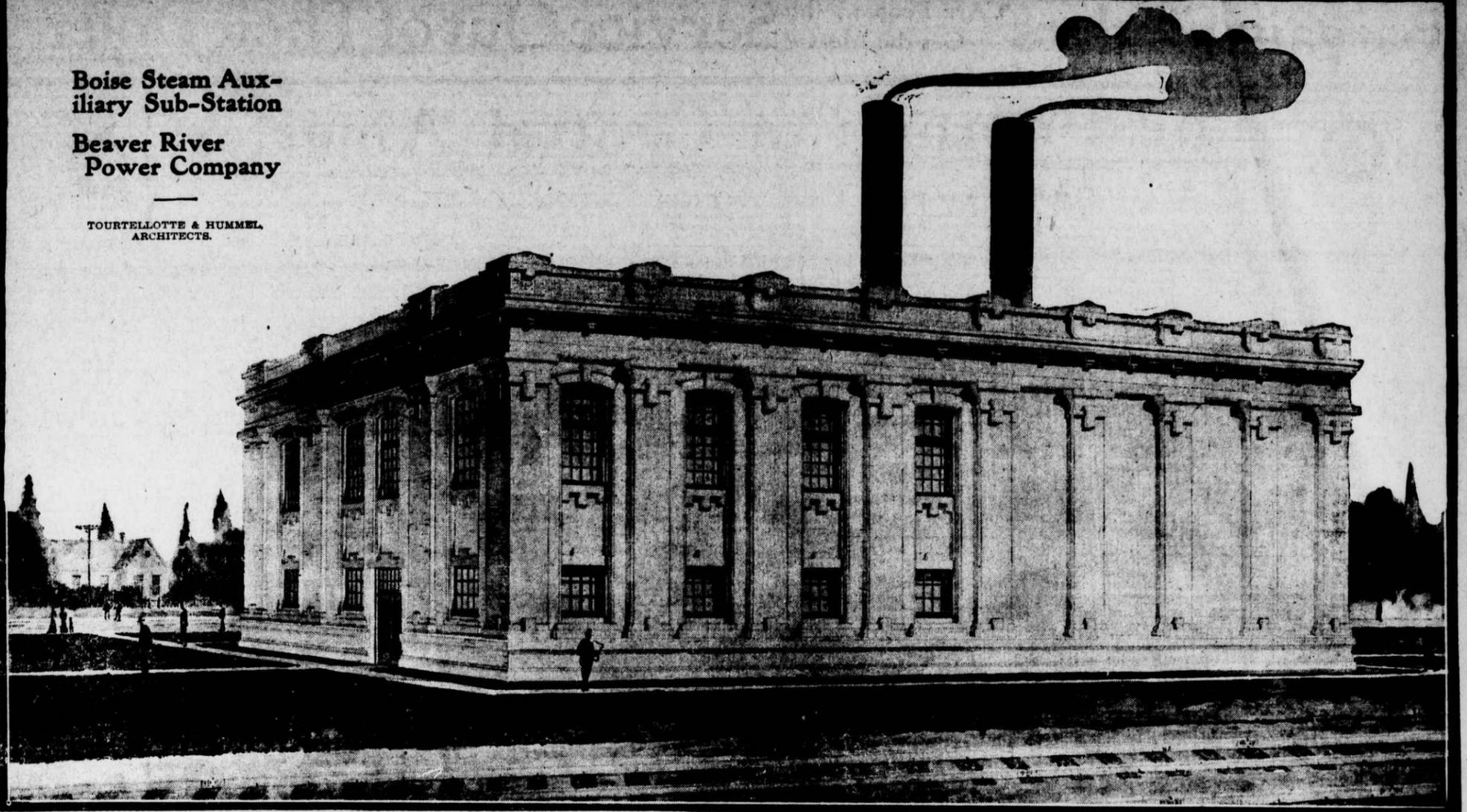


Boise Steam Aux-
iliary Sub-Station

Beaver River
Power Company

TOURTELLOTTE & HUMMEL
ARCHITECTS.



The plant above shown is a part of our guarantee of perfect electric service to the Boise District. This modern steam turbo-generator plant and sub-station is now being rushed to completion at 17th and River streets. It will be operated in conjunction with our 8,000 horse power hydro-electric plant on the famous Malad River, where troubles from low water and ice are unknown. This hydraulic plant is complete and ready to supply current to Boise over a transmission line of the most substantial construction. This combination of steam and water power places the Electrical Service we offer Boise, on a par with that of the leading cities of the West.

Fair Week and "Reasonable Electric Rates"

BOOST BOISE

BOTH ARE NOW AT HAND

For Low Rates on Light and Power, see

THE BEAVER RIVER POWER CO.

OUR RATES

FOR RESIDENCE LIGHTING.

9 cents per kilowatt hour for the first 20 kilowatt hours.
6½ cents per kilowatt hour for the next 20 kilowatt hours.
5½ cents per kilowatt hour for the next 20 kilowatt hours.
4 cents per kilowatt hour for the next 40 kilowatt hours.
3 cents per kilowatt hour for all additional kilowatt hours
Minimum charge, \$1.00 per month.

FOR COMMERCIAL LIGHTING.

7½ cents per kilowatt hour for the first 50 kilowatt hours
6 cents per kilowatt hour for the next 50 kilowatt hours
4½ cents per kilowatt hour for the next 100 kilowatt hours
3¾ cents per kilowatt hour for the next 300 kilowatt hours
3 cents per kilowatt hour for the next 500 kilowatt hours
2¾ cents per kilowatt hour for the next 1000 kilowatt hours
2¼ cents per kilowatt hour for all additional kilowatt hours
Minimum charge, \$1.00 per month.

We save you 25 to 40 per cent on your bills, depending on the class of service, and we guarantee you electrical satisfaction.

Allow us to call and explain this proposition to you.

The Beaver River Power Company

Construction Office 111 South 11th St. Phone 122-J.