

LEAVING FOR TEXAS

Mrs. Vawter Parker, daughter Cecelia, and mother, Mrs. Julia Barry are departing this weekend for Van Alstyne, Texas, to make their home for the duration. Mrs. Parker has been busy several weeks disposing of household effects in preparation to make the change.

Originally from the south, Mrs. Parker and Mrs. Barry have relatives and many friends in Texas and neighboring states. Van Alstyne is about 50 miles from Dallas.

VISITING SON AND FAMILY

Mr. and Mrs. L. R. Elliott of The Dalles are guests this week of their son, Blaine Elliott and family.

MRS. ELLIOTT'S FATHER BURIED AT THE DALLES

Blaine Elliott and children drove to The Dalles Monday where they with Mrs. Elliott attended the funeral of her father, M. Remington. Mr. Remington passed away in Portland Friday morning, April 9, having been taken there two months

earlier to be cared for by another daughter. Mrs. Elliott left for Portland Wednesday, April 7, upon receipt of word that her father was very low.

Central Market after an absence of several weeks spent with Mr. Gaily at Pendleton.

HERE FROM GARDEN CITY

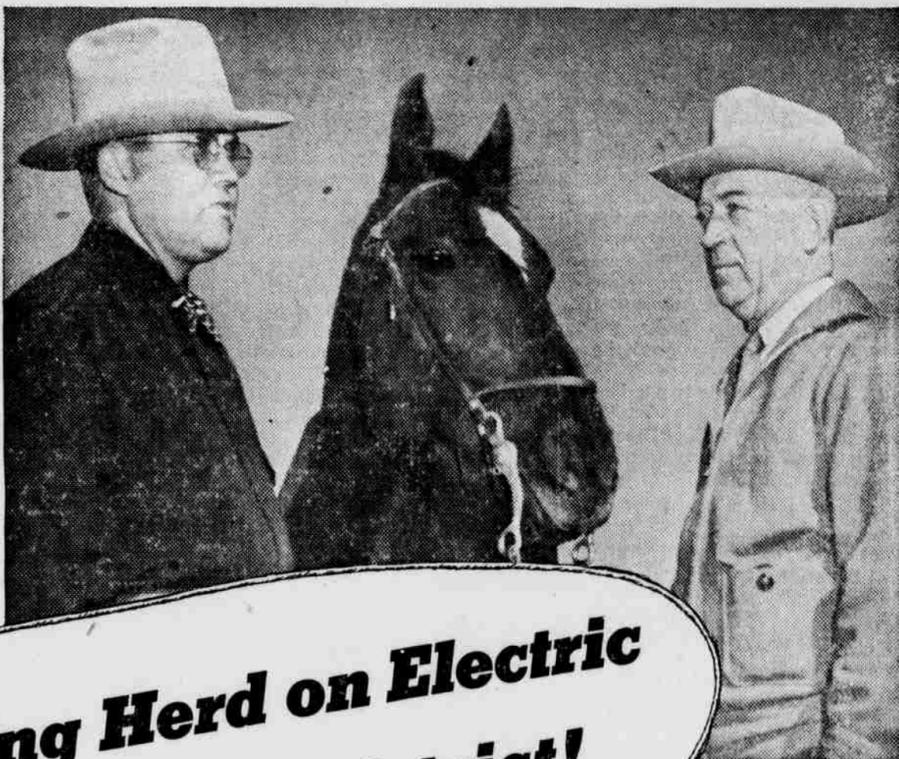
Henry Blahm, former Willow creek rancher and for a number of years a resident of Walla Walla, is spending a few days in Heppner on business.

RETURNS TO HEPPNER

Mrs. Hubert Gaily has resumed her position as bookkeeper at the

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

WILLIAM HOMER BEALE, (left), PP&L's District Manager at Pendleton, looks over a "Round-Up" horse with Lester Hamley, President of the famed cowboy outfitting company. Homer, a native of the Northwest and graduate of Washington State, started in with PP&L 22 years ago as a lineman's helper in Pomeroy; worked his way up as meter tester and local agent, becoming Manager at Goldendale, where he served 6 years before moving to his present job.



It's a Real Job Riding Herd on Electric Service in the Pendleton District!



● There's quite a piece of country in our Pendleton District. It stretches across the wheat lands and over the hills to Heppner, Lexington and Ione. Then there's Hermiston, Umatilla, Stanfield, Echo, Pilot Rock, Helix, Adams, Rieth. And, it takes a lot of "know how" to meet all the different electric service problems to be found in such an area.

But, the PP&L organization is accustomed to meeting all kinds of problems, and has the system resources to back up every one of its 12 operating districts. It's a team organization, tested by experience and full of resourcefulness. And when some unusual problem arises, the key men know that expert advice and help is no farther away than the telephone.

This has a lot to do with the fact that your electric service goes on, without your thinking about it, 24 hours a day, and 365 days a year. It's one of the things you don't have to worry about—and one of the few things that isn't costing more money. In fact, PP&L's average residential rate today is less than half of what it was 15 years ago—*exactly 43% below* the present low U. S. national average!

● Every visitor who ever has seen Pendleton at "Round-Up" time is sure to carry away a colorful picture of that world-famous four-day celebration. But that is only a part of the Pendleton story. The year around, this area presents a pageant of productivity—against the deep and stirring backdrop of the Blue Mountains. Wheat, cattle, sheep, timber, hay, saddles, and cow ponies! They're all a part of the economic picture. In the

same way, the much more widely diversified activities of all 12 PP&L operating districts make for a rugged, 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 benefits of this business-managed system operation consistently reflected in lower rates.



....YOUR BUSINESS-MANAGED POWER SYSTEM

