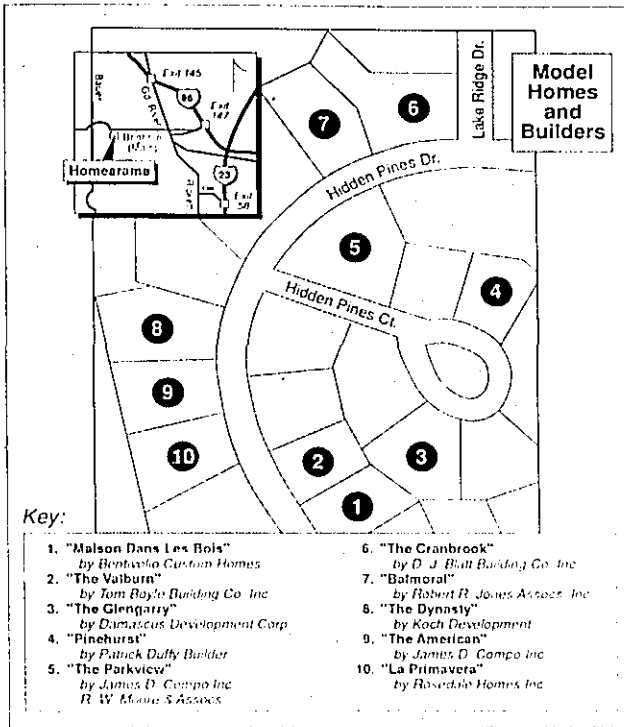




This is a map of not only how to get to Homearama Fall 1990 at Pine Creek Ridge in Brighton, but also of the on-site location of each of the 10 Homearama homes.

It's a showcase of houses

BORING IT ISN'T. It's anything but. Evaporating is a more apt description for that annual rite of autumn called Homearama, a homes and home furnishings spectacular. Sure it's a golden opportunity for builders to showcase their most daring and expensive new ideas.

But no matter. Homearama's not just for the wealthy, despite housing prices that this year start at \$150,000.

Not surprisingly, many of the thousands of folks who flock to Homearama each year do so to see the latest in home design and decor not necessarily to buy. They'll not only pick up ideas at Homearama and apply it to their present homes. Meanwhile, they'll develop the savvy to know what builders are doing to market their products and can benefit when it comes time to shop for a home.

"Builders, just like any other businesspeople, have to stay abreast of a changing marketplace," says James Bonadio, president of the Farmington Hills-based Builders Association of Southern New England.

Buyers are attuned to changing marketing strategies in the building

industry, they can get the best possible value from a new home purchase.

Today's special Homearama section appears in all 19 Observer & Evening Home Town Newspapers.

It not only provides artists' renderings, floor plans and descriptions of homes at this year's Homearama site, Pine Creek Ridge in Brighton, but also news and notes about the fast-paced world of residential construction.

We're confident you'll find it informative and interesting.

Bob Sklar, assistant managing editor

Bob Sklar coordinated this special section. Graphics editor Randy Boest designed the cover. Staff photographer Scott Piper took the cover picture of Homearama's The Glenarry, Model 39, by Damascus Development Corp., Rochester. Staff writer Chris Butzer coordinated advertising. The Builders Association of Southern New England, Copywriting Service, Associated Press and Trevarrow Inc. provided the news content. Direct queries to Bob Sklar, 501-2300 ext. 313.



Built-In Beauty and Performance

VIKING

Viking brings the power and capacity of restaurant ranges into the home. All Viking ranges, range-tops and hoods are A.G.A. approved for residential use.



GAGGENAU

Gaggenau offers a complete collection of advanced built-in kitchen appliances including multi-function ovens, cooktops, downdraft ventilators, dishwashers and more.

SUB-ZERO

Built-in refrigeration by Sub-Zero gives your kitchen a clean, integrated look. Models and sizes to meet every need. All are backed by Sub-Zero's 12 Year Protection Plan.

Call or write today for more information and the Viking, Gaggenau and Sub-Zero dealers nearest you. Visit our product literature at Auburn Hills. Map to Homearama, Page 6.



TREVARROW INC.

1295 N. Opdyke Rd.
Auburn Hills, MI 48326
(313) 377-2300

YES! Please send me a catalog and dealer list for the items checked below. I have enclosed \$1.00 for each catalog ordered.

☐ Viking ☐ Gaggenau ☐ Sub-Zero

Name

Address

City State Zip

Send to Trevarrow, Inc.
1295 N. Opdyke Rd., Auburn Hills, MI 48326