

PP&L's \$1,000,000 Rate Slash Will Bring Savings Like These

Or you can use a LOT MORE electricity at no extra cost!



| KWH PER MONTH | OLD RATE | NEW LOW RATE | ANNUAL SAVINGS | OR ADDITIONAL KWH PER YEAR AT NO EXTRA COST |
|---------------|--|--------------|----------------|---|
| 50 | \$ 2.58 | \$ 2.04 | \$ 6.48 | 216 KWH |
| 100 | \$ 4.01 | \$ 3.35 | \$ 7.92 | 348 KWH |
| 250 | \$ 7.26 | \$ 5.82 | \$ 17.28 | 2,880 KWH |
| 500 | \$ 8.61* <small>*with water heating</small> | \$ 7.32 | \$ 15.48 | 2,568 KWH |

Here are some examples of savings to be enjoyed by residential users of electricity in this community under Pacific Power & Light Company's **NEW LOW RATES**, effective August 22.

Comparable savings will be enjoyed by users of electricity on 13,000 farms to which this progressive company has extended its lines.

Down Goes the Price of Electricity!

Already 47% **BELOW** the national average, the price of electricity in homes served by PP&L will be pushed still lower by the Company's 35th Anniversary system-wide rate reduction!

Savings to residential and rural customers under these new rates will average nearly 14%. That is just like getting one day's free service per week!

The new commercial and industrial rates will bring average savings of about 15% to customers in these two classes. Many commercial customers will save as much as 20% to 30% under the new economy rates.

These are real reductions! And they are brought to you by a business-managed company that pays its full share of our common tax burden, and draws

no hidden subsidy from the public purse!

Ever since it started business in 1910, Pacific Power & Light Company has been cutting the price of electricity. This latest reduction—biggest in the Company's history—is the fifth since 1936. It brings total savings to customers from these cuts to more than \$2,100,000 annually!

That is a record of accomplishment to give you solid assurance of fair dealing and big value from this time-tested public service organization in the better years to come—years when you will be putting more and more of PP&L's low-cost electricity to work through the labor-saving, comfort-giving electrical appliances available after victory!

PACIFIC POWER & LIGHT COMPANY

Your Business-Managed Power System