



**EICHLER  
HOMES** —

*designed to make your everyday a holiday!*

Think back for a moment to your last holiday - how everyday tensions vanished - how happy and carefree you felt - how the spirit of everyone echoed the thought, "wouldn't it be wonderful if today could be everyday."

Is such happiness too much to expect from everyday living? Those who conceive and design Eichler Homes don't think so. They understand your everyday wishes. They believe the feelings, the experiences of a happy holiday can be part of your daily life - the release from cares, adventure... freedom!

Everyday freedom is a matter of space - unconfined space - space that adapts itself to your desires. Just note the freedom of space in Eichler living - not just the space within the walls - but convenient, usable, inviting outdoor space that blends with the indoors... space that is all liveable - space that in turn is exciting and relaxing. Yes, the hours go by pleasantly in Eichler living...

This thoughtful idea of living was translated by great architects. It has captured the imaginations of the pacemakers in the home building field. Editors of Life, House Beautiful, Ladies' Home Journal, Woman's Home Companion, Parents', Living For Young Homemakers, Sunset devoted whole sections of their publications to Eichler living - not once but repeatedly. Because here for the first time was designing that brought into being a vision of happier everyday living.

The practical, permanent value of such happier everyday living is proved by the high resale value of Eichler Homes. The average is **25%** higher than the original purchase price! The reason for this value appreciation is quite simple. Only **Eichler Homes** are designed to provide complete living - they are the Homes of the future rather than the past. And quality construction insures an Eichler Home will stand the test of time.

As you turn these pages - as you browse through Eichler model homes - you will come to recognize a truly unique home value. And you will discover, delightedly, how Eichler living is designed to make your everyday a holiday!





The lighthearted freedom of unconfined space! In Eichler living it comes from capturing the outdoors - shielding it from the street - guarding it from the weather - making it part of your living - yours alone.

Then your private out-of-doors is combined with the interior as living areas are visualized. And only then are exterior walls shaped - to enclose your private spaciousness.

A new looking home results! New, clean, graceful exterior lines - the lines of the home of the future designed by the finest architects.

Designed by Jones & Emmons AIA



Luxurious indulgence in space! Indoor space that is united with the out-of-doors - space unconstrained, that makes your garden part of your living room. Thus you delight in an ever-changing decor...as garden and sky change their hues from hour to hour and day to day. Background for this glorious kaleidoscope of nature is the subdued beauty of mahogany paneled walls, rich cork floors, dramatic fireplace.

This exhilarating combination has its practical aspect - one that is carefully planned to release you to happy freedom!

The Philippine mahogany paneling, finished with clear wax stain, doesn't show finger marks or dust - is virtually carefree through the years. Handsome Armstrong cork floors are easy to clean, make rugs or carpeting unnecessary. Indeed, even draperies are superfluous, for your spaciousness is private. And the wide window overhang diverts direct sun - rain, too - from the glass window wall.



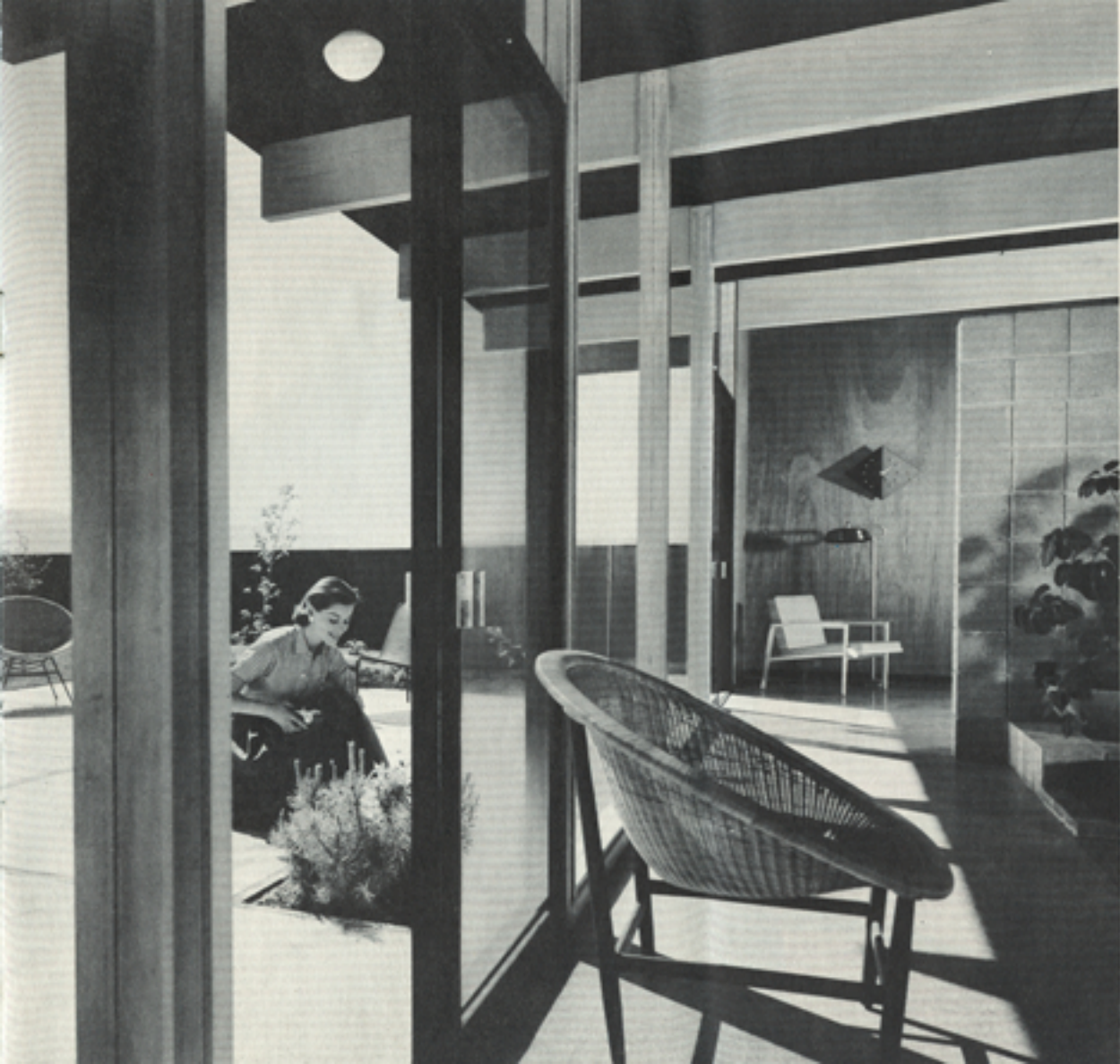






The blithe spirit of the out-of-doors! Just step through sliding glass doors to your living patio. Here you experience to the fullest the buoyant freedom of Eichler living - the serenity that comes only from constant contact with nature. Here you realize again and again that everyday can indeed be a holiday! And your children play with freedom too - another safe outdoor area is designed for their fun - no danger of their playing in the street. Outdoor storage space is isolated from both your living patio and the children's play yard.







Amenable space that adapts itself to your life! The All Purpose room - another secret of the freedom of Eichler living. Television - sewing - children's play - all can center here, keeping your living room company clean. Or if you wish, here is space for formal dining. You'll find this extra room, that only Eichler Homes gives you in every floor plan, invaluable when you're entertaining. Children can play unchecked on the radiant heated floor - for it is warm, healthful - no worry of colds. Although more expensive to install than conventional heating systems, radiant heating costs no more to operate - is cleaner and gives you draft-free, even heating throughout the house.



A kitchen whose gift to you is freedom! Freedom from tedious work - freedom from literally miles of walking necessary in a conventional kitchen. It is the culmination of hundreds of Eichler designs, based on women's expressions of what they want most in a kitchen - tested for years in actual use.

Range, oven, sink, refrigerator, chopping block, counters are carefully arranged to minimize steps and movements in preparing meals. The beautiful sliding door cabinets provide an abundance of reachable storage space: They are another patented Eichler exclusive - developed because no standard cabinets met Eichler's specifications for design and practicality. Colorful Formica counters and plastic Zolatone painted cabinets are virtually carefree. Cooking actually becomes a creative art with the beautiful electric counter top range and built-in oven. Dishes wash themselves in the automatic dishwasher. Garbage is eliminated in the disposer. Note that, unlike other houses, appliances are not all one brand. Each has been selected on its merit so the best of each appliance type is included in your Eichler kitchen - eliminating trouble and maintenance expense.







The serenity of secluded space - the master bedroom suite! You'll discover the moon again - the contentment of nature under the stars. Here, too, is room for reading or relaxation away from the family. Enjoy your own private dressing room, colorfully tiled master bath and luxurious wardrobe closets.



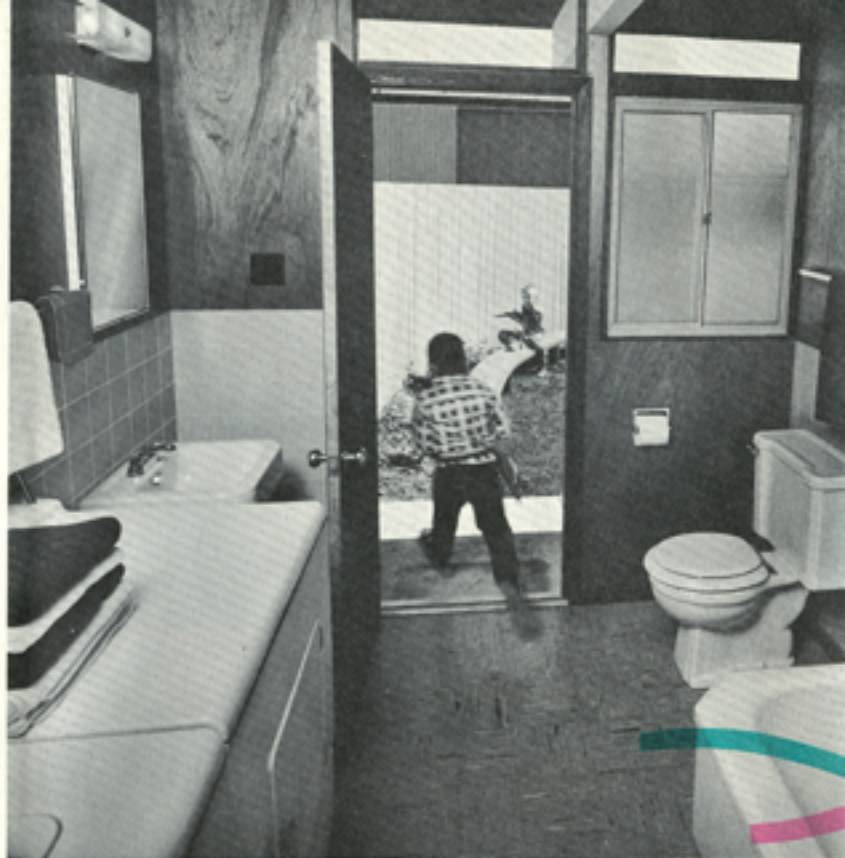


The freedom that comes from happier, healthier children! They actually sleep better in an Eichler Home - sleep later in the mornings - take daytime naps readily. For children's bedrooms have restful, subdued lighting because of the size and placement of windows. And they are away from sounds of activity in the living wing of the house. Oversize closet is part of every bedroom.



Possibly the most joyful space of all - a place for everything! This tremendous storage wall is another of the many extra roomy closets in an Eichler Home. Grass cloth covered sliding doors are a patented Eichler exclusive.

Space that frees time in the exclusive Eichler floor plans, the second bath opens to the outside... think of the interruptions and cleaning this saves! Children can come in from play - you can come in from gardening without going through the house. The location of the laundry - an Eichler innovation - is now being widely copied by custom home designers. For they realize the validity of Eichler research which indicates most laundry originates in the bedroom wing of the house - and is stored there. So why carry it elsewhere to wash? A forty gallon, glass lined water heater (guaranteed for 10 years) assures an abundance of hot water no matter how many baths.







Eichler living gives you the freedom to do and be and act and live as you wish. This even includes the way you decorate. Use any type of furniture - as these other Eichler homeowners do. As one editor of a decorator magazine said, "the clean, simple lines, muted wood colors, large uncluttered window walls make an Eichler Home the perfect background for any style of furnishing."



Not just designing, but construction, makes your everyday a holiday!

An Eichler Home frees you from maintenance worries —  
is built to stand the test of time.

Eichler Homes use the post and beam method of construction that is employed in the most expensive custom houses. While not invented by Eichler, this construction method has been perfected - and exclusive techniques developed - by Eichler Homes through the years. The result is that you get a larger, better built house, at a lower cost. From time to time, people in other parts of the country have wanted an Eichler Home so badly, that we have supplied plans, specifications and materials. And as a rule their cost of having these homes built has been 40% to 75% higher than the Homes built here in California by the Eichler organization. Eichler Homes in California are built by Eichler people - skilled workmen who have been with us for years and take pride in constantly improving their work.

Indications of the fine construction quality are the high resale value, averaging around 25% above the original purchase price; and the fact that more architects, engineers, and building professionals live in Eichler Homes than any others.

The Eichler Home is engineered - stresses, strains, weights, and loadings are meticulously calculated. Material size and tensile requirements are thus determined. All materials and equipment have been selected to insure easy, economical long range maintenance as well as daily cleaning.

Because of the unique Eichler construction, all the basic materials are exposed in their natural form. Nothing is hidden under plaster or paint. So you know, because you can see, the quality of the construction. If you are unfamiliar with building, we urge you to bring a builder or contractor with you to inspect an Eichler Home.





## Here are some of the many features that make your Eichler Home such an outstanding investment

**Racon Radiant Floor.** Clean, healthful, trouble free, economical to operate. Eichler homeowners vote this one of the favorite features of their homes. An even temperature is maintained throughout all rooms. Children can play on the warm floor with no worry about drafts or colds. No dust is circulated by a blower as with conventional furnaces. You have your choice of highly resilient floor coverings: durable Armstrong Cork, excellent Vinyl or Armstrong Asphalt tile. These handsome floorings over a sturdy, sealed, radiant concrete slab produce a floor which is resilient and comfortable - needs no rugs or carpeting. It is easy to maintain - and you'll be amazed how quiet your home is.

**Interior.** Three times as costly as conventional "dry-wall" materials is the selected imported Philippine mahogany wall paneling. Not only a warm, distinctive background for any type of furniture, the mahogany paneling is virtually childproof. Fingermarks don't show, no chance of accidental major damage, scratches easily wipe away. Rooms are finished in natural Cabot wax stain. Later, if you wish, you can easily refinish any room in any of the colored Cabot stains. But you never need incur the expense of professional painting. Exposed beamed ceilings.

**Sliding Glass Doors.** Crystal clear, moving at a finger touch, here is one of the most appreciated features of Eichler indoor-outdoor living. Sliding glass doors are made by Arcadia, America's foremost name in quality glass doors. Weather-stripped against leakage, enclosed in a steel frame rolling on ball bearings, doors lock instantly, securely, when not in use. Includes a sliding screen door which locks. Window walls of Pittsburgh Crystal glass.

**Windows.** Light, easy to operate, Rusco sliding windows fit perfectly in the design of your Eichler Home. Rigid tubular

steel construction, with bonderized enamel finish. Every window is screened and weatherstripped for greater comfort, healthier living, lower heating bills.

**Plumbing.** Everlasting, rustproof copper plumbing throughout to provide trouble-free service year after year.

**A. O. Smith Permaglas Water Heater.** Deluxe model, 40 gallon glass lined water heater, guaranteed for ten years instead of the usual one.

**Exterior.** In lieu of cheap, conventional stucco finishes which soon become mud splashed and require frequent and expensive painting, your Eichler Home is finished outside with world-famous Texture 111 - a patterned Douglas Fir panel. Finished in the rich, new, long lasting Samuel Cabot stains.

**Roof.** Your Eichler Home is cooler in summer, warmer in winter, economical to heat because of extra care and quality in roof design and materials. Fiberglass insulation is part of the answer; another part is the complex roof structure itself including vapor barrier, roofing paper, crushed rock, and the binding, sealing, waterproofing agent, asphalt.

**Garage Doors.** Extra wide, easily operated sliding doors by Stanley are installed in Eichler Homes. Experience of thousands of Eichler homeowners show these are the most satisfactory - both because of ease of operation and appearance.

**Kitchen Equipment.** Built-in stainless steel Thermador electric oven and counter top range, Waste King garbage disposer, and in most plans a Hotpoint dishwasher - in any event space and wiring are always provided for a dishwasher. Each appliance has been individually selected on its merit as the finest of its type available - thus giving you trouble-free operation.