

# All-electric heat pump— it's a gas!

## For famous or modest kitchens, design counts

A compact electric "box" that cools in summer and heats in winter offers homeowners in many areas of the country the best available solution to all-weather comfort.

Called the "heat pump," this unique heat/cool system relies solely on electricity and nature's heat to take the place of a central air conditioner and forced-air furnace in new or existing homes.

More and more homeowners concerned about future means of heating their homes in the face of uncertain availability of oil and natural gas are taking a hard look at the all-electric heat pump.

GE anticipates one-third to approximately one-half of all new homes to be built this spring will be heated electrically.

The heat pump cools in summer — like a central cooling system — by collecting heat inside your home and transferring it outside.

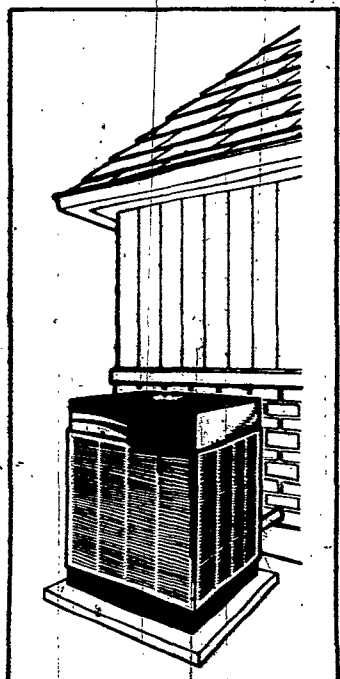
In winter, it heats by reversing this process.

It is the efficiency of the heat pump that appeals to thrifty Americans: depending on climate and installation, it supplies as much as 2½ times heat output as straight electric resistance heat for the same amount of electrical energy input.

For example, a typical General Electric residential Weathertron® heat pump operating when the outside temperature is 45° can deliver 60,000-BTUs of heat into the home while using only 23,600-BTUs of electricity.

What about initial cost? Generally speaking, cost of a Weathertron heat pump is a little more than that for a central heating system plus a central cooling system in new construction. Installation in an existing home may require additional insulation or ductwork, depending upon the home construction and heating system.

All-electric heat pumps like the Weathertron have another advantage: they do not pollute the air around your home, and furnishings may stay cleaner longer, since there is no smoke, grime or soot from burning fossil fuels.



TAKING UP only a few square feet of space outside the home, the Weathertron® heat pump is an efficient year-round all-weather heating and cooling system.

Dinah Shore wanted a country kitchen for her California house which she bought mainly because the lot was large enough for two tennis courts.

Robert Goulet and his wife, Carol Lawrence, decided on a French provincial styling in gold tones for the kitchen in their new home in Las Vegas.

Mr. and Mrs. Dick Martin chose china white cabinets with maple countertops, and the Walter Matthaus combined horizon blue with nutmeg finished birch in their distinguished kitchen.

Custom designing kitchens for some of the most famous homes in Mexico and in the United States (including the White House) has been an activity of St. Charles Manufacturing Company for 40 years.

Whether it's a celebrity kitchen or one for a more modest home, the company's main objective is to design a facility that will match each family's needs and tastes.

A particular interest is to counsel the homemaker on proper space utilization. There are myriad ways and St. Charles knows how. Ideas like swing-out shelves, adjustable shelves, pantries, 42-inch wide cabinets without a center brace, roto shelves, midway units, linen storage trays, bottle storage units, built-in mixer units that stay hidden until needed, nylon rollers for drawers, cloth lined silver storage drawers, spice racks and storage islands.

Lighting is another area



COUNTRY KITCHEN by St. Charles features Mission Styling in briarwood for cabinets and offers warm, hearty atmosphere for the person who likes to cook. All St. Charles wood exteriors are fabricated from large panels for matched grain within individual units and complete finish continuity throughout the assembly. Island cutting board is given special attention with finely finished set of drawers for a variety of storage needs.

where the company's expertise shines. Recessed fluorescent lighting for work areas, illuminated china cabinets, soffit lighting, special fixtures and spots may be considered where appropriate.

Each St. Charles kitchen is planned individually. There are no stock units to be ordered from a catalog. Casework may be done in plain or textured steel, the new plastic laminates or burnished wood, carefully matched before assembly as is done in making fine furniture.

All of the current colors are available for casework including special custom shades. In addition, as color combinations are chosen, the company representatives offer advice on the other decorating

aspects of the kitchen such as countertops, accents, tile, floor coverings, wall-coverings, cabinet moldings, special built-ins such as kitchen desk, china cabinets, bars and liquor cabinets or special storage units.

Assistance in choosing the appropriate appliances and arranging for building in these appliances to match the kitchen decor are another service. If walls have to come down, windows moved, and pipes relocated, the company offers technical assistance for these matters.

And in the end, each owner of a St. Charles kitchen feels like a celebrity, or we could say the kitchen is a cause for celebration for many years to come.

## Latest in appliances: the new energy-savers

When the homeowner decides to improve his home he will find some surprising innovations in appliances. One energy-saving refrigerator/freezer uses about a third less electricity than other models not equipped with its special thermostatically controlled motor.

While it is true that the amount of electricity consumed by the refrigerator each operating hour is a modest amount, it's also true that the amount of electricity consumed 24 hours around the clock for 365 days adds up to a substantial figure.

The higher price tags on these models are offset by operating savings over a long period of time.

Gas ranges equipped with mini-pilots or hypodermic pilots, named after the very fine hollow hypodermic needle, consume much less gas than older models. Also, heat from

pilot lights makes the house that much warmer, requiring less output from the central heating system.

There are dramatic developments in the production of "high-efficiency" air conditioning units, available in capacities ranging from 5,500 to 27,000 BTUs (British Thermal Units). Basically, high-efficiency air conditioning is a term applied to air conditioners which produce more cooling per watt of electricity consumed than standard air conditioners of the same capacity.

Cooling is also measured in BTUs. The ratio of BTUs per watt is called the Energy Efficiency Ratio: Air conditioners which produce eight or more BTUs of cooling per watt are considered to be high-efficiency models. These units cost less to operate and help conserve power.

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