

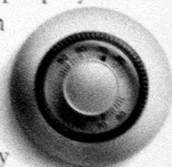
Here the homes are always 72°. Any wonder they call it paradise?

In some parts of the world, people have no trouble keeping their homes at a nice 72 degrees, day in, day out, year after year. If this kind of monotony sounds good to you, maybe you're ready to add a heat pump to your home.

Heat pumps use the refrigeration process to heat your home in winter and cool it in the summer. And with a thermostat that controls the temperature automatically, the only thing you'll ever notice is that your home stays at a picture-perfect 72° day in, day out, year after year.

For more information, please call Portland General Electric's Heat Pump Hotline at 1-800-443-PUMP. We'll provide you with the name of a certified dealer who can tell you specifically how one would work in your home.

Unless, of course, you prefer the excitement of always being too hot or too cold.



Heat Pumps
*In Oregon they're the next
best thing to Paradise.*

P O R T L A N D G E N E R A L E L E C T R I C