

# LOWER RATES

## FOR

# COPCO CUSTOMERS

Following a long established policy to lower your electric rates whenever possible, we are glad to announce a rate reduction effective as of FEBRUARY 1, 1945. This reduction, representing an estimated annual saving to our customers of approximately \$325,000, will apply to every HOME and COMMERCIAL ESTABLISHMENT in the territory served by The California Oregon Power Company as well as to GENERAL POWER and AGRICULTURAL POWER customers and those using AUTO CAMP service.

Reductions applying to residential service will save home owners \$165,000 a year---will average about ELEVEN PER CENT. The reduction applying to commercial establishments will average FOURTEEN PER CENT.

Residential customers will be glad to know that the new reduced rate assures them complete electric service at a price comparable with the lowest in the nation. This new rate is expected to open the door for ELECTRIC HOUSE HEATING.

Rural residential customers will welcome the fact that they enjoy the same low rates and same reductions as urban users, and their cost for electric services is one of the LOWEST in any rural area in the United States.

The 1944 estimated national average cost of electricity sold to residential customers is 3.5 cents per kilowatt hour, contrasted with Copco's average of 1.95 cents, a cost which will be further reduced under the new rate schedule.

You, the electric-minded people of this area, have helped to make possible these lower rates. At the same time you have had a real share in Copco's substantial tax contributions to the nation. Copco's 1945 tax bill is expected to be approximately \$1,800,000.

While we feel sure that these reductions, coming at a time when most other items of living costs are advancing, will be appreciated, we wish to assure you that it is not our purpose and aim to stop here. We intend to continue in our effort to serve you better and at less cost in the years to come, and it is our hope that these presently announced reductions will prove to be only the forerunner of others to follow.

*A. S. Cummins*  
PRESIDENT

The CALIFORNIA OREGON POWER CO.