

PORTLAND, OREGON, SUNDAY MORNING, DECEMBER 20, 1914.

QUALITY OF SERVICE
IS SAID TO DEPEND
UPON COMPETITION

Rule as Affecting Public Utilities Discussed by Special Assistant C. J. Smyth.

INSTANCES ARE CITED

Federal Expert Has Had Wide Experience in Conducting Investigations in the Land.

C. J. Smyth, special assistant to the attorney general of the United States, believes that the quality of service received by the public from public utilities depends upon the degree of competition between them. Mr. Smyth has conducted an investigation into competition which has taken him across the nation and into many states. He has been in Portland some time, first in connection with the government's action in the Bell Telephone case, and now in connection with the Oregon & California land case.

Whenever competition becomes unnecessary in power and light or telephone service it is time for public ownership to step in, he said during a conversation last week.

"Competition is an absolute necessity. Nothing can take its place. It is a force, an ever present urge, stimulating the business affected, the manager in charge, the employees connected with it, to exert every effort in their power to give the best service at least cost.

"Competition intensifies the striving for business, makes the utility do everything possible to please its customers.

"Regulation of public utilities can not accomplish what competition can, not take its place. Regulation is something quite remote from the conduct of those affected. If two companies are engaged in competition they will display an energy in giving service that no amount of regulation will bring about.

"Regulation, in the minds of the managers, is something away off, something which they may escape, something that is slow to move. Perhaps it may be six months after complaint is made before action will be had, and then it is a long time to wait for relief. Regulation is never so prompt and efficient as competition.

"This is true whether the service spoken of is electric light, power or telephone.

"Whenever there is no need for competition, the business ought to be owned by the public. Private monopoly is intolerable and indefensible.

"At the same time public ownership should not exceed the necessity for it. It is no part of the government's duty to engage in business except where by so doing it may cure abuse in the private administration of business or give more efficient service than can be given by private enterprise. But first of all the opportunity to do business should come to individuals.

"I am not certain that public ownership would result in more efficient administration of light and power or telephone service. I believe that if there is ever but one telephone system in the country it will be publicly owned.

"The history of the telephone furnishes a startling illustration of the value of competition not only in improved service to the public but in benefit to the company as well.

"Until the fundamental Bell patents expired there was no improvement to speak of in the telephone. It was only when independent competition was introduced that improvements were made. Independent competition, as a matter of fact, was introduced as a protest against the service that was then being given. One had to wait a minute or two after taking down the receiver before the call would be answered, and then the wrong number was probably being connected due to the lack of efficiency in the central bureau. That bad service had its protest in the form of competition was admitted by an official of the Bell telephone organization in giving testimony. He, however, made the point that the Bell people had learned their lesson, had realized the necessity of rendering good service and never again were guilty of poor service again.

"The man who sees two telephones on his desk will perhaps say that they should only be one. When he gets two telephone bills at the end of the month he is apt to say even more emphatically there should only be one. He sees only telephones and bills; the element of service does not enter into his calculations. He does not realize that if he had never had but the one he would probably still be using a wall telephone, submitting to delays and annoyances, with a limited number of people whom he could reach by telephone. All the important improvements in the telephone have been made since competition was introduced. They organize the best plants, they employ the most efficient managers, they demand the very best of service, and the number of telephone users has been multiplied into the millions. To permit the elimination of competition would be dangerous. Competition compels a service satisfactory to the public."



Xmas Selection **BALLOT** for the Commonwealth of Oregon

To Be Acted Upon by Men, Women and Children—Monday, Tuesday, Wednesday, Thursday

Selections Daily From 9 A. M. Until 9 P. M. at the Lipman, Wolfe & Co. Holiday Shopping Center

—This ballot of holiday gifts was prepared with extreme care and forethought. Every item was rigorously censored before being placed on this Xmas ticket. The primal, fundamental ideas that govern every article on the ballot are—**RELIABLE QUALITIES AND CHARGING LESS FOR THEM THAN OTHERS.** Families whose members have been our patrons throughout three generations know and believe in us and will endorse this ballot. If newcomers and skeptics will stop and consider that the whole force of this great organization **IS EXERTED TO SERVE THEM BEST** and will indulge in a few trials or intelligent comparisons, they will end by giving us their confidence, and in so doing **SAVE A GENEROUS SUM ON THEIR HOLIDAY PURCHASES.**

Buy **EARLY** in the Day—**EARLY** in the Week—**MARK THIS BALLOT** and Your Gift Problem **IS SOLVED**



Initiative Measures
that will reduce the Xmas Tax of every citizen if acted upon immediately.

MEASURE 122
To Reduce the Stock of Imported Ivory
—Offering the public the entire stock without reserve.
One-Third Off
—Our assortment of imported ivory plain and decorated is greater than the combined stocks of the entire city.
—Buy for mother, wife, daughter, sister, sweetheart.
—First Floor

MEASURE 123
—To distribute jewelry of gold, silver and precious stones to holiday shoppers. Offering without reserve.
All Our Jewelry One-Fifth to One-Half Off
—Buy early and often.
—First Floor

MEASURE 124
—A measure intended to benefit every woman in need of a coat, suit, dress, skirt, waist or sweater. To those women who need apparel for themselves or intended as Xmas gifts we offer
Every Coat Reduced
Every Suit Reduced
Every Dress Reduced
Every Skirt Reduced
Every Waist Reduced
Every Sweater Reduced
Every Fur Reduced
—Third Floor

MEASURE 125
A Proclamation
Commanding every person interested in beautiful
Objects of Art
Imported Glassware
Sheffield Plate
Marbles and Bronzes
Nickel and Silverware
Pottery and China
To Take Advantage of Sale Prices
One-Fifth to One-Half Off
—Sixth Floor

Movies to Preserve Record of the War
New York, Dec. 19.—Future generations will be able to see actual occurrences of the present European war reproduced in motion pictures and view specimens of every class of object connected with the war, including guns and uniforms used in battle, at war museum to be erected by the Modern Historic Records association. The exhibition will include all manner of relics, small guns of every description and helmets or replicas of side arms, rifles, bayonets and other weapons used.
The association will also preserve and photograph copies of important official documents and of eyewitness reports of the engagements.

Former Price	Our Price	Mark Here
\$22.50 to \$32.50	VELVET DRESSES—All New Models —Fashion's last word in modish apparel. Beautifully made and trimmed in a variety of styles. Some combined with satin. In black, navy, brown and green. \$12.85	
\$27.50 to \$40.00	WOMEN'S COATS—Correct Styles —Of zibelines, chevots, worsteds and mixtures. Every coat new. In black, navy, brown, green and mixtures. Perfectly tailored. Lined with satin and silk. \$18.95	
\$25.00 to \$32.50	TAILORED SUITS—New Models —High class man tailored suits; plain tailored, fur and velvet trimmed. Of broadcloth, chevots, gabardine and serges. In black, navy, brown, green, and plum. Every suit new this season. \$17.95	

Former Price	Our Price	Mark Here
\$1.25 to \$8.50	Leather Pullman Slippers , for men, women 98c Fitted Party Cases , leather, new shapes. \$3.95 Imp. Beaded Bags , novelty combinations. \$6.48 Leather Handbags , some with vanities. \$2.48 Genuine Pin Seal Bags , newest styles. \$3.50 L'ther Traveling Bags , ivory, ebony fittings. \$5.95 Morocco and Seal Bags , plain and plaid. \$1.95 —First Floor	

Former Price	Our Price	Mark Here
\$4.00 to \$7.50	Imported Ivory Section Ivory Manicure Sets , in white gift box. \$1.98 Ebony Military Brushes , concave, oval, pair \$1.98 Shaving Stands , silver plated, large mirror. \$3.95 Ebony-back Hand Mirrors , all styles. \$1.25 Ivory Puff Boxes , genuine Pyralin ivory. \$2.75 Violet Brut Toilet Water , large bottle. 98c Sachets , in ounce bottles, various odors. 75c Perfumes , lilac, violet, mignonette, carnation, oz. 98c Entire stock of ivory third off. —First Floor	

Former Price	Our Price	Mark Here
25c to 35c	From the Ribbon Store Chiffon Taffeta Ribbon , plain, moire, 5-in. 18c 7 and 8-in. Ribbon , chiffon taffeta and faille. 30c Warp Print Ribbon , light and dark colorings. 25c —First Floor	

Former Price	Our Price	Mark Here
89c to \$3.00	Fourth Floor Knit Section Knit Scarfs , hand made, imported. 50c Newport Scarfs , with fringed ends. 39c Newport Scarfs , in fancy stitch. 69c Shoulder Shawls , of fancy wool. 59c Shoulder Shawls , with fancy border. \$1.19 Fascinators . 29c Fascinators , in fancy shell stitch. 79c Scarfs , Orenburg, in white. 85c Orenburg Scarfs , weblike effect. \$1.98 —Fourth Floor	

Former Price	Our Price	Mark Here
\$1.25 to \$2.50	Picture Galleries, Sixth Floor Maxfield Parrish framed pictures. 69c Framed Pictures , color reproductions. 98c Framed reproductions , old masters. \$1.69 Hand-Colored framed pictures. \$1.98 Imported framed Seaman prints . 95c Hand-Colored framed artotypes. \$3.50 Hand-Etched picture frames. 69c Framed Cupid pictures . 39c Cupid Pictures , framed. \$1.25 —Sixth Floor	

Former Price	Our Price	Mark Here
\$7.00 to \$14.00	Suit Cases and Traveling Bags Seal Grain Leather Bags , leather lined. \$4.98 Cowhide Bags , leather lined. \$5.68 Hand-Sewed Bags , genuine cowhide. \$9.45 Leather Suitcases , cowhide. \$5.00 Extra Heavy Cowhide Bags , with straps. \$6.95 Women's Cowhide Suitcases . \$9.00 Women's Black Cowhide Cases . \$11.95 —Basement	

Former Price	Our Price	Mark Here
\$2.00 to \$1.00	The Stationery Store Fountain Pens , self filling, guaranteed. \$1.00 1915 Calendars , hand tinted. 10c Holiday box paper , linen finish. 50c Initial box paper . 65c —Basement.	

Former Price	Our Price	Mark Here
\$1.50 to \$2.50	Great Glove Sale Doe and Chamois washable gloves. \$1.25 One-clasp lambskin gloves. 95c French lambskin gloves. \$1.19 Cape Gloves , extra quality. 98c Gloves , 16-button-length, cape. \$1.95 Glace finish gloves, 2-clasp. \$1.79 French Lambskin gloves, 2-clasp. \$1.19 Russian Kassin gloves, 1-clasp. \$1.59 Imported Doe and chamois gloves. \$1.39 16-button lambskin gloves. \$1.95 Buy for four or more. —First Floor	

Former Price	Our Price	Mark Here
\$1.50 to \$3.50	Sixth Floor Art Salon Bohemian glass compots, 8 inches. 69c Smoker Stands , floor style, of brass. 75c Electric Reading Lamp , adjustable. \$2.75 Crum Tray and Brush . 98c Serving Trays , mahogany finish. 98c Bon Bon Baskets , of brass, glass lined. 98c French China plates, decorated. 39c Cut Glass sugar and creamer. \$2.50 Buy for five or more. —Sixth Floor	

Former Price	Our Price	Mark Here
\$6.00 to \$5.00	Trimmed Hats for Xmas TRIMMED VELVET hats. \$2.95 Trimmed Hats , velvet and satin. \$4.95 Paradise Feathers . \$3.95 Ostrich Plumes , in black. \$3.95 French shoulder bouquet. 25c —Second Floor	

Former Price	Our Price	Mark Here
\$12 to \$80	Art Needle Section Scarfs, Squares, Dresses, Pillows, Centers, Bags. Original models , hand embroidered. \$3.85 Original models , hand embroidered. \$1.85 Original models , hand embroidered. 98c Hand embroidered centerpiece. \$15.00 Hand embroidered centerpiece. \$9.00 Centerpieces and pillows . \$7.50 Centerpieces and pillows . \$6.50 —Fifth Floor	

Former Price	Our Price	Mark Here
\$1.25 to \$5	Neckwear for Xmas Organdie Vestees , hand-embd. roll collars. 98c Lace Organdie Collars , flare and roll shapes. 69c De Medici Collars , of allover lace. 85c Plaided Maline Collars , velvet neckband. 98c Net Guimpes , high and low-neck styles. 98c Fine Net Guimpes , some hand embroidered. \$1.98 Buy for five or more. —First Floor	

Former Price	Our Price	Mark Here
\$1.25 to \$5.00	Greatest Jewelry Sale Gold-filled Lavallieres , cameo stone set. 75c Silver-plated Toilet Sets , beautiful designs. \$3.89 New Tango Pins , French rhinestone set. 40c German Silver Vanities , etched designs. 75c Imp. Indestructible Pearls , neck length. \$1.97 Rep Carlton Bags , silver and gunmetal. \$2.95 Buy for entire family. —First Floor	

Former Price	Our Price	Mark Here
35c to 65c	Handkerchief Store Hand-emb'dered Kerchiefs , all pure linen. 25c Fine Linen Handkerchiefs , hand embd. 3 for \$1.00 New 1 1/2-in. Hem H'dkerchiefs , long initial. 35c Pure Linen and Madeira Kerchiefs , embrd. 50c Hand-Emb. Kerchiefs , embroidered corners. 15c Initial Handkerchiefs , soft, emerald lawn, 3. 25c Real Madeira Kerchiefs , hand embroidered. 50c —First Floor	

Holiday Bazaar
Second Floor
Hundreds of Xmas Gifts
Nothing Over One Dollar

Buy Your Xmas Talking Machine Now
If You Would Avoid Disappointment
The Following Special Is Offered for Tomorrow
\$50 Victor or Columbia Machines
—With one dozen double faced records and a \$27.50 elegant record cabinet. Total \$86.50.
Special Monday \$74.00
Machine Delivered to Your Home Immediately on First Payment. —Basement

Former Price	Our Price	Mark Here
\$5.00 to \$10.00	Men's Furnishing Store House Coats , new mdls., attractively trmd. \$4.00 House Coats , of fancy golf cloth. \$5.20 House Jackets in new patterns and cloths. \$5.20 Robes , made of fancy blankets. \$3.60 Robes , of fancy blankets, new styles. \$3.15 Robes , trimmed with silk cord and girdle. \$6.40 All House Jackets 20% Reduction Shirts , of imported madras. \$2.25 Shirts , of madras and percale. \$1.38 Silk pajamas . \$3.34 Pajamas of silk. \$4.00 Pajamas of silk. \$6.67 Night Shirts of silk. \$2.34 Silk night shirts . \$4.67 Hose of fine quality silk. 33c Balmacaans , imported from London. \$34.95 Balmacaans , Kenneth Durward, London. \$24.95 Mark and buy for 4 or more. —1st Floor	

Former Price	Our Price	Mark Here
\$1.50 to \$4.50	Women's Hosiery Store Hose , of heavy black thread silk. \$1.25 Silk Hose , novelty heather mixtures. \$1.89 Cotton Hose for women, in black. 18c French silk imported hose. \$3.38 Dream and slumber slippers, in colors. 65c Mark and buy for 3 or more. —1st Floor	

Former Price	Our Price	Mark Here
\$1.00 to \$5.00	Women's Knit Underwear Vests , hand crochet, white, pink, blue. 59c Vests , silk mixtures, hand crochet. \$1.48 Silk Vests , Swiss ribbed, gilette tops. \$1.48 Corset Covers , Swiss ribbed. 89c Silk Bloomers , in white, black, colors. \$2.95 Silk Mixed union suits, Swiss ribbed. \$3.33 Mark and buy for 2 or more. —First Floor	

Former Price	Our Price	Mark Here
\$2.50 to \$1.50	House of 10,000 Dolls Dolls , full jointed, 24-inch. 98c Kid Body Dolls , 18 inches. 98c Dressed Dolls , 12-inch. 75c Character Dolls , dressed, 8-inch. 48c 10-Inch full-jointed doll. 89c Dogs and cats half price. —2nd Floor	

Former Price	Our Price	Mark Here
\$6.50 to \$110	Home Furnishing Store Indian Blankets , handsome colors. \$4.95 Automobile Robes , plaid designs. \$5.45 Bissell Carpet Sweeper . \$2.19 Axminster Rugs , handsome designs. \$3.23 Sewing Stands , of oak. \$3.95 Chairs , upholstered, hair stuffed. \$29.50 Davenport , overstuffed. \$74.50 Buy for 3 or more. —Fifth Floor	

Former Price	Our Price	Mark Here
\$5.00 to \$3.75	Aprons, Lingerie, Bath Robes White Aprons , novelty style. 39c Aprons , for holiday gifts. 48c Bath Robes , of soft blankets. \$2.98 Kimonos , flowered Japanese crepe. \$1.49 Boudoir Caps , net and lace. \$1.19 Camisoles , net and mull. 98c Hand-Made lingerie gowns. \$4.65 Combination Suits , lingerie. \$1.19 Skirts , of crepe de chine. \$2.95 Crepe de Chine gowns. \$4.95 Crepe de Chine Camisoles . \$1.98 Silk fitted Crepe Skirts . \$2.98 Gowns of China silk. \$2.95 China Silk gowns. \$3.98 Combinations of China silk. \$2.95 Buy for 6 or more. —Fourth Floor	

Former Price	Our Price	Mark Here
\$1.00 to \$3.00	Boys' Furnish'g Store, 4th Fl. Laundered Blouses , fancy stripes. 50c Suits , fancy mixtures, 6 to 17 years. \$4.95 Boys' Hats , 2 to 14 years. 98c Pants , sizes 6 to 15 years. 77c Overcoats , 8 to 16-year sizes. \$5.95 Bath Robes , 6 to 16-year sizes. \$2.49 —Fourth Floor	

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