

SEES NEW APPROACH TO HOUSING

Shipp named head of builders' association

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By JIM ROBINSON
Harold Gordon Shipp, of Mississauga, was named the 1971 president of the National House Builders' Assoc-

iation in Edmonton Saturday. He replaces another Mississaugan, Eric Johnson, of Eric Johnson Ltd., as head of the 4,028 member, all-Canadian association. Mr. Shipp served last year as first vice-president of the NHBA, which is an organization of

builders and developers from across Canada who are devoted to maintaining the highest standard in the construction of homes and apartments.

He said the NHBA serves as an advisory body where new ideas and approaches to building homes are expressed and lessons of others passed on.

"We could very well be changing our name to the Housing Environmental Development Association of Canada to show that we are keeping abreast of the times.

"Environmental approaches to housing today are what count and this is where the association is trying to fit in," he said.

He pointed to current housing developments as being designed to fit in with the total environment, not just houses with no landscaping or trees.

"As the sophisticated buyer is exposed to what is being produced, he will be more choosy and this will bring us to new plateaus.

"As an example I can use the flags and sheltered entrances to our houses. You see this all

over now," he said.

He said today's home buyer is interested in amenities but it wasn't that way back in 1946 when he built his first three houses.

"They were over by The Kingsway. They were simple five-room bungalows and they sold for just \$7,800.

"The plumbing for all three houses was \$385. Labor for putting in hardwood floors in all three was \$83 and for shingling each house, labor was \$25.05.

"Here's something: the surveying for the three houses was \$15.

"I got a bill yesterday for just re-checking and re-stacking some of our land.

"It is the same company - in fact the son runs the company - and the bill is \$9,000.

"We think we have trouble with planning now. We really thought we had it then.

"Yet we bought 23 acres of raw land, no services, Jan. 21, 1951, had the plan registered, the street going in and the first house open for view on May 24.

"The land was what came to be Applewood Acres and the land cost

something like \$1739 an acre.

"Times have changed. There was one building inspector then and the planning department consisted of one engineer, one girl and one surveyor," he said.

Since those days the Shipp Corporation, with his father Gordon at the helm and Gordon as vice-president, has grown into one of the country's major developers.

Harold said this growth is reflected by a change in the wants of home buyers which will mean a new boom in the industry.

"We built thousands of five and six-room bungalows after the war and you couldn't build enough of them.

"They were good, solid and were in everyone's price range and this is what I see developing.

"We will go back to smaller houses on smaller lots and with no frills such as two-car garages.

"This lowers the price for the average man, and really, does he need or want more?

"He wants the kind of home that he can be proud of," Mr. Shipp said.



Harold Shipp, newly elected president of the National House Builders' Association, remembers 25 years ago when he first got into the building business. A house then cost only \$7,800 and bungalows sold like hotcakes.