

John G. Adams, of Atlanta, Ga., regional Westinghouse Total Electric Home manager, said Jackson was chosen as the site for a Total Electric Home because of the vitality of its home building market and the willingness of its people to accept the newest and best ideas in modern living.

"Jackson has a highly diversified economy," he explained, "and is a fast growing metropolitan

economical to include a 'package' of built-in electric appliances which more and more home buyers today are demanding."

The Jackson home, designed by Architect George Matsumoto, Raleigh, N. C., has a controlled environment on a year-around basis through the use of a Westinghouse heat pump, Mr. Adams said.

"The housewife will have the latest in built-in and portable ap-

862 IN AREA

"Mississippi Power & Light Company is currently serving 862 Total Electric Gold Medallion Homes throughout Western Mississippi," Mr. Wilson pointed out.

Westinghouse is investing more than \$3,000,000 in a public information program during 1960 to show that Total Electric Gold Me-

fortless living through the maximum use of electricity are among the features of the home.

Weather "controls" take shape in wide, low-roof overhangs which shields window area and entries from sun and rain. Operating shutters, an old Southern custom, can close out the hot sunlight. Both the fence and house walls protect one terrace from the wind while the other calls for shade trees.

"total electric" Westinghouse home in Jackson.

This 39-year old Jacksonian has established himself in relatively few years as one of the leading builders in the Jackson area.

Gipson grew up in Smith County and attended school in White Oak, Mississippi.

Following the close of World War II, he came to Jackson where he did sub-contracting work for a number of the city's building contractors. He began this type work in 1948.

**ENTERS CONTRACTING**

Gipson entered the contracting field on his own in 1951 and since that time has been responsible for the construction of at least 350 homes in the Jackson area alone. His construction work is to be found in almost every area in Jackson, north, south, east and west.

In 1956, Gipson's construction company entered into association with the McGehee Realty Company for future building developments, an association that has continued until the present and which will be responsible for the

# McGehee Develops Westinghouse Home

The J. B. McGehee story is the story of successful service to a demanding public. It is reflected in his being chosen to develop the Westinghouse "total electric" home project in Jackson.

Backing his years in the real estate business with a wide range of experience in other fields, J. B. McGehee has come to the forefront in real estate development in the Jackson area in a short span of years by offering "customized" home development to the house-buying or house-building customer. Through experience and training, McGehee has been able to

fully develop an understanding of the needs of the various types of families that seek to build or buy homes.

A native of Franklin County, J. B. McGehee attended high school in Meadville, Miss., where he was graduated in 1933.

He then attended Mississippi State University where he continued his studies in the school of education. He completed his college work at Mississippi State in 1937 and immediately became affiliated with the United States Department of Agriculture.

Remaining with the Department of Agriculture for five years in offices at Laurel and Jackson, he next entered the Army for a tour of service in World War II.

During the Second World War, he served for four years as a captain in the Infantry and participated in action in the European Theater. He was in the amphibious operations connected with the Normandy invasion in 1944.

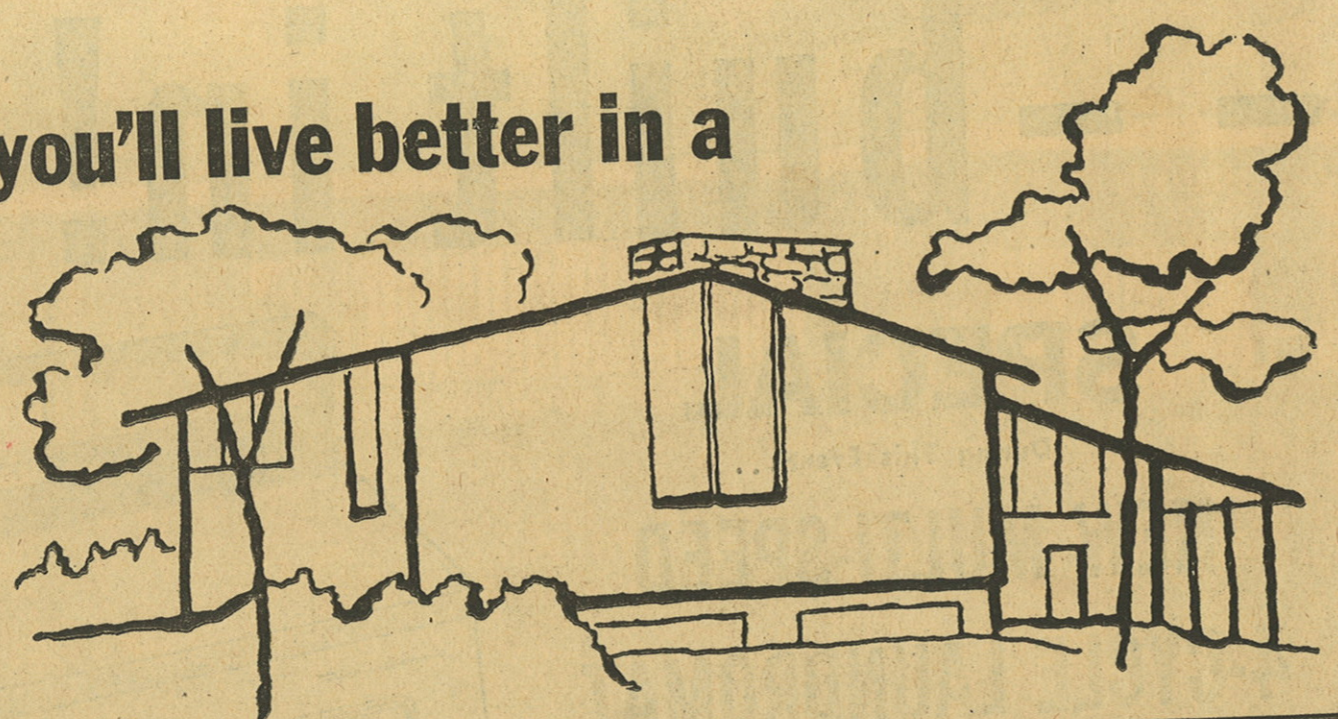
In 1946, following his return to civilian life after the war, McGehee first entered the real estate field. For two years he worked at this prior to entering the grocery business in 1948.

After four years in the grocery business in Jackson, he re-entered the real estate field in which he has remained until the present. He formed an association with the J. C. Gipson Contracting firm in 1951, and since that time "everything they've built, we've sold, and every thing we've sold, they've built."

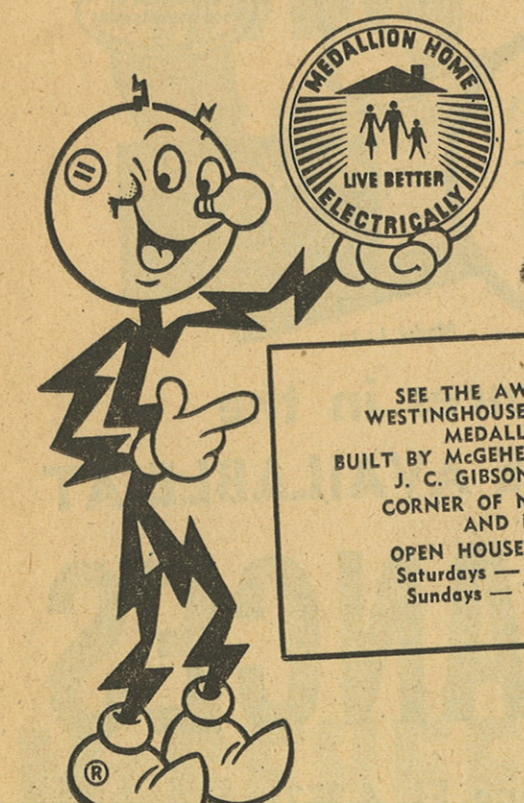
Active in various home-building activities, McGehee is a member of the Jackson Real Estate Board and his firm is among those in the Multiple Listing Service organization for real estate.

He is a member of the Northside

## you'll live better in a



# TOTAL ELECTRIC HOME



SEE THE AWARD WINNING WESTINGHOUSE TOTAL ELECTRIC MEDALLION HOME BUILT BY McGEHEE REALTY COMPANY, J. C. GIBSON, CONTRACTOR CORNER OF NORTHSIDE DRIVE AND KIMWOOD

OPEN HOUSE: Monday through Saturdays — 2:00 - 8:00 p.m. Sundays — 1:00 - 6:30 p.m.

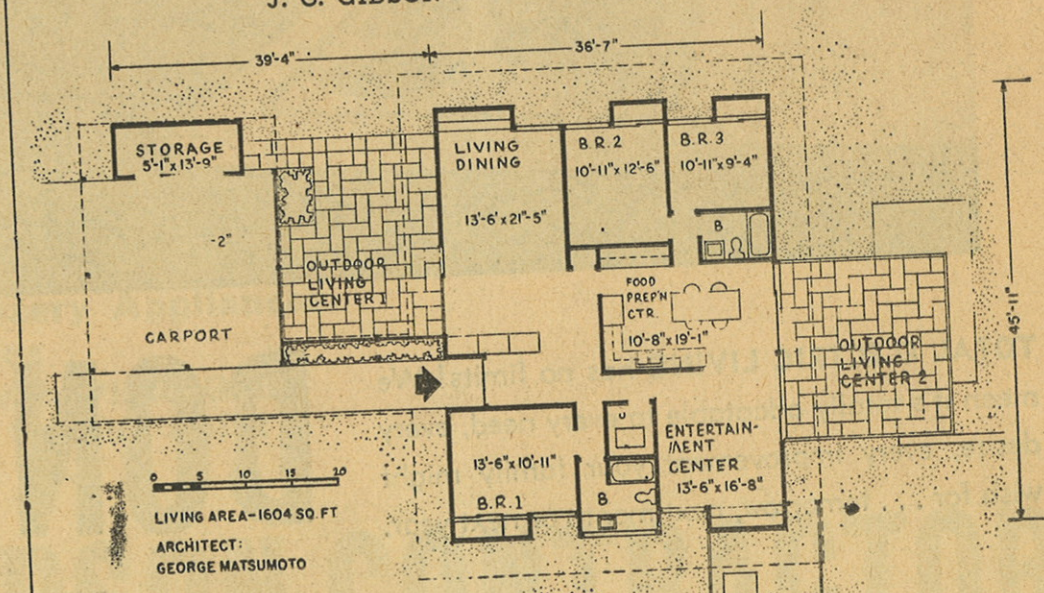
Buying a home is a big step . . . and it's mighty important that everything about it is just right. That's why you'll want to look to the Gold Medallion as your guide to better living. When your home bears this emblem of excellence, you know that it is designed and equipped for modern living at its very finest, and includes:

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- Light for living, enhancing the beauty of your home and making work and play more comfortable
- Full Housepower, providing sufficient capacity for your present and future electrical needs
- Electric Temperature Control, so clean, so safe, so truly comfortable

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for over a third of a century



J. C. GIBSON



Westinghouse TOTAL ELECTRIC GOLD MEDALLION HOME NO. 14

HERE'S THE FLOOR PLAN of the Westinghouse total electric home in Jackson, Mississippi. Open for public inspection this week.

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