

## Electric Kitchens Help Top Builder Sell 50,000 Homes in Three States

When you want to build homes in quantity that have sales appeal, first design a modern, efficient electric kitchen, erect a well-built, carefully planned house around it, and price it within the means of the average family.

That's an oversimplification, of course, but it could well be part of the success formula for the nation's biggest home builder, Levitt & Sons, Inc.

In less than 15 years Levitt has built more than 50,000 homes in communities in New York, New Jersey, and Pennsylvania. Every one of these homes was sold with a complete all-electric kitchen as standard equipment.

Now, in Belair, Md. near Washington, D.C., Levitt is building another new community of 4,500 houses. There are six models available, ranging in price from \$15,000 to \$27,500.

Each of these new homes will have a modern electric kitchen complete with electric range. Some models will feature built-in appliances, such as wall ovens and counter-top cooking units, and others will have free-standing appliances.

Levitt sales executives freely admit that all-electric kitchens, and particularly the advantages of electric cooking, help them sell houses. In Belair, for example, 300 homes were sold the first week models were opened.

Builders like the Levitt firm recognize that the kitchen, to most families, is the most important room in the house. This is why a great deal of care in design and the selection of equipment goes



Modern electric kitchens featured in new homes being built by Levitt & Sons, Inc., in Belair, Md. are designed for convenience and good looks. Some models, such as this one have built-in electric wall ovens and counter-top surface cooking units. Others will have free-standing electric ranges.

into the kitchen.

Alice D. Kenny, Levitt's interior decorator, points out that the electric range components and other appliances are so stylish they become the key for designing the entire kitchen. Cabinets, furniture, and all color schemes are chosen to harmonize with the appliances.

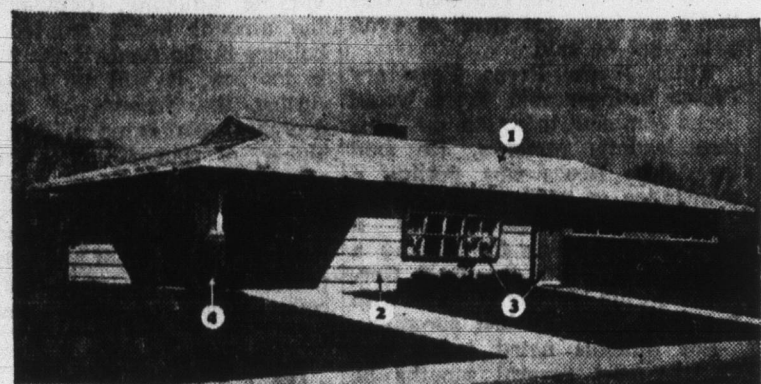
The builder's first consideration in selecting appliances for the kitchen is cooking equipment. Levitt chooses electric ranges—both built-in and free-standing

models—because years of experience have shown the firm that women happily accept electric cooking.

An association of electrical manufacturers says that electric ranges, with their automatic controls, built-in rotisseries, quick-heat surface cooking units and such things as ovens that slide out for easier cleaning make cooking a pleasure instead of a chore, and give the housewife more time for other activities.

### Practical Builder Says:

## Make Exterior Color Plans When Site, Design Chosen



Asphalt shingle roof, 1, of blended greens keys the color scheme of this new house. Sand colored siding, 2, is accented by sage green door and window trim. 3. Carport columns, planter, and wall of used brick add warm color and integrate house with landscape. Light color of roof boards, sun's hottest rays away without glare and adds appearance of height to house.

Exterior color plans for a house should be chosen as soon as architectural designs and plot plans have been made, says Practical Builder magazine.

A recent issue, devoted exclusively to the use of color in new and remodeled homes, points out that the impression made by exterior color is immediate and lasting. It establishes individuality, makes single homes more attractive, and unifies individual houses into a harmonious community. Color can also give a smarter appearance to an older home.

Since the roof is the largest unbroken area of a house, its color is of utmost importance. A roof of white or pastel asphalt shingles makes a house appear higher and larger; a dark neutral roof, such as one of deep gray asphalt shingles, makes the house appear lower and smaller.

If neutral colors are to be used on siding and trim, a strong color of asphalt shingles on the roof will add a feeling of fresh-

ness. For example, a coral roof might be used on a beige house, with paler beige or sand color trim.

Since a roof of asphalt shingles will last for many years, its color should be chosen with care. Many of the colors available today are neutrals that will blend with almost any color scheme.

Also available are asphalt shingles that appear to be a solid color but actually are coated with tiny protective granules of many different hues. These, too, blend with a variety of color combinations, giving great decorating flexibility.

Remember that long-range satisfaction is the object of color planning, Practical Builder advises. Seek colors suggested by things of lasting beauty such as autumn leaves and classic works of art. Use only three or four exterior colors, unifying "busy" architectural areas of a house with a single color or adding interest to a boxlike house with unrelieved surfaces by using contrasting colors.

## Development of 45 Gold Medallion Homes Now Being Built in Southern Connecticut

Connecticut, a state often described as "a way of life," is spawning an even better way of living.

Woodway Acres, a 45-home Gold Medallion Home development in a rolling, wooded section of Stamford, is the first community in the Northeast to offer central heating and cooling by heat pump, a single unit that provides both winter and summer comfort.

Gold Medallions have been awarded to Woodway Acres homes by the Hartford Electric Company to signify that the houses are designed and equipped to assure the best in safe, convenient, and comfortable electric living. The houses, priced from \$23,500 to \$24,900, are available in three models—raised ranch, split level, or 2-story Colonial.

Builders Alvin Lempke and Norman Fieber equipped these homes with 200 ampere electrical service, numerous electric outlets, more than adequate lighting, quick recovery electric water heating, and complete all-electric kitchens.

Among the typical time- and energy-saving electric appliances are built-in automatic electric dishwashers. Powerful washing action of the water in the new models eliminates even pre-rinsing by hand. Kitchens also include an automatic electric



Notice anything missing on this new home? If you look closely you'll find it has no chimney. That's because it's one model of a development of Gold Medallion Homes being built in Connecticut. Gold Medallion Homes are heated electrically. There's no need for a chimney because electricity heats without smoke or fumes. The house—like all Gold Medallion Homes—is fully-equipped with labor-saving electric appliances, the latest in lighting, and is wired for full "housepower."

range, and a compact appliance center to accommodate electric housewares. For electric laundry equipment, 220 volt outlets are provided.

Major factors that make these Gold Medallion Homes practical and economical are special electric rates established for all-electric homes, and proper insulation. Combined annual cost of heating and cooling is estimated to range from \$199 to \$250, depending on the model of the house.

In addition to meeting the Gold Medallion standards, Woodway

## Wind-Resistant Roof Foils Even Hurricane's Wrath

The hurricane season serves as an annual reminder to homeowners that fewer houses would be damaged as a result of high winds if they were protected by wind-resistant roofing.

It's a fact that most well-constructed homes will withstand the forces of an average hurricane or other high wind storm. But their roofs often are vulnerable.

When a wind storm strikes, a roof that is not designed to resist wind can spell double trouble for the home owner.

Roofing material is ripped away and the house and its contents are exposed to deluging rains that usually follow wind storms.

Water pours in, damaging walls, ceilings, furniture, carpeting, clothing, and other possessions, often beyond repair. If water seeps into electrical wiring, serious fires can result from short circuits.

One of today's most effective guards against damage caused by windstorms is a wind-resistant roof of asphalt shingles.

Roofing contractors use three principle methods of applying asphalt shingles to resist winds. Tabs on conventional asphalt shingles can be sealed down by hand, using special, quick-setting asphalt cement. Special self-sealing asphalt shingles are available with adhesive applied along the tabs at the factory, and the heat of the sun bonds them permanently to the shingle below. A third method is the use of specially-constructed asphalt shingles that interlock to provide a textured surface winds can't disturb.

The effectiveness of wind-resistant asphalt shingles has been proved by rugged wind-machine tests and actual use on homes in varying climate zones.

The National Bureau of Standards, which has conducted a long-term testing program of these shingles, reports that wind-resistant applications of asphalt shingles were subjected to winds of more than 80 mph during sub-freezing weather with no adverse effects.

## Urge Buyers To Check On Water Supply

### Proper Equipment Can Eliminate Water Problems

More people plan to buy homes in the months ahead. A just completed nation-wide survey conducted by the University of Michigan notes an anticipated rise in the purchase of homes.

Families planning to buy are urged to check water supplies available for new homes.

Will water supplies be adequate for all normal family needs throughout the year? Does the water come from a municipal system; if not, a private or semi-private well? Is there a septic tank of adequate capacity? Is the water hard? Does it contain iron? Is it corrosive?

Where such problems as hardness, iron, corrosion exist, the wise homeowner makes provision for the proper type of water

conditioning equipment.

There is a growing trend among homeowners to include the purchase of such equipment as part of their mortgages.

Some builders now include water conditioning equipment in the basic pricing of the home. They are making it standard equipment like water heaters and furnaces. Others report making it available on an optional basis.

The Federal Housing Administration makes available Title II loan insurance on water conditioning equipment included in the mortgage on a home. FHA specifies that only that water conditioning equipment which bears the Gold Seal of the Foundation is eligible for Title II loan insurance.

The potential homeowner can learn much about water at the home site from a local water conditioning dealer. The newcomer to an area will find this dealer listed in the classified pages of the telephone book under the heading, "Soft Water Equipment and Service." If tests indicate hardness, iron content, turbidity, etc., he will recommend the proper type of equipment to

## Top Roofing Stays on Top With Builders

More than 80 percent of the nation's home builders who subscribe to the National Home Week theme, "A Better Home—A Better Life," chose asphalt shingles for the roofs on their homes.

The reasons are clear. Asphalt shingles are low in applied cost, a savings builders can pass on to their customers. Equally important, they are trouble free. Builders report they rarely get "call-backs"—complaints from new owners of homes roofed with asphalt shingles.

One special reason builders choose asphalt shingles, whether for developments of hundreds of homes or for a single, custom-built house, is the wide range of colors available.

Many developers use different roofing colors throughout their projects to help avoid a "sameness" from house to house. Others choose a single color to give their developments continuity. A California builder chose a soft brown asphalt shingle for all the roofs in a huge tract of homes, explaining that the "earthy tone harmonizes with the surrounding countryside."

White or pastel shades of asphalt shingles are popular with builders in areas where summer heat is a problem. These white or light shades reflect summer sun without gleam or glare, adding to the efficiency of air conditioning and making even non-air-conditioned houses more comfortable.

correct the problem.

Because water is so essential, many people take it too much for granted. Gregg LaLonde, president of the Research Council states that not enough homemakers investigate the water supplies that will be available to them in a new home. Inadequate supplies or problem water can make home-making extremely difficult.

### Quality Pays

One Pennsylvania home builder reports that he cuts \$1,000 off the final price on each home by using wood stud walls, which gives buyers a quality home with time-tested wood throughout for less money than substitutes.

## Better Home, Better Life Goal of NABH

By E. J. BURKE, Jr., President, National Association of Home Builders

The most livable, enjoyable homes, in every price bracket, that the home-building industry has ever produced will be on exhibit during that week. It is the best time to see attractive new homes a buyer needed to fit modern times within today's tight budgets.

Scientists Test Materials The production of better homes for the lowest possible price has been for years a major objective of the National Association of Home Builders, which, with its local affiliates, sponsors National Home Week. Research into new and better materials is carried out through the NABH Research Institute, which has a laboratory at Rockville, Md.

As part of its better homes program, the NABH has built four research houses, where hundreds of new or improved building materials, from entire walls to glue, are being tested by scientists and by families who live in the homes. Many of the materials and products used are already on the market.

New Research Started A new NABH research project, started this summer at Berea, O., is expected to benefit home buyers further. It is a time-and-methods analysis, down to 1/100th of a minute, of every movement made in the construction of a house. Next year an identical house will be built at Berea using the improved techniques that result from this study. The NABH will make the results of the study available to all builders.

In addition to contributing to better building methods and materials, NABH is more than holding the line on prices, even in the face of rising land costs. A recent survey of our members revealed that the price of the typical home was \$300 less this year than last. Last year the price was \$15,200 for a typical home; this year it is \$14,900.

It is in such ways that the NABH is providing "A Better Home—A Better Life" for American families. National Home Week is the time to see for yourself the livability, convenience and comfort provided in 1961's homes.

### U.S. Uses Most Paper Per Capita

One measure of standards of living in the various countries is the use of paper and paperboard. Americans utilize about 450 pounds of paper per person every year. In Red China paper consumption is a paltry 1.6 pounds a year per person.

Nations high in the use of this important forest product, with pounds per capita a year, include: Canada, 280; Sweden, 200; Great Britain, 187; Denmark, 166; Norway, 159; Australia, 141.

## Air Pressure Helps Insulate Older Houses

Adding insulation to an existing house once was a big problem for the home owner. Nowadays, loose mineral wool can be blown under air pressure into once inaccessible areas of a house, making it possible to insulate any home effectively.

Even homes with low-pitched roofs and small crawl space attics can be insulated easily, inexpensively, and completely, when mineral wool is blown in, the home owner avoids the mess and cost of tearing out plaster from walls or ceilings to install



Workman uses air pressure to force loose mineral wool into every crack and crevice in wall of this home. When all outside walls, attic crawl space, and floors have been filled, a complete blanket of mineral wool will keep heat in during winter and out in summer. Homes will be sealed and siding replaced to look like new.

batts and blankets of insulation.

Proper insulation reduces cold drafts and cuts winter fuel bills by retaining heat in the house longer. In the summer, mineral wool helps keep the heat out of the house and makes air conditioning easier and cheaper.

To insulate a wall, small pieces of siding are carefully removed and holes are drilled into the sheathing. Air from a compressor mounted on a truck forces the mineral wool through a hose into every crack and crevice and around pipes and wires. Then the siding is carefully replaced. Similar methods are used to blow mineral wool into ceilings and floors.

When the job is finished, the insulation forms a heat-resistant blanket that protects the house from temperature extremes and provides cash savings on fuel for both heating and cooling.

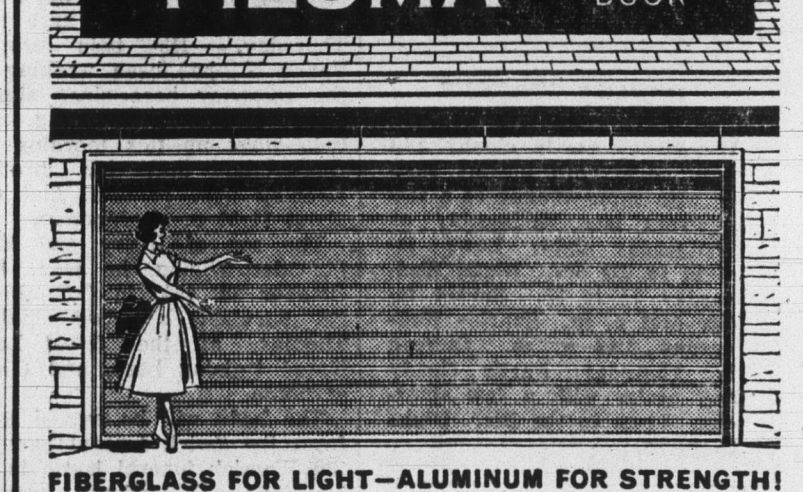
### Movable Screens

Some people find they get much more use out of their outdoor wood decks if they have movable wood screens which they can place at various sides of the patio depending on wind direction. Light weight frames of western red cedar move easily. Metal rods attached to the frames fit into convenient pipe sockets placed at various angles.

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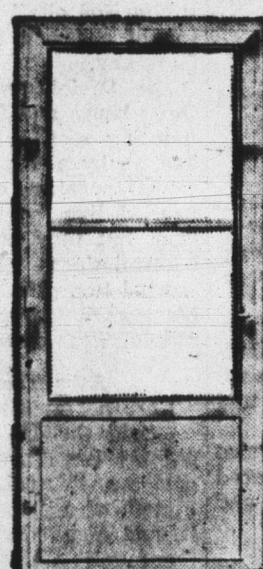
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