

ARIZONA REPUBLIC

THE STATE'S GREATEST NEWSPAPER

Sunday, July 20, 1958

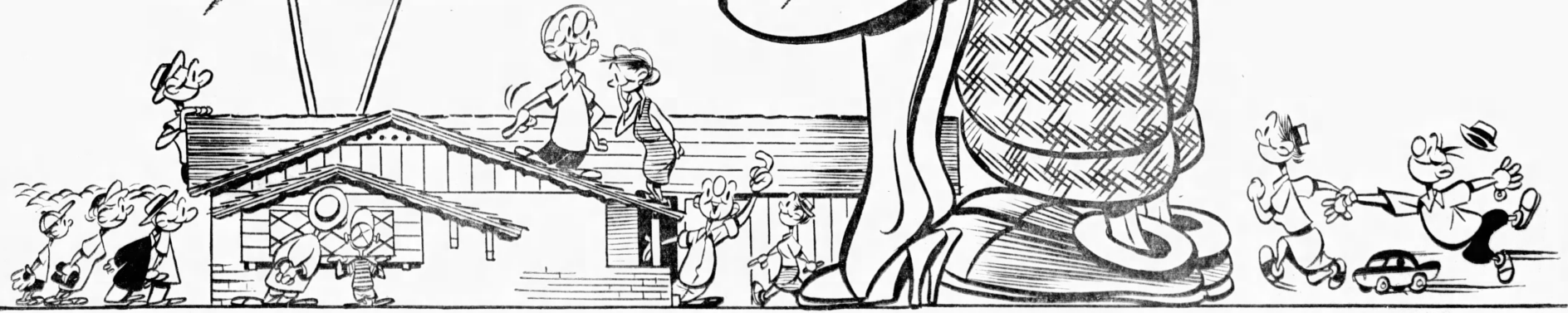
(Section 6) Page 1

Special Hallcraft Homes Advertising Section

**THIS IS
LIVIN'!**



WALT
DITEN



Hallcraft Introduces Living Plus

High Value At Low Cost

With "This Is Livin'" as the theme, Hallcraft Homes Inc., today is holding what promises to be the most exciting grand opening of new models in the history of a firm which in eight years has become nationally famous for building high value homes at low cost.

It will be a double showing of completely new home designs at two locations—West Plaza in Phoenix, and Scottsdale Estates in Scottsdale.

The new Hallcraft designs feature Cinderella gables. They have sweeping window and entranceway overhangs, and they present a flow of line which introduces to home building in the Valley of the Sun a graceful and distinctive charm of a kind entirely new.

Said John C. Hall, president of Hallcraft: "These new homes represent the greatest value per dollar of cost we have yet been able to achieve. We feel confident they will further enhance our reputation for delivering the greatest home buy in America."

The new homes will be built of bonded brick, the hallmark of Hallcraft construction since the birth of the firm.

At both Scottsdale Estates and West Plaza, playgrounds have been established for the entertainment of the children of visitors. Both will be equipped with things new and fascinating to young folk. And at both places—present in holiday mood to guide guests—are colorful characters from the pen of Arizona's celebrated comic strip cartoonist, Walt Ditzen, creator of Fan Fare.

West Plaza and Scottsdale Estates are practically communities in themselves. Their growing importance is attested by the fact that A. J. Bayless Markets is establishing a shopping center close by each of them. And some lucky visitor to the new Hallcraft model homes is going to win a year's supply of groceries at the

A. J. Bayless Market of his choice. It's a contest. The visitor will name the home he likes best and write reasons for selecting one of the new Hallcraft model homes as his favorite. Entry blanks are available at the homes.

The models at Scottsdale Estates are located on Indian School Road one mile east of Scottsdale Road. The West Plaza models are located at 36th Avenue and Glendale.

At a price of \$10,250 the Hallcraft offers a choice of four different floor plans and 15 elevations. The home have three bedrooms, family room, two baths, carport and patio.

Double carports are available if desired. New deluxe features include vinyl tile floors in kitchen and bath. Both bathrooms in each house have built-in vanities. The kitchens are designed for installation of the most attractive and efficient built-in equipment—the space and wife saver of the modern home.

Hallcraft executives anticipate that close to 70 per cent of buyers will wish to include kitchen built-in appliances in their purchase contracts. Long term finance of built-ins, they point out, is available under FHA and VA regulations.

The interiors of the new homes are planned to provide the spaciousness and easy going comfort exemplified in the expression "This Is Livin'."

There is an open, airy appearance to the interiors, and an extremely large area of the living-space most in use by all the family looks out on patio and garden.

"These homes are planned to provide the finest features of Arizona living with the lowest possible price commensurate with quality construction," Hall said.



Sweeping Lines Distinguish New Hallcraft Homes

Walt Ditzen Characters To Guide Home Visitors

From a letter to Walt Ditzen, creator of the cartoon strip Fan Fare: "... I find your Fan Fare strips very amusing.

With Best Wishes,
Sincerely,
Dwight D. Eisenhower."

And visitors to the new Hallcraft Homes opening today at Scottsdale Estates and West Plaza will also find Walt Ditzen's zany and loveable characters very amusing.

They will be seen everywhere in all sizes up to life size. They will welcome guests to the new model homes and point out features in them which emphasize "This Is Livin'."

Fan Fare, always funny and

very human, is syndicated in more than 200 newspapers in the U.S. and Canada. Readers in Italy, Ireland, Mexico, and other foreign lands also follow the adventures of Fan Fare. Always clean, it brings a wonderful brand of humor to the world of sports. The most celebrated of Fan Fare's fans is President Eisenhower. He is particularly fond of Fan Fare's tricks on golf course and trout stream.

Fan Fare, Mrs. Fan Fare, and all the little Fan Fares are living at Hallcraft Homes. They moved in today. But they moved early.

Hammer Replaced By Sales Book

In 1953 John Hall summoned Ralph Henley to his office and asked him, "Ever sell homes?"

Henley, working as a carpenter on Hallcraft Homes, had a hammer in his hand and was wearing overalls.

"No," he said.

"Well, you're going to," said Hall. "Lay down that hammer and let's get started."

Today Henley is a Hallcraft Homes vice president and the sales manager of the huge Scottsdale Estates development.

On that day back in 1953 while Henley was still looking at John Hall in some astonishment, hammer in hand, Hall handed him a book.

"This is the best book I have on what you need to know about real estate selling," Hall said. "Bone up on it. You're going to take an examination for a salesman's license at Tucson in six days."

During the next five days, Henley followed John Hall through the maze of mortgaging procedures, submissions of plans for new houses to FHA, VA submissions, zoning hearings, drawing up contracts, and scores of technicalities. At night he studied the book and the notes he had made during the day, jotting down questions to ask Hall. Six days later he wrote and passed the examination for a salesman's license.

Henley was born in East St. Louis, Ill., and first came to Arizona when he was six years old. His family went back to Illinois briefly and then returned permanently in 1937. Henley graduated from Phoenix Union High School in '39.

The same year he entered Phoenix College, working as a carpenter while going to school. Among courses he took was one in Civilian Pilot Training. In

1942 the Army Air Force made him a glider instructor. Later he was transferred to power, flying about everything the army had.

Henley returned to carpenter work after the war and then went into the cabinet and mill-work business for himself. He sold the mill in '48, then built and operated a service station at McDowell Road and 32nd Street.

John Hall used to buy gas from him. At that time, Hall was construction superintendent for a firm building homes.

Hall occasionally mentioned he was thinking of going into

business for himself. "Of course, I have a good job and it's secure. A married man has to think about that." Then one day he said to Henley, "What would you do?"

"I'd just quit and go," Henley replied.

When Henley sold his filling station and went to work for Hallcraft as a carpenter, John Hall had one salesman, a materials man (purchasing agent), and one office assistant. Jim Landon, now vice president in charge of construction at Hallcraft's big West Plaza development, was in charge of building and Henley worked for him as

a carpenter on three early Hallcraft jobs.

The men became firm friends and their wives, Frances Henley and Kathryn Landon, now operate a dress shop at Fourth St. and East Thomas Road.

Mrs. Henley used to sell real estate, too. She learned it from Henley the way he did from John Hall, following him around and studying procedures.

The Henleys have two children, Terry 13, and Patsy Sue 12.

Henley still flies, but just for the fun of it now. And almost every time he comes in for a landing at Sky Harbor Airport he recalls the days when it was just one runway running east and west. Henley likes to fish

and hunt, and the family has a summer home at Lakeside, near Pinetop.

Like all Hallcraft's top men, he loves the business he's in and knows it from the ground up. He still carries his carpenter's card.

Congratulations to
HALLCRAFT HOMES
Phoenix Fuel Co.

Congratulations to
HALLCRAFT HOMES, INC.
for an outstanding record
of quality construction
at low cost.



Good basic construction
deserves a quality paint job.



We are proud to be selected
to help please the thousands of
satisfied Hallcraft home buyers.

ERNEST SAUER PAINTING CORPORATION

5555 N. CAMINO DEL CONTENUTO
CR 4-1332

Raymond Is Treasurer

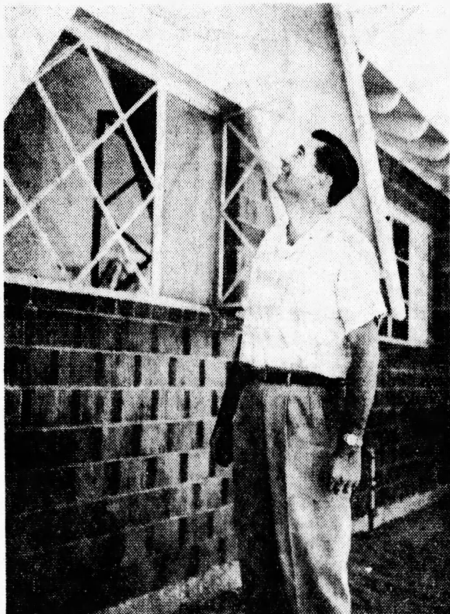
Clyde Raymond, 3451 W. Tuckey Lane, treasurer of Hallcraft Homes Inc., explains the sale of a bonded brick Hallcraft Home at \$10,250 with the statement: "John Hall always has his fingers on costs."

Raymond is also treasurer and chief accountant with the H & H Construction Co. and the John Hall Construction Co., both of which Hall founded.

Raymond was born in Syracuse, N. Y. He came to Phoenix in 1950 and has been with Hallcraft four years.



RAYMOND



Ralph Henley Inspects Cinderella Gables

Homes Use 10 Million Bricks In One Year

In 1957 10 million bonded bricks went into the construction of 1,007 Hallcraft Homes.

Nine subdivisions were opened: four in Scottsdale Estates, five at West Plaza and Charnwood.

Approximately 5,000 persons moved into the new homes. One man bought 15 homes for investment.

Gross business was 10½ million dollars.

Two hundred forty acres of land were developed at a rate of five acres per week.

Materials used included: 7 million board feet of lumber, 200 miles of wiring, 20 miles of streets, and 45,000 yards of concrete.

ALL the
Hallcraft Homes
in the NEW
West Plaza
will be PLASTERED!

by John Hancock
PLASTERER

1014 E. Citrus Way AM 6-1648

arcadia sliding glass doors

installed in all the beautiful new

hallcraft

As advertised in *Sunset*

homes

in West Plaza

the name for the finest
in windows and doors
of sliding glass...

arcadia



HASKELL THOMAS, INC.

3808 N. CENTRAL

state distributors
CR 7-5488

HALLCRAFT HOMES Congratulations on Your Grand Opening

HALLCRAFT HOMES, INC.
PHOENIX, ARIZONA

Gentlemen:

We have enjoyed working with you on your past developments and are extremely proud that you have chosen us as Plumbing Contractors on your new development. It is builders like yourselves, who insist on the best of construction and who offer the public the quality of homes that you do, that have enabled us to continue to enjoy the reputation as one of the leading Plumbing Contractors in the southwest.

Considering today's rising costs we are truly baffled at how you can maintain the finest in workmanship, superb quality of all materials, and still offer the public the fabulous values on your finished product.

Our heartfelt congratulations and best wishes for your continued success.

Sincerely yours,

WALDO PLUMBING & HEATING CO. OF ARIZ.

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WALDO PLUMBING & HEATING CO. OF ARIZ.

Hall Hits 3,000!

Only 20 or so men in the world are building more homes today than John C. Hall, youthful president of Hallcraft Homes Inc.

In the coming months — beginning today with new models opening in West Plaza and Scottsdale Estates — John Hall will build more than 1,300 homes. This averages out at 25 a week. He started in business for himself eight years ago building a single house. It took him three months.

"It's funny the way I started in home building," Hall said. "Dad wanted me to be a lawyer and I took pre-law courses in my home state at the University of Missouri, meanwhile intending to talk him into going along with me on plans I had to enter the school of journalism. But home building was something that just grew naturally out of our lives.

"ALL DURING the depression dad had a little construction company going. We lived on a farm, but most of dad's work was rebuilding houses."

Some of the farm houses his father had to repair, shore up, and rebuild were in awful shape, John recalls. "Dad used to shake his head over a good many of those jobs, and once when I was working with him, he said, 'Son, if you ever build homes, build good ones.'"

In 1943, doctors advised Hall to drop his studies at Missouri and look for a dry climate. A childhood bout with pneumonia had left him with a tendency to come down with colds in the raw Missouri winters.

A cousin of his mother lived in Phoenix, and Hall made for Arizona. The sunshine was good for him. A healthier, more robust man would be difficult to find than hard working John Hall.

HIS FIRST job in Phoenix was with AiResearch, working as a lead man on an assembly line.

"It was a very valuable experience," he recalls today. "I learned production techniques there. Fine homes can be built at low cost only by organizing the work so that good craftsmanship can be combined with industrial production methods."

However, building homes wasn't on John Hall's mind when he was working at AiResearch. An advertisement by an aluminum firm convinced him that a contract to handle their kitchen wares would provide a good living, and he enrolled in a sales training class. When the course was completed he got a job in a filling station to pay for the beans while he was waiting for a salesman's contract.

"I was still waiting when a friend of mine got hold of some money and started a small construction company," Hall recalled. "He needed an apprentice carpenter and he knew I had once done carpenter work for my dad. He offered me a job and I took it."

TEN YEARS and almost 3,500 homes later — 500 of them built as a construction foreman for another firm and 3,000 built by his own company — Hall says he finally decided that kitchen wares sales contract isn't coming through. "It's a good thing I didn't wait at the filling station. I haven't heard from them yet."

Hall's first job as a carpenter was in home building where he could make good use of the experience he had gained working for his father.

In 1950, Hall built a home for himself working at night and on weekends. A husband and wife who had separated and were getting back together again saw the home and said they wanted one just like it. Hall didn't take them seriously, but they kept returning. To build it for them he had to quit his job. It took him three months to get the new home built and he made \$1,000 profit.

In partnership with a brick contractor, Hall embarked on his first development in 1950. It was at 29th Street and Earll Drive, and was called Eastwood Park. It took a year and they built 44 brick homes.

"This was where I gained real respect for brick," Hall said. "There is nothing like a well-built brick house. It's solid. It endures. It's beautiful. It sells easily. There's a good reason for that old expression, 'solid as brick.' When your money is in a brick house you have a solid investment."

IT TOOK A year to build the 44 homes, less than two weeks production at today's rate. His next step was on his own, 36 homes to build and "no money."

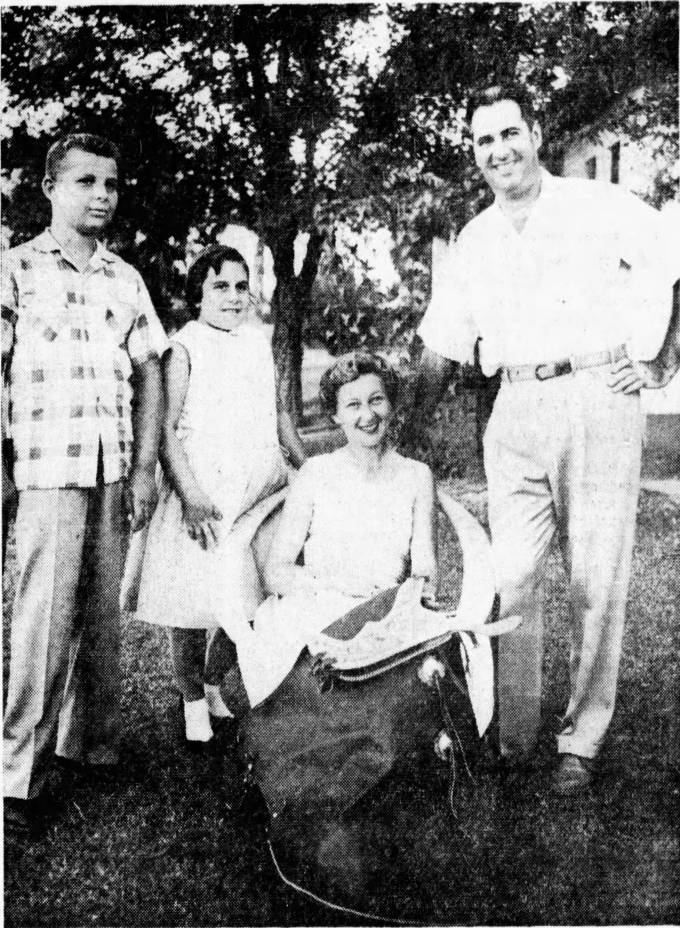
"I didn't know it was going to be that when I planned it, but that's the way it happened," Hall said. "The money I'd made got tied up, and the backing I expected to have didn't come through. It turned out to be a good thing. I learned how to volume operate on small capital, and before I was done I extended the development to 16 more homes."

This was Hall's first business experience with a bank. "I hardly had a nickel, and nothing to sell but a dream when I walked in the door of the Valley National Bank. After a thorough investigation they bought my dream because of my experience and background in building. And because I proved I could build a brick house for a price they doubted when I first talked to them."

HALL SAID that his job today is mostly that of co-ordinating the work. "Our executives are all highly competent," he said. "Our work force is the finest that can be assembled. And our goal is always the same: To build a better house for less money through improved techniques. To do it, we tap the ingenuity of everybody who has a part in our work."

Hall explained that when new designs are planned all the executives sit down together. Suggestions salesmen have picked up from customers are analyzed. Ideas from foremen, leadmen, carpenters, masons and all craftsmen are considered. New materials are studied. Reports are delivered by men who have been studying home building in other parts of the country. Then they brainstorm. Everyone tosses ideas in the pot. The best are selected for further consideration and they begin the careful business of designing the new homes and planning their construction.

Out of long conferences such as these came the new homes which Hallcraft is opening today. Hall considers them "the finest and most beautiful in the company's history."



Home Builder John C. Hall, president of Hallcraft Homes, with his son, Stanley, 13, and daughter, Teresa, 9, gather around Mrs. Hall at home overlooking Arizona Country Club golf course. Mrs. Hall, an ardent horsewoman, made the chaps. Leatherwork is her hobby.



GEORGE J. NEVIN, A. B. ROBBS TRUST CO.

CONGRATULATIONS
TO
HALLCRAFT HOMES
On the Opening of WEST PLAZA
ALL GRADING and LANDSCAPING
BY
O. B. RICHARDSON, LANDSCAPING
1934 E. Indian School Rd. CR 9-4106

See West Plaza through
McCLAREN GLASS!

We are pleased to be associated with Hallcraft Homes and in supplying all glass and glazing for West Plaza.

- Mirrors • Steel Sash • Glazing • Plate Glass
- Shower Doors • Tub Enclosures • Metal Store Fronts

McCLAREN GLASS COMPANY
3345 W. McDowell AP 8-0219

Watch for Reg Manning's daily cartoons in The Republic

CONGRATULATIONS
TO
HALLCRAFT HOMES
From
Cahill Sand, Rock, Silt & Dirt
CR 4-8274

\$15 Million In Mortgage Money Awaits You

Fifteen million dollars in mortgage money is available to finance the purchase of the

new Hallcraft Homes opening today in West Plaza and Scottsdale Estates.

seeking the man," according to A. B. Robbs Jr., president of the trust company.

the new homes are designed for built-ins, the utility of purchase with the house is recommended from all standpoints."

INSULATION
For the Beautiful
New
HALLCRAFT HOMES
Supplied and Installed
by
CLEMENS INSULATION CO.
3020 S. 19th Avenue AL 8-7517

The money has been set aside for this purpose by A.B. Robbs Trust Co., 3500 N. Central.

George J. Nevin, executive president of A. B. Robbs, made the announcement.

"FUNDS in the sum of \$15 million have been earmarked to provide adequate financing on FHA and VA contracts for Hallcraft home buyers in order to provide assurance that all qualified purchasers will obtain financing," Nevin said. "We have carefully inspected the new models and expect them to be extremely popular."

The A. B. Robbs Trust Company is the largest privately owned mortgage bank in the state of Arizona and one of the biggest in the country. It specializes in mortgages only. It has a present portfolio of approximately \$220 million dollars with an outstanding balance of \$190 million, Nevin reported.

"A. B. Robbs has been financing Hallcraft home buyers since 1954," said Nevin. "In that time we have handled mortgages on Hallcraft homes in the sum of \$48,278,000."

THE TRUST company began association with Hallcraft Homes when John Hall was developing Delano Estates.

"We went to Hall and asked for the Hallcraft business because of value Hallcraft builds into its homes," Robbs said.

Nevin said the trust company expects the next 12-month period to be an exceptional year in development. "The growth in population, commerce, and industry in the Phoenix area insures the stability of home values here, making for a sound market. The U. S. Chamber of Commerce reports that Phoenix is now the second fastest growing city in the U. S. in percentage of population increase. This growth can be expected to continue at a rapid rate."

NEVIN declared that recent action by FHA and VA will have a strong and favorable bearing on the purchase of Hallcraft Homes. "Both organizations have lowered income requirements in an effort to get more people into better homes."

"In this connection, we are willing to finance deluxe kitchen equipment when built-in the homes," Nevin continued. "Due to the high quality of the equipment available in the Hallcraft Homes we are agreeable to finance on a 25 to 30 year term. Where such equipment is needed, our advice to buyers is to avoid high monthly payments on short term obligations. Since

Congratulations to
HALLCRAFT'S WEST PLAZA
At Your Service!
VALLEY REDI-MIX CO.
2725 SOUTH 40th STREET • PHONE BR 6-2463
PHOENIX, ARIZONA

Congratulations
TO **HALLCRAFT HOMES INC.**
For Incorporating Such
FINE QUALITY MATERIAL and WORKMANSHIP
INTO **WEST PLAZA** AND
SCOTTSDALE ESTATES
WHERE **LENNOX** HEATING IS
INSTALLED EXCLUSIVELY at NO EXTRA COST

Ask Your Hallcraft Representative To Include

GOETTL **Watrles**
AIR CONDITIONER
GOETTL BROS. METAL PRODUCTS, INC. PHOENIX

The Very Finest
AIR CONDITIONING
IT PAYS YOUR FAMILY FOR LIFE
IN HEALTH & LUXURIOUS COMFORT

Floor Covering
HALLCRAFT HOMES
Insist On the Very Finest Floor Covering
Supplied and Installed by
Sun Control
"Who We Serve Proves How We Serve"
CALL FOR A FREE ESTIMATE AL 3-6161

Scottsdale Estates

GRAND

THIS IS LIVIN'!



VA

NO DOWN PAYMENT TO VETERANS

ONLY \$ 82.50 PER MONTH

4 ALL NEW F
15 EXCITING NI
BONDED BRICK

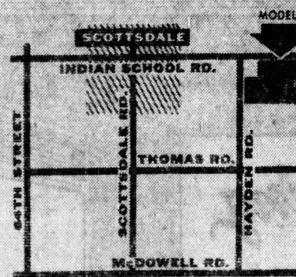
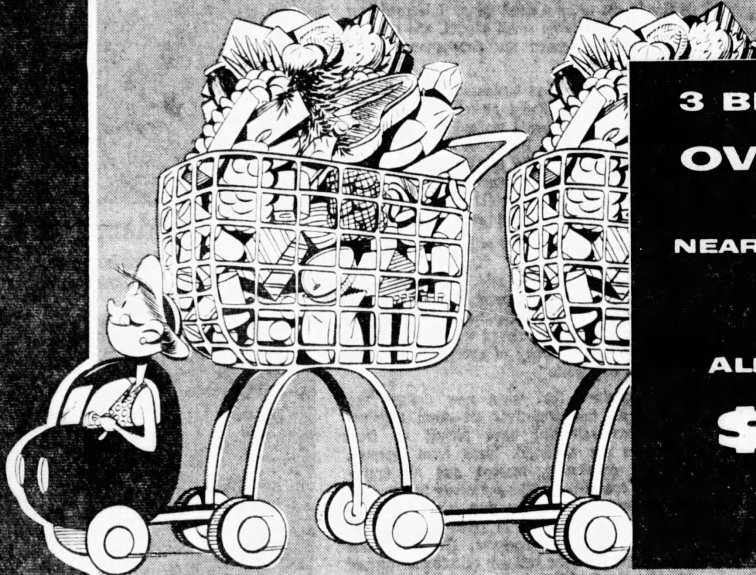
MODELS OPEN DA

3 BEDROOMS - 2 BA
OVER 1400 SQ.

NEAR SCHOOLS, CHURCH
SCORES OF WON

ALL MODELS UNBELIEV

\$10,2



HALLC

HO SWEET

Scottsdale Estates

E. INDIAN SCHOOL RD. AND HAYDEN RD.
(ONE MILE EAST OF SCOTTSDALE)

FAMOUS AS THE GREATEST

LOCATIONS

OPENING

West Plaza

FLOOR PLANS
NEW ELEVATIONS
CONSTRUCTION

ONLY 10 AM to 10 PM

BATHS · FAMILY ROOM
10 FT. LIVING AREA

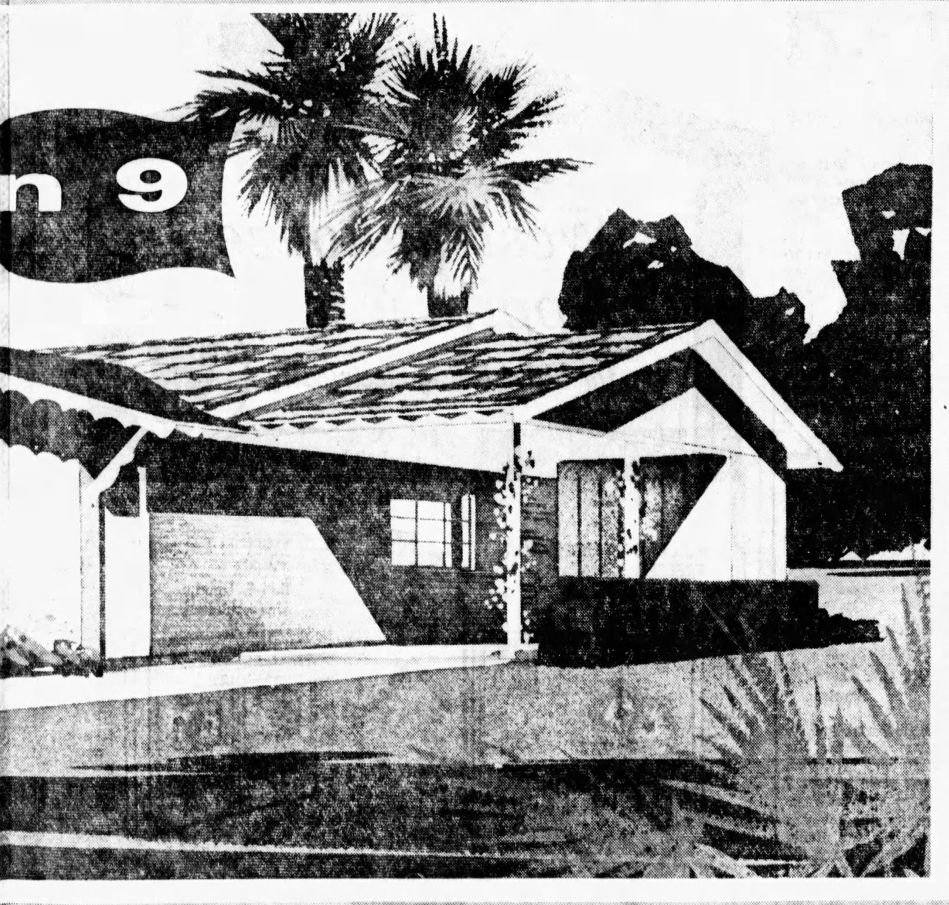
AND SHOPPING CENTERS
WONDERFUL FEATURES

AVAILABLE PRICED AT ONLY

250

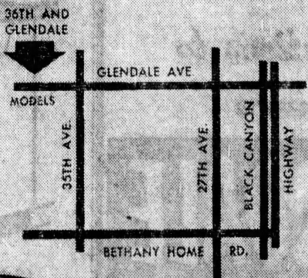


ENTER HALLCRAFT'S
NAME THE MODEL HOME
CONTEST
FIRST PRIZE: All your grocery bills
paid for a year at your favorite
A.J. BAYLESS MARKET
OTHER VALUABLE PRIZES AND SURPRISES GALORE
FREE ENTRY BLANKS AT MODEL HOMES



HALLCRAFT

BUY YOUR HOME



FHA

ONLY \$330 DOWN
CLOSING COSTS INCLUDED

ONLY \$89 PER MONTH

West Plaza

36TH AVENUE AND GLENDALE AVENUE
(CHOICE NORTH-WEST PHOENIX LOCATION)

HOME BUY IN ALL AMERICA

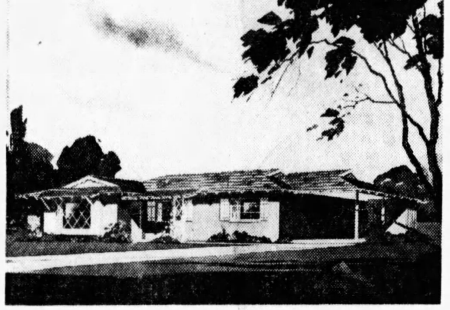
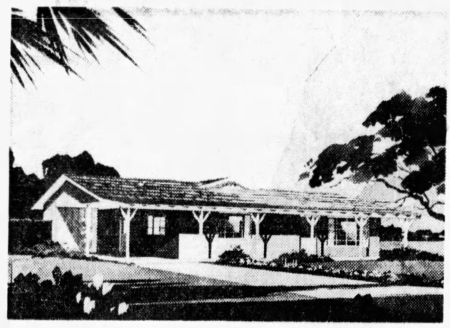
Contest Offers Free Food For A Year

How would you like to shop free at your favorite A. J. Bayless Market for an entire year? Imagine having food for the whole family for 12 full months—and no grocery bills to pay. This can happen to you. If it does, you will be able to select anything that strikes your fancy from the shelves of the big, beautiful A. J. Bayless supermarket in which you prefer to "shop." You will roll your grocery cart to the cashier's counter heaped with everything from soup to nuts—the best of meats and frozen foods, the finest vegetables, choice fruits, unsurpassed dairy products, and

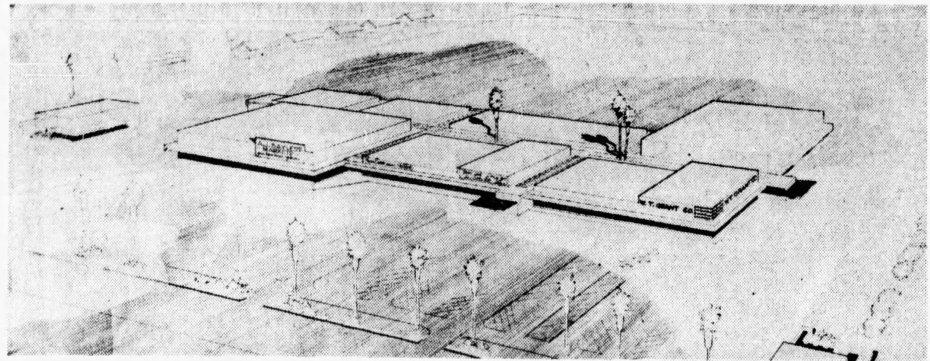
the leading brands of canned and packaged foods. The clerk will package your groceries, smile, and send you on your way without a cent to pay. AND NOT just once, but week after week for an entire year. This is the first prize in a contest established as a bonus fea-

ture at the grand opening of the Hallcraft homes. All you have to do to qualify is visit Hallcraft's beautiful new models at West Plaza and Scottsdale Estates. Pick your favorite model home, obtain an entry blank and write in the name and the reasons for your choice of models in 25 words or less. The first prize will have a value of \$2,300, a sum based on U.S. Department of Agriculture figures representing the average expenditure of U.S. families for groceries over the period of a year. There are three other prizes. Each is one month's supply of groceries from A. J. Bayless, not to exceed \$200 in value.

CONGRATULATIONS TO HALLCRAFT HOMES ON THE OPENING OF WEST PLAZA
We are happy to have a part in building these fine homes.
JOE AMOS TRENCHING
4001 E. Patricia Jane Dr.



Two of the four models which open today



NEW A. J. BAYLESS MARKETS WILL SERVE HOME OWNERS IN BOTH HALLCRAFT LOCATIONS

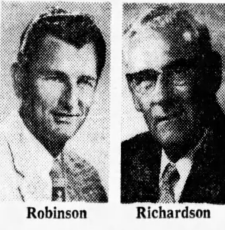
Hallcraft Salesmen Are Quality Men

LEONARD H. BLOSSOM, 6750 N. 13th Pl., salesman at West Plaza, has been two years with Hallcraft Homes. Prior to that he was salesman for 20 years with the Northwest Mutual Life Insurance Co.



Blossom
Blossom and his wife, Grace, came to Arizona 12 years ago. A native of Marquette, Mich., he attended Olivette College. His hobby is photography and fishing is his favorite sport. Blossom once sold 13 homes to one man.

came to Arizona four years ago. He likes hunting and golf.



Schmidt
Schmidt attended De Pauw University in Greencastle, Ind. Schmidt and his wife, Margaret, have seven children; Rita 17, Gregory 13, Stephen 9, Mark and Chris, 8-year-old twins, Joseph 2, and Tim, 2 months.

as musician. His favorite sport is swimming. Cowles and his wife, Peg, have five children ranging in age from 5 to 17.



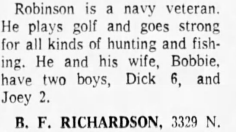
Scott
Scott came to Arizona from Chicago a year ago. He and his wife, Nancy, are expecting their first child soon. Scott attended Michigan State College, and Arizona State at Tempe.

craft Homes salesman at West Plaza.



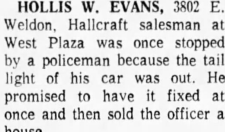
Scott
Buell Maddux, 2433 E. Whitton, once an airplane salesman at West Plaza, came to Arizona nine years ago from Chicago.

RAY ROBINSON JR., 4708 E. Palm Lane, Hallcraft Homes salesman at Scottsdale Estates, is a native of Phoenix. He attended North Phoenix High School and Phoenix College.



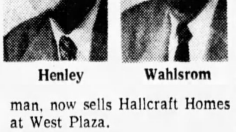
Robinson
Robinson is a navy veteran. He plays golf and goes strong for all kinds of hunting and fishing. He and his wife, Bobbie, have two boys, Dick 6, and Joey 2.

man at West Plaza, came to Arizona nine years ago from Chicago.



Evans
Evans came to Arizona 26

ago from Quitaque, Tex. He has been selling Hallcraft Homes for two years.



Tilford
Tilford attended the University of Nebraska.

man, now sells Hallcraft Homes at West Plaza.



Henley
Henley is a graduate of Phoenix Union High School, and almost a native Arizonan. His family brought him here from Hickman, Ky., when he was 7 years old. Henley attended Washington University. His hobby is fishing. He and his wife, Edith, have three children, Carol, 17, Robert 14, and Linda 7.

A native of Houston, Tex., Richardson attended Texas A and M. He and his wife, Eva,



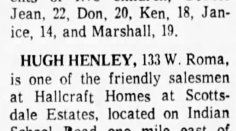
Richardson

ago from Quitaque, Tex. He has been selling Hallcraft Homes for two years.



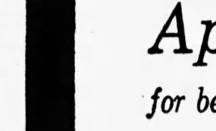
Tilford

man, now sells Hallcraft Homes at West Plaza.



Henley

man, now sells Hallcraft Homes at West Plaza.



Henley



Hallcraft chose the Finest in Materials and Construction... Roads and Curbing in the New West Plaza are constructed of Redi-Mix Mortar from **UNION ROCK and MATERIALS** 2800 South Central



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"We take pleasure in letting all Arizona know that we are Sincerely appreciative of the confidence Hallcraft Homes Inc., has had in our work over the past 5 years."

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Evans hobbies are hunting and leather work. He and his wife, Diane, are the parents of a son, Lee, who is 15.

DAN TILFORD, 4318 N. Black Canyon Highway, Hallcraft salesman at West Plaza, started his sales career with the Omaha Sun at age 13. He sold newspaper ads by telephone. Born in Hemette, Mo., Tilford attended the University of Nebraska.

CLIFFORD L. COWLES, 332 E. McDowell, is a Hallcraft salesman who also has his own real estate firm, Cliff Cowles Associates. Cowles sells part time at West Plaza. A native of Cleveland, Ohio, he came to Phoenix eight years ago.

Cowles is a member of the Y.M.C.A. His hobby is music—he put himself through college

Maddux was born in Eastland, Tex., but has lived most of his life in Phoenix. He attended Phoenix Union High School and Phoenix College. Maddux and his wife, Katherine, are the parents of five children, Bobbie Jean, 22, Don, 20, Ken, 18, Janice, 14, and Marshall, 19.

HUGH HENLEY, 133 W. Roma, is one of the friendly salesmen at Hallcraft Homes at Scottsdale Estates, located on Indian School Road one mile east of Scottsdale Road.

LARS N. WAHLSROM, 3205 W. Polk St., a native of Gothenburg, Sweden, who once served in the Swedish cavalry, is a Hall-

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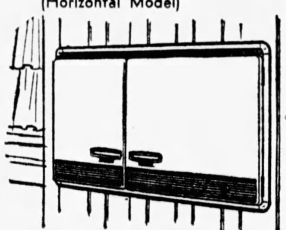
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BUILT-IN REFRIGERATOR-FREEZER (Horizontal Model)



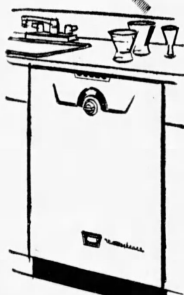
BUILT-IN LAUNDRY TWINS (LH-4, DH-4, Undercounter)




THE SHAPE OF TOMORROW




UNDERCOUNTER DISHWASHER (DWDA-24)



FOOD WASTE DISPOSER (FD-10)



BUILT-IN RANGE (OL-24 and PL-9)



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Backed By Experience

James E. Landon, construction manager for home building at West Plaza, 36th Avenue and Glendale, has worked on every kind of a job from a one-room general store in his native state of Texas to Hoover and Grand Coulee Dams.

Landon is vice president of the H & H Construction Company, which builds all Hallcraft Homes on the west side of Phoenix. John C. Hall is president of H. & H., which builds only for Hallcraft.

LONDON HAS been in construction work all his life with the exception of four years in the army during World War II. They made a radio operator out of him.

Much of Landon's earlier experience was in structural steel work. It included installation of weather-stripping trusses on large office buildings all over the West.

On the Hoover and Grand Coulee Dam he worked as a rigger, putting in two years at Hoover. He shook his head when he spoke of Hoover Dam. "It was a dangerous job," he said. "I left a lot of buddies at Boulder. Two of my best friends were killed on that one."

He met John Hall working in commercial construction after the war. "John was a carpenter then," Landon said. "We worked together on a steam plant job."

Landon had left Phoenix to do heavy construction work for a Pasadena, Calif., firm and was superintendent on a job building a navy ammunition depot when he next heard from Hall.

"HE WAS in business for himself and wanted to see me," Landon said. "When the navy job was done, I went to work for him as construction superintendent. That was at Lynnhaven.

It was our first development on the west side, and I remember John wanted to swap some property there for some on the east side. I talked him out of it and we wound up building 350 houses there."

Landon said that continuous operation at a well-planned pace is extremely important to efficiency and economy of the operation. "This enables us to keep a fine work force to-

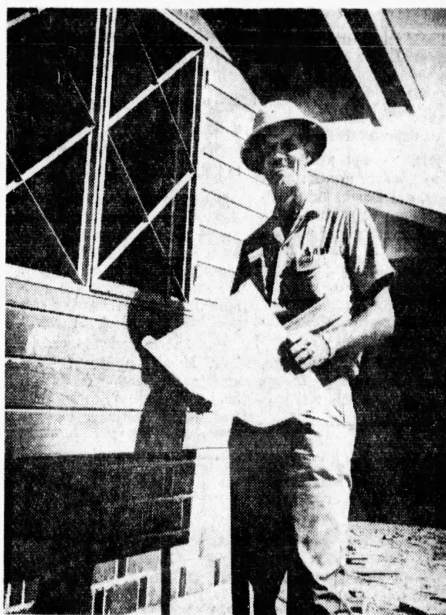
gether," he said. "Morale is what cuts it for us. Everyone respects everyone else and we all like John. It works all through the outfit. Every foreman figures his men are tops and they have the same feeling for him."

Landon and his wife Kathryn live at 2526 E. Avalon.

Congratulations to Hallcraft Homes from RAY SUITER & SON Water & Sewer Construction



Jet Jobs Kids who visit Hallcraft Homes with their parents will get jet balloons for souvenirs. Newest wrinkle in balloons, jet takes off with a scream when let go. Unique playgrounds also will greet children at both West Plaza and Scottsdale Estates. And for parents who visit the subdivisions there is a chance to win free groceries for a year. All you have to do to qualify is to visit Hallcraft's new model homes, pick your favorite, then write the reasons for your choice in 25 words or less.



JIM LANDON BUILDS WEST PLAZA HOMES

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Former Plane Designer Hall's Vice President

In March 1953, Robert C. Holloway Jr. sold an airplane to John Hall, president of Hallcraft Homes Inc.

Holloway didn't know it at the time but when he sold Hall the airplane he was already on his way to his present position as vice president of Hallcraft Homes Inc., and sales manager of Hallcraft's big West Plaza development.

Born in Tulsa, Okla., Holloway is an aviation engineer and a former airplane designer for Lockheed in Los Angeles. He studied a year at Tulsa University, a year at Oklahoma A&M, and three years at the University of California at Los Angeles where he obtained his engineering degree in 1944.

HOLLOWAY'S education was interrupted by World War II, in which he served as an infantry lieutenant.

Holloway had been crazy about airplanes as a child, and had his pilot's license when he was 16. He had logged 6,000 miles in the air.

Holloway's experience and training in engineering have proved invaluable to him since joining Hallcraft.

"BASIC education in engineering is the same for all who study the subject and prepares a man to adapt his knowledge

to any field," he pointed out. "It is extremely useful to me at Hallcraft's, because we are constantly thinking ahead — analyzing new ideas, methods, and materials. We have to keep our feet firmly planted in the problems of today, but at the same time we have to plan for tomorrow so that we can continue to build the greatest possible value into our homes."

In 1947, Holloway left Lockheed to become dealer for Cessna airplanes in the San Fernando Valley in California and later a distributor for Cessna in Arizona.

His business here was located at Sky Harbor Airport and one day John Hall came out to look at an airplane.

"Experience had taught me builders were superior prospects for the sale of planes," Holloway recalled. "They make up their mind fast. I dropped everything to give Hall all my attention." Hall liked the Cessna, Holloway reported.

"I'LL BUY your airplane," he said, "but I don't want it for two months. Meanwhile, I want you to keep something in mind. If you ever sell your business, don't make a move in any other direction. Just pick up your telephone and call me."

At that time, Holloway had no intention of selling his business. "But six weeks later a buyer came along with a fine offer," he said. "I took it."

When Holloway first joined Hallcraft, the company had no draftsman of its own. In addition to selling he drafted plans for new homes.

"One of the solid things about this organization is that our executives know all phases of this business from personal experience," Holloway said. "All of us participate in the planning so that each can bring his specialized training into play. This is a very important factor in making fine homes available at such low prices."

Holloway and his wife, Dona, live at 520 W. Royal Palm Rd. There are three junior Holloways: Lyndsay Ann, 12, Bobbie, 5, and Billie, who is 1.

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Senior Hall Recalls Old Days As Contractor

Marvin D. Hall, the senior vice president of Hallcraft Homes Inc., and the father of John C. Hall, had a far away look in his eyes. He was talking about the old days back in Missouri when he combined farming with independent contracting. Those were the years of the '30s.

"Most of my jobs were repairing and rebuilding houses for the Prudential Insurance Co.," he said. "Believe me, I saw some terrible housing. I resolved then if I ever had the opportunity I was going to do something about it."

SOUND building practice comes close to religion with Hall. "I remember repairing farm houses I'd rather tear down," he said. "You can patch up a house that's built wrong. You can even make it pretty good if you put enough work in it, but it will never be the house it should have been if it was built right in the first place."

As a young man, Hall was a blacksmith. He served his apprenticeship with the Quincy, Omaha, and Kansas City Railroad—the old "OK" line. It was later taken over by the Burlington and most of its routes discontinued.

"In those days railroad blacksmithing was rough," he said. "We did everything the hard way. There wasn't any welding machine. When something broke, we made a new one. I worked six days a week and got \$1.75 for 10 hours work."

Hall left the railroad to start

his own blacksmith and machine shop in Milan, Mo., where both he and Mrs. Hall were born. He had welding equipment in the shop and did a lot of repair work on farm machinery.

It was at Milan that his son, John, president and founder of Hallcraft Homes, was born. "Milan was located about half way between Quincy, Ill., and Kansas City, Mo.," he said. "It had about 2,000 people—not even half the number of people we housed last year in Scottsdale Estates and West Plaza."

HALL HAS worked in five trades: blacksmith, welder, boilermaker, machinist, and carpenter. Today, in addition to his position with Hallcraft Homes, he is also a partner with Dave McFarland in the H. and M. Machine Co. Inc., which subcontracts for Motorola, AiResearch, Talco, and others. Work the firm does includes manufacture of missile parts. McFarland was formerly head of Motorola's model shop.

The Halls moved to a farm

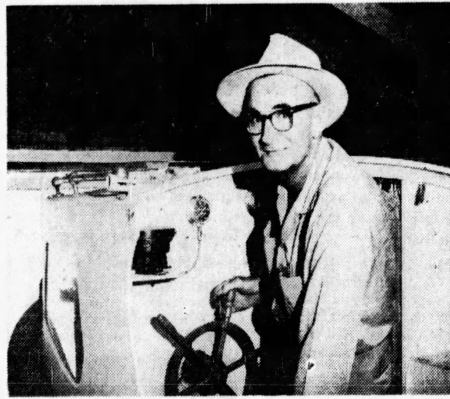
near Eagleville in Harrison County, Mo., when Hall started his contracting business. John went to school in Eagleville and helped his father two summers. "It was mighty educational work," Hall recalls. "I ran into just about every weak point a house could have, and John was quick to learn 'em. He was drawing plans for me when he was 14."

Hall said that many times he used to think how fine it would be "to build really sound houses that people could afford without breaking their backs."

He got the opportunity in 1951.

In 1947, he and Mrs. Hall came to Phoenix to visit John and Mrs. Hall's aunt, Mrs. Nannie Jackson, who is now 91 years old, and has been a Phoenix resident 30 years. Mrs. Jackson lives with her daughter and son-in-law, S. A. Gromer, at 1801 N. 37th Place. Gromer is also associated with Hallcraft Homes.

"WE LIKED it so well here, we moved to Phoenix to get away from those Missouri win-



MARVIN D. HALL INSIDE BOAT HE BUILT

ters," Hall said. "We bought a hardware store. When John began building homes, I used to help in my spare time."

But there wasn't enough spare time. "Mrs. Hall worked with me in the store, but the hours were long and I wanted to do more building. Finally, we sold the store and I went into business with John. We made a corporation out of it in 1952."

Hall has a workshop and he built himself a 19-foot cabin cruiser for deep sea fishing. Said Mrs. Hall: "He can build just about anything. He has made me beautiful furniture

and cabinets, but the other day when I wanted a shelf in the kitchen—just one board—I had to get a carpenter from the job to do it."

Hall loves to hunt and fish. Last year he got two deer in Utah and another in the Kaibab Forest. During the winter and spring he takes his boat to Rocky Point in Mexico about once a month.

The Halls and their daughter, Shirley Ann, live at 2245 E. Amelia Ave. They have another son, Robert, who has been 11 years with the Seabees. He is stationed at Davisville, R. I.

Top Saturday Movies Sponsored By Hallcraft

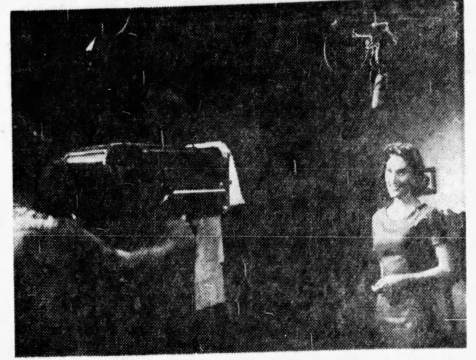
Hallcraft Theater, presented every Saturday night at 9 o'clock, is noted for three things: fine pictures, limited commercials, and Jeannie Metzger, the Hallcraft hostess.

Jeannie, who is loaded with charm and gets a raft of fan mail, is a native born Arizonan, who enjoys being Hallcraft's TV hostess so much she says its "more like a hobby than work."

THE MESSAGES she delivers from Hallcraft are limited to three during the one and a half hour production, and each is only one minute in length.

"We want the public to enjoy the show," says Jeannie. "We like to talk about Hallcraft Homes but we make it brief because we feel the public prefers it that way."

Films presented on Hallcraft Theater included such great hits as "High Noon" with Gary Cooper; "Suddenly" with Frank Sinatra; "Bells of St. Mary's" with Bing Crosby; and many others featuring Academy Award performances. And once



HALLCRAFT HOSTESS IS JEANNIE METZGER

Hallcraft reached back to bring out a picture which scored a terrific hit over video waves, "Life Begins at 40" with Will Rogers.

Jean Metzger is married and her husband, Robert, has his own insurance agency. Jean is a graduate of North Phoenix High School, and is the daughter of Mr. and Mrs. James E. Wright. Her father, "Jimmy"

Wright, is a man with "a million friends" who built up a successful business and sold it to become even more successful in dog and horse racing.

JEAN attended Stevens College in Columbia, Mo., where she majored in radio. She was first on the air here on KOY where she did a women's fashion program, and a children's program.

Construction Boss Was Stretcher Case

Harley Redfield, the manager and vice president of the John Hall Construction Co., grew up in the construction business. Redfield builds all Hallcraft Homes at Scottsdale Estates.

His father was general contractor and his grandparents on both sides were in the construction business in Ireland.

Redfield himself can not remember when he was not working in the business. As a youth he worked summers for his father. After he graduated from college with a degree in junior engineering — which covers all phases of the construction business—Redfield joined a Denver firm, Kirchoff Construction Co., and stayed with the company until 1951 when he became very ill with a heart condition.

He left his native Colorado on doctors' orders and made the trip to Phoenix on a stretcher. He was given about six months to live. His frame had shrunk to 87 pounds.

IT WAS THEN that Redfield saw construction of a different type. After two years of bed rest here, the Phoenix sun and climate had reconstructed his body and he went to work for John Hall.

"Now I have a heck of a time keeping down to 200 pounds," he laughs.

Although he still has to get plenty of rest, he is just as active in his business as he ever was—and the construction business is a rugged life.

"You either like construction, or you don't. You get a feeling of accomplishment when you see something built. However, you really have to live it. The day's never long enough," he states.

A widower, he lives at 4550 Grand Avenue in Glandale.

He has a son, Kenneth, who is attending Arizona State and two grandchildren.



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Through the cooperation of HALLCRAFT HOMES our entire HOME PLANNING SERVICE DEPARTMENT is disposed to your special needs and desires. You may be advised as to drapery designs, arrangements, styles and estimates. You may seek counsel on color lay-out for easier Arizona living. Plan your decor for modern or period design and style... Carpet colors and qualities as well as tile may be discussed and full cost analysis will be made so that you can know how far your budget may reach.

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