

These tough windows bounce back for home security

By CARL STODDARD

Marvin Goldhaber hired a weightlifter, gave him a sledge hammer and told him to smash a window Goldhaber has developed.

As television cameras rolled, the weightlifter swung at the window with the six-pound sledge. The hammer hit the window and bounced. The weightlifter flexed his muscles and swung again. Still the window held.

The demonstration was staged for a TV commercial to prove the resilience of Goldhaber's Gard-Windo, a patented window manufactured by the Southfield-based Guard-Windo Security Systems Inc.

Goldhaber has also submitted his windows to the Southfield police for

target practice. Most rifles and shotguns could not blast through the windows.

Guard-Windo markets storm windows and doors for home and commercial use. In addition, the company will design and install protective windows and cash counters for businesses.

The windows and doors are constructed with polycarbonate plastic and heavy aluminum frames bolted to the window edges with tamper-resistant screws.

"We've installed these in hundreds of homes throughout southeastern Michigan," Goldhaber said. "So far, there have been no successful attempts to gain entry through our units."

SECURITY, however, doesn't come cheap. A simple basement storm window manufactured by Gard-Windo sells for \$45 installed. A homeowner could expect to pay \$1,500-\$3,000 to have the units installed over all outer doors and windows.

Goldhaber admits the price scares some people away, but he thinks the investment is worthwhile.

"Most people don't go to a doctor until they're sick," he said. "Most people don't want security until they're ripped off. Then they want it the day before yesterday."

A former general contractor, Goldhaber began developing the security windows five years ago while working

on houses in Detroit owned by U.S. Housing and Urban Development (HUD). Vandalism and break-ins at HUD homes were frequent, and HUD officials asked Goldhaber for suggestions. The Gard-Windo grew out of that request.

Goldhaber installed his windows on 10 HUD homes, and those homes remained secure. HUD officials, however, decided not to continue use of the windows, so Goldhaber formed his own company to continue production.

The polycarbonate plastic used in the windows was developed several years ago for commercial uses. Trains in Chicago, once the target of brick-tossing teenagers, now have the plastic windows. Street lights in New York's Central Park are built with a similar type of plastic. So are most commercial airplane windows.

GARD-WINDO markets windows, double-hung storm windows, stationary windows, storm doors, patio doors and sliding windows with



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screens. All are custom-built at the company's plant in Royal Oak Township.

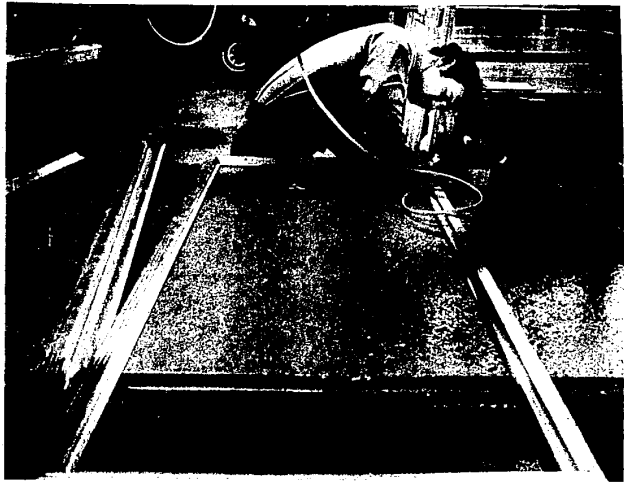
Goldhaber points out that not only do the windows make homes and businesses resistant to burglaries, but the 1/2-inch thick plastic storm windows offer 30 per cent better insulation than conventional storm windows.

As a proponent of home security systems, Goldhaber has studied crime statistics and talked with victims of home robberies. He has learned a few

things about how criminals operate. He concedes that the constant concern with crime and security has made him a little bit paranoid.

"We are paranoid," he said. "It's due in part to what's going on. But it's no different than a doctor paranoid about illness or a lawyer concerned about the law."

"We look at it from the standpoint that we would love to sell enough windows to go out of business."



Bill Holbrook puts together the frame of a new Gard-Windo at the firm's Royal Oak Township factory. The windows, designed for home and business

security, are built with high-strength aluminum and sheets of clear polycarbonate plastic.



Marvin Goldhaber shows a visitor how the windows may be opened from the inside to permit ventilation. When closed, even a sledgehammer cannot

break through the window. The windows, which were developed by Goldhaber, can be installed in existing homes. (Staff photos by Gary Friedman)



Marvin Diamond, executive director of the new apartment complex, says the development "definitely won't be a 'Shady Rest' for its mature residents."

For the young at heart

By JACKIE KLEIN

Swinging grandmas and grandpas this August will begin moving into the first privately owned and funded "adult community" in Southfield.

The 372-unit Franklin Club Apartments, for physically and financially able persons 50 or older, are being built on a 13-acre site on the west side of Franklin Road in the Twelve Mile-Northwestern area.

The elaborate, sophisticated resort-like apartment complex is a member of Health Savings Services, a group of eight individually-owned and operated convalescent and recovery care facilities.

Marvin Diamond, executive director of the Southfield-based agency, said Health Savings Services will supervise and maintain Franklin Club Apartments. Architect is Joseph Savin of Savin, Wycoff, Phillips Inc., Southfield.

"The group of owners, developers and investors involved in the adult community are anxious to provide a fun atmosphere for active tenants," Diamond said. "They're not calling the complex a retirement community because residents can be employed fulltime and still want services they can't get in a regular apartment."

FRANKLIN CLUB Apartments will consist of 10, three-story buildings con-

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— Marvin Diamond

nected to a community center by enclosed walkways. There will be brick bay windows and balconies, expansive landscaping and areas for passive and active recreation, he said.

"The first 60 of the 337 one-bedroom units will be completed in August," Diamond said. "Residents willing to go on a 'shakedown cruise' with us and move in while construction is still going on will get a bargain rate. These adventuresome souls can occupy regular \$600-\$700 units for \$495 a month."

Diamond was quick to explain the bargain rents include regular luxury services of two meals a day, once-a-week complete apartment cleaning and daily straightening, clean linens, a chauffeured limousine on a scheduled basis, whirlpool and steam and exercise rooms and other facilities. One-bedroom tenants, as well as

those who will occupy the 35 two-bedroom units to rent for \$1,000 a month will also be provided with dressmaker-attended sewing rooms, wood-working shops, hobby and card rooms, a private cultivated garden, attended laundry rooms, dances, entertainment and movies.

"We anticipate providing a physician, dentist, podiatrist, two registered nurses, a dietitian, commissary, barber and beauty shops," Diamond said. "Assistant club managers will direct activities."

"FRANKLIN HOUSE will have complete kitchen facilities for each tenant. But community dining is a necessity. It's important for older persons to get up, get dressed and enjoy the social experience of eating together. There'll be a large TV set and games rooms adjoining the dining area."

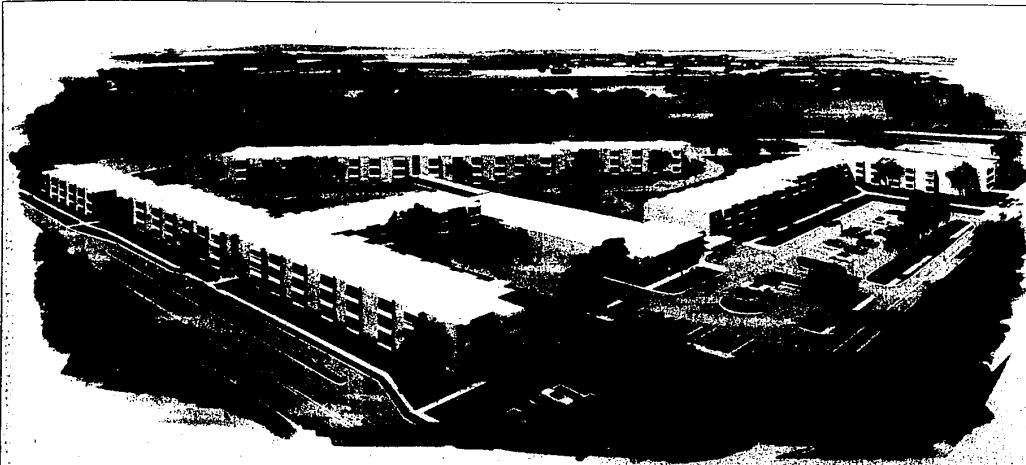
Diamond likens the complex to an apartment hotel. Arrangements may be made for catering parties, and grandchildren under 12 can join grandmas and grandpas for meals on the house. There will also be a mens' grill.

Developers emphasize the community will offer a number of alternatives for residents. Occupants will be encouraged to participate in daily activities, for example, but they can loaf if they want to, Diamond said.

Diamond claims escalating costs for maintenance and taxes have driven many older Southfield residents from their homes. Living in Franklin Club, he said, won't be that expensive considering all the services provided.

"It's a crime for senior adults to suffer from malnutrition, impose on their kids or move into an old folks' home because there's no place else to go."

"We don't want to keep reminding men and women that they're old. At Franklin Club, they can ride bikes, play shuffleboard or croquet, take care of their own gardens or entertain their children and grandchildren. This community definitely won't be a 'Shady Rest,' 'Twilight Years,' 'Happy Haven,' or 'Leisure Farm.'"



This is an artist's drawing of the 372-unit Franklin Club Apartments under construction in Southfield. The "adult community" will offer luxury accommodations and services for seniors. One-bedroom units will go for about \$600 a month. Two-bedroom apartments will rent for about \$1,000 a month.