

Home-building . . . Buying . . . Remodeling ?

Why Do So Many American Families Use Electric Heat?

Millions of American families use clean electric heat. About 70% of all new homes constructed in the COPCO Division, Pacific Power & Light, service area include this most modern of all heating methods. Why? For many reasons, but principally because electricity has **put out the fire** in modern homes . . . and with it, all those messy flame byproducts—soot, smoke, smudge, and dirt, or gases which contaminate the air you breathe. Electric heat is clean, safe, controllable, efficient, economical . . . the only truly new advance in space heating since prehistoric man discovered fire.

Hidden Economies in Electric Heat

The cost of heating your home is not told entirely by the fuel or energy bills you pay. Consider that in the case of electric heat, original installation costs are, in many cases, lower than for flame-type systems. Consider that no flues or vents are necessary, no heat goes up a chimney. Consider that electric heating systems require little or nothing in the way of maintenance, cleaning, or other expensive servicing.

What Kind Of Heating System Do You Need In Your Home?

That depends on many factors, and your favorite Cal/Ore Electrical League electrical contractor or your power company should help with your planning. Normally, this service is free. Below are some of the more popular electrical heating systems. One (or a combination of two or more) is sure to fit your needs:

Electric Baseboard

Electric Baseboard Units are installed around outside walls. Units take no floor space, blend with any room decor. Particularly adaptable to new rooms and wings, baseboards offer the electric heat feature of individual room control.

Radiant Ceiling Cable

Radiant Ceiling Cable provides exceptionally even heat. Small resistant wire is stapled to ceiling board and covered by plaster or plasterboard. Heat radiates naturally downward, insulation reflects heat directly into living areas.

Electric Wall Panel

Electric Wall Panels are well adapted to small rooms where ceiling surface and baseboard space are limited. Units are installed in or on walls, some with decorative grills others with flat, heat producing surfaces. Blowers are optional.

Electric Furnace

Electric Furnaces can be installed in practically any location . . . (unused closets, awkward under-stair spaces) . . . air is pulled over heated coils, filtered and ducted throughout the building. Electric furnace units can be adapted to serve as central cooling systems. Hydronic systems are available to supply heated water to baseboard or radiators.

Electric Heat Pump

Electric Heat Pump installations provide all-weather climate control and automatic regulation of humidity, regulated for hot and cold weather by a simple setting of a thermostat. Initial cost is comparable to traditional central heating and cooling plants.

Proper Insulation Will Save You Money

No matter what type of heat you install, insulation to keep the heat inside where it belongs is extremely important. (Good insulation will also help keep your home cool in summer.) Insulated ceilings and walls, weather-stripped windows and doors, storm windows or double-panes of glass will pay for themselves many times over by cutting your monthly heating bill substantially. Discuss insulation thoroughly with your builder, heating contractor, or real estate agent.

investigate
FLAMELESS
ELECTRIC
HEAT
first

. . . you owe it your family's health and comfort.

Before you buy a home, build a home, or purchase a home . . . give careful attention to the heart of the home—the heating system. If you investigate carefully, you will probably choose flexible electric heat — for compete climate control — for your family's health and comfort.

HEAT-ON-TIME: Ask your dealer or contractor about the heat-on-time plan, allowing you to install clean electric heat in your home without down payment and for as little as \$10 a month.



Madson & Stokes Elec. Contr.	OR 2-4488	Tozer's Heating & Sheet Metal	OR 2-3379
Suiter's Bldg. Supply Co.	OR 2-2674	Trowbridge Electric	OR 3-5521
Town & Country Refrigeration Ser.	OR 2-4392	Lansing & Oliver	OR 3-6636
Montgomery Ward & Co.	OR 2-4811		