



Customers of the Puget Sound Power & Light Co. continue to increase their electrical living standards every day by putting electricity to use in more and varied ways.

A "Gold Medallion Home" is one that features total electric living. The long-standing sales success of the Gold Medallion Home is widely familiar to builders in the Puget Power service area. Much of the Gold Medallion Home's popularity with prospective buyers stems from the knowledge that the home meets the minimum requirements for electrical excellence in appliances, heating, lighting and wiring as set forth by Puget Power and the National Electrical Manufacturers Association.

PUGET POWER and the electrical industry have taken great effort to insure that homes displaying the Gold Medallion emblem are built and equipped for the total electric future, regardless of size, style, or price range. That's why families of all ages and all income brackets can be sure of a better buy in a Gold Medallion Home.

These are the features which set a Gold Medallion Home apart from all others.

First, a Gold Medallion Home is a home in which electricity is the sole source of energy for heat, light and power. Second, the home has an electric range or built-in electric oven and surface units, and an electric refrigerator or refrigerator-freezer in the kitchen.

It has an electric water heater, plus at least one more major electric appliance, selected by the builder or buyer from an approved list. The optional appliance might be a dishwasher, food-waste disposer, clothes dryer or, perhaps, an air conditioner.

THE HOME features a built-in ventilating fan to control moisture and odors in the kitchen. Frequently, there is a fan in the bath and laundry area.

Next, it has full housepower wiring, including at least 150 amperes overall capacity, plus plenty of branch circuits, convenience outlets and switches.

And finally, it meets the modern standards of good lighting. This means that lighting fixtures, or lighted covers, valances, etc., are built-in to provide proper illumination in important areas of the home.

Though the trend at present is towards atomic sources of power production, this still remains the "Age of Electricity." Today, electricity is a living thing, capable of moving mountains or molecules, involved in medicine and aerospace, and in the daily lives of millions of people. Nowhere is this more true than in the Pacific Northwest.

IN PUGET POWER'S service area, the average annual home use of electricity increased to 11,395 kilowatt-hours for the 12 months ended June 30, 1967. This is more than twice the national average. Ten years

ago, the average annual use of electricity by Puget Power residential customers was 7,642 kilowatt-hours.

During that same time period, the company's peak load has about doubled. In 1957 the peak load was 525,310 kilowatts and today it is 1,121,400.

Adding to this peak load is the tendency for Puget Power customers to select electric heat. Less than 15 years ago, there were not more than 200 electric-heat customers in the company's service area. Now the company is rapidly approaching a figure of 50,000 electric-heat customers.

OF THE NEW dwelling units built this year in Puget Power country, more than 45 per cent feature electric heat. This represents more than a 10 per cent gain over last year. This year about 1,700 Puget Power customers have converted to electric heat.

Electric heating can be installed in an existing house at any time of year and the house will never be without heat while the work is being done. It entails only a minimum of disturbance to household activities.

Many forms of electric heating, from baseboard units to the heat pump with year-round heating and cooling, are available. Of attraction to the home buyer or owner is the fact that electric heat is 100 per cent efficient, costs less to install than other systems, features quiet operation, individual room controls and is easily adapted to air conditioning.

From the wide variety of systems available, the homeowner can pick and choose, mix and match to get just the right combination for his home.

EQUIPMENT INSTALLED for both new electric-heat customers and those converting to electric heat in Puget Power's service territory has run about 70 per cent baseboard, 25 per cent radiant ceiling heating through the use of cables and 5 per cent forced-air systems.

Total electric homes come fully equipped with the basic major electric appliances — range, refrigerator, water heater, and at least one other. Add to this others from the almost unlimited number of other electric time-saving appliances and you have a home which will require a minimum of attention and work by the homeowner.

Puget Power has made available two plans to make it even easier for its customers to increase their electrical living standards.

One of these is the water-heater rental program.

THE COMPANY ALSO has made available a finance plan to its customers who wish to make electrical improvements in their homes, including conversion to electric heat. Customers may borrow up to \$1,000 and pay it back over any period up to 36 months.

The Electric Age

Gold Medallion Homes

Industry-Wide Symbol Assures
Comfort, Convenience, Economy
And Cleanliness for Homeowner

LOOKING FOR A NEW HOME?



SEE A GOOD BUILDER OR REALTOR
and then see

Puget Sound Mutual Savings Bank

Puget Sound Mutual and General Electric Credit Corporation cooperate together to finance new Medallion Homes up to 90%

FIRST MORTGAGE (Puget Sound Mutual) 75%

SECOND MORTGAGE (GECC, \$4500 max.) 15%

90%

Financing up to 30
years is available
through this program

SEATTLE

Second and Madison

Union between
Third and Fourth

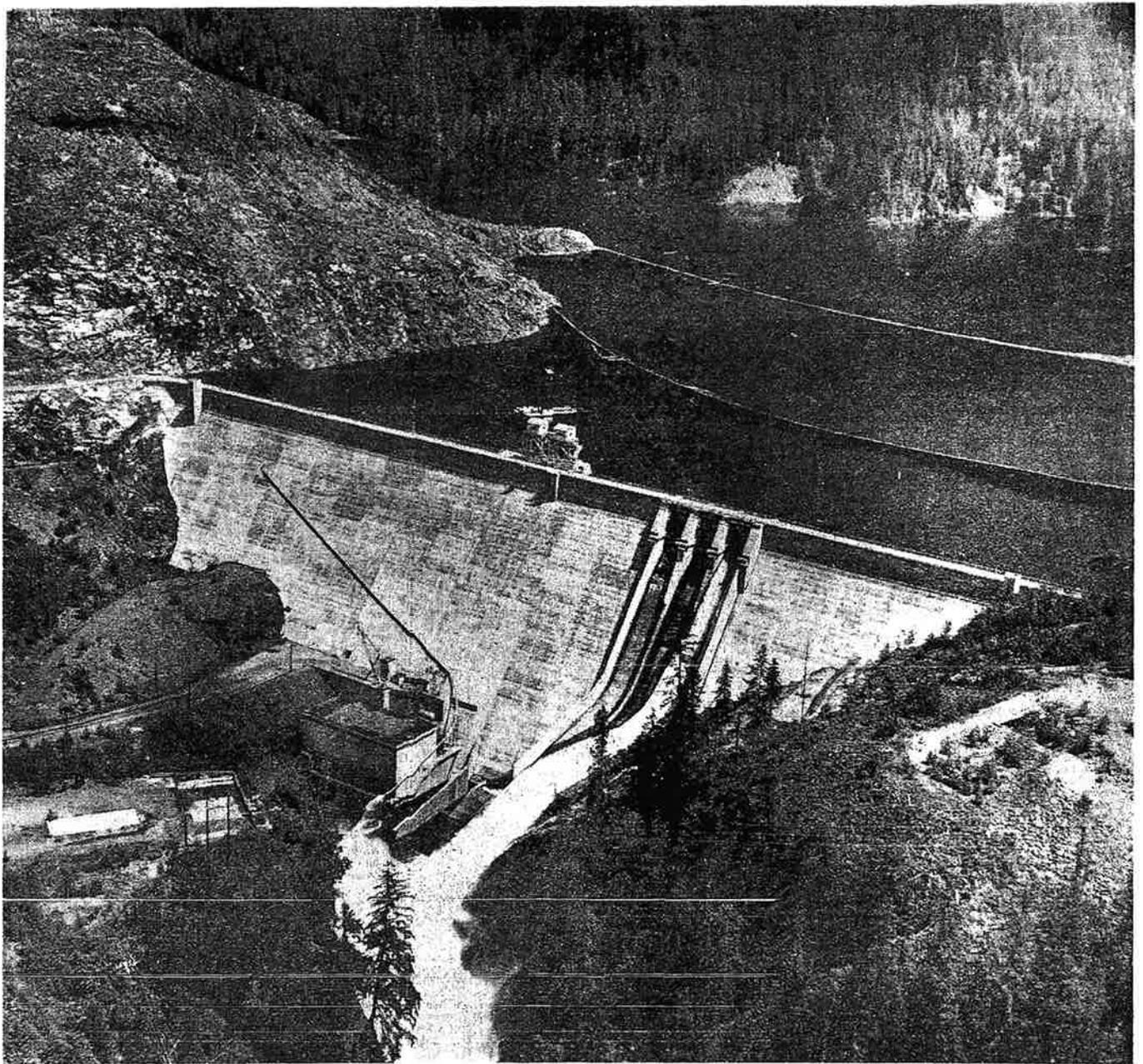
Northgate

TACOMA

On the Tacoma Mall



MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



Where the 'Electric Age' Begins

The Upper Baker River hydro-electric project is the largest of the Puget Sound Power & Light Co's power plants serving the growing electrical needs of some 293,000 customers. The Baker River is the only river in the state completely controlled for

conservation, irrigation, recreation and power supply. The plant, in the Mount Baker National Forest in Whatcom County, has a generating capacity of 103,000 kilowatts. Puget Power has played a major role in development of waterpower in Washington.

925 Electric Utility Firms Join in Gold Medallion Program

The electrical industry has taken great pains to make sure that homes displaying the Gold Medallion emblem are built and equipped for the total-electric future, regardless of size, style or price-range.

There are some 925 electric utilities of all types participating in the Gold Medallion Home Program throughout the nation. Each has adopted electrical standards which are equal to, or are higher than nationally established minimums, as the basis

upon which Gold Medallion awards are made.

A Gold Medallion Home includes:

1. A home in which electricity is the sole source of energy for light, heat and power. This means a flameless electric heating system.

2. An electric range or built-in electric oven and surface units, and an electric refrigerator or refrigerator-freezer in the kitchen.

3. An electric water-heater, plus at least one more major electric appliance, selected by the builder (or the buyer) from an approved list. The "optional" appliance might be a dishwasher, food-waste disposer, clothes dryer or, perhaps, an air conditioner.

4. A built-in ventilating fan, to control moisture and odors in the kitchen—perhaps also in the bath and laundry area.

5. Full Housepower Wiring, including at

least 150 Amperes over-all capacity, plus plenty of branch circuits, convenience outlets and switches.

6. Light-for-Living, which means that lighting fixtures, or lighted coves, valances, etc., are built-in, to provide proper illumination in strategic spots.

Take this check-list with you when you tour new homes opened for inspection. You'll find that every house labeled as a Gold Medallion Home will meet the test!

'Old Faithful' Grows Up Refrigerators Now Keep Foods Better, Provide More Storage in Less Space

The electric refrigerator has become the "old faithful" member of the major appliance family. (More than 99.5 per cent of the wired homes have them.) As with any daily necessity, however, we're inclined to take the refrigerator for granted. Unless you've bought a new one within the past two years, you're probably unaware of how much "Old Faithful" has changed!

For one thing, today's refrigerators provide more food-storage capacity, thanks to improved thin-wall insulation and better interior

design. This means that you can get a larger-capacity refrigerator to fit into the same floor space occupied by the old one. The extra storage space applies both to the freezer and fresh-food compartments.

ENGINEERS HAVE improved refrigerator efficiency too. In one modern refrigerator-freezer make, temperatures can be maintained at 37 degrees in the fresh-food compartment and 0 degrees in the freezer, as compared with 42 degrees and 14 degrees, respectively, in the

same model of 12 years ago. Automatic ice-makers, more interior lights, automatic defrosting, butter conditioners and ingenious door-storage shelves, are just a few of the added features found in modern, 1967, refrigerators.

COLOR AND STYLING have changed too, to meet homemakers' demands for individuality in kitchen arrangement. The choice of colors is almost limitless. And each year more manufacturers offer a choice of decorator-style front panels.

Freezer compartments are available at the top, the bottom, at the side. Doors open from the right, the left, or the center. Or, you might prefer the console-style, with working counter and freezer at the bottom.

You will find an electric refrigerator or refrigerator-freezer in every Gold Medallion Home. It's one of the required appliances, naturally. But don't pass it by as just another Old Faithful. Take another look! You'll find it's a far cry from the refrigerator of yesteryear.

Dishwashers Eliminate Dreaded Kitchen Chore

How often have you heard Mom say, with a resigned smile "Well, the dishes won't do themselves . . . so, I'd better get busy!" She can't bear those piles of dirty dishes staring her in the face, so she goes at them with as much vigor as she can muster. But, she doesn't have to like it!

No, the dishes won't wash themselves . . . but an automatic electric dishwasher will! That's just one reason why more and more families choose total-electric Gold Medallion Homes. Many have electric dishwashers already installed. Those without dishwashers have ample electrical capacity to permit easy, economical installation of this popular work-saving appliance.

Whether you choose a

built-in or portable model, you'll find an electric dishwasher is more than just a worksaver. Dishes come out cleaner and more sanitary than is possible with hand-washing . . . thanks to the use of super-hot water. Also, a dishwasher minimizes breakage, because there's less handling of fragile china and glassware.

New models offer a variety of washing cycles, including a "soft wash" for delicate china and crystal. At the other end of the scale, there's a vigorous wash for pots and pans and heavily soiled utensils.

Small families find they can do all of a day's dirty-dish accumulation at one time. And, the dishwasher is a real blessing after a dinner-party. Just scrape, load

the machine and push a button!

The electric dishwasher has so much to offer . . . it's no wonder so many home

builders select this wonderful unit as one of the four major electric appliances which must be installed in every Gold Medallion Home!



Compact Furnace

A new electric furnace—its compact, low-profile design takes up less space, allows the utility room to be used for storage. Electric furnaces provide both heating and cooling, maintain uniform temperatures, year round. An electrostatic air cleaner removes nearly all dust and impurities from the air.

Medallion Homes Have Many Outlets

It doesn't matter whether you call them "wall plugs," "convenience outlets," or (in electrician's terms) "duplex receptacles." It seems you never have enough—unless, of course, you're living in a Gold Medallion Home! Homes identified by the Gold Medallion have had to meet certain high standards with respect to the number and location of electrical outlets, as well as other electrical requirements.

In the general living areas, for example, electrical outlets must be placed so that

no point along the floor line is more than 6 feet from an outlet. And, any usable wall space which is 2 feet long or more must have one. So must hallways which are 10 or more feet long. In addition, each bathroom must have at least one outlet, adjacent to the mirror.

Kitchen-counter outlets have a special rule: There must be at least one duplex outlet for every 4 linear feet of counter space, and one at every separate working surface, even if it's only 1 foot long!



No More Cold Showers?

A mother and her young daughter, new to the Puget Power service area, watched with deep interest as a serviceman installed a quick-recovery electric water heater in their Gold Medallion Home. A Gold Medallion Home features electricity as the sole source of energy for heat, light and power.

... Just like a letter from home!

MAIL The Seattle Times to that BOY or GIRL Away at School



Keep abreast of the sport activities and the social life back in your home town.

SUBSCRIPTION RATES

IN STATES OF WASHINGTON, OREGON, IDAHO & MONTANA		ALL OTHER STATES, U.S. POSSESSIONS AND CANADA	
Daily Only	per month \$ 2.00	Daily Only	per month \$ 3.00
Daily Only	3 months 4.00	Daily & Sun.	per month 3.50
Daily Only	6 months 11.00	Sunday Only	per copy .60
Daily Only	per year 26.00	FOREIGN COUNTRIES	
Daily & Sun.	per month 2.50	Daily Only	per month \$ 4.00
Daily & Sun.	3 months 7.50	Daily & Sun.	per month 10.00
Daily & Sun.	6 months 14.00	Sunday Only	per copy 1.00
Daily & Sun.	per year 25.00		
Sunday Only	per copy .20		
Sunday Only	per year 18.00		

Just fill out the order blank below and mail it to The Seattle Times, Seattle, Washington. 98111

Mail Subscription Order Blank

Please send The Seattle Times for months,

beginning, 1967, to:

Name

Address

City State Zip

Daily & Sunday Daily Only Sunday Only

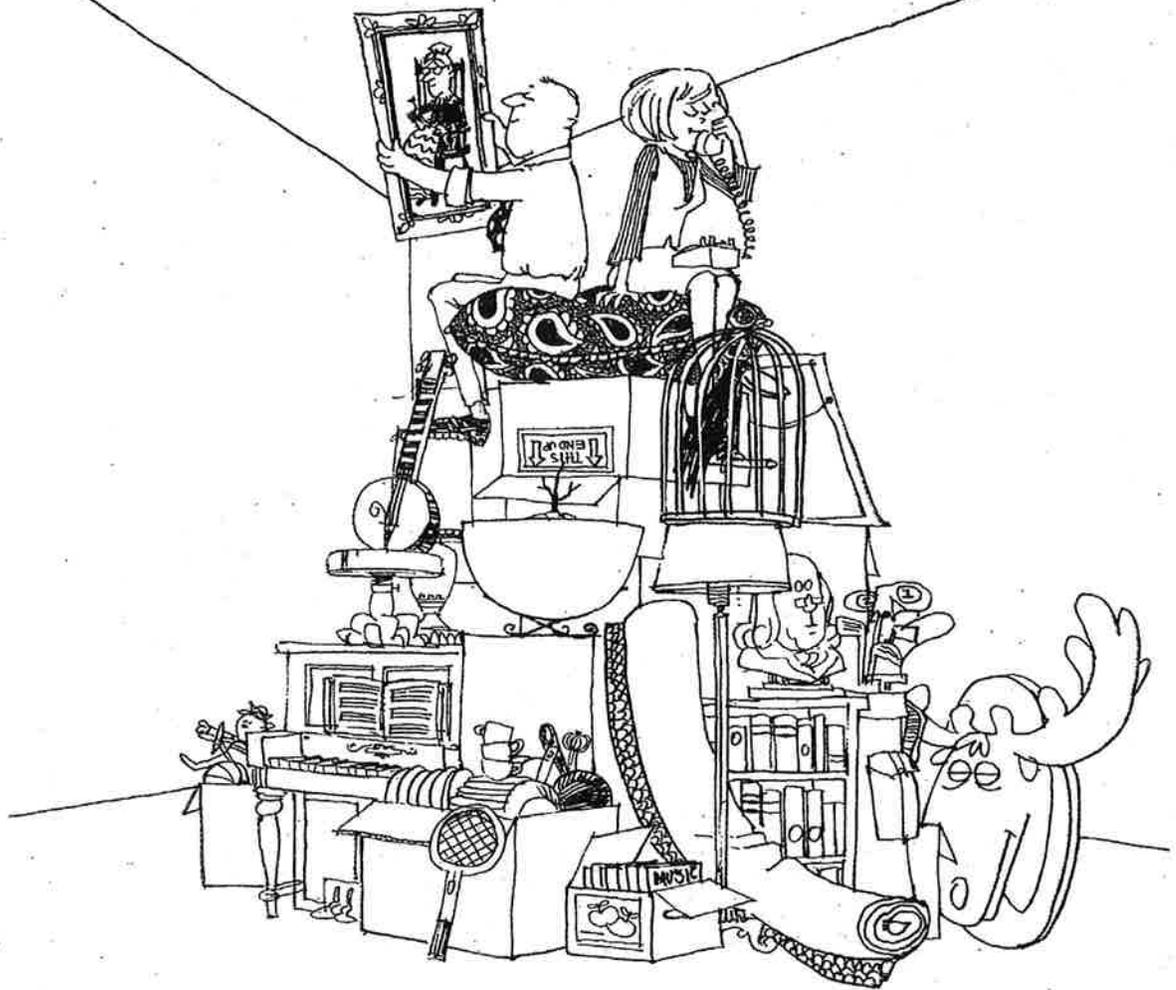
From:

Name

Address

City State Zip

Check Enclosed Bill Me



Moving into a new home?

You'll welcome these special services from Puget Power.

Rental Water Heaters You can rent a 52-gallon electric quick-recovery water heater from Puget Power for only \$1.25 a month. A 66-gallon tank rents for \$1.45, and an 82-gallon tank for \$1.55 a month. Prices include sales tax, normal installation and full service.

All-Electric Rate This special economy rate lets you save up to \$54 a year on your electric bill. To qualify, just use electricity for all your cooking and water heating.

Budget Billing Electric heating customers and others who use large amounts of electricity at special times of the year

may wish to use our Budget Billing plan. It spreads your electric bill evenly throughout the year. With this plan you pay a fixed amount each month and avoid adjusting your family budget to the weather.

Finance Plan Puget will finance up to \$1,000 for electric improvements that become a permanent part of your home (electric heating, built-in appliances, improved wiring, etc.). You need no money down and have up to 36 months on your contract, with monthly payments.

Homemaking Hints Puget's Home Economists will be happy to give you helpful

advice on electric cooking, lighting, heating and on the use and care of your electric appliances, large or small.

Club P programs Puget's Home Economists will also provide homemaking demonstrations for clubs, schools or any group which numbers 20 or more. Please contact us at least two weeks in advance. We also provide speakers and films for programs of fraternal, civic and social organizations.

For details on any of these services, just give us a call. We're always as close as your phone.

PUGET POWER