



50 YEARS OF ELECTRIC LIVING

HEPPNER

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# Pacific Power Notes 50th Anniversary

## Miracle of Electricity Changes Life

The miracle of yesterday soon becomes the commonplace of today—and this is true of electric living.

In 1879, Americans jammed special trains bound for Menlo Park, N. J. to see Thomas A. Edison's marvel, the incandescent light bulb—the practical beginning of electric living in this country.

Yet today we flick a handy switch and bathe a room with light as casually as blinking our eyes. We accept all the wonders of electric living invented and mass produced in the 80 years since Edison ingeniously revolutionized our lives.

It's difficult to envision life without electricity. Our "sky-scrapers" would be four stories high—as high as we would be willing to climb. Our homes would lack the more than 60 electrical appliances and devices—kitchen ranges to hair dryers—now serving homeowners. Our factories still would use only steam engines; our hospitals would have no x-rays.

Today, a resident of Pacific Powerland lives in the most electrified region in the nation. His home uses twice as much electricity each year as the national average, supplying him and his family with electric labor equal to over 100 human household servants.

A PP&L customer in a rural area can adapt electricity to 450 different uses about his farm and home.

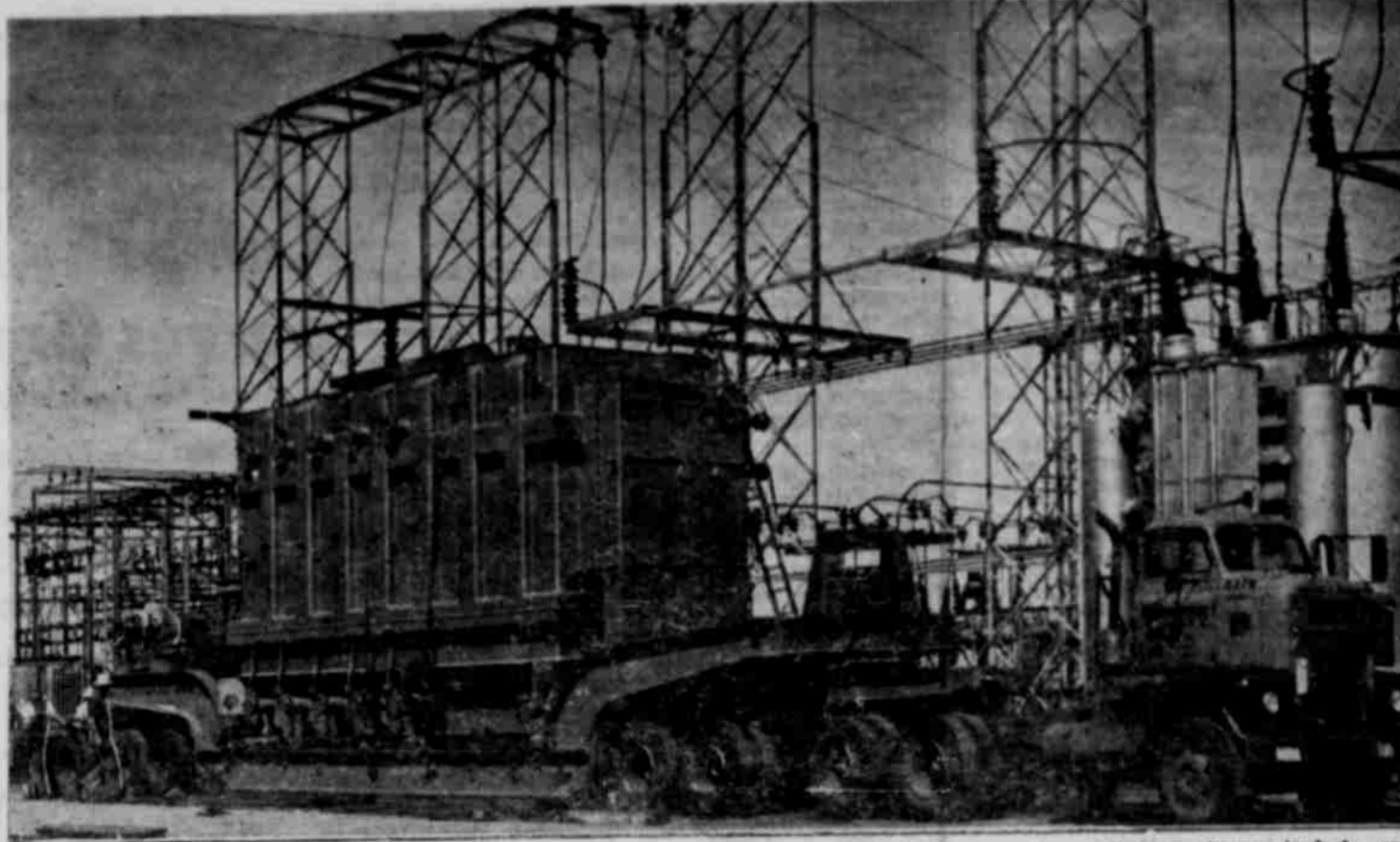
If he works in a factory with electric-powered machinery he has an average energy equivalent of 240 men at his fingertip control in an 8-hour shift.

We can look forward to many more miracles in our electric way of life. Tomorrow's home will be illuminated by solid walls of light. We will sleep under an electric blanket that cools us in summer and warms us in winter. The homemaker will slip a punched card into a tiny kitchen electronic computer and it will prepare the entire meal. Clothing will be washed without water, soil being whisked away by use of static electricity.

The wonders of electric living are ours because of the efforts of leaders in the electric industry, typified by the men who direct the plans and pioneering of Pacific Power & Light Company. The myriad services of electricity which provide the ultimate in comfort, convenience and enjoyment of our daily lives are the result of 50 years of progress by an industry which has been paced by the local utility.

## Tax Payments Large

As a taxpaying citizen and supporter of local government services Pacific Power & Light Company paid \$6,295,000 in state and local taxes for 1959.



Massive electric transmission and generating facilities built by Pacific Power & Light Company to supply its customers include record-sized installations in the Northwest. Huge transformer is a 230,000-volt giant, typical of units at load centers for PP&L's system.

## Heppner's Pioneer Plants Had Problems

The magic of electricity first brightened the night sky in Heppner in the year 1893.

Energy for the light strung along the town's main business street, and probably adorning the bars in the best thirst-slacking emporiums of this wheatland county seat, came from a small steam engine electric

generating plant.

Founder of this system was H. V. Gates, who had been granted a city franchise to supply the service, a year earlier, and then organized the Heppner Light and Water Company. His associates in the enterprise were Thomas W. Ayers and James D. Hamilton.

The idea of getting rid of the coal-oil lamps for the flickering globes invented by Edison was still pretty revolutionary, and it was a good many years before every house in Heppner and the nearby ranches were to boast of the new lighting system.

### Flat Rates for Service

Like many of the pioneering systems of that era electricity was sold in Heppner at a flat rate per month. A single 16-candlepower globe, equivalent to a 20-watt bulb of today's standard, was \$1.45 per month if you kept it burning until 10 p. m. If you wanted service until midnight you paid \$2. Business firms, like the hotel and the saloons, could have service all night at \$2.80 for each bulb.

The whirring of the power generator and the hiss of steam of the old Heppner company plant kept the lights burning most of the time. But the frequent outages often stretched into days while the plant was shut down for repairs or emergencies. There were no inter-connections of systems such as assure dependable service for customers of today's electric service companies. That was to come along later, as the industry expanded and the men who pioneered the industry learned how to transport power over longer and longer transmission lines.

### Small Plants Overtaxed

During the first decade of the new century the growth of the business taxed the capacity of the initial plant, and the firm rebuilt its power station in 1911, adding two 125-horsepower steam engines and two General Electric generators.

The units were capable of producing 50 and 100 kilowatts of electricity, a mere fraction of the 70,000 kilowatt units at Pacific Power's quarter-million kilowatt Swift plant on the Lewis River.

The two generators gave the company alternate machines in event of trouble, and the greater dependability of service helped attract more business. By 1915 the company was able to expand again by extending an 11,000-volt transmission line to Ione. It also built a distribution system for the neighboring community of Lexington.

Sale of the Heppner Light and Water Company to the Sherman Electric Company in 1927 was a part of a trend of the 1920's when growth of the small systems pushed them beyond their ability to meet the customer's needs and larger plants were required.

One of the plans of the new combined operation was for a hydroelectric plant on the John Day River, but this was abandoned in favor of an interconnection with the Pacific Power &

Light Co. PP&L was then serving communities and rural areas of Umatilla and Wasco counties. The next year the Sherman Electric Company facilities were purchased by the Inland Power & Light Company. And two years later Pacific Power and Light came to Heppner when it assumed the responsibilities for the services to communities of Morrow, Sherman and Gilliam counties.

Pacific Power began to build transmission lines to connect the newly acquired properties with the remainder of its system. Gradually, the small obsolete generating plants were retired from service.

### Interconnections Aid Service

Bringing the struggling systems into an interconnected operation was a milestone in the progress of the utility industry in this area. From then on, when one plant broke down service could be supplied from a neighboring plant, or power brought in over an interconnection of the loop circuit.

Use of electricity has continued to grow through the Pacific Power system, and today the area known as Pacific Powerland is one of the most electrified in the nation. During the first decade of the company's services, the average household used about 200-kilowatt hours of electricity. This is less than a modern "electric living" household uses in a week in most of the PP&L area.

And with the increased use and the larger power systems making possible greater economies in operation, the cost of the service has gradually declined from the 20 and 30 cents per kilowatt hour of the earlier years to slightly more than one cent a kilowatt hour for residential service in the Heppner area.

### Farm Uses Many

Researchers in the United States Department of Agriculture point to more than 450 different applications of electricity on the farm and in the farm home.

In Pacific Powerland, one of the nation's most electrified regions, continuing rural electrification efforts of PP&L have made it possible for farm families to live better electrically. There have been many real changes from the early days when us of electricity on the farm was limited to lighting and pumping water.

From burglar alarms to barn cleaners, Reddy Kilowatt supplies the power of many hired hands on the farms of Pacific Powerland.

## Company Born in 1910 Serves Growing Area

Fifty years of electric utility service pioneering and power supply development, and the role of Pacific Power & Light Company in helping to build the areas it serves, are being recognized during 1960 in observance of the Company's 50th anniversary year.

The first half-century of progress of the company, now one of the region's leading industries, also highlights the vigorous growth of the extensive territory served by PP&L in five states of the Northwest.

Significant chapters in the story of how the "magic of electricity" came to the farms, factories and homes of Pacific Powerland are featured in this special newspaper supplement edition.

Formed of four small local power companies that were struggling in 1910 to stay in the business of providing electricity to illuminate streets and stores and homes, Pacific Power started with 10,780 customers in 14 towns and rural areas of Washington and Oregon. With growth of the Northwest, and as a result of mergers with neighboring utilities, the company now serves over 317,200 customers.

### LIGHTS WENT OFF EARLY WHEN DAD "SPOONED" MOM

When the newly-founded PP&L too over the pioneering systems the idea of regular 24-hour electric service was a rarity in the industry. Power plant breakdowns often stretched into days. House and street lights usually went off at midnight, when the plant operator went home to sleep. If Dad was still spooning Mom, they lit an oil lamp, adding to our language the apt expression "burning the midnight oil."

Compared with the large hydroelectric and steam-electric power plant capacities required for today's modern system, the total of 10,600 kilowatts of generating capacity needed for the fledgling power company was a mere drop of supply.

But in those days the average household "burned" only a few globes. A laundry iron was a cherished gift to a bride. Clothes washers were wooden-tub affairs.

Service was sold for 15 to 20 cents a kilowatt-hour in those days. Some companies provided a 16-watt bulb and kept it lit for 75 cents a month. An extra globe for the front porch was supplied for an additional 25 cents a month.

The major industrial consumer of electricity in 1910 was usually

Employees also kept busy selling new appliances to more homes and farms, and electric service to factories, then largely powered by their own steam engines.

Although electricity now is used universally, Pacific Power continuously engages in a broad-based program to stimulate greater use of its service commodity and also aid the economic development of its service areas.

### PP&L PIONEERS FARM ELECTRIFICATION IDEAS

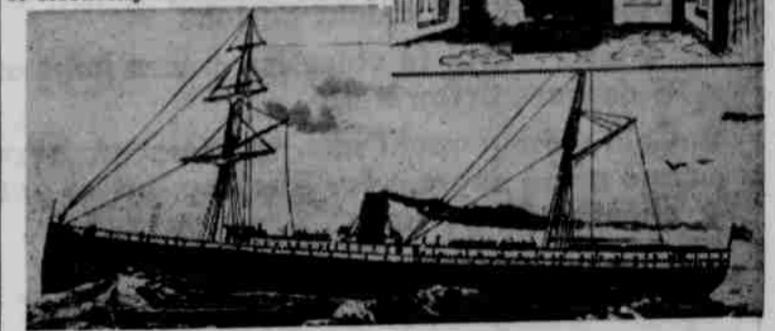
The company's interest in agricultural research, 4-H youth projects and the growth of crop and livestock industries are a result of the recognition in 1910 that the success of the company would depend upon the prosperity of agriculture in its region. Over the years, the company's pioneering of farm electrification has received national recognition.

The company's farm agents drove the countryside's dusty and muddy roads helping farmers build their first electric brooders and pump-irrigation systems. As a result, four-fifths of all of PP&L's present distribution circuits are serving rural areas and farms.

One rural area circuit is still known as the "Moo Cow" line because it powered some of the first electrified dairy barns in the nation.

### METER MEN CARRIED IRONS TO HELP BOOST APPLIANCES

Boosting use of electricity and sales of appliances called for in-



First commercial installation of Edison's incandescent light was aboard S.S. Columbia, shown above in an old Scientific American drawing. Vessel reached Portland, July, 1880; showed off its lighting.

the town's street railway, often an affiliate of the utility system itself.

### NEW COMPANY DEVELOPS RELIABLE POWER SUPPLIES

The million kilowatts of power now provided customers by Pacific Power could not have been envisioned by its founders in that first decade of the 20th century. But they believed additional investments in new facilities could offer the growing Northwest a dependable electric service.

That was the challenge then confronting the electric industry everywhere.

During the first year of PP&L's life the company built 200 miles of transmission line to link together its scattered systems. The lines assured more reliable service by exchanging power when any one plant broke down. Next the company began to modernize its small hydroelectric and steam-electric plants and build larger ones. Several of those new plants of the first decade are still part of the power supply system.

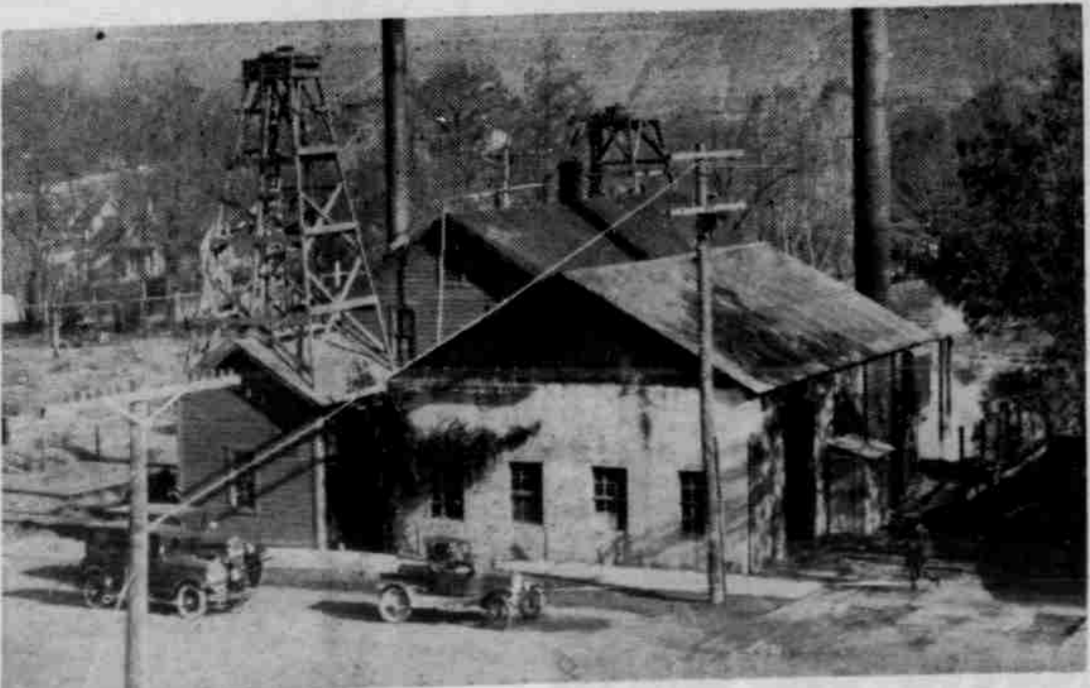


genuity and hard work in those days.

In the towns the meter readers carried the new-fangled "electric-irons" under their arm to introduce the convenience to housewives on their route. The new appliances then were placed in homes on a trial demonstration. One advertisement in that era suggested brides could help their husbands to success by using more work-saving electric appliances. The idea was she wouldn't be as weary when hubby came home, and could help entertain his friends, go partying, play bridge.

A measure of the extent which households now are enjoying the convenience and comforts of electric living is indicated by the amount used in the average home served by PP&L. When the company was founded, the "modern home" used about 200 kilowatt-hours annually. That wasn't as much in a full year as many homes now use in one week. The residential use of electricity in Pacific Powerland

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The automobile sedans of the mid-1920's double-parked in front of the old Heppner steam-electric generating plant date this photograph of a local electric service landmark. Plant served area for a quarter-century. Ubiquitous Model T Ford was typical of the line service trucks of the era, covering thousands of miles annually running down troubles on the lines and restoring service to customers.