

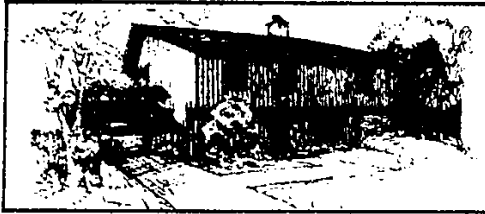
# Home and condo show opens March 19

This year's Idea Home parade, now under way, is just a relaxed preview of what is expected to be the biggest and busiest Builders Home, Furniture and Flower show in recent years when it opens March 19 at Cobo Hall.

The Idea Homes, sponsored like the home show by the Builders Association of Southeastern Michigan, are scattered throughout the suburbs in 25 locations. Ranging in price from \$25,000 to \$88,950, they will remain on view until the end of the Cobo Hall event.

As they reported excellent home seeker traffic at the 25 homes despite wintry weather, officials of the builder association noted general indications of a strong building year in the improved economic picture and in active sales of used homes in late 1976 and currently. Builders in the Idea Home parade reported a high percentage of buyers among the visitors.

"We expect pressure for new homes to be strong this year because of a backlog of potential buyers who have been waiting for conditions to improve," said Manny Dembs, BASM president. "Since most homes are sold before they are built, it would pay home seekers to get out and look



around early."

The Cobo Hall show will be on during the opening weeks for the 70-story Detroit Plaza Hotel in Renaissance Center making that period one of excitement along the riverfront. This year, the show will be a third larger than last year's, with more than 400,000 square feet of exhibits including some 12 gardens and floral displays.

The latter will again include a standout garden by the Detroit Department of Parks and Recreation. More than 250 exhibits of all kinds will fill the hall.

Cost of the department's garden is underwritten each year by the show management. Plans for the 1977 garden are well advanced.

James C. Scott, the show's landscape architect, has made several trips to different parts of the country to round up the unusual plants required for the gardens.

Sod for the displays was

cut, wrapped and stored last fall to be brought out at show time and encouraged into springtime green. Literally thousands of plants of all sizes have been ordered and are being prepared as far away as California to be ready for the showgoer by March 19.

Several exhibitors of other years are increasing their floor space substantially this year. Church's Lumber Co., for example, will expand to 5,000 square feet for its home-building and modernizing display. Wickes Lumber Co. will have 3,600 square feet in a display featuring a two-story house to be erected in the four days preceding the show.

Wickes Furniture also will be in the show, for the first time, with 120 feet of aisle frontage in decorator rooms. In the furniture area also will be a display of new outdoor furniture by Crowleys, along with other furniture exhibits.

Michigan Bell Telephone Co. will be on hand, as will the Detroit Edison Co., with an exhibit highlighting energy-saving heat pumps. There will also be a display focusing on solar energy for home comfort. Home improvement exhibits will include such firms as "Mr. Belvedere," also for the first time.

This year offers a special attraction for visitors to the 25 Idea Homes. Tickets to the show are available at each at a discount price during the advance sale period. Tickets also will be available at the door.

Each purchaser of two adult tickets receives a book of discount coupons worth hundreds of dollars in price reductions on merchandise and materials for the home. Tickets for children are half price for those six to 12. Children under six are admitted free.

### IDEA HOMES AND LOCATIONS

**Northeast area**  
Golf Trail—1141 Player, Troy. One block east off Rochester Road north of Long Lake Road. Price \$66,900. Harry Carlson Associates Inc.

Sylvan Glen No. 3—5232 Winchester, Troy. North of Long Lake Road east of

Livernois. Price \$70,990. Fair-Lane Homes Inc.

Haverhill—47020 Barbara, Macomb Township. North on Hayes from M-59, east on Twenty-One Mile to Barbara. Price \$46,990. Bollan Building Co.

Charrington Place West—13465 Wessel Court, Sterling

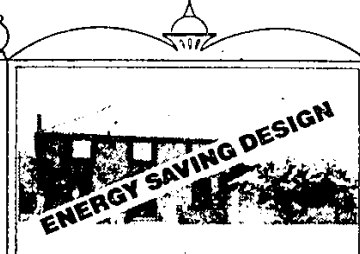
Heights. Schoenherr one mile south of Nineteen Mile. Price \$37,990. Barber-Feinberg Corp.

Easthampton Place—39022 Byers, Sterling Heights. Seventeen Mile a half mile west of Mound. Price \$44,990. Barber-Fein-

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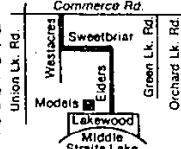
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