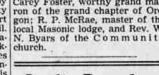
## THE BEND BULLETIN, BEND, OREGON, THURSDAY, MAY 10, 1945





**One always stands out** 



"Nearly 30 years ago, we bought one of the very first electric ranges in Pasco. It was so marvelous that the man who sold it to us asked for a picture of our kitchen. Of course, it was nothing like the modern electric kitchen we have today-but eight of our friends went out and bought electric ranges when they learned from us how easy it was to cook with electricity.

"That was just a few years after PP&L came to Pasco in 1910. Since then we have added just about everything there is in the way of household electric equipment. And PP&L has been cutting the price of electricity faster than we have been adding new appliances, so that today service for our all-electric home costs us only half the

amount we once paid to use our electric range and a few lights."

J. A. Shupe, veteran railroad engineer, came to Pasco from Kansas in 1904 to take a job as a firecleaner in the Pasco Northern Pacific roundhouse. He became successively a fireman on a switch-yard engine, freight engineer, and passenger engineerand now pilots one of the big Class A-3 passenger locomotives between Pasco and Spokane.

Mr. Shupe recalls the many advances in railroading since he first went to work for Northern Pacific. Trains are bigger, faster, safer; tracks are twic as heavy; and steel construction has replaced wood to make the cars bigger and stronger.

## PAGE THREE



ASKING FOR IT BY NAME



..... BLITZ-WEINHARD COMPANY . PORTLAN

It takes years to grow a giant Douglas Fir! It takes time to make an outstanding beer! Blitz-Weinhard's slow, carefully controlled brewing process produces the beer . . . "so good it's guaranteed satisfying!" Discriminating people know Blitz-Weinhard's consistent goodness and unvarying quality make it worth waiting for.

mmmmmm

**QUALITY IS ALWAYS** 

WORTH WAITING FOR



The first locomotive Mr. Shupe drove had an oil head lamp and oil lamps in the cars. Now electricity not only lights the trains, but operates the block signals and handles many a difficult job that used to be done manually.

### OF ELECTRICAL PROGRESS YEARS



1910 Mazda lampreplaces carbon bulb, giving more light per wh PP&Leives vou more kwh per dollar.



1930 Whole electric 920 Electric cook ing being popularized industry promotes food saving, health by Pacific Power & protection, with elec-Light, Electric water trical refrigeration. heating era on way.





1940 Development of fluorescent lighting offers new opportunitles for "Better Light-Better Sight".

1945 Television ready for postwar homes. Great advances in science of electronics await peacetime use.

# PACIFIC POWER & LIGHT COMPANY

Your Business-Managed Power System

Start saving now for the mighty 7th War Loan