

planning program. It was master planned by whom we consider the experts in the field.

The program is one which is in an area that is isolated from all great populated areas, the closest being Phoenix to the east which is approximately 150 air miles. It is below Las Vegas, about 125 miles and it is about 300 miles east of the southern California populated area. It is completely surrounded by Indians, Indian reservations. There is no industry. The only industry they have is a very, very small agricultural area.

The development has taken on the building of a new city. The program has progressed very well as a land development program and a land sales program. We have run into the normal problems in an area of this kind due to its location. We have gone into a great merchandising program which has brought primarily some 6,000 purchasers of land for future building of homes, retirement and movement to this new area of the West and the large majority of the sales are coming from the Midwest, from the northern areas—the cold country, so to speak.

Mrs. Sullivan, we have gotten quite a few customers from St. Louis—people who have gone out for health purposes and reasons of this sort.

The development is one which in time will represent a city of perhaps 30,000 to 50,000 people in population.

The testimony that I have submitted is one that I have put in the form of an article and I call it "An Eye Toward Tomorrow." I won't read it. It spells out a few factors involved in large land development programs which offer opportunities to builders that are now provided by FHA under different programs and different acts of the FHA. Our program offers all types of construction for residential—different kinds. I will say that with programs under the new legislation as being offered under the urban development, title II, the communities new cities, the new community program, ours is one development that could be classed as a prototype.

This city is being built under what I believe this legislation would be for, or include.

Mr. BARRETT. Mr. Windham, I wonder if I may interpose here. You, like Mr. Rouse, are quite knowledgeable in this field. I wonder if it would be agreeable to you if you would submit your statement in full in the record. This may be done without objection and so ordered.

(The statement referred to follows:)

AN EYE TOWARD TOMORROW

SPECIFIC MARKET APPLICATION

The homebuilding industry may produce 1,500,000 or 1,600,000 dwelling units this year, and these units will be sold or rented one at a time, to specific customers with specific likes and dislikes, and with specific needs.

The secret, of course, is to "know the market" where you plan to do business; know its characteristics, know its needs, and to understand it in depth.

Of course, we see business opportunities from a different viewpoint than that of others in this business—which is as it should be.

A minister walked by two bricklayers at work and stopped to ask each what he was making. The first replied, "a lousy \$150 a week"; the second said, "I'm building a cathedral that will rise to the heavens." The second reply more than