about 1,800 megawatts of electricity a year beginning in 1989.

E. W. Thurlow of Central Maine Power told BNA that a "high level committee" from the power pool, an organization of power companies supplying over 99 percent of the region's electricity, will carry on negotiations with Hydro-Quebec to solidify the deal as soon as possible. "We're optimistic that this may turn out to be a very helpful link for New England," Thurlow said July 29.

Hydro-Quebec officials told representatives from the pool that the company will consider prebuilding a facility and signing a 15-year contract to sell between 1,600 and 1,800 megawatts of electricity a year to New England. Although rates for the sale have not yet been negotiated, Quebec officials indicated that it "would be the most expensive power on their system," according to Thurlow. The cost of the electricity probably will be more than nuclear-generated power but less than electricity generated from coal, he said.

The New England companies must construct a high-capacity direct current line to transmit the power from Canada. The line would run from north of Montreal, through Vermont and Massachusetts, ending in Connecticut, according to Thurlow. It might also include an extension to New York, he said.

The Quebec company's direct current system creates some technical difficulties since it differs from the systems used by most other power companies, according to Thurlow. The lines would require a "DC link," as well as an isolation mechanism to protect each system from problems in the other.

Negotiations between the two organizations in the past have centered on the possibility of the pool's purchasing power from Hydro-Quebec's new James Bay Development, which is under construction. However, the availability of power from the new facility for sale to New England is expected to run out by 1987, and that is the earliest date the power pool can expect to complete construction of its new transmission lines, Thurlow said. Current discussions concern a new development on another waterway, he stated.

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ADVERTISING: FTC ACCEPTS AGREEMENT TO DEPICT SAFE BIKE-RIDING HABITS

The Federal Trade Commission has accepted a proposed consent order from Benton & Bowles, Inc. to describe only safe riding practices in advertisements it produces for bicycles, tricycles and mini bikes.

The proposed consent order concerns two television advertisements produced and distributed by Benton & Bowles, a New York advertising agency for AMF, Inc. One advertisement shows two children riding a bicycle and a tricycle at a fast speed without stopping, slowing down or checking for traffic. The other showed a child on a motored bike riding down a one way street and turning in an alley without slowing down or looking.

The complaint alleges that the advertisements have a tendency to influence children to perform stunts on a bicycle or tricycle, to ride a bicycle without obeying traffic signals and to ride in a manner contrary to the standards of safety.

The FTC approved a related agreement, January 1980 with AMF Inc. AMF will produce at least two television public service announcements on safe bicycle-riding habits to be distributed to 100 stations nationwide that carry a substantial amount of children's programming.

Benton & Bowles has agreed not to show harmful behavior in future advertisements nor to show a child under eight years old riding in the street without an adult who is also on a bicycle. The agency will also not show anyone riding a bicycle or tricycle without obeying traffic control signals, against the flow of traffic or riding with more people than the bicycle can carry.

The consent decree has been placed on the public record for 60 days for comments, after which the Commission will decide whether to make it final.

Copies of the agreement, the complaint and an analysis of the agreement are available from the FTC's Public Reference Branch, Room 130, 6th Street and Pennsylvania Avenue N.W., Washington, D.C. 20580; or call (202) 523-3830.

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ENVIRONMENT: GOV'T CHARGES MONSANTO FOR PCB DISCHARGES BY ANOTHER FIRM

The federal government has charged a producer of fluid containing polychlorinated biphenyls (PCBs) with liability for the discharge by another firm of the waste fluid into a tributary of Lake Michigan.

The civil action filed July 22 against Monsanto Corporation, of St. Louis, Mo., alleged the firm is liable for the contamination of Lake Michigan with PCBs from hydraulic fluid the firm produced and sold to Outboard Marine Corporation, Waukegan, Ill.

The suit was originally filed in 1978 in the U.S. District Court for the Northern District of Illinois, Eastern Division, against Outboard Marine Corporation. Outboard Marine counter claimed against Monsanto, and the government July 22 amended its complaint to add Monsanto as a defendant.

The U.S. action claims that Monsanto is liable under the federal common law of nuisance, Illinois product liability law and the Refuse Act of 1899.

The government requested the court to order Monsanto to conduct a study on the PCB contamination of Lake Michigan and to dredge the lake and dispose of the PCBs. In addition to these remedies, the complaint requested that civil penalties under the Clean Water Act be assessed against Outboard Marine.

James Hynes, assistant U.S. attorney in Chicago, said he doubted that the Clean Water Act or the Resource Conservation and Recovery Act provided any action against Monsanto in a case such as this.

The court has set a briefing schedule with Oct. 15 as the date for a decision on any motions filed by Monsanto, Hynes said.

-- End of Section A --

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