

ELECTRIC HEAT IS FIRST CHOICE IN 16,000 "STATE OF JEFFERSON" HOMES

Homeowners in Southern Oregon - Northern California Area Find Electric Heat Safer, Cleaner, More Convenient and Economical

In 1958, over 16,000 families in our part of the State of Jefferson used electric heat in their homes. To find out why they used it, how they liked it, and what it actually cost, and all other important details, the Cal/Ore Electrical League and the California Oregon Power Company sent a reporter into the field to make on-the-spot interviews. Some of the results of those interviews are printed on this page.

These are not advertising claims—they are frank, honest statements of fact from people who use electric heat and know its advantages from experience.

Generally, the basic reasons given for the rapidly increasing popularity of electric heat were cleanliness, safety, convenience—and economy. For the more than 16,000 families who used electric heat in our area in 1958, the average cost for the year was only \$111.00!

It was also discovered that electric heat, properly installed, can be very satisfactory in older homes as well as new ones, if the home is properly insulated.

Jeffersonians, it was found, particularly like the flexibility of electric heat. The modern electric heating system gives a family room-by-room temperature control. No longer is it necessary, for example, to keep the kitchen as warm as the bathroom. No longer is it necessary to heat rooms which are not being used.

All in all, the field interviews established the fact that in the State of Jefferson, as in the nation as a whole, the trend is to modern heating systems in the home—to electric heat.

Mrs. David Fuller, 1934 Crest Street, Klamath Falls,

says:

"I'D RECOMMEND ELECTRIC HEAT TO MY FRIENDS"



The Fullers had electric heat installed in their 1000-square-foot home a year ago, and find it very economical. "We were paying \$25 a month for other heats we had," said Mrs. Fuller. "Last winter our highest power bill, for heat and everything else, was just \$31, and we had only \$5.00 in doctor bills—I think that's pretty good." Mrs. Fuller also likes the space-saving qualities of electric heat—"You can move your furniture around and arrange it better than with a furnace" . . . and the cleanliness—"With the others I had quite a bit of smoke, but I've never had any with electric; I'd recommend electric heat to my friends and I'd have it again myself."

MEDFORD FAMILY HEATS HOME ELECTRICALLY FOR \$14 PER MONTH

Economy—that's what people like most about electric heat.

The Bob Martin family, owners of a 1-year-old, 9-room "all-electric" home at 611 Beall Lane in Medford, heat their home for only \$14 a month.

With the Martins live their two children and Mrs. Martin's mother and father. Coming from Minnesota, they like to keep the house warm—75 to 80 degrees all year 'round.

"I was amazed," said Mr. Martin. "We've had all types of heating systems, running us from \$60 to \$65 a month just for heating alone. Our electric heat gives us warmth all the way through the house—

up, down, and around and around, just the way we like it. Our total power bill averages \$29 a month—for heat, one washer and dryer full of clothing every day, at least six baths a day, cooking, cleaning, and everything else. We've checked and re-checked the figures, and proved to ourselves that electric heat is the most economical we could possibly have in this area."

Mrs. Martin has her own reasons for liking electric heat.

"It's safe," she says. "I work all day, and I don't have to worry about leaving the children here at all. And it's clean—I don't get the mias and smut on the walls that I used to get

from the other types. All in all, I think it's by far the greatest heat there is."

YREKA FAMILY SPENDS 34 PER HOUR

Another family which has made a close study of heating costs is the Earl House family, who live at 718 Oak Street in Yreka.

Mr. House, a barber, says, "We keep the house just the way we like it—72 to 75 degrees—at a cost of just 3 cents per hour during the coldest months. "Our total heating bill was just \$21 for the coldest month of the year," he said. "That's cheaper than anything I've ever had."

Mr. House likes the extra convenience of electric

heat, too. "You just turn a button, set it, and forget it," he says. "You can regulate the rooms just the way you want them. The heat is always there, and it's safe. There isn't anything about electric heat I'd change. If I were to build again tomorrow, I'd have exactly the same heat."

The Martins and the Houses are just two of the many families our reporter talked with, to discover the real reasons why more people are changing to electric heat. And their statements, about economy, extra convenience, cleanliness and safety, are representative of the statements of all electric-heat families.

CRESCENT CITY FAMILY PICKS ELECTRIC HEAT BECAUSE "DOCTOR RECOMMENDED IT"

When our reporter asked Mr. and Mrs. William Campbell, now completing their new home at Box 689, Route 1, Crescent City, why they had decided to install electric heat, Mrs. Campbell told him:

"I talked to a doctor and he advised me that we should have a clean heat in our home, one without fumes, and that children should have fresh air. I like plants in my home. I've noticed that with other types of heat, my plants always wilt. If those plants are not doing well, my children couldn't do well either."

Mr. Campbell likes the safety of electric heat for the children's sake. "We don't have to worry about the kids putting their hands in the stove and burning them, and we don't have to worry about fumes that would be dangerous to them if they got hold of the wrong button. And, of course, thermostatic controls allow us to keep just the right temperature in each child's room."

Mr. Campbell, a school teacher, says heat definitely



has an effect on students: "It's very noticeable in the classroom. If you have a constant, even heat and a well-ventilated room, as is possible with electric heat, the efficiency of the pupils will vary directly."

Mr. Campbell added that a major factor in the decision to build in electric heat was economy.

"In this area electric heat is so much more economical than other types, and the installation of this baseboard system is simplicity personified."

Mrs. Campbell likes the convenience and cleanliness of electric heat, too. "It's easy to arrange our furniture. The heating system

looks nice; it isn't something we have to hide. And with four children, I don't have too much time for housework. Electric heat is so clean that I don't have to be continually washing my windows and pulling down the drapes to wash them. The wall, cupboards, and everything stay nice and clean, free from smudge."

MT. SHASTA CONTRACTOR GOES ALL-ELECTRIC IN NEW HOMES

In Mt. Shasta, Calif., our reporter talked with Mr. and Mrs. Robert Pettus. Mr. Pettus is a building contractor, now working on his own home in the Helda Vista Estates.

The electric heating system in the new Pettus home will utilize both baseboard and wall units. Asked why he had decided on electric heat for the home, Mr. Pettus said, "As far as I'm concerned, there isn't any other kind. All the houses I've built, and all those I'm planning, will have electric heat."

Mr. Pettus recommends electric heat to the prospective owners of his new homes for several reasons.

"The low initial cost has quite a bit to do with it," he said. "Then there's the cleanliness; while other types of heat smoke up the walls directly over the heaters, and eventually get the whole house, with electric heat you don't have to worry about repainting and



decorating because of heat smoke.

"And of course, electric heat is safe. You can put your furniture right on top of it and not worry about fires. And it never gets hot enough to hurt children in

the family who might put their hands or feet on it."

As a contractor, Mr. Pettus likes electric heat because it's easy to install. "You just run your wires and ground-out sockets in

the walls for the heaters, and that's all there is to it. And of course, we see to it that the home is properly insulated; no heating system is any better than the insulation to protect your heat."

ELECTRIC HEAT KEEPS CHILDREN SAFE SAYS MRS. CARL COULSON OF MERRILL



Our reporter found that Mr. and Mrs. Carl C. Coulson of 131 Polk Street in Merrill, Oregon, changed to electric heat mainly because of their children.

"We used to have another type of heat, and I had a special grate made for the furnace to protect the children," said Mrs. Coulson. "I literally spent all my time watching that grate for fear they'd cross it. Then we switched to electric heat. Since then my mind has been so free that I have time for lots of things I couldn't do before."

Mrs. Coulson says the thermostatic controls on her electric heating system are also an advantage for the children. She keeps an even temperature in their rooms at all times, while she is able to vary the temperature in other rooms, depending on what they are being used for.

The Coulsons are saving money with their electric heat, too—"It's cut our bill almost in half," says Mrs. Coulson.

Ten Reasons Why More People Turn To Electric Heat...

1. Cleanliness
2. Safety
3. Convenience
4. Economy
5. Low installation cost
6. Space-saving
7. Controllability
8. Dependability
9. Worry-freedom
10. Current-Comfort!



COPCO OFFERS FREE ADVICE ON ELECTRIC HEATING SYSTEMS

Whether you're building a new home, or considering the installation of a new heating system in your present home, the COPCO representative in your community can help you save time and money.

The COPCO heating man is well versed in the requirements for heating systems in your area. He will be glad to explain to you the various advantages of wall, baseboard, and other types of electric heating systems, and to help you pick the one that suits your home and family best. In fact, he'll design your entire heating system for you, free of charge, and work out a complete cost analysis of original installation and year-round operation.

Before you decide on any kind of heating system, ask the COPCO heating man to show you how you can have safe, clean electric heat—at the lowest possible cost.

Mrs. Vincenzo DeChiara, 2839 W. Langenberg, Roseburg, says:



"MY HOUSE KEEPS WARM AND KEEPS CLEAN—ALWAYS JUST RIGHT"

The DeChiaras, a family of 14, came here from Naples, Italy, seven years ago. Mr. DeChiara is a mechanic for the Ford Motor Company in Roseburg. They especially like the cleanliness and economy of the baseboard-type electric heating system they installed a year ago. Mrs. DeChiara delights family and friends alike with delicious old-style Italian dishes prepared in a kitchen full of modern electrical appliances.



For the complete Electric Heat story, at no cost to you, call your COPCO office or see the electrical dealer or contractor displaying the Cal/Ore Electrical League emblem

