

*Eichler*  
HOMES

# comes to Sacramento

IN BEAUTIFUL SOUTH LAND PARK HILLS

**completely  
air-cooled  
for your  
comfort!**



**3 and 4 bedrooms • 2 baths • all-purpose room • 2-car garage**



### **a setting of beauty!**

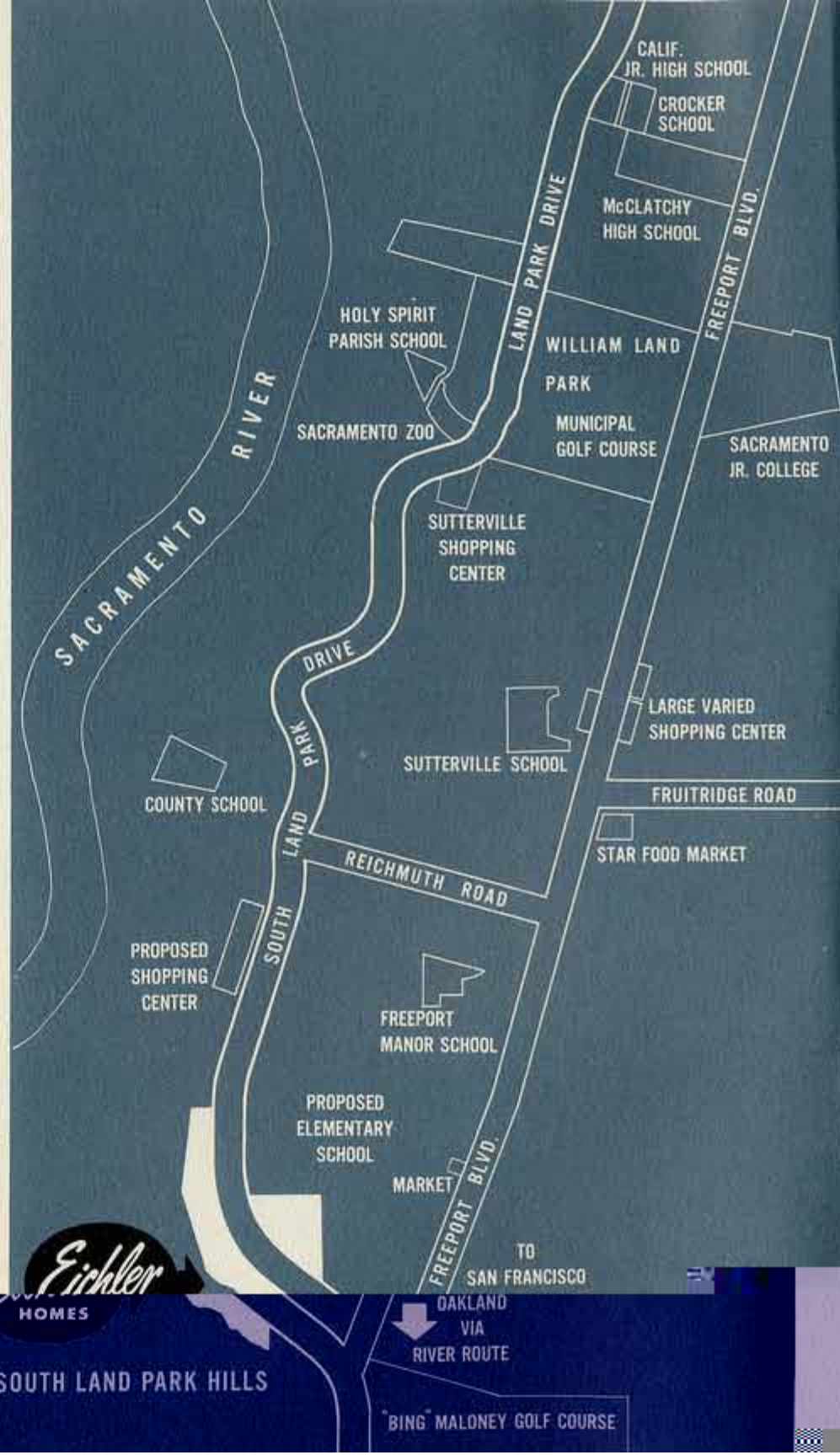
South Land Park Hills is one of Sacramento's most desirable residential areas. Situated on high, gently rolling land, these lovely homes command a breath-taking view of the surrounding countryside—invite indoor-outdoor living at its best!

### **so convenient, too!**

Near at hand for your recreation are the Sacramento River, public and private golf courses, and William Land Park and Zoo. Equally convenient to South Land Park Hills are schools and playground, supermarkets and shops, churches and transportation—with more to come!

### **the perfect combination!**

In short, South Land Park Hills offers you all the comforts and conveniences of an established community—all the delights of suburban living—all within the city limits of metropolitan Sacramento—just a quick drive from the Capitol!





## **look what you get in every Eichler Home in South Land Park Hills!**

**Built-in G.E. combination clothes washer and dryer**—with Formica counter top and adjacent built-in hamper. Washes up to 12 lbs., as compared with 8 lbs. for ordinary washers!

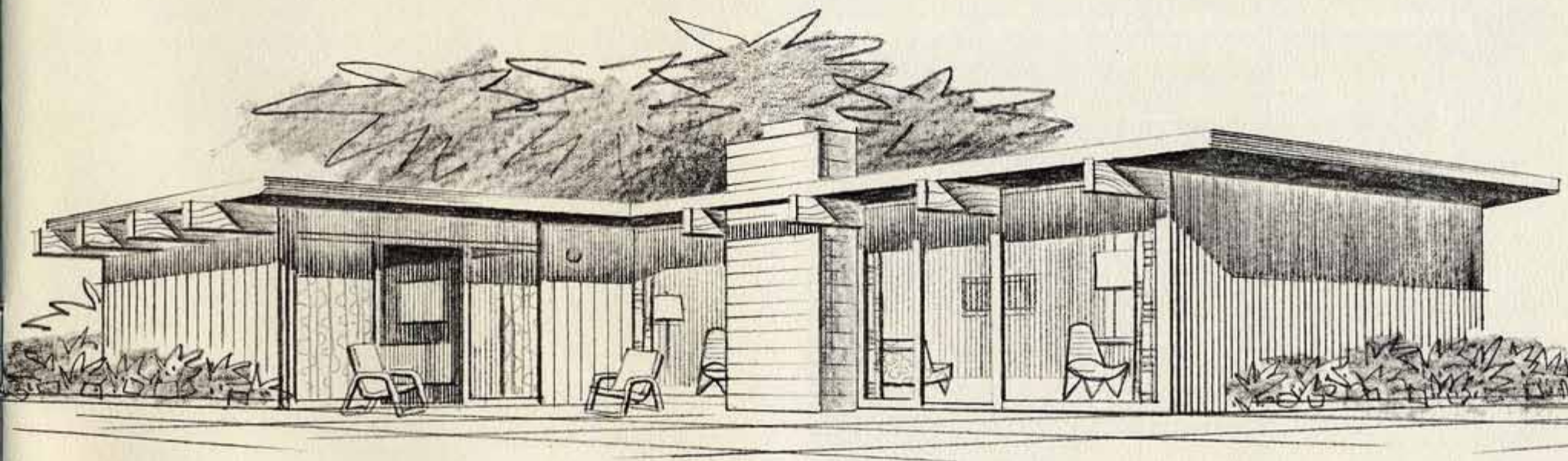
**Waste King Pulverator garbage disposer**—the finest garbage dis-

poser available. Handles all garbage quickly and quietly.

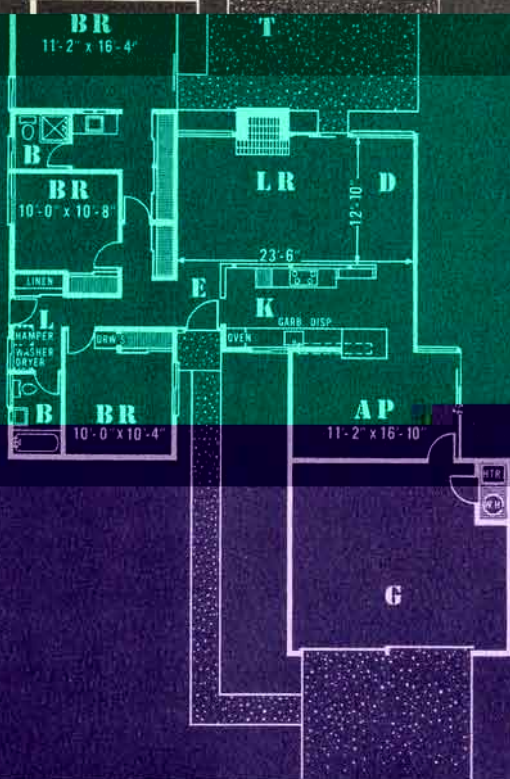
**Built-in Thermador electric oven and range**—saves stooping or squatting to use oven, eliminates waste space below or behind range!

## **and complete air-cooling at no extra cost!**

The new Coolair system works on an amazing new principle of evaporative cooling. Hot air is drawn through a mist of spray, cleaned, filtered and humidified. Coolair removes dust and pollen from the air through permanent fiberglass filters! Coolair lets you cool different areas of your Eichler Home.

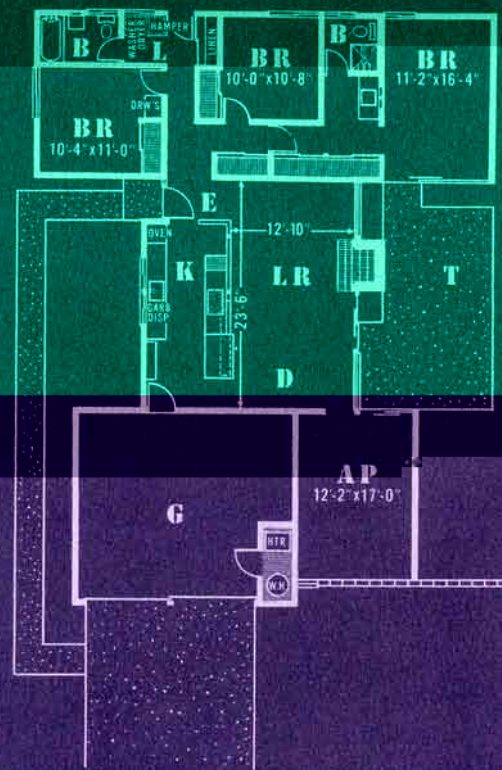






### PLAN JE-89

Three bedrooms, two baths, all-purpose room. Notice how the big all-purpose room opens directly off kitchen, so hostess can entertain without strain—enjoy guests as she works.

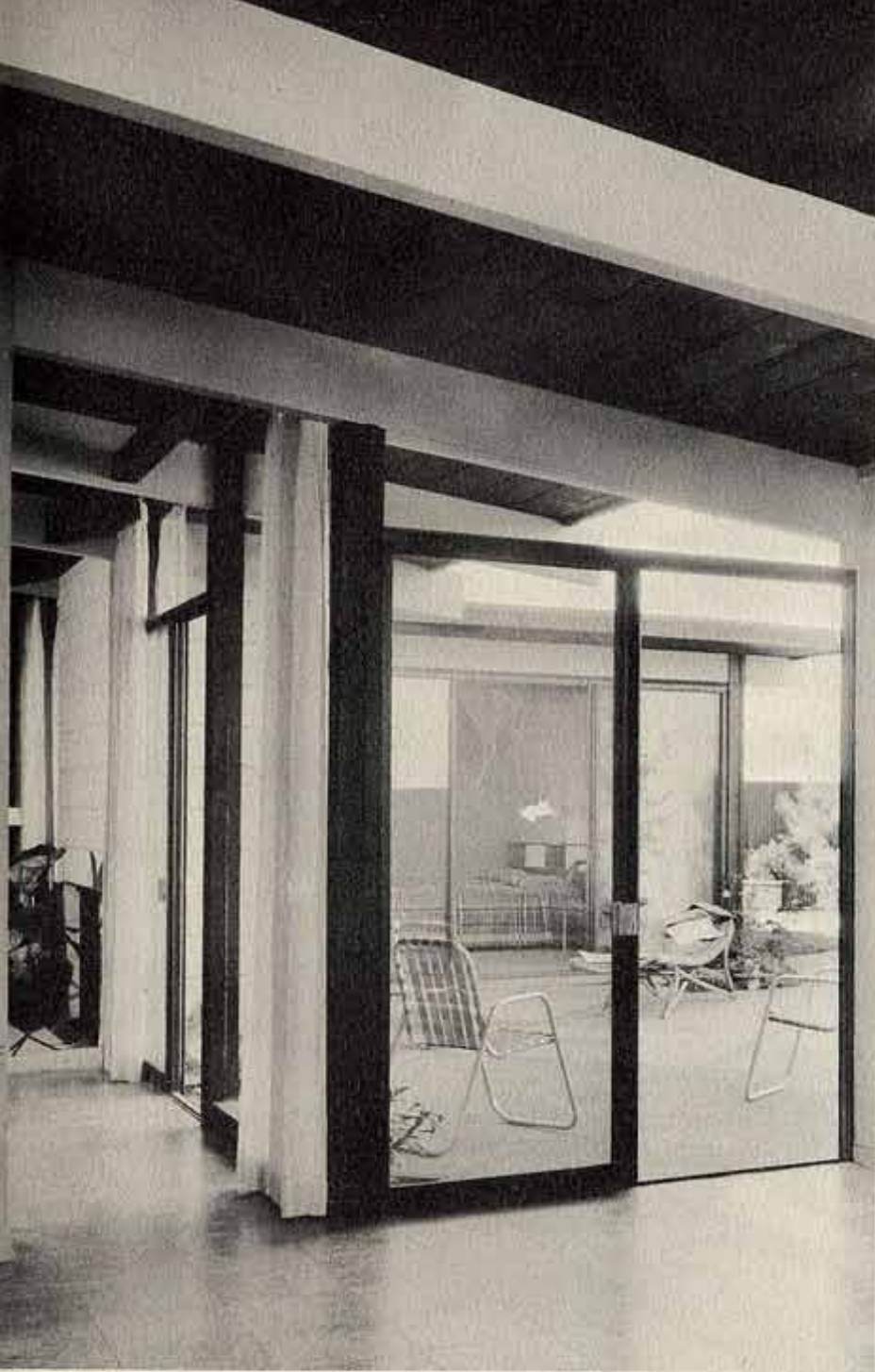


### PLAN JE-85

Three bedrooms, two baths, all-purpose room. Just look how much extra space that wonderful, all-purpose room gives you for entertaining, for TV, for children's rainy day play.

planned for better living by the famous architect team of Jones & Emmons, AIA





## **enjoy custom features at no extra cost!**

In these new Eichler Homes you'll find features usually reserved for custom-built homes—features that will make life so much easier and more pleasant for your whole family . . .

**Engineered radiant heating**—provides healthful, even heat from floor to ceiling—without fumes, soot or dust.

**Philippine mahogany wall paneling**—its rich, beautiful grain adds charm and luxury to your home—and it requires no care or upkeep.

**Indoor-outdoor living**—window walls of glass tie light, spacious living area to sheltered terrace, your outdoor “living room”.

**Armstrong Cork Floors** in living and dining area add warmth and elegance—are easy to maintain.

## **famous-name quality appointments!**

Some of the most respected names in American industry are represented in the components of an Eichler Home. Armstrong cork floors cover the living room. Window walls of Pittsburgh crystal glass include Arcadia sliding glass doors, the finest made, while the fully-screened and weather-stripped sliding windows are by Rusco. Kitchen and snack bar counters are covered with genuine Formica, heat and scratch resistant and easy to clean. Sliding garage doors are mounted on Stanley hardware, and the A.O. Smith water heater is Permaglas lined, guaranteed for ten years. Interior and exterior are finished with Samuel Cabot Stains and General Paints. From the Sargent lifetime brass doorknob to the copper water pipe, every feature of your Eichler Home has been selected for outstanding quality.



## what home-building experts think of Eichler Homes...

Housing experts from all over America—indeed, from all over the world—have come to California to inspect and admire Eichler Homes. Feature articles have appeared in leading newspapers and magazines—awards and citations have been presented to the architects and builder. A few of the more recent:

Housing Research Foundation, Southwest Research Institute, Award of Merit, 1951-52. One of two such awards ever presented by this outstanding home research foundation.

Best Home for Families with Children, Parents' Magazine, 1951-52. Top honors in the first national housing competition sponsored by the best known magazine of parenthood.

Best Home for Families with Children, Parents' Magazine, 1952-53. Eichler Homes repeated in the second national competition, taking not only the top national honors, but the top regional honors as well. Design Merit Award, National Association of Home Builders, 1953. The distinguished "Oscar" of America's homebuilding industry.

Merit Award, Life Magazine, 1953. One of two houses selected by America's leading picture magazine, out of hundreds submitted. Neighborhood Development Award, National Association of Home Builders, 1954.

Award for New House Design, National Association of Home Builders, 1954.

## ...and, more important, what the owners think of Eichler Homes!

Experts notwithstanding, the real test of a home's superiority is the approval of the people who live in it. We'll let the quotes of present Eichler Home owners, cited below, speak for themselves:

**for design** . . . "For one who appreciates modern architecture, there is nothing in the market that compares to an Eichler home."

PAUL G. COLLINS, 51 ROOSEVELT CIRCLE, PALO ALTO

"We couldn't live in a conventional type home again."

MRS. H. W. BLAINE, 807 GEORGIN AVENUE, PALO ALTO

**for outdoor living** . . . "Our Eichler home is wonderful, especially for a housewife—one can enjoy the flowers and landscape while in the kitchen and during ironing and the children at play. It certainly has encouraged outdoor living in our family . . ."

MRS. CHARLES ALLERT, 3750 STARR KING CIRCLE, PALO ALTO

"Definitely encouraged indoor-outdoor living. Many friends from conventional houses have remarked about the feeling of spaciousness."

GEORGE J. COOPER, JR., 3641 RAMONA STREET, PALO ALTO

**for ease of upkeep** . . . "There is no woodwork to wash in an Eichler Home, no fingerprints to take off walls."

MANUEL GRANT, 1173 GRAND STREET, REDWOOD CITY

"An Eichler Home is much easier than an ordinary house. Not having woodwork to clean is part of it. The simple lines and interior finish have a clean, uncluttered look."

H. E. KULMANN, 727 GOODWIN AVENUE, SAN JOSE

**for radiant heating** . . . "Best heating ever devised. There's no sensation of heat as in other types, yet you're always comfortable."

JEAN A. CALMOUN, 3709 STARR KING CIRCLE, PALO ALTO

"Most satisfactory heating system we've ever had."

JEAN F. ARONSON, 1914 CHANNING AVENUE, PALO ALTO

**for children** . . . "I have never seen a home so easy for children, for entertaining, and for just plain living pleasure as our Eichler home."

MRS. RUSSELL ILLIG, 765 ALLEN COURT, PALO ALTO

**for value** . . . "Eichler Homes are the best 'dollar-per-square-foot' buys in homes today. Glad we have one."

ROBERT DAVIS, 3739 REDWOOD CIRCLE, PALO ALTO





**the heart of your Eichler Home** is the kitchen, a miracle of well-planned convenience. Cooking is more fun in your built-in Thermador oven and range, and the overhead exhaust fan whisks away cooking odors before they start. Your grease-proof asphalt tile floor is easy to keep sparkling. Snack bar makes it easier to serve dining room, creates extra counter space. Cabinets are finished in Zolatone, a washable plastic paint, have smoothly sliding doors to prevent bumped heads, barked shins. There's a built-in chopping block, too.

**live the California way,** in your own secluded terrace, right off the living-dining area. Every Eichler Home in South Land Park Hills is carefully placed on its lot to give maximum privacy for outdoor living, maximum protection from prevailing winds and hot afternoon sun. The wide roof overhang controls Old Sol, too—keeps him out of the house in the summer, lets his slanting rays in during the winter.

**select your Eichler home now...**

GET EXPERT GUIDANCE IN  
COLOR SELECTION FROM

*JACKSONS*

Enjoy the advantages of "custom" building without its annoyances and high costs. Before full-scale construction starts, visit the model Eichler Homes in South Land Park Hills, superbly furnished by Jacksons, and select the lot and home model you want.

Then, go to Jacksons, 14th and K Streets, for assistance in color selection. The decorating staff of this famous home furnishing company will help you select a harmonious, tasteful color scheme for exterior, beams, ceiling, walls, and bathroom tile. The services of Jacksons, pioneers in modern design, are available at no obligation to you!

Act now—buy now—and enjoy the home, lot and color scheme of your choice—in beautiful South Land Park Hills!

1070  
HIGHWAY 50  
AND SAN FRANCISCO  
AND OAKLAND

CAPITOL AVE.

SUTTER ST.

CAPITOL PARK

3rd ST.

9th ST.

10th ST.

15th ST.

21st ST.

BROADWAY

LAND PARK DRIVE

BLVD.

## visit Eichler Homes in South Land Park Hills now...

From the Capitol, drive south on 15th Street to Broadway. Turn east at Broadway. Drive one block to 16th Street. Make sharp right turn to Land Park Drive. Continue south on Land Park Drive, through William Land Park, on to South Land Park Drive. Continue south past Reichmuth Road and follow Eichler Homes signs to Model Homes.

*Eichler*  
HOMES



2001 ELM CAMINO REAL, PACIFIC PALISADES  
DAVENPORT 3-0217

We reserve the right to change prices and plans at any time.

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