

Builders Awaken to Good Lighting Value

WHENEVER YOU move into a new home, the chances are you will enjoy better lighting than you did in the old one. Builders have been scrambling for some time to dramatize and glamorize their properties in a highly competitive buyers' market. One thing they have discovered is that well-planned lighting systems seem to pay off in increased sales. Surveys show, for example, that most builders are almost twice as

more attention to this aspect of home design. A builder in Ossining, New York, tried out an unusual experiment last year. He put up two furnished models identical right up to the pictures on the wall, except that one had \$600 more in lighting.

price of the home. The American Home Lighting Institute contends that only one in five has the kind of installed lighting that classifies as meeting minimum qualifications for comfort, convenience and safety.

BUILDERS BEGAN TO SIT UP and take notice about the need for increased lighting facilities when they were shown that prospective buyers were paying more and

Even more remarkable is that financing arrangements had been completed before the test began—and every one of the buyers had to pay cash for better lighting.

The crowd-pulling power of a well-lighted home is common knowledge in the San Francisco area. For three years, a large utility company has been working with homebuilders in developing and promoting homes with advanced lighting. During one period, 16 homes, each open for 30 days, attracted a combined audience of 122,736 adults, an average of 7,671 each. A Chicago builder stated that his "better lighting" home multiplied daily traffic by 20 times and produced excellent sales results.

CHANGE ITSELF under

Concrete Plays Important Part In Construction

This is the age of Concrete. It is taking the place of many traditional building materials and doing a good job.

Concrete is being cast in many shapes and colors undreamed of a few years ago. In major or minor construction, Concrete plays a major part.

Concrete: Steps for the front entrance of homes have truly become a piece of art (in concrete). They may be had in many sizes, and many colors to choose from. By the addition of Wrought Iron Ornamental Railings, you have the utmost beauty in Concrete and Iron, and a feeling of a satisfaction.

If a home is traditional, modern, large -- small, any style, concrete steps will enhance its beauty beyond compare, and they are very inexpensive. Give it a thought when you contemplate a change.

And it adds vitality to distinctive architectural features, whether it is the entrance hall, fireplace, paneled wall or a room divider.

FINALLY, THE PRODUCT has changed. There is an unprecedented variety of well-engineered and beautifully designed fixtures to complement any style of house or furnishings.

Today's fixtures do a far superior job of supplying the flexible kind of light needed to accommodate the many activities for which a home is designed — day or night, inside or outside.

Detroit Popular Mobile Home

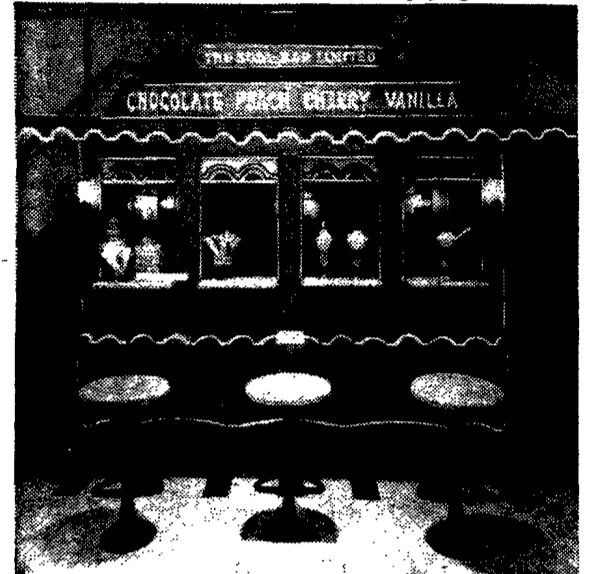
The Detroit, mobile home, lets you get the most out of life without the monthly headaches of high rent and heavy expense. It's an economical way to have the home you want, and own it, too.

Any Detroit model may be purchased with the ease of buying an automobile. A low down payment is all you need to move into a completely furnished, ready-to-live home.

Your monthly payments will be accordingly low.

The price includes all basic furnishings, no need to buy a sofa, chairs, storage chests, drapes, and even the beds come with the price you pay. The kitchens are also ready for use. They are copy, convenient and complete with ultra-modern stove, refrigerator, and dining table.

Speaking of tranquilizers, even in grandpa's time there was something to make you sleep. They called it work!



THIS SODA BAR is a novel addition to a child's fun room. What, no strawberry?

as much for lighting fixtures as they did just a few years ago.

This increased lighting fixture allowance, running from \$125 to \$150 per home, is still far below what lighting authorities believe is necessary to provide full value and utility as well as beauty. The lighting industry's rule-of-thumb index is that the lighting system should run from one to three percent of the

Gas Cooking Preferred By Professional Chefs, 8 to 1

If you travel a lot and eat your meals at a roadside stand, a swank hotel or any of the nation's 150,000 restaurants, the chances are 8 to 1 your food has been cooked with gas.

That's the margin of choice among professional chefs throughout the United States, according to the Gas Appliance Manufacturers Association's experts on volume feeding.

The reason, says GAMA, is that gas, whether it's natural or liquefied petroleum (LP gas), is fast, highly controllable and clean.

"All three of these virtues are recognized by professional cooks as essential to any restaurateur who hopes to handle traffic efficiently and maintain consistent standards of food quality and hygiene," a GAMA official pointed out.

More than 68,000 meals are served daily in U.S. commercial, institutional and military eating places, he said, and gas equipment cooks more than 85 per cent of these meals.

An Invitation -

WM. F. ANDERSON invites you to submit any problem about your building projects for bid as we are sure that our experience will save you both time and money.

Call CO 7-2222 or CO 7-2107 for help with your building problems.

A stop at 20 ELM STREET to see the high quality materials stocked will be even more convincing.

The precise controllability of gas heat enable a commercial cook to duplicate popular menus day after day. "This kind of standardization is important, particularly where 'specialties of the house' are concerned," he added. "Customers develop a taste for certain dishes, and expect them to remain the same whenever they are served."

Temperature-controlled gas makes this possible, he said, because "as every homemaker knows, flame heat can be turned on and off instantaneously and there is no danger of overcooking or undercooking if the correct temperature is pre-set."

Furthermore, or, both commercial and residential gas ranges, any size utensil can be used over a top burner because the gas flame is flexible and spreads heat evenly over the bottom surface of a pot or pan. This helps not only to achieve even-cooking results in large utensils but also to avoid spill-overs from small pans, the GAMA official said.

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He is concerned with building a good, saleable product. He prides himself on house. At the same time, he constantly seeks methods to attract prospective customers, excite them, sell them, and get rapid turnover for his investment. These are things he must do in today's market.

The buyers, too, have changed. They are most sophisticated, more demanding, and more often than not experienced home-owners. They want something genuinely better before they will move into new houses. Attractive lighting fixtures attached to walls and ceilings throughout the house is something immediately identified as "better."

Lighting is a versatile performer. It makes rooms look bigger and more cheerful. It enriches the color, pattern and texture of furnishings.

WOOD IS COMFORTABLE FRIEND

Wood is the most comfortable and most friendly material to live with, says the National Lumber Manufacturers Association, reporting on a survey conducted among men and women from all walks of life to determine preferences for materials popularly used in building construction. Survey replies showed that wood—one of the oldest and most versatile building materials—far outclassed other materials in what might be called emotional appeal or impact. It was considered the most "warm and friendly" and the most "attractive," as well as one which is "always in style."

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Comb Bristles

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WIDE SELECTION

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By AP Newsfeatures

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