

ELECTRIC RATES CUT AGAIN!

\$410,000 SLASHED OFF ELECTRIC BILLS... Effective May 22

**PACIFIC POWER & LIGHT
COMPANY CUSTOMERS
NOW SAVE \$1,300,000 A
YEAR BY THIS AND OTHER
RATE CUTS SINCE 1936**

★ ★ ★ ★

● Your low electric rates are to be lower still. For on May 22 another in the series of Pacific Power & Light

Co. rate reductions goes into effect.

All home, farm, commercial and power customers will benefit by this latest cut in the price of electricity.

Minimum bills for rural customers have been cut from \$1.50 to 95c a month. Minimum bills for city homes have been reduced 15% to 25%. In addition, prices on all quantities of electricity—large or small—have been greatly reduced.

PROGRESS

This latest reduction in your electric rates is another step in Pacific Power & Light Company's long-established policy of cutting the price of electricity as it increases its volume of business and the efficiency of service. Savings that we have made are now passed on to you . . . just as they have been in the past, and will be in the future.

THIS SHOWS HOW THE PRICE OF ELECTRICITY HAS BEEN STEADILY REDUCED IN HEPPNER:

30 KILOWATT HOURS COST YOU:	in 1935	\$3.00	\$3.00
	" 1936	2.87	
	" 1939	2.40	
	" 1941	1.72	\$1.72

**YOU SAVE . . . \$1.28 a month
or \$15.36 a year**

THIS IS A REDUCTION OF 43%

Every customer saves money!

THE NEW ELECTRIC RATES FOR HEPPNER HOMES

First 12 KWH or less per month95c
Next 48 KWH4.3c per KWH
Next 140 KWH2.5c per KWH
For water heating only— next 500 KWH7/10c per KWH
Excess1.5c per KWH

After the first 60 KWH the rate is exactly the same for rural and city homes.
The new commercial and industrial electric rates are proportionately low.

**Now you get
MORE ELECTRICITY FOR NO MORE MONEY!**

● Without paying a cent more, you'll now get more electricity. The amount you get depends on your present use. But in any case you'll get enough extra kilowatt-hours

to operate at least one such an appliance as a toaster, waffle iron, clock, lamp, etc.

But perhaps you've always wanted an electric range, refrigerator or water heater. Then why not let your extra electricity apply on the operation of one of these major appliances. What additional electricity you'll need won't cost much, for Pacific Power & Light Company rates are now extra low.

ASK ANY DEALER OR PACIFIC POWER & LIGHT COMPANY WHAT THE RATE REDUCTION MEANS TO YOU IN TERMS OF BETTER LIVING!

PACIFIC POWER & LIGHT COMPANY

Always at Your Service