

### Coos-Curry Electric Co-operative First Served Patrons Electricity In Nov. 1940

In November, 1940, the community of Sitkum was preparing for a celebration. The cause? Electricity was coming to Sitkum on lines of the infant Coos Electric Co-operative. And there were other celebrations in Coos County that year as Fairview, McKinley, Lee, Gravelford, Dora, Broadbent and Remote joined onto the co-operative's lines. For most of the communities, it marked the first time that electric power of any sort was available. In a few, there were some privately-owned generators which supplied one home or perhaps the owner's home and those of a few neighbors.

Those celebrations were due in a large part to efforts of Ivan Laird, recently re-elected president of the co-operative which now covers Coos and Curry counties. He saw the great need for electric power in his community and realized what it would mean in better living for himself and his neighbors.

The number of consumers has increased from approximately 300 when the lines were first energized in 1940, to more than 3600 as billed earlier this year. Along with the increase in size, consumers are using more power individually. In 1941, an average of 60 kilowatt hours was used by each consumer. Today, the figure stands at 437, for farm, non-farm and city subscribers.

In the words of Ivan Laird who knew what it could mean to citizens here, "We found there was no boundary for necessity" when it came to power. Accordingly, when other communities organized in the co-operative asked for power, expansion followed. This, in 1944 became the Coos-Curry Electric Co-operative. War-time conditions hampered expansion, and line-building. The vicinity of Port Orford waited until 1946 to get Co-op service, and until 1951 when Bonneville's Bandon sub-station was energized, to get adequate service. Brookings was added to the growing list of cities utilizing the co-operative's power about the same date, with the wholesale power purchased from COPCO, Gold Beach, and Ophir are newer additions to the system. Just completed 57 miles of line in Curry county. With the exception of two areas, Agness and Illahe, area coverage has been achieved. No large applications are left in Coos and Curry counties except those of Agness and Illahe. Co-operative lines now extend to the Oregon-California border.

In the discussion of such a large organization, especially one receiving backing from the federal government, the question of finances naturally enters the picture. One of the stipulations for organizing and continuing an REA-financed co-op, is that a membership fee of \$5 be paid by each user of power from the co-operative. When Laird was organizing the co-operative in 1939, he found many who could not believe that \$5 was the only necessary payment to be made individually for the precious power. A few actually by-passed it because they thought it was phony. On the other hand, some believed that because it was financed by a government loan, there would be no need for repayment. Co-operative members proudly point out that the REA is strictly a paying institution. It gets funds from RFC paying 1/2% interest. These funds are lent to co-operatives for 2%. Administration expenses of REA are paid out of the 1/2% margin. Though there were many red figures in the early days of the co-operative, it is operating in the black now. The Coos-Curry Electric Co-operative at present represents a total investment of \$2,681,931.13 in distribution and transmission lines and equipment. The consumer who uses the average of 309 kilowatt hours per month receives a bill for \$9.44. A rate reduction was put into effect in February, 1947.

Laird credits Jenkins with invaluable assistance in formation of the electric co-operative. It was through his effort that the Rural Electrification Administration was contacted and investigation by that agency's representative was started. (When Laird began to apologize for the size of the loan asked of REA, the representative replied that he was worried it was too small and wanted a larger organization). Together Laird and REA personnel checked the area which would be served by the prospective Co-op, and found potentially large, and beyond their expectations, to justify the forming of a co-op. Dairy men will be interested in the way a Washington, D. C. representative estimated the potential for the proposed co-operative. With Laird, he was surveying the population. Laird counted the number of farms but noticed his partner counting the cows. Finally, he asked why and was told, "Cows tell the story for them. If there are enough cows, the potential will come."

And the potential did come. The original Coos Electric Co-operative grew steadily accompanied by increases in line to outlying districts. Today, the co-operative organized in 1939, has 570 miles of lines, 70 of which were added last year.

### Hendricks Furniture Company Served Curry and Del Norte Counties 5 1/2 Years

The story behind Hendricks Furniture Company is parallel to any of this area—with a small start, but now the largest store of its kind in either Del Norte or Curry counties, with a display of furniture which would be a credit to a city of 10,000 or more. Archie P. Hendricks, native of North Dakota, came to the Portland area as a youth his family, and for many years was connected with Montgomery Ward Company, most of the time at Portland branch store.

Mr. Hendricks came here in 1945, and in 1947, began with a stock about one-fourth the size he has on display today. By good business practices and methods, he has twice had to expand the store to care for the demand.

In addition to his efforts in the furniture business, he serves his community as a member of the school board, and is a past president of the Brookings Rotary club.

The co-operative is making its payments on its 35-year loan regularly. Present indications are that payments can be increased beyond the set amount, retiring the loan sooner. Funds left over, after operating expenses are met from revenue and are used to reduce the debt. In effect, a portion of each power bill paid by consumer-members, represents a partial investment by that consumer in the transmission and distribution on lines and equipment of the co-operative.

When a community applies for power from the co-operative a survey of the area is made. The aim and purpose of the co-operative is to serve everyone within the area desiring service. However, where prospective consumers are located in presently inaccessible areas, they must of necessity wait until feasibility studies indicate that the revenue from such areas will amortize the required investment.

The co-operative built 35 miles of transmission line last year from the California state line to Gold Beach; this line has a capacity of 10,000 KW or ten times the amount being transmitted over the line at present. The Bonneville Power administration will have the public-owned transmission line completed to Gold Beach in September, 1952, at which time the co-operative will be able to feed from either the California-Oregon Power Co. on the south north. In other words, if there is or from the Bonneville line on the trouble on any section of line, only that section need be taken out of service. For instance, if trouble occurred between Gold Beach and Port Orford, Gold Beach would be fed from the south and Port Orford from the

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Economically, it helped communities. Newcomers were inter-

north until the trouble was obliterated.

The co-operative had considerable difficulty with the transmission line until an automatic switch at the state line. Since the installation on February 2, there has been only one outage and that was caused by ice loading which sagged the transmission line down into the distribution line; the line had to be taken out of service until the ice was removed.

By obtaining additional right-of-way, the distribution line will be moved out from under the

transmission line during the summer of 1952. In addition, a contract has been approved for the widening of the transmission right of way. Then few outages will result from falling trees.

Today a staff of 36 full time employees is required to operate the co-operative. Salaries are paid out of the co-operative's funds. The only restriction on employment is that the manager who is hired by the co-operative's board of directors, must be approved by the REA.

Present manager is Bruce Shaver who came to the Coquille

floce of the Coos-Curry Electric Co-operative in April, 1957, from Lewistown, Mont., where he had managed the Fergus Electric Co-operative since its organization in 1938. He is the oldest manager in point of service in this region.

Officers in addition to President Ivan Laird are A. E. Sandbo, of Brookings, vice-president; David Philpott of Bandon, secretary-treasurer; directors are Powell Lancaster of Bridge; Fred Adams of Ophir; Ellis Shull of Broadbent; David Shaw, Gold Beach; Jack Dean of Bandon and Chas. Brooks of Port Orford.

### One Must Be 'Sold' Before that 'Selling' Can Be Done!!



# FURNITURE

## changes a house to a home!



During our 5 1/2 Years Supplying the Home needs of this area we have seen tremendous growth. We anticipate equal, if not greater, growth in the next five years.

—It has been our aim and policy to grow with the community. At all times we endeavor to make available the largest and best selections of home furnishings possible. To this end we have twice enlarged our store from the beginning.

WE ARE PROUD TO BE ABLE TO OFFER YOU THESE FOLLOWING 'OUTSTANDING' LINES OF HOUSEHOLD EQUIPMENT AND APPLIANCES:

#### Home Appliances:

- HOTPOINT—Ranges, refrigerators, automatic washers and dryers, dishwashers and water heaters.
- ADMIRAL—refrigerators, ranges and radios.
- ZENITH—World's finest radios.
- MONARCH—Ranges (electric, gas or wood).
- ZENITH (Marshall-Wells)—Ranges, refrigerators, water heaters, freezers, washers.
- AMANA—upright freezers.
- ARVIN—Radios.
- APEX—Washers.

#### Comfortable Furniture

- BILTWELL—upholstered furniture.
- FLEXSTEEL—Upholstered furniture, tops in quality.
- HARMON—Sofa Beds, rockers, bedroom furniture.

We wish at this time to congratulate the management of Brookings Plywood Corporation for selecting this area in which to invest and build.

—This continuous payroll is all this area needed to stabilize its economy. May the corporation prosper and grow is our wish to them, this together with our agriculture, dairying and tourist business gives a feeling of security and stability.

- MENGEL—Top quality bedroom furniture.
- SIMMONS—Beauty Rest Mattresses and Hideabeds.
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- ENGLANDER—Famous rubber mass and foundations. 20-year guarantee.
- VIRTUE—Chrome dinettes.
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#### Floor Coverings

- ARMSTRONG—Quality inlaid linoleum, tile and felt base.
- CONGOLEUM-NAIRN—Inlaid linoleum and Gold Seal rugs.
- PABCO—Famous California originals in inlaid linoleum.
- FIRTH—All wool carpets.
- MAGEE—All wool carpets.

# Hendricks Furniture Company

Curry and Del Norte's Largest and Most Complete Furniture Store

Phone 2841, On Highway 101

BROOKINGS, OREGON