

Irrigation Cuts Losses in Freeze



Sprinklers began spraying early in many northwest communities this year. Freezing conditions were common in April and rains did not materialize as usual.

The top photo was taken in the Willamette valley.

Immediately above is Mrs. Loren Blacklaw of Lebanon as she looked over her highly successful irrigated strawberry patch on a recent May morning. The sprinklers and the Blacklaw's 25 h.p. pump made the difference between profit and loss to her this season.

The Loren W. Blacklaw family, who operate three farms totaling about 150 acres near Lebanon, Oregon, own about \$10,000 worth of sprinkler irrigation equipment.

All the Blacklaw family have been Oregon farmers since pioneer days, and the pioneers' approach to life has become a habit with them.

Strawberries had been grown in the valley of the Santiam river for many years, but until Mrs. Blacklaw took an interest in them five years ago, strawberries had not been considered a very lucrative crop.

Yield Shows Big Gain

Between one and two tons to the acre for Marshall berries seemed to be about the average in those days. There were other crops that paid more money.

Then Mrs. Blacklaw, a very energetic woman, took her chicken money and set out one acre of the Northwest strain, which had been developed by Washington State College.

Mrs. Blacklaw says that none of her family was excited about her venture.

"I invested my own money," she says, "and the women of my household had to do all the cultivating that first year."

The surprise came when Mrs. Blacklaw irrigated her berries.

"Nobody had bothered to irrigate berries before," she said. "Actually, the varieties which had been grown in the valley were a little soft for successful irrigation. The new strain, however, stood up well.

"When I began to get yields of six tons per acre, people came for miles to see."

Since that time the strawberry business has grown considerably in the Santiam valley.

Mrs. Blacklaw now has five acres of berries in full bearing and is planting three more. Her goal is a yield of ten tons an acre, and she thinks she will make it with heavy fertilization.

"The strawberry business would be no good in this valley without irrigation," she said.

"The payoff came in April of this year, when we had a quick and unexpected freeze.

Fights Freeze With Water

"The chill came along about 10 o'clock one Thursday evening. At first we smudged. Then it got too cold. Finally, about midnight we started our 25 h.p. turbine pump, which fed 57 eight-gallon sprinklers. These sprinklers produced a very fine spray and we iced the berries over.

"Without that pump our berry loss would have been better than

50% this season. Because we could spray, I think the loss has been cut to about half of what it otherwise would have been."

Mrs. Blacklaw believes that the berry harvest will show about \$2000 more income than she would have had if the cold weather had its way with the berries.

"I don't think we would be irrigating so extensively if it were not for co-op power," she said.

The Blacklaws are members of the Benton-Lincoln Electric Cooperative, which operates in the hill region of the Willamette Valley, between Albany and Corvallis.

They run a well-diversified operation. In addition to Mrs. Blacklaw's commercial berry operation, they raise a variety of seed crops and keep in close touch with the state college on methods and new products. Mr. Blacklaw has a fully equipped farm shop; and, thanks to automatic feeding and watering equipment, Mrs. Blacklaw finds time to keep 1000 chickens.

**Your Local
Co-op News
On Page 8**

editorial page

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Greetings

The NORTHWEST RURAL ELECTRIC NEWS makes its first appearance with this issue.

As we develop this magazine over the next few issues, we hope it will become more and more useful to you as members of the great Northwest cooperative family.

This first issue is but a beginning. As we progress with subsequent issues, we expect to add services and features which will be of increasing value.

We want your ideas.

All cooperative members know that the closer touch they can keep — the more direct part they can take — in the affairs of their cooperative, the more value they will obtain from it.

It was for this primary reason that this publication was started. Its purpose will be to keep you informed of cooperative matters, of the newer and better ways to use your electric power supply, and to enable you to participate more fully as individuals in the universal assumption of responsibility which we all have for keeping our region, our neighbors and ourselves supplied with low-cost electric energy.

Harold Backen, Jr.
B. R. Little
John Norlin
H. J. Miller
Gus Norwood
—Publications Committee

Indispensable Uncle

"Partnership" is a nice word. It is also a deceptive word, as a number of persons interested in Pacific Northwest power development are beginning to realize.

In almost any business partnership, a member with the lion's share of the investment usually can make the other partners step around. In any business partnership, the banker who does the financing usually can call the shots on all the partners, big or small.

An examination of all the "partnership" proposals, thus far advanced for Columbia river development leads to the conclusion that, no matter how we slice it — no matter how hopefully we talk about "doing it ourselves" and "getting away from Big Government" — old Uncle is in there, either as banker or stockholder and it is impossible to shake him.

Herbert West, vice-president of the Inland Empire Waterways association asked a number of Congressmen recently what they thought of these "partnership" proposals. They reported the congress takes a dim view of partnerships which require it to put up large amounts of money while someone else gets the property and the revenues.

A number of the current part-

nership proposals have a good deal of merit. But meritorious or not, let's not fool ourselves as to what is involved here. Talk about kicking "big government" off the river is foolish talk.

It is a big river. Big government is going to have a big part in its development, or it will not be developed.

Hole Card

Experience has proved in other states that the only way in which cooperatives can be sure to obtain adequate wholesale rates from power companies is by being in the position to build their own generation with money borrowed from REA, if they must.

In the Pacific Northwest this ability to borrow capital for generation purposes has never been very important because of the great federal program on the Columbia river.

Now, however, it appears that Columbia Basin cooperatives may, in the future, need this "hole card" in negotiating with the power companies since the Columbia river development is grinding to a stop.

In Washington

By William S. Roberts

To develop the John Day Dam in Oregon, a proposal has been made that commercial power companies, rural electric cooperatives and public power districts of the area jointly finance the hydroelectric features of the dam.

Under the partnership idea, the Federal government would underwrite flood control, navigation and other non-reimbursable costs of the multipurpose dams. The power output of the dam would be allocated in proportion to the amount of funds advanced for the power facilities. In other words those with the most money would be able to get the most power.

Companies Get Edge

If the Federal government developed the entire project, including hydroelectric facilities, the rural electric systems and power districts would be preferred customers under laws dating back to 1906. Essentially, these laws recognize the need for protecting public resources from exploitation by vested interests.

Commercial power companies, with their larger facilities and scope of operations, have long "offered" to assume all control over the disposal of Federal hydro power, and operate the power facilities of the dams themselves. The preferred status of non-profit distributors for federal power, of course, is the only thing that prevents them from setting up a "toll gate" between all of the public and their federal dams.

In the case of the John Day Dam "partnership" proposal, the commercial power companies are in the best position to undertake this kind of joint financing. Even if it were done on an equal basis, it would eliminate, in the case of that one dam at least, the prefer-

ence clause and undermine the preferred status of non-profit distributors everywhere.

Loan Authority Cut

The recent House of Representatives' Agriculture Appropriations report on REA loans said: "The Committee feels that adequate funds should be made available each year to meet bonafide applications. These amounts are provided in the form of authorizations to borrow from the Treasury, rather than as direct appropriations, and therefore are merely ceilings on the amount which may be drawn from the Treasury at such times as loans are approved. Since unused loan authority has no effect on the national debt, and since amounts borrowed are eventually repaid to the Treasury with interest, it is believed to be wise policy to provide borrowing ceilings which are high enough to meet all legitimate loan needs."

Representatives of the nation's rural electric systems asked the House for \$254 million in new electric loan funds. The House approved its own committee's recommendations for \$100 million, compared with the Bureau of the Budget request for \$55 million in new funds. Both the House and the Budget provided an additional \$35 million contingency loan fund.

Committee Okehs Principle

The House Appropriations Committee also said that REA borrowers "are entitled to a firm source of power at reasonable rates and on a dependable basis which will render maximum service to eligible customers. The committee feels that the Administrator's authority to provide loans for power generation should be fully utilized, if necessary, in order to assure adequate power to REA cooperatives on a reasonable basis."

Partnership?



Cooperatives Rally Behind New Paper

"Just a shade fewer than 50,000 farm families are now receiving the first issue of NORTHWEST RURAL ELECTRIC NEWS," Harold Backen, Jr., chairman of the Oregon Rural Electric Cooperative Association's publications committee says.

Backen expressed deep appreciation on behalf of the committee for the tremendous cooperation given by all cooperative memberships to the new publishing enterprise.

"At the time we 'put the paper to bed' we had 17 large membership cooperatives within the states of Oregon, Washington and Idaho participating," Backen said.

"There is every evidence that by the time the July issue is out, we will have a considerably larger number, and a circulation approaching 60,000."

B. R. Little, publications committee member and secretary-treasurer of Oregon Statewide, said issuance of the NORTHWEST RURAL ELECTRIC NEWS culminates nearly five years of effort and investigation.

25 Statewide Papers

"There are 25 such electric co-op papers now in the United States," Little commented. "Most of them are midwestern and southern 'statewide' papers rather than 'regionwide' papers, because, in those regions, the large number of co-op family subscribers make such papers easily financed. The relatively small number of co-ops

in the Northwest made it more difficult to get started."

John Norlin, publications committeeman of Redmond, said the committee began actively looking for a publisher in January and selected Henry Alderman, who, for 10 years, has been Executive Officer for Dr. Paul J. Raver at the Bonneville Administration.

Editor is Power Man

Alderman is a third generation Oregonian, having been born in Portland, where he attended public school. He studied forestry at Oregon State College, history and literature at Reed College and took a degree in journalism at the University of Oregon in 1929.

He served as reporter and news executive on Pacific coast papers, including Portland, Los Angeles and Yakima, Washington, where he was city editor of the Yakima Daily Republic. He published a country weekly newspaper at Niles, California, where he participated in the organization of a cooperatively-owned cannery in 1936 and 1937.

He was employed by the late J. D. Ross, first Bonneville administrator, in the Bonneville administration's information division in 1938. When Dr. Raver became Bonneville administrator, he promoted Alderman first to personnel director and later to executive officer for the administration.

At present there are five members on the Northwest Rural Electric News publications board. Idaho co-ops are expected to appoint their representative soon.



PUBLICATIONS BOARD — Top: (l. to r.): Harold Backen, Jr., Douglas Electric, Roseburg, Ore., chairman; B. R. Little, Benton-Lincoln co-op, Corvallis, Ore.; H. J. Miller, Nespelem Valley co-op, Nespelem, Wash. Bottom: John Norlin, Central Electric, Redmond, Ore.; Gus Norwood, N.W. Public Power association, Vancouver, Wash.; Henry Alderman, editor and publisher, Portland, Ore.

Vigilance Needed For REA Co-Ops

Warning that farmers will again be behind the eight-ball if adequate lending authority for the electric cooperative banker — the REA — is not maintained, has been issued by Clyde T. Ellis, Executive Manager of the National Electric Cooperative Association.

"There is evidence that the American people, including some Congressmen and public officials, are getting the erroneous impression that the Rural electrification program is about finished," Ellis said.

"It will never be finished as long as rural America continues to grow.

"Farmers, once they obtain power supply, continue to use 100% more electricity every four or five years. This means that the rural electric systems, like the power companies, must keep on building their facilities bigger and bigger.

"Now, where are the rural electric systems going to borrow the money to keep on expanding, and where are they going to be able to buy the wholesale power they need?"

Ellis pointed out that two types of expansion are required:

1. The half million farm families and rural establishments which now get no electric power must be served.

2. One of the biggest jobs ahead: vertical expansion — that is, to serve those already served as they need more and more power.

First Subscriber



After looking over the prospectus for the "Northwest Rural Electric News, George Schloeman, Benton-Lincoln electric cooperative right-of-way maintenance superintendent, presented a one dollar bill to Ben Little, secretary-treasurer of the Oregon Rural Electric Cooperative association, and became the first paid subscriber.

"This looks like a good proposition if all phases of public power and rural industry, including the farmer, will give it the support needed. I would hate to see the meat of the sheet lost in advertising of little interest to the average reader.

"However, may I be the first subscriber."

John George Urges FPC To Okeh Hell's Canyon Dam

Strong testimony for a high dam at the Hells Canyon site, and against the proposed Idaho Power company's low dams, was offered the Federal Power commission during the second week in May by John George of Lewiston, official representative of Pacific Northwest electric cooperatives.

Makes Four Points

George pointed out to Commission examiners that:

1. Thousands of farms in the Pacific Northwest would have no power now were it not for the federal power development program on the Columbia.

2. The federal power program, which made possible such extensive farm service, is now coming to a stop.

3. Failure to build a federal dam at Hells Canyon will be a long step toward putting existing REA cooperatives at the mercy of Northwest power companies.

4. The cooperatives' stake in continued federal projects, such as Hells Canyon, is large and coincides with the public interest.

He appeared as a representative of four Northwest state cooperative associations, and as Vice-President of the National Rural Electric Cooperative association.

Observers at the hearings stated they expect the testimony to drag through the summer and autumn, with the Federal Power Commission's own witnesses and the power company's rebuttal testimony to consume several weeks, and the preparation of examiners' recommendations to consume a still longer time.

Any decision by the FPC will, in all probability, not come until after the November elections.

Members Urged To Help Poll

This is the season when many of your cooperatives are asking you to help with their load growth surveys.

It is earnestly requested that every cooperative member who has received his questionnaire take five minutes to fill it out and pop it in the mail.

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Hints for Homemakers — With Mary Frances Cooke

Rugs Good "Long-Pull" Hobby



By Fanny Cooke

The beginning of summer may not sound to you like the time to start to braid a rug. But if you want a hobby that you can pick up or leave alone I strongly recommend starting a rug. I worked on a rug off and on (sometimes "off" for months at a time) for two years before I completed a 9x12 rug. In no time at all the rug was 3x6. From then on, it was on the floor in one place or another, with the short, loose end of the braid tucked out of sight under a convenient piece of furniture until I felt inspired to braid again. However, even a beginner can complete a 9 by 12 rug in about two months if she cares to devote two to three hours per day to the task.

Choose Color, Size

Choose a color scheme, decide on the size and shape, and collect some gadgets to make the work easy. For instance, a table clamp to hold the braid taut as you work, and metal cones which automatically fold in the raw edges of the three strips of material as you braid. A slightly bent bodkin threaded with very heavy linen thread is used to lace, not sew, the braids to form the rug. Lacing the braids allows for long wear and strength, and eliminates the tedious sewing that used to go into the making of a braided rug.

For materials you may scrounge

around in your closets for cast-off woolen clothing, or you can buy rug woolens by the pound, ready to tear or cut into the strips you will use for braiding. The width of the strip will be decided by the thickness of the material. A good braid measures nearly an inch across. Sew your strips together on your sewing machine, using a trimmed bias seam. If you do not use the metal cones which fold the material and turn in the raw edges as you work, you must do this by hand so that no raw edges show.

Braid Continuous

Your braid will be continuous, no starting and stopping of separate rows, and your finished rug will be reversible.

I could go on and on about my favorite hobby, but I will pause until I hear from you. If you are interested in starting a rug, please write me, and we will go on from here.

It is surprising how many husbands have volunteered to lace a rug, which certainly speeds up the process, and many a husband has gone overboard to the extent of helping choose colors, and braiding too. Pretty soon, if you are careful, it's "his" rug. After you can't find a man who did go through a seige, as a small boy, of braiding belts, or splicing rope and wire.

Why Not Keep Cool?

June is the month for cool, luscious desserts that can be prepared at your leisure, and kept in the refrigerator until time to serve them. Here are four desserts that are simple to prepare, elegant to look at, and wonderful to eat.

CHOCOLATE REFRIGERATOR CAKE

- 4 ounces sweet milk chocolate
- ¼ cup hot water
- ⅛ teaspoon salt
- 4 egg yolks
- 1 teaspoon vanilla
- 4 egg whites
- ½ cup powdered sugar
- 1 cup cream, whipped
- 2 dozen lady fingers or a sponge cake

Melt chocolate with hot water and salt in double boiler. When well blended, beat in egg yolks and cook and stir over hot water for four or five minutes or until egg yolks are set. Remove from heat and chill slightly. Beat egg whites until stiff but not dry and beat in the powdered sugar. Fold into the chocolate mixture. If desired reserve ¼ cup of cream before whipping for the garnish. Whip the cream until stiff and fold into the chocolate mixture. Arrange the lady fingers on the bottom and sides of a spring form mold. Pour in part of the choco-

late mixture. Chill for several hours or overnight. Serves 8 to 10.

If using the sponge cake, cut away the center of the sponge cake leaving a shell about ¾ inch thick. Layer the cake that has been removed from the center and the chocolate mixture into the sponge cake shell and chill.

The extra whipped cream is used for a garnish topped with shaved milk chocolate.

MARSHMALLOW DELIGHT

- 30 marshmallows
- 1 large cup crushed pineapple
- 1 cup milk
- ½ pint all purpose cream
- 14 graham crackers crushed fine

Dissolve marshmallows in milk on stove, in top of double boiler, until they are thoroughly melted, then set aside to cool. Whip cream. Roll graham crackers fine and put ½ of them in bottom of pan (a round cake pan 8½ inches in diameter and 1¼ inches high is well drained, add to the marshmallows you have dissolved in milk. Fold in whipped cream. Spoon mixture onto the crumbs on top. Place in refrigerator about eight hours.

CHIFFON CHEESE CAKE

What could be easier than a butter crumb crust which requires no baking, but is pressed against the sides of the pan with a fork before the filling is added? A chocolate cookie crust as shown in the picture is especially good with the lemon flavor of the filling.

- 2 cups chocolate crumbs
- ½ cup confectioners sugar
- ½ cup butter
- 1 tablespoon gelatine
- 1 cup milk
- ⅔ cup sugar
- ¾ teaspoon salt
- 3 eggs, separated
- 2 cups sieved, dry cottage cheese
- 3 tablespoons lemon juice
- ½ teaspoon grated lemon rind
- 1 teaspoon vanilla
- 1 cup cream, whipped

Mix crumbs, confectioners sugar and butter (melted or very soft) and line ten-inch spring form pan. Cook gelatine, milk, sugar, salt and beaten egg yolks over hot water until mixture coats a spoon, about five minutes. Remove from heat and add cottage cheese, lemon juice and rind, and vanilla, blending until smooth. When mixture begins to jell fold in stiffly beaten egg whites and cream. Pour into crumb lined pan, and chill in refrigerator until firm. Serves twelve.

When you are ready to serve the cake, garnish the top with some of the chocolate crumbs and

accent with bright strawberry halves.



Another version of this cake uses the following ingredients in the crumb mixture:

- 1½ cups finely crushed Zwieback, or graham crackers
- 1 teaspoon cinnamon
- 3 tablespoons sugar
- ¼ cup melted butter

Combine these four ingredients, then spread half of mixture on bottom of lined spring form pan. Pour cake mixture over this and cover top with remaining crumb mixture.

Placing four pans in the right position in the oven is all-important. Use a three-layer cake select racks which fit two on a rack and one to spare. Racks divide into thirds. Place one pan on each rack, and place the other two in opposite corners on lower rack so each gets plenty of front and back heating heat.

Hay Dryer Stabilizes Milk Production

By Louis Price, Power Use Adviser
Inland Power & Light Co., Spokane, Wash.

From time immemorial farmers who raise their own hay for livestock have had to take a gamble when haying season comes. Hay must be cut when the nutrient value is the highest, dried, and put away in the barn with the minimum of loss in leaves and carotene content from drying in the sun. If weather conditions are not just right, there may be a complete loss of one cutting, or a crop with very poor food value for the animals.

The modern way of eliminating this gamble is to use a barn hay dryer like the one which Fred Schulz, who farms west of Spokane, has used since 1948. Fred puts up about 50 tons of hay each year, enough to feed the 18 to 20 head of cows and calves he keeps, 12 of which are milk cows.

Hay Blown Into Mow

With a barn hay dryer, Fred doesn't have to worry about whether it is going to rain while his hay is drying in the field. He cuts two or three tons at a time, hauls it in from the field and runs it through a chopper at the barn. The chopped hay is blown into the hay mow, making a layer of new hay about 8 or 10 inches deep over the floor of the mow.

The hay mow in Fred's barn is about 44 x 32 feet. He has a 48" fan powered by a 5 H. P. electric motor installed at one end, which blows the air through a wooden duct about 4 ft. square. The duct tapers down in height as it runs to the other end of the mow. The sides of the duct are open from the floor up about 6 or 8 inches so the air is forced out over the floor. Wooden slatted sections cover the floor, allowing an even distribution of the air before it is forced up through the hay.

Dries in 24 Hours

With the hay dryer blowing air through the first layer of hay, it is dry in 24 hours, and ready for another layer. There is very little shattering of leaves, and the rich green color which the hay retains is evidence of the high food value which is preserved for winter feeding.

Fred says that before he had his hay dryer, his cows showed a marked increase in production when they were put out on grass in the spring. Ordinary field-cured hay just didn't produce as much milk as pasture grass, resulting in a winter-long slump in production, and in milk checks, too. However, with the installation of a hay dryer, a good production level is maintained the year

around, and a switch from barn-cured hay to pasture feeding shows no change in production level.

Costs 40 Cents Per Ton

A hay dryer has not only resulted in higher production figures on the Schulz farm, but it has helped to cut operating costs. Along with some other improvements in his haying operation, the hay dryer has helped to cut his haying time in half, and enabled him to do the work at his own convenience and eliminate unnecessary labor costs.

Electricity to operate his dryer costs Fred only 40c per ton of hay, which he feels is insignificant compared to all the benefits he derives from the equipment.

Extra production, elimination of losses (he has never lost a cutting of hay since the dryer was installed,) and lower operating costs, all add up to more farm profit and fewer worries for Fred Schulz through the use of his hay dryer.

Soil Conditioners Costly

Soil conditioners may have a place in Oregon home gardens but an Oregon State college soils scientist says they definitely aren't in the picture yet for commercial growers.

Dr. R. A. Pendleton says extensive tests with 16 different soil conditioners in both eastern and western Oregon did not boost yields enough to pay their cost for commercial operations. But some of the 16 did improve soil structure enough to warrant their trial by home gardeners on heavy-type soils.

Broiler Bulletin Issued

In determining the most profitable age and weight to market commercial broilers, producers should take into consideration both production and market conditions, says a new bulletin release by the Oregon State college agricultural experiment station.

The publication, "Deciding When to Market Broilers," lists the factors in production: efficiency in feeding; broiler-feed price ratio; and "number of lots of broilers grown per year and the risks." W. B. Back, OSC assistant agricultural economist wrote the publication.

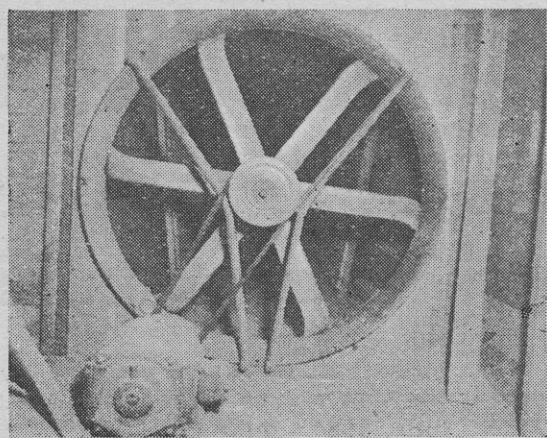
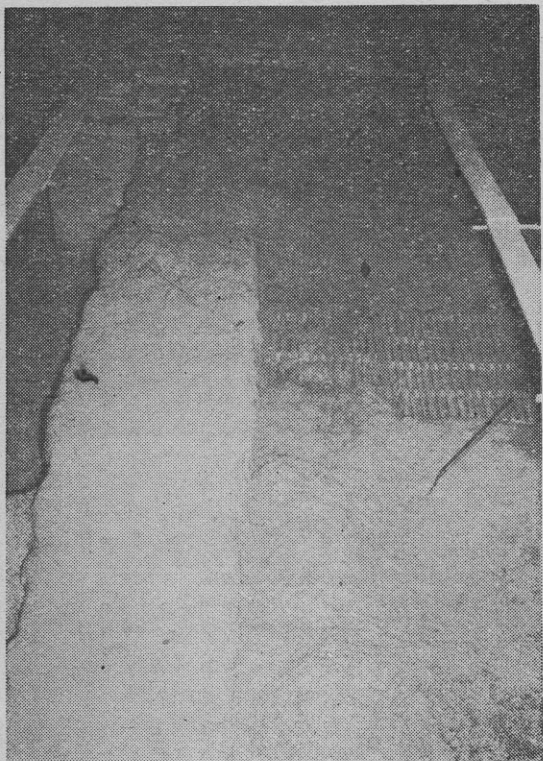
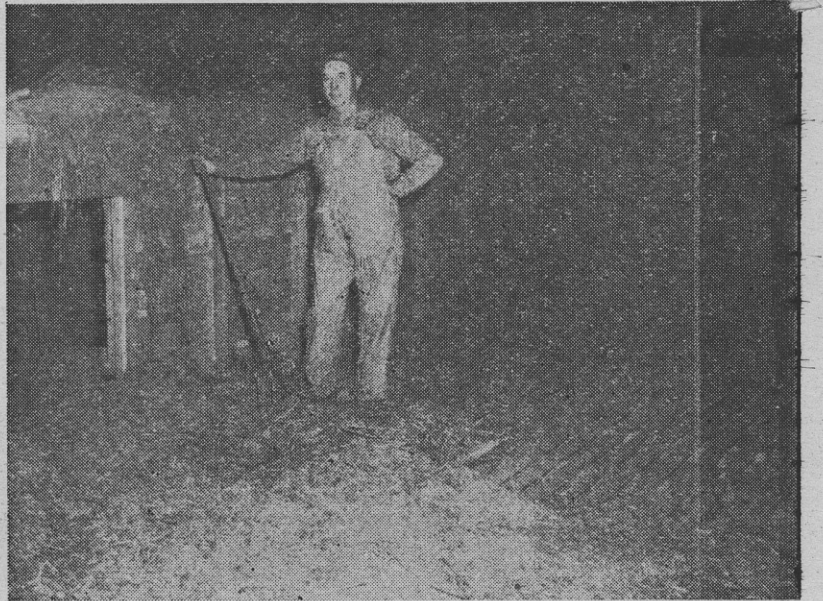
Copies of the 15-page bulletin are available from county extension offices and OSC.

Patient: I dream every night about baseball.

Doctor: Don't you ever dream about something else—girls, for example?

Patient: What—and miss my turn at bat?

Top Right: Fred Schultz stands beside air duct. Large opening in duct is covered during drying and is used to work hay down through a chute to milking room below. **Bottom Left:** Mow as seen from top of barn. Fan duct is at left. Slatted floor can be seen in center. Catwalks prevent tramping on hay. **Bottom Center:** A 48-inch, five horsepower fan forces air through hay.



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| CHEWELAH, WASH.
Empire Electric | LA GRANDE, ORE.
Globe Furniture Co. |
| CLARKSTON, WASH.
Grimes Appliance and Service | LAKEVIEW, ORE.
Lakeview Plumbing & Heating |
| CLATSKANIE, ORE.
Al's Electric Co. | LEBANON, ORE.
Evans Appliance |
| COLFAX, WASH.
Tick Klock Drugs | McMINNVILLE, ORE.
W. O. Johnson |
| COOS BAY, ORE.
Thornton's | MEDFORD, ORE.
Johnston Stores |
| COQUILLE, ORE.
Thornton's | MEDICAL LAKE, WASH.
Peper's Refrigeration & Repair |
| CORVALLIS, ORE.
Charnholm's, Inc. | MILWAUKIE, ORE.
Milwaukie Refrig. and Htg. |
| COTTAGE GROVE, ORE.
Arc Electric and Refrigeration | MILTON-FREEWATER, ORE.
Scott's Appliance |
| COUER d'ALENE, IDA.
North Side Feed & Hardware | MOSES LAKE, WASH.
Eccles Appliance |
| COULEE CITY, WASH.
Columbia Basin Refrigeration | MYRTLE POINT, ORE.
Thornton's |
| DAVENPORT, WASH.
Maier Electric Service | NACHES, WASH.
Moore Bros. Hdwe. |
| DAYTON, WASH.
Laughery Motors | NEWPORT, ORE.
Newport Refrigeration Co. |
| DEER PARK, WASH.
Floyd's Store | NEWPORT, WASH.
J. R. Henley |
| DISHMAN, WASH.
J. Poulin, Inc. | NORTH BEND, ORE.
Coos Bay Electric |
| ELLENSBURG, WASH.
Ellensburg Hardware | OAKSDALE, WASH.
The Roberts Store |
| EPHRATA, WASH.
Loy's Refrigeration | OCEANLAKE, ORE.
Rouske Electric |
| EUGENE, ORE.
B. F. Goodrich | ODESSA, WASH.
Michaelson's Merc. Center |
| EUGENE, ORE.
McGinty-Riggs Electric | OMAK, WASH.
Claire Pentz Furniture Co. |
| EUGENE, ORE.
Weldon Electric | OPPORTUNITY, WASH.
Appleway Appliance & Radio |
| FOSTER, ORE.
Rice and Dunlap | PENDLETON, ORE.
Nelson's Appliance Service |
| GARFIELD, WASH.
Glen Gildea | PRINEVILLE, ORE.
Molesworth Electric Co. |
| GRANDVIEW, WASH.
Anderson Motors | PROSSER, WASH.
Art's Electric |

PULLMAN, WASH.
Williams Heating Company

QUINCY, WASH.
Quincy Electric

REEDSPORT, ORE.
Unger's Radio and Electric

ROSALIA, WASH.
Rosalia Hardware

ROSEBURG, ORE.
Morris Plbg. and Appl.

SANDPOINT, IDA.
Harford's

SANDY, ORE.
Gilmore Farm and Home

SHERIDAN, ORE.
Stuck Electric

SILVERTON, ORE.
Carter's Plumbing and Htg.

SPRINGFIELD, ORE.
Springfield Appliance

STAYTON, ORE.
Porter and Lau

SUNNYSIDE, WASH.
Wolfe Radio Co.

THE DALLES, ORE.
R. A. Twiss

TILLAMOOK, ORE.
Thomas Electric

TONASKET, WASH.
Claire Pentz Furniture

UMATILLA, ORE.
Gifford Electric Co.

WALLA WALLA, WASH.
Bendix Music Electric

WALLA WALLA, WASH.
Derby Electric Co., Inc.

WAPATO, WASH.
Vic's Radio Shop

WILBUR, WASH.
Llewellyn and Llewellyn

WOODBURN, ORE.
Valley T. V. Center

YAKIMA, WASH.
Bemis Refrigeration

YAKIMA, WASH.
B. F. Goodrich Company

YAKIMA, WASH.
Petersen's Heating and Appl.

ZILLAH, WASH.
Talbot's Refrigeration

Two State Groups To Meet



Lundy



Ward

Safety and job training, management, power-use and legislation will be four of the principal subjects discussed at the summer meeting of the Washington Rural Electric Cooperative association at Eastsound on Orcas Island, June 17 and 18.

Association President Robert Smith of Inland Power & Light, says he hopes to open the meeting with an address by J. Frank Ward, Director of the Washington State Power Commission. He has asked Ward to speak on activities and plans of the Commission as they affect rural electric cooperatives.

Lundy At Corvallis

Looming large on the Oregon State Electric Cooperative Association's agenda at its annual meeting on June 24-25 is the problem of new regional power supply, says State President Lee Woodin of Jewell.

Featured speaker at the annual meeting will be Herbert Lundy, Associate Editor of the Oregonian, who has been championing the development of a regional corporation which would undertake the river program on a regional rather than local, piecemeal basis.

Accountants

Study Methods

Thirty-five Cooperative and PUD accountants held their regular study session in Portland a few weeks ago as the accounting committee of the Northwest Public Power association. The group went through an intensive two-day period of listening to experts in cost and REA financial accounting procedures. As chairman of the committee, Albert Frei of Clearwater Valley Light and Power presided over the sessions. Elected to succeed Frei during the coming year was Robert Beistel of Lane Electric. (Photo below.)



Two Cooperatives Make Rate Cuts

The Board of Directors of Northern Lights, Sandpoint, Idaho, have announced a sharp reduction in the home and farm rate which reduces the cost of 1000 kwh from \$21.45 to \$15.25.

The system has 2800 consumers on 1136 miles of line and an average monthly use of 280 kwh per consumer.

A 7½% rate reduction for farm and home use of electricity has been announced by the Missoula (Montana) Electric Cooperative, effective March 21, 1954.

The old rate provided 40 kwh for \$3.25, 40 @ 5c, 120 @ 2½c and all over at 1½c per kwh. The new rate gives 50 kwh for \$3.75, 50 @ 3½c, 100 @ 2½, 100 @ 1½ and all over at 1.2 cents. Cost of 500 under the old and new schedules: \$12.75 and \$11.90. Cost of 1000 kwh: \$20.25 and \$17.90.

Umatilla Co-Op Farm Acquires Voice Saver

David Chernoff, Umatilla Electric co-op member, recently got himself a fine new electric feeding device for his new dairy barn.

Quite aside from the time and labor-saving aspects of the new setup, Chernoff was pleasantly surprised to find he could save his throat by not having to call his cows. He finds that the sound of the feeding equipment brings them on the run.

Twice a day he presses a button to start the device, and the cows line up cafeteria style.

The equipment consists of an electrically operated silo and loader and conveyor belt for carrying

silage along a 106 feet long lunch counter.

The cows are fed in a "pen stable" barn and are then allowed to run into a nearby "loafing barn" on a three foot thick straw matting.

The equipment was designed by General Electric Farm Industry engineers and Cornell University College of Agriculture, specialists.

With the new equipment, Chernoff says one man can now do in one-half hour what four men formerly did in two hours.

His electric bill is less than \$15.00 a month.

Cattle Numbers Reach New High

Cattle numbers in Oregon, the U.S., and the world have reached a record high this year.

Ed Coles, extension livestock marketing specialist at Oregon State college, reports that on January 1, 1954, Oregon had a total of 1,429,000 cattle, the U.S. had 94,600,000 and the world about 856,000,000 cattle.

As nations go, India ranks first in total cattle numbers with nearly 200,000,000 head. Cattle in India are used primarily for draft purposes. The U.S. is considered first in beef production in the world.

Hermiston Girl Wins

Barbara Larson, 20, of Hermiston will be visiting farms in England and Wales this summer as an International Farm Youth Exchange delegate.

Her selection for the two-way exchange of rural youths was announced by Mrs. Winnifred Gillen, state 4-H extension agent heading the IFYE program in Oregon. The state's other delegate this summer is Dorothy Teel of Hillsboro, who will go to Germany.

Co-ops Congratulated

I extend to the sponsors of the Northwest Rural Electric News my congratulations and best wishes for the success of this new enterprise. Also I take this opportunity to extend greetings to the 50,000 farmers in the Pacific Northwest who will be served by this new publication.

—Warren G. Magnuson, U. S. Senate.

I want to extend my congratulations to the members and directors of the Northwest Rural Electric Cooperatives. The initiation of their own publication marks another single advance in their ever continuing progress to bring electric power and all that it means to the farm families of our Pacific Northwest. With every best wish for your success and that of the Northwest Rural Electric News, I remain

—Henry M. Jackson, U. S. Senate.

All success to you in launching and publishing the Northwest Rural Electric News for members of REA cooperatives in Oregon, Washington and Idaho. Information is an essential ingredient of cooperative enterprises as it is to all farming activities.

—Ezra Taft Benson, Secretary of Agriculture.

Your new publication has great potentialities because of the vital need of disseminating timely and worthwhile information dealing with the REA program. You have my best wishes for your success.

—Henry Dworshak, U. S. Senate.

Publication of the Northwest Rural News as outlined in your letter of April 30 augers well for a more complete understanding of the important question of power in the Pacific Northwest.

—Douglas McKay, Secretary of Interior.

It is most welcome news that the farm members of consumer owned electric co-ops in the Pacific Northwest now have their own publication. It is fitting that the thousands of families who cooperatively distribute power should join together to distribute information. My warm best wishes for success in this new undertaking.

—Wayne Morse, U. S. Senate.

Congratulations on your decision to publish a monthly newspaper. Your work in helping bring electricity to the farms of your states has been exemplary. In the State of Washington 99.1 per cent of the farms are electrified; in Oregon, 98.4 per cent; and in Idaho, 96.8 per cent.

—Ancher Nelsen, Administrator, R. E. A.

I want to extend congratulations of all NRECA's members to those in the Northwest on establishment of statewide paper for their members. Similar paper in my own state of Virginia has paid dividends in terms of alert, well-informed membership. As voice of 50,000 fellow members in Northwest, I am sure you will reap these same benefits and provide new, strong support and defense for nation's rural electric program everywhere.

—J. E. Smith, president National Rural Electrification Assn.

Welcome to the Northwest Rural Electric News. Changes in public power policies in Washington forecast a turbulent year for the rural cooperatives. A publication dedicated to the welfare of the electric cooperative can be a powerful weapon in its behalf.

—Gracie Pfost, M. C. Idaho.

This is to express my heartiest congratulations to you for your establishment of the Northwest Rural Electric News.

—Jack Westland, M. C., Washington.

Hearty congratulations to the newest of farm publications, the Northwest Rural Electric News, on the occasion of its initial issue, and sincere best wishes for a successful career of service to our Northwest electrified farms.

—Walt Horan, House of Representatives.

It is a pleasure to extend hearty congratulations to the Northwest Rural Electric News. For I know it will encourage progressive uses of power both in agriculture and in the home. All best wishes for a highly successful publishing career.

—Herman Welker, U. S. Senator, Idaho.

Congratulations to the forty-six Northwest cooperatives on your joint endeavor in initiating the Northwest Rural Electric News. Such a publication should provide a forum for discussion which can be beneficial to all the people of this great area. More adequate service should be the result which will build a greater and more prosperous economy and provide additional comforts to those living on the soil. My sincere best wishes to you and may you enjoy success in your new enterprise.

—Hamer H. Budge, M. C., Idaho.

Woolley Finds Mystery

R. L. Woolley, Manager of Umatilla Electric Cooperative at Hermiston reports he was looking through the files of ten years ago and discovered, written on the back of a delinquent notice, the following note: "You seem to have forgotten that you bought a couple of cows from me. I hope you can

get them before we leave here Thursday morning, or I'm afraid one of them will have freshened by that time."

Alongside of the road entering the village of East New Portland, Maine, the motorist is greeted by a sign which says "Our Telephone Poles Hit Cars Only in Self-Defense."

