

Gold Medallion Award Stands for Quality



This Gold Medallion on a home signifies the best in modern living to quality-conscious home buyers. Homes built to Gold Medallion standards are planned for modern living tomorrow as well as today.

A real status symbol that more and more United States home buyers are recognizing is the Gold Medallion emblem on a house. It has status because buyers know the symbol stands for electrical quality.

There is an actual Medallion emblem. You will find only one for each house, but it may appear either on the house or in close proximity to it. For instance, the emblem may be embedded in the outside wall, the front step or front walk. It may be part of the front doorbell pushbutton, door knocker or in the illuminated housestreet number sign.

More importantly from the owner's viewpoint however, is the signed Gold Medallion Home Certificate which is also given to the

purchaser. This certificate, which owners should keep with the house deed, serves as additional evidence that the home has met Gold Medallion standards. It affirms that the house contains sufficient wiring to provide Full Housepower, that it also contains Light for Living, work-saving major electric appliances, and that it is heated electrically.

FUN MONEY

It is becoming easier to finance summer cabins, either by extending the mortgage already in force on your home, or through some savings and loan groups. Well designed wood framed summer homes meet with banker favor.

Room Air Conditioners Give Much Comfort

When you discover the inconspicuous air conditioning units in many Gold Medallion Homes, give them an extra-loving pat! They are one of the electrical home appliances that make it possible for you to enjoy the myriad benefits of living in a total-electric home.

Home air conditioning provides controlled coolness as a new dimension of comfort made possible by electricity. And the public's tremendous enthusiasm for it has brought recognition of how inadequately wired most homes were. This awareness is one reason why "Full Housepower" is one of the features of Medallion homes—the wiring system takes air conditioning loads in its stride.

In these homes you will find that modern air conditioning does much more than just cool. It filters out dust, pollen, and other air impurities. It removes excessive humidity on hot, humid days. It provides another means of circulating air, in addition to regular ventilating equipment.

Two basic types of electrical cooling equipment are available for use in new Gold Medallion homes. You may choose either central cooling system equipment or room air conditioners. The latter type is most likely to be a through-the-wall unit installed permanently, and in the most advantageous place, in an exterior wall.

Like window types—which are not permanently installed and are more likely to be found in rental units or in existing houses—through-the-wall room air conditioners have many special advantages in the new home. They will complement the use of electric baseboard, electric ceiling cable, or wall panel electric heating to provide year-round comfort. Also, since each room air conditioner is individually controlled, you can cool only the areas you want, when you want, and to the degree you want. This flexibility of control also reduces operating cost.

An FHA official stated, "Air conditioning has become such an important part of modern living that in a few years' time in many parts of the country the home without it will be considered obsolescent."

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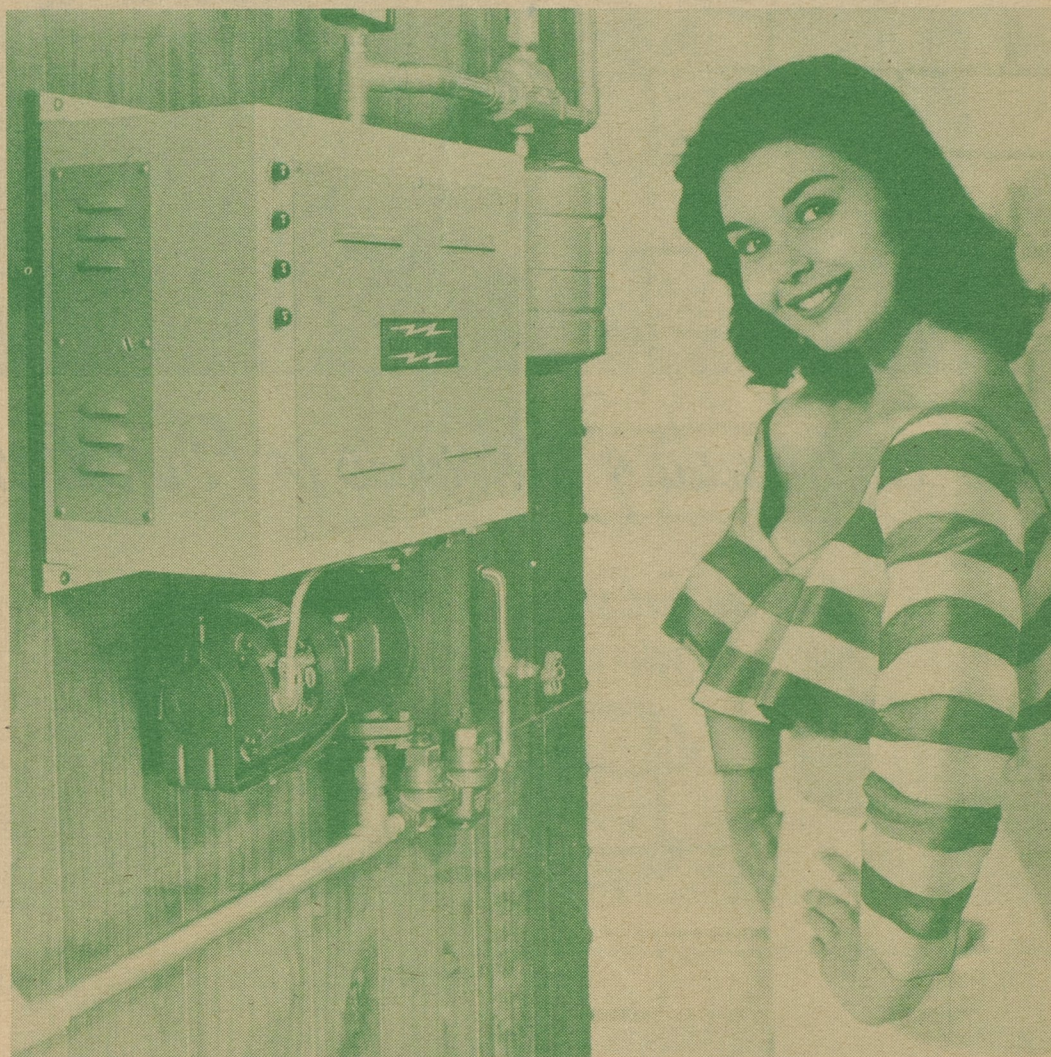
Total electric homes—like little girls—are made of sugar and spice and everything nice. This tiny hostess especially likes the gentle warmth provided by the electric baseboard heating unit in the background.

Flameless electric heating is "at home" all over America, according to the Live Better Electrically Program of Edison Electric Institute. In North, South, East or West, clean electricity is providing comfort by wire in more and more homes and apartments, as well as in office buildings, churches and schools.

In 1956, only 350,000 households were enjoying the benefits of electric heating; today that number has grown to more than 1.5 million. And while electric home heating was installed in only 2% of all new homes built during 1957, indications are that it will be installed in 20%—or one out of five—of all new homes being built during 1964. Some of the fastest growth rates, according to a recent study, are in the colder North Central States.

What about the future of electric heat? An unbiased study shows a projection of one-fifth of all U. S. homes, new and existing, heated electrically by 1980 and almost one-half by the year 2000.

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500 Pierce St., Kingston, Pa.

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