

## Automatically Attracted

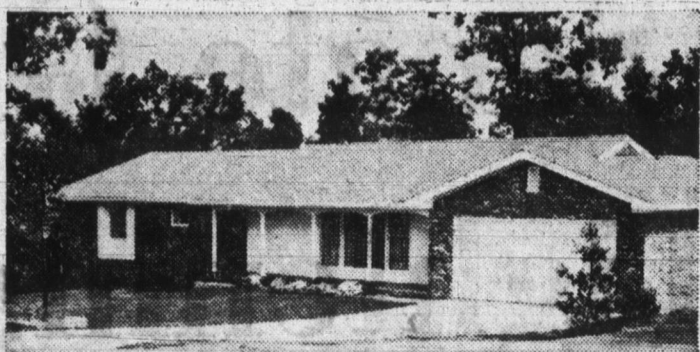
## Tennessee Buyers Find Bonanza In New Homes' Electric Extras

Stiff competition in all-electric home building has resulted in a bonanza of bonus features for home buyers in Chattanooga, Tenn.

An example is a model home that has caught the fancy of many Chattanooga buyers. It's a modern one-story that combines convenient design, quality materials and workmanship, and stresses the benefits of all-electric living. It's built by contractor Joe Clarke in the Brynwood subdivision.

Like 90 per cent of the homes now under construction in the area, Clarke's house is a Gold Medallion Home. This means it is heated electrically, has an electric range and at least three other major electric appliances, has wiring for full housepower and has better than adequate lighting. In Chattanooga, 42,000 families already live in all-electric homes.

Clarke's house, however, has even more electric features. The large garage door, for example, is operated electrically, and may be controlled either from the car or from inside the house. Floodlights are installed outside the house to highlight both house and grounds, and a post light is operated by an automatic elec-



Gold Medallion Home shown above features electric heating, air conditioning and other electric appliances. Wiring for "full housepower" permits use of exterior spotlights, an automatic, electric-eye post light, and a radio-operated garage door.

tric eye that turns it on at night and off at dawn.

Other electric features include silent light switches throughout the house, four strategically located telephone outlets, and a 200 ampere electric service entrance. All rooms are equipped with an intercom system with AM-FM radio and speakers.

"The Gold Medallion," according to builder Joe Clarke, "is a guarantee to the public that they are getting a really modern, convenient home, and I display it at

the entrance of each house I build. I have found that this emblem gives a sense of pride to the purchasers of my homes."

Clarke's home has three bedrooms and two baths, with approximately 2,000 square feet on the main floor. The full basement contains a brick fireplace with built-in charcoal grill, large storage area, a fallout shelter that can be adapted to a child's playroom, bathroom and kitchenette installations and a built-in bar. It sells for \$37,000.

## BUILT-IN COMFORT

A type of room air conditioner that is installed through the wall of a house is particularly practical for new home construction. While the house is being built, a special metal sleeve is installed in an outside wall. The air conditioning unit itself can be slipped into the sleeve at any time to provide comfort in summer and fresh air in winter.

## FOR WARM ATTIC

A pre-fab fireplace, which is easy to install, can keep an otherwise unheated attic warm even in cold weather if the attic is well insulated with mineral wool before it is finished.

Use batts or blankets of mineral wool labeled R-19 in the ceiling and R-11 in both outside and knee walls for the right amount of resistance to the passage of heat. For extra warmth from radiation, leave the flue pipe of the fireplace exposed to the point where it passes through the ceiling.

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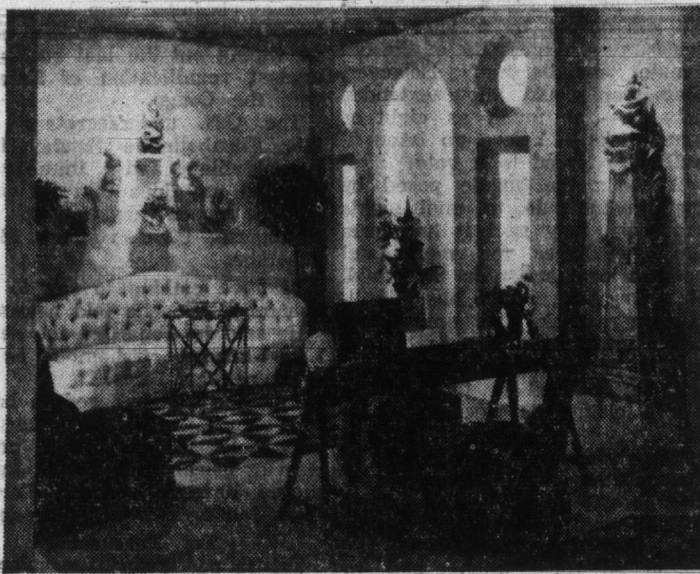
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## Classic Simplicity in Living Room



An ingenious game table which closes for serving or dining creates an activity center in this classic living room. A Palladian theme of arches and deep beveled window openings is beautifully carried out in the richness of textured Travertine solid vinyl walls in forum gray. The floor is of major interest, with a large octagonal inset comprised of Kentile solid vinyl terra cotta and Bangkok pink triangles set off by avocado feature strip, placed in a field of white-on-white mosaic solid vinyl tile. An exquisite antique white porcelain stove in a center alcove and a unique delft porcelain tulipiere holding flowers in the window arch against sheer white curtains add charm to the setting. The tufted sofa carries out the pristine white-on-white overall color scheme, with a wall arrangement of beautiful porcelains on brackets above. The overhead recessed lighting provides an uncluttered effect, creating a serene atmosphere for relaxing or entertaining. Designed by Joseph Braswell and Inman Cook (A.I.D.).

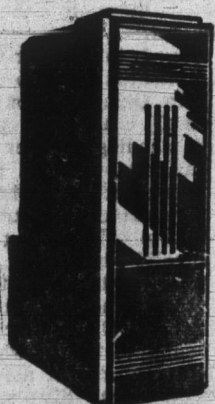


A through-the-wall electric room air conditioner installed in this new Gold Medallion Home leaves window with unimpaired view and gives freedom of decorative treatment. Like window units, wall air conditioners cool, dehumidify and filter air.

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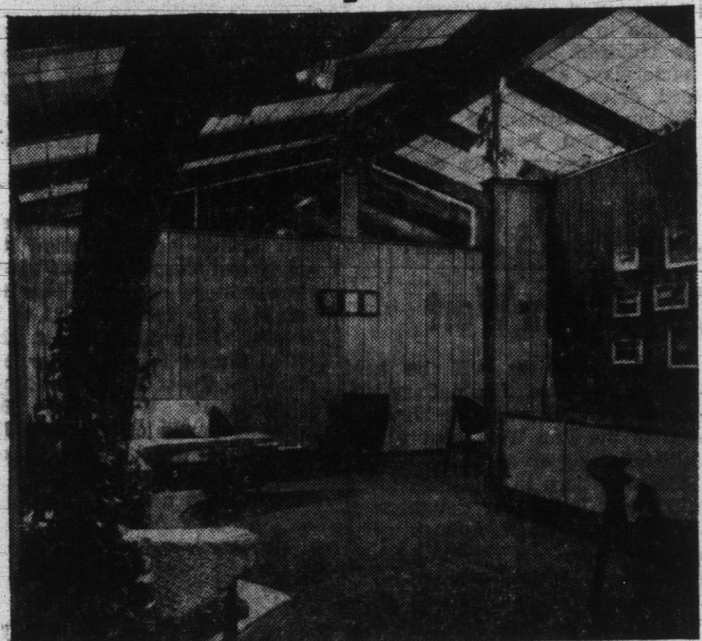
## Air of Graceful Elegance



A feeling of graceful serenity pervades this elegant living room created for "Decoration and Design—1963," the world's largest interior design show, being sponsored by the American Institute of Interior Designers (A.I.D.). A Palladian architectural theme is beautifully carried out with window openings in rich textured Kentile Travertine solid vinyl walls of forum gray. Continuing the overall pristine white-on-white color scheme are the vinyl mosaic tile floor, white tufted sofa and sheer curtains. Set into the white floor is an exciting octagon of color comprised of solid vinyl terra cotta and Bangkok pink triangles set off by avocado feature strip. The room is accented with a landscape painting over the sofa and a unique delft porcelain tulipiere holding flowers in the window arch. The setting was created by the noted interior designers, Joseph Braswell and Inman Cook (A.I.D.).

## NO MAINTENANCE PROBLEMS

## Here's Worry-Free Room



Functional living is the keynote of this modern open plan. The cathedral ceiling creates a feeling of spaciousness in the living room as well as the dining area and kitchen on the other side of the eye-catching divider wall. Marlite woodgrain paneling and distinctive accessories, such as the driftwood planter near the entranceway, create an informal decor in the room. Practical as well as decorative, Marlite has a washable plastic surface. Heat, moisture and stains will not affect this plastic-surfaced hardboard. White blocks of the same washable paneling create a dramatic ceiling treatment. In addition to serving as a divider, the partial wall on the right provides plenty of storage and display space.

## Make Doors Pleasing

Doors can and should be dramatic. A door is the first contact anyone has with your home. It should impact a pleasing appearance.

## LET THERE BE LIGHT

The Medallion Home has, on the average, nearly twice as much built-in lighting as the conventional home. Medallion standards require fixed lighting in such places

## GROWING MEDALLIONS

During the past two years Gold Medallion Home construction increased an average of 25 per cent, while the total of all home building in the United States dropped an average of five per cent — a sign of the popularity of all-electric living.

as walk-in closets, carports, hallways, laundries and garages.

## Mineral Wool Usage Leads Other Products

Mineral wool structural insulation led all other building materials in percentage increase of value of shipments in 1961, according to figures released recently by the U. S. Department of Commerce. The increase was 15 per cent—three times that of the next material.

Other major materials showing substantial increases include veneer and plywood, five per cent; builders' hardware, five per cent; and residential electric fixtures, three per cent.

This information is from the publication, "1961 Annual Survey of Manufacturers," compiled by the Bureau of Census.

Evaluating the statistics, Fred H. Sides, executive officer of the National Mineral Wool Insulation Association, said they indicate "the steadily increasing acceptance of the fact that homes must be well insulated for both comfort and economy."

The association's Quality Home Requirements call for use of insulation labeled with "R" numbers. The "R" stands for resistance to the escape of heat from a house in the winter or entrance of heat in the summer. Specification of insulation by thickness is outmoded.



HERE'S A RECREATION ROOM designed to comfortably accommodate a busy family. Plenty of tables, plus a snack bar make it possible to carry on several activities at once. Sturdy furnishings with stain repellent coverings and durable, easily cleaned materials on walls, floors and curtains reduce maintenance to a minimum, a necessity if the area is to be a truly "fun" room. Large Thermopane insulating glass windows let in plenty of light and the upholstered bench running along the wall under the windows doubles as essential built-in storage.

## New Windows In Old Home Conceal Age

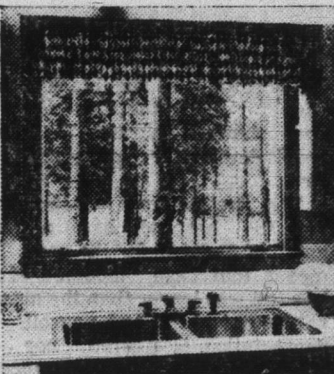
An older house takes on a remarkably new aspect, inside and out, when new windows are installed.

The exterior looks more welcoming and up-to-date, and the interior gains a sense of space, light, and air. If the new windows are made of wood, they add a feeling of warmth and become a contributing part of the decor.

If you are remodeling an older house, replacing old windows with new is an effective way to add beauty and to increase winter comfort.

Today's wood windows have weather-tightness built into them at the factory, and, since wood is an efficient natural insulating material, they help keep a house warmer in winter. Ponderosa pine, from which most stock wood windows are made, transmits 1800 times less heat or cold than metal.

Because of this they are not susceptible to the formation of condensation which can damage draperies and walls. In addition, they lend themselves to a variety of decorative treatments since they can be painted, waxed or



Wood casement windows over sink are easy to operate, attractive, and weather-tight.

stained, and with wood frames it's easier to install curtains and draperies.

Stock wood windows are chemically treated in the factory to last indefinitely. Factory-installed weather stripping and locking devices make windows tight when closed, yet wood window units are engineered to operate easily and quietly. Many can even be removed for washing.

## HOME OWNER'S QUESTION BOX

Q. I'm adding a new "L" to my 20-year-old house. How do I keep it from looking like a "sore thumb?"

A. Since it's probably time to replace the old roof, you can kill two birds with one stone. Re-roof the whole house with new asphalt shingles and apply new siding or paint over the entire exterior to integrate the new with the old. Be sure to insulate the new section thoroughly with mineral wool for year-round comfort and lower fuel bills.

Q. Is there any way I can give a room two coats of paint in one day and still get good results?

A. Yes. One method is to use one of the new tinted shellacs as an undercoat. Sand the area to be painted, as usual, and apply the tinted shellac, which dries normally in about 45 minutes. Sand lightly when dry, then apply the finish coat of vinyl or oil base paint.

Q. Can I put plastic laminate over an old linoleum counter-top?

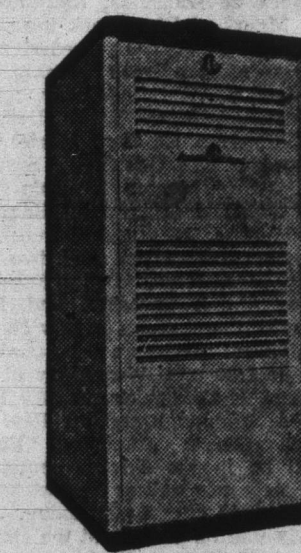
A. No. You have to remove the linoleum and clean the surface beneath it thoroughly first. Then apply contact cement to both the underside of the laminate and to the counter and allow to dry at least 45 minutes at 70 degrees or warmer. Place the laminate carefully on the counter, aligning edges first (once down, it'll never come up). Press down and roll evenly with a roller.

Q. We're remodeling a very small kitchen. How can we fit a new electric range into it? Have you any other space-saving ideas?

A. Free-standing electric ranges come as small as 20 inches wide. Or you might install fold-back surface units, which leave counter space free when not in use, and a wall oven built into a cabinet.

If you have an entryway or a little-used closet adjoining the kitchen, you may be able to remove the walls and incorporate that space into your kitchen. The electric oven, for instance, might be built into the former closet space.

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