

I.P.

## The Progress of the State

Following the census reports issued from Washington, you have noticed the big increase in population throughout Southern Idaho and Eastern Oregon. This increase in population is the main reason why the Idaho Power Company must continue to build more power plants, extend transmission and distributing lines, and provide more equipment from year to year.

These new people coming into this territory are demanding electric power to light their homes, to irrigate their farms, to operate their industries. And if this country is to develop as it should, their demands must be cared for.

### Old Industries Require more Power

OLD industries are growing, manufacturing plants are springing up, extensive areas of farming land are being opened. But without an ample supply of electric power, this development must be halted.

At the present time, new customers are being added to the Idaho Power Company's lines at the rate of between four and five thousand a year. To take care of these new customers and the increased demands of old power users requires from 8,000 to 10,000 additional horse power each year.

### Present System Taxed almost to Capacity

THIS year, a new 6,000 kilowatt unit plant was built at Thousand Springs to bear the burden of the increased load. In spite of this, there have been times during the past summer when the demand for electric current almost equalled the

full generating capacity of our system. This means that additional power plant capacity must be built, additional lines must be installed, and sub-station must be enlarged, before we can take on any appreciable amount of new business.

### New Development Requires Money

AND new development requires money. In fact, an expenditure of between three-quarters of a million and two million dollars is required to take care of the normal growth in the demand for power in our territory each year. The expenditures required to provide power for new irrigation business alone during 1920 and 1921 are in excess of one and three-quarter million dollars.

In order to get this money, we must go out and borrow it in the open market. As the State Law does not allow the Utilities to charge their customers for their services rates which will provide the money required to pay for the construction of new power plants, transmission lines, etc., but our annual income must be sufficient to pay a rate of interest on our investment which will induce investors to put their money into our hands to be used for the new construction required to handle this constant growth in business.

### Our Present Difficulty

NOW this is the situation at present. As we have shown before, our present rates provide a very small return on the money represented by the Common Stock of our Company. While this condition exists, capital cannot be secured on favorable terms for development, and thus the progress of the territory may be halted for want of power facilities.

We have been asked why it is that we can continue to pay annually 7 per cent on our Preferred Stock when we are earning such a small amount of money. We have only \$1,250,000 of preferred stock outstanding, and this stock receives its full 7 per cent each year before any return can be paid on the Common Stock. Consequently our Preferred Stockholders can be assured of their return regularly even when the money represented by the Common Stock earns and receives a very small return.

The next advertisement will show more fully why an increase in rates is necessary before investors will lend us money to carry on the work of development which the progress of this territory demands.

**IDAHO POWER COMPANY**

## FAR ENDS OF COUNTY SERVED BY LIBRARY

Branch Library Opened At Jordan Valley—All Incorporated Cities In County Have Branches—Eleven Stations Opened—New Books Here

The opening of the Jordan Valley branch of the Malheur County Library took place on November first. There are now libraries in each incorporated city of the county; Ontario, Vale, Nyssa and Jordan Valley and the following stations: Bonita, Mrs. William Miller, Librarian; Brogan, Miss Mel Carter, Librarian; Pangollano, S. H. Corliss, Librarian; Juntura, David Graham, Librarian; Oregon Slope, Mrs. Harry K. Lattig, Librarian; Ruby, Mrs. A. F. Hill, Librarian; Harper, Mrs. Ella McLaughlin, Librarian; Valley View, School District No. 30, Miss Margaret Griffin, Librarian; Catro, Mrs. E. B. District No. 24, Vale, Connell Cox, Librarian. A station is being established in Kingman Colony, Miss Florence Kingman, Librarian; and at Owyhee School, Mrs. C. E. Schweizer, Librarian.

The following new books are on the shelves of the library for distribution:

#### AGRICULTURE

American country girl, Crow; American irrigation farming, Olin; Bush fruits, Card; Dairy cattle feeding and management, Larson; Farm accounting, Scovill; Farm buildings, Breeder's gazette; Farm crops, Gardner; Farm management, Arnold; Farmer and the new day, Butterfield; Farmer's clean milk book, North; Fundamentals of plant breeding, Coulter; Injurious insects, O'Kane; Insects injurious to the household, Herrick; Living from eggs and poultry, Brown; Manual of weeds, Georgia; Meadows and pastures, Wing; Poultry breeding and management, Dryden; Principles of fruit growing, Bailey; Sanitation, water supply, and sewage disposal of country houses, Gerhard; Twenty lessons on poultry keeping, Patterson; Young farmer, Hunt.

#### GENERAL

Business employments, Allen; College physics, Carhart; Commission government in American cities, Bradford; Every-day pronunciation, Utter; Farm and garden rule-book, Bailey; Fertilizers and crops, Van Slyke; Government as a business, Sparks; Gregg shorthand, Gregg; Language games, King; Money and banking, Scott; Money and banking, White; My French companion, Gourio; Number work games, Harris; Organized banking, Agger; Painters and painting, Wedmore; Principles of commerce, Brown; Stoddard library, Stoddard; Treaties on plane and spherical trigonometry, Brower; Vocational guidance for the professions, Brewster; Your job back home, A. L. A. War service.

The list of Children's Books will be published next week.

## NEW TRAIN SCHEDULE GIVES BETTER PASSENGER SERVICE

With the addition of a Salt Lake Portland service in train number 23 and 24 the Short Line inaugurated a new schedule last Sunday. The only reduction in service was the cancellation of the ponies operating between Boise and Huntington in the

Under the new schedule it will be possible to leave Ontario at 2:01 P. M. and be in Portland the next morning at 7:30, on No. 23. No. 19 will now be the train de luxe of the service, running on a faster schedule than heretofore and will arrive in Portland at 10:30 after leaving Ontario at 4:30 P. M.

There will also be an east bound fast mail to run opposite No. 5. This will be train No. 6 and will pass thru Ontario at 2:20 P. M. The following is the time table of trains to and from Ontario at the present time.

Ontario, Oregon November 14, 1920. Effective 12:05 A. M. Pacific Time

West Bound  
No. 17 Passenger 3:47 A. M. Daily  
No. 5 Mail 6:26 P. M. Daily  
No. 19 Passenger 4:30 P. M. Daily  
No. 23 Passenger 2:01 P. M. Daily  
No. 85 Passenger

(Pony) 9:33 A. M. Daily  
East Bound

No. 18 Passenger 1:10 A. M. Daily  
No. 86 Passenger

(Pony) 7:50 A. M. Daily  
No. 4 Passenger 9:33 A. M. Daily  
No. 6 Mail 2:20 P. M. Daily  
No. 24 Passenger 4:30 P. M. Daily

Oregon Eastern Branch  
West Bound

No. 371 Mixed Vale-Crane Departs  
10:00 A. M. Daily Ex. Sunday

No. 373 Mixed Vale-Brogan Departs  
12:30 P. M. Daily Ex. Sunday

No. 193 Passenger Vale Departs  
10:30 A. M. Sunday Only

East Bound

No. 372 Mixed from Crane Arrive  
2:50 P. M. Daily Ex. Sunday

No. 374 Mixed from Brogan Arrive  
4:50 P. M. Daily Ex. Sunday

No. 194 Passenger from Vale  
3:05 P. M. Sunday Only

## Time to think of Xmas Gifts

Remember that JEWELRY is the ideal gift—the "Gift that Lasts" the gift that increases in value the older it gets. We have many "gifts that last" in Diamonds, Watches, Pearls, Jewelry, Clocks and Silverware.

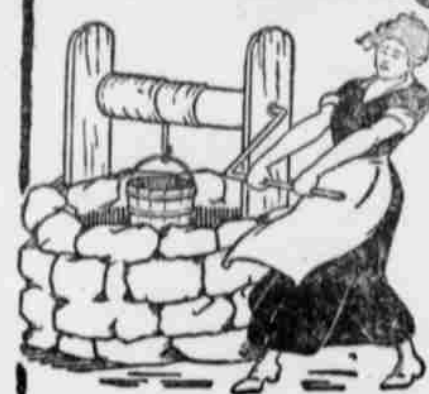
# Blackaby

Jewelry Store

"Gifts that Last"

Ontario, Oregon

## Don't You Remember?



"The Iron Bound  
Bucket That Hung  
In The Wall."

It Brought Up  
That Sweet Soft  
Water So Good  
For Washing.

THOSE DAYS  
ARE OVER.

## 20 MULE-TEAM BORAX SOAP CHIPS

Are So Handy and Inexpensive That  
Washdays Are Not Dreaded Any More.

Like a 20-Mule Team, Borax Soap Chips  
Pull the Dirt OUT of a Most  
Difficult Spot.



"It's the Borax in the  
Soap That Does  
the Work."



Look Up a  
FULLER  
DEALER  
in your town

THRIFT—with every  
stroke of the brush when  
you paint with

# FULLER PAINT

If there's a good reason for anything, then it's painting your house with good paint. FULLER Paint is GOOD Paint. It saves a great deal more than it costs—saves you money in upkeep and adds to the value of your property. Invest in FULLER Paint right away.

W. P. Fuller & Co.

1920-1921

Northwest Branches at

Portland, Seattle, Tacoma, Spokane, Boise, Eugene, Astoria, Bellingham, Everett, Olympia, Vancouver, Portland, Ore.

Fuller Paints are sold everywhere.

Write for Free Catalogue

W. P. Fuller & Co.

