

IS NEW MANAGER

CREATES NEW DEPARTMENTS
IN ORGANIZATION

New General Manager to Have
Charge of Large Holdings of
Power Company

It was announced in Medford, Feb. 19 by P. O. Crawford, vice president and general manager of the California Oregon Power company, that T. G. Bradley, well known member of the Copco organization, has been promoted to the position of general superintendent of the Copco properties. This move is in line with a number of changes which have recently been effected within the power company organization in order to increase the efficiency of the present operating personnel. It is anticipated that these changes will produce tangible results in better service to the public by placing the operating organization under one head. With this in view a new office, that of general superintendent has been created. Mr. Bradley has been with the company and its predecessors continuously for over 22 years with a total service of 28 years.

Has Unusual Record.

Mr. Bradley first worked for the predecessors of the company from 1896 to 1902. During this time he ran the pump which supplied the town of Yreka with water and worked with the construction forces during the building of the Fall Creek power plant in California. In the fall of 1904, Mr. Bradley returned to this territory and was given a job as an operator at the Fall Creek plant. Since that time he has advanced steadily. In 1921 he was appointed superintendent of power houses. During the summer of 1924 Mr. Bradley had complete charge of the construction of Line 14—the 110,000 volt, 77 mile transmission line extending from Fall Creek, California, to Delta, California. During the summer of 1926 Mr. Bradley constructed the new transmission line from Fall Creek, California to Klamath Falls, Oregon.

Mr. Bradley's new duties are many and varied. He will have supervision over all power houses, transmission lines, all automobiles and rail equipment, the Medford machine shop, the construction of new additions to the electric and water systems operated by the company as well as the reconstruction of the older portions of the existing systems and of the record department which will be responsible for the local engineering. Mr. Bradley's wide experience qualifies him for his new position of general superintendent.

Investment Department Added.

A new department to be known as the investment department, has been created and will be carried on under the direction of D. G. Tyree. This department will have full charge of all matters pertaining to the preferred stock of the California Oregon Power company and will be conducted along the same lines as the investment department of other Byllesby properties throughout the United States. It will provide facilities for customers in making investment selections as well as offering its services to shareholders desiring to dispose of their stock. My Tyree has handled several highly successful preferred stock campaigns for the California Oregon Power company during the past three years and is fully capable of assuming his new duties as manager of the investment department.

DEMAND CONTINUES FOR HIGH GRADE INVESTMENT BONDS

Of great interest to local stockholders and customers of the California-Oregon Power company, is the following item which recently appeared in the January issue of the Byllesby Monthly News:

O. G. Corns, vice president of the B. W. Byllesby & company and sales manager of the company's western office, forecasts a continued demand for high grade investment securities during 1927. Mr. Corns says:

"The twelve months just ended have probably shown the best con-

tinued demand for investment securities that we have experienced in the last twenty-five years.

"This condition has not been brought about alone by unusual prosperity and a large amount of available cash, but to a very large extent is due to education or a better understanding of securities on the part of the public. Probably in no other class of investment has the public been so well informed and had so many opportunities as have been offered by public utility companies.

"The consolidations that have taken place in public utility properties in the last year are only additional steps toward economical operation and better service to the public, which in turn means more stabilized earnings from funds invested in utility properties. It is my belief that the demand for the better class of investment securities is bound to continue for some time to come, and we therefore look for higher prices."

WHAT'S THE MATTER WITH IDAHO?

Neighbor State Gives Warning of Sad Experience.

In the country correspondence columns this week, one of our correspondents asks the above question and answers it in this way: "Go down to your local merchant and pay him five dollars for an article when you can get it from the mail order house for three. That is what is the matter with Idaho."

This correspondent has hit the nail on the head in one respect when he explains what is the matter with Idaho. We agree with him that the business being sent to the mail order houses is hurting the country. However, he stretches the point a good deal when he says that you can get for three dollars from the mail order house what you pay the local merchant five for. If such bargains exist we have never heard of them. We admit that we are not experienced in mail order house prices as we do not patronize them, but we have given the subject considerable study and we find that when quality is considered, the home merchant sells for as little or less than the mail order house. We have seen merchandise from the mail order houses that a local merchant would not put on his shelves because he knows his trade would laugh at him if he offered it to them at any price. The home merchant meets his customers face to face; they see what they are buying and unless it meets their expectations they refuse it. The mail order house can take chances on its customers being satisfied when they finally get their order. It is human nature to accept the goods than rather go through with all the inconvenience of sending the stuff back, writing a letter and waiting for an adjustment. Surely, when people do go to the trouble the mail order house will refund the money, but take into consideration the loss of time and inconvenience thus occasioned and see how it compares with the advantage of seeing and getting just what you want in the first place.

And how does the mail order business affect the state of Idaho and its various communities? The resident is complaining about the decrease in farm values, the increase in taxes and the depression generally. Do the mail order house help to relieve these conditions, even with the great savings they are presumed to give? Absolutely not! Take a farm for instance. Its value is measured a great deal by its proximity to a good town. Good towns are built up on the business from the farms, but if all this business goes to the mail order house, the business houses cease to exist, the town goes down and so does the value of the farm land.

The country finds its taxes increasing. Why? Because property values have decreased and the necessary money for government must be taken from the remaining valuations in a larger proportion. And every time a business house retires from a community its share of the taxes are saddled on the remaining residents, farmers included. Do the mail order houses help pay the taxes in Idaho? Ask your assessor and find out what they do not contribute one nickel to help reduce your proportion of taxes.

We are informed that in Cambridge within one month after the bank closed, two thousand dollars worth of postal money orders were

purchased at the local office, and practically all of this amount went to the mail order houses. It is a shame that such a condition could exist at a time when people were wondering what would happen in the community next. This money should have been kept at home to help keep business going. And the worst feature of it is, that some of those who thus sent money away were owing bills long past due at local stores.

People should remember that a local merchant can not keep a big stock of goods unless there is business to justify it. If the money now being sent out of the country was spent at home, stores could double their stocks, more stores could exist, and all would be paying taxes in Washington county, on both the stocks of goods and property, to help lighten the taxes of every other taxpayer in the county, to help build roads and to maintain schools. The mail order houses do none of these.

The profits of one mail order house in 1925 amounted to a million and a quarter dollars. Now just stop and think what this means. It shows in a way the amount of money taken from the farming communities, because such communities are the largest mail order patronizers. It shows the decreased values of the farming sections in a glaring way.

It is everyone's privilege to spend his money where he pleases, but at the same time the resident should bear in mind that if he wants his community to prosper it is the money spent at home that will bring prosperity at home just as it has given prosperity to the mail order houses. That's what is the matter with Idaho today.—Cambridge News-Reporter.

Growing Bison Herds Again Problem to U. S.

Philadelphia.—The crack of the guns of buffalo hunters, resounding recently in the fastnesses of the once wild West for the first time in forty years is a reminder that the American bison has come to represent a new problem for the government to solve. In 1871, in spite of a slaughter estimated at as high as 3,000,000 yearly, a scout reported the migration of a single wedge-shaped herd moving on a 25-mile front, with a depth of 50 miles. The number of animals was estimated at 4,000,000.

It is the almost incredible truth that 18 years later a census of the continent of North America showed not more than 400 buffalo in a wild state and not more than 600 privately owned.

Conservationists in the United States and Canada got busy, and the government soon established herds on game preserves and passed protective laws. The protected buffaloes, being among the hardest of wild things, increased and multiplied, until today they have become a drug on the market.

Now the ten herds owned by the United States are growing and overcrowding their range. Most of the zoos have been supplied with specimens. The numerous private herds have been eating their owners out of ranch and ranch home.

Seek to Make Fish "Plant" Mussel Beds

Muscatine, Iowa.—A permanent supply of mussel shells, the raw material for manufacturers of buttons, knife handles, buckles and other ornamental articles, is promised by experiments being conducted at the United States biological station at Fairport, near here, by Dr. M. M. Ellis of the University of Missouri.

Mussel beds have been built up in the past by inoculating fish with glochidia, the larva of the mussel, and releasing these "host" fish in sections of the river most suitable for mussel shell production. The glochidia drop off and mature in three or four years on the river bed.

Doctor Ellis' experiments seek a method of chemically developing the larva to a stage where the glochidia might be "planted" without the use of "host fish," thus eliminating the uncertainty as to where the mussels are to be grown. Button makers see in the process the possibility of developing privately owned and stocked mussel beds.

After robbing her home and eating a lunch from Mrs. J. R. Kenton's ice box, a burglar at Evanston, Ill., left a note saying "your pudding is lovely."

Smokers were responsible in 1926, for approximately 35 per cent of all man-caused forest fires. "Be sure you put out the last spark."

The Ashland American telephone number is 95. Phone in a news item

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The climate is nearly ideal; no extremes of heat or cold; no blizzards or tornadoes.

Has a bountiful supply of the clearest and purest water to be found anywhere.

Has as its chief summer resort the Lake o' the Woods, a beautiful spot for camping and out-door life.

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Within a short distance of wonderful fishing streams and a natural gateway to Crater Lake loop, one of the greatest scenic spots in America.

Ashland is noted for its effervescent and healthful Lithia water which bubbles up constantly through the rocks of granite.

Send in a news item, or a communication or regular correspondence from your community.

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