

Newcomer Worth Watching

A new name has recently been added to the membership rolls of the Winnipeg House Builders' Association and to the ranks of leading builders in Greater Winnipeg. The name is Saturn Construction Ltd. and, judging by the calibre of its officers and key personnel, it is a name that will become more prominent.

At present Saturn Construction has a variety of lower and medium priced homes under construction and nearing completion in Westwood. The selection is broad, ranging from bungalows to split levels, to 2 storeys. Several of the plans contain design features which show the result of freshness and individuality in thinking, and all plans contain the convenience features proven by the experience of other builders.

For those interested in living in Westwood... a most promising area... a visit to the Split Level display home of Saturn Construction could be rewarding. Sales representatives will be there to discuss the split level plan and to arrange for inspection of the other available homes.

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Builders shown on these pages are MEMBERS OF

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Only members of the Winnipeg Real Estate Board display this emblem.

Volume Builder Emphasizes Features

Literally thousands of people pass through a builder's display homes each year, and give their opinions of the homes and what they would like to see in them. This wealth of information on the public's likes and dislikes is available for the builder, if he chooses to spend the necessary time analyzing their comments and discussing them with his sales representatives. Perhaps one reason for the rapid growth of Metropolitan Construction Ltd. is that they are responsible for design do this. That's why, this year, Metropolitan is advertising 143 construction design and convenience features.

The "Wife-saver" kitchens are an example; never before has a project builder incorporated so many considerations into the kitchens of homes at project prices. Even in the case of expensive custom homes some of the features of Metropolitan "Wife-saver" kitchens are uncommon.

Some features which are attracting the attention of visitors to Metropolitan homes are Red Seal Wiring, Meditation Lighting, Comfort-Conditioned insulation, Telephone Planning and a written guarantee.

This year Metropolitan Construction Ltd. offers nine basic plans including ranch styles, bungalows, split-levels, and two storeys. There is a selection of two, three or four bedroom homes, some of which incorporate L-shaped living rooms, separate powder rooms off the master bedroom and similar important design features. Purchasers have their choice of Windsor Park; Garden City, West Kildonan; or Regent Park, Transcona.

Mr. H. Moros, Sales Manager of Metropolitan Construction Ltd., states that the average price of Metropolitan homes is considerably lower than that of comparable homes built by the average builder. He attributes this, in part, to volume purchasing and far-sighted land purchases. Another major consideration in building homes at a more competitive price, he says, is the more efficient method of construction which Metropolitan employs.

Each division of construction is departmentalized with a trained, experienced foreman at the head, and much of each home is pre-constructed under ideal conditions in a central shop and yard, where it is possible to use pre-set jigs

and dies to eliminate human error in measuring and cutting. Use of such a shop means that little time is lost due to unfavorable weather conditions. Also, the more time consuming on-site work is kept to a minimum.

"Go Westwood"

This increasingly popular phrase appears to have considerable merit, as advice directed to prospective home purchasers who are seeking a location reasonably close to central Winnipeg, but with the better points of suburban living.

Although much work is, naturally enough, still to be completed, a drive through the portion of Westwood opened in 1959 will give a general idea of what can be expected. When the planned services are all installed, and sufficient time has passed to sod the yards and boulevards, it will undoubtedly be classed among the finer residential areas.

The land developer, Westwood Lands Ltd., or representatives of any of the numerous builders in the area, will be pleased to provide interested parties with the facts on schools, shopping facilities and other conveniences, which are either presently under construction or scheduled for the near future.

Parties interested in purchasing a lot or home, can locate Westwood easily by driving west on Portage to Kirkfield Street, by the St. Charles Country Club. Following Kirkfield to Wordsworth, to Browning and back out by Shelley Street, completes a circle which constitutes a good tour of the area and of the majority of the builders' homes.

"Individualized Plans"

The construction firm of Schroeder and Lebtag have found that the custom and semi-custom building which they specialize in has been well accepted by home buyers here.

They feel that by building a home in a slightly higher price range and being able to include better features and materials, they can develop a market which will allow them a much finer finished product. Many of the features, such as folding doors, hardwood floors, extra heavy wiring, Rusco windows, separate powder room, are not able to be built into lower priced homes. For the more discriminating home buyer, a visit to the Schroeder and Lebtag "Parade 60" home will be a memorable experience in that it will surely open the visitor's eyes to the many new devices and styles now appearing in the better homes of 1960.

"Personalized Attention"

Raymond Massey Builders presently building in Fort Garry close to the University of Manitoba, firmly believe that the best way to build a home is to build only a few at a time — giving each one personal attention and making certain the customer has the features and finished home they desire.

By building in an area still in a small development stage they feel they can increase the number of extras without increasing cost to the home buyer. In the "Parade 60" home at 16 Iris Bay, Fort Garry, the custom features such as a built-in fire place and glass block wall decoration in the foyer are evident — other features — built-in china cabinet, built-in oven, dishwasher attachments — and many more make this a very attractive home in the "Parade 60" display.



Mr. David Friesen, President of the Winnipeg House Builders' Association, looks on, as His Worship Mayor Stephen Juba signs the Proclamation making September 17th to 24th, National Home Week in Greater Winnipeg. The 17 builders whose homes are pictured and described on this page will have their homes open for public inspection, afternoons

and evenings, this weekend and all next week. Prospective purchasers of homes should remember that the majority of the builders in the Parade of Homes have a variety of plans available in different price brackets, and are building in other areas, as well as those in which their "Parade 60" home is situated. Thus, it is advisable to visit

display homes in other areas, as well as in the area in which you would prefer to live. The illustrations of the homes shown here are photographic reproductions in a form simulating pen and ink drawings and are in no way distorted. In some cases landscaping has been added to complete the pictures.

PARADE '60 HOMES!

Line photo process used in the majority of home illustrations... by Creative Printing Trade Craftsmen, Whitehall 3-9044

KEY The symbols at the bottom left of each builder's message show the area in which his home is located.

- W.P. — Windsor Park
- E.K. — East Kildonan
- ST.V. — St. Vital
- R.H. — River Heights
- F.G. — Fort Garry



12 Heather Road, Windsor Park
1050 sq. ft. 6 rooms 3 bedrooms

Families visiting this home in the "Parade 60" display will note that very close attention to detail and finishing make this one of the most attractive homes in the display. The exterior of the home in the modern wood siding treatment would make it stand out in most areas. In the living room of this home a room divider is very smartly finished and the windows are Andersen Windowwall units. Note the smart built in china cabinet. The spacious living room leads into the dining room which has Pierson window for additional light, and a pocket door leading into the kitchen. The large kitchen has an eating space well separated from the actual stove and fridge area and an exhaust fan takes away all kitchen odors. Plenty of detail is given to the kitchen cupboards and many steps can be saved in this well-planned and important part of the house. The bedrooms are smartly decorated with the modern Pierson windows in each one, and in the master bedroom a large closet with sliding doors is a feature. The bathroom features a vanity with a built in mirror and decorator wall tile as well as colored fixtures. In the basement the gas furnace is placed so as to give maximum floor space for future use as a recreation room or a children's room. Hot and cold water connections and electrical connections are available in the basement. The initial purchase includes landscaping at the front of the house.

O.K. Builders Ltd.
represented by
Whitehall Agencies
533 Balmoral Phone: WHitehall 3-8269



16 Iris Drive, Fort Garry
1443 sq. ft., 7 room 4 bedroom, 1 1/2 baths

This home by Raymond Massey Builders is one of the larger homes in the display for 1960. Beautifully finished home in redwood and brick. It features a brick planter and a decorative brick outside piece for the chimney. In the entrance a smart touch is given by the use of glass blocks facing into the living room with a folding door on coat closet. In the living room is a beautiful fireplace built into one wall and sealed picture windows. In the dining room a built-in china cabinet gives beauty to the room. The large kitchen has an eating space with an opening looking out into the living room that could be left open or decoratively bricked. In addition to the double sink and exhaust fan, a built-in oven makes homemaking very easy. The large bedrooms are tastefully decorated and have spacious closets. The master bedroom has a powder room for complete privacy and sliding doors in a full length closet. The large bath features a vanity, built-in medicine cabinet and a contour tub. Tile is carried to the showerhead. This lovely home, suitable for the largest family is situated in one of Winnipeg's most modern areas close to schools, transportation and entertainment.

Raymond Massey Builders
2508 Assiniboine Cres., St. James
Phone VERNON 2-0026



No. 5 Weaver Bay, Pulberry
1034 sq. ft., 5 rooms, 3 bedrooms

This home, designed for GRACIOUS LIVING, is well suited to the most rigid budget. It is comparable to homes almost twice the price. Note in the living room the placement of the windows on a side wall so as to allow smart planning of living room furniture. Also the window space in the dining room allows the extra light necessary to give the living area of the home that bright look. The kitchen is planned for storage space, convenience and time saving. This home has been planned to incorporate the newest features of modern housing, making the most of every foot of space. By careful planning you are given the best in DESIGN, VALUE and ECONOMY. Here are some of the features of this home: Hot and cold water taps located in laundry areas for your convenience. 100 amp. Red Seal electrical wiring. Free service and warranty on heating for one year. Choice of oak or tiled floors. Natural finished woodwork. Balanced automatic forced air heating (gas or oil) free service for one year. Mahogany doors. Self-storing windows. A complete purchase price package covering survey certificate, mortgage documents, inspection fees, insurance fee etc.

Lloyd Builders Ltd.
or
Fairhaven Realty
815 Portage Avenue Phone: SP 4-2483



16 Heather Road, Windsor Park
1050 sq. ft., 6 rooms, 3 bedrooms

A "must" on your tour of the "Parade 60" display homes during National Home Week is the J. Pura and Sons home at 16 Heather Road. One of the first things you will notice is the extremely spacious living and family areas, giving you plenty of room for family fun and entertainment. There is no lack or waste of space in this compact design. The spacious master bedroom includes a large clothes closet with bypass sliding doors. Among the numerous special features in this home you will find: Tile Vein tile on the kitchen and bathroom floors — with a choice of colors. Arborite counter and back splash in the kitchen — also with a choice of colors. Spacious kitchen cabinets with numerous finishes, of which you have a choice. Double stainless steel sink. An exhaust fan in the kitchen to take away cooking odors. The exterior of this home is stucco with part cedar siding and part brick front. To save father in spring and fall this home features self-storing windows, a boon to any man! Treat yourself to a visit to this beautiful home designed to help the family enjoy their home life more.

J. Pura & Sons Ltd.
21 Riley Crescent
Phone GLOBE 2-7823



56 Cabot Crescent
1437 sq. ft., 7 rooms, 4 bedrooms, 1 1/2 baths

For close to the ultimate in comfort and convenience in a custom finished home this home should be one of your first choices. Be sure to see these features when visiting this home: FOR COMFORT — Improved heating, with an extra compact Furnasman unit. Tile Vein tile in the kitchen and bathroom — choice of colors. Large exhaust fan in kitchen. Ample closet space in all rooms — double sliding doors in master bedroom. Oak flooring throughout the house. Natural hardwood doors in finishes of birch or mahogany throughout the house. Roof tile of heavy-duty 210 lb. asphalt shingles. Self-storing windows. 100 amp. Red Seal wiring. And a host of other comfort features. FOR CONVENIENCE — 10 year guaranteed, glass lined water heater. Arborite counter top and back splash — choice of colors. Spacious kitchen cabinets in a choice of finishes. Colorful long wearing exterior paint — choice of colors. Exterior — stucco with part cedar siding, brick or stone fronts. Double stainless steel sink. Bathroom tile to shower head. Bathroom vanity. Concrete walks to back and front doors. Rusco horizontal sliding windows. Many other convenience features not usually found in homes of this type — Separate powder rooms are an additional feature in some plans.

Schroeder & Lebtag Construction Co. Ltd.
125 Rowandale Crescent
Phone: ED 4-2179 or ED 4-2680



82-84 Canberra, Windsor Park
6 rooms, 3 bedrooms (single unit)

Recommended by housing experts... proven by thousands of families in Canada and abroad... The semi-detached plan! Here is all the privacy — (private entrance, separate basement, soundproof dividing wall, separate heating facilities, etc.) All the conveniences — tiled bathtub enclosure, showers, storage space, coat closets, easily cleaned floor tile, ultra modern U-shaped mahogany kitchen cabinets... All the construction features — (colored bathroom fixtures, mahogany feature walls, glass lined water heaters, sliding self-storing windows)... all the advantages of conventional home plans, including the investment (rather than money wasted on rent), the security, and the pride of ownership that only a home owner can know... AND... more economical, more practical for the average family. Look at the exterior! As, if not more, attractive than that of the average conventional plan. Be sure to see this home during National Home Week and get the facts on the practical, modern approach to home ownership.

Specialized Building Ltd.
represented by
Newport Realty
288 Marion St.
Phone CHapel 7-3513



No. 1 Lerwick Bay
1275 sq. ft., 6 rooms, 3 bedrooms

This home, the TUXEDO, though compactly designed is still spacious — a "must" in your tour of the "Parade 60" homes. As you approach, notice that this home when purchased includes full landscaping, and also note the smart stone and siding treatment at the front and the glass panelling beside the front door. In the living room, note the wide living room and dining room area — also examine the Paraglass Sealed picture window and the Pella window in the dining area. The built-in china cabinet, and the built-in bookcase in the entryway accent this smartly styled interior. In the kitchen have a close look at the easily cleaned and attractive Vinyl floor tile, this same type of tile is used in the bathroom. Don't overlook the Tapan built-in range and oven — a true delight for home makers. Note the spacious cupboards and pocket doors for access to other parts of the house. The bathroom, as well as having Vinyl floor tile has beautiful ceramic tile extending to the height of the shower head and as an added feature this bathroom has a glass tub enclosure. The modern vanity boasts a triple mirror above the sink. For more information call,

Duma Builders Ltd.
EDison 4-4443

