

HERE ON BUSINESS

Mr. and Mrs. Russell Morgan of Hillsboro spent the fore part of the week in Heppner on a business mission sold a five-acre tract adjoining Heppner Lumber company property to Clyde Denney. The tract is part of the E. E. Clark estate.

SETTLING IN PORTLAND

Mr. and Mrs. Lester Doolittle drove up from Portland the first

of the week and are spending several days in an effort to dispose of their residence property in Heppner. They have decided to make Portland their permanent home and have purchased residence property at 3415 NE 60th street.

GETS SECOND PROMOTION

Carl F. Bergstrom of Eight Mile, in town early this week, stated to the Gazette Times that his son, Lt. Arthur W. Bergstrom, recently was

promoted from junior grade to senior grade and is now in command of a ship in the Pacific area. This is Arthur's second promotion within the past eight months.

PAST MATRONS MEETING

Mrs. Sara McNamer will be hostess to the Past Matrons club of the Ruth chapter of the Order of Eastern Star Monday evening, March 22. The meeting will open at 8 p. m. at the Lucas Place.

BOOK DONATIONS SOUGHT

There is an urgent call for books for our men in the armed forces. The plea is for good books rather than for something cheap or trashy—books that you like best and would prefer to keep in your own library. Donations may be left either at Humphreys Drug company or at the Heppner library.

The Dalles Sunday where she spent several days. Mr. Dix submitted to an operation on Wednesday of last week and is reported improving satisfactorily.

SLIGHTLY BETTER

Henry Schwarz is showing a little improvement, according to his son Leonard, who, with Mrs. Schwarz visited the patient in The Dalles hospital Sunday.

REPORTED IMPROVING

Mrs. W. O. Dix returned from

"Your electric bills are lower because Bill Lackaff is working for you down in Bend!"

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



WILLIAM A. LACKAFF (left) District Manager at Bend since 1929, started in with PP&L 27 years ago. Born in Vancouver, Washington, Bill's first job was as a clerk. During World War I, he took leave of absence, served 8 months overseas in the Medical Corps. After the Armistice, Bill returned to PP&L, working his way up to become Manager at Toppenish in 1921. Transferred to system headquarters in 1923, he served 6 years as Purchasing Agent before assuming present responsibilities. Photographer found Bill doing on-the-ground work with Tom Jobe of the line crew.

● No matter where you live within the PP&L system, this man has *something* to do with keeping you supplied with low-cost electricity. While he's known as our Bend District Manager, this doesn't begin to describe his job.

You might say he works for the whole Pacific Northwest—and that's exactly right. He's one of our team of 815 men and women that make

up PP&L's experienced organization. It's the work they do *together*—that keeps the service running smoothly in every part of the system.

The big value of this *system* teamwork is pretty clear when you realize that PP&L supplies residential service at rates 43% *below* the national average, and at the same time shoulders a tax load of more than \$1,150,000 a year.

The beautiful pine forests of the Deschutes country are supplying millions of feet of urgently needed lumber for Uncle Sam. But, at the same time, this district knows the stability that comes from diversification of products, and is constantly developing its rich farm and range lands. In the same way, 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. Through the years they have found the benefits of business-managed system operation consistently reflected in lower and lower rates.



...YOUR BUSINESS-MANAGED POWER SYSTEM