

fight with our sleeves rolled up and our shoulders to the wheel. The war will go on. If Uncle Sam can't borrow our dollars he can tax them out of us. Make it easier for him by loaning him your money.

Oregon lost a valuable citizen in the passing of Mac Hoke. While never seeking political office, he contributed far more than the average public of-

ficial to the welfare of the state. He devoted his exceptional talents to the upbuilding of agriculture and was identified with the leadership in numerous branches of farm life, not only in the state, but nationally as well. His loss will be keenly felt in those organizations to which he devoted much of his time and to the host of friends who deeply regret his passing in the prime of life.

**UNION MISSIONARY MEETING**

The summer meeting of the local union missionary society will be held at the Christian church, Friday, 2:30 p. m. June 29. Members and friends are urged to be present.

**ATTEND CEREMONIAL**

Several Heppner people drove to Portland Friday to attend the Shrine ceremonial in which a large class of candidates was initiated.

Among those going from here were Mayor and Mrs. J. O. Turner, Mr. and Mrs. M. D. Clark, Mr. and Mrs. Blaine Isom, Mr. and Mrs. James Davis, Mr. and Mrs. Harley Anderson, Mr. and Mrs. Floyd Worden and Terrell Bengte. There were 487 candidates in the class.

Mrs. Ruth McNeil of Pendleton spent Father's day with her parents, Mr. and Mrs. James Cowins.



Lt. Proctor and daughter, Rebecca Ann, Port Arthur, Texas, in happy reunion. A bomber pilot, Lt. Proctor was shot down over Germany and returned to this country aboard the Gripsholm. He is providing for her future with War Bonds.



S/Sgt. Floyd M. Chadwick, Chickasha, Okla., displays flag captured during fighting in Italy, as he recovers from wounds. "I think all the boys in my outfit bought bonds," he said recently. "We will have substantial nest-eggs when this war is over."



T/Sgt. Len J. Hudgeons, San Antonio, Texas, whose left leg became paralyzed by sniper's bullets, lay 14 days on battlefield and was then taken prisoner by Germans, phones his wife that he bought War Bonds while on "the sidelines."



Pvt. W. H. Edwards, Hayti, Mo., glad he can still buy War Bonds for wife and six children while awaiting artificial leg. He lost his leg in European action. Nazi wired him as a booby trap and he lay 70 hours on field.



T/4 James G. Kahlo, Los Angeles, Calif., wounded in Luxembourg, and transferred to McCloskey Hospital, wears gray beard as evidence of his hardships. "There is no better investment than War Bonds," he says.

U. S. Treasury Department

# JUNE 16, 1910

**DO YOU REMEMBER THAT DATE?** It marks an event of interest and significance to every customer of Pacific Power & Light Company.

It was the day this Company was incorporated, the day it officially began a development program which has contributed tremendously to the electrical progress of this region in the past 35 years!

On June 16, 1910, the scattered electric plants and lines forming the nucleus of the Company's system served fewer than 7,500 customers. Today, more than 76,000 homes, farms, businesses and industries in 21 Washington and Oregon counties receive low-cost, modern electric service from PP&L.

In 1910 only a handful of farms in the entire Pacific Northwest had as much as bare electric lights. Today, Pacific Power & Light Company alone serves more than 13,000 of the nearly 100,000 electrified farms in Washington and Oregon.

When this Company started business 35 years ago, it had only 388 miles of pole lines. Today, it operates 4,600 miles of lines—enough to reach from Astoria to New York, and halfway back again.

On June 16, 1910, 59 communities in the Company's present service area had no electric service whatever. Perhaps a score of others had electricity only from dusk to midnight. Today, all of these communities have 24-hour-a-day electric service!

In 1910, it was commonplace for isolated little power systems to get 10, 15, or even as much as 25 cents a kilowatt-hour for the output of their uncertain dynamos. Today, PP&L receives an average price of only 1.88 cents a kilowatt-hour for residential service.

Thirty-five years ago, electric cooking was a new-fangled novelty, electric refrigerators were unknown, radio was only the "buzz-buzz" of Marconi's "wireless." Today, thanks to American business enterprise, thousands of homes on the PP&L system enjoy the use of electric ranges, automatic electric water heaters, electric refrigerators, washers, ironers, vacuum cleaners, and scores of other modern electrical comforts and conveniences — all for a few cents a day!

Yes, the 35 years from June 16, 1910, to June 16, 1945, have been years of swift, far-reaching progress.

And the same road leads on to ever-new horizons!

## Pacific Power & Light Company

1910 - Your Business-Managed Power System - 1945