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Bible Thought For Today

REWARD OF THE RIGHTEOUS.
—Mark the perfect man, and behold
the upright; for the end of that man
is peace.—Psalm 37:37.

To Lift This Country Up and On

(Editorial in Collier's.)

If public-utility companies bore
the names of the men who manage
them—as do department stores, for
instance—there would no doubt
have always been a better general
attitude toward them. If Thomp-
son's Street Car Company, or the
Jones & Smith Heat, Light and
Power company were so named, the
man who had a row to pick with
them would usually go straight to
see neighbor Thompson or Jones or
Smith, as the case might be; and
that is a very different matter in-
deed from writing a letter to some
company doing business under the
general name of the Brown's Ferry
Street Car company or the Amul-
gated Gas and Electric Corpora-
tion.

But this is a result not to be
achieved—for the great utility com-
pany understands that he is burn-
ing his own gas and riding on his
own trolleys; but he is coming to
that knowledge, and will come to it
all the sooner as the public-service
companies put their cards on the
table and invite him to look at them.

Meanwhile, there are distinct
signs of increasing fairness in the
attitude of the American people to-
ward these companies. For instance,
there is a growing sentiment
through the country that the trac-
tion lines should be allowed to
charge a carrying fare sufficient not
only to take care of their fixed
charges, but with something left
over to provide betterments and ex-
tensions.

It is a hopeful sign when a re-
view of the past year shows the
public-utility question as a whole
receiving sane and business-like
treatment at the hands of the regu-
latory bodies in the different states.

No one factor, except the human
factor, is contributing more to get
this great nation back on its fi-
nancial and economic legs than is
the factor of electricity. Electric
energy is overabundantly on the job
to reduce costs, to cut overhead,
to shorten distances, to eliminate
loss of time, to make on machine
(whatever that machine produces)
do the work of many hands, to in-
crease the comforts and lighten the
burdens of the nation.

It was Watt, who more than a
century ago coined the term "horse
power," using a strong draft horse
as a unit. Assuming that a horse
produces one horsepower—which is
true, of course, only for the few
hours that he can stand continuous
effort—it would take twenty mil-
lion horses to furnish the power
now supplied by electrical central
stations in the United States.

"If these twenty million horses,"
says an authority, "were tied to
both sides of a picket line in ac-
cordance with the U. S. Army Field
Service Regulations, the double
line of horses would be 8,300 mil-
ling; twice the distance from New
York to San Francisco."

A cartoonist could make that pic-
ture graphic as he could a picture
of the 1,100,000 individual men and
women in America who are report-
ed to have money invested in elec-
trical securities; and as he could
make a picture of the three hun-
dred million dollars in funds which
the insurance companies are said
to have invested in public-utility
securities.

We pass to something more im-
portant and less easy to picture,
the growing need of the country
for homes. Home building has
whatever increase in home build-
ing is more than kept pace with
the increase in population. The
need must be met, and it will be
met. We should remember that every
home that is built is a "prosperity"
for electric energy. It will need a
telephone, or electric lights, or gas,
or all three—and it will need trans-
portation close by if the closer the
better.

The public-utility companies, to
meet this great demand, must de-
velop and must finance the devel-
opment. The financing is done
either by selling securities directly
to the holders or to the same hold-
ers indirectly through the insurance
companies and banks.
The spirit of fair play, already

IN THE OLD HOME TOWN



SOME OF THE TOWN'S SMART
ALBINO CALLED SIX BARRELS
OF SALT OFF THE STATION
PLATFORM LAST NIGHT

THE OFFICE CAT



BON MOT.

Have you ever seen a poet
When he takes a brain-storm fit,
And has to write a poem
Before he dares to quit?

He makes a home-run stamper
For paper, pen and ink,
With fevered haste he grabs them—
Then in a chair he'll sink.

And quickly makes a compound
Of slams and slang and junk,
And sticks it all together
With some sentimental bunk.

It's written in a twinkling
And soon it's on the press,
But not until that moment
The poet's brain can rest.

—JMA LOON.

SPEAKING OF FURNITURE.

June Bride—"I would like to buy
an easy chair for my husband."
Salesman—"Morris?"
"No; Clarence."

The idea that two can live as cheap

ly as one was probably started by a
tape worm.

Not every woman who is a "devotee
to the racket" plays tennis.
No love game for these dames.

Once upon a time, Janus spent a
few years in Canada. He has tried at
various times to tell what the Canad-
ian cattle looked like after coming in
off the prairie in the spring. Words
never seemed to give the right pic-
ture, so you can imagine his delight
to see a life-size photo of one on the
screen at the Sherry Theatre.

"When a modern girl says she
hasn't anything fit to wear to church,
she doesn't mean what the old fash-
ioned girl did.

ANOTHER ONE BACK TO NORMALCY.

With the return of the corset the
"shimmy" has been entirely eradicated
from the dance.—Fashion note.

Which means, we guess, that the
poor old shimmy will have to go back
to being just a common old unmen-
tionable garment again.

JOSEPH WISE SEZ:

It is easier to recover from an ill-
ness than from a bankrupt friend.
Be careful whom you trust.

The nations agree to scrap battle
ships and Will Hays says the post
office ought to be taken out of pol-
itics. The millennium may be around
the corner.

COUGNS



A La Grande man says three things
in this world are always unexpected—
trifles.

SNORTS FROM THE BACK ROOM.
Some of our "ad" writers leave
much to the imagination.

For instance:
"Solid pack toms—17."
This may mean—Solid pack toms—
atoms, 17c, or it may mean—Solid
pack toms—17 years old.

These new fangled hair cuts for

men make a fellow's profile look a
good bit like a cabbage after the low-
er leaves have been trimmed off.
Some heads look so much like the cab-
bages that it's easy enough for the
barber to be mistaken.

Bilious Headache.

When you have a severe head ache,
a disordered stomach and constipa-
tion, take three of Chamberlain's Ta-
bets. They will correct the disorder
of the liver and bowels, effectually
curing the headache.—adv.

**THE REASON FOR OUR SUBSTANTIAL GROWTH
IS OUR SUBSTANTIAL SERVICE**

**THE MONEY YOU SAVE
IS WHAT COUNTS**

The man who is earning good
money and has no cares for the
present, should not forget the
future.

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monthly or monthly, will build a
substantial bank account in a sur-
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**Don't Cheat
Yourself**

SINCE THE INSTALLATION OF OUR NEW
SYSTEM WE HAVE RECEIVED A GREAT
MANY FAVORABLE COMMENTS FROM
OUR SUBSCRIBERS. WE HAVE ALSO RE-
CEIVED MANY ORDERS FOR NEW TELE-
PHONES.

WE HAVE HEARD RUMORS, HOWEVER,
TO THE EFFECT THAT CERTAIN AGITA-
TORS ARE MAKING A DESPERATE EF-
FORT TO HAVE A NUMBER OF OUR SUB-
SCRIBERS ORDER OUT THEIR TELE-
PHONES WITH THE EXPECTATION OF
HAVING THE RATES REDUCED

OUR RATES, WHICH COMPARE FAVOR-
ABLY WITH THE BALANCE OF THE
STATE, WERE AUTHORIZED ONLY AF-
TER A CAREFUL INVESTIGATION AND
THEY WILL NOT BE REDUCED, SO DON'T
CHEAT YOURSELF OUT OF YOUR TELE-
PHONE SERVICE.

TELEPHONE SERVICE IS THE CHEAPEST
COMMODITY IN EXISTENCE.

**HOME INDEPENDENT
TELEPHONE CO.**

**the coal
problem**

Cost vs. efficiency is the
coal problem solved by

SUPERIOR

It contains more dollar
for dollar value by
making less ash, ash
and clinkers.

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economical heating.

COAL

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