

Suburbia Today

THE MAGAZINE OF PLEASANT PLACES

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In this Issue...

To Suburbia, With Love

For every person who elects to leave the suburbs and returns to city living, there are thousands who are overjoyed with their lot—and they have their brilliant spokesmen, too. We present Mr. Peter De Vries, ace satirist for *The New Yorker*, and author of such books as *The Tunnel of Love*, *Comfort Me With Apples*, and *The Tents of Wickedness* (the Book-Of-The-Month Club midsummer selection), who gives us his case for the suburbs.

Suburbia U.S.A. Goes To Moscow

Ted, Sally, Jeff, Jane, and Chuck Davis, of Short Hills, New Jersey, are now in Moscow, U.S.S.R., representing you at our national exhibition there. Just before they left for Russia we asked Ted Davis to tell us how, in their individual lives and in their life together, they are so well qualified to be named our "typical suburban family."

Our \$12,500 Pool Cost Us \$96

What began as wishful thinking on a hot summer afternoon has resulted in the realization of a long-cherished dream for the residents of Robindell, a Houston suburb. This month we see how true community spirit and the will to cooperate brought them a swimming center that cost each member under a hundred dollars—but that is priceless in terms of convenience and neighborliness.

Tall, Tasty, Terrific

You may not get around to making all of these frosty sodas and nectars and spicy delights this month, but you can have a wonderful time trying. In fact, just about the best way to give vent to that explorer's urge on a hot August afternoon is to whip up the Raspberry Fruit Punch, Tangy Refresher, or Home style Peach Soda—and then settle back and enjoy your own creation.



Laura Jean Allen

"Come on in, the water's fine," say our witty cover artist and her zany group of soggy suburbanites, as they splash about on our cover painting, all blissfully cooling their varying stages of sunburn.

LEONARD S. DAVIDOW
Publisher

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O. Joseph Damiani, (left), current president of the Robindell Association is shown here with Don McCale, former president, who tells the story on this page.

Our \$12,500 Cooperative

BY DON MCCALE As Told To Cynthia Hope and Frances Ancker

OUR subdivision — Robindell, outside Houston—was like a thousand others around the country until we all decided to get together and turn it into a summer resort.

It all began on a hot afternoon with a Wishful Thinking Session. About six neighbors were standing around talking about how hot it was and how we envied people with swimming pools and what a refreshing dive in a nearby pool would mean to us after a couple of hours of car-washing or gardening.

My wife and I knew quite a bit about community swimming-pool projects around town, because we'd done a lot of investigating on the subject before we bought in Robindell. We knew the drawbacks all too well. We'd wanted to settle in a "pool community," but we'd soon discovered we couldn't afford the hidden pool tariff included in the cost of the lot in most pool communities. We'd also found that a good

number of supposedly "free" swimming pools charged an admission fee for each member of the family for every swim of the season. If we multiplied this charge by the number of members of our family who would be paying individual admission, it was more than we could afford.

What we needed, we all agreed, was a pool and recreation center where somebody could watch all the kids, where the wives could sunbathe and where the husbands could go for a swim after work and on week ends.

Though our subdivision had been built on what was prairie land only a few years ago, a building boom had hit the area and land values had increased accordingly. We couldn't afford the land for our project. This was our biggest stumbling block.

We have one big advantage in Robindell. Our developer, Bob Kuldell, lives right in our subdivision and whatever problems we have, Bob shares, too.

