

THE FUTURE IS ALL ELECTRIC



57% OF ALL NEW HOMES INSTALLED ELECTRIC HEAT
last year in a five-state area we serve. It's really wired sunshine, for it's clean, safe, even heat.

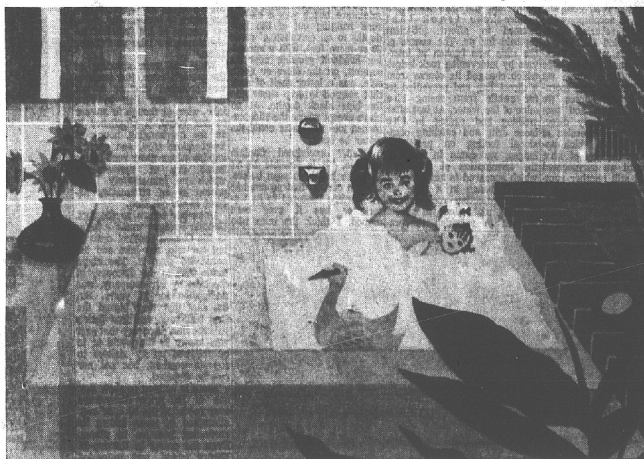
Last year thousands of new homes and apartments were built in a growing five-state area served by Pacific Power. Most of these dwellings were all-electric. And the trend continues. Thousands of older homes are switching to total-electric living.

Yet the cost of operation is reasonable because PP&L rates are so reasonable.

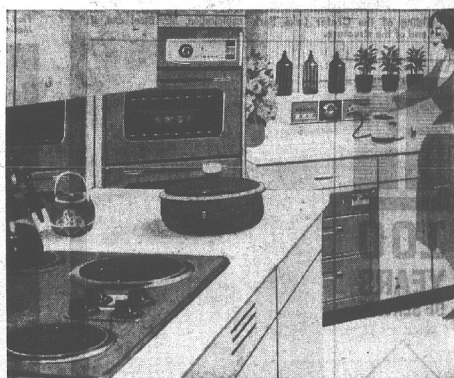
WHY BUCK THE TREND? You'll have such a clean, safe and quiet home when it's all-electric.

And when the day comes that you want to sell (the average home is sold every 7 years), your home will sell faster if it's all-electric. More and more buyers accept nothing less.

So join the trend to better living—protect your investment—go electric as fast as you can! It's so easy...



88% CHOSE A FLAMELESS ELECTRIC WATER HEATER
A new quick-recovery model supplies all the hot water you ever need. It's so safe children can play around it.



96%
CHOSE AN ELECTRIC RANGE

It's the only modern way to cook. You get exactly the heat you dial. Pots and pans stay cleaner.

Consult one of our heating specialists. His services are free. He'll tell you what electric heat or water heating will cost you for your home or apartment.

You can finance the installation of electric heat or water heating (wiring, lighting and other built-in appliances, too) on our easy wire-on-time plan.

You can spread your winter electric heating bills over a 12-month period with our budget pay plan. Ask any office for details.

PACIFIC POWER