

BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

Published Friday of each week by the Pioneer Publishing Co., at Beaverton, Oregon. Entered as second-class matter at the postoffice at Beaverton, Ore.

One Year \$1.00 Subscription Payable in Advance.

Beaverton Office—Enterprise Bldg., Phone Beaverton 2321
Portland Office—308 Panama Bldg., 3rd and Alder Phone ATwater 6561

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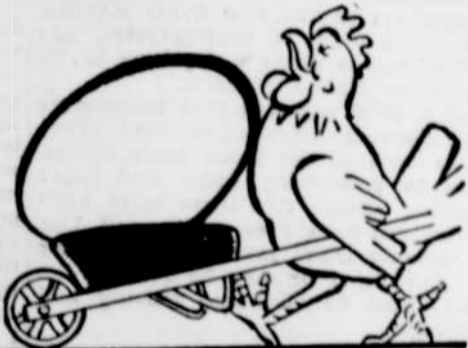
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a water heater will qualify you for the NEW "All Electric Home" RATE

● You've always wanted to go "All-Electric."

Now PGE makes it easier than ever before with a new low rate providing homes and farms with electricity literally "cheap enough to burn."

The new low rate is designed to encourage the use of electricity for all purposes in the home and on the farm. PGE customers now using electricity for cooking and water heating will get this new rate upon application. Others will qualify and can apply as soon as they install both an electric range and water heater.

Pennies are now too big to measure the cost of kilowatt-hours in PGE territory! The cost is down to mills. Under the new rate, range and water heater users will get 300 kilowatt-hours of electricity for a minimum charge of only \$4.50 and another 700 for 6 mills per kilowatt-hour. Excess kilowatt hours beyond 1,000 per month cost 8½ mills.

A customer with an electric range now will pay only 95c a month for average water heating use *

The average owner of an electric range, with the usual household appliances, now uses about 216 kwh a month at a cost of \$4.99. An electric water heater will make this home eligible for the "All-Electric" rate and bring total electric use to about 540 kwh, which will cost \$5.94 under the new rate—an additional cost of only 95c a month for electric hot water.

Diversified Use Makes Lower Rates Possible

Not only greater use of electricity, but more diversified use, makes lower rates possible. The "All-Electric" rate will encourage full home use of electricity by diversified appliances which, taken all together, provide a more even, "constant level" use of electric distribution facilities. This enables us to supply you with more electricity, at a lower rate. The new "All-Electric" rate gives advance savings to those who use electricity for three of the most important jobs in the home—lighting, cooking and water heating—and in addition speeds the trend toward lower and lower rates for all customers.

APPLICATION FOR THE NEW "ALL ELECTRIC HOME" RATE

PORTLAND GENERAL ELECTRIC CO.,
Portland, Oregon
Gentlemen:

Please enter my application for the new "All-Electric" rate. I use an electric range and electric water heater and I understand that I shall be billed a minimum of \$4.50 each month for which I am entitled to use 300 kwh's of electricity.

Name.....
Address.....
(Street or rural route and number)
City..... State.....



PORTLAND GENERAL ELECTRIC COMPANY

BUY YOUR SHARE

OCT. 27 to DEC. 8

In Victory



* The example given here applies to homes and farms now billed for all their electric service under our Schedule 8, which applies to most parts of PGE territory.