

Your Welfare Is Involved

Everyone realizes what an important part a power company plays in the development of any territory. It makes possible the growth of industrial and agricultural enterprises, and it improves living conditions.

In every sense of the word, the Idaho Power Company—any power company in fact—is simply the agent of its customers. It supplies a needed service and must receive from its customers using this service, sufficient money to pay for the labor and supplies required in operating its plants and system, to pay taxes, to make necessary replacements, and to pay interest on the money required for new development, which the increasing demand for power made imperative.

THE PROBLEM THAT CONFRONTS US

But the expense of everything which goes into the production of power—labor, supplies, taxes, and cost of money—has advanced to the point where it is impossible for us to provide the needed development or even maintain 100 per cent service, with our present income.

We have enforced every possible economy in the operation of our property, but under present rates we cannot operate advantageously either to ourselves or our customers.

RATES FIXED BY LAW

State Laws demand that we give 100 per cent service; they fix our rates and control our franchises, and they are supposed to allow us a fair rate of interest on the money invested in our property. However, under present conditions we are making practically nothing on our investment.

Let us show you why:

INCREASED COST

Our records show that the percentage of increased cost in the past four years is as follows:

Wages have advanced	66%
Supplies	80 to 100%
Taxes	146%
Cost of Money	40%

As there has been no increase in our rates since 1915 except the 10 per cent increase granted in June of this year, it must be apparent to everyone that our present income is entirely inadequate to take care of our increased cost of operation and maintenance.

NEAR THE DANGER MARK

In 1919, almost the total capacity of our existing system was required to answer the demands of our customers for power. Every year our load increases, so it is evident that we must continue development to give 100 per cent service.

But at the present rates development cannot be financed. Our costs are out of proportion to our income. We are doing everything possible to maintain our service, but the problem is a difficult one. Therefore we come to you with this problem, for it is our duty, as a public utility, to explain the danger that confronts us.

YOUR INTERESTS AND OUR INTERESTS ARE IDENTICAL

We must work toward a basis on which we can continue to give you 100 per cent service—a basis that will work for the welfare of all. Therefore, it is our purpose to present to you in a series of statements honestly and fairly, the situation that the Idaho Power Company is facing. It is our purpose to show you how this situation involves you and the future development of Idaho, and to ask you to help solve the problem.

IDAHO POWER COMPANY

LOCAL AND PERSONAL

Mr. and Mrs. D. M. Taggart spent Sunday in Vale.

Ed Helgtsman and family spent Sunday in Vale.

A. A. Reed of Brogan was an Ontario visitor last Saturday.

The G.H.'s Sewing Club will meet Friday at 2:30 at the High School.

Miss Edith Folger returned Thursday evening from a visit to Tacoma.

Mrs. W. L. Hober and daughter, Lenona, spent the week-end in Caldwell.

P. M. Boals and Geo. W. Lattig of Oregon Slope were Ontario visitors on Saturday.

Mrs. A. A. Brown went to Boise Wednesday for a visit with her son, Harry Brown.

Master Firmin Scholes left Tuesday for a two weeks vacation at Montpelier, Idaho.

Francis and Rolla Reider left Tuesday evening for a two weeks visit in the John Day country.

Don Platt came down from the hills where he is running a band of sheep, to spend a few days in Ontario.

Mr. and Mrs. Frank Casiday and son Kenneth returned Saturday from Portland where they have spent the past month.

Mr. and Mrs. Harry B. Cockrum and family are spending their vacation in the cooling breezes of the Wallowa Lakes.

Mrs. L. P. Frye of Nyssa was in Ontario several times this week to shop and visit with her parents, Mr. and Mrs. Thomas Fiser.

Peter Tensen of Nyssa was in Ontario last Saturday to attend the meeting of the Farm Bureau and transact business in town.

Mrs. Sadie Landingham left Saturday evening for Portland where she will spend a month visiting her daughter, Mrs. Tomlinson.

John Hunt who has been away from Ontario for a year past, returned to the city last Friday. He expects to remain here for some time.

Theron McParlin Gough is the name given the new son who arrived at the home of Mr. and Mrs. T. McParlin Gough at Payette last Tuesday.

Misses Della and Wilma Miles and Katherine Troxell returned Monday from Seaside, Oregon, where they have been visiting for the past three weeks.

Miss Eleanor Wheelon who has been the guest of her uncle and aunt Mr. and Mrs. J. R. Rasmussen returned this week to her home in Pocatello.

Mrs. Davis of Oregon Slope who is the only woman member of the county executive committee of the Farm Bureau was in Ontario Saturday morning.

William Simon, general manager of the Alexander stores spent Tuesday afternoon in Ontario. He came down on the pony and returned to Boise on No. 6.

Miss Helen Biggs of Baker is a guest at the home of Dr. and Mrs. W. J. Weese, having come down to be present at the Wood-Biggs wedding last Friday.

Mr. and Mrs. H. L. Peterson and family hied themselves to the higher altitudes of the Idaho mountains, to take their vacation on the shores of Payette Lakes.

Mr. and Mrs. William Jones and daughter Katherine left this week for the Payette Lakes to escape the heat of the Snake river valley. They expect to be in the hills for several weeks.

P. C. Oxman of Willow creek, Vale and the upper country, drove to Ontario Monday morning. He came down with Thomas Norwood who also operates a ranch in the Willow river country.

Dr. Thomas Biggs of Odessa, Missouri is visiting his brother and sister Judge Dalton Biggs and Mrs. W. J. Weese. He arrived in time for the Wood-Biggs wedding last Thursday and will be here for some time.

Mrs. H. O. Drane returned last Thursday from Des Moines, Iowa, where she has been visiting her mother. She was accompanied home by her sister, Miss Josephine Lenan who will visit here for some time.

Mr. and Mrs. Larue Blackaby are seeking relief from the effects of rising temperatures on an outing trip to the Payette Lakes. During their absence Miss Etta McCreight is engaged at the Blackaby Jewellery Store.

Mr. and Mrs. E. A. Fifer are numbered among the Ontario colony vacationing at Payette Lakes. They went up on Monday. Mrs. Fifer and the children will remain for some time, but Mr. Fifer, like most of the men vacationists will return to tend to business the later part of the week.

S. P. Graham who ranches above Vale when he is not over in Wallowa county looking after his stock ranch was in Ontario on Saturday to attend the Farm Bureau executive committee meeting.

Jos. Dams and Theron Northrup went to La Grande Sunday evening on No. 19 and drove back Monday in O. M. Castleman's car. Mr. Castleman expects Mrs. Castleman and their daughter to join him here in Ontario during the latter part of the month.

Theron Northrup is greeting old friends from the back of the counters of the Ontario Pharmacy. While a student in High School, in the pre-war days and after his return from the service and before he entered the University Theron was a member of the store's force.

E. J. Deas who is president of the Malheur County Fair Board, and who is president of the Nyssa Commercial Club, the Nyssa school board and other organizations in Nyssa, and thus qualifies as the most respected man in the county, perhaps, was an Ontario business visitor here Saturday. Mrs. Deas and their daughter came with him.

The Ontario Outing Club is again cocooned in its community quarters on the shores of Payette Lakes. L. Adam preceded the party to the Lake to get things in ship-shape and was followed by Mrs. Adams, Mr. and Mrs. S. O. Dorman, Mrs. Frank Rader and son Harrison last week. This week, Frank Rader and E. C. Van Petten made their escape from the torrid temperature of Ontario and are frequenting their favorite

fishing and loafing places at the Lakes. Mrs. Van Petten will go up later in the week.

Mr. and Mrs. A. W. Athey and son arrived in Ontario Monday from Nebraska where they spent the past month visiting relatives. They are now enroute to their new home in Bernicia, California, one of the bay cities, where Mr. Athey is a telegrapher for the Southern Pacific.

Prior to their departure from Ontario, three years ago, Mr. Athey was employed by the Short Line and for several years was a member of the local post office force. "We hardly recognized Ontario with its paved streets and its absence of vacant buildings," said Mr. Athey, to The Argus, "and certainly Ontario has made progress since we left." After transacting some business and visiting friends Mr. and Mrs. Athey will continue on their homeward journey.

Tri-Weekly Service to Lakes. Ontario folks who seek the cooling breezes of the Payette Lakes and who do not drive their own motor cars can now reach their destination on a passenger train three times per week. By taking the morning pony on Tuesday, Thursday or Saturday the travelers reach McCall at 4:30 p. m. Returning Monday, Wednesday and Friday the train leaves McCall at 9 o'clock reaching Ontario on the evening pony.

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