

Battle Of The Middle Snake River Not Over As Another Round Said Rapidly Developing

By ROBERT CHANDLER
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SNAKE RIVER CANYON (Special)—No other Pacific Northwest

river, not excepting the main stream of the Columbia or the Deschutes, has been so involved in the hydroelectric policies of the region as this stretch of the Snake River between Weiser and Lewiston, Idaho.

First preliminary were over what is called "Hell's Canyon" stretch. That ended when Idaho Power Company was given a federal license to construct three power projects—Brownlee, Oxbow and Hells Canyon—in the upper canyon east of Baker.

The upper canyon battle finally died when Congress refused to pass a measure calling for construction of a giant federal dam at Hells Canyon.

The fight moved downstream when Pacific Northwest Power Company—a combine of four Northwest utilities filed applications for licenses at Mountain Sheep and Pleasant Valley, downstream from what is called the Hells Canyon area.

Same Groups

Opposition developed from the same groups which fought Idaho Power. They got some unexpected help from Fred Seaton, secretary of the Interior in the Eisenhower cabinet, who felt the proposals did not provide enough storage.

The Federal Power Commission, charged by Congress with licensing hydro developments, turned down the license application on the grounds that any development of this stretch of the Snake which did not include a dam at the Nez Perce site was "inferior".

And this, of course, is true. Nez Perce, on the Snake below its confluence with the Imnaha and Salmon Rivers, is a magnificent dam site, no doubt about it. But, it's good only if either we ignore the salmon fishery resources of the Columbia or if we solve the problem of passing downstream migratory salmon over high dams.

And no one is willing to throw away the salmon resource—nearly one-third of the salmon which pass over the counting boards at downstream dams spawn in the Salmon river, alone.

And the problem of passing fish downstream over dams is far from solved.

Ask Moratorium

There have been proposals that a moratorium be declared on all dam construction in this area of the Snake until the fishery problem is solved.

Well, that might be a long time, indeed.

For it takes six years to observe the life span and reproduction rate of a batch of salmon. From the time the eggs are deposited in gravel beds until those eggs are reflected in spawning salmon is a long time. And it is almost a certainty that more than one generation will have to be observed before anything definite can be learned.

Nez Perce, as noted above, is a wonderful dam site. It would back water up the Snake to Hells Canyon, as well as up the Imnaha and Salmon Rivers, and would provide a total storage capacity of well over five million acre feet.

But, with fish passage an insoluble problem for the time being, some alternate proposal might be considered.

So, Pacific Northwest and its member companies—Pacific Power and Light, Portland General Electric, Washington Water Power and Montana Power—are proposing to build a high dam at the Mountain Sheep site.

Next: How does High Mountain Sheep get away from the fishery problem? Where is it? What storage will it provide? Is there opposition to the proposal?

United Fund Topic Of Lions Meeting

The sound-color movie, "The Silent Crowd," depicting the activities of the various public welfare agencies supported by the United Fund, was shown to members of the La Grande Lions Club at their regular Monday noon luncheon meeting at the Sacramento Hotel.

Bob Wilkins and Willard K. Carey announced the opening of the Union County United Fund Drive on Wednesday, and urged all club members to contribute generously to the drive, reporting that approximately 90 per cent of the moneys contributed remained in this area for public welfare use.

HALL FORFEITS \$21

HOLLYWOOD (UPI)—Former "Dead End Kid" Huntz Hall forfeited \$21 bail Tuesday when he failed to appear in court to answer a charge of drunkenness.

Typhoon Deaths Rise

TOKYO (UPI)—The latest police tabulation today showed 4,404 dead and 649 missing in Typhoon Vera, which slammed into Japan's central Honshu Island on Sept. 26. The official tally showed 30,114 injured and 1,371,324 homeless.

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THE COMPLETE LIBRARY

AIR FORCE ACADEMY, Colo. (UPI)—The Air Force Academy is apparently taking its role as a repository of culture literally. Tuesday the library will get a complete set of Sears, Roebuck catalogs for the years 1892-1936.

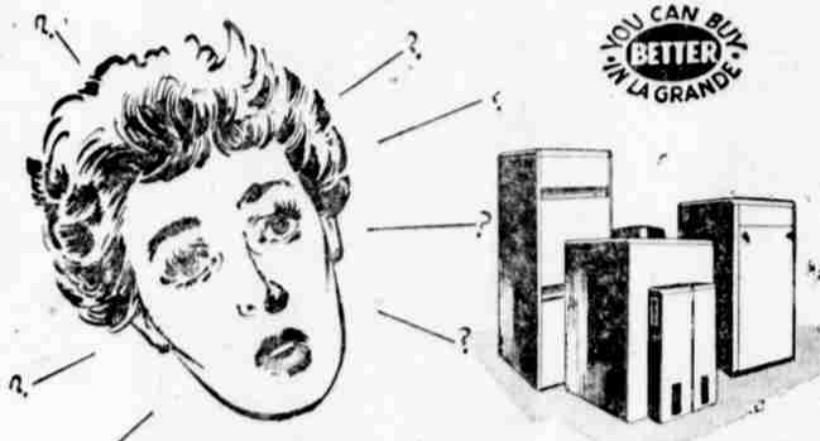
Outbreak Of Cholera

DACCA, Pakistan (UPI)—At least 300 persons died within the last few days in a widespread outbreak of cholera in the district of this capital of East Pakistan, unofficial reports showed today.



MOUNTAIN SHEEP DAM

PNP location of 690-foot high Mountain Sheep Dam on Snake River, a half mile above confluence of the Salmon River, is counter plan proposal by utilities in proposed hydroelectric project.



Don't Guess About Your Furnace

Make sure your heating equipment is serviced properly for the chilly days and frosty nights ahead. Just as you get a seasonal check-up on your automobile, so you should have your furnace tuned for the winter months to come. Now, before cold weather starts and you need heat, is the time to have it checked by a qualified gas service man.

You'll save two ways if you put your heating equipment in top working order before you turn it on. First, you'll save gas because a clean, properly adjusted furnace will operate more efficiently. Second, you'll cut repair bills because a thorough cleaning, lubrication and a filter change will make it last longer and perform without costly and annoying interruptions.

Be assured of comfortable warmth with Automatic Gas Heat



YOUR PARTNER IN WESTERN PROGRESS

for the tops in TV entertainment watch "Playhouse 90"

There's A BIG Difference In Coverage

"The trade of advertising is so near perfection, that it is not easy to propose any improvement. But as every art ought to be exercised in due subordination to the public good, I cannot but propose it as a moral question to these masters of the public ear, whether they do not play too wantonly with our passions." Dr. Sam Johnson

The success of the system of capitalism is based on mass production with mass consumption of goods. Advertising is the catalyst which makes the end-product satisfactory.

Since there is a great deal of competition these days in selling of goods, competition of advertising media for the advertising dollar gets sharper by the day. As competition increases so do professional morals lapse

or disappear altogether and a wayward medium will claim merits for itself that have little or no basis in fact.

The terrific struggle to survive has put some media so far beyond the pale that advertising industries have formed governing bodies to establish rules of conduct and ethics and to organize governing bodies to see that the ethics are adhered to.

Probably the most reliable of these bodies is that which was formed for newspapers. It is the Audit Bureau of Circulations. When a member paper claims a certain "ABC" circulation figure it indicates that the auditors from the head office in Chicago arrived at this figure after auditing the circulation books of the paper—and represents only the PAID figure for a given period.

The auditing is usually done by a different man each year. He is impartial and thorough. The figure he arrives at is accurate. His thoroughness makes it impossible to claim readers that do not exist.

Just as there are different qualities of coverage designed to protect and beautify the female human body so, also, are there different types of coverage of advertising media designed to render sales to the retailer.

Paid circulation, attested to by the ABC, is the true measure of worth of an advertising medium... it is the "pink coat" type of coverage in contradistinction to the common rabbit "Fur" which is so often passed off as the real thing.

Paid circulation leaves a stimulating impression. It is read because it's paid for; it's paid for because it's wanted; it is wanted because it's enjoyed. It is a winning combination and requires no lugubrious claims, tricks or quizz contests to penetrate the average, human mind.

Member of the Audit Bureau of Circulation

