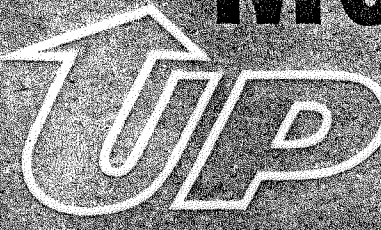
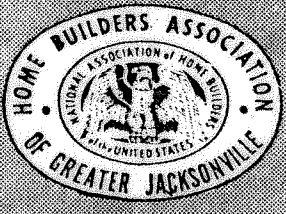


**MOVE**  
 **TO**  
**BETTER**  
**LIVING**

**OCTOBER 3-11**

**1965 PARADE**  
**OF HOMES**

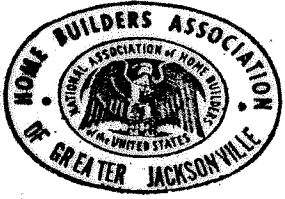
*Sponsored By The*  
**HOME BUILDERS**  
**ASSOCIATION**  
**OF GREATER JACKSONVILLE**



*Grove Park*

**DIRECTIONS:** Out Beach Boulevard one block East of Pottsburg Creek  
 OR one mile West of Alt. U. S. 1, turn North at Grove Park Blvd. to  
 Parade of Homes.

# The Home Builders Association of Greater Jacksonville



*Fact sheet on the model Homes that Make Up the*

## 1965 Parade of Homes

At the Close of the Parade of Homes, All of These Homes Will Be Available For Purchase. Here is the Essential Information on These Homes:

BUILDER	NAME OF HOUSE	ADDRESS	SALES PRICE
Longino & Gowers Bldrs., Inc	Mississippi	7503 Holiday Road S.	\$29,700
Model City Homes, Inc.	Four Seasons	1141 Bimini Road	\$37,500
Model City Homes, Inc.	Capri	7427 Holiday Rd., S.	\$38,500
Longino & Gowers, Bldrs., Inc.	Allagheny	1128 Bimini Rd.	\$34,500
Model City Homes, Inc.	Chipola	1108 Bimini Rd.	\$39,750
Meyers & Lazeau Homes	Trade Winds	1105 Bimini Rd.	\$32,500
Chas. H. Scheurer, Inc.	Patomac	1071 Bimini Rd.	\$31,500
Robert J. Dill, Builder	Tennessee	1074 Bimini Rd.	\$38,900
Bachara Builders	Suwannee	1062 Bimini Rd.	\$41,500
Kelley Amber, Bldr.	Cherokee	1057 Bimini Rd.	\$32,500
E. L. Coleman	Shenandoah	1041 Bimini Rd.	\$33,200
E. L. Coleman	Tahitian	1036 Bimini Rd.	\$33,500
Brownett Construction Co.	Platte	7313 Tahiti Rd.	\$30,000
Brownett Construction Co.	Wabash	7305 Tahiti Rd.	\$31,000
E. L. Coleman	Cumberland	7253 Tahiti Rd.	\$33,200
Ed Warren	Columbia	7243 Tahiti Rd.	\$32,700
Ed Warren	Colorado	7235 Tahiti Rd.	\$32,500
Model City Homes, Inc.	Hudson	7225 Tahiti Rd.	\$30,800
Model City Homes, Inc.	Rio Grande	7215 Tahiti Rd.	\$31,000
Chas. H. Scheurer, Inc.	Deleware	1119 Lido Rd.	\$38,000
Model City Homes, Inc.	Aztec	7534 Holiday Road, S.	\$45,000

**FINANCING:** 25 per cent cash down payment. 5½ per cent interest, up to 30 year term. Conventional loans are available. Equity in present home may be applied against down payment. All trades will be considered by builders. Parade of Homes builders will build on your homesite.

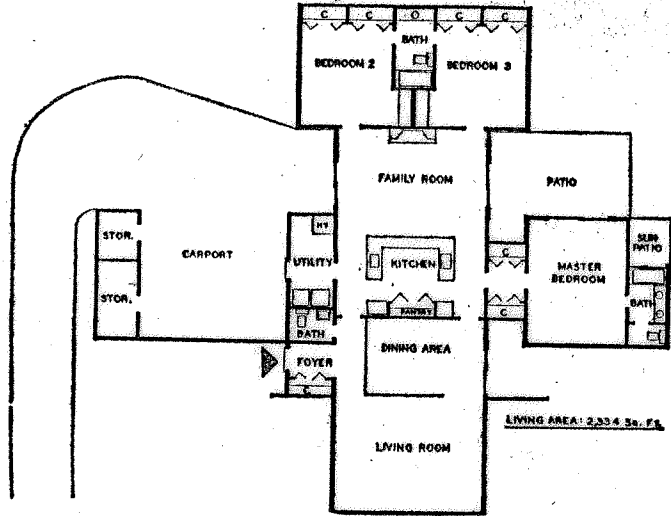
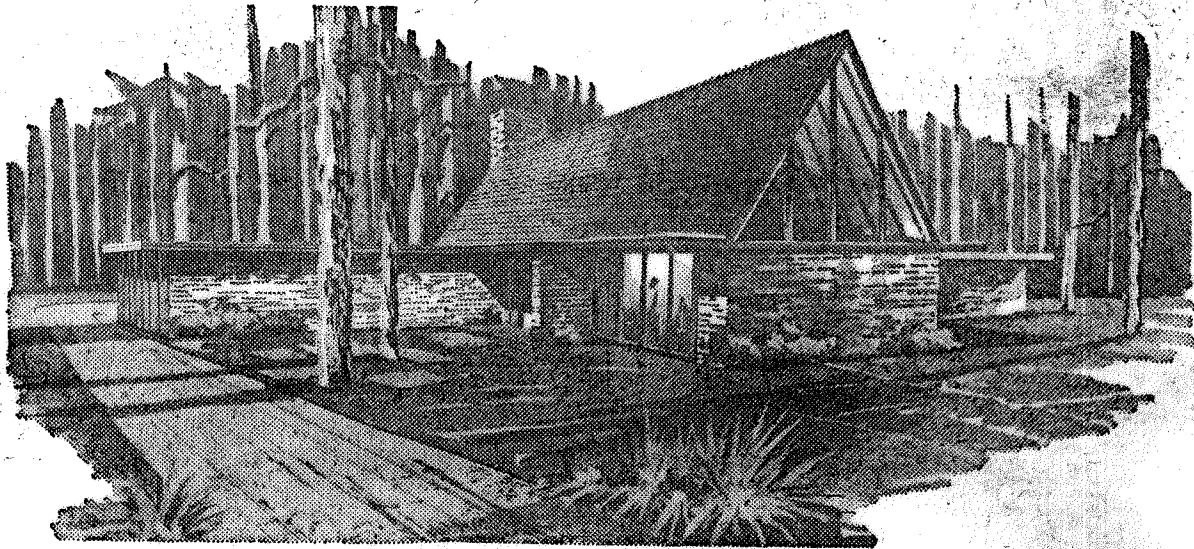
**MOVE  
UP TO  
BETTER  
LIVING**

... in the "Chipola"

**MEYERS & LAZEAU HOMES**

For Information on This Home Call 725-8484

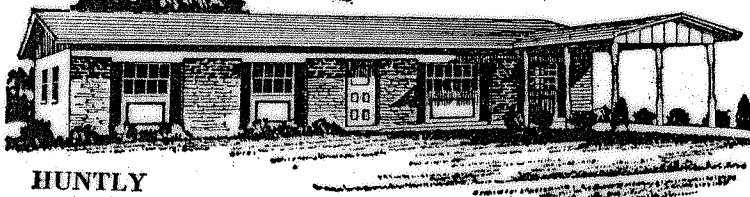
**\$32,500.**



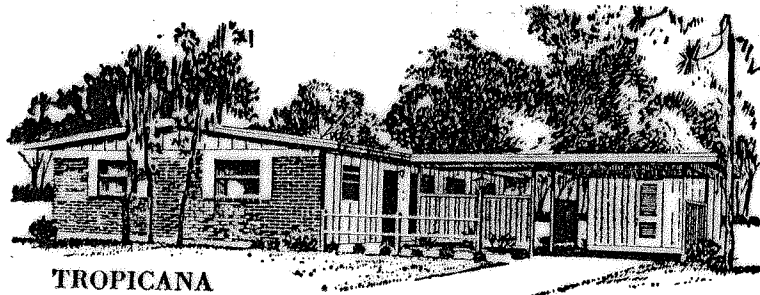
This modern home was created for families who enjoy indoor-outdoor entertaining. The lawn is fully landscaped and practically enclosed by high brick walls. There are several patios, you can even step from the sunken bath tub into a secluded sun patio. The family room has a towering fireplace. The kitchen is equipped to delight the most demanding chef with built-in dishwasher, refrigerator, double wall oven and pantry. A laundry room adjoins the kitchen. The beautiful bedrooms are carpeted and have built-in dressing tables, double closets and indirect lighting. Custom made drapes and wall-to-wall carpets are included in the price. This fine home is air conditioned and fully equipped with intercom system. Double carport and exposed rock driveways and patios accent the exterior.



AMERICANA



HUNTLY



TROPICANA



PRINCESSA

**1965 MEDIUM PRICED  
MODEL HOME SHOW**

10 DIFFERENT MODELS AVAILABLE IN

**San  
Mateo**

HOMES FROM \$12,100-18,000

3 & 4 Bedroom, Fireplaces, Sodded Lawns • Beautiful Wooded Lots  
• Walk To New School • Furnished Models Open Daily • Only  
\$10.00 Down. VA • Phone PO 8-5222

So Easy To Reach Take North Link of Expressway To Dunns Ave.,  
Turn Right And Follow Signs. Entrance on North Main (US 17)

**ARLINGWOOD  
TERRACE**

HOMES FROM \$12,800-18,500

Family Rooms, Fireplaces, Patios, Sodded Lawns • Near Beaches &  
Downtown • Large Shopping Centers • Jax Finest Schools • Fur-  
nished Models Open Daily • Only \$10.00 Down V.A. Phone 725-  
8484.

So Easy To Reach Drive Out Expressway 2 Miles East of Mathews  
Bridge To Arlingwood Ave. — Turn North, Continue to Lone Star  
Road — Turn Right and Follow Signs To Model Homes.

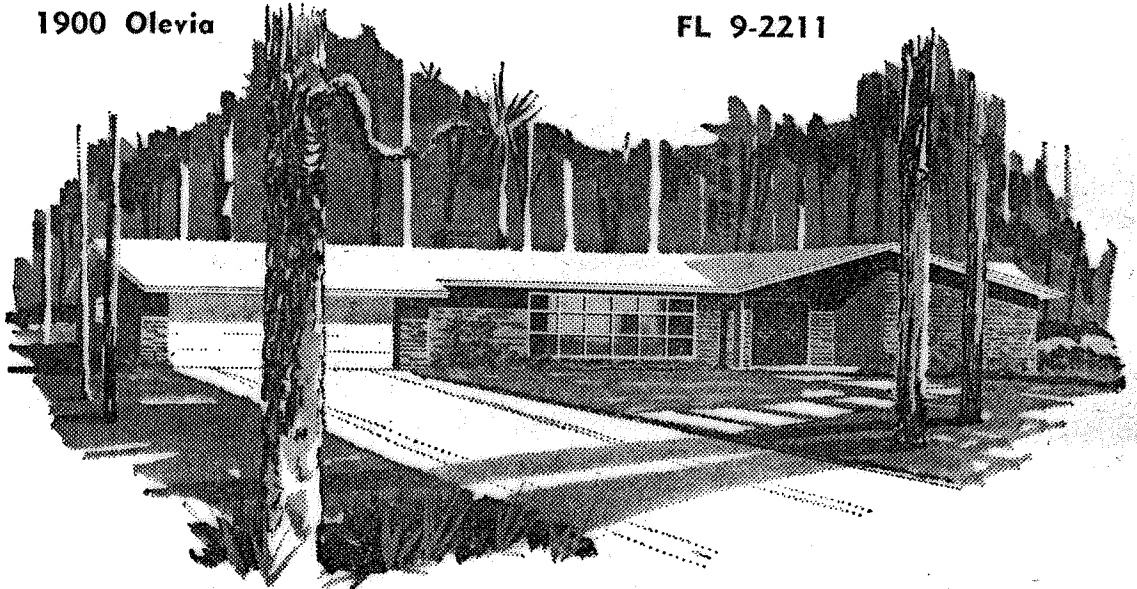
**Meyers and Lazeau Homes**

**MOVE  
UP TO  
BETTER  
LIVING**

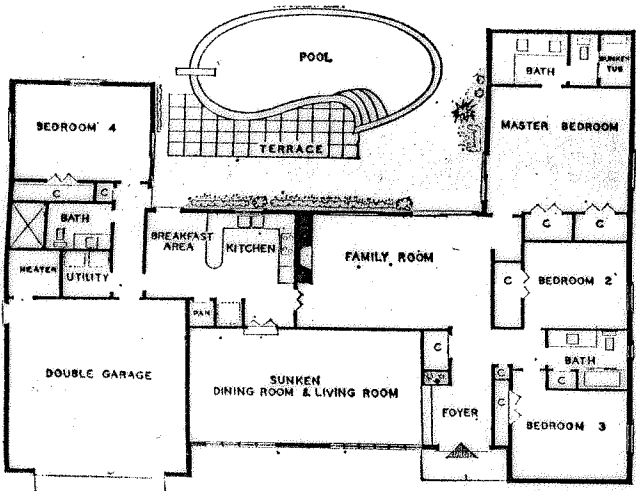
... in *The "Suwannee"*  
by **BACHARA BUILDERS**

1900 Olevia

FL 9-2211



**\$41,500**



This home is uniquely different with its American Heritage Coral Brick construction and interior Mediterranean Design blending to give an atmosphere of warmth and livability. The "perfect" traffic pattern separates the living area from the sleeping area for maximum livability. From the double door entrance foyer, with planter, you turn left to a combination sunken living and dining room. Three bedrooms with 2 full baths are located on the right side of the foyer. Straight ahead is a spacious paneled family room with fireplace and double glass sliding doors opening onto a tremendous patio area and kidney shaped pool. (The extra wide eaves afford protection for outdoor cooking or relaxation rain or shine). Off left from the family room is the large kitchen, with pantry, and adjoining breakfast area with double glass doors opening onto the patio-pool area. The kitchen is fully equipped and has serving bar and an abundance of cabinets.

A door in the breakfast area leads to a hall with doors to the utility area, a fourth bedroom with full private bath and double doors opening onto pool-patio area; This is ideal for privacy for a study area, guest room, or the growing teenager.

The oversize double garage has a hidden stairway to a huge attic area ideal for storage. Central heating and air conditioning affords year 'round comfort.

After You Have Seen The **BACHARA BUILDERS** Parade of Homes Entry . . .  
You Are Invited To Inspect Their Other Custom Built Homes . . .  
**High In Quality - Different In Design & Personality**

*Grove Park* In *Alderman Park*  
And

We have 3-4 & 5 Bedroom—2, 2½ & 3 Bath Homes Now under construction—Nearing completion and completed, ready for immediate occupancy, in either location. You'll find no follow-the-leader conformity in the wide choice of Bachara designs. Each is an exciting, new standard in living created for families seeking the perfect blend of individuality and extra lasting home value. No matter how much you plan to spend you get so much more for your money . . . so much more living pleasure in a Bachara home.

**We Will Also Build Your Plan or Ours on the Lot of Your Choice in the Area You Desire.**

Bachara Builders Parade Home Features A  
"Dream Kitchen" With Built-in

**Hotpoint**

- DOUBLE OVEN
- DISPOSAL
- REFRIGERATOR

- COOK TOP
- DISHWASHER

Furnished By

**McDUFF**  
APPLIANCE STORES

**BUILDER DEPARTMENT**  
Kyle Fowler Bill Todd  
McDuff & Edison Ave. EV 7-5528

We gratefully acknowledge the  
Co-operation of the following  
quality firms in the construction  
of our Parade of Homes  
entry:

Title Insurance By  
**STEWART TITLE**  
**OF JACKSONVILLE, Inc.**  
Law Exchange Building 356-7174

Quality Cabinets By  
**JAX-MAID**  
**CABINET COMPANY, Inc.**  
1156 E. Eighth St. 354-4913

Lumber By  
**ARLINGTON LUMBER &**  
**SUPPLY CO., Inc.**  
7341 Atlantic Blvd. 724-3521

Concrete Blocks By  
**RIPLEY CONCRETE**  
**COMPANY**  
1706 Landon Ave. 359-1676

**Carrier**

**YEAR 'ROUND  
AIR CONDITIONING**

Furnished By  
**FLORIDA AIR CONDITIONERS, Inc.**  
3360 Philips Hwy. 359-2343

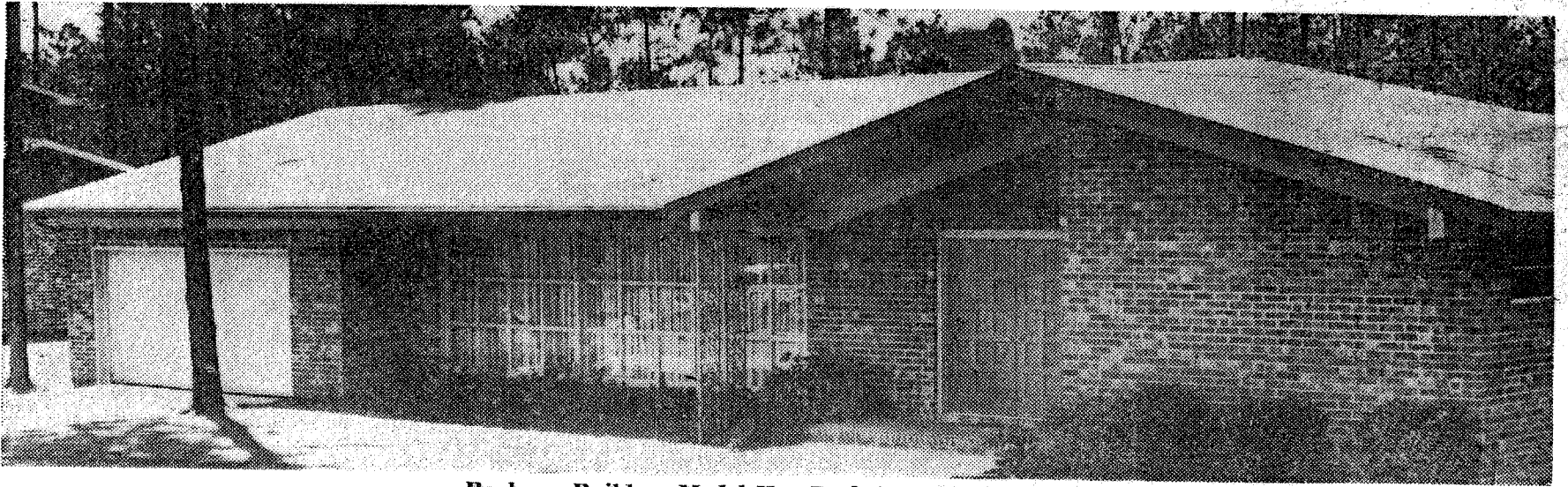
Installed By  
**SERVICE ENGINEERS**  
1234 Orton Phone 389-3264

**BACHARA BUILDERS**

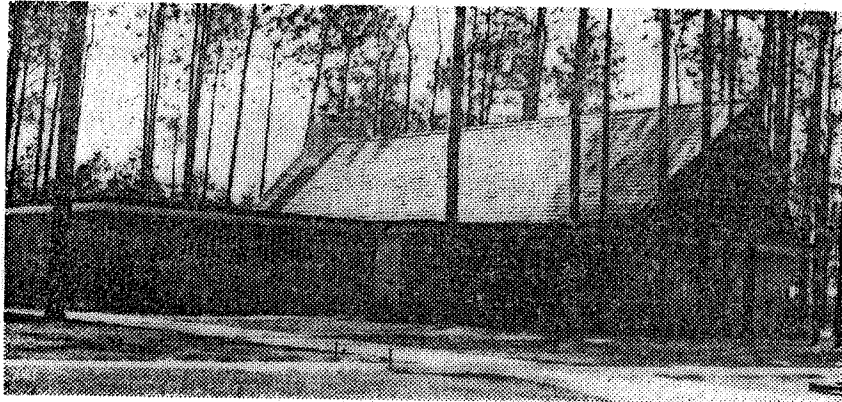
1800 Olevia Street

FL 9-2211

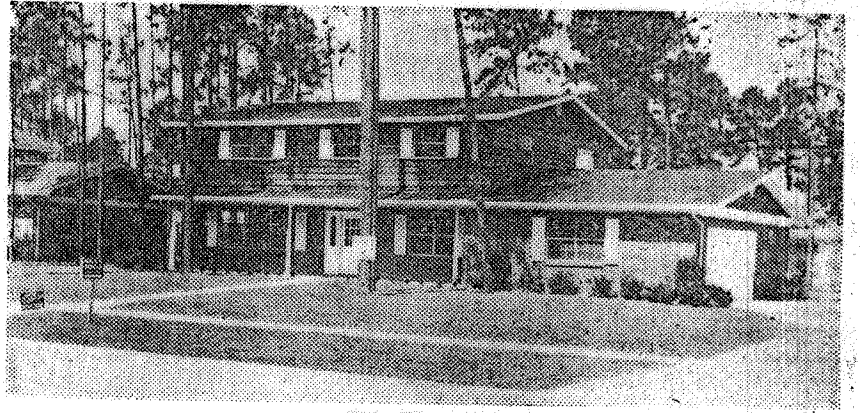
# Traditional, Modern Parade of Homes



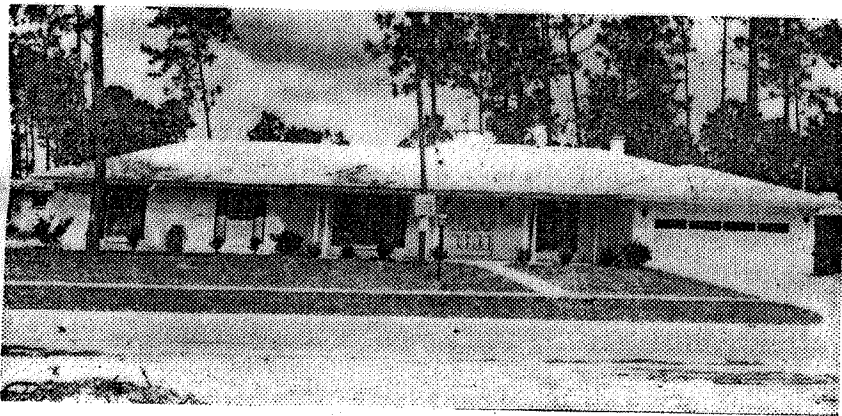
**Bachara Builders Model Has Pool 1062 Bimini Road**



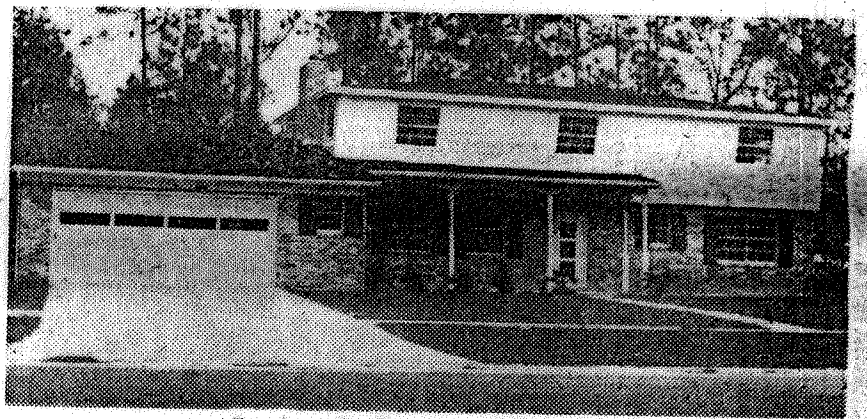
**Meyers & Lazeau Homes  
1105 Bimini Rd.**



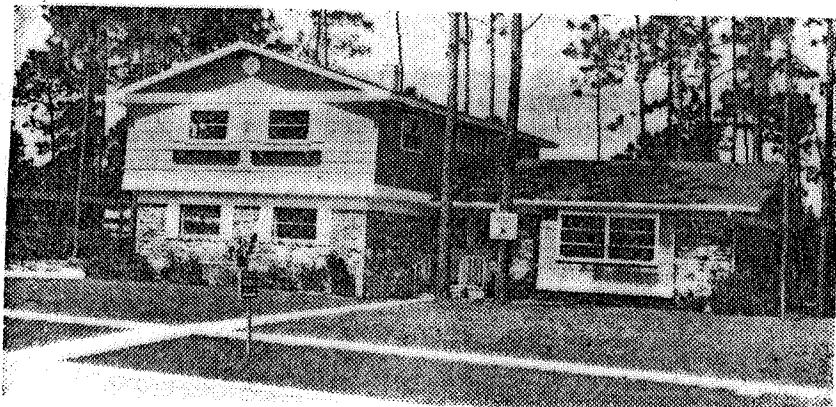
**Ed Warren  
7243 Tahiti Rd.**



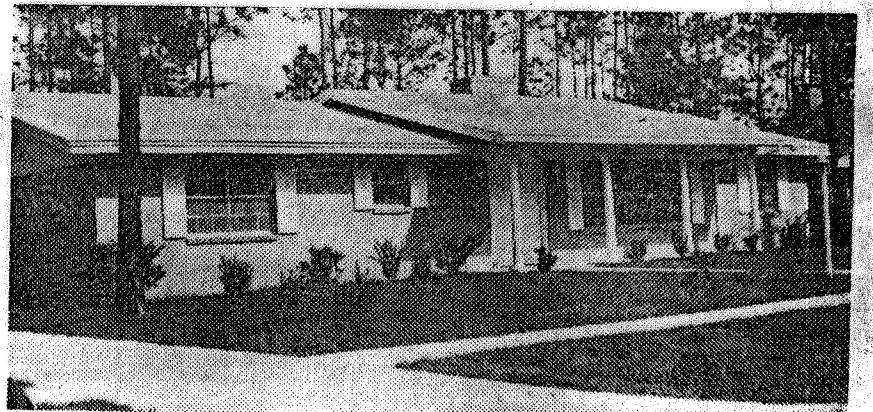
**E. L. Coleman  
7253 Tahiti Rd.**



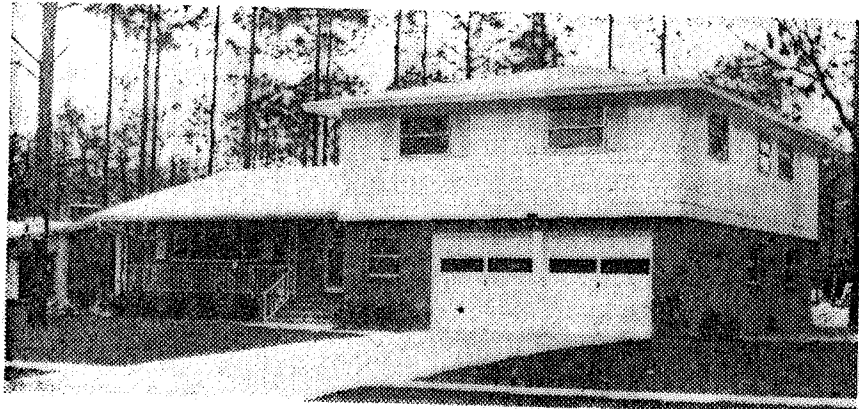
**Logino & Gowers, Bldrs., Inc.  
7503 Holiday Rd. S.**



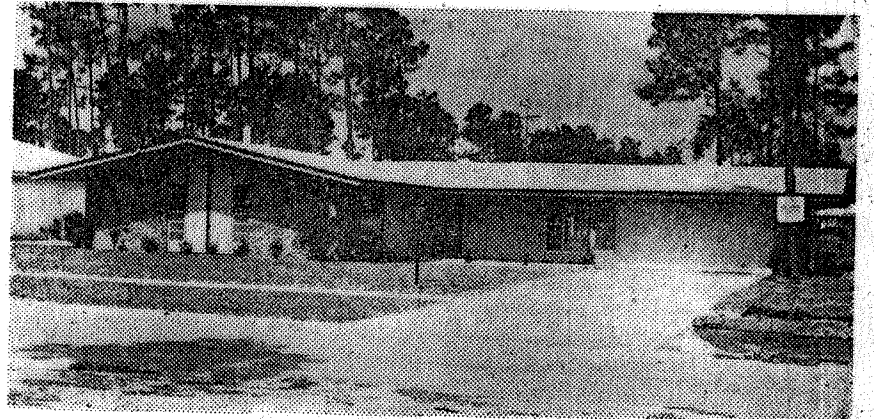
**Ed Warren  
7235 Tahiti Rd.**



**Chas. H. Scheurer, Inc.  
1071 Bimini Rd.**



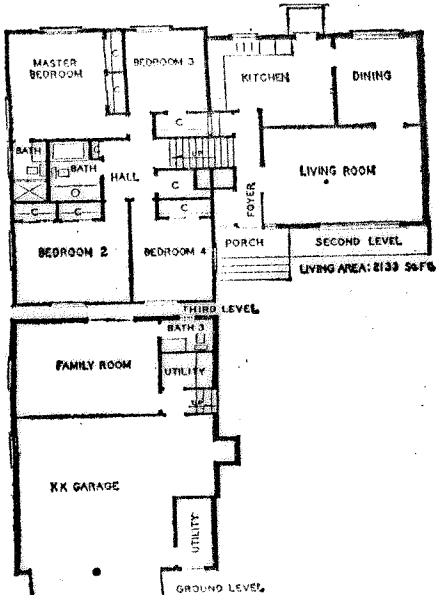
**Logino & Gowers, Bldrs., Inc.  
1128 Bimini Rd.**



**Brownett Construction Co.  
7305 Tahiti Rd.**

**MOVE  
UP TO  
BETTER  
LIVING**

**\$29,700**

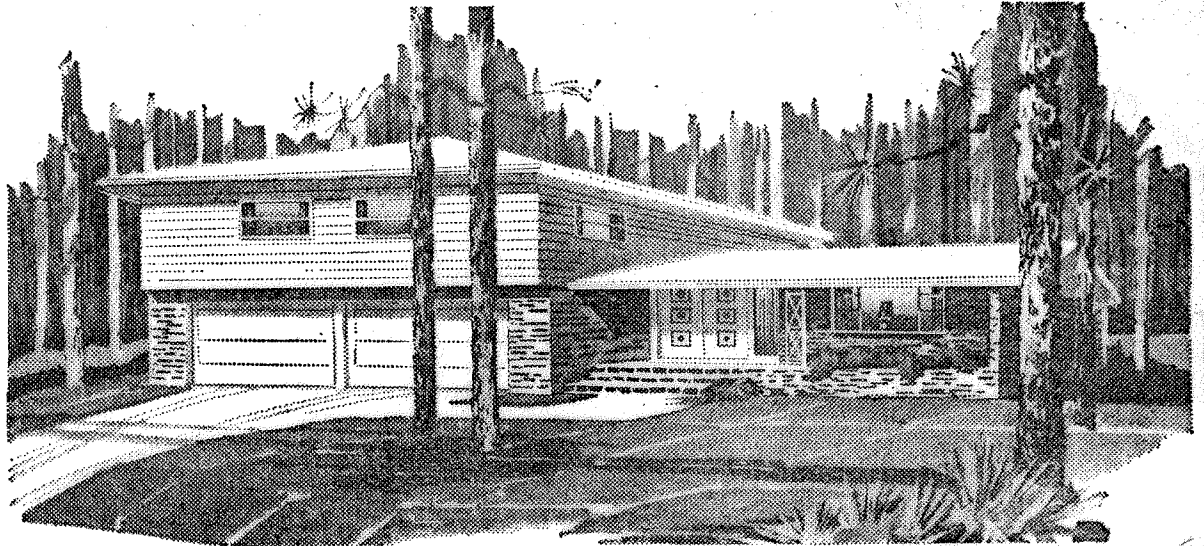


*... in The "Mississippi"*

**by LONGINO & GOWERS BUILDERS, Inc.**

4034 University Blvd., W.

Ph. 733-5626



This lovely 4 bedroom, 2½ bath split level home of Fort Augusta brick and frame construction has the "perfect" traffic pattern that divides your living area and sleeping area to eliminate "through" traffic. A large porch with decorative planter opens through double entrance doors into short foyer leading to the living room, kitchen and the private dining room. A stairway from the foyer leads down to the double garage and family room with ½ bath and large utility room. The center foyer stairs also lead up to the living level where the master-bedroom and private bath plus 3 other bedrooms and second full bath are located. Spacious kitchen has an abundance of closets and all modern built-in's. There is an abundance of storage space and closets galore. Central heating and air conditioning for year round comfort.

# Longino & Gowers Builders, Inc.

## PARADE OF HOMES MODELS

*Feature the finest in construction and quality materials throughout.*

We invite your inspection of our parade models plus five other homes located in the Grove Park area during--(and after) the Parade of Homes.

*We gratefully acknowledge the cooperation of the following quality firms in the construction of our Parade of Homes models:*

*Electrical Installations By*  
**JOHN'S ELECTRIC SERVICE**  
9150 Lem Turner Road 765-4443

*Lumber By*  
**MURRAY HILL LUMBER CO.**  
226 Edgewood Ave. 388-2647

*Appliances By*  
**ALLSTATE SUPPLY** 354-3911  
2253 Dennis St.  
*FEDDERS Air Conditioning Installed By*  
**MACK'S AIR CONDITIONING & HEATING** 353-3911  
404 W. Monroe St.

*TITLE INSURANCE BY*  
**STEWART TITLE**  
OF JACKSONVILLE, INC.

# LONGINO & GOWERS BUILDERS, INC.

4034 UNIVERSITY BLVD., WEST

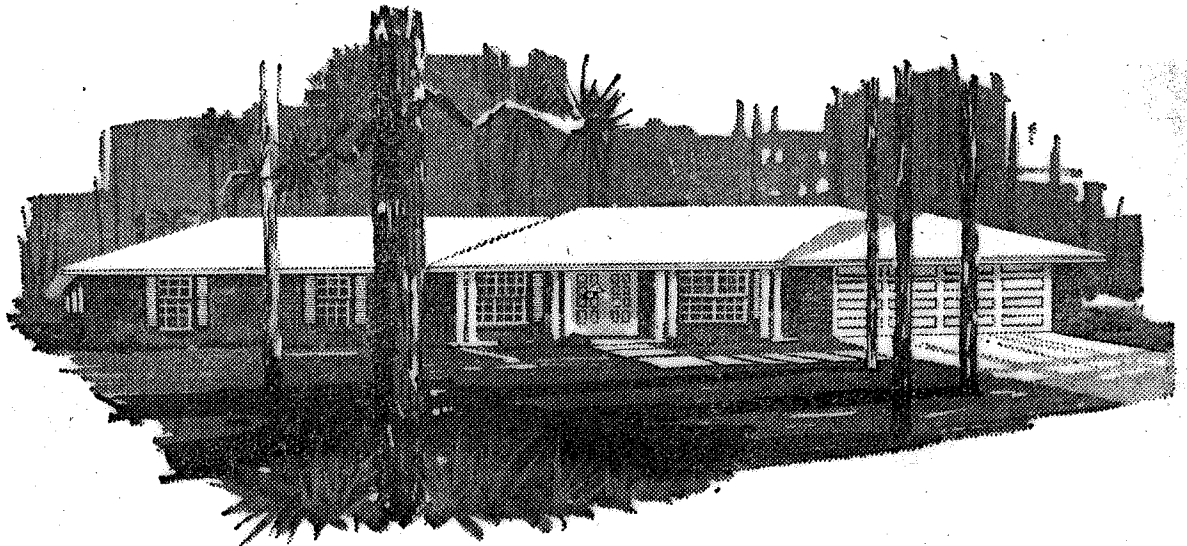
733-5626

**MOVE  
UP TO  
BETTER  
LIVING**

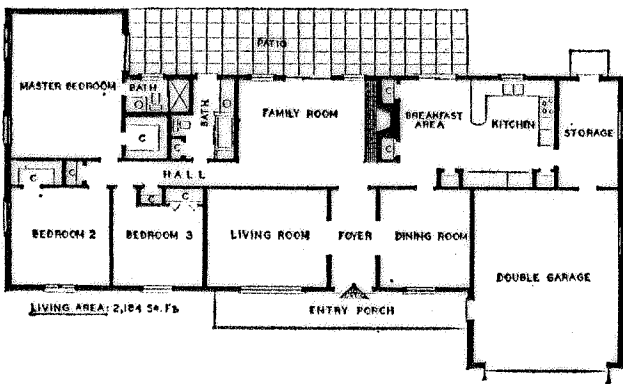
*... in The "Cumberland"*

by E. L. COLEMAN

8106 Jamaica Road, North 721-3166



**\$33,200.**



Traditional styling from the past brought into the 20th century . . . keeping a very contemporary interior for convenient, present day living. A large entrance foyer flanked by formal living and dining rooms — warm and cozy wood paneled family room with large fireplace overlooking a huge covered patio. Note how the family room, breakfast area and master bedroom opens to patio and also hall, both which may be entered from outside play areas without going through the house.

*Title Insurance By*  
**Stewart Title of Jacksonville, Fla.**



**TITLE OF JACKSONVILLE, INC.**

**"LAND TITLES — OUR ONLY BUSINESS"**

238 East Forsyth Street

Phone 356-7174

**ONLY TITLE INSURANCE AFFORDS POSITIVE PROTECTION**

AN Owners Title Policy is the modern way to protect title to a real estate investment. If it's insured, you know you own it.

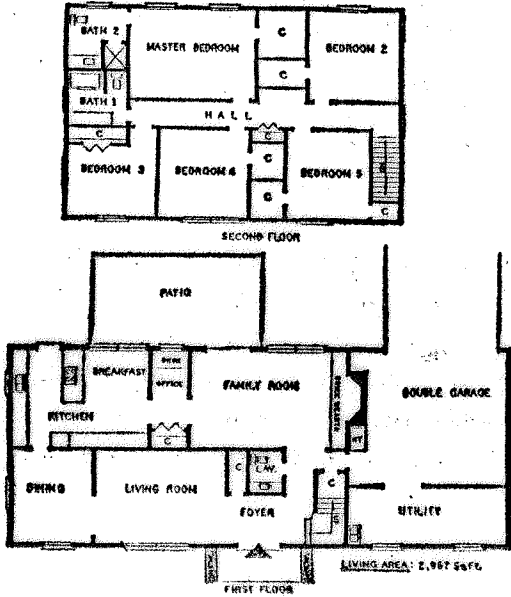
Your Parade of Homes Builders recommends you secure an owners policy to protect your investment.

May we recommend that you use the facilities of Stewart Title of Jacksonville to issue your policy and insure the title to your • Home • Business or • Investment Real Estate.

**ISSUING POLICIES OF STEWART TITLE GUARANTY COMPANY, HOUSTON, TEXAS**

**MOVE  
UP TO  
BETTER  
LIVING**

**\$38,900.**



*...in the "Tennessee"*

**by ROBERT J. DILL, Builder**

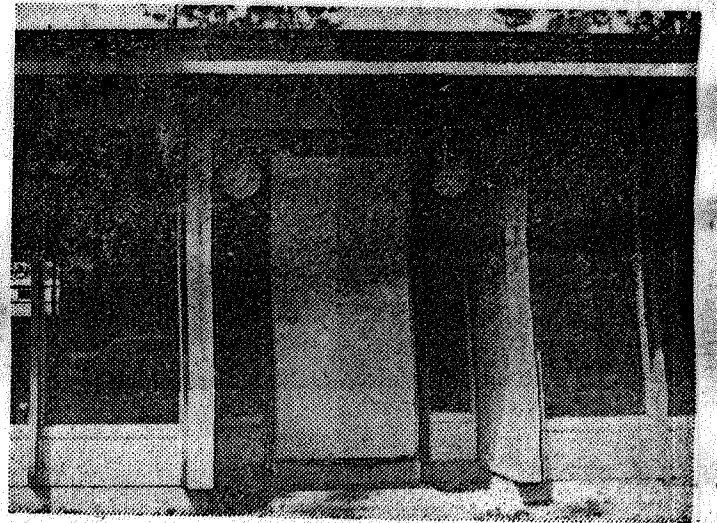
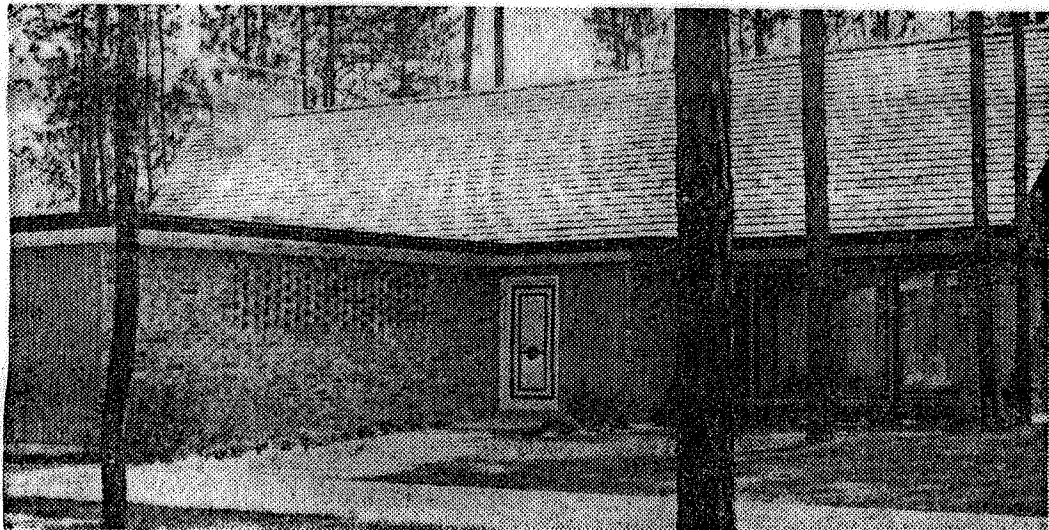
**4043 University Blvd., West Ph. 733-5235**



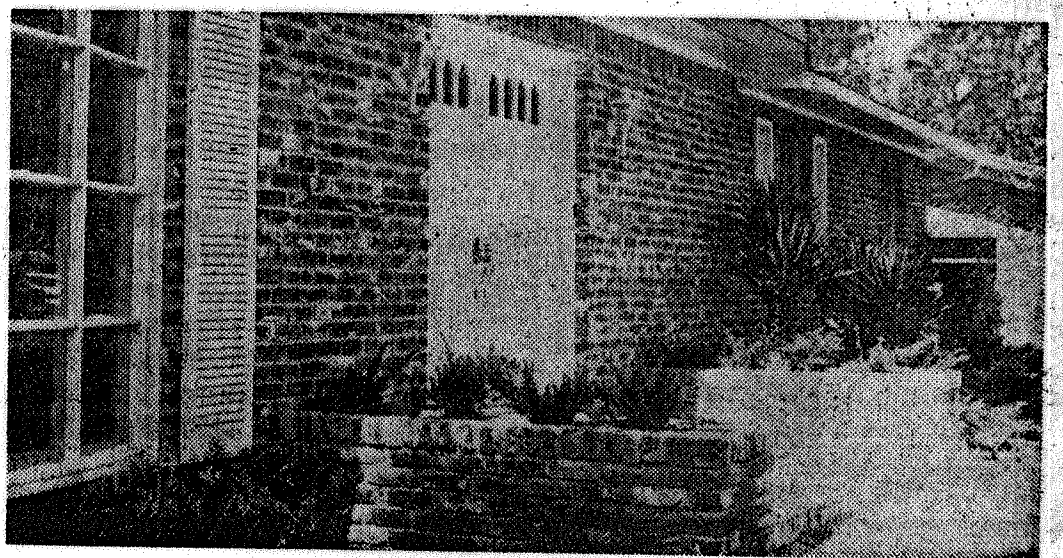
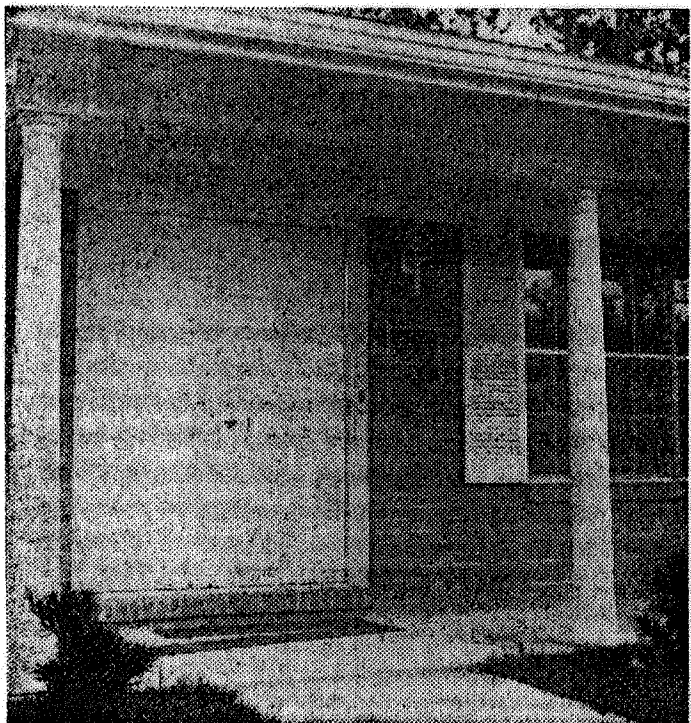
**DASHING EARLY AMERICAN**

This lovely two-story Colonial Garrison House preserves the charm of the past while blending the conveniences of the future. It is fashioned of used bricks and clear-hearted redwood, to combine the utmost in appearance and durability. The keynote of the home is comfortable living amidst gracious surroundings. Composed of eleven rooms, three baths, plus an oversized garage, it is designed for the growing family. Rather than cite the features, we cordially invite you to explore all of its 3700 square feet. We believe you will enjoy living in our model as much as we have enjoyed building it.

Title Insurance By  
**Stewart Title of Jacksonville, Inc.**



*Entrances Liven Models*



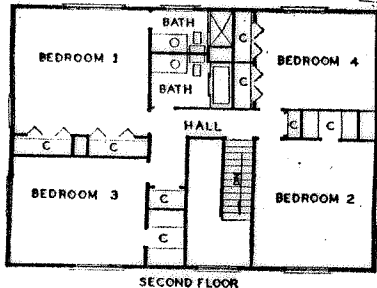


**MOVE  
UP TO  
BETTER  
LIVING**

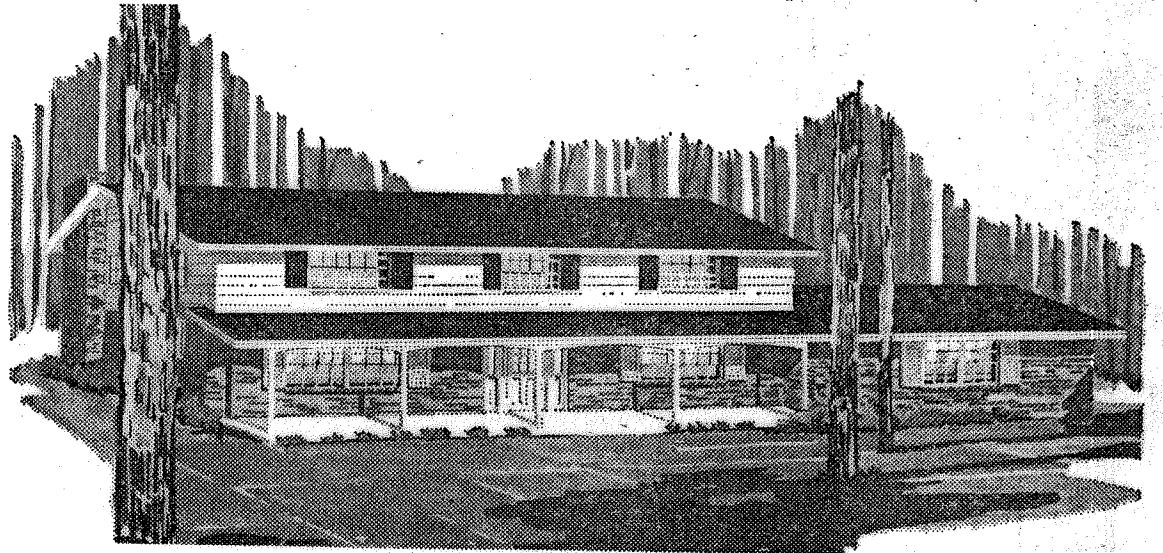
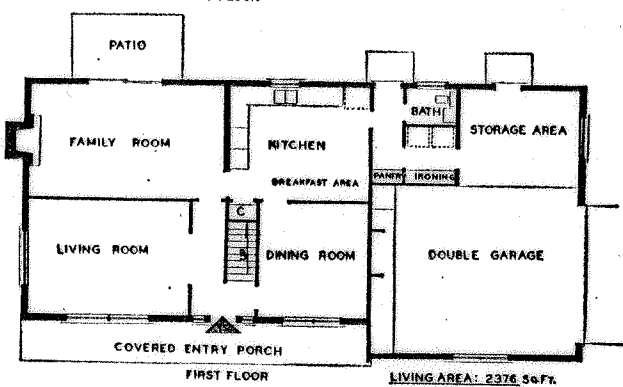
*...in The "Columbia"*

**by ED WARREN BUILDERS, Inc.**

**1046 La Marche Drive Ph. 781-0319**



**\$32,700.**



The skillful art of combining quality construction with a tasteful selection of appointments and an excellent floor plan, can now be yours . . . Skilled craftsmen have pooled their arts and talents to bring you the last word in comfortable living . . . Huge closets with loads of storage space, beautiful built-in vanities, wallpaper tastefully selected and carefully installed, modern up-to-date kitchen with large breakfast area, selected hardwood floors, PLUS the dignity of fashionable Grove Park, all point to one thing . . . TO GIVE YOU A HOME THAT YOU'LL BE PROUD TO OWN . . . YET A MINIMUM OF MAINTENANCE AND UPKEEP.

Title Insurance By  
**Stewart Title of Jacksonville, Inc.**

**MOVE  
UP TO  
BETTER  
LIVING**

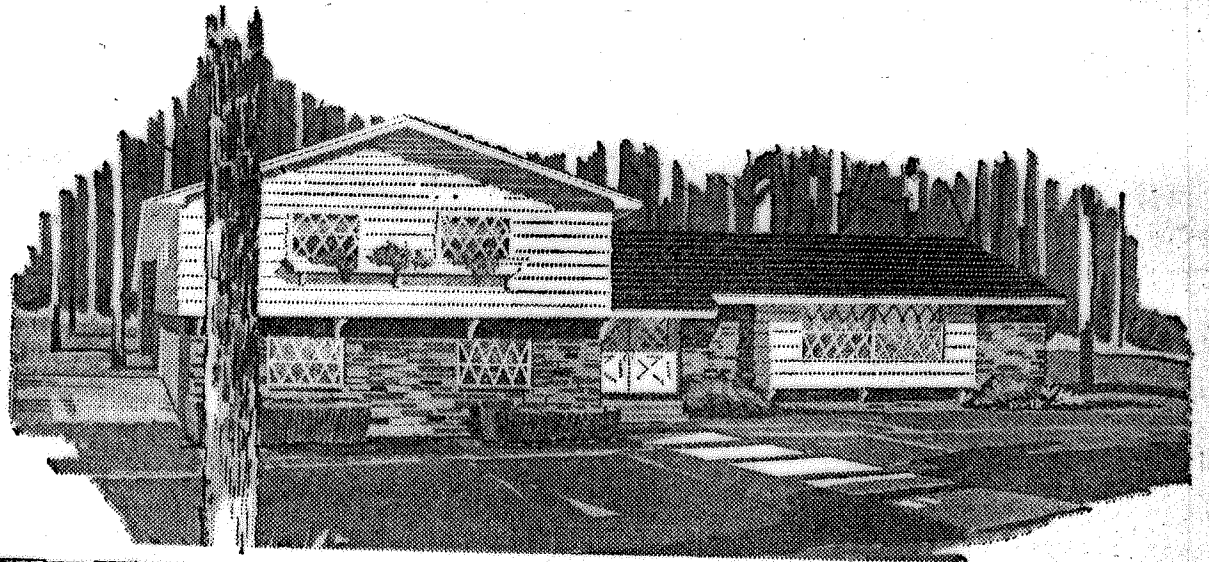
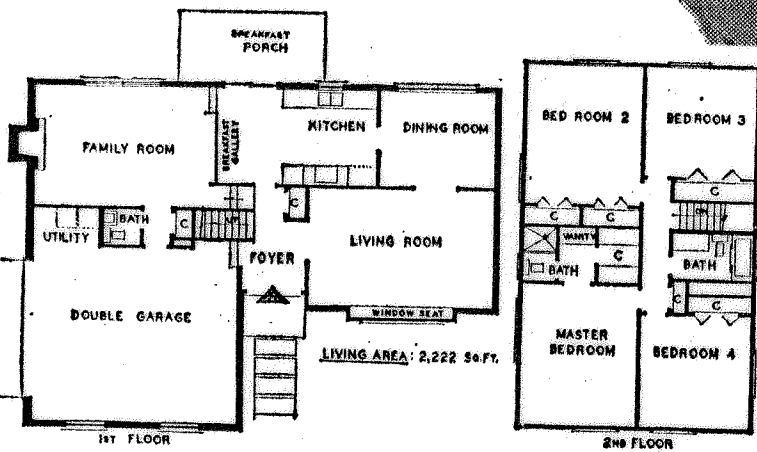
*...in the "Colorado"*

**by ED WARREN BUILDERS, Inc.**

**1046 La Marche Drive**

**Ph. 781-0319**

**\$32,500.**



Quality construction stylishly combined with excellent design and good taste, bring to you the ultimate in modern comfort and luxury. You'll thrill to the extensive use of wallpaper, quarry tile, and beautiful Concerto Paneled Doors. From the top of this gracious roof line to the beautiful sunken paneled family room . . . The warm glow of burning embers from the fireplace, will cast a spell of utter contentment over the lucky owner of this home. Our modern work-saving kitchens will leave you more free time to enjoy comfort and luxury of this fine home . . . CLASSIC IN DESIGN . . . QUALITY CONSTRUCTED . . . THE ULTIMATE IN FAMILY LIVING.

**MOVE  
UP TO  
BETTER  
LIVING**

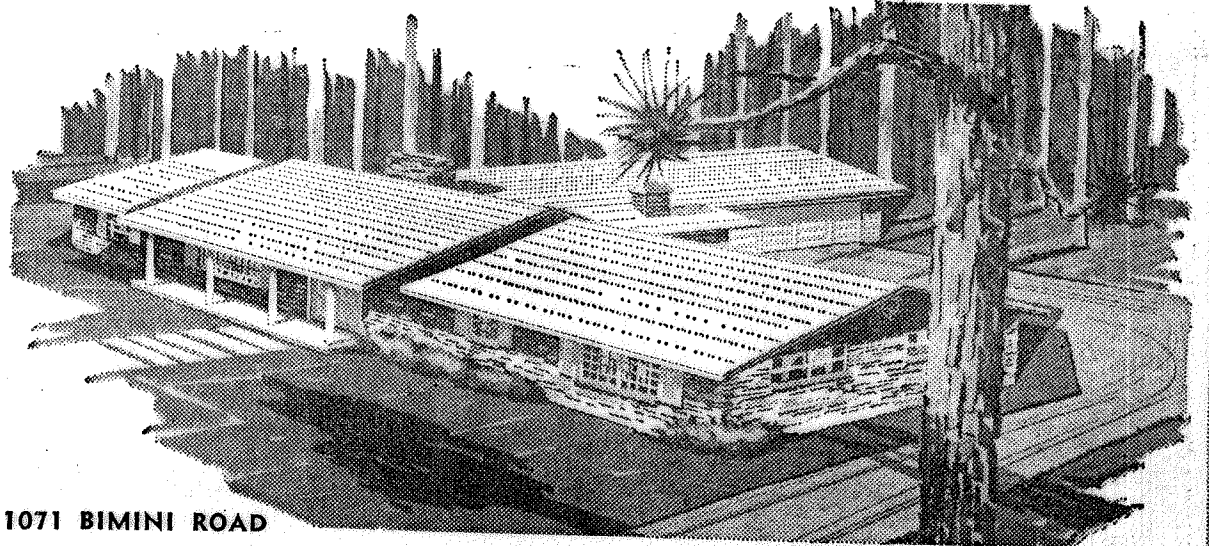
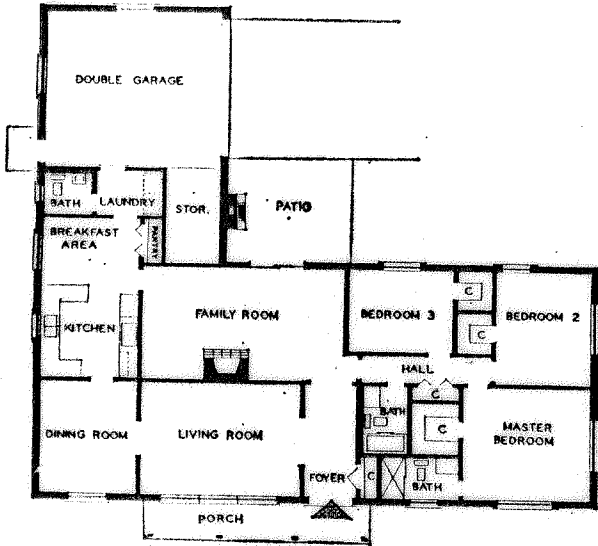
*...in The "Potomac"*  
**by CHAS. H. SCHEURER, Inc.**

*Custom Home Builders*

4024 West University Blvd.

Ph. 733-5600

\$31,500



1071 BIMINI ROAD

A true Colonial home designed for Florida living, from the rich brick exterior and the massive columns, to the ideal traffic pattern with two car garage in rear. Three bedrooms with oak floors, and two baths complete one wing for privacy. Wide entrance foyer has guest coat closet. The carpeted living room and separate dining room are never entered except for formal entertaining. The "daily routine" wing of the home has many livable features for every day conveniences.

The Florida room has sliding glass doors which lead to a built-in outdoor Bar B-Q oven and patio. The kitchen has antique birch cabinets to ceiling and is completely equipped with G.E. double oven, range, hood, dishwasher, and disposal, which adjoins a spacious breakfast room. The pantry is convenient to kitchen and nearby garage entrance. A separate laundry and powder room are handy for both inside and outside use. Oil furnace and air conditioning make the home comfortable the year round.

**S W D**

*salutes*

**THE HOME BUILDERS ASSOCIATION OF GREATER JACKSONVILLE ON THE SHOWING OF THE PARADE OF HOMES**

This year, as in past years, the Home Builders Association of Greater Jacksonville has done an outstanding job of presenting to the people of Duval County, the latest designs in home building, and displays of the newest construction materials and decorative ideas.

Stockton, Whatley, Davin & Company is proud to offer its Mortgage Financing and Insurance Services to prospective buyers of these fine homes.

Serving Jacksonville and Florida with 11 Offices:

JACKSONVILLE • COCOA • FT. LAUDERDALE • MIAMI • ORLANDO • PENSACOLA  
PONTE VEDRA • ST. PETERSBURG • TALLAHASSEE • TAMPA • WEST PALM BEACH

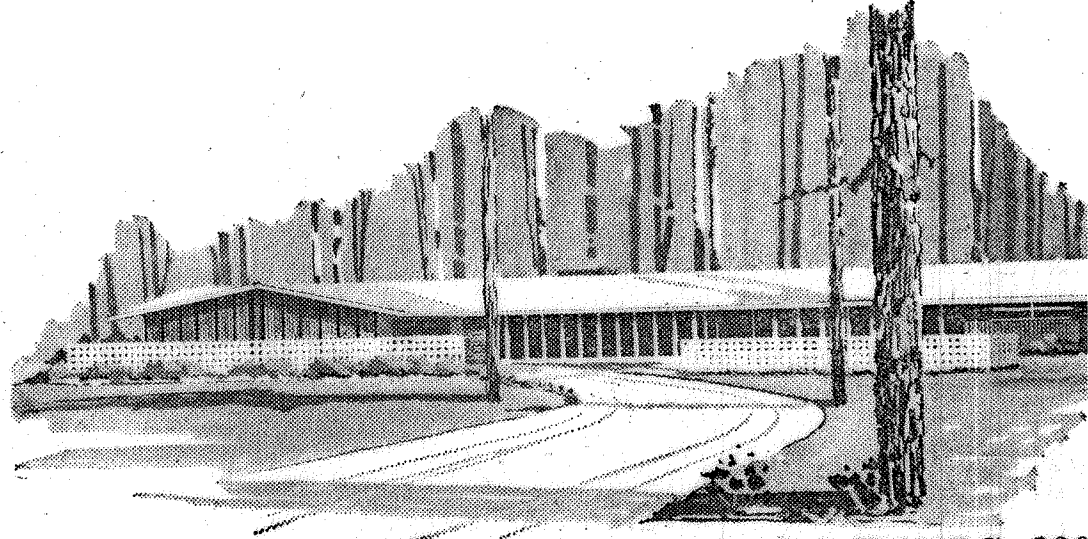
**S**ERVICE  
**W**ITH  
**D**EPENDABILITY

**S**TOCKTON **W**HATLEY **D**AVIN  
& COMPANY

INSURANCE • MORTGAGES • REAL ESTATE • RENTALS

# MOVE UP TO BETTER LIVING

# IN MODEL

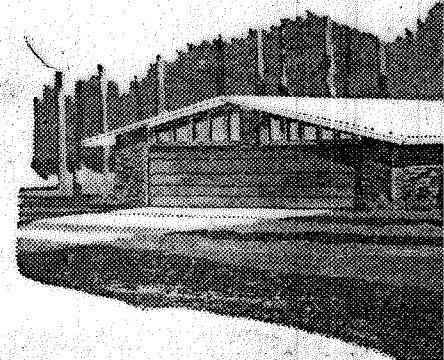
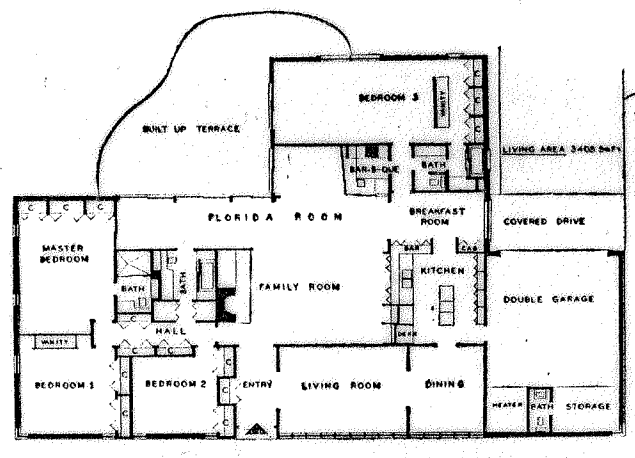


**The TRADE WINDS - \$39,000**

Long lines of richness and architectural space is the key to this home that goes on. Remote master bedroom for the greatest activity yet conveniently located from the living area. Through the vast panorama of glass, elegant swaying pines which truly make the home a masterpiece.

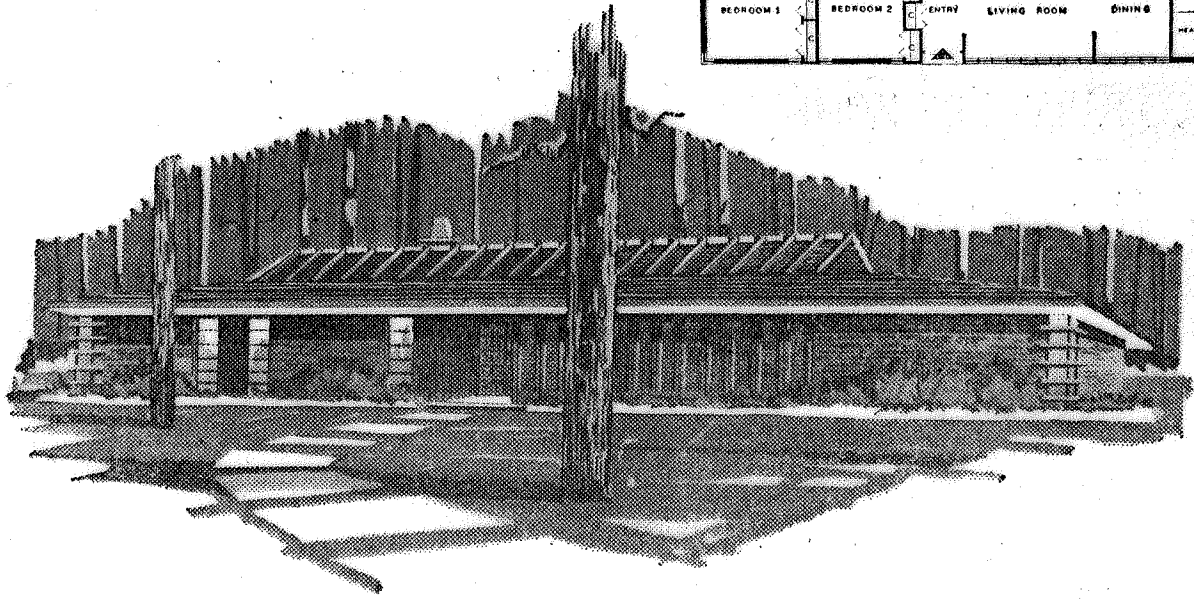
**The AZTEC - \$45,000.**

As one approaches the entrance he has the feeling that this home has been here forever! This is achieved through the meticulous architectural perspective of this home. As one enters this home he is again amazed by the smooth flow of textures, ceramics, grass cloth, wood paneling which are dramatically complimented by the exquisite lighting. Everywhere one goes he is aware of the thought & study the architect put into this home. The remote 4th bedroom achieves the privacy so often denied—the ease by which a small intimate party or a large family gathering can be entertained—the separate living and dining area for those formal dinners—the convenience of access from car to house. One should linger awhile and savor the warm feeling this home radiates.



**The CAPRI - \$38,500.**

The very name of this home is happiness and gaiety comes evident as one goes from room to room and of meticulous planning, by the architect, in the dramatic space. The ease by which one can go from the foyer to the formal area—the recreational area—the bedroom area is an example of the meticulous planning by the architect. For the lounge area located for both indoor and outdoor enjoyment and that gem so often denied the home owner, a separate fast room.



The Following Associate Members Of The Home Builders Association Combined To Make These Homes The Finest in Quality - Design and Construction:

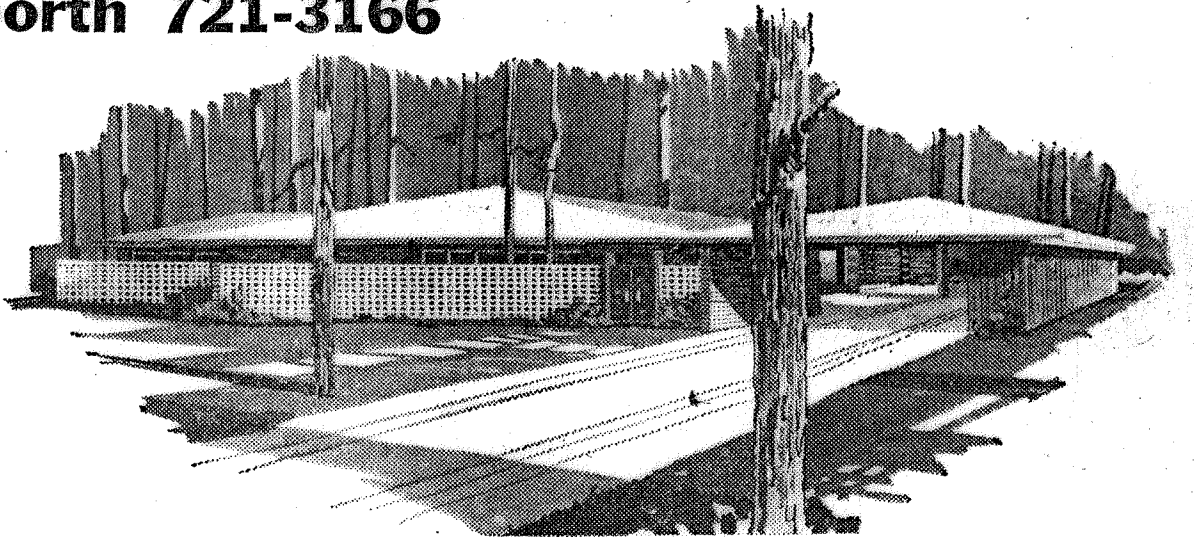
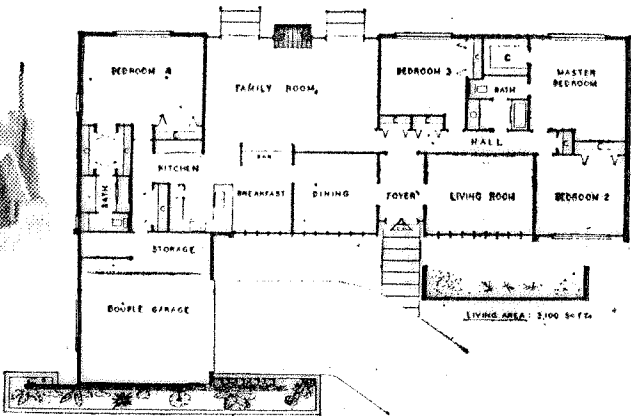
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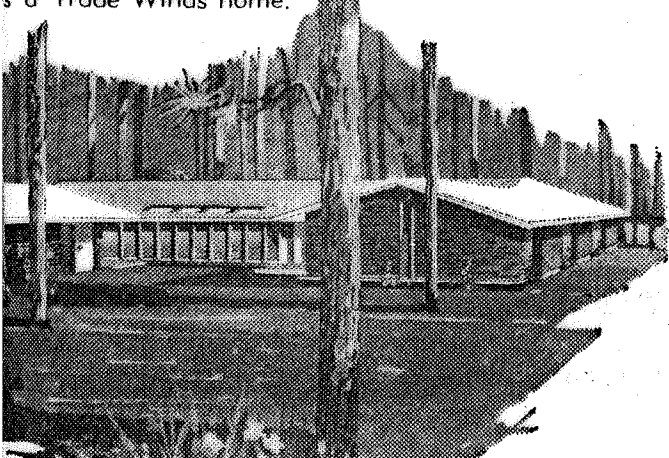
# Trove Park CITY HOMES, Inc.

8106 Jamaica Road, North 721-3166



750.

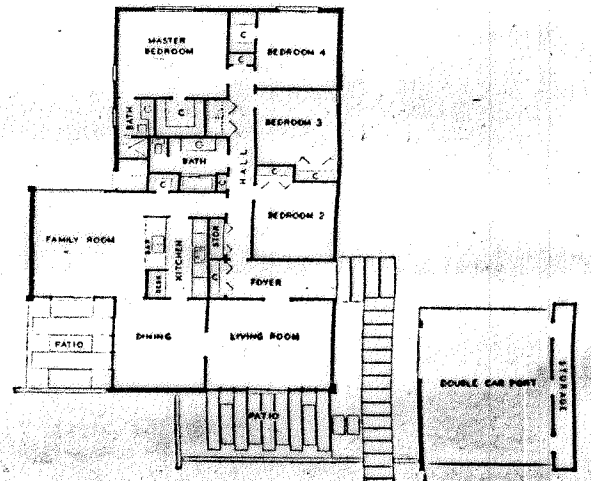
... rhythm sets the stage for tomorrow's living today. ... on, with no limit to formal or informal living. ... degree of privacy zoned away from the main hub of the kitchen work area. ... ident throughout this home, one can observe the grace- ... a Trade Winds home.



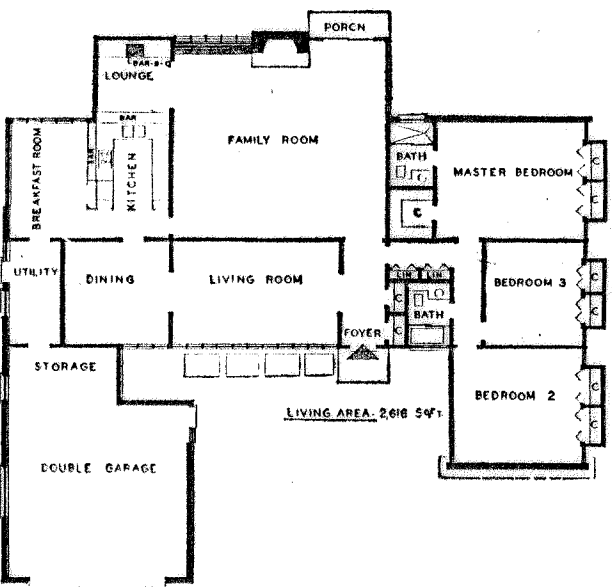
## The FOUR SEASONS - \$37,500.

Leisure living is the theme of this home. The abundance of outdoor patios enhance the already spacious indoor living areas which are adequately zoned for both formal and informal living throughout the 4 seasons.

The Architect designed the kitchen for the most discerning hostess—the large pantry, serving bar and a desk to plan those special menus—the location of the laundry area near the bedrooms and bath makes that dreaded wash day a thing of the past. Skill for blending of the indoor outdoor living aspects of this home together with the much desired privacy, achieved by the decorative masonry screening, makes this home a true architectural gem.



... hich be- ... ves the ... c use of ... al living ... in a fine ... ose note ... ertaining ... e break-



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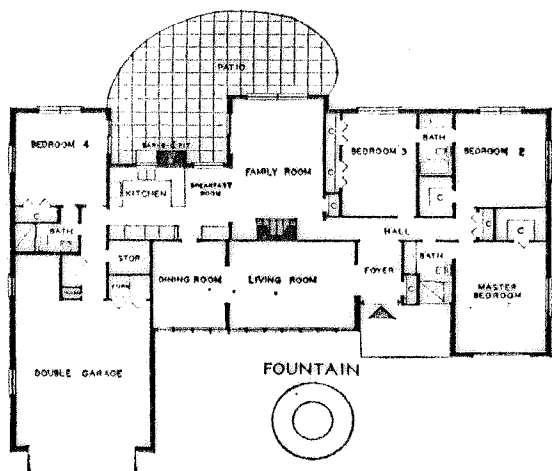
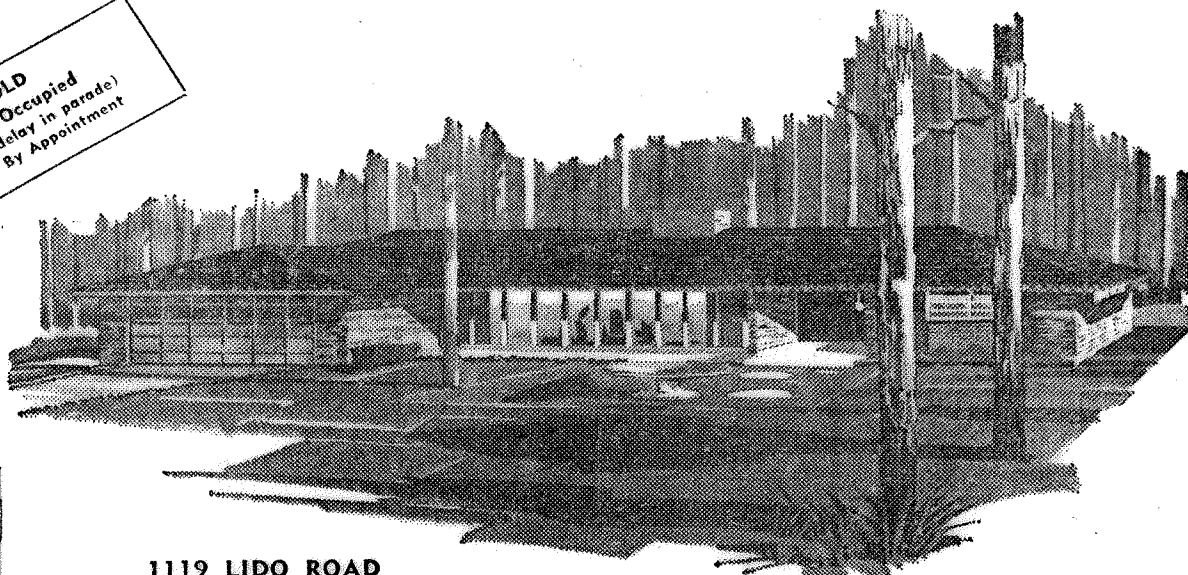
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(due to delay in parade)  
Shown By Appointment

\$38,000.



1119 LIDO ROAD

The Traditional feeling of this home is carried out in the use of rustic brick exterior, while the Florida living styling is reflected in the 4 foot eaves around the entire house and the extensive use of glass walls in the front, with an 8 foot overhang, forming a deeply recessed entrance porch and complete protection for the glass area. The traffic pattern is designed so as to not use any rooms for passage ways.

The 4th bedroom can double for an office, maid's room, etc. Large walk-in closets are cedar lined. Bar B-Q is under covered patio, with "pass-thru" window to kitchen sink.

General Electric kitchen equipment includes range with hood, double oven, dishwasher and disposal. Also GE oil furnace and air conditioning.

Living room and dining room are carpeted, with marbled vinyl tile foyer. A huge walk-in pantry & washer-dryer facilities are near kitchen.

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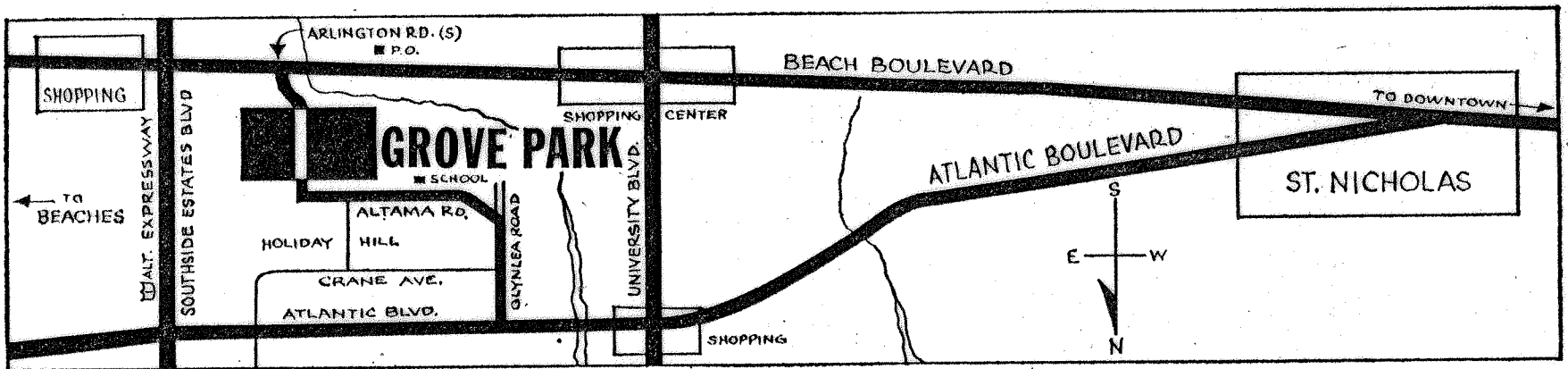
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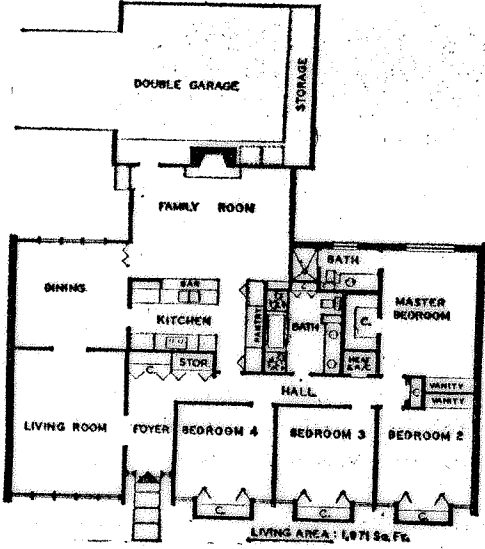
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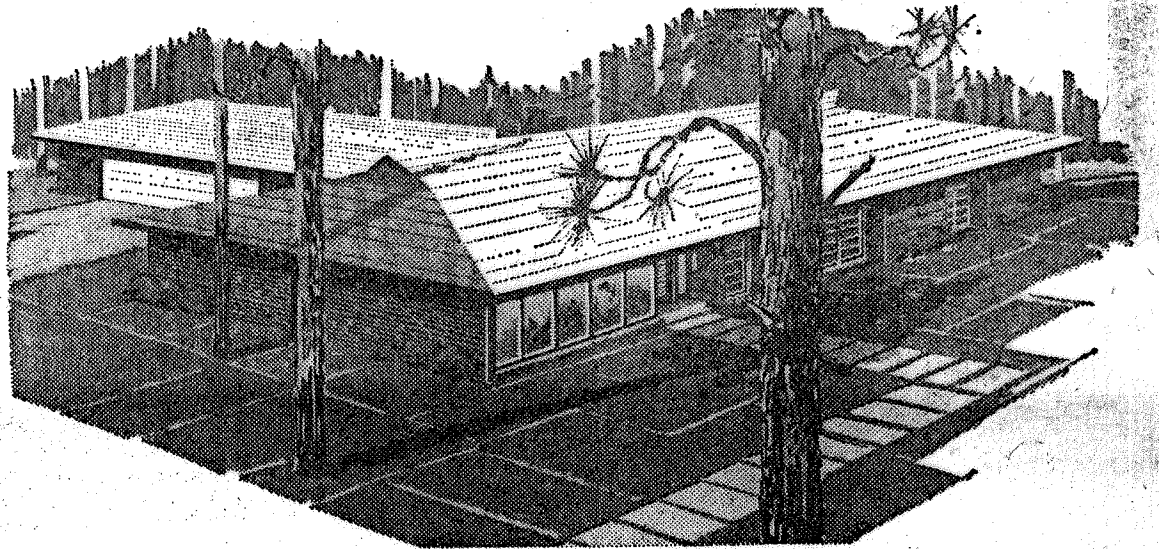
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**\$33,500.**



*... in The "Tahitian"*  
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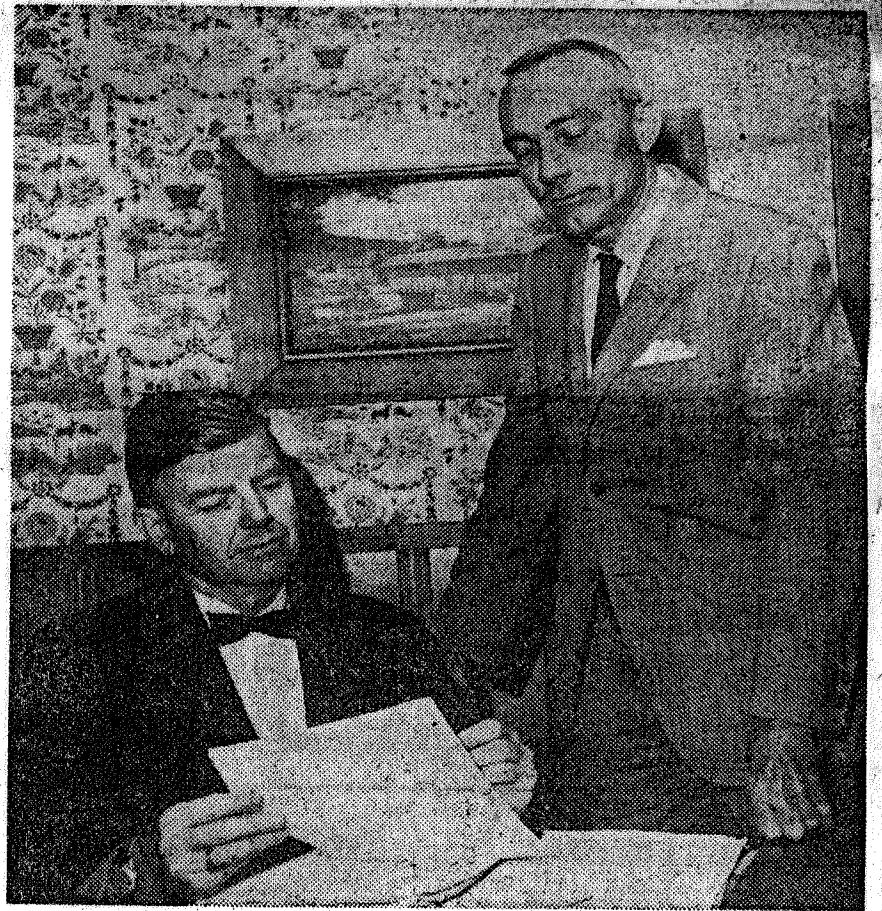
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**LEAD 1965 PARADE OF HOMES**

Will Wasson, seated, is chairman, and E. T. Jackson, standing, is co-chairman of the 1965 Parade of Homes in Grove Park. Serving on the committee, under the general supervision of Paul M. Lazeau, vice president of the Home Builders Association of Greater Jacksonville, were the following sub-committee chairmen: E. G. Davison, publicity and signs; Leland Brewsaugh, sales promotion; Pat Thornton, grounds and traffic control; James Frank Price, architectural planning and George H. Rumpel, executive officer of the Home Builders.

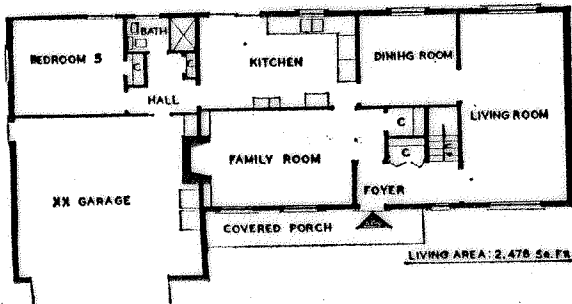
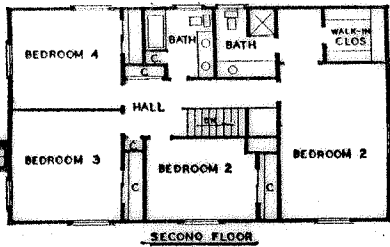
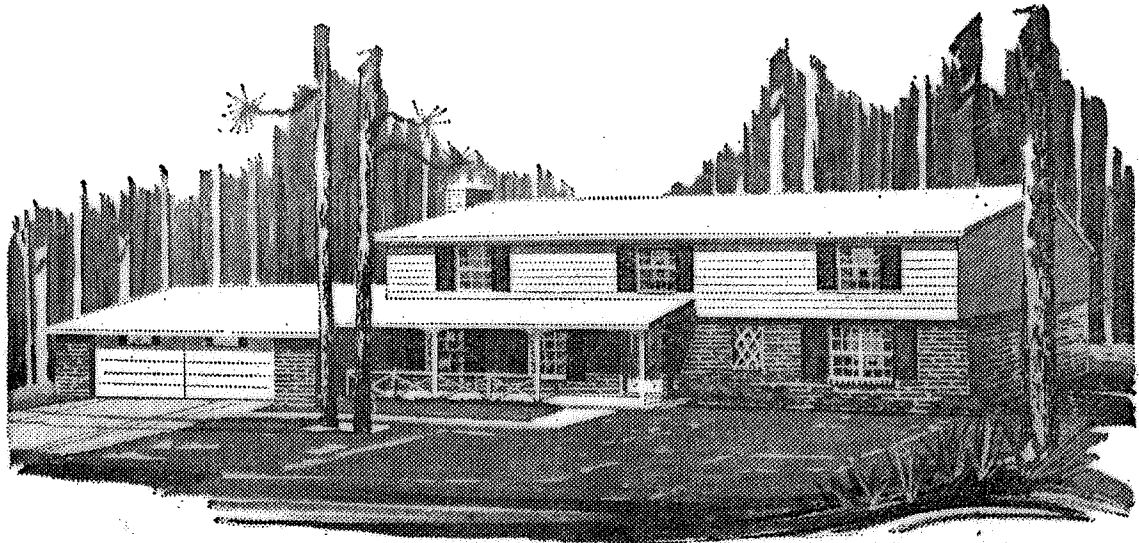
**MOVE  
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*... in The "Allegheny"*  
by **LONGINO & GOWERS BUILDERS, Inc.**

4034 University Blvd., West

733-5626

**\$34,500**



This spacious 5 bedroom, 3 bath Colonial home features white siding on the second story over a brick first floor. The house is reminiscent of the 18th Century farmhouses of the Colonial era with a wide covered porch from the entrance to the garage.

From the entrance foyer you can enter the family room with fireplace, or turn right to the huge living room. Behind the family room is a formal dining room, spacious kitchen with breakfast area. The kitchen has hallway leading to the 5th bedroom and full bath and door opening into the double garage.

Upstairs there are 4 large bedrooms with 2 full baths and an abundance of closets. A functional home ideal for the growing family or the large family.

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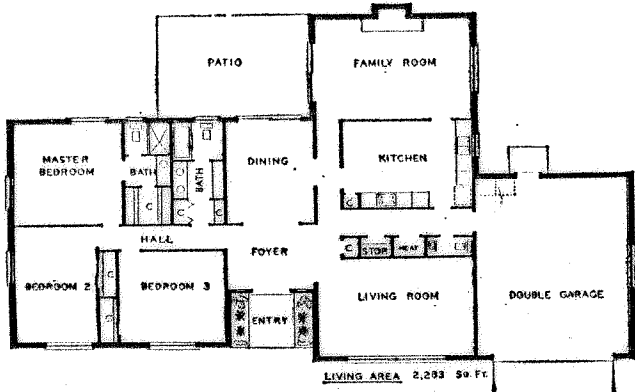
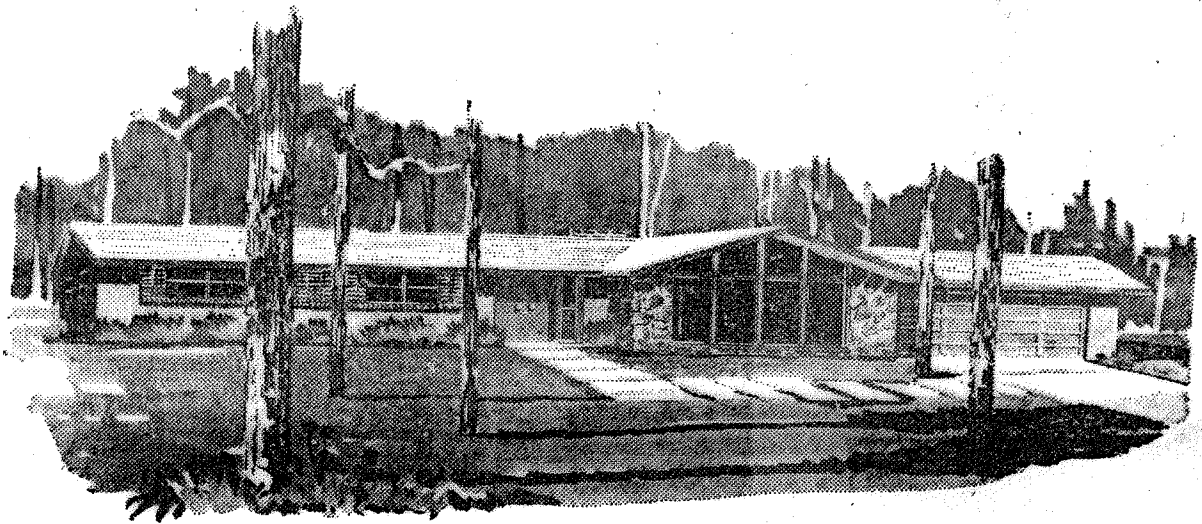
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... in *The "Cherokee"*

by **KELLEY S. AMBER**

P.O. Box 8456, Jacksonville, Fla. 724-0779

\$31,500



This brick home is unusual in design with Miami stone accenting the projecting living room with its extensive use of floor to ceiling glass.

The floor plan is designed to give you a continuous flow of uncrowded traffic throughout the house. The living room, family room with fireplace and the fully equipped kitchen with breakfast area are on the right side of the entrance foyer with a formal dining room next to the kitchen at the end of the foyer. The 3 bedrooms and 2 full baths are on the left side of the house affording privacy and quietness.

The L shape of the rear of the house creates a natural patio area protected from the elements. The screened in area and patio has a barbecue grill, sink and work area making it ideal for outdoor cookouts or entertaining. The master bedroom opens onto the patio area through sliding glass doors. An ideal home for enjoyable year-round living.

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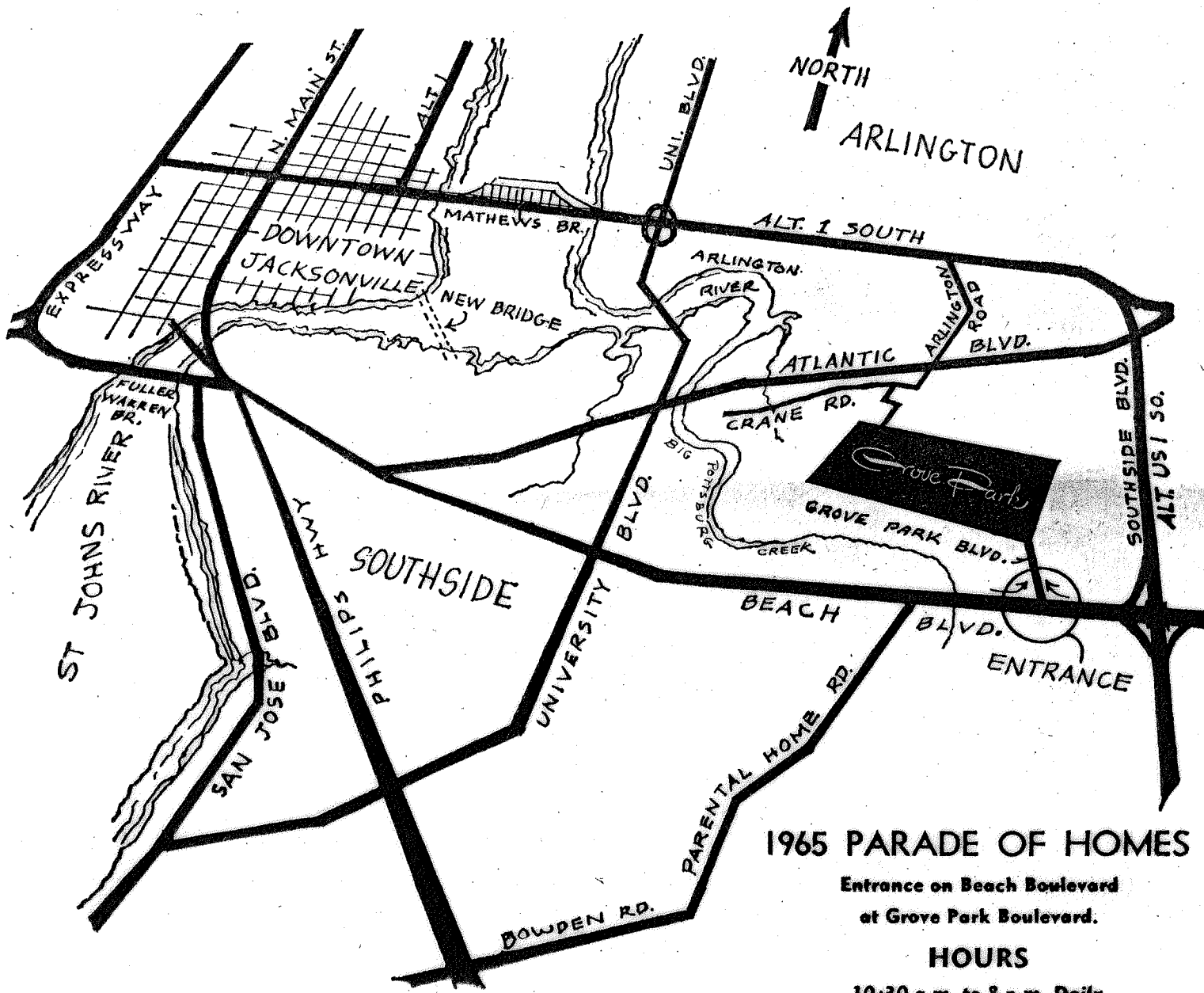
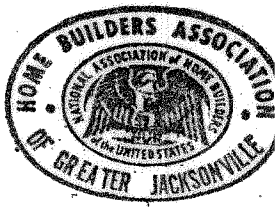
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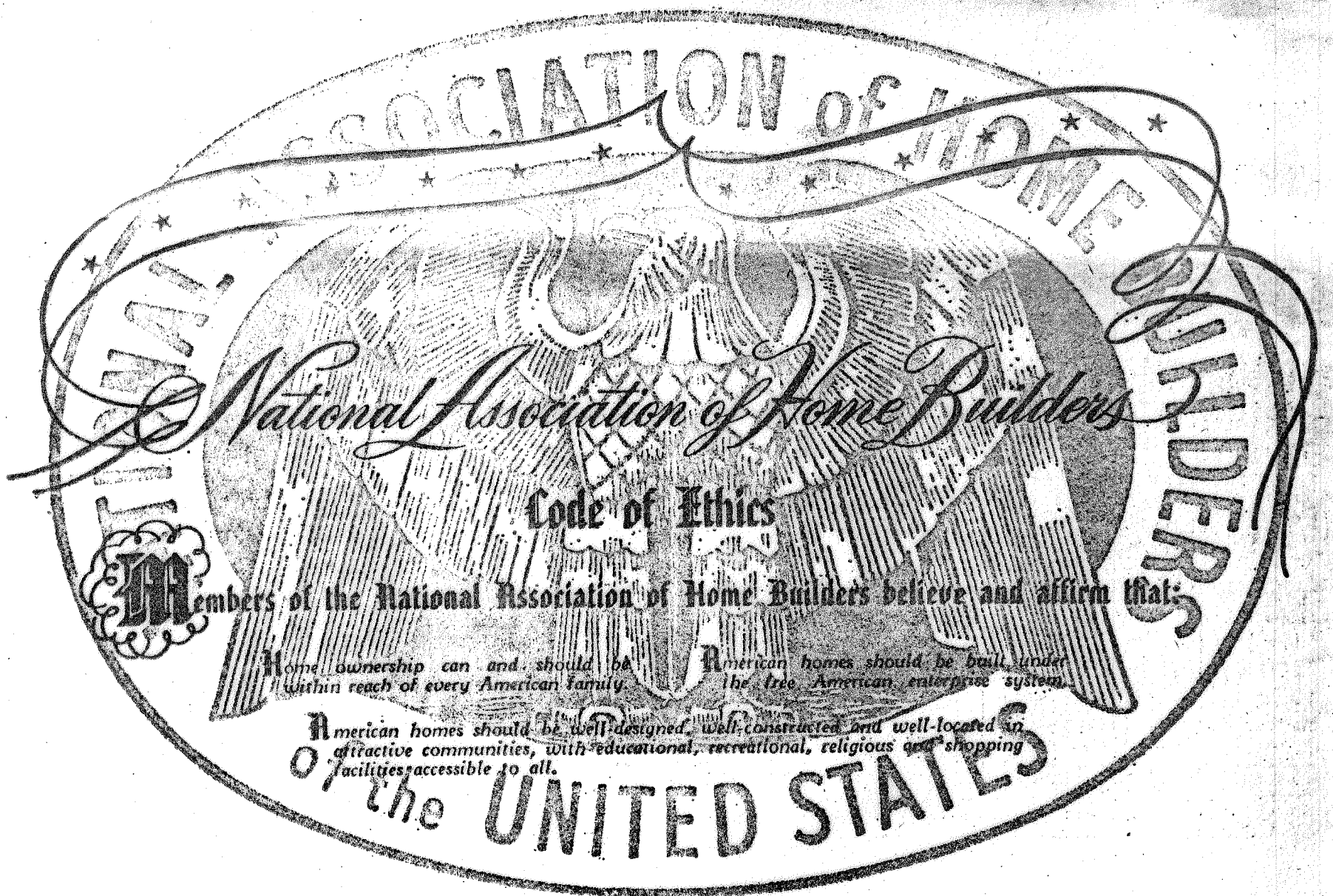


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