

CRATER LAKE



The mystery of Crater Lake, its awesome beauty, its blue water, and its marvelous surroundings are flanked by dozens of wonder places, when one visits southern Oregon.

Community Building

Retail Merchant Has Post of Importance

If the small restaurateur would serve a meal that would vie with home cooking, if the druggist would have any article a drug store should have when desired, if the small-shop laundryman would turn out crisp, spotless linen—

Then two specific needs in the merchandising of the nation would be removed, according to Ray Morton Hardy, business analyst of Lansing, Mich.

"And this would be much better than finding the town merchant serving his community by sitting on civic boards. His place in civic boards might better be a recognition of the effective, efficient and honest service he has rendered the public through his merchandising," said Mr. Hardy. "If the retail merchant attends to his business and does his work well he is a vital organ in the business body of his city or town. He is the distributor of good food, good clothing, shelter, warmth and every means of health, comfort and pleasure."

The retail merchant's first need is education, thinks Mr. Hardy. His second a recognized code of ethics.

"There are towns in the United States where 78 per cent of the retail business is lost to outside competition," he declared.

No Reason One Should Not Build in Winter

With due precautions and proper equipment, nearly all construction work can be carried on in winter and at no great difference in cost. The owner may often profit by saving interest on his investment and by securing earlier use of the structure.

Although equipment needed for protection and artificial heat in winter construction requires some expenditure and there may be some increase in overhead on the job due to delays from winter storms, these items may often be offset by the saving in salaries and the reduction in the contractor's general overhead. Labor in general is more efficient, as skilled workmen can be more easily obtained.

It is feasible to plan now and build next winter—Exchange.

Home Setting Important

Buy your lot well in advance of the time for building and landscape it with trees and hedges, is the advice given by a far-seeing reader who contributes a letter to the series on home-building in Liberty. "In planning my future home," she writes, "I purchased two lots, 40 feet frontage each, in what I believe will be a fine residen-

tial district in the suburban development of the city. My building program will not commence until 1930. I suggest to lot holders with such future plans: Plant shade trees and fence hedges now. Four or five years of steady, natural growth will make for hardness that building activities will not disturb. The completed home will have the beauty and finish that otherwise would require four or five years to develop."

Ban Unsightly Billboards

A continuous campaign against the placing of billboards upon the state highways of Tennessee is now being conducted under the direction of the state department of highways and public works. Since December, when a state-wide "cleanup week" was proclaimed, the department has been removing disfiguring signs from the state roads in accordance with a law created by the state legislature in 1925 making it unlawful to erect signs of any character along the state highway system outside the limits of incorporated towns.

Build With Eye to Future

The home builder today is shortsighted if he puts his money into anything but a well-built and well-designed home. It costs very little if any more to build from a good plan that puts in those clever little touches here and there that give the house that individual and attractive look which means so much when the place is offered for sale.

Fire Waste Contest

The United States Chamber of Commerce has made these awards in its 1925 fire waste contest: Portland, Ore., first prize in cities of the first class; Long Beach, Calif., in class 2; Battle Creek, Mich., in class 3, and Albany, Ga., in class 4. Albany also won the grand prize for 1925.

Sign of Permanency

Not all individuals that are interested in industry own their own homes, but nearly all humans that own their own homes hold permanent positions. Their self-interest is on the job.

Women Study Real Estate

Women employed in Denver real-estate offices have organized a club to familiarize themselves with the subject matter and purpose of realty organization and service.

Matters of Growth

When a town doesn't grow, the weeds do.

CONVICT "SILLS" PRISON

Essay on 'Small City Advantages' Brings Inquiries.

Just as soon as Warden Frank J.

Smith of Sanquentin prison answers his current correspondence there are going to be three utterly disillusioned people in these United States. The "There-Isn't-Any-Santa-Claus" moan won't be in it.

Now we go with the story. In the small city contest conducted by Sunset magazine, a clever letter written by an inmate of the state penitentiary took a small prize. Part of the essay read:

"This community has mills and factories. No one is ever out of a job. Recreation and athletic contests are free. There are libraries and churches of all denominations. Jazz orchestras play in the restaurants and a 40-piece band plays on summer evenings.

"Our chamber of commerce will gladly furnish any data desired. Write our mayor—Warden Frank J. Smith, San Quentin, California."

To which came three replies. One from Oregon asks for general information and says, "Am very much impressed with your city, as I am looking for a place to settle. I am married and have one child."

Another from Washington wants folders sent to him of this interesting place.

And the third from reserved Boston would fain know how near it is to a large city and if Los Angeles or San Francisco were close—Sunset.

With a new high speed camera lens, photographs of objects in motion have been made indoors without the aid of flashlights and without distortion.

A Frenchman has developed a process for utilizing the ribs and veins of certain leaves for paper pulp and the remained for cattle feed and fuel.

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Medford, Oregon



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INCREASES IN PRICE
November 16

Effective November 16, 1926, the price of 6 per cent cumulative preferred shares of The California Oregon Power Company will be advanced to

\$96 a Share

Orders received up to and including Monday, November 15, will be filled at the present price of \$95 a share.

Information about our investment offering to customers will be cheerfully furnished by any member of our organization. Shares may be purchased for cash or on our convenient monthly investment plan.

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