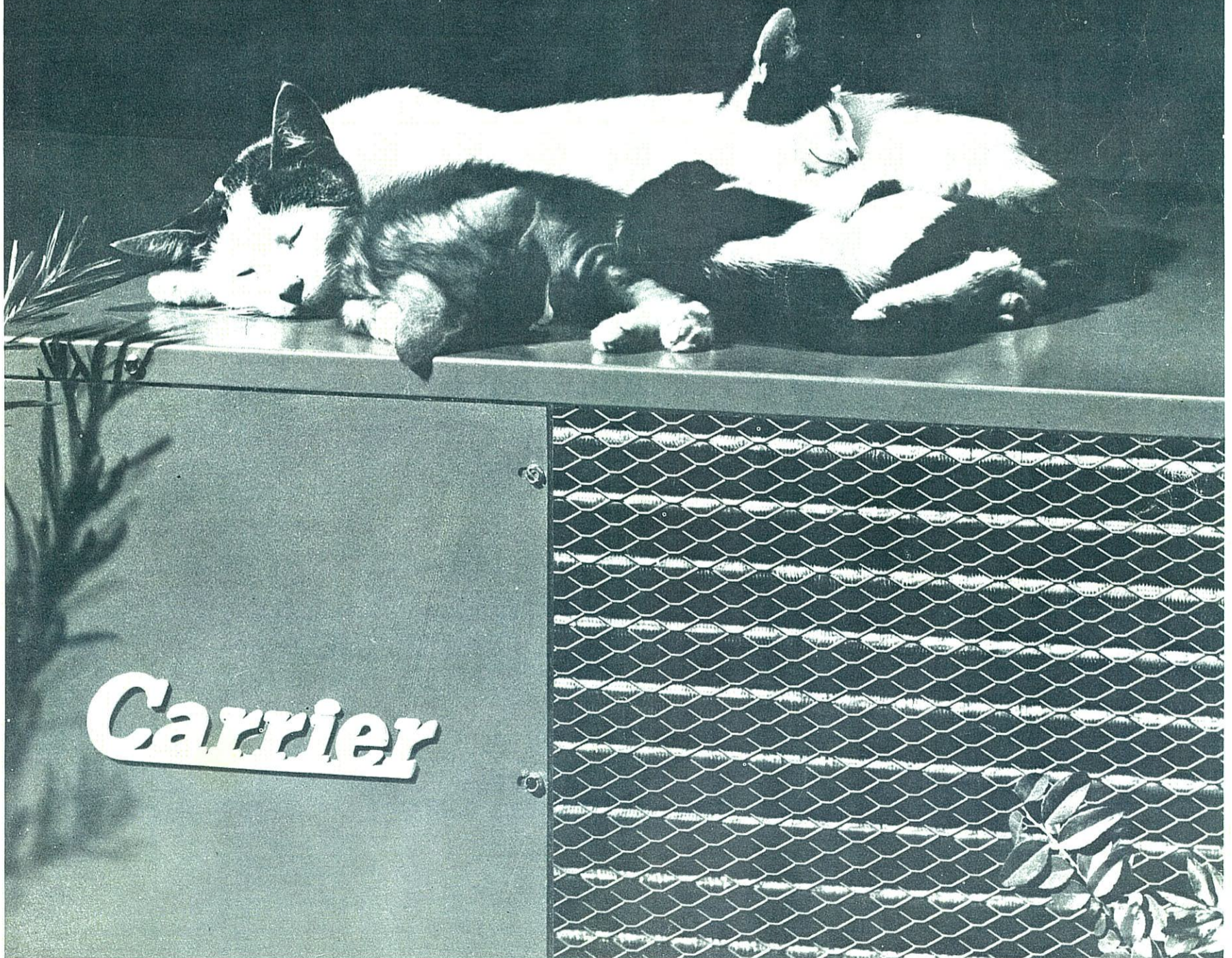
Even the new outdoor condensing unit of a Carrier residential air conditioning system is quiet—with a sound level substantially below any of its predecessors. Stand right next to it and you hear only a faint hum. We call it “neighbor approved.”

If you want the details, we hushed it by (1) employing a new ultra-quiet Carrier compressor; (2) using a blanket of heavy acoustical insulation; (3) installing a low-speed, high-volume fan; and (4) eliminating internal air turbulence with a device that is known to engineers as a venturi ring.

Incidentally, eliminating air turbulence also contributes to an important reduction in operating cost. In the past, up to 8% more electricity was required to deliver the same amount of cooling.

These are just a few of the reasons why Haft-Gaines has selected Carrier central air conditioning for the homes at “The Landings.” In fact, Carrier equipment air conditions more homes than any other make. Carrier Air Conditioning Co., Syracuse, N. Y.

**Carrier** Air Conditioning Company





Medallion homes equipped by General Electric  
at

Imperial Point  
OF CORAL RIDGE  
FORT LAUDERDALE

Royal Oak Hills  
BOCA RATON

**THE LANDINGS**  
ON THE INTRACOASTAL WATERWAY • FORT LAUDERDALE

*Live Better Electrically*

GENERAL  ELECTRIC