



# Sponsor serves needs of builder, buyer

The Builders Home Flower and Furniture Show is annually held as a public service of the Builders Association of Southeastern Michigan. Irvin H. Yackness serves as the association's executive vice president and general counsel.

"The Spring Show" — as it has come to be known over its 70 consecutive years — is the largest of its kind in America, attracting nearly 500,000 visitors.

The first Show was held in 1918 at the Detroit Convention Hall on Woodward Avenue.

In 1961, the Builders Home Show was the first local show at the Cobo

Hall, following the successful National Automobile Show.

The Flower Show merged with the Home Show in 1962.

The show has been well received and supported in the Metropolitan Detroit area, generating millions of dollars of business each year.

The Builders Association of Southeastern Michigan, BASM, is one of the first such associations in the United States. It was founded in 1926 as the Builders Association of Metropolitan Detroit (BAMD), but the area designation was eventually changed to describe more accurately the portion of the state served.

THE ASSOCIATION WAS originally conceived to be the voice of both the home buyer and the home builders. It has, indeed, served that function with distinction, and is today one of the most prestigious builder groups in America.

This Detroit based body was a major participant in the organizing of the National Association of Home Builders in the early 1940s and was, on its own, responsible for the formation of the Michigan Association of Home Builders later in the decade.

Past BASM presidents Harry Durbin and Rodney Lockwood both served as presidents of the national organization.

BASM's record of accomplishments in promoting the political, economic, and social environment conducive to the construction, sales and rental of good housing is long and impressive.

It includes working with governmental bodies to create fair and effective laws that regulate the building in-

dustry; providing financing for the construction of community facilities including school classrooms and water and sewer interceptors without which development would not have been possible; and development of HOW, the industry insurance program that protects home buyers.

THE APARTMENT ASSOCIATION of Michigan was founded in 1972. The primary objective of the organization has been to establish the principle that apartments are residential units and should be treated as such by utilities and governmental agencies rather than as commercial structures.

AAM has successfully won many battles on this score since its founding. It represents the industry before the Public Service Commission and is the only industry group to maintain a legislative representative and lobbyist on the state level.

## Builders Show opens

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Chapter of the Multiple Sclerosis Society.

"DREAM HOMES," INCLUDING many Homearama Houses, will be featured in a photo display. Show goers can vote for their favorite and register for a prize by random drawing.

And there's more — nearly 12,000 square feet will house an exciting arts and crafts area. Working exhibitors will make "heirlooms of tomorrow," including six quilts, which will be auctioned-off at the end of the show to benefit Detroit's two Ronald McDonald Houses.

Mathematicians will again be challenged to estimate the number of various-sized nails in the "House of Nails Contest." The person who estimates the closest number will win \$20,000.

Mini-lectures will be given by the National Bank of Detroit, First Federal of Michigan, and Standard Federal on current mortgage products available.

Daily drawings will again be offered

in the "Treasure Chest" contest and several of Detroit's finest radio stations will offer remote broadcasts from the show.

Rest stops are available in several areas of the show. No doubt the one of the most popular areas will be the City of Detroit's Parks and Recreation Garden, which features 25-foot-tall blue spruces, a 35,000 gallon pond, a 20 foot tall copper tree which functions as a fountain, and more than 500 azaleas, rhododendrons, tulips, hyacinths and daffodils and another 200 flowering shrubs.

Another popular area will be staged in Exhibit Hall D. It's near the refreshments and entertainment by local ethnic and community groups.

Show hours are Saturday and Sunday from 10 a.m. to 11 p.m. and weekdays from 1 p.m. to 11 p.m. Admission is \$4 at the door for adults, \$1.50 for children 6-12 and senior citizens. Children under six are admitted free.

Farmer Jack, Elias Brothers Restaurants, United Paint and participating Allied and FTD florists offer a variety of ticket savings.

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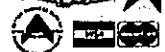
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