



1944 Report to our Customers



1 If they had all settled in one locality, the 3,712 electric customers added to PP&L lines in 1944 would have given the Pacific Northwest a brand new city of 10,000 population. As it was, this healthy growth was distributed throughout the 80 cities and towns and the extensive rural areas served by the Company. At the year-end, PP&L was supplying low-cost, dependable electric service to 93,831 customers.



2 With more customers than ever before, and with a growing war-time demand for cheap and tireless electricity, PP&L was called upon to supply users with 354,906,000 kilowatt-hours of electricity in 1944—an increase of 44,521,000 kilowatt-hours, or 14.3%, over the record-breaking 1943 total.



3 Thanks to the two "rate dividends" totaling nearly \$600,000 which PP&L distributed to all customers in 1944, the Company's electric users enjoyed 12 months of service for the price of 11. This practical method of sharing war-time earnings gave customers savings, during the year, equal to an 8 1/3% rate reduction.



4 While the cost of living kept going up in 1944 (now 25.4% above 1939), the average price of PP&L electricity went down to the very low figure of 1.86 cents per KWH for residential service (21% below 1939). Homes served by PP&L pay only about half the national average price, and use almost twice as much electricity as the average American home.



5 Even though PP&L delivered 44,521,000 more KWH to its customers in 1944, the drop in average price kept revenues from increasing with the volume of business. Expenses, however, went up due to increased power purchase requirements and other operating needs. As a result, the Company's net income for the year was substantially less than the 1943 figure.



6 Direct taxes for PP&L for 1944 will total about \$1,292,500. Nearly half goes to the Federal Government to help meet wartime costs. The remainder goes to support local, county and state activities of many kinds. Like other taxpayers, PP&L has to set aside a big chunk of its revenue to meet tax bills, which will take about 17.3 cents out of every dollar of 1944 PP&L revenue.



7 Wherever it serves, PP&L represents a steady and substantial payroll in the community. Last year the Company met a total payroll, including construction work, of \$1,838,542. It provided employment for an average of 725 loyal and competent men and women. And PP&L looks forward to the day when the resumption of a peacetime development program will find it helping to make many more jobs for ambitious boys and girls.



8 In 1944, PP&L spent \$273,000 to maintain its facilities in good operating condition—and \$955,000 to construct additions and improvements authorized by the War Production Board. In addition to the expansion of facilities to meet load growth in many communities, the Company added 35 miles of rural distribution lines to a network already serving more than 13,000 farms in Washington and Oregon.



9 Again we extend to our customers our thanks and appreciation for their cooperation in many different ways to help us do our wartime job throughout the year. Working together, we were able to meet every need for electric service as it arose. We have confidence that the same spirit of cooperation can carry this region forward in the post-war era to new levels of productivity and prosperity.



Pacific Power & Light Company

Your Business-Managed Power System