

**SPENT DAY IN TOWN**

Mr. and Mrs. Art Stefani of the Ione section spent several hours in Heppner on Wednesday. Stefani drives a school bus for his district just to keep his hand in while not engaged in producing a crop on his big wheat ranch.

Mrs. J. E. Swanson of Ione was a business visitor in Heppner on Wednesday.

**WEDNESDAY VISITORS**

Mrs. A. C. Crowell and daughter of Morgan were attending to business matters in Heppner Wednesday.

**OFFICERS' SCHOOL**

School of instruction for officers is on the program for the regular meeting of Ruth chapter, OES, Friday evening, March 5. The associate grand conductress will be

present to conduct the school at 8 p. m., according to Mrs. Emma Evans, worthy matron of the chapter, who urges all members to be present.

**PANCAKE LUNCHEON**

Ladies of the Episcopal guild will observe Shrove Tuesday with the annual pancake luncheon at noon which will be open to the public.

The luncheon will be served in the parish house. There will also be a card party in the afternoon from 2 until 5 o'clock. The date is March 9.

**VISITS IN PORTLAND**

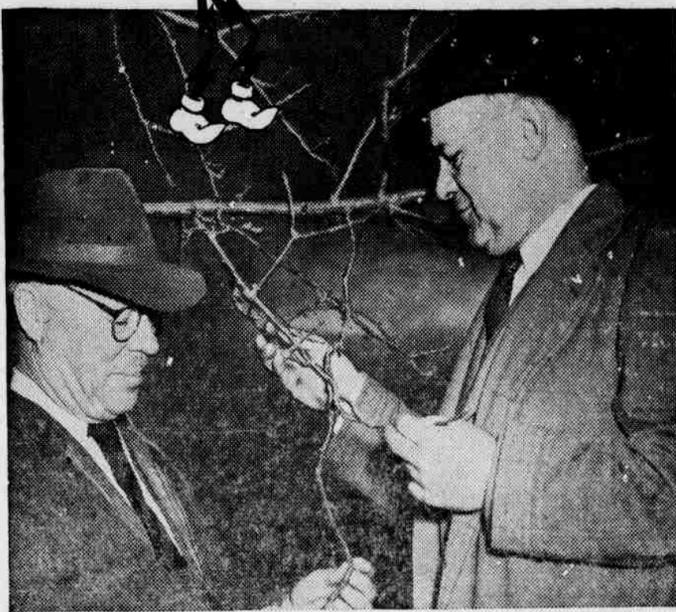
Mrs. Lee Sprinkel spent last week in Portland visiting at the home of her son-in-law and daughter, Mr. and Mrs. Vernon Scott. The Scotts accompanied her home to spend

the week-end in Heppner and Lexington.

**VISITS PARENTS**

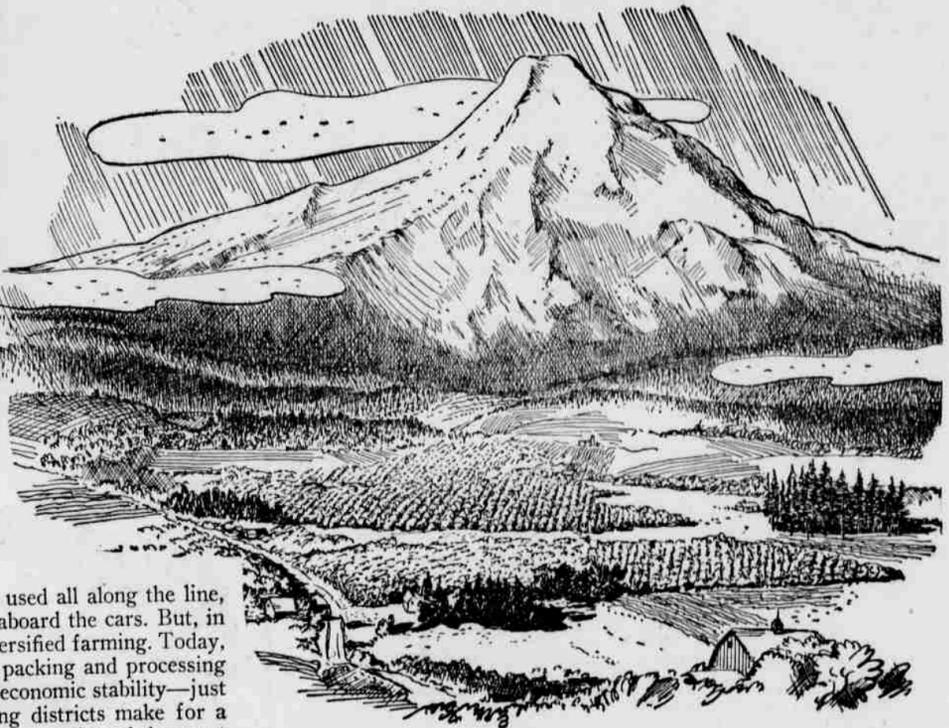
Lt. Arthur W. Bergstrom, son of Mr. and Mrs. C. A. Bergstrom of Eight Mile, spent a five-day leave visiting his parents last week. Mr. and Mrs. Bergstrom took him as far as Portland on his return to San Francisco.

# "What's Fruit Got to Do with Electricity in Hood River?"



RODERICK McRAE (right) examines Newtown apple buds with Leroy Childs, Supt., Oregon State Experiment Station orchard. Native of Washington (educated at W.S.C.), Rod has been with PP&L for 23 years. First worked as lineman at Yakima, then moved up as electrical superintendent and manager through five PP&L districts before taking charge at Hood River. Present district includes both the Hood River Valley and the White Salmon and Goldendale area across the river. Active in civic affairs, his present responsibilities include chairmanship of Utilities Division, Civilian Defense Council. Two years in the army in World War I, Rod spent 10 months in France, winding up in command of Company H, 56th Engineers.

One of a series of twelve advertisements about the men who manage PP&L business in Oregon and Washington



Wondrously fine fruit made Hood River famous—and electric power is used all along the line, from the time of the first spraying until the last box is loaded safely aboard the cars. But, in recent years particularly, there has been a definite trend toward more diversified farming. Today, PP&L electricity is busy hatching chicks and milking cows, as well as packing and processing fruit. Diversification of agricultural products is giving the area greater economic stability—just as the much more widely diversified activities of all 12 PP&L operating districts make for a strong, dependable electric system. Because PP&L serves a complete cross-section of the great Columbia Basin, users all over the system have their electric service protected against local adversities, and through the years have found the benefits of business-managed system operation consistently reflected in lower and lower rates.

● Ordinarily, you may never have occasion to think of the PP&L organization as going beyond the pleasant girl who gives you your change, the service man who helps you out of trouble, the lineman you see working on a pole-top, or the District Manager whose responsibility it is to keep your service running smoothly

Yet, the fact is that you are actually being served by the whole family of districts. In Hood River, for example, Rod McRae knows that he can pick up his telephone and reach any one or all of the 815 men and women who make up the PP&L organization. Expert assistance from other districts and from the system's headquarters staff

is immediately available to help solve his technical problems, or to meet emergencies.

Whatever the problem, he knows he can have exactly the right specialists on the ground in a few hours. Or, he can call in as much equipment as he needs—without having to buy it for one job in his district and then support it through idle months.

To you, these advantages of system operation mean better and better electric service. What's more, these are big reasons why PP&L can shoulder a tax load of more than \$1,150,000 a year, and at the same time supply residential electric service at rates 43% below national average!



...YOUR BUSINESS-MANAGED POWER SYSTEM