

Bonneville Power Administration Observes 25th Anniversary This Week

By ANN H. PEARSON
Portland—(AP)—A quarter of a century ago this week President Franklin D. Roosevelt scratched his name across a controversial act creating the Bonneville Power Administration.

Today, giant white slabs of concrete harness the Columbia river and her tributaries at 15 points. Five more dams are under construction.

Humming lines, enough to ring the nation, will carry 31 billion kilowatt-hours of power this year to wholesale agencies in the Northwest power pool that feeds Oregon, Washington, Northern Idaho and Western Montana. BPA supplies 60 per cent of all power for the area.

Since 1937, BPA has generated enough power to keep Seattle aglow and her industries rolling for 95 years.

The going has not always been smooth. Since 1958, Bonneville has operated in the red. The agency has been embroiled in the running public-private power controversy.

But it is looking ahead—to tripling its generating capacities in the next quarter century, to extending its transmission grid south and perhaps east for sale of surplus power, to a power treaty with Canada, and to lines that can wheel in power from a massive dam planned for Alaska's Rampart Canyon.

Nation's Largest
Since its creation, Bonneville has become the nation's largest hydroelectric utility operation. It serves 220,000 square miles and five million persons.

From 1940 to 1960, population in the Northwest grew 55 per cent; power, public and private, nearly 800 per cent. The per capita use of power jumped from 1,600 kilowatts a year to 9,000—more than double the national average.

The power is comparatively cheap. The agency's rate of \$17.50 a kilowatt-year has remained unchanged since 1938. The average family pays a monthly bill of less than \$10.

Bonneville wholesales its power to public and private agencies, who in turn distribute electricity to the consumer. BPA also sells directly to 19 large industries.

About half of the power sold by the power administration, either directly or through distributors, ends up in industrial use. The quarter century has seen a spurt of industrial activity in the Northwest. Industrial power consumption, from BPA and other sources, is about 25 billion kilowatt hours a year, eight times what it was in 1937.

Among industries served by the project are plants that put out about one-third of the nation's aluminum ingot production.

Bonneville and private power maintain an uneasy alliance. Some 40 per cent of BPA's power goes to private firms for distribution.

Protests Heard
The protests from the private companies become audible when BPA urges use of the Hanford, Wash., atomic works to generate power, or seek to run its transmission

grid into California for sale of surplus power.

The first project was the Bonneville dam. From Bradford Island, about 30 miles up the Columbia from Portland, it flings stone arms across two channels, each about one fifth of a mile long. One is the spillway dam to regulate flow. The other is the power dam, where ten turbines turn

generators to make more than three billion kilowatt-hours of electricity a year.

In addition to neat, white administrative and guest buildings, rolling green lawns and bright flower beds, Bradford Island is laced with fish ladders.

The passage of salmon and other seagoing fish upstream to their spawning grounds

has been a major problem created by the big dams. The ladders, in effect a series of small waterfalls, up which the fish travel naturally, are one answer.

Another, across the channel on the mainland where homes and offices for the Bonneville staff also are located, is the fish hatchery. Here fish eggs are hatched artificially and

small fry raised in thousands until they can be released to swim to sea and mature before returning.

Bonneville also has a lock. Shipping passing through in the past decade average one and one-half million tons a year.

Grand Coulee dam, BPA's second project, remains the largest in the system—nearly

four times the capacity of Bonneville.

In the Red
The power complex and its related irrigation and recreation facilities, already represent a \$3.8 billion investment. Most of it is being repaid from power revenues. BPA is \$20 million ahead of schedule in making repayments.

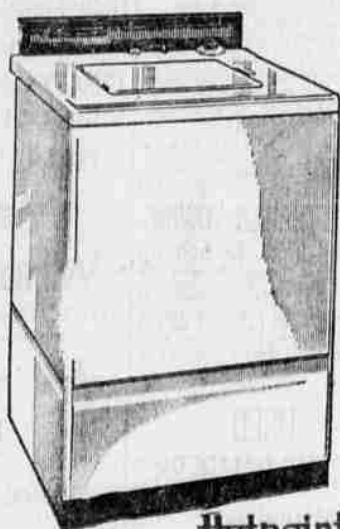
The agency, however, has operated at a deficit for the past five years, and was in the red \$18 million this year. It blames an uneven construction pattern, making new contracts unsure; on growing project costs; on recent lumber and industrial cutbacks; and on a lack of markets for secondary power, the kind that is only available part-

time.
A pioneer in new power techniques, BPA also foresees the day when it could transmit cheap power generated by Northwest rivers to much of the nation. "Differences in time zones, stream flows, reservoir seasons and peak loads," BPA says, "would make it theoretically possible for an idling generator in Alaska to be sped up to meet a peak load in St. Louis, Mo."

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WE WILL BE OPEN WEDNESDAY, THURSDAY & FRIDAY
from 4 PM till MIDNIGHT for this event!

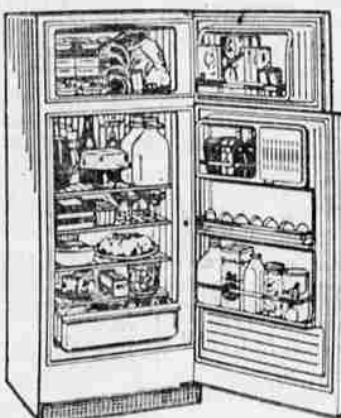
A Factory Approved promotion that promises to be one of Medford's biggest appliance sales of the year! Only a few specials are listed... SHOP IN THE COOL, COOL OF THE EVENING AND REALLY SAVE!



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- 2 Cycle, All Fabric Operation
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- Big 10 Lb. Capacity
- Incredible Low Price!

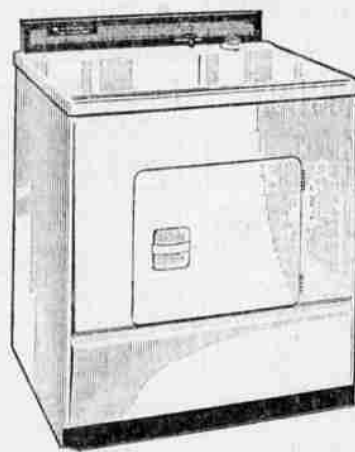
Moonlight Price
(with trade) **\$147**



Hotpoint
2-Door Deluxe REFRIGERATOR

- Compact... rolls out for cleaning
- No Frost refrigerator • Zero-zone Freezer
- Super Storage door Shelves
- Two glide-out shelves
- Full Width Porcelain Crisper
- Magna-Seal Door Gaskets

Moonlight Price
(with trade) **\$219**

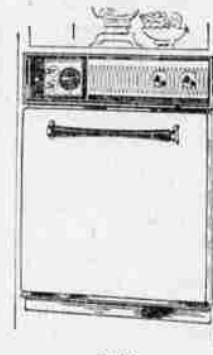


Hotpoint
DRYER

- 2 Temperature automatic, normal or low
- Up to 90 minute settings
- High air-flow for faster drying
- Porcelain protected drum
- Long life heating units

Moonlight Price
(with trade) **\$118**

CURRENT MODELS



RJ36



RU15

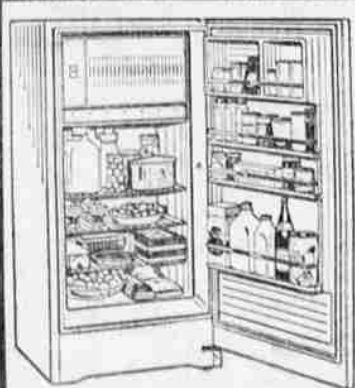


RR35

- Automatic Clock & Timer
- Removable Oven Door
- Calrod Heating Elements
- Choice of Colors

- Calrod Units
- All Porcelain
- Easy to Use Pushbuttons
- Easily Cleaned

Moonlight Price
(with trade) **\$160**



Moonlight Price
(with trade)

Hotpoint
Refrigerator

- Compact, only 28" wide
- Deep door shelves hold even 1/2 gal. milk cartons
- Magna-Seal door gaskets
- Full width 50 lb. freezer
- Dial Set defrosting

\$148



Hotpoint
Dishwasher

- Holds full family's dinnerware, pots and pans, utensils and silverware
- Rolls to the table for easy loading
- Vinyl cushioned racks
- No installation costs!

Moonlight Price
(with trade) **\$129**



Hotpoint
RANGE

- Compact 30" width
- 31" wide oven cavity
- All colored elements
- 110-watt oven door
- Rimmed, ready-top
- Pushbutton controls

Moonlight Price
(with trade) **\$124**



Hotpoint
Freezer

- Holds full 350 lbs. of food!
- Fast freeze shelves
- Magna Seal door gaskets
- Auto. temp. control
- Flow, offset hinges

Moonlight Price
(with trade) **\$158**

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Trailways Seeks To Quit Routes

Salem—(AP)—Public Utility Commissioner Jonel C. Hill said Tuesday Pacific Trailways, Bend, wants to abandon several segments of its regular route on or adjacent to U. S. 97 in central and southern Oregon.

The firm cited lack of need for service, and a streamlining of operations as reasons for the request.

Because of the large expanse of territory involved, Hill said two hearings will be held.

The first hearing is set for 10 a.m. Sept. 11 at Madras, on abandonment of service along U. S. 97 from Madras through Metolius and Culver to the junction of both old and new U. S. 97 south of Culver.

The second hearing will be at 9:30 a.m. Sept. 13 in Medford. It involves abandonment of service along State Highway 62 between Crater Lake and the junction of 62 with U. S. 97; a section between Crater Lake and the junction of State Highway 230 and U. S. 97 via Highways 209 and 230; and a segment between the junction of Highways 62 and 230 and the junction of Highways 209 and 230 via 230.

Soft Drinks In Cans Gaining Popularity

New York—(AP)—Sales of soft drinks in cans have climbed 172 per cent since 1956, according to Steelways, official publication of the American Iron and Steel Institute.

If the can makers realize their 1962 sales goals, they will have five per cent of the carbonated beverage market, which sells about 35.5 billion units annually, the publication said.