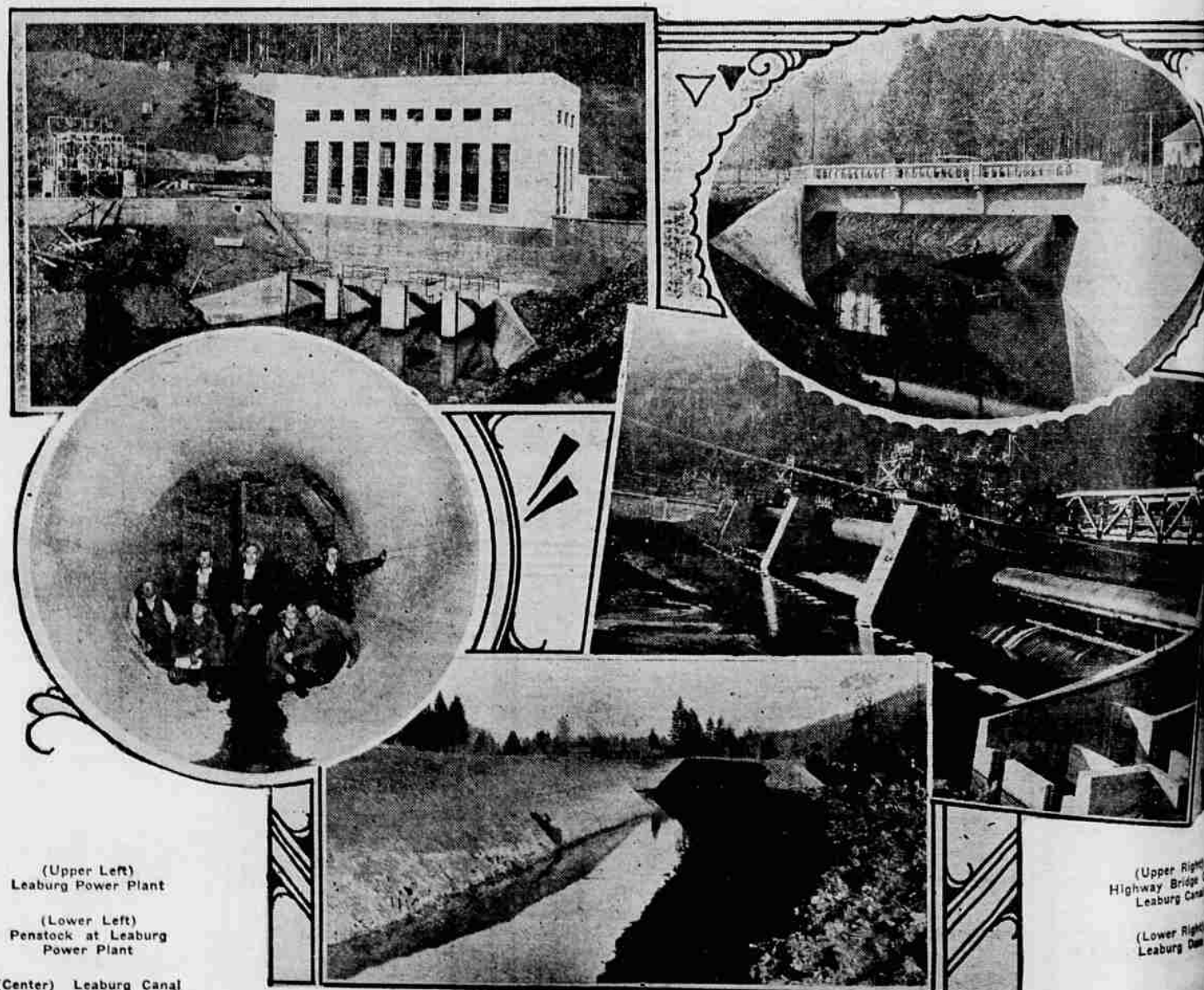


ELECTRICITY'S PLACE in the HOME

In 1911 Eugene acquired the local electric utility. Since then the capacity of the plants has been increased from 2400 horsepower to 14,000 horsepower. Rates have been reduced until today Eugene enjoys one of the lowest schedules in the United States. Low rates have brought about increased

use of electric appliances and many Eugene homes (except for heating) are completely electrified. Thirty-four percent of the homes have electric ranges; approximately twenty-five per cent have refrigerators; twenty percent have hot water heaters; fifty-one percent have washers; four percent have ironers; and thirteen percent have air heaters.



(Upper Left)
Leaburg Power Plant

(Lower Left)
Penstock at Leaburg
Power Plant

(Center) Leaburg Canal

(Upper Right)
Highway Bridge over
Leaburg Canal

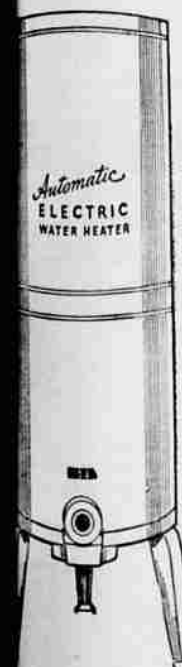
(Lower Right)
Leaburg Dam

A new all-purpose home rate was made effective last spring. This rate is available to all homes with electric ranges and approved factory built water heaters. The table shows the cost of electricity in homes using 500 kilowatt hours and the average cost per kilowatt hour under this rate, **schedule J.**

	Cost per KWH	
1st 10 KWH.....	7½¢	
Next 15 KWH.....	4 ¢	
Next 25 KWH.....	3 ¢	
Next 125 KWH.....	2 ¢	
All over 175 KWH.....	¾¢	325 KWH
Total cost 500 KWH.....		
Average cost per KWH.....		

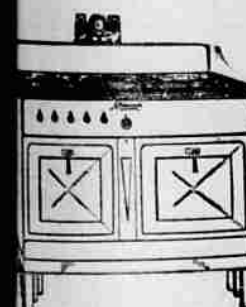
GO IN FOR ECONOMY! Save Time and Money with **ELECTRICAL Household Aids!** Reserve leisure time for the things you want to do, money for the things you want to purchase, by putting electrical servants to work. The homemaker can stay

fresh and cool while the work is done efficiently, when she employs full-time, economical Electrical Service in the household. The figures below give you the approximate cost of operating major electrical appliances.



Automatic Electric Water Heaters assure plenty of hot water at all times, night and day. Installation is free in most cases. They may be purchased on easy monthly payments which may be added to your light bill.

Cost of operation: 6c per thirty-two gallon tank of 160° water.



Most of the better makes of electric ranges are available in Eugene in all the popular models. They may be purchased under the Federal Housing Act or on dealers' liberal terms, paid for in monthly payments with your electric bill. Free wiring for ranges. An electric range means cool and efficient cooking.

Cost of operation: 1-3c per person per meal.



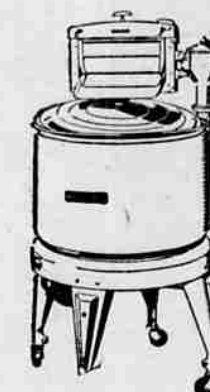
Iron with ease in half the time with a new automatic electric ironer. They cost little to operate and you will find the make to suit your needs.

Cost of operation: 20c to 25c per month.



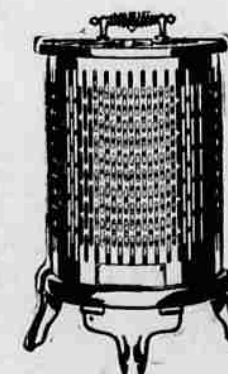
The fact that once a home has enjoyed an electric refrigerator they never give them up—speaks for their great convenience. In many homes they save their cost in food. This year's models are well designed and efficient. Cost of operation is too low to mention. Purchase on low monthly payments.

Cost of operation: On a basis of thirty-five KWH, per month, 49c.



The new washers are marvels of efficiency and ease of operation. They give long, trouble-free service and prices are low. You'll find many makes and models to choose from.

Cost of operation: 10c to 15c per month.



An electric heater is one of the handiest things around the home. Plug them in anywhere—in the bath, to kill the early morning chill—in the kitchen, bedroom, or wherever quick heat is needed. Operating cost is low and the heat is instant and clean.

Cost of operation: 1½¢ per hour.

