

1969

HOMEARAMA 69



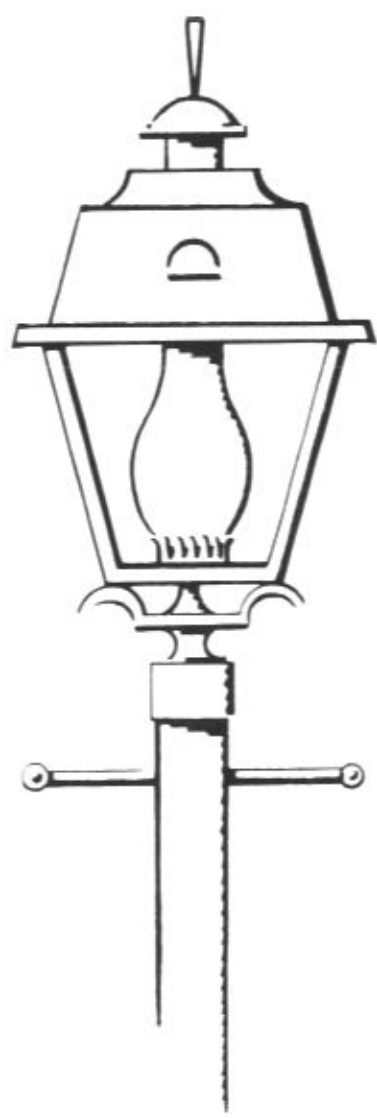
***SPACE
AGE
LIVING!***

AG 17-31

IN HUNLEY HILLS
PRESENTING THE EIGHTH ANNUAL HOMEARAMA
PRODUCED BY THE HOME BUILDERS ASSOCIATION
SPONSORED BY THE CINCINNATI ENQUIRER

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inc.*



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**phone 241-3370
phone 481-5366**

CINCINNATI, OHIO

A Personal Welcome



GEORGE J. ZUCKMAN
PRESIDENT



Dear Friend:

In behalf of the nearly 500 members of the Home Builders Association of Greater Cincinnati, it's my privilege and pleasure to extend to you a personal welcome to HOMEARAMA '69.

Sponsored by the Cincinnati Enquirer, this year's show features 14 exciting, new Medallion homes. Ten of the models are Gold Medallion homes featuring clean, efficient electric heating.

As you view this year's show, I urge you to bear in mind that during periods of rapidly rising prices, such as today, the advantages of homeownership takes on added significance . . . as a hedge against inflation.

In spite of the advances being made by the homebuilding industry, the cost of labor, materials and land are pushing the prices of homes continually upward. The home you buy today will undoubtedly cost many hundreds or thousands more to duplicate in the not too distant future.

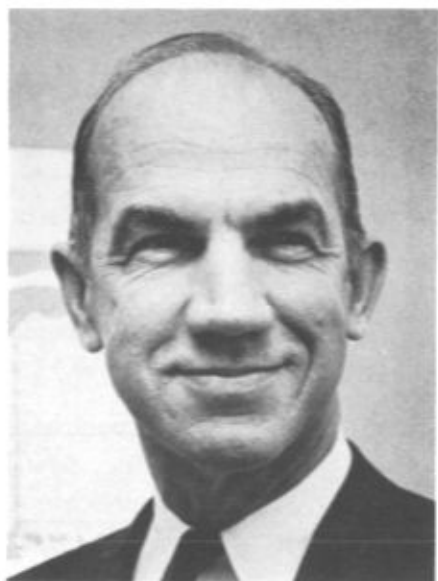
So why wait? Examine the many attractive homes featured in this year's HOMEARAMA. One of them is probably just right for you and your family.

Sincerely,

George J. Zuckman

George J. Zuckman
President

"Space Age Living" Is For You!



ALLEN E. PAUL
General Chairman

The theme of this year's HOMEARAMA bears witness to the recent developments in the homebuilding industry. Although it may not be readily noticeable, today's homes contain much more usable space than those built only a few years ago and, wherever you look, you will see "space age" conveniences which make today's new homes a better place to live and raise a family.

In our eighth annual HOMEARAMA, we have attempted to offer you many reasons why you should consider buying your dream house today. Each builder has employed his knowledge and skill to build a custom-designed home specifically for this year's show. He has incorporated the newest ideas and most modern materials which are currently available on the market.

The participating builders listed below invite you to examine closely the efficient planning, practical design, sound construction and quality materials that make this year's model homes deserving of the show's theme. They exemplify the fine homes available from members of the Home Builders Association of Greater Cincinnati.

Homearama '69 Builders

1

HY CREST DEVELOPERS, INC.
7585 Delview Drive
West Chester, Ohio 45069

2

MAUCH & MARTIN CUSTOM BUILDERS
560 Robert Taft Drive
Cincinnati, Ohio 45244

3

SWISS CONSTRUCTION
2217 Beechmont Avenue
Cincinnati, Ohio 45230

4

CRAIG HOMES, INC. & A. W. JONES, BLDR.
10426 Lochcrest Drive
Cincinnati, Ohio 45231

5

PRECISION-BUILT CORPORATION
4224 Airport Road
Cincinnati, Ohio 45226

6

ROBERT D. WISE & SON
8124 Sunburst Drive
Cincinnati, Ohio 45241

7

COLEMAN CONSTRUCTION CO.
7100 Paddison Road
Cincinnati, Ohio 45230

8

ORICK BUILDERS
7126 Baribill Drive
Cincinnati, Ohio 45230

9

D & R BUILDERS
2660 Waywards Winds Drive
Cincinnati, Ohio 45230

10

POSTON BUILDERS, INC.
7324 Ayers Road
Cincinnati, Ohio 45230

11

ROBERT PHILLIPS CONSTRUCTION
6101 Stirrup Drive
Cincinnati, Ohio 45244

12

M. J. "BUD" SCHWEIN
7605 Wooster Pike
Cincinnati, Ohio 45227

14

RY CREST HOMES
11750 Chesterdale Road
Suite No. 2702
Cincinnati, Ohio 45246

15

POSTON BUILDERS, INC.
7324 Ayers Road
Cincinnati, Ohio 45230

1

HOMERATA 69



PAD 29

If SPACE is what you enjoy, PAD 29 offers SPACE. There is more usable, finished SPACE per dollar in PAD 29 than most any other design. Every quarter inch is functional, yet impressive. There is:

- SPACE for parties.
- SPACE for formal gatherings.
- SPACE for just plain living.
- SPACE for play, young and old.
- SPACE for outdoor living.
- SPACE for quiet peace.
- SPACE for personal possessions.
- SPACE for that moment under the stars.

For even more SPACE — See Brookside Estates in Pisgah.

HY CREST DEVELOPERS INC.

777-6877

777-3591



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2

HOMEARRATA 69



HOUSE OF TRANQUILITY

10 Finished Rooms

2 Full Baths and 2 1/2 Baths

Authentic curved staircase separates the front parlor for adult privacy from the formal dining room.

The masters den is separated from the family room by the first floor guest powder room to insure quietness.

The spacious kitchen features an island type range and oven and is complemented by the family size breakfast room overlooking the irregularly shaped patio. The wood burning fireplace divides the breakfast room from the family room.

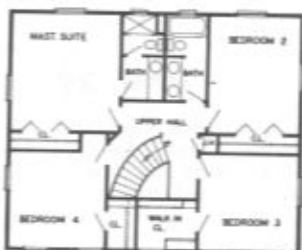
The lower level of this three level home features a bonus size party room with a wet bar and another powder room and also a ground level entrance to the rear yard.

The upper level is enhanced with several walk-in closets to make more usable the well proportioned spacious four bedrooms and two full baths.

Cleaning is minimized by the central vacuuming system.

The carriage quarters are entered from the rear giving greater expanse to the front of this residence.

SECOND FLOOR



MAUCH & MARTIN

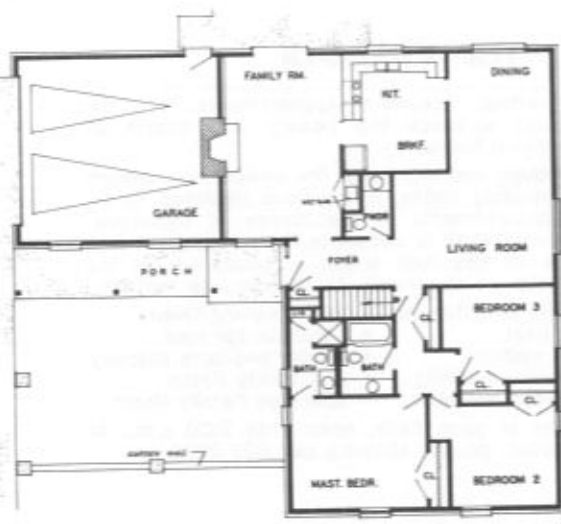
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3


HOMERAMA 69


THE COLUMBIA

A spacious ranch style home done in true French Provincial Styling featuring 3 spacious bedrooms, 2 ceramic tile baths with vanities, entrance hall, large living and dining rooms, powder room, G.E. equipped kitchen with eating area and pantry, large family room with beamed ceilings, woodburning fireplace and bar, Nutone Intercom and Vacuum System, central air conditioning, electronic air cleaner and humidifier, patio with brick setting ledge, exceptional closet space, wall-to-wall carpeting, full basement and two car garage.

This attractive home has been professionally decorated and landscaped. The front of this house has an attractive courtyard with landscaping and fountain. For further information call, 231-2767, 891-5665 or 231-4494.

SWISS CONSTRUCTION

231-4494

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4




"THE VILLAGER"

Custom crafting, luxurious appointments, and exquisite detail enhance the beauty and charm of this magnificent home.

Browse through and marvel at the newest innovations in home building today; innovations destined to be accepted appointments in the homes of tomorrow. One such innovation is shown in the weathered moss appearance of the roof which is produced by the inherent color of the rustic finish concrete roof tile.

- Central Air Conditioning
- Electric heat
- Vacuum system
- Wall-to-wall carpeting
- Thermopane windows
- Self Cleaning Oven
- Concrete tile roof
- Master bedroom balcony
- 2½ Vanity Baths
- Spacious Family Room

The Villager is open daily, noon until 9:00 p.m., or for a personal, private showing call 522-2900.

**CRAIG HOMES INC. &
A. W. JONES BUILDER, INC.**

522-2900

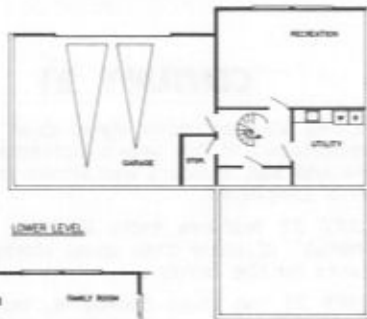
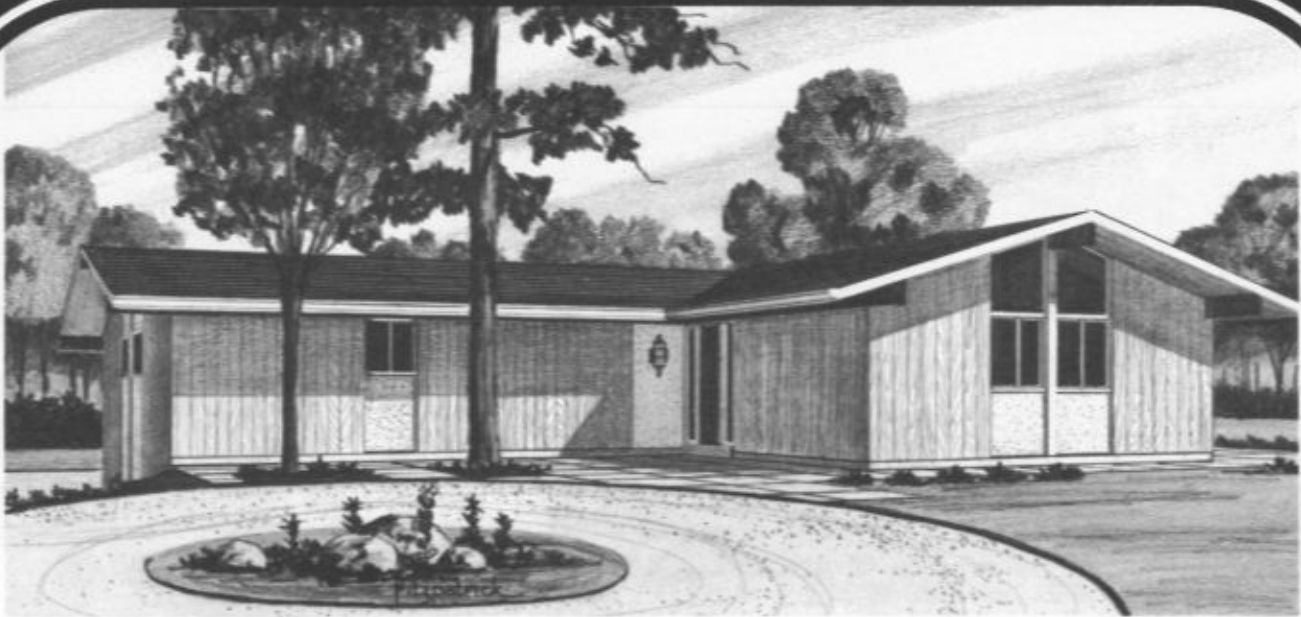
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5

HOMERAMA 69



"SERENDIPITY"

The secluded termination of the cul-de-sac of Veraview Court provides three-quarters of an acre of panoramic woodland — an ideal locale for Precision-Built Corporation's continuing development of the totally componentized system of residential building construction. The various building components are manufactured under controlled, factory conditions at the local plant of Precision-Built Corporation, and these pre-fabricated sections are then erected at the site through the use of a hydraulic crane. The plywood stressed-skin technology permits the full utilization of the structural capabilities of all the floor, wall and roof panels. This ultimate approach to building is more efficient, sturdy, swift and, consequently, more valuable.

The plan emphasizes the prevalent, scenic vista of the environs. All living spaces open directly out into a patio or a deck overlooking the woods. All rooms feature the spacious quality of a cathedral ceiling, which is accented with light from generous glass areas and also supplemented with several skylights. An elegant spiral staircase connects the first floor with a large recreation room on the finished lower level.

May your visit be an enjoyable experience as you journey through this maximum adventure in living commensurate with our contemporary era of moon-walking.

PRECISION-BUILT CORPORATION

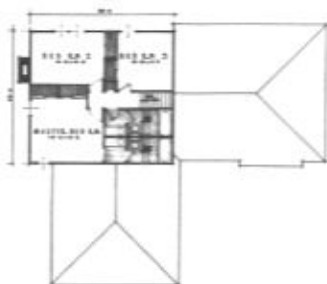
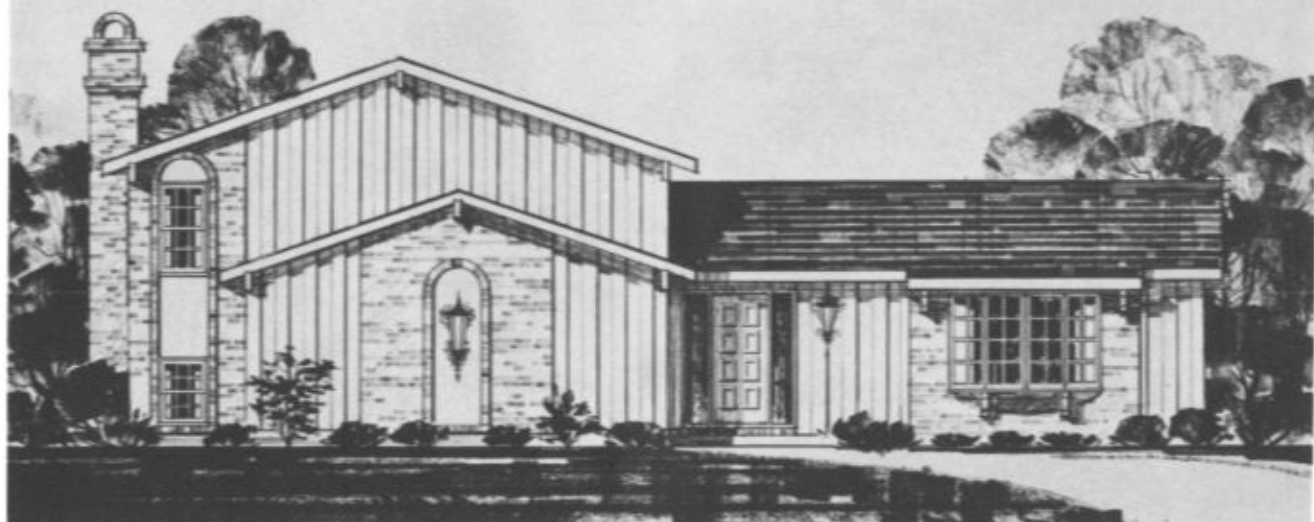
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6


HOMEARAMA 69


CENTURY 21

An exciting Mediterranean styled quad level home is the presentation in this year's Homearama by Robert D. Wise and Son, builders well known in the Northern section of Cincinnati.

CENTURY 21 features extra livability, comfort and the "bonus" of more than usual storage, also basement area for the family.

CENTURY 21 has three bedrooms, three and a half baths, step-saver designed kitchen, comfortable family room and large multi-purpose den or fourth bedroom off the family room, and all the features that make living good today and for years to come.

Robert D. Wise has over 37 years of experience in building and construction, and each home is the result of this experience and personal supervision.

ROBERT D. WISE & SON

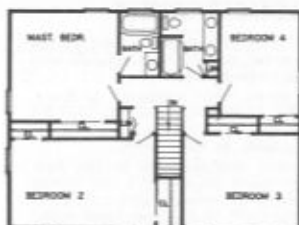
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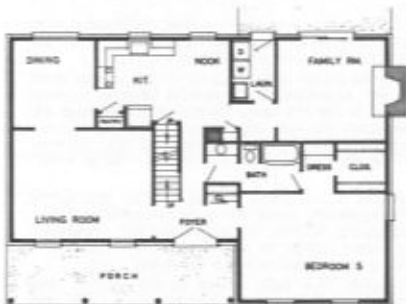


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7

SECOND FLOOR



THE NEW ENGLANDER

Coleman Construction's entry in this year's HOMEARAMA is a beautiful blend of colonial charm and "space age" quality.

If you have marvelled at the exacting quality of the recent successful moon shot, you will be pleasantly surprised at the precision craftsmanship to be found throughout the New Englander. Wherever you look, you will find evidence of honest quality which has become a tradition with Coleman Construction.

And, if you are among those who still admire the beauty and charm of true colonial architecture, you will immediately fall in love with the gracious, spacious New Englander. Every detail, every line . . . outside and inside, upstairs and down . . . gives credence to the authenticity of this fine, colonial home.

Come — be our guest — and see for yourself how "space age" quality can be combined with "old world" charm.

COLEMAN CONSTRUCTION

232-0111

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THE PATRICIA ANNE

Gracious — picture yourself greeting guests in the foyer of this ten room two story home designed with flexibility to serve the large family.

The covered front porch, the shuttered windows, double front doors, the varying roof planes, and the contrasting brick and horizontal siding are all design highlights which contribute to the charm.

Once inside, the interior features race to the fore. There is a big sunken family room with a wall to wall raised hearth fireplace. The formal living room and dining room are to the right of the over sized foyer. With both the breakfast nook and the separate dining room, eating patterns will have all the flexibility they deserve.

Upstairs, the big surprise — five bedrooms with numerous closets; three in the master bedroom. Do not miss the two and one-half baths.

This Gold Medallion (all electric) home is equipped with central air-conditioning, central vacuum system, intercom with AM-FM radio, carpeting throughout except for vinyl kitchen and ceramic tile bathrooms. The smoked glass mirrored stairway is just another one of the distinctive features of this "Orick built" home.

Rear terrace is accessible through either the family room or breakfast nook for relaxed outdoor living. The step-saving kitchen boasts all electric appliances and the latest design in all formica cabinets with a snack bar between kitchen and breakfast nook.

Orick Builders have been known in the eastern area of Cincinnati for their quality construction for the past twenty years.



SECOND FLOOR



ORICK BUILDERS

231-2547

752-7740

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HOMEARAMA '69

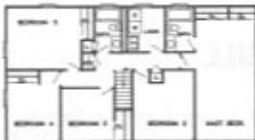

MEDALIST II

Medalist II, D & R's entry for HOMEARAMA '69 combines the best features of today's award-winning homes. With more than 2600 square feet of comfortable living area . . . and five family sized bedrooms . . . it exemplifies the "Space Age Living" theme of this year's show.

Complementing the popular colonial styling are a host of modern features designed to please the most discriminating homeowner . . . clean, efficient electric heating; wall to wall carpeting throughout; three decorator bathrooms; a wife-pleasing kitchen with a unique recessed alcove for both a refrigerator and a freezer; and a complete laundry room on the second floor "where it should be!"

Accenting the "space age living" theme are . . . a spacious entry foyer; an entertainment-sized activity room; a gracious dining hall; and a King and Queen-sized master chamber.

Add them all together and you'll agree that the Medalist II is deserving of its cherished designation . . . and of your serious consideration.



FIRST FLOOR



D & R BUILDERS

232-1213

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10

HOMEARAMA 69



SECOND FLOOR



MAPLE HILL

Designed to meet the needs of a large active family. Four generously proportioned bedrooms on the second floor, two and one-half baths — plus a most luxurious "4 closet" dressing room as part of the master suite.

On the first floor — a separate eating area — separating the kitchen and family room. Large playroom with fireplace and entrance to patio.

Good traffic flow throughout.

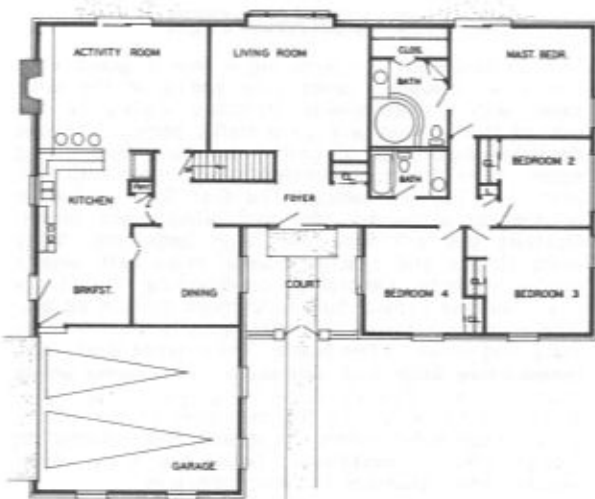
POSTON BUILDERS, INC.

232-0010

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"LE CHATEAU"

"Le Chateau", his entry in the Homearama show, features authentic French detailing and an appearance throughout of elegant styling. As in all the Phillips homes, there is the distinct feeling of quality that even a layman can discern . . . There is an impression of solidarity that one only finds in a well built home.

The entrance is distinctive with a typical French courtyard, landscaped suitably with a fountain and plantings. A highlight of the house is a master bedroom that incorporates extra leisure area with an adjoining courtyard. A luxurious Roman bath with marbleized tub and elegant lighting completes the bedroom area. "Le Chateau" offers all the living area of a two story house but with the convenience of one floor living. There are four bedrooms, two baths, separate dining room, large family room, eating area in a conveniently styled kitchen plus the extra outdoor space afforded by a patio off the family room and the private courtyard adjoining the master bedroom.

Bob Phillips has made variety an impressive qualification in his building. From a simple one floor plan on Forest Road to an impressive Southern Colonial on Hidden Hills Drive in Watch Hill, he easily adjusts to the individual needs of the prospective buyer. Homearama is proud to showcase builders such as Bob Phillips.

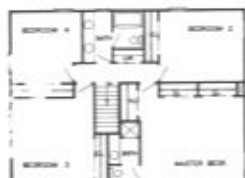
ROBERT A. PHILLIPS CONSTRUCTION

231-1308

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12


 HOMEARAMA 69


SECOND FLOOR



THE VERMONT

THE VERMONT — featuring a new England style center-hall colonial. Greet your guests in the large foyer with its extra-wide staircase leading to the second floor. Unusually good traffic pattern provides desirable separation of both living room and dining room. Note the large paneled family room with fireplace and beamed ceiling. The first floor mud-room doubles as a laundry area and refreshment center. Upstairs you will find four large bedrooms, many extra closets and a large divided main bath with a double vanity. Central air conditioning, forced gas heat, NuTone central built-in vacuum system all provide an extra measure of convenience and comfort for the proud owner of this home. The exterior is of maintenance-free brick and aluminum. This home offers approximately 2600 sq. ft. of living space. The builder of this home is also the developer of one of the area's finer subdivisions, Telegraph Hill, located on Clough Pike at Berkshire. There are many wide, wooded sites available for your selection.

M. J. "BUD" SCHWEIN, BUILDER

561-5065

791-9491



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14

HOMERAMA 69



THE SPRINGFIELD



SECOND FLOOR



As elegant as its name, this four-bedroom home bestows prestige, comfort and convenience on today's active family. The rich exterior is reminiscent of colonial architecture with its large porch, divided window panes, and louvered shutters. From the moment you step into the spacious foyer you'll be enchanted by the quiet, serene atmosphere, with the feeling that space is everywhere — 2160 square feet.

The living room and dining room constitute your fashionable and formal entertainment area. The kitchen with breakfast area is a homemaker's dream. Adjoining the kitchen is the family room. Then, of course, located on the main level is a laundry room and a garage with storage space.

On the quiet level there is a new innovation in bedroom arrangements. The master bedroom is of generous size with private bath and closets. Two twin-size bedrooms and a huge fourth "Dormitory" bedroom. The family bath is conveniently located in the hall.

Dad's workshop and additional storage space is provided in the basement. Adaptability to five bedrooms is another outstanding feature of this model. The Springfield is the ideal home for those who seek full family comfort and home distinction.

RYCREST HOMES

771-0422

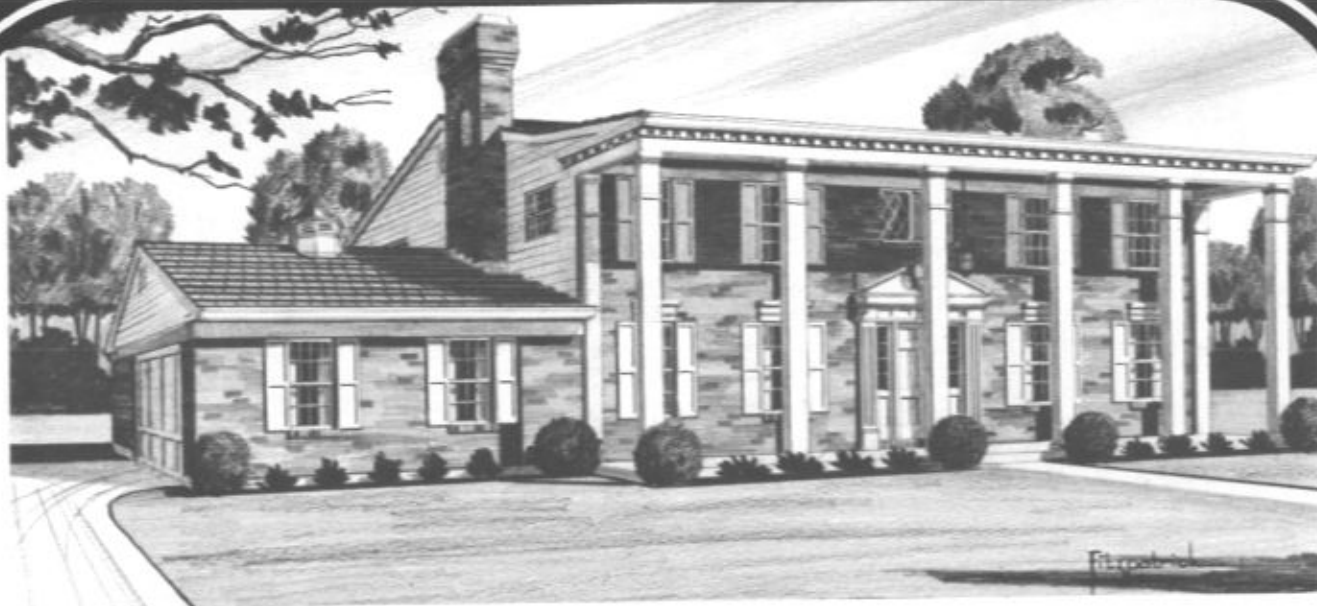
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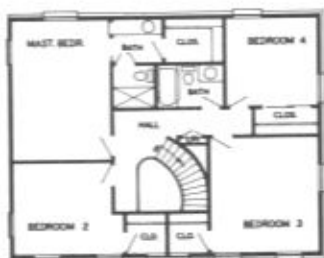
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15

HOMERAMA 69



SECOND FLOOR



MAGNOLIA HALL

Grand foyer featuring a true southern curved staircase. Six column colonial — all brick — designed with old world elegance and luxury.

To the left of the center hall — a large livable family room — to the right an adult parlor — with separate dining room — carpeted kitchen — and a separate family eating/breakfast area.

Another added feature is a complete laundry service room — on the first floor level.

The second floor level features four gracious bedrooms — 2 baths — and a magnificent upper hall.

POSTON BUILDERS, INC.

232-0010

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Electrical servants have plenty of power to work for your ease in a GOLD MEDALLION Home. ■ Meals are prepared, dishes washed and other humdrum tasks are done for you, automatically. ■ Then, you have more time for family, friends and outside community activities. ■ Beautiful Light for Living... that decorates as it illuminates... provides freedom from eyestrain. And you will never want for year 'round comfort with electric heating and cooling. ■ See the MEDALLION Homes listed in the real estate sections of your daily newspapers that are Open-for-Inspection. ■ Then buy yourself a houseful of happiness.

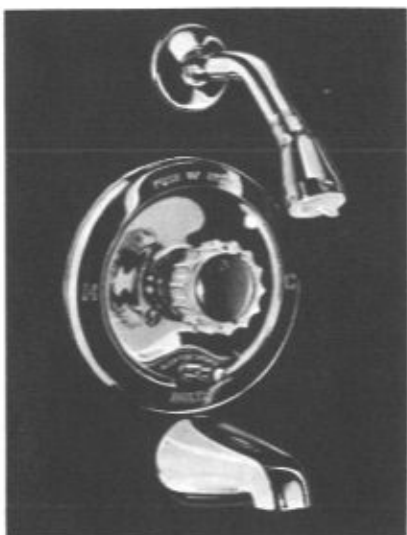
THE CINCINNATI GAS & ELECTRIC COMPANY



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DeltaTemp

The safety valve.



Delta-Temp, soon to be known as the standard in "safety" tub and shower valves.

If you're tired of mis-matched valves in bathrooms, you're ready for Delta-Temp. It's the only Delta valve around that is accepted by Mrs. America, and she's waiting to know how she can have one—today!

Get one for yourself! They work!

Here are the features to back us up:

- Pressure balanced tub and shower valves.
- "Anti-scald" temperature limit stop standard on all models.
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ready for your personal inspection at Homearama '69...

magnificent homes dramatically roofed with

ADAMS/POWEL ^{concrete} ROOF TILE

Visit the fifteen exhibit homes constructed by top Cincinnati builders—and make sure you see why four of them bear dramatically different roofs of Adams/Powel Tile.

A/P Tile roofs are beautiful, creating deep shadow lines along softly colored smooth or rough textured tile. And they're fire-safe ... shrug off wind and weather.

Roofs of A/P Tile add to the style and value of a home—yet they're surprisingly economical, both on a new house and for re-roofing. A/P Tile really lasts, too ... warranted for the life of the structure.

No reason why your own home shouldn't have the drama of Adams/Powel Tile.

Inspect the architecturally attractive applications of Adams/Powel Concrete Tile on these homes—



#4 CRAIG HOMES, INC.
Application—
Brock Roofing Co.

#6 COLEMAN
CONSTRUCTION CO.
Application—
Brock Roofing Co.

#15 POSTON BUILDERS
Application—
Phil Kettering & Son

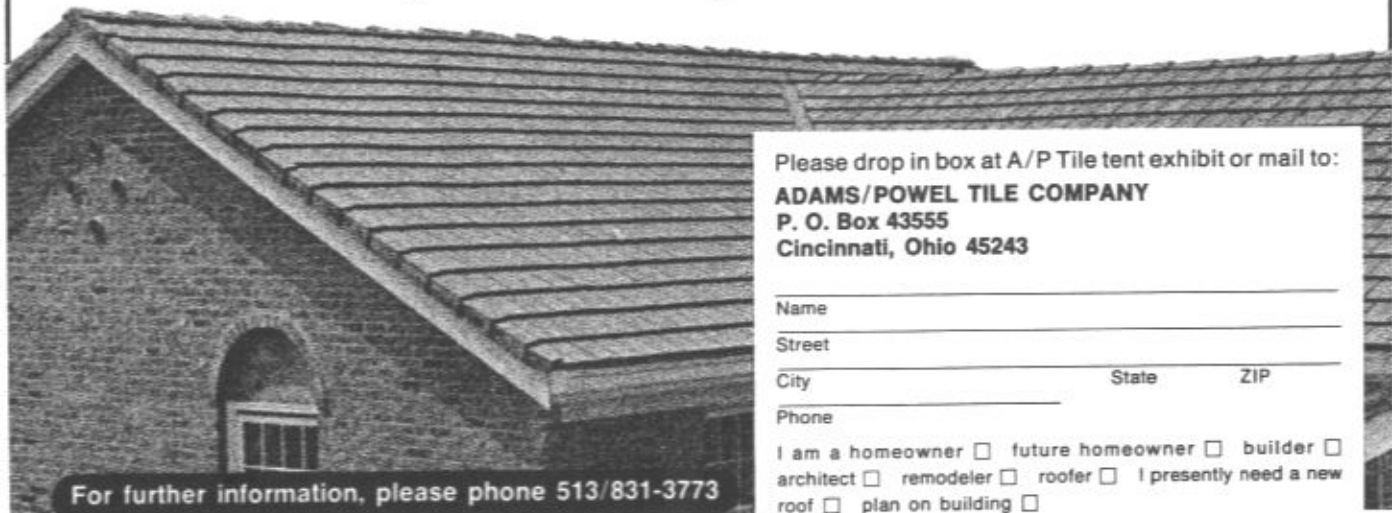
Exhibit Home
POSTON BUILDERS
Application—
Phil Kettering & Son

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ROOF TILE**

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It is this personal interest in local communities and their citizens that makes Savings and Loans such a fine place to finance your home. It is also why more homes are financed through Savings and Loans than thru all other financial institutions *combined.*

*visit your
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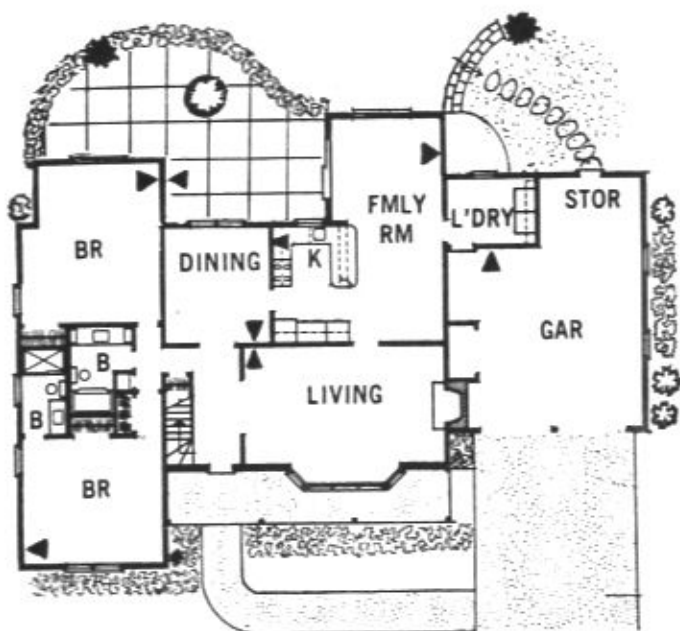
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TELEPHONE PLANNING during construction or remodeling anticipates the additional telephone service you will want as your family and activities expand. Concealed wiring can be installed now to provide outlets in every living, working or sleeping area in your home. Additional phones may then be put in at any time, with no exposed wiring. Consult your builder or architect for further details.

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Friday, 8 AM to 5 PM**



The Cincinnati and Suburban Bell Telephone Company