

Modern Appliances 'Ideal Servants'

Did you ever count the electric motors in your house?

The result is as surprising as counting the number of pockets in a man's coat, vest and trousers. There are more than you think.

Then count other electric appliances that do their work without motors—your electric range, water heater, toaster, percolator, steam iron—and the radios and television sets that entertain you.

These are your electric servants. On a national average every home has eight or ten major electric appliances. Here in Pacific Powerland a PP&L household uses twice as much electricity as the national average for the many modern comforts

and conveniences provided by electric appliances.

Home Servants Increase

Today's electric appliance dealers have available more than 60 items that help every member of the household enjoy a higher standard of living and greater convenience, comfort and recreation.

Residential customers of Pacific Power & Light Company are using an average of 8,000 kilowatt hours annually. In terms of human energy, that means that the average household on the PP&L system has in its electric appliances the equivalent of 100 full-time servants.

Who thinks of that? Even today's grandmothers, whose

memories go back half a century, are now so accustomed to the ease, speed and economy of their household staff of 100 Reddy Kilowatts that they are as inclined as their grandchildren to take it as something that was always there.

But it wasn't so in 1910 when Pacific Power & Light Company was formed to bring dependable service to the home. An electric appliance was a rarity.

Wash Boards Prevailed

There were electric washing machines, but they were crude adaptations of the old wooden tub washers. If you had electricity, you could also have a toaster, a percolator, an electric vacuum cleaner and an electric iron. If you were very fashionable and carried 1910-style electric living way out, you could have an electric chafing dish. The crude electric range basically a wooden cabinet with plugs where utensils could be plugged in, was very new.

For most households, electric lighting was the extent of their use of electricity.

Pacific Power was quick to urge housewives to put electricity to work doing their chores. PP&L put Hotpoint electric irons on sale at bargain prices and was one of the first utilities to really push washing machines into customers' homes.

Pacific Power began to show people, through demonstrations, that they could do much more with electric power than just replace their old kerosene lamps. They could "live better electrically." Early day meter readers carried irons under their arms, ready to show them to housewives.

In the second decade of this century, the power company went full-scale into the business of selling appliances, and continued until the start of World War II.

Sales staffs were backed by major advertising campaigns in local newspapers. A power company ad in 1918 proclaimed patriotically that an electric range "will save coal for Uncle Sam and Time and Labor for You!" Demonstrators fanned out over the areas where the company operated.

Installation Buying Started in a revolutionary move, installation buying was inaugu-

rated by the company. Washing machines and irons were offered for \$5 down and no monthly carrying charge. The company would wire your house free, if you bought one of its electric ranges. And in the Willamette Valley in 1918, you were given a free electric toaster or iron if you paid your electric bill by the tenth of the month for a year straight.

It was the conviction of early company leaders that increased use of electricity was the pathway to better electrical service. This was a factor which has given the Northwest the leadership it still holds in residential use of electricity. It had an influence as well on the appliance industry.

In the early days the Thor washing machine company was about to call it quits when a Pacific Power order for a carload of washing machines for just one little town in eastern Washington convinced its management that the tide had turned.

Farm Service Pioneered

Even on farms electricity began to do the chores. Pacific Power pioneered rural electrification. Farm wives in Pacific Powerland were among the first to have electric helpers, starting with electric pumps.

Nowadays the variety of electric servants in a home is limited only by the capacity of its electric circuits. Many older homes have been rewired so that their owners can enjoy the heavy duty appliances such as clothes driers and fast recovery electric

water heaters not dreamed of 50 years ago.

Pacific Power assists in arranging financing for such rewiring to increase "housepower." The trend in new home construction is to build houses with adequate "housepower" not only for today, but for the future, as exemplified by the Medallion Home standards.

The marvels of electric living are just beginning. Examples include an electronic range which can cook a six-pound roast in 36 minutes, a heat pump which heats a home in winter and cools it in summer, electronic dust collectors which at a touch of a button silently do the work of the vacuum cleaner and dust cloths. Ahead is more electrical magic, such as—house lamps without cords and "waterless" washers.

Pacific Power, 50 years old this year, is looking ahead to the next 50 years in which its customers will have nothing to fear from household chores—unless it's push button paralysis.

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.



Kitchen appliances were limited to small table-top items and crude ranges when these girls studied the technique of culinary arts, in the days when Pacific Power was very young.



Convenience of work-saving electricity is accepted casually by today's modern homemakers, who have choice of dozens of new appliances available at retail stores in all Pacific Powerland towns.

Company Born in 1910 Serves Growing Area

(Continued from Page 1 of PP&L Section)

this year will average 8,000 kilowatts annually.

The amount used is twice as much as the national average residential use.

EARLIEST LIGHTS ARRIVED VIA SHIPS TO OREGON

The earliest use of electricity for lighting in what is now Pacific Powerland was in Portland, Ore., where the steamship, State of California, docked in the summer of 1879 after coming around the Horn with a six-light dynamo providing juice for its arc lamps. A year later Thomas A. Edison's famous invention, the incandescent globe—115 of the dazzling lamps—appeared in the Oregon Country for the first time aboard the S. S. Columbia, a steamer of the Oregon Railway and Navigation Company newly arrived at Portland from New York City.

That same year of 1880 brought the first commercial production of electricity in Portland, where a local sawmill steam engine turned a small dynamo to supply current for a few arc lights strung along the Portland waterfront's principal business street. In a few years, other towns of Pa-

cific Powerland also boasted of the new method of lighting their streets. The Christmas Eve of 1885 at Astoria, Ore., was brightened when arc lights went on for the first time. Pendleton and Albany, Ore., obtained lights in 1887; The Dalles, Ore., and Buffalo, Wyo. in 1888 and Walla Walla, Wash., in 1889.

Although the town of Rawlins, Wyo., got its first power in 1895, the area can boast of identification with Edison's concepts which revolutionized the electric industry. As a railroad telegrapher employed by the Union Pacific, Edison said his idea of putting an electric current into a small filament to heat it to a bright glow in a vacuum tube came to him while he was fishing with a bamboo pole near Rawlins. The bamboo filament didn't work, but one of his thousands of experiments did.

The Wyoming division of Pacific Power also can boast of another first in the Far West with the 1886 installation at Laramie of the first Edison generators in service west of the Mississippi River.

To avoid eyestrain, the Better Sight Bureau suggests that you never beam light directly into the eye, always make sure bulbs are shielded, and avoid contrasts in brightness between the illuminated area or object and its surroundings.

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It washes, rinses, then dries—all by itself!

Exclusive Filter-Stream action gets clothes cleaner with half the water. Dryer shuts itself off at "dry enough". 5 push button washing cycles, 3 drying. Automatic dispensers.

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YES...

- Compressors for making and storing ice cubes
- Compressors for churning and pasteurizing cream and butter
- Viscolizer machine that processes cream, extra smooth for our wonderful PRIDE OF OREGON ice cream
- Ice cream "mix" machine and machine used to fill ice cream cartons
- "Sharp" room to store ice cream kept at 6 degrees below zero
- Cold storage room with temperature average of 34 degrees for keeping butter and cheese always fresh



ALL

ARE EFFICIENTLY OPERATED BY ELECTRICITY

AND...

We have been operating for more than 45 years.

W. C. COX, owner and founder of Morrow County Creamery was on the city council when Pacific Power and Light was granted its franchise in Heppner.

SO...

The manufacturers of PRIDE OF OREGON BUTTER and ICE CREAM salute Pacific Power and Light on their 50th anniversary! We have valued their friendship and service these many years.

MORROW COUNTY CREAMERY

W. C. Cox and Clara L. Cox, Owners

Phone 6-5372 Heppner



Down by the old mill stream,
..... industry began.

From its modest beginnings on peaceful mill streams, American industry has grown vastly in size, scope and complexity. Playing an essential part in this expansion, Pacific Power and Light Company has been ever-alert to keep its services geared to the quickening tempo and multiplying needs of the industrial and business world. Today, we want to say "Happy Birthday" to this fine company which has served our community so well for the past 50 years.

FIRST NATIONAL BANK OF OREGON



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Have a Frigidaire Appliance

REFRIGERATOR
WASHER
DRYER
RANGE or
FREEZER

That Needs Repair,
Rush To Farley's For
Prompt, Efficient
Service.

Farley's will put it back in peak condition quickly and satisfactorily without a worry on your part.

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WE SERVICE ALL FRIGIDAIRE APPLIANCES

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