

WESTINGHOUSE 'TOTAL ELECTRIC' HOME READY

This is Jackson's total electric' Westinghouse home, one of 16 models built in the country for the firm. McGehee and Gibson handled the building here and

the house will be open for public inspection,

Westinghouse Total Electric Home Opens Today to Public

One Of 16 Commssioned To Be Built In Nation

One of the nation's first custom-designed Total Electric Gold Medallion Homes will open today for public inspection.

The home is one of 16 such specially-designed Total Electric Homes commissioned by Westinghouse Electric Corporation to illustrate a growing trend toward electrically heated homes.

The home, built by J. C. Gibson of Jackson, is located on the corner of Northside and Kimwood Drives, east of Old Canton Road. Realtor is McGehee Realty Company.

John G. Adams, of Atlanta, Ga., regional Westinghouse Total Electric Home manager, said Jackson was chosen as the site for a Total

center. During the past year the city was recognized throughout the country as a leader in the general business gains, bank activities, and retail sales. The combination of these factors was instrumental in the decision to build one of these specially-designed homes here."

DOES EVERYTHING

Mr. Adams defined a Total Electric Gold Medallion Home as "one in which electricity does everything—including the heating. When electricity is the only source of power in a home, it becomes economical to include a 'package' of built-in electric appliances which more and more home buyers to-

pliances at her fingertips to take the 'work' out of 'housework,'" he added. "With facilities like this, the housewife actually becomes a home manager who has a great number of electrical assistants."

R. Baxter Wilson, president of Mississippi Power & Light Company, said, "We are glad Jackson was selected as the location for one of the Westinghouse total electric homes. The home was built here to show a new approach to residential living—an environment in which electricity provides the home owner with year-around 'climate' control as well as the illumination, entertainment, and all the other services which electricity can make possible. This home will afford the Jackson public an opportunity to see the many benefits which may be derived from total electric living."

862 IN AREA

dallion Homes can be built in style, size, price range, or geographic location. The current program includes sixteen homes specially designed for electric living by a team of America's leading architects.

"Th's phase started last year," Mr. Adams said, "when Westinghouse called together architects from different parts of the country and commissioned them to design Total Electric Homes for all needs — new home makers, the larger family, the family wanting a 'second home' on a resort location the higher income family or the couple who have raised their children and want a home designed for their present requirements."

Full use of living space and effortless living through the maximum use of electricity are among the features of the home.

TOTAL ELECTRIC HOME OPEN DAILY THIS WEEK

The spectacular new "total-electric Westinghouse Home, located on the corner of Kimwood and Northside Drive, will be open to the public every day of the week.

The home, developed in Jackson by McGehee Realty and J. C. Gipson Contractors, will be open for inspection daily from 2 p.m. to 8 p.m. and on Sundays from 1 p.m. until 6:30 p.m.

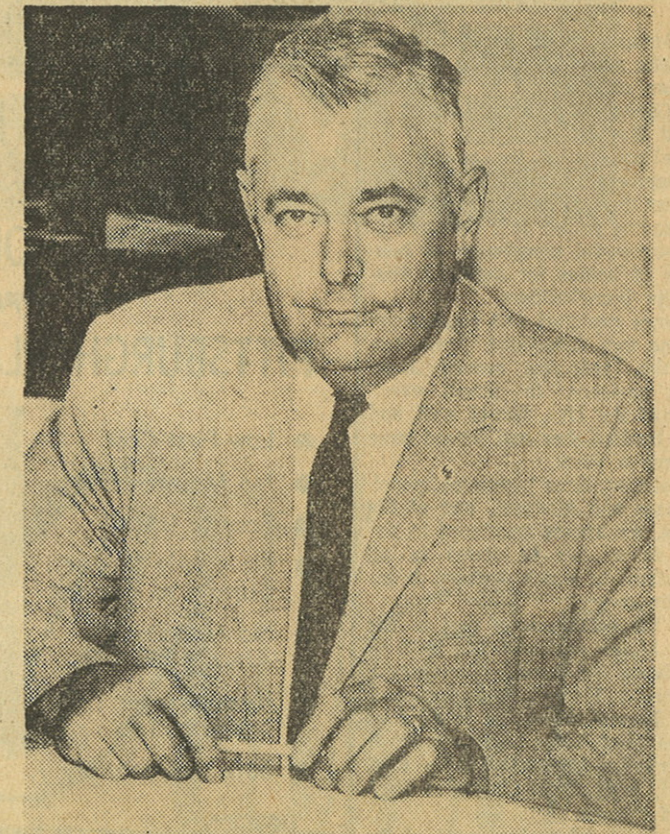
The house features the very latest in electric devices and facilities for suburban living. Jacksonians are invited to visit the Westinghouse "total electric" home and personally examine its many features and innovations.

Gibson Is Builder Of New Type Home

"A young man on the move" is probably an apt description for J. C. Gipson, head of the J. C. Gipson Building Contractors, the company selected to build the new "total electric" Westinghouse

Graduating from high school in White Oak in 1939, he started his career in the building field as a carpenter.

In 1942, with a massive building boom occurring at Camp Shelby in south Mississippi, Gipson was



J. C. GIBSON