



COMPLETE ELECTRICAL HOME, SAN FRANCISCO
S. Heiman, Architect. Leonard and Holt, Builders

Electrical Home Is Not An Expensive Luxury

By G. H. OYER

CALIFORNIA'S 1923 Electrical Home campaign has been successfully launched. More than 30,000 people were conducted through the two homes which have been exhibited at Fresno and Long Beach during the past two months. According to officials of the California Electrical Co-operative Campaign, under whose auspices the homes are being exhibited, never before has such interest been shown by the public.

In selling property in Ingleside Terraces, a sub-division in San Francisco, the Leonard and Holt Company, realtors, in conjunction with the California Electrical Co-operative Campaign Committee, built a complete electrically equipped home which drew over 16,000 visitors during a period of two weeks. The house was designed by Architect S. Heiman for the Leonard and Holt Company. Specifications for wiring and fixtures were planned by the California Electrical Co-operative Campaign, which organization also furnished all the electrical appliances. MacRorie-McLaren Company executed the landscape gardening.

This modern electrical home demonstrates, as no other method could, how every facility may be employed for contributing to the comfort of the family and lightening the work of the housewife. There are in this eight-room residence thirty convenience outlets and seven heater outlets.

In its advertising, in its literature and in its sales arguments, the electrical industry assures the public that the electrical home is not an expensive luxury. Mr. H. L. Garbutt, who owns a completely electrified five-room bungalow in San Francisco, has kept a careful record of costs over a 3-year period and finds electricity to be economical. Current has been supplied for the past three years at the prevailing rates. During this period, the house has not been closed for more than three consecutive days. The meals prepared have averaged sixteen per week. Prior to December, 1921, heating was done with wood and coal (oak wood \$20 per cord, soft coal \$20 per ton) in a fireplace, together with two 500-watt portable heaters. Subsequently 7kw. in



KITCHEN, COMPLETE ELECTRICAL HOME, SAN FRANCISCO

Equipped with electric dish-washer, fan, and Westinghouse complete automatic electric range



DINING ROOM, COMPLETE ELECTRICAL HOME, SAN FRANCISCO

Dining table wired and provided with Duplex Convenient Outlet



LAUNDRY, COMPLETE ELECTRICAL HOME, SAN FRANCISCO
Equipped with Thor electric washing machine, ironer and electric water heater

air heaters were installed and the fire-place closed.

The prevailing rates for operating an 8-kw. electric range, air heaters, lights and a full and complete line of appliances have been 8 cents per kilo-watt-hour for the first 30 kw-hour, 3½ cents per kw-hour for the next 130 kw-hour, and 2 cents per kw-hour for all over 160 kw-hour. The rates for operating the 1,500-watt thermo-statically controlled water heater were \$2.50 per month plus 3 mills per kilowatt-hour.

On the basis of these rates, it is seen that the costs for the various phases of electrical service in this five-room bungalow for a family of three were:—

Average cost per month for water heating	\$4.11
Average cost for cooking, lighting and operating two 600-watt air heaters and a complete line of appliances	6.15
Average cost per month to operate 7-kw. in air heaters.....	3.62
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Average cost per month for cooking, heating, lighting, washing, ironing and machine sewing....	13.88

From this dollars and cents cost can be deducted the saving in time and labor,

the cost of repainting the kitchen every year, and the multiplicity of conveniences which electricity brings about. The bother of carrying wood and coal, tending a furnace, disposing of ashes or cleaning a gas range, are entirely eliminated in an electrically equipped home. The saving in food values is an item to which no dollars and cents value can be readily assigned. The additional time which a housewife has placed at her disposal when a home is equipped with an electric range is a saving which does not appear in the above figures.

With actual cost figures such as those above, a belief in the various appliances based on actual experience, and the strong sales argument which the electrical idea lends itself to, men of the electrical industry, architects and builders, will find the task of electrifying every modern home less difficult.

There are today in the United States over 8,250,000 electrically wired homes and another million is being added each year.

Roger W. Babson, one of the leading economic analysts of the country, says that within five years the annual production of electrical appliances will exceed in value the output of automobiles.

18" Below Water Level—

"The Only Dry Basement Around Here"

ARCHITECTS "Ye Planry", of Reno, Nevada, pinned their faith to Medusa Waterproofing for the basement concrete work in a building being erected at Sparks, Nevada. The floor level is 18" below water-line, and the whole job had to be carried through under heavy pressure.

Medusa Waterproofing Powder, mixed with the cement as directed by us, proved thoroughly effective. The Consulting Architect writes:—"this basement is the only dry one in the locality, we understand."

Why take chances on underground concrete work getting water-logged, when just a little extra investment in Medusa Waterproofing—Powder or Paste—will keep the whole job damp-proof as long as the concrete stands? Only 2 pounds of Waterproofing per sack of cement, or 8 pounds per barrel, are required to keep all moisture out *permanently*.

As you will see by reference to our catalogue in "Sweet's," pages 94-95 and 316-318, Medusa Waterproofing may be added to any standard portland cement while mixing. Better still, if within shipping range, Architects may specify Medusa *Waterproofed* Gray Cement, which contains the correct amount of Medusa Waterproofing added to the cement and thoroughly ground in during process of manufacture—saving all trouble in proportioning and mixing.

Booklets containing detailed specifications, interesting illustrations, etc., will be gladly sent upon request.

THE SANDUSKY CEMENT CO. Dept. P, Cleveland, Ohio

Medusa Stainless White Cement—Plain and Waterproofed—and Medusa Waterproofing are carried in stock and sold by leading building-supply dealers in California, Oregon and Washington.

MEDUSA

WATERPROOFING

Powder Paste



Westinghouse Earns Twice Its Dividends

The net income of the Westinghouse Electric & Manufacturing Company for the year ending March 31, 1923, was \$12,263,485 as shown by the company's annual report. The dividend requirements were \$6,033,428, so that over twice this amount was earned and more than six million dollars added to the surplus. Gross sales for the year were \$125,000,000, which represents an increase of \$25,000,000 over the sales of last year. The cash position of the company is a strong one, the current assets totalling over \$106,000,000, and the current liabilities less than \$17,000,000.

"The bookings of new business steadily increased during the year," states Mr. Guy E. Tripp, Chairman of the Board of Directors, "and the value of unfilled orders at the close of the year was \$61,914,237, as compared with \$50,740,696 at the close of the previous year.

"The relations between the company and its employees are satisfactory. Under the company's insurance and savings plan, two thirds of the employees owned insurance of \$500 or more each. The deposits by the employees in the Savings Fund are accumulating at a rate in excess of \$100,000 a month, and the total savings to date are in excess of \$2,000,000. The savings are invested for the benefit of the employees and are not used in any way in the company's operations."

Big Increase in Cement Shipments

Production of Portland cement in April was over 11,350,000 barrels, according to figures just compiled by the United States Geological Survey. This represents an increase of more than 2,000,000 barrels, or approximately 23 per cent over last year's April production and is the largest quantity ever manufactured during that month. Production for the first four months of this year exceeded 37,000,000 barrels, as compared with about 27,000,000 barrels in 1920, the best previous record for that period.

April shipments of cement from the mills were also unusually heavy for this season of the year and nearly reached the 13,000,000 barrel mark—an increase of 50 per cent over April, 1922. For the first four months of 1923, shipments exceeded 34,600,000 barrels as compared with 22,700,000 barrels the 1919-1923 five year average for the period.

Stocks of finished cement in manufacturers' hands at the end of April this year were 11,450,000 barrels as compared with an average of about 12,200,000 barrels for the five-year period, 1919-1923. Taking into consideration the unprecedented early season demand which, since January 1, has absorbed over 12,000,000 barrels more than ever before, manu-

facturers have made a remarkable record in keeping pace with the situation.

Airdry Expands on the Coast

Because of the increasing demand for Airdry "The Electric Towel" and the desire to give architects and builders better facilities for service and information, three new Airdry offices have been added to the Coast chain. They are located in Los Angeles, Portland and Seattle, and these, in conjunction with the present San Francisco and Sacramento offices, make a total of five centers where Airdry data may be obtained.

Inasmuch as this new expansion is Coast-wide, the old name, "Airdry Co. of California" is now obsolete and the company will be hereafter known as The Airdry Electric Service Co., with main headquarters in the Rialto building, San Francisco.

It has been interesting to watch the development of this product on the Coast. Just as in other parts of America, Airdry has been specified and installed in many of the most prominent buildings, banks, schools, universities and stores. The University of California is one of the Coast's largest users of Airdry and is gradually changing its entire equipment.

Another recent installation was in the new Los Angeles Bank of Italy building. This modern twelve story structure was completely equipped with wall-model Airdry's and opened its doors only last month, with a continuous towel service at the command of tenant and employee for all time. This was the fifth installation in the Bank of Italy chain.

Airdry, "The Electric Towel," is not a towel at all, but a simple electric appliance which dries the skin nature's way, by evaporating moisture. No towels are necessary and of course, there is no laundry expense. It serves not only as a preventative of chapped hands, but as an actual cure for chapped and sore skins. The warm air penetrates so deeply into the pores that it brings out the natural oil of the skin, leaving it soft and velvety. When the hands are seen under the microscope after using Airdry, it is plainly observed that they are smooth and natural in color.

Through the courtesy of the executive secretary of the Oakland Board of Public Works, the writer had the privilege of examining a series of reply letters answering queries addressed to many users of Airdry. Among the many was a letter from the Superintendent of Buildings of Seattle. This city experimented for thirty days with type I Airdry's in its largest Comfort Station, which has a patronage of approximately 100,000 persons a month. To quote from