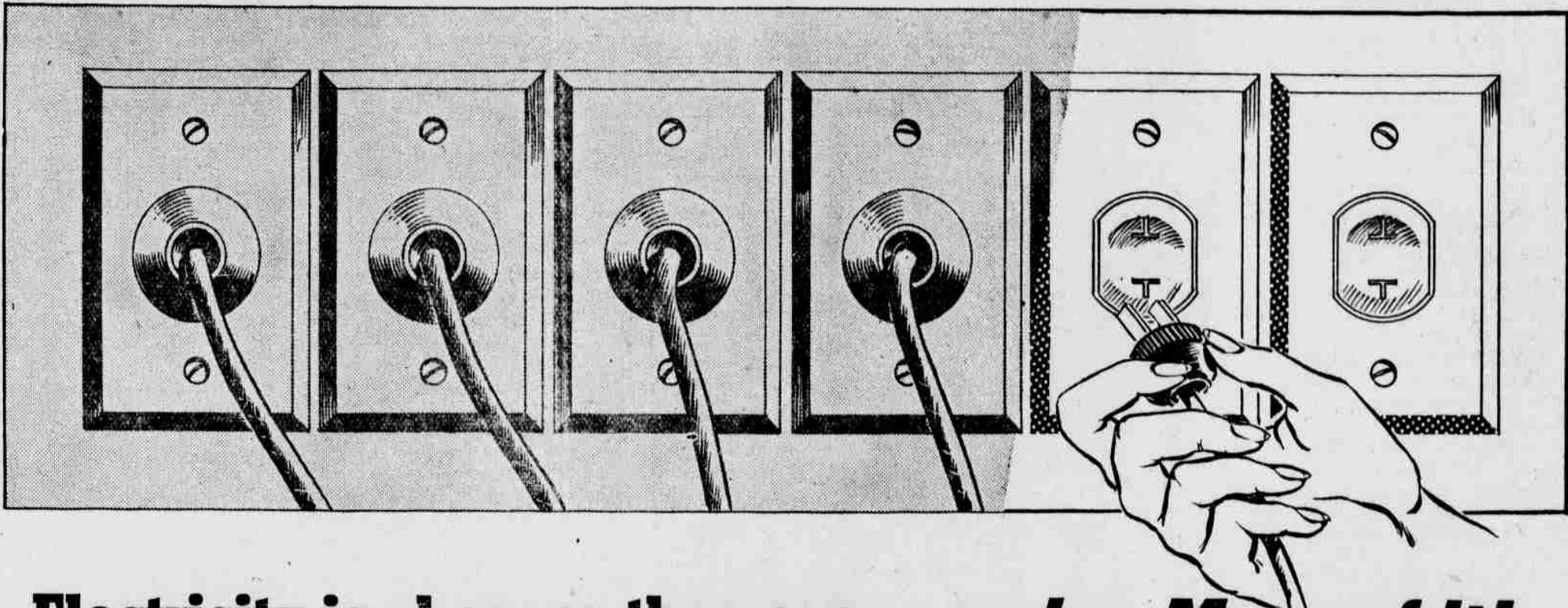


Electric Rates Cut Again!



Electricity is cheaper than ever... enjoy *More of it!*

ON MAY 22 PACIFIC POWER & LIGHT COMPANY WILL AGAIN REDUCE ITS ELECTRIC RATES. This means you now get still more for your money. If you pay the same electric bill as last month, you'll receive several **EXTRA** kilowatt-hours **WITHOUT ANY EXTRA COST!**

SEE HOW MUCH EXTRA ELECTRICITY YOU GET

If your bill in a Heppner home has been:

- \$1.00 a month** you'll get **3 KWH a month extra**
- \$2.00 a month** you'll get **12 KWH a month extra**
- \$3.00 a month** you'll get **15 KWH a month extra**
- \$4.00 a month** you'll get **19 KWH a month extra**
- \$5.00 a month** you'll get **22 KWH a month extra**

Figures given are based on average use of standard models by typical families.

NOW SEE WHAT APPLIANCES YOU CAN OPERATE WITH YOUR EXTRA ELECTRICITY:

- 2 KWH a month** operates an electric **Mixer**
- 2 KWH a month** operates an electric **Waffle Iron**
- 2 KWH a month** operates an electric **Clock**
- 2 KWH a month** operates an electric **Vacuum Cleaner**
- 3 KWH a month** operates an electric **Washer**
- 4 KWH a month** operates an electric **Toaster**
- 8 KWH a month** operates an electric **Coffee Maker**
- 9 KWH a month** operates an electric **Ironer**
- 11 KWH a month** operates an electric **Radio**
- 14 KWH a month** operates an electric **Water System**
- 14 KWH a month** operates an electric **I.E.S. Lamp**
- 16 KWH a month** operates an electric **Roaster**

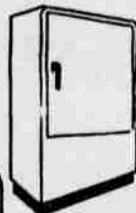
YOU GET MORE AND MORE FOR YOUR MONEY

\$2 in 1935 bought **20 Kilowatt-hours**
in 1937 bought **20 Kilowatt-hours**
in 1939 bought **24 Kilowatt-hours**
\$2 TODAY BUYS **36 Kilowatt-hours**

As Pacific Power & Light Company increases the efficiency of its service and the volume of its business, it passes the savings on to customers in the form of more electricity for no more money.

OR APPLY YOUR EXTRA ELECTRICITY ON THE OPERATION OF AN ELECTRIC REFRIGERATOR!

What additional electricity you'll need won't cost much, for Pacific Power & Light Company's low rates are now lower still. (The average new electric refrigerator uses 30 kilowatt-hours a month.)



PUT YOUR *Extra* ELECTRICITY TO WORK

ASK any dealer to show you the appliances you can operate with your extra electricity!

...Live better **FOR NO MORE MONEY!**

PACIFIC POWER & LIGHT COMPANY