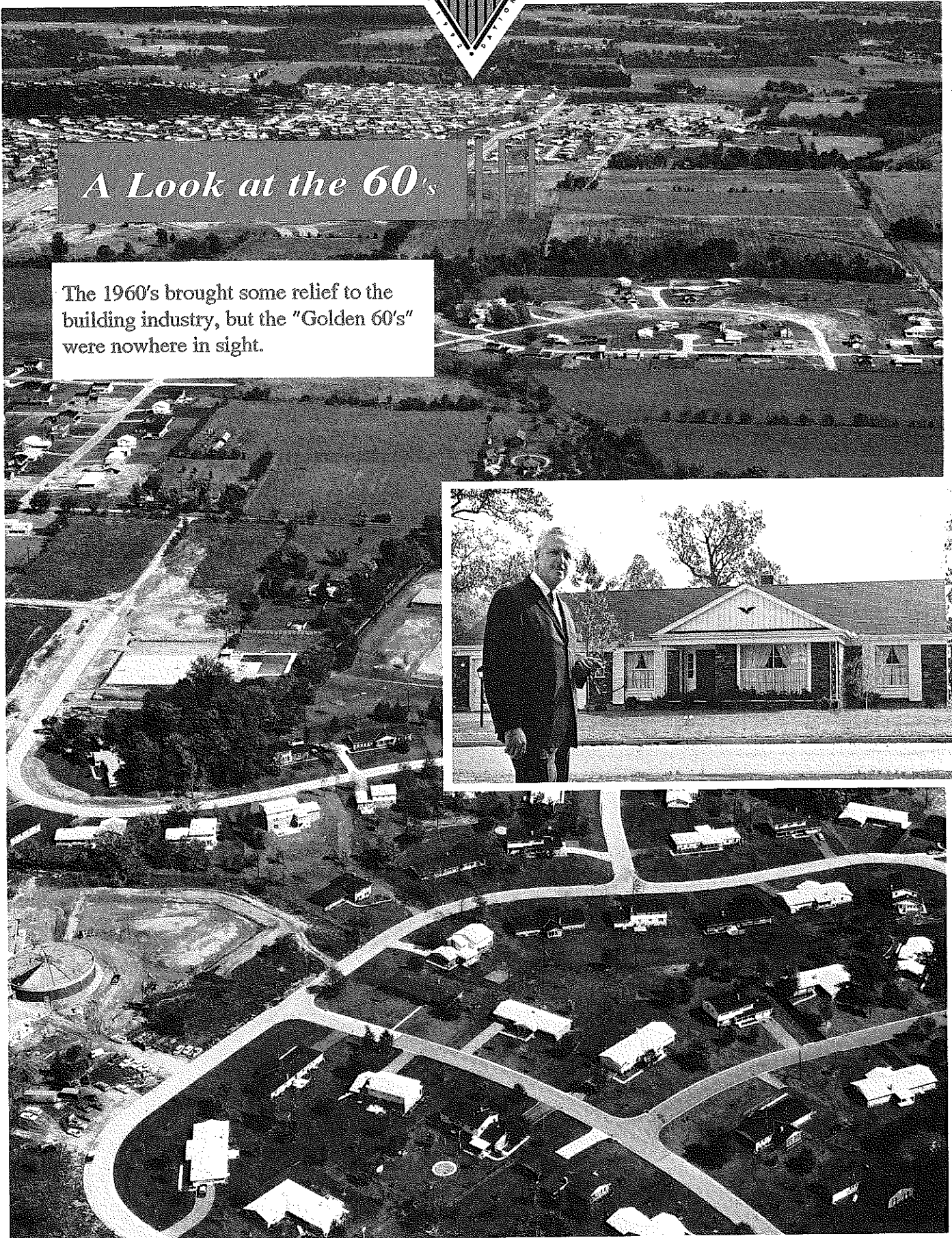




A Look at the 60's

The 1960's brought some relief to the building industry, but the "Golden 60's" were nowhere in sight.

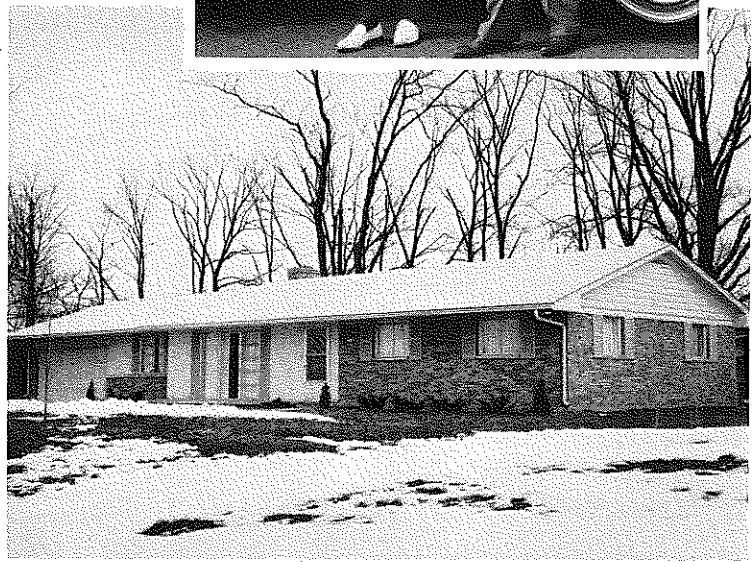
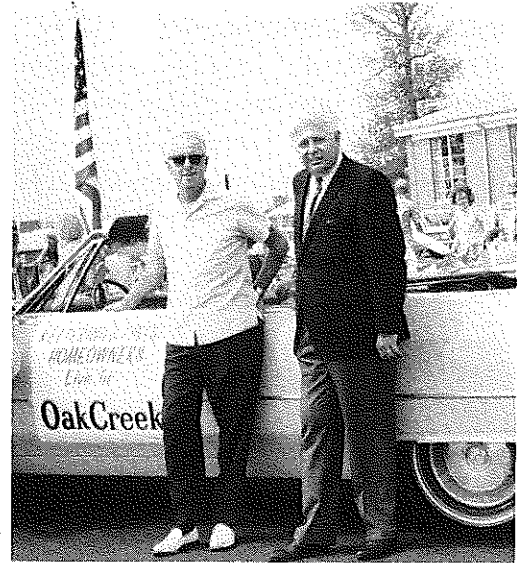




1962 saw the beginning of the war babies coming of age and moving away from the core city. Four builders decided to pool their resources and create a new term in real estate merchandising -- "the planned community." Richard Brainard, Ralph and Ray Sharp of C.W. Sharp, Stanley Swango, Jr., and Anthony B. Wenzler formed a joint corporation, purchased four farms in Kettering, and began developing the 650 acres of land that would become known as Oak Creek.

"There were skeptics who had doubts that four builders who had been competitors could work together as a team to complete such a large project. But we did it and the success is evident in Oak Creek," stated Tony Wenzler.

When completed, Oak Creek would encompass 1000 houses, 1000 apartment units, the Oak Creek Shopping Center, two churches, and one school. This project took ten years to complete.





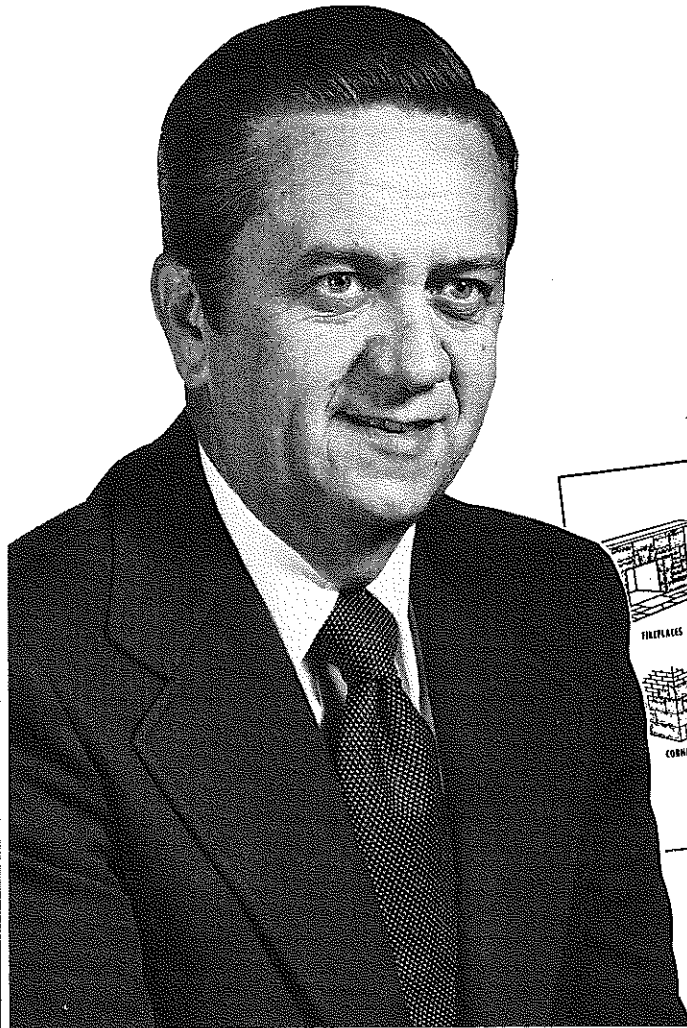
The tough economic times of the early 1960's saw a tremendous demand for apartments. Dayton at that time was strong in home ownership and had fewer apartments per capita than any other city in the Great Lakes region. But apartments were built because when money is tight, people rent apartments instead of investing in homes.

In late 1962, Clyde E. McGranahan became the Executive Director of the Home Builders Association, but he left three months later to return to his home in Sandusky. In

January of 1963, the new Executive Director began his tenure which lasted for 28 years... his name was Jacque Sheley.

Jacque came to the Home Builders Association at a time of extensive change -- the design factor became an important element in the home selection process. Buyers were becoming more sophisticated and builders realized they had to turn to merchandising to sell their properties. The craftsmen and the carpenters of the 1940's became the marketers and promoters of the 1960's.

By the end of 1963, membership grew over 80% in one year, nearing the 500 mark. This achievement was due to the efforts of Dick Fisher, President, and Dick Brainard, Membership Chairman



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In 1964, Bob Miller was elected President of the Home Builders Association. Bob helped builders organize the first Parade of Homes in 10 years. Twelve homes were constructed at Village South, and although it was well attended, the event still lost money. The first Homearama would not be held until three years later, in 1967 at Normandy Farms. And even though this show again lost money, there was a better feel surrounding the event. The homes were expensive for that time, selling from \$41,000 to \$65,000.

Due to the recession of 1966, membership fell to 400. But thanks to the efforts of many, including Charles Simms, the 1969 President, the end of that decade saw an all-time high of 650 members and a move by the Home Builders Association to the American Building at Third and Main Streets, the geographical center of Dayton. It was a very good year.

