

Mrs. Carl Brownell is here on a visit with her mother, Grandma Graybeal. She arrived Monday. Mrs. Graybeal has been quite ill.

The high school is having a play in the gym Friday at 8 p. m.

M. Walker, head telephone man and the J. S. Woods spent Sunday with the H. Fishers in Hermiston.

Frank Leight S 1c has been sent

to a rest camp he wrote his sister Mrs. Umiker. He is in the south Pacific area.

Tommy Lee and Patty Jo Coulter, left Sunday for Pendleton to enter St. Mary's academy Monday.

Pvt Fred Lenz left Tuesday for his camp in Camp Hood Tex. after spending his furlough with

Mrs. Lenz. Mrs. Lenz lives in Pendleton but is visiting with her parents, the F. E. Forbes, and their little son who Grandma Forbes cares for.

Betty Acock was a Pendleton visitor Saturday.

Grandma Peterson, was buried Wednesday at Pendleton. She had

been living in Irrigon most of the time since 1929 when Mr. Peterson passed away. She lived with her daughter Mildred Aldrich and left two sons also. Lloyd and Joe Peterson and their families.

Dorothy Kandler and daughter are leaving for their home in Portland after spending a few weeks with

her parents, Mr. and Mrs. W. C. Isom.

The J. A. Shouns went to Moses Lake Wash. Saturday to purchase a pure bred bull from the C. W. Wheeler registered Red Poll herd.

Mr. Wheeler reported that he lived in Oregon for years when he was a young man. He is now 78 years old.

We got ready for a war by doing our job in time of peace

War put an "A" card on your car. War rationed your shoes.

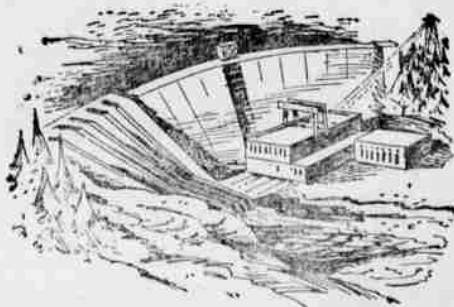
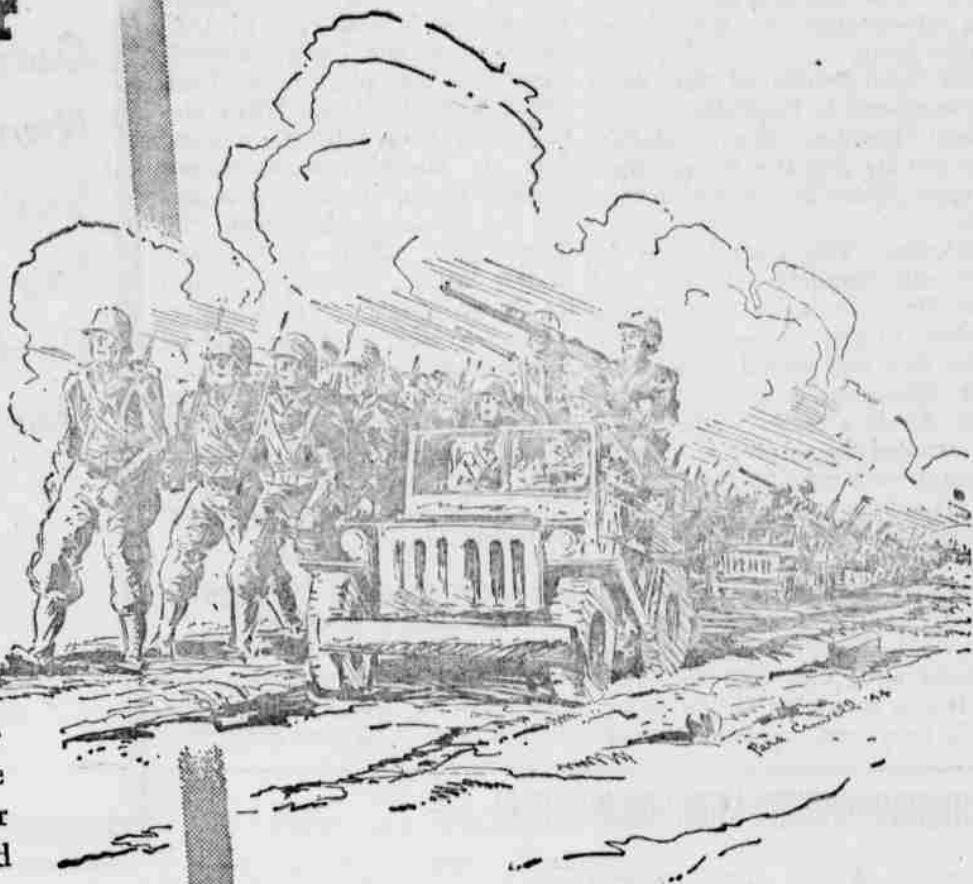
War cut down on nearly everything you eat, wear or use—and raised most prices. It couldn't be helped. That's war!

But why aren't electric rates higher, too? Why hasn't electricity been rationed? And how does it happen that your PP&L electric service, for instance, has kept running so smoothly and dependably, day after day?

The answers go back to the typically American program PP&L has followed from the beginning... To develop its business soundly by giving more people more and better service for their money, year after year!

This meant *planning* ahead, and *building* ahead! It meant developing *high quality* electric service which people would use increasingly because they could *depend* upon it to take over all kinds of important tasks. It meant always being prepared to meet fully the company's responsibilities to the public.

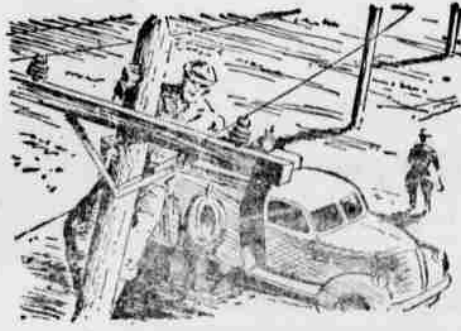
Here are some of the *peacetime* steps we took to give you the kind of electric service that was good enough, strong enough to stand up against the impact of an undreamed-of-war:



Ever since PP&L was formed in 1910 we have been building our power resources. In 1920, for example, we supplied 82,000,000 kwh. Now our system is meeting an annual demand for more than seven times as much energy—630,000,000 kwh.



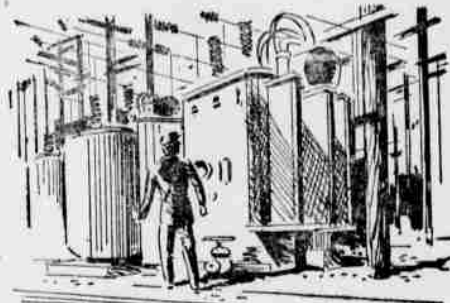
We invested, altogether, about \$28,500,000 in buying and building *additions* and *improvements* to the original PP&L system so as to serve the growing needs of old customers and bring service to thousands of new ones.



We spent an additional \$3,450,000 on *maintenance* work, to keep the generating *plants*, lines and other facilities in condition to furnish *reliable* electric service at all times.



Year by year, we extended our electric lines in rural areas, so that today there are 13,000 Washington and Oregon farms on which PP&L electricity is a cheap and willing worker.



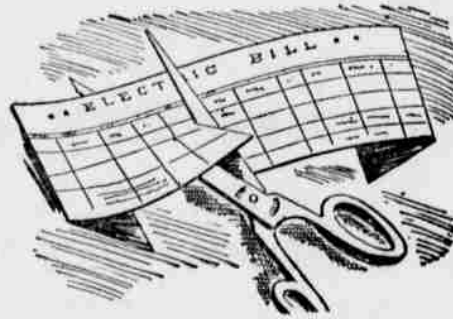
We developed a time-tested organization of men who have the practical "know how"—the skill and experience—to keep things running smoothly. It's this ability that helps meet *wartime* problems today.



An important part of our job was to develop the use of more electrical appliances. With all our lines carrying more continuous loads, we could increase their output and give you the benefit of lower and lower costs.



We cooperated with neighbor companies to exchange power between systems—and, working with them, perfected operating techniques that have proved invaluable to the present Northwest Power Pool.



And throughout the years, as more customers have used more electrical equipment, we have been able to make *one rate* reduction after another. On the average, PP&L household rates have gone *down* more than 55% since 1920.

**PACIFIC
POWER & LIGHT
COMPANY**
Your Business-Managed Power System

**Pacific
POWER & LIGHT
COMPANY**

★★★ One thing more that is worth remembering... PP&L is maintaining its service at prewar quality... "coming through" the unprecedented wartime ordeals without increasing rates despite higher taxes and other expenses that we, like you, have to pay.