

Planning Family Pool Is Serious Business

Heating Electrically Is Current Trend

Electric heating is being installed in more homes than ever today.

This is due, in large measure, to discoveries that proper insulation brings the cost of electricity for heating down to compare with ordinary fuels.

Mineral wool insulation is available today in batts and blankets manufactured specifically for electric heating and air conditioning according to the All-Weather Comfort Standard developed by electric utilities and manufacturers of electric heating and air conditioning equipment.

Planning a new home will seem tame stuff indeed—compared to the thrills experienced in planning a swimming pool!

Once dad gives the green light to a new family pool, the resulting flurry of "suggestions" keep family conversation in high gear for weeks.

However, the thoughtful homeowner will approach the subject of a swimming pool carefully—and will wisely accept the advice of the reputable pool builder on such things as shape, size, equipment and financing.

IN THE BIRMINGHAM area,

virtually every pool is of the recirculating type. This means that once the pool is filled with water it is never emptied again—winter or summer!

Water is added to compensate for evaporation loss, of course, however the annual water bill charged to the average-sized swimming pool rarely exceed \$25 for an entire season. The water is kept clean and pure by a system of filters, vacuum cleaners and chlorination.

The shape of the residential pool—and its size—is determined by personal preference, size and shape of the property—and the budget!

TODAY'S MOST popular type of pool construction is the "gunnite" method whereby concrete is pneumatically sprayed over a framework of reinforced steel rods.

Among the most durable and least expensive methods of pool construction, "gunnite" is the only method used for building the "free form" pool.

In addition to the free-form's pools' unusual beauty, the infinite number of possible shapes makes it easier for the pool builder to blend the pool into the landscape of the home.

LAST YEAR, 61.5 per cent of all residential pools were of the fashionable gunnite-type. Of the other types constructed, 23.5 per cent were poured concrete; 10.7 per cent were the vinyl-liner type; and 4.3 per cent were fiberglass, steel and other miscellaneous types.

Total number of private pools in the United States numbered over 325,000 at the end of 1959. The industry predicts that this figure will reach 500,000 by the end of 1960.

A MARKED TREND to pool ownership by families of relatively modest means.

Realizing that improvement of their property through the addition of a swimming pool is good business—these families are combining business with pleasure with the result that their homes are worth more—and can be sold faster.

FAMILIES WHO own a pool tend to remain more closely knit, their children stay safely at home, and the family's popularity with friends, neighbors and business associates increases—along with its social status.

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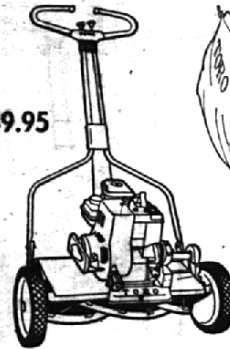
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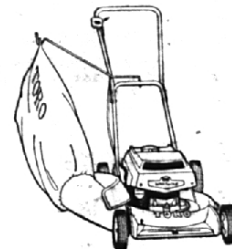
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