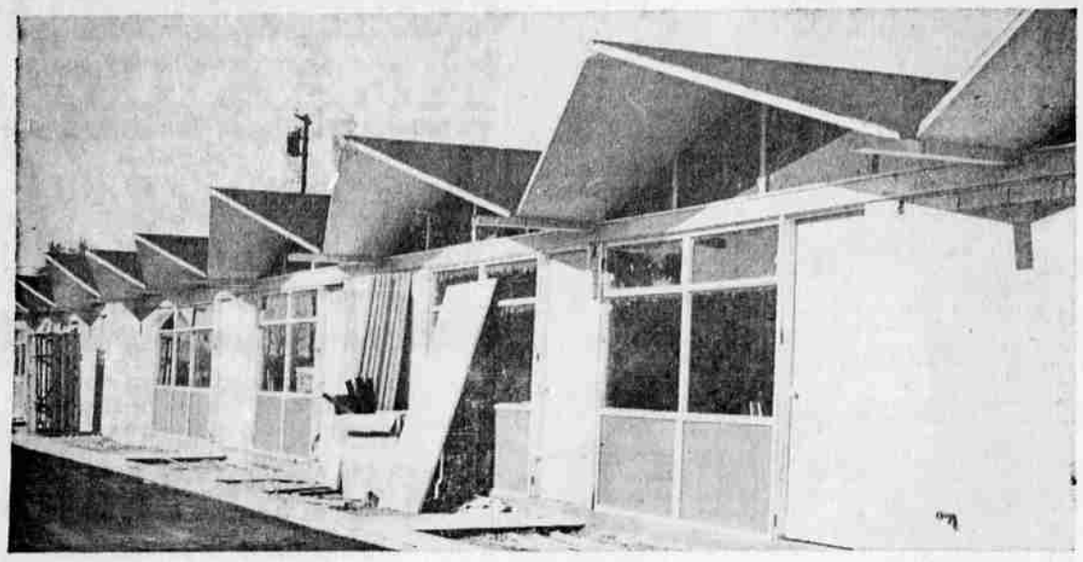
IN OUR AREA IN 1959, SEVEN OUT OF TEN HOME BUILDERS CHOSE MODERN ELECTRIC HEAT!



UNCLE SAM, the nation's largest landlord, agrees with most everyone else about electric heat. Quarters for personnel at Kirtland Field, near Klamath Falls, are all-electric; so is a large housing development for Air Force personnel and their families nearby.

Perhaps the most important of all modern conveniences in this home is the ELECTRIC HEATING SYSTEM--and you can't even find it in the picture!

***Electric heat** is as silent as sunshine; there are no odors from fumes or messy flame by-products; electric heating devices are often completely concealed from sight . . . but if you can't see it, smell it, or hear it--you can always feel it--as soft and warm as sunshine too!*

FIVE BIG ADVANTAGES OF MODERN ELECTRIC HEAT

Room-by-Room Control. Each room in your home can have its own instant heating system and thermostat. Each room can be kept at the exact temperature you want without overheating the rest of the house. Unused rooms need not be heated.

No Flame - No Ash - No Furnace. Electric Heat takes the furnace out of your home and puts in an electric power plant miles away. There is no fuel to order or store. The entire system is as safe as electric light.

Complete Efficiency. No heat loss through chimney, pipes, or ducts. Eliminates hard-to-heat problem areas such as bathrooms, basements, attics, enclosed breezeways and porches. Homeowner pays just for the heat he uses.

Cleanliness and Convenience. There are no radiators. You place furniture anywhere and decorate the way you wish. Over-all home building costs are less, because you save space which is wasted for chimneys, ducts, etc., if other systems are installed. Entire house stays cleaner longer when electric heat is used.

Ease of Expansion. Adding an extra room or a complete wing is no problem with an electric heating system. Just run a new electric cable - less than 1" in diameter -- and install a new electric heating device. All electric heating systems operate on 240-volt current, the same used for electric ranges, water heaters, and clothes dryers.

Contractors And Architects Confirm It: Over-all Building Costs Are Usually Lower When Electric Heat Is Installed . . . Cleanliness, Convenience, Flexibility Given As Additional Reasons For Surging Popularity Of Electric Space Heating.

In 1959, approximately seven out of every ten new homes built in the COPCO service area in southern Oregon and northern California were equipped with electric heat.

With the 1960 building and remodelling season getting underway, building contractors, architects, and other authorities on home building predict that electric heat usage will rise at an even faster rate.

Most contractors agree that electric heat is a strong selling point in the modern homes they build "I would recommend electric heat for anyone building a home these days," says one local builder, who installed electric heating systems in 14 homes last year.

LOWER COSTS CITED

Economy has been a major factor in the growing popularity of electric space heating. The installation cost of an electric heating system is usually much lower than other, more complicated systems. In addition, most architects and builders agree that an electric heating system normally lowers the over-all cost of home construction. Electric heating allows more efficient use of building materials and eliminates expensive duct work, vents, flues, chimneys, furnaces, and furnace rooms. Modern electric systems provide more usable floor space and allow greater flexibility in furnishing and decorating the home. You can place furniture anywhere in an electrically heated home.

Maintenance, repairs, and replacement are practically eliminated. "In all the installations I have made with electric heat, I have never had trouble," says a Grants Pass builder. "I don't think I have been called back once."

CLEAN, CONVENIENT, EFFICIENT

No other system brings you so close to 100% heating efficiency as electric heat. No heat is lost through vents or flues; the heat you pay for heats your home, not the outside air.

Electric heat is as clean as electric light -- and just as easy to operate. Flick a switch or turn a thermostat to the proper temperature setting, and you have heat without bother or fuss. In the words of a Klamath Falls contractor, "Electric heat is always ready -- it's always there."

Often you hardly see unobtrusive electric wall heaters, baseboard units, glass panels, cables in ceilings or floors, or other compact electric heating devices. Electric heat is as silent and odorless as sunshine. But if you can't see, hear or smell electric heat, you feel it -- feel it wrap itself around you and your family with the healthy warmth and cleanliness of sunshine.

These are just a few of the many reasons why the great majority of people now building or remodelling homes in the COPCO service area choose modern electric heat.

Along with the low cost of installing an electric heating system, here are the things which most home owners in this area seem to like best about the most modern of all methods of heating. Note that the important factor of economy is present in all of them.

COPCO Offers Free Advice On Electric Heating Systems

Business Boosts Profits With Electric Heating

Wire-On-Time Plan

If you're remodelling or planning to install a new heating system in your home—through Reddy Kilowatt's Wire-On-Time Plan, you can completely re-wire your home for electric heat — without down payment and for as little as $5.00 a month!

COPCO

HEAT BETTER, ELECTRICALLY!

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