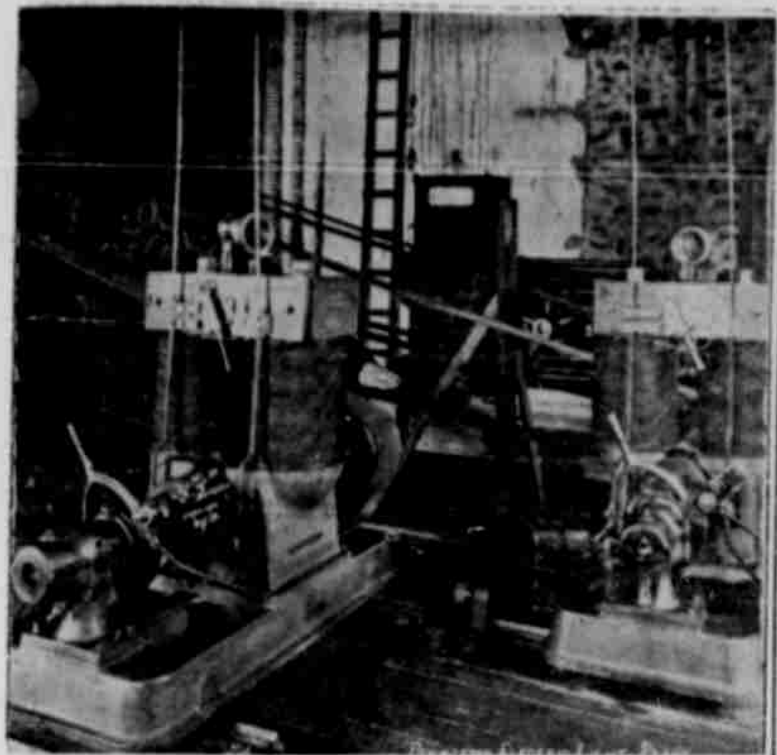




Every household—whether tepee or mansion—was a prospect in the 1920's when use of electric appliances were promoted by Pacific Power & Light Company's own salesmen. All company offices had displays of latest "electric living" advantages. As acceptance of appliances became established, the company turned its promotional efforts to assisting local appliance dealers in PP&L service communities.



Thomas A. Edison's dynamo was the basic equipment in the 1880s for many pioneering plants in what is now Pacific Powerland. Adequate for their era, the small output would supply only a fraction of energy used by the smallest towns today.

POWER GENERATORS KEEP PACE WITH REGION'S ELECTRICAL NEEDS

Demand for electric energy builds like compound interest. In the Pacific Northwest the need for electric power at the end of each 10-year period is twice what it was at the beginning.

Pacific Power & Light Company, meeting its public utility responsibility, has planned and built for 50 years to have the power ready for its customers when they want it.

In 1910 a Pacific Power spokesman amazed an audience gathered in Walla Walla to hear about the new company with the statement that \$30 million would be spent in the next 20 years to assure Pacific's customers all the power they needed.

Policy hasn't changed, but the amounts of money needed to finance the work and the vast quantities of power produced have greatly increased.

Two years ago PP&L completed its 268,000 kilowatt Swift hydroelectric project on the Lewis River—a major part of a record program and a project that cost nearly twice as much as the company's 20-year spending program forecast in 1910.

Projects Assure Supply

In the past ten years Pacific Power spent \$105 million dollars to bring in 500,000 kilowatts of new power generation to supply its customers' growing needs. In addition, Pacific contracted to take a total of 560,000 kilowatts from three dams now under construction on the Columbia River.

Other projects assure PP&L of another 127,000 kilowatts in the next few years.

"It is our intention to insure that our customers may always be able to depend on an adequate power supply," E. Robert de Lucia, PP&L vice president and chief engineer, explains.

He is one of a line of chief engineers on whom the responsibility for anticipating and meeting the customers' power requirements have rested since 1910. This department can never rest, says de Lucia.

Pacific Power's outlays for construction in the next 15 years are expected to total \$1 billion dollars.

Big Project Planned

Pacific Power has applied for two further projects on the Lewis River, which could add a total of 202,000 kilowatts to the company's power resources. It also has proposed to build the Eden Ridge project on the Coquille River in southwestern Oregon. This would add an initial 77,000 kilowatts. Plans call for eventual construction of an 100,000-kilowatt steam generating plant using nearby coal deposits.

Pacific Power is a partner in the Pacific Northwest Power Company, which seeks federal authority to build the eventual 1,750,000-kilowatt High Mountain Sheep project on the Snake River.

PP&L currently is adding a 100,000-kilowatt unit to the Dave Johnston steam-electric plant in Wyoming, where the first 100,000 kilowatt unit is Wyoming's largest power supply.

All of these projects are a far cry from the little, isolated plants PP&L took over in 1910, when it began tying local electric systems into a dependable economic power supply network which could give the customers all the power they could use.

Early Plants Improved

The best of those little pioneering plants, such as the Walla Walla River hydro-electric station between Pendleton and Walla Walla, were bolstered with additional generators and made

more efficient. As housewives began learning the time and labor-saving miracles of electricity, and as industries turned to electric power, new and larger plants were built.

By today's standards these early-day power stations are small, but some were engineering feats in their day. The Tygh Valley power plant south of The Dalles, Ore., for instance, was built at the bottom of a steep canyon and construction materials were transported down an aerial tramway. The plant's power capacity was only 2,250 kilowatts—a drop as compared with one of the Swift plant's 68,000 kilowatt capacity generators.

The Condit plant built in 1912-13 on the White Salmon River in Washington was another engineering achievement, for there were no roads in the wilderness area. Materials, men, food and fuel had to be transported up the Columbia by sternwheel steamer. The Condit plant's 9,600 kilowatts made it large for its day. So was the Big Fork plant near Kallispell, Mont.

Later, L. T. Merwin, who engineered the Condit project, explored the Lewis River as a power supply close to Portland. The company's pioneering dam on the Lewis at Ariel later was renamed Merwin Dam to honor the engineer.

Water Flow Re-Used

Above Merwin Dam now stand Yale dam and the recently completed Swift project, the world's highest earthfill structure with its quarter-million kilowatt powerhouse.

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.

PP&L Develops Lake Parks For Public

Pioneer in many fields, Pacific Power & Light Company also was among the first electrical utilities to provide its customers and neighbors a recreational area utilizing the water and shoreline of company hydroelectric developments.

Merwin Park, a forerunner of an extensive and continuing recreational development carried on by Pacific Power on Washington's scenic Lewis River, has been a popular picnic and swimming park for the residents of the Pacific Northwest for more than 25 years. An average of 100,000 persons visit the picnic grounds each summer to swim in Lake Merwin, to play softball or pitch horseshoes or just to laze in the sun.

New recreational parks on the shores of the reservoirs behind Merwin, Yale and Swift dams were developed the past year and immediately proved popular. A typical park is at Speely Bay on Lake Merwin. It includes a protected wading area for kiddies, a warming shelter with fireplace, picnic tables, a concrete boat launching ramp and a large parking area.

Fishermen use the lakes in great numbers. The 10-mile long

lakes are stocked with fish under a cooperative program of Pacific Power and the Washington State Game Department.

PACIFIC POWER & LIGHT EDITION

CANAL STILL SERVES

The canal built in 1872 from Lebanon to Albany in Oregon's mid-Willamette Valley was to be a major transportation artery connecting the Santiam and Willamette Rivers. Subsequently it powered a small electric hydro plant and water wheels for a number of manufacturing plants and mills at Albany.

PROPER WATTAGE IMPORTANT

Make sure you use the proper wattage bulbs in your lighting fixtures. Consult the Edison Electric Institute. Note the bulb wattage recommendations when you buy a fixture. Too big a bulb can overheat the fixtures, crack the glass shielding and shorten the bulb life.



Hunters can't be too careful with fire in the woods.

When fire breaks loose it destroys food and cover for

game that took Nature years to grow. Good hunters

are good woodsmen. They are careful with cigars,

rettes, matches and campfires.



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