

from the  
information  
office

J O N M I L

Building Developments Limited

16 Carlisle Street London W.1. Tel: Gerrard 0791

"HOUSES OF THE CENTURY"

Press Preview is on Thursday, 6 October at 12 noon  
X Old Dover Road, Canterbury. Transport from London  
if required. For the benefit of picture agencies  
and film organisations, facilities for photography  
and filmed interviews will be available on Wednesday,  
5th October, release date 6th October.

"Siam" - 2.50.

Thursday: // on party.  
12.15.

Contact: Mr Vinstone. 11. A.M. - Thursday

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27960

NOW -  
THE PLASTIC ROOFED  
HOUSE

249 Oxford Rd.  
Reading.

Revolutionary houses which will be on show for the first time on Thursday (6 October), are soon to be offered to the public with precast, plastic roofs.

Among the unusual features of these Jonmil houses, which aim to put luxury accommodation within the reach of everyone, are an inverted roof which soars upwards at the corners; central heating throughout; fitted furnishings; built-in garages. All at prices in the region of £2,500.

Now, their originator Mr. Vernon Mills has produced a roof precast in plastic, which will reduce building costs even further, as well as cutting maintenance costs.

The roof will be displayed at Canterbury when the houses are shown to the press on Thursday.

Says Mr. John Bellis, one of the architects responsible for the design of the houses:

"The plastic roof has never been tried before to my knowledge. Together with the other time and money saving devices used in the building of these Jonmil houses, it will bring about a revolution in house construction."

ENDS

Note to News Editor:

Press visit to Old Dover Road, Canterbury and Fir Court, Hythe Road, Willesborough, Ashford, Kent on Thursday, 6 October.

WITH COMPLIMENTS  
Victor Winstone

from the  
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HEAT FROM THE EARTH

FIRST SUCCESSFUL DOMESTIC HEAT-  
PUMP IN NEW-STYLE HOUSES

For many years engineers have sought a practicable means of using the energy extracted from one area such as a larder or even the earth, in order to provide heating in other areas.

Now, a businessman engaged in building 'comprehensive' homes with all essential fittings and heating apparatus incorporated in the original selling price, has found an answer.

It is a small heat pump which provides a cool room with freezing chamber, whole house heating and domestic hot water supply for little more than the normal cost of any one of those services.

Heat is taken from the larder, which is thereby turned into a fully regulated cooling cupboard with a freezing chamber, and from the garage. It can, in fact, be taken from the earth. It is then pumped around the house to provide a constant, thermostatically-controlled temperature in each room as well as a hot water supply.

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Mr. Vernon Mills, whose 'Jonmil' houses are being built in Ashford, Canterbury and Reading comments:

"I believe that despite the high cost of land and building work today, it is still possible to put up well designed houses with all essential amenities such as central heating and refrigeration built-in to the structure. That is why we developed the heat pump, as well as our own furnishing fitments. We can thus control prices and ensure that delivery keeps up with our building plans."

Heat pumps have been applied successfully to large-scale commercial uses, especially in America, but they have not previously been produced here on a domestic scale.

#### Technical Description

The cooled larder space contains one heat extractor and supplementary extractors are located elsewhere -- for example, in the garage.

The condenser, or heat generator, is located in the main unit and the operating motor and compressor are combined in a sealed-in unit.

The compressor unit and blower motor consume approximately one unit of electricity per hour on continuous operation. The supplementary air heating element consumes three units of electricity per hour when on maximum output.

In the summer months or during spells of warmer weather the unit will heat the domestic hot water and cool the larder at a maximum cost of one unit of electricity per hour. In conditions of extreme cold the manual control valve is used to cut off the auxiliary hot water cylinder so that all available heat is used for warming the home. The maximum running cost, excluding the supply of hot water which then depends upon a thermostatically controlled immersion heater, is four units of electricity per hour.

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Because of its great flexibility the average running cost even in cold weather and including the use of the immersion heater is likely to be well below this figure because whole house heating at maximum output is only required during the day time and in any event the three kilowatt supplementary heater only comes into operation when required.

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MORTGAGE BROKER "APPALLED"  
AT BUILDING COSTS

"This is Way to Cut Prices"

Who could have a better notion of building values than the man who arranges building finance and mortgages?

Ask Mr. Vernon Mills. This venturesome businessman controls, at the youthful age of 33, one of the most successful broking businesses in the Midlands.

And he has been anything but impressed by some of the properties he has been asked to loan money on. So unimpressed, in fact, that he has decided to go into the building business with a range of houses that have been planned in every detail to give the purchaser value for money.

New building methods and materials, some of them never before applied or even considered in Britain, are featured in the houses which he is soon to show to the public.

A few examples:

\* A roof which soars outward and skyward so that it needs no complicated structure of beams and trusses to support it. Its weight is simply borne at four points, enabling the whole of the top storey to be glazed from roof to floor level, giving complete insulation from cold and rain, acting as a vaulted ceiling inside. Revolutionary in appearance, but much, much more effective and far cheaper than any other roof.

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\* A heat pump which provides a refrigerated larder, central heating and hot water for not much more than the running cost of the ordinary coal fire.

\* Building shapes which can be adapted to the plot of land available.

\* Fitted bedroom furnishings, kitchen units, dining room sideboards, garage. In fact, every possible amenity.

Says Vernon Mills: "In advancing mortgages I came to realise that rising land prices and wasteful building methods would soon make house purchase impossible, at least for young people. Something had to be done to bring these appalling prices down. I think we have found the answer. New ideas, new methods can not only stabilise costs; they can provide luxury homes of advanced architectural design for less than the price of the average conventional house."

The Jonmil house, as he is calling his revolutionary range of homes, is said by architectural and engineering experts to be 20 years ahead of any speculative building now going on in Britain. The houses range in price from £2,000 to £3,850 without land which means that they will sell in most parts of Britain at from £2,250 to £4,500.

Vernon Mills the builder does not mean the end of Vernon Mills the broker, however. He will continue to give mortgage assistance to the people who want to buy the Jonmil house. And if the reaction of the hundreds of people who have had an outside glimpse of his buildings at Canterbury, Ashford and Reading is any guide, even he will be hard put to it to raise the cash.

ENDS

WITH COMPLIMENTS  
Victor Winstone

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'PACKAGE DEAL' HOMES  
WILL HAVE REVOLUTIONARY FEATURES

PRESS VISIT  
THURSDAY OCTOBER 6

"At Least 20 Years Ahead"

With the cost of land and new buildings soaring to unprecedented levels, an enterprising 33-years-old businessman has found what may prove to be a sensational solution to the problem of buying a home.

He is Mr. Vernon Mills.

His idea — the "package deal" home.

On Thursday (October 6) he shows for the first time a range of houses and bungalows which will enable the purchaser, and especially newly-married couples, to walk into a home which is distinctive in appearance, equipped with amenities such as central heating and essential fitted furnishings, and is reasonably priced.

His brilliantly conceived range of architect-designed, ready-to-occupy houses, described by one expert as "at least 20 years ahead of their time", have:

- \* fitted bedroom furniture and kitchen units
- \* thermostatically-controlled central heating and, in one instance, a heat pump providing a refrigerated cupboard, hot water supply and central heating from the same source
- \* fitted kitchen-to-dining room serving units
- \* integral garage
- \* a price range from £2,000 to £3,850 excluding land which, in general, means something like £2,250 to £4,500 with land — depending on the area
- \* in one house, which has an inverted 'paraplate' roof, living rooms are upstairs and bedrooms on the ground floor

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'PACKAGE DEAL' HOMES  
WILL HAVE REVOLUTIONARY FEATURES  
"At Least 20 Years Ahead"

With the cost of land and new buildings soaring to unprecedented levels, an enterprising 33-years-old businessman has produced what may prove to be a sensational solution to the problem of buying a home.

He is Mr. Vernon Mills.

His idea — the "package deal" home.

Together with a group of architects, designers and engineers, he worked for several years investigating new building methods and materials. They formulated plans for a range of houses and bungalows which would enable the purchaser, and especially newly married couples, to walk into a home which is distinctive in appearance, equipped with amenities such as central heating and essential fitted furnishings, and is reasonably priced.

The result — a brilliantly conceived range of architect designed, ready-to-occupy houses with

- \* fitted bedroom furniture and kitchen units
- \* thermostatically-controlled central heating and, in one instance, a heat pump providing a refrigerated cupboard, hot water supply and central heating from the same source
- \* fitted kitchen-to-dining room serving units
- \* integral garage
- \* a price range from £2,000 to £3,850 excluding land which, in general, means something like £2,250 to £4,500 with land — depending on the area

To make possible his revolutionary house building plan, he has organised production facilities for making his own built-in units and heating apparatus. He also controls a company which will help prospective buyers with their mortgages.

Now several years' planning has taken tangible shape at three key centres. Demonstration houses have been built in Canterbury, Ashford and Reading.

Any builder in the United Kingdom can construct the same houses under a licensing arrangement which provides for complete plans and construction details.

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One of the few outsiders who have been able to see the new houses at close quarters is Mr. Harry Whitaker, editor of the magazine "House Beautiful". His comment: "They represent an enormous step forward in the design and amenity of the ordinary home. They are at least 20 years ahead of any speculative housing I have been able to find. For the first time in my experience people with limited means can buy a house of advanced design which is intelligently heated, equipped with standard kitchen and bedroom fittings and, most important of all, has genuine character."

So impressed was Mr. Whitaker, in fact, that an entire future issue of his journal will be devoted to a comprehensive interior and exterior survey of the houses.

Says Mr. Mills:

"Something has to be done about the exorbitant cost of land, particularly around London, and the consequent rise in the cost of building. It has become almost impossible for young people, whatever their jobs or prospects, to start their married lives in a decently designed or proportioned house. By making the most of every inch of space and by using the most modern techniques of construction, we have been able to provide amenities like uniform, year-round heating with temperature control in every room, a good size garage, fitted wardrobes and dressing table, complete kitchen equipment, modern floor coverings, smokeless underdraught fireplaces.

"But," he adds, "we have avoided a dull standardisation. We have tried to combine variety with economy and distinction in design. I am confident we have achieved that aim."

Among the many striking, and in some cases startling, features of the new houses:

\* A heat pump unit, the first of its kind to be applied successfully to domestic heating in Britain. It provides simultaneous heating and refrigeration by taking warm air from a larder, or any other space, and pumping it around the house. Thus it is able to provide a refrigerated cupboard, central heating and a hot water supply for about 14 shillings a week -- little more in terms of electricity than anyone of those services would normally cost. The heat pump is installed as a standard unit in the larger type houses.

\* On the semi-detached house a "paraplate" roof, described technically as a hyperbolic paraboloid resolved into flat planes. This type of roof, which is the result of intensive engineering research, needs no walls to support it. Its remarkable shape, sloping downwards on all sides towards the centre of the

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house, can best be imagined by taking a square of paper, folding first into quarters and then diagonally from opposite corners; now invert it so that it is concave at the centre; then pinch each corner so that it rises skyward. The effect is both unusual and practical. It provides for the maximum use of space on the upper floor, its inner surface forms the upstairs ceilings, drainage is excellent and, because of an aluminium outer covering and fibre-glass filling its insulation properties are far superior to those of an orthodox tiled roof.

One big advantage of the roof is that it needs support only at the four points at which it touches the walls, thus allowing glazing from floor to ceiling all around the upper storey. Because of this, Vernon Mills has adopted the unusual idea of making the top part of the house the living area, where uninterrupted window space gives unequalled lighting and a panoramic view, while bedrooms and bathroom are on the ground floor.

Mr. Mills intends to extend his "package deal" house building scheme to every part of Britain. Plans have been laid to enable builders to construct 'Jonmil' houses, as they are called, under licence, from elaborate drawings and work sheets which specify every detail down to the last nut and bolt. Thus, individually designed houses, each bearing the stamp of careful planning and advanced architectural design, can be put up quickly and efficiently.

"There is no reason whatever," says Mr. Mills, "why expertly planned architect designed houses should not be available to everyone who wishes to live in comfortable and distinctive surroundings, at a price they can afford."

The first group of houses, which building experts believe more than fulfil their originator's aim, will be shown to the public for the first time on Thursday 6th October.

Here is a brief specification of each of the three basic designs in the range.

1) The first, a three-bedroomed, detached house of 1,200 square feet has incorporated in it a garage; soft, low-pitched roof with wide eaves overhanging a balcony to the main bedroom; living room open to the underside of the roof; acoustic tiled ceilings and dry construction throughout; food preparation separated from the laundry; extensive use of glass throughout to give a spacious, airy feeling.

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Heating is by forced and filtered warm air served from a heat-pump, the first that has been incorporated in standard speculative housing anywhere in the world. The unit provides a cool room with freezing chamber, whole house heating and domestic hot water supply for the cost of running a small electric motor. Cost, without land, from £3,350.

2) The cheapest house in the range is a three-bedroomed semi-detached house with, on the first floor, large open plan living room which has double glazed windows on three sides. The laundry is incorporated with the bathroom, a spiral staircase connects the two floors and again a warm air heating unit is built in between the two floors to give whole house heating. A large garage with incorporated workshop is connected to the house. Cost -- £2,300 without land.

3) Between, is a bungalow which can take a wide-frontage form or can be adapted to a narrow site, merely by turning the building on its axis where the availability of land makes it necessary to do so. It has three bedrooms with cupboard and dressing fittings in each. Fully equipped kitchen divided by sliding door and serving shelves from dining area of main living room. All-round glazing of living room. Central underdraught fireplace. Underfloor heating throughout. Patio. Multi-coloured paving surround. Garage. Price £2,850 for 3-bedroom version and £2,250 for two-bedroom, without land. *£75 with Butler*

Consultant Architects: Favel, Bellis & Associates.

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WITH COMPLIMENTS  
Victor Winstone

PHOTOGRAPHS AND PLANS  
AVAILABLE ON REQUEST