

Salem Scene

by Jack Zimmerman

Shortages of Firm Power Daunt New Utility Issues

Of all the issues and candidates appearing on Nov. 5 General Election ballots — two local government measures are particularly significant.

Both attained ballot status by the initiative route. Both would create public electric utilities. Both would create those utilities from areas now

served by Portland General Electric.

Ballot Measure No. 16 in Lane County would serve 13 communities and surrounding areas including Junction City, Coburg, Mohawk, Marcola, Elmira, Veneta, Nott, Alvadore, Cheshire, Lancaster, Cottage Grove, Creswell, Pleasant Hill, Lowell, Dexter, Goshen, Lorane and London.

Proponents of both measures are banking heavily on the premise they will be able to obtain "cheap" power from the Bonneville Power Administration.

They base this assumption on a portion of the Bonneville Power Act which gives preference to public power distributors.

Bonneville Power Administrator Don Hodell remains firm, however, in his statement that BPA does not have available at this time, or in the foreseeable future, long-term energy for new preference customers.

"We've stated many times over the last several years," he said on as recently as Aug. 27, "that BPA faces power deficits in the future with our existing customers."

And he prefaced the statement with the explanation that although new public utilities would be entitled to preference under the act, BPA will not enter into contracts to serve more preference customers than are served at present if that service will increase BPA's load and prospective power deficit.

A major controversy in the issue appears to revolve around believability of BPA's power deficit. And resolution lies in the difference between firm and interruptible power.

Proponents of Measures 54 and 16 point to the fact that BPA occasionally shares power from its hydroelectric generating facilities in the Columbia Basin with users in California and other parts of the southwest.

Hodell readily admits this intermittent practice. Pacific Northwest hydro power, he explains, is dependent upon

the flow in the Columbia River and its tributaries. That flow often is greatest in warmer months when this region's demands for heating energy are low and when the southwest's requirements for air-conditioning are highest — and vice versa. The exchange of surplus energy between the northwest and southwest is described by Hodell as a practical means of preventing waste of a scarce resource.

The surplus power that flows from the northwest to the southwest on occasion is interruptible power, not firm power of the type required by a utility with customers to serve continuously regardless of seasonal vagaries.

At least one former proponent of Measure No. 16 has achieved a new understanding of the problem and changed his position. Raymond F. Norris, Creswell realtor, previously a booster of formation of the Emerald Peoples Utility District, now is urging voters to oppose the proposal he once favored.

Availability of firm power is only one of the problems facing proponents, however. And among the largest of these is the enormous cost involved in the take-over of a private system and its subsequent operation. In Portland the price tag could be as much as \$291 million. In Lane County it could exceed \$66 million. In each case revenue bonds could be issued to cover these costs. But without BPA power the new utilities would be forced to buy more expensive thermal power from private sources or shoulder the almost prohibitively expensive burden of generating their own power by thermal means.

Without federal subsidy and at the price of money in today's market, it is highly questionable power from such sources could be made available to customers at rates any more reasonable than those now allowed by the PUC — who, by the way, regulates such things as private utilities.

Neither People's Utility Dis-

tricts nor municipalities are regulated by the PUC. So conceivably PUDs and municipalities could charge whatever rate necessary to cover their costs.

That these costs are exorbitant these days probably accounts for the fact a PUD in Oregon has not been formed since 1940. And the last municipal district came into being nearly a quarter-century ago. There are only four of the former operating in the state today and eleven of the latter. Some 80% of Oregon's electric users are served by private, investor-owned utilities.

No one can forecast the outcome of this confrontation between public and private enterprise until the last ballots are cast and counted the evening of Nov. 5. And few people close to the issues are willing to offer odds on the outcome.

But the similarities between the measures and the areas involved are interesting from another standpoint that likely will not escape the attention of voters.

Both Portland and Lane County still are experiencing the financial pains associated with public takeover of mass transportation facilities.

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Myrleen Simpson—Owner

Fashion demands are fully met when Salem area women shop the complete apparel sections of Myrleen's located at 230 Liberty N.E. in Salem, phone 363-2687.

The large and well lighted display space at Myrleen's makes for a pleasant and unhurried selection from the widest range of prices and styles anywhere in the Salem area.

Dresses, sports wear, coats, formal clothing, and lingerie, are all carried in the large inventory of Myrleen's, where you are only a stranger before your visit. Their sizes include 3 to 15, 6 to 20, 12 1/2 to 24 1/2. An experienced sales clerk assists in choosing from the big stock of fabrics and colors. Pricing is clearly marked to enable women to make the choice most suitable to the budget and taste. Stop in and see Myrleen where Bank Americard and Master Charge is welcome.

McEWAN PHOTO SHOP INC.

N. Morrell Cray

The McEwan Photo Shop Inc., at 245 High Northeast in Salem, phone 363-5470, specializes in all types of quality photography for you. They are well established in this area.

These photographers do the type of work that is admired by everyone. The equipment is the latest and their ability enables them to produce artistic and distinctive work.

Photography is a science of art. It requires study, training and experience.

They know how to give the proper lighting for each photograph so that it will reflect a perfect likeness of the subject.

The writers of this review wish to commend these photographers. We suggest that you see them for all studio and commercial photography.

DRUSHELLA REAL ESTATE & CAMMACK INSURANCE

Harmon T. Drushella and C. A. Cammack—Owners

Years of experience in serving the insurance and real estate needs of area customers is the enviable record set by Drushella Real Estate & Cammack Insurance at 1005 N. 1st in Stayton, phone 769-2144.

They represent a variety of specialized companies including the handling of life, casualty, property and major medical income protection plans. On any buying or selling of farm or home real estate, patrons can depend on the Drushella Real Estate & Cammack Insurance. Buyers and sellers throughout the area have learned to depend on their competent handling of every real estate transaction.

In this 1974 Review we commend Drushella Real Estate & Cammack Insurance to all our readers.

WALTER A. LIDDELL & SON

AUTOMOTIVE AIR CONDITIONING

Walter A. and Robert Liddell—Owners

Remember way back when power steering seemed a radical sort of thing to order in a new car? Now it is standard equipment in all fine cars. The same sort of thing is taking place with regard to air conditioning. Many people are finding such equipment not only a great thing to have, but inexpensive as well because they get so much more out of the car when they go to sell or trade it.

If you are one of the many who didn't quite realize this when purchasing your current automobile, there is no need to go on doing without. Walter A. Liddell & Son Automotive Air Conditioning at 1303 N. Evergreen can install a quiet, efficient unit in your car in less than half a day and, in many cases, you will find the cost well below a factory job.

For your convenience they will service your tractor air conditioning at your own home. Phone 769-5767.

Walter A. Liddell & Son Automotive Air Conditioning are also equipped to take care of any of the problems that sometimes arise with older installations.

We the editors suggest you contact Walter A. Liddell & Son Automotive Air Conditioning for all of your work, they are truly "service oriented." They are located at 1303 N. Evergreen in Stayton.

DEL MORROW - BUILDING CONTRACTOR

Del and Sandy Morrow—Owners

In the estimate of many people in this section of the state who have had Del Morrow, Building Contractor located at 1930 Margaret St. N. W. in Salem, phone 363-7993, handle any of their general building construction, there is not a more qualified contractor anywhere.

You can be assured that the job will be completed by competent men in the field with the best of materials and in the shortest time possible.

They use only the latest equipment and tools and combine them with the most up-to-date building practices of the day. New construction, remodeling and additions are this firm's specialties.

It is without hesitation that we, the authors of this 1974 Business Review take this time to make public our commendation to Del Morrow, Building Contractor.

"See Sandy for all your interior decorating needs."

KEG & PLATTER RESTAURANT

Mr. and Mrs. S. A. Genest—Owners

Don Cox—Manager

People from every walk of life make this popular restaurant their regular eating place. There is no other restaurant that surpasses them in service and satisfaction. You will enjoy dining with them anytime, be it breakfast, lunch, dinner, or a midnight snack. They are headquarters for "good food." Located at 3675 Market N.E. in Salem, it is the place to join other people of fine taste. Their coffee shop is open 24-hours a day. They also feature live music every night in the lounge except Sunday. A telephone call to 581-2016 will reserve a table for any size party. The attention and courtesy of the staff is a feature that receives more than passing notice from the customers.

Join up in the parade of satisfied diners. The right step to enjoyable dining is the Keg & Platter Restaurant.

ED LOWERY MOTORS

Ed Lowery—Owner

If you are an ordinary tire kicker who knows a little about engines, you will want to find a used car dealer of high reputation and that is why you should visit Ed Lowery Motors at 1710 12th S.E. in Salem, phone 364-0191.

A used car is a good investment and on Ed Lowery's lot, you will find clean, mechanically sound, Chevrolets, Fords, Plymouths, Pontiacs and many other makes waiting for you to try them out. Oregon area residents know that when they buy a used car from this trusted firm, they are buying a car that has been safety checked and road tested.

Terms may be arranged on the car you buy, so why wait any longer to update the car you are now driving?

Give yourself the green light! Take the advice of the writers of this Business Review and do all your auto dealing at Ed Lowery Motors in Salem where they treat you better each time, every time.

B & L PAVING

Ronald Liane and C. E. Owings—Owners

We live in an age of specialists in every field, and this area is fortunate to number among its businesses B&L Paving located at 1930 Hampden Lane N.E. in Salem, phone 378-0850.

We are a nation on wheels and because of this we must use the paving materials that are best suited for maximum service with a minimum of upkeep.

B&L Paving is your specialist for all your paving needs. Whether it's a driveway for your home, parking lot for your business or any other paving need, residents of this area know they can rely on B&L Paving in Salem.

A phone call to them at 378-0850, will bring a qualified representative to give you an estimate for the time and materials that will be needed.

HOLLYWOOD TAVERN

Ellis "Bud" Klein and Edity "Tootie" Klein—Owners

Times have changed, but some things remain the same such as enjoying a glass of beer with friends in pleasant surroundings.

The Hollywood Tavern, at 4310 Silverton Road N.E., in Salem, is the best place to go. Here you will find your favorite brew in bottles or on tap served with a smile. The friendly bartenders make this the place where visitors always enjoy themselves and wish to return. Many extras are here for your pleasure such as a wide selection of the latest hit records in the juke-box.

You may be sure that at any time you drop in at the Hollywood Tavern, you will be sure to find others from the greater area who are stopping by for the same thing you're seeking — the best in refreshments and a relaxing pleasant time, whether that time be a few minutes or a few hours, day or night.

DAVE'S USED CARS

Dave Waldner and Dick Gale—Owners

Dave's Used Cars is located at 1105 12th S.E., in Salem, phone 588-0007. Here cars are sold, bought and exchanged.

If you are looking for a real buy in a used car, this is the place to visit. Perhaps you have been thinking about buying one for a long time, but as yet, you haven't been sure. Just where you could find a car that is everything you want it to be. Dave's Used Cars is eager to supply your demands in a way that will be most satisfactory to your pocketbook. You will find a choice selection of used cars of all makes, in excellent condition, and which get good mileage. These cars have been fully checked by expert mechanics, and are good for many miles of satisfactory service.

You are encouraged to look over the used cars offered by Dave's Used Cars.

HILL-VILLA REAL ESTATE

Norman P. Hogensen—Broker

Hill-Villa Real Estate is located at 1510 12th Southeast in Salem, phone 585-8765, and is known as the firm that provides complete, professional real estate services. If you have a home or property of any kind to sell or exchange, it would be to your interest to contact the professionals at Hill-Villa Real Estate. Consult with them, where they have specialized departments for handling residential, farm and commercial property.

This firm can be relied upon for good judgement as to values of all types of property for many miles around. Their reputation is excellent and their capability is well known.

GEPPETTO'S RESTAURANT

Tom Barsotti—Owner

Well-cooked pizza's and pastas are served every day at Geppetto's Restaurant at 616 Lancaster Drive in Salem. This popular restaurant is known for its fine Italian food and modern facilities. Dinners feature the widest selection of pastas and most toothsome pizzas anywhere.

Next time you call your wife and announce you're planning to bring guests home to dinner, give her a break and add: "to dinner at Geppetto's Restaurant." Your wife will enjoy the time off from her own kitchen duties as well as being waited upon by a waitress who is courteous and efficient.

For good food, go to Geppetto's Restaurant in Salem. Why don't you try it soon?

SALEM FOREIGN CAR REPAIRS

Gordon Wirth—Owner

Salem Foreign Car Repairs, located at 3786 Silverton Road N. E. in Salem, phone 581-4810, has equipped their garage with the latest tools and machinery—enabling them to dependably, accurately and economically service all makes of foreign cars. This is the time of year to have your vehicle inspected thoroughly and to have all needed repairs attended to. Their repair service on all foreign makes will assure you of better work at reasonable prices.

Before you take your car anywhere, be sure to drive in here and get their estimates on that repair or overhaul work.

The mechanics here know the business of foreign cars and how they operate. With their modern equipment, they can put any type foreign car in first class condition at low cost. If you want work that is done correctly and professionally, and at fair prices, take your repair problems to Salem Foreign Car Repairs.

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