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Crater Lake and Oregon Caves Within Short Day's Journey from Roseburg



—Photo Courtesy Oregon Journal

CALIFORNIA OREGON POWER COMPANY SERVES ENTIRE SOUTHERN OREGON WITH ELECTRIC ENERGY, GIVING FINE SERVICE

The productive area of the Pacific coast answering to the name "Southern Oregon" is known throughout the entire world as the possessor of scenic attractions beyond comparison, those best known being Diamond lake, the Oregon caves and Crater lake. This region of unsurpassed charm and romantic history reaches from the watershed of the fertile Umpqua valley down to where the mighty Siskiyou mark the California boundary, stretching eastward beyond the towering Cascades, embracing within its confines the majestic Klamath country and the highly productive valleys of the Umpqua and the Rogue. The Umpqua valley is known everywhere for its bountiful crops of choicest prunes and broccoli (winter cauliflower), and other superior products too numerous to mention; the Rogue river valley for its world-famous pears of all varieties, and its prize-winning Flaming Tokay grapes; to give in building up the field it serves. There is a reason for the company's activity in assisting the growth and development of southern Oregon—just the same legitimate reason which prompts any merchant to advertise the superiority of any article. The California Oregon Power Company is a genuine believer in southern Oregon, and uses its best efforts in "telling the world" about it at all times. Telling the story of southern Oregon—its climate, its resources and opportunities to desirable settlers and investors will result in increasing the population and bringing greater prosperity to this section.

Comparatively speaking, the territory served by the California Oregon Power Company is as yet rather sparsely settled. To better general business conditions and have the output of its present plants absorbed the company has systematically and diligently concentrated its efforts upon encouraging wider uses of electricity by those now residing in the field it serves. It has also consistently carried on an energetic campaign in bringing to the attention of possible investors and settlers the multitude of resources of this country. In all its publicity work the company has "broadcast" the virtues of southern Oregon from every possible angle. "The VOLT," its monthly publication devoted to development of southern Oregon, loses no opportunity to tell the story of this romantic section of the Pacific coast to a nation-wide audience. No phase of the possibilities of the territory is overlooked in this work. Agriculture, horticulture, timber resources, mining, stock raising, and the commercial assets of the various communities are heralded to the public through every means available.

The New Industries Department of the company serves as a connecting link between the possible investor and the country served, by pointing out to such investors the industrial possibilities of this "great Midland Empire of the Pacific Coast," assisting the various chambers of commerce in this laudable undertaking. Through the activities of this department, many sources of capital have been tapped for use in the legitimate development of southern Oregon's resources.

It has brought to the attention of people throughout the entire country the industrial opportunities in the field served by the company, and has definitely proved its value in rallying the support of southern Oregon's communities to a common purpose—that of development of the entire section by uniting all interests in the common cause.

Tourists are making the scenic wonderland of southern Oregon their "Mecca" in increasing numbers each year. The Crater lake country, (which means all of southern Oregon) holds for the tourist an endless variety of splendors, a manifoldness in all their magnificence within easy reach. Diamond lake, the Oregon caves, the Siskiyou, the Klamath lakes, the snow-capped peaks of the Cascades, the mighty rivers, the Umpqua, the Rogue and the Klamath, extensive forests of virgin timber, and other items too numerous to mention, being grouped in this vacation paradise with Crater lake sparkling as the center attraction. Fine highways and roads make all these beauties easily reached from any point within the field of Copco service. Many gateways are available, each having its own distinct advantage from a scenic viewpoint. The California Power Company is at present engaged in an effort to increase the tourist travel to this

vacation wonderland, well knowing that of the thousands attracted to southern Oregon by this means many will return to make some part of southern Oregon their permanent homes. A large percentage of the population of southern Oregon is made up of those who first passed through it as tourists. They first came as tourists, and later returned as settlers.

The commercial department of the company devotes its efforts primarily to developing a wider use of electricity for all purposes. Remarkable success has resulted from the activities of this department. The industrial activities of southern Oregon might well be termed completely electrified. The lumbering industry in the Klamath country is almost universally electrically operated. The same situation exists in all other sections served by the California Oregon Power Company where industrial concerns flourish, due to the economy resulting from this means of operation. The use of electricity for pumping purposes in connection with irrigation work is also highly developed. Campaigns have been successfully carried out for better lighting. Electric range service is utilized in southern Oregon to a degree unparalleled elsewhere in the state, and in some cities of electric range users is no doubt higher than anywhere else in the world. In the excellent domestic

science departments of the schools throughout this wide area, the housewives of the next generation are continually learning the simplicity of modern cooking upon electric ranges.

Rural electrification in southern Oregon is not a remote dream. It is an accomplished fact. It is conservatively estimated that seventy per cent of the farm homes within reach of Copco transmission lines utilize electricity in one form or another. In one section alone, a distance of sixty miles is served by the company's lines, (including a number of communities and the adjacent farming territory) and the resulting use of electricity for various purposes covers every phase of agricultural work for which electricity has so far been adapted. Innumerable connections for farmers' wives in this favored locality make the most extensive use of electric service on electric ranges. It is believed that nowhere in the entire country has a more thorough use of electricity to lighten farm and household tasks been demonstrated than under Copco's far-flung transmission system. As an example, in the Talent Irrigation District, in the Rogue river valley, the estimated population is one thousand people. The number of electrical consumers in this district is over two hundred, which indicates that electric service is being utilized by approximately one hundred per cent of these people, by allowing a fair estimate of five persons to each family. The uses to which electricity is put throughout this irrigation district vary from domestic lighting and cooking to all branches of agricultural work. There are in this district thirty electric ranges in service, indicating that about fifteen per cent are using electricity in this one district for lightening the work of the rural housewife, for cooking alone.

In the development of power plants the company has always followed the business-like policy of keeping in advance of the existing market for electricity. This assures the investor in industrial concerns or prospective settler that his electrical needs can always be satisfied and permits proper expansion to care for sudden load developments by quickly bringing into existence additional generating facilities in advance of actual necessity.

The California Oregon Power Company has been very successful in distributing its securities throughout its field of service, number as a high percentage of "razzle-dazzle" among its stockholders.

The California Oregon Power Company operates eleven hydroelectric plants serving southern Oregon, with a total combined capacity of approximately one

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