

NATIONAL DESIGN CENTER

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HOUSING IN TRANSITION SEMINAR PINPOINTS VITAL INDUSTRY CHANGES



Speaker, William Snith makes an important point during National Design Center Housing in Transition Seminar, New York.

Authorities Diagnose Housing Industry Ills

Presenting a total evaluation of "Housing—An Industry In Transition," eleven experts examined aspects related to the housing industry "from land to key."

With over 400 representatives of industry, in attendance, the Housing Seminar evidenced the tremendous interest of top management, in learning how to cope with the myriad problems of the building industry today.

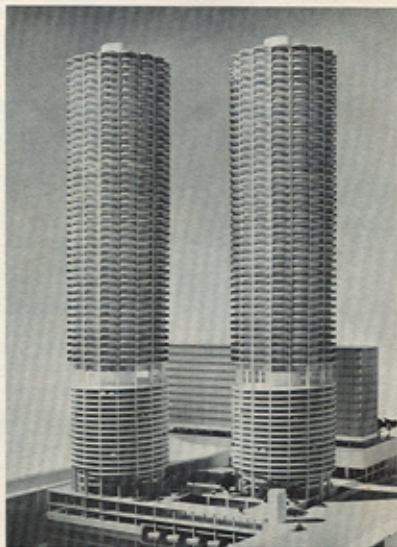
The great interest shown by those attending the N.D.C. Housing Seminar was confirmation that an important segment of industry now realizes that the home buyer of today demands much more than a roof and walls. Seminar speakers gave eloquent testimony to the recognition of this fact.

Eleven of the nation's foremost authorities explored the multiple forces and factors that affect the growth of this industry.

National Design Center Seminar Focuses Attention On The Consumer

National Design Center Opening In Marina City, Chicago, Will House Architectural & Building Products Division

"Houses are for People" is the summarization of eleven housing authorities who spoke at a recent housing conference in New York sponsored by the National Design Center.



National Design Centers new Midwestern headquarters in Marina City, Chicago.