

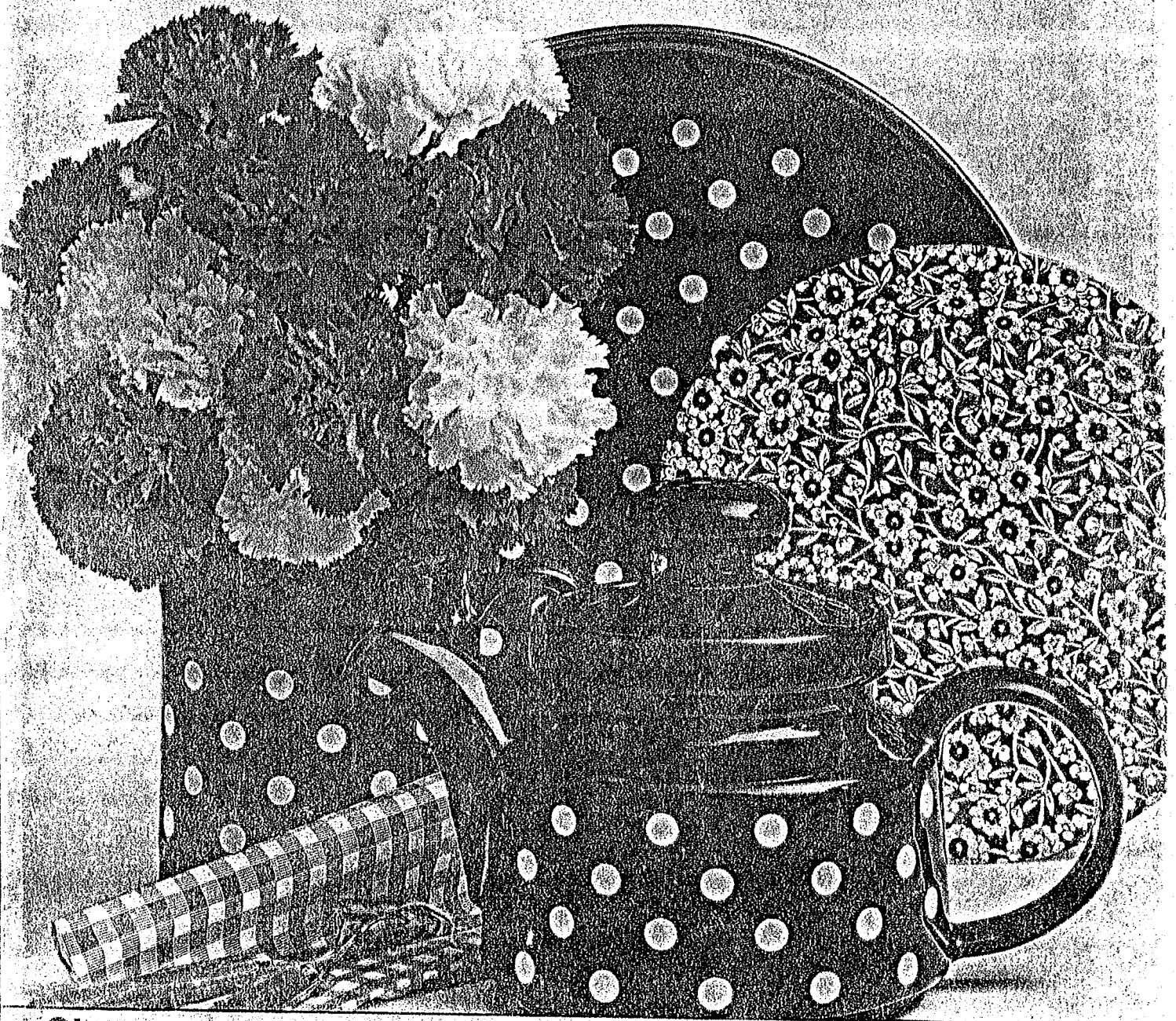
JULY 35

American Home

YOUR ENTERTAINING SUMMER

14 Pages of Happy Decorating for Outdoor Parties...
Fun-in-the-Sun Menus & Recipes

HOW TO • Bring on the Berries • Buy a Tent
Make Your Garden Glow • Dry Summer Flowers

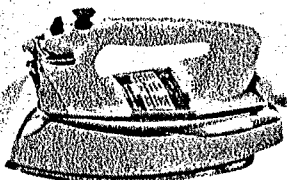


Clearwood...The Vacation Colony Everyone Can Afford
New break for home buyers: TRUTH-IN-HOUSING

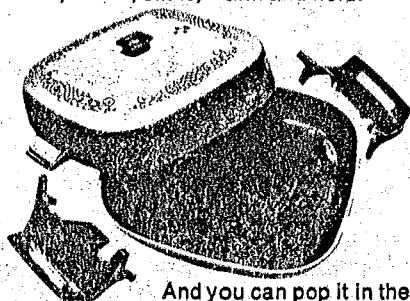
WISE BUYS

There are stubborn wrinkles you can do something about. The GE Power Spray Iron gets out wrinkles, fast. All you do is press the Power Spray button (that's press, no pumping with this iron), and out comes a stream of sprinkles when and where you need them.

There are two settings, one a light mist for Permanent Press and the other a concentrated spray for stubborn wrinkles. Smooth.

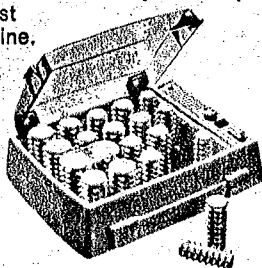


Get a GE Buffet Skillet and eat happily ever after. It's the only thing you need to braise, stew, fry, roast, pan broil, bake, simmer, steam, sauté, warm and hold!

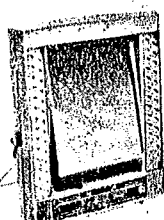


And you can pop it in the dishwasher. Cord and probe come out at the push of a button and legs and handle snap off. Just like that. Easy.

If you hate curlers and love curls, get yourself a GE Speedsetter. GE rollers are tangle-free. So smooth and easy to roll up. You get the fastest set you can imagine. There are 6 Jumbos, 10 Mediums and 4 Smalls, and can be used dry, with conditioner or with mist. Nifty.



Mirror mirror on the wall, you're not as honest as a GE Lighted Make-Up Mirror.



Have you ever checked yourself out in daylight after you've made up in the bathroom? Different? Can't happen with a GE Lighted Make-Up Mirror. It has four separate light settings: Day, Office, Home and Evening. To let you see yourself as

others see you, wherever you are. Honest.

GENERAL  ELECTRIC

THE VACATION COLONY EVERYONE CAN AFFORD



"This is what Clearwood's all about," explains the mother of two junior-high-age boys. We are lounging on the porch of the family's second home deep in the foothills of Washington State's Cascade Mountains. "Clearwood is a vacation community that lets you do it now, while your children are young enough to enjoy being in the outdoors with you. Children can't wait until you can afford it. They grow up.

"From the first, long before we started the house, we camped out here weekends and vacations. We're still camping, but in the house now, doing the inside a room at a time, starting with money we got from selling the trailer." She spreads her arms to encompass spring-fed, 175-acre Clear Lake, the surrounding forested hills, a view that looks Mt. Rainier right in the eye. "For five years now, the children have had all this. And we have had the children." (For a closer look at "all this," see pages 59-61.)

Parks and recreation areas, trails and open lands for everyone's enjoyment are the heart of Clearwood, developed by The Quadrant Corp., subsidiary of the Weyerhaeuser lumber colossus of the Pacific Northwest. A decade ago, Weyerhaeuser surveyed the nearly two million acres in its Washington State land bank, planted to second-growth Douglas fir stands with some virgin groves still uncut. Certain areas suggested themselves as potential recreation communities. One was the tree farmland surrounding clean, trout-rich Clear Lake in rolling Cascade hills. Thus in 1968 Clearwood was born.

The company's aim since then has been to put a second home within reach of anybody who wants it—without eliminating privacy or communion with nature. Such a goal is achieved easily in developments geared to relatively high-income living, but when attained for families of more modest means, it is a

triumph of taste over expediency. Among other problems Clearwood's developers faced—and solved—was the need to avoid duplicating a city-life setup, which would have destroyed the appeal of the magnificent location. Also, they had to consider easy access to population centers—Olympia, Tacoma, Seattle, Portland—so that second homes could be enjoyed weekends the year round. Wilderness isolation had to be maintained along with the protection of property during homeowner absences. Roads were kept private, with gatekeepers at entrances.

Here's how a typical homeowner describes the concept of Clearwood: "It's Walden Pond with a congenial social life, a kind of live-in country club in the forest." Almost without exception, other property owners agree. One remarks: "We never cared for developments, but respect for the environment shown here changed our minds."

The Quadrant management employed subtle means to fit people into wilderness—not vice versa. As an officer sums up, "You don't change the lifestyle of a 250-foot fir tree or a clam bed, but you can persuade people." Disturbed by the threat of motorbikes and the increasing use of automobiles on the colony's few roads, the corporation gifted early homesite purchasers with 10-speed bicycles. At once cycling and hiking became the way of life. Residents now put up their cars when they arrive and take to the more than 10 miles of lake trails. An unexpected bonus of this attention to detail and consideration for setting is that there is no litter—none at all—and not a single incident of vandalism has occurred.

Clearwood lots range from 9,000 to 11,000 square feet (priced from \$4,900 to \$9,500), their boundaries varying with the contours and irregularities of the terrain. Generally, the lots fan out from cul-de-sac access lanes. (continued)



Invitation to a hot summer day: dress accordingly.

Hot weather brings out skinny little swimsuits and clingy little sunsuits—and that means discreet sanitary protection is more important than ever.

You want dependable, comfortable, yet invisible protection. You don't want the bulges and chafing of napkins, the embarrassment of pins and belts. You *do* want internally worn Tampax tampons.

You'll hardly know you have your period, because Tampax tampons can't be felt when properly in place. And of course no sign of them can be seen, so you're free to dress for the season. Without worrying about anyone else "knowing."

Short, cool, bare little clothes were made for summertime. And Tampax tampon protection was made for your short, cool, bare little clothes.

The internal protection more women trust

TAMPAX
tampons

MADE ONLY BY TAMPAX INCORPORATED, PALMER, MASS.

VACATION COLONY continued

And as a result of protective covenants, the shores of Clear Lake are lined with a community greenbelt extending 50 to 150 feet from the water's edge. Wherever cliffs border the lake, trails rise to open viewpoints. At each of the beaches, there are showers and heated dressing rooms and, nearby, a "ramada"—a sheltered picnic area and kitchen containing electric stoves and barbecue pits. Owners can use these facilities for large-scale entertaining simply by clearing whatever date they prefer with their immediate neighbors. Also in community ownership are tennis courts, a baseball diamond, basketball courts, a store and a heated swimming pool partly covered for winter use.

Early in the planning stage, a forester, Ken Jones, was called in as a professional voice in overall landscaping. Ken had cruised the first timber stand at Clear Lake many years ago. Now his special domain is planning roads and paths that least disturb the environment, and designing arched bridges, boat-launching ramps, fishing docks, playgrounds and lake swimming floats.

Clearwood's town-house-like "Lake Houses" were designed by Seattle architect Richard Bouillon, whose concern for the area's natural beauty made him an innovator. "I was so enamored of the site that I thought it insensitive to run in concrete-mixer trucks that might impact the roots of the trees," he says. To avoid this, Bouillon created a pole-foundation system that requires the use of concrete only for fireplace foundations and as an apron around the swimming pool. The Lake Houses (eventually, they will number 35), with rough-sawn fir stained earth colors both inside and out, are two-story, two-family units.

Though most property owners prefer building their own homes, Quadrant does offer, in addition to the Lake Houses, plans for a variety of company-constructed houses intended to appeal to young families. Their features include spiral stairways, loft bedrooms, breakfast bars, bathrooms with stall showers, and with childproof materials used throughout, they are practically carefree.

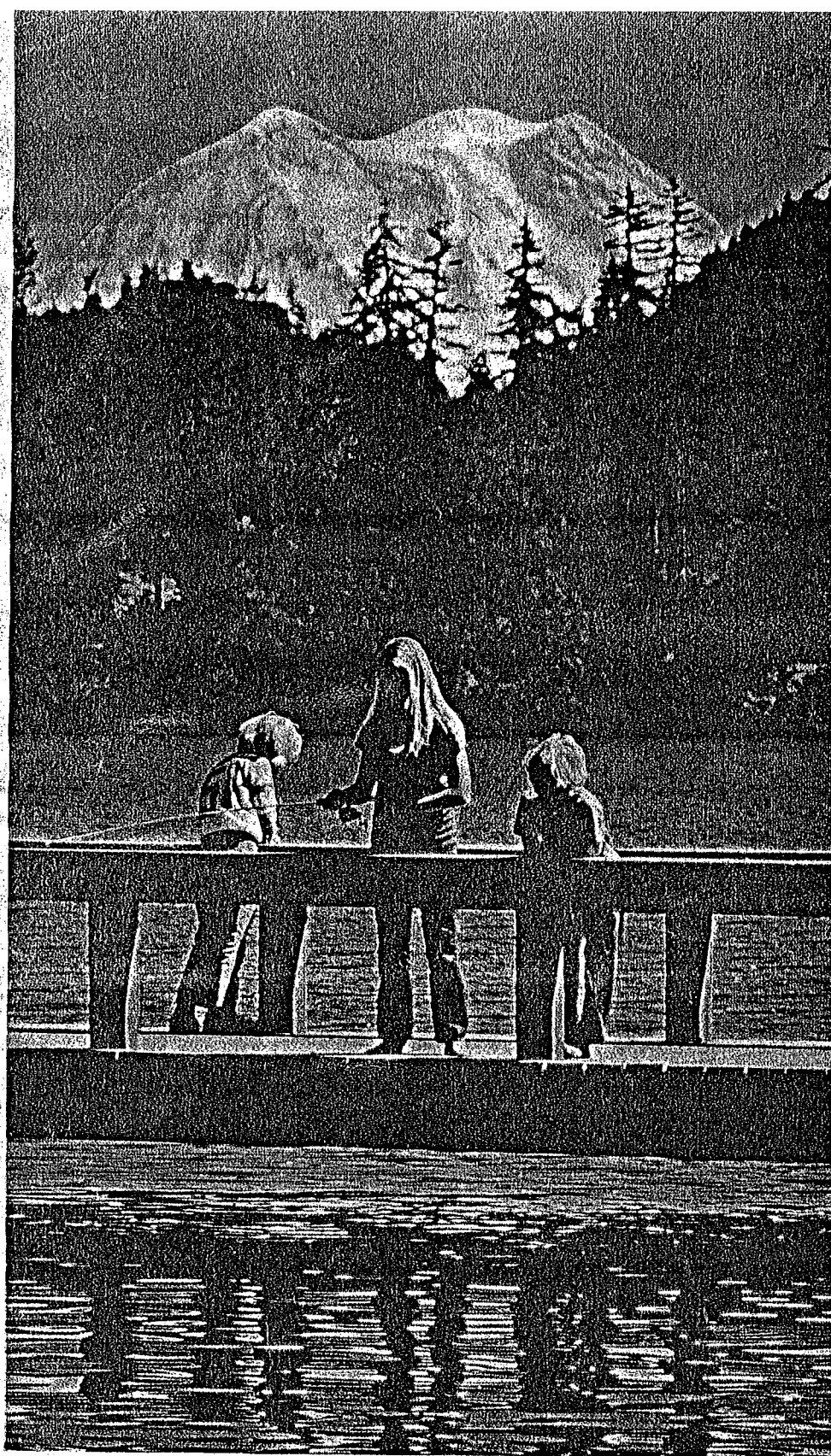
Clearwood generally appeals to young couples just realizing their first dreams. A Clearwood family's entire investment in land and in a home that meets building and landscaping requirements—external design and finish in harmony with the topography and with existing structures—could run as little as \$15,000. The annual assessment for full use of recreational facilities and common areas is \$50 per residential lot. Funds go to the Clearwood Community Association, in which each owner is a voting member, to improve and maintain common areas "and generally promote the recreation, health, safety, comfort, convenience and

welfare" of the owners in the community.

Clearwood makes an extraordinary concession: An owner has no short-term deadline to meet in building a house. The usual time lag between 10 percent property down payment and home construction is two to five years, but it can extend almost indefinitely. In the interim, lot owners can make full use of their land. As facilities for cooking, dining and bathing are located within short walking distance of every residential lot, and a company water system serves each lot, it becomes entirely practical to launch second home-living in a tent. To avoid the appearance of a mobile-home park, campers, trailers (limited to 20 feet) and tents must be removed—that is, depart with their owners when a weekend or vacation ends. There are Clearwood dwellers who will never build. "The land's a good investment and we've got a place to go, all ours," they say. A touching love of the land is apparent everywhere. Fruit trees, ornamental shrubs, flowers and even vegetable gardens flourish. Elaborate stone firepits, rock-bordered paths, bird houses and feeders, platforms for trailer extensions and tents sprout on the lots while owners study their views, the direction of the prevailing winds and other factors influencing design of the home-to-come. Land is hand-cleared, with written permission required of the Community Association for removal of any tree or natural feature.

Quadrant admits it is choosy about its buyers. Now and again "urban types," a euphemism for swingers looking for a place to lose their weekends, are firmly discouraged. "We recommend that they do not buy because of the basic family appeal of these properties," says a Quadrant executive. "We just haven't had that kind of difficulty, and as the community will never have convention centers, cocktail lounges, restaurants or even coffee bars open to outsiders, the public is not going to move into property owners' front yards. With the same objective—privacy—we have no arrangement for renting homes while owners are not using them."

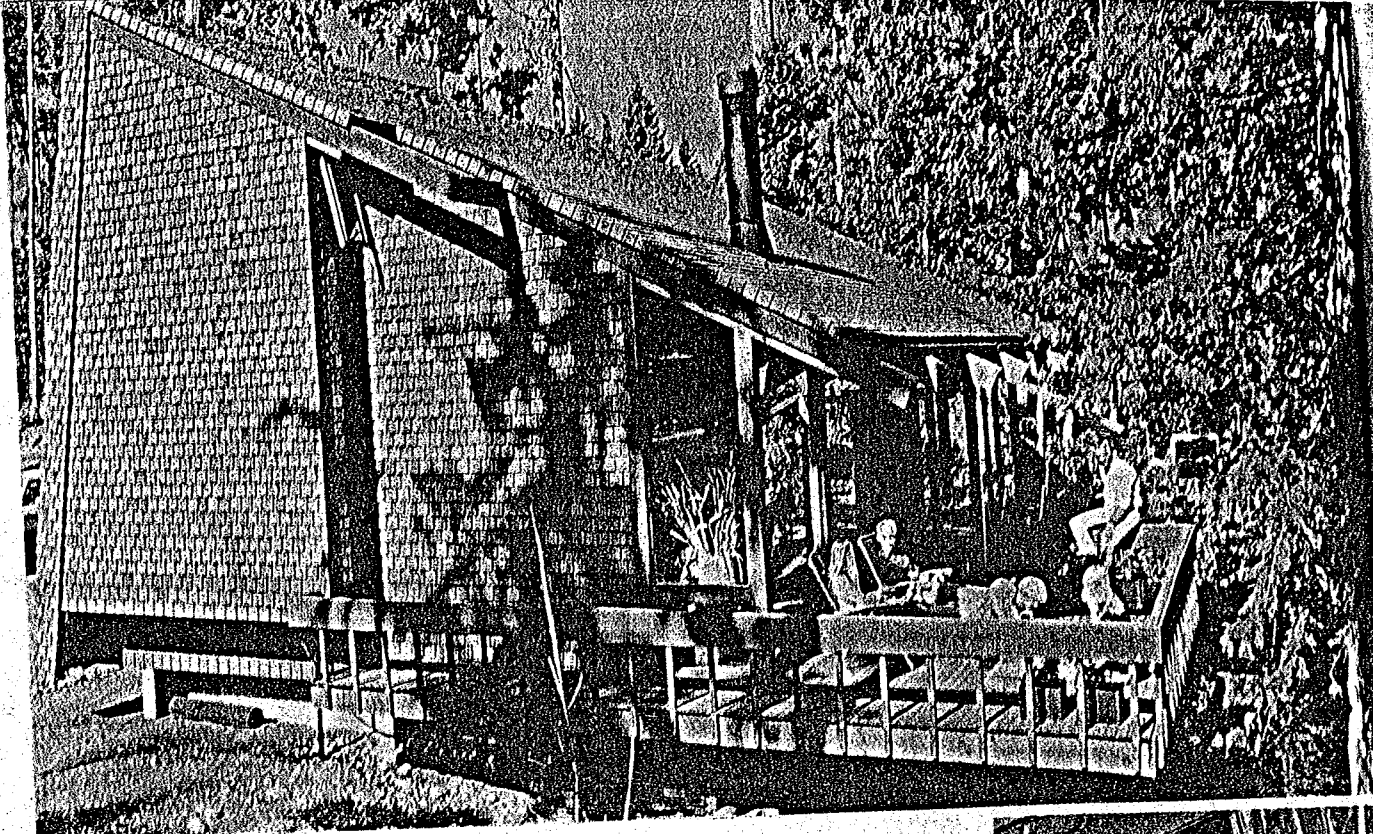
Not everyone sings a paean of joy to the developing community. A few first-comers, the pioneers who once had it all to themselves, are predictably churlish toward a new "sold" sign if it's within the aura of "their" picnic-beach-barbecue site. But, as the community assets are well designed for both intimate and general use, they discover that somebody else's steak on the coals isn't so intolerable after all. Besides, newcomers' children are inclined to become pals of old-timers' offspring on sight. The sense of community that has developed at Clearwood melts away such minor problems as these. —Dolly Connelly



THE ULTIMATE VACATION PACKAGE

With Mt. Rainier rising mightily behind them, Dane, Lissa and Alan Johnson fish the waters of Clear Lake, deep in the woods. Their parents own a house in Clearwood, a vacation community only 65 miles from Seattle.

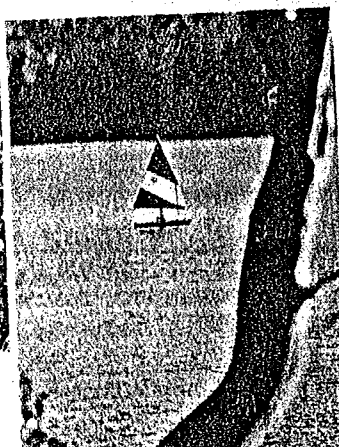
If the '70s are to become the widely predicted Decade of Leisure, the new-wave "vacation community" will undoubtedly lead the way. Complete with environmental planning, recreation facilities, maintenance and security built into a single purchase—of either land, land-and-house or condominium—these new colonies are springing up all over the country. (A sampling of some of the best begins on page 20.) Clearwood in Washington State, shown above and following, is a young-family community with an enjoy-it-now-approach. —Guy Henle



VACATION PACKAGE continued

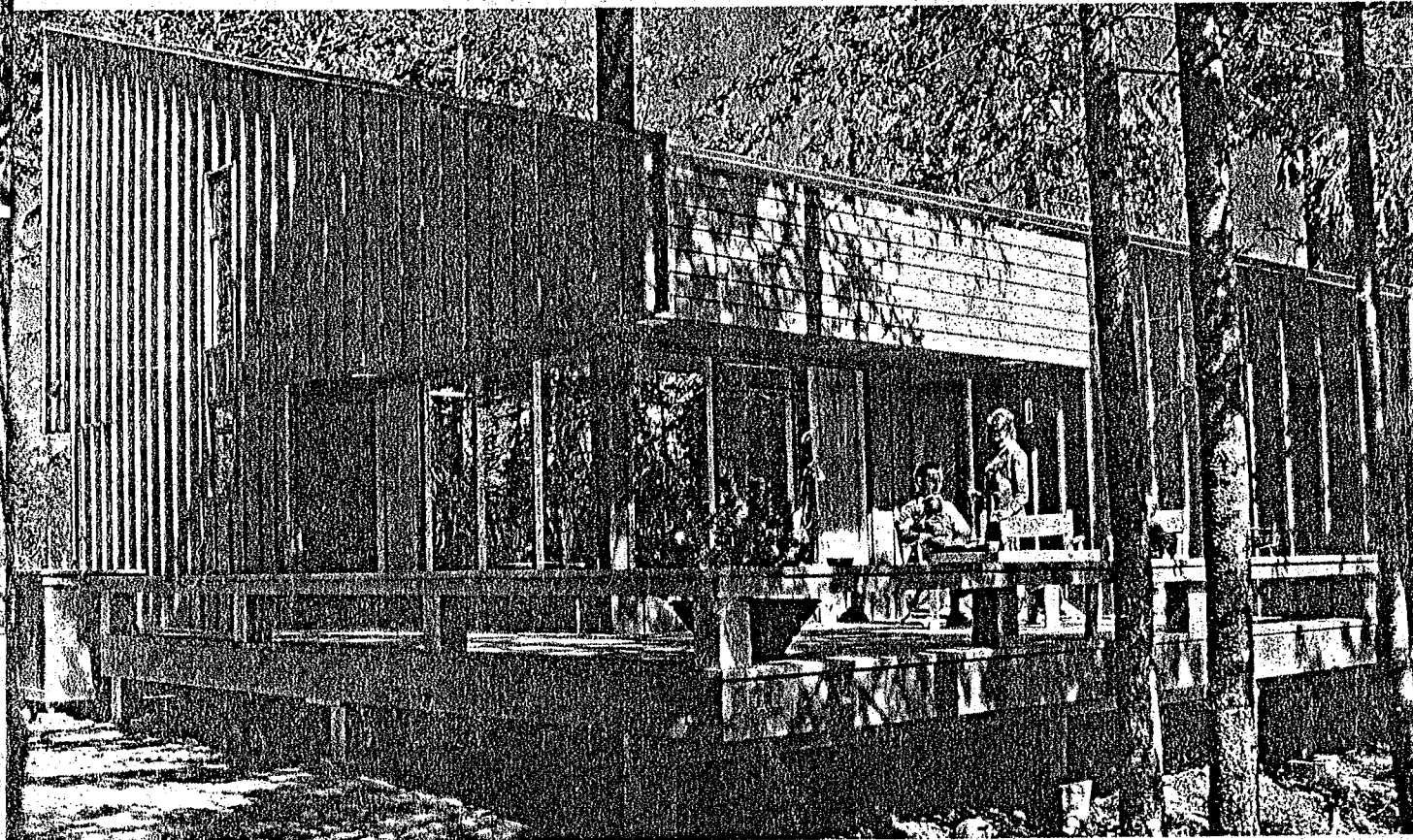
At Clearwood you can buy or build— or just camp.

Clearwood's 850 acres center on Clear Lake, with its excellent boating, fishing and swimming facilities. Dotted around the community are sports fields, bicycle trails and picnic areas. Buyers have four choices of living arrangements in this Weyerhaeuser complex: They can buy a one- or two-bedroom "Lake House" (\$24,000 to \$30,000, including land), built as two-family units and sold fully equipped, except for furniture. They can choose a house from one of Clearwood's many available plans and have it built (\$15,000 and up, exclusive of land). They can design and build their own house, under certain restrictions. Or they can simply buy a lot (\$4,900 to \$9,500) and camp on it. With any of these purchases goes an owner's share in the common facilities. For more on Clearwood, turn to page 14.



Opposite: Gloria and Walter Johnson were among the first homeowners in Clearwood. Walter had fished Clear Lake for years and knew the area well. A Tacoma architect, he designed and built most of the house himself over a two-year period. The family is here weekends and for a long stretch in the summer. The Johnsons' five children have pallets for their sleeping bags in unfinished attic (opposite, below).

Below: Carol and Jack Lynch bought their "Lake House" last October. They had no desire to build, so Clearwood's ready-to-buy house had strong appeal. It meant they could have a place to use immediately, while the children—Skipper, 8, and Shaunda, 1—were still small. From deck outside their living room (bottom), the Lynches enjoy a compelling lake view.



Opposite, left to right: New landowners Carol and Kelly Kelstad camp out on their property—and will continue to rough it until they are ready to build; tidy, well-maintained campsite shows owners' high regard for the Clearwood environment; sailing on Clear Lake is one of the area's pleasures; a neighbor helps Louise and George Thompson raise a wall of their house.

