Willamette Valley Electric Rates Among Lowest in U. S.

Much misunderstanding exists in the public mind concerning ultimate cost to the consumer for electric energy supplied by politically controlled plants as compared with privately owned and controlled. It is believed by many persons that the federal government or some other political unit can generate and supply electric energy to the customer at a great saving over that charged by private concerns.

The City of Seattle, Washington has a municipally owned and operated plant. The experience and statements of the management of that plant, in respect to low rates to the consumer should be of interest. The following extract is made and quoted from the 1935 report of the City of Seattle department of lighting and confirms statements from other sources both governmental and private.

"A great deal has been said about very cheaply generated power from the federal plants much less about the real problem of cheap distribution on which low rates to the consumer depend.

'Skagit will ultimately generate energy for less than one mill per kilowatt-hour and is now producing energy for 3½ mills.

"The cost of delivering the same energy to the residence consumer's meter is 23½ mills or approximately seven times the generating cost.

"If current were furnished free of charge at Coulee, the cost to the customers in Seattle could be cut only two or three mills per kilowatt-hour thereby."

The same logic applies to the Willamette Valley: If current were furnished free of charge at Bonneville, the cost to the customers in Oregon could be cut only two or three mills per killowatt-hour thereby.

More than half the farms in Pacific coast states are electrified, compared to a national average of 12.5 per cent, according to figures compiled by the Edison Electric Institute in a recent survey. The actual percentage of electrified farms in the Pacific coast states is 53.8 per cent. Ranking high above even this Pacific coast average is the lower Willamette valley crisscrossed by 2,600 miles of Portland Electric Power company lines.

Rates for electricity to the Willamette Valley territory are among the very lowest in the United States. In addition, Portland, when compared with the national average the average of the Pacific coast states and that of the state of Oregon, is surprisingly lower in its rates than any of the others.

Actually, electrification of western farms is much better than the bare statistics indicate. Eliminating untenanted farms and those with very meager dwellings on the Pacific coast states show an electrification of 72.6 per cent compared to 20.9 per cent for the United States as a whole.

Progressive western farmers, say government officials, have always been quickest to take advantage of the opportunity to make use of electrical service.

In commenting upon this press item Ralph Easter, local manager of the Portland General Electric Company, states that Washington County is in a still more favorable situation than other Pacific Coast counties in that Pepco service, through the cooperation of the rural citizens is now available to 93% of the inhabitants of the Tualatin Valley, and that Pepco rates are among the lowest in effect in the United States.

Xmas Seal Sale Chairmen Luncheon Scheduled Saturday at Hillsboro

Preparatory to the annual Christmas Seal Sale the last of next month, chairmen of the various seal sale districts will be in Hillsboro, Saturday, afternoon at 1:15 o'clock in the Hillsboro Pharmacy for luncheon, it has been announced by Mrs. Essex Marsh, of Beaverton, president of Washington County Health Association.

Mrs. Sadie Orr-Dunbar will be present and plans for the campaign made. Chairmen and their districts are: Mrs. Helen Gale, Middleton; Mrs. E. J. Johnson Tigard; Mrs. H. D. Ledford, Watts; Mrs. W. J. Clapshaw, Hillside; Mrs. M. C. McKercher, Beaverton; Mrs. A. C. Johannesen Glenwood; Mrs. Perry Shearer, Fairview; Mrs. J. E. Morback, Sherwood; Mrs. L. W. Guild, Midway; Mrs. A. H. Busch, Hillsboro; Mrs. Annie Schmidt, Laurel; Mrs. M. T. Bates, Gaston; Mrs. M. V. Jackson North Plains; Mrs. Henry Behrman, Cornelius; Mrs. Florence Holroyd, Forest Grove; Mrs. Glen Epler, Dilley Mrs. Charles Shipley, Banks; Mrs. W. R. Hawxhurst, Tualatin and Mrs. C. O. Mabee Aloha-Huber; Mrs. Clara Frohman, Metzger.

Miss Rose Cave of Hillsboro is seal sale chairman for the county.

Alfred Dobson Speaks to Womens Council

"That the office of Attorney General is a sacred trust and should be regarded as such" is the statement made to the Portland Womens Research Council, Tuesday noon, by Alfred P. Dobson democratic candidate for Attorney General.

Mr. Dobson was one of the principal speakers at this meeting and stressed the importance of the position of attorney general.

"Not all of the crime committed is done with revolvers, but considerable crime is manipulated behind beautiful mahogony desks where the fraudalent schemes of financial wizards are consummated."

"If elected I shall give to the citizens of the state a fair and impartial law-enforcement. It shall always be my purpose to operate this phase of the state government as a direct personal obligation, entailing honesty and integrity."

Mr. Dobson, within the past few weeks has received endorsements and approvals from the Roosevelt-Garner clubs of Oregon, an organization comprising over 20,000 members thruout the state of Oregon.

That used car you have been looking for, is listed in the classified section.

Grayson Shops, Inc.

Special for Residents of the Tualatin Valley
1000 Blouses 89c

Graysons are Sweeping the City of Portland and the Surrounding Territory with their Values in Women's Apparel.

MAN TAILORED SUITS AT $12.99

Women who wish to dress attractively, should patronize the Grayson Shops, Inc., located at 600 S. W. Broadway, Portland, a fashion center where women of taste find lovely stylish dresses and coats. Individuality and distinctiveness of design are noted in specialties and ready-to-wear from Grayson Shops, Inc., and this is in a large degree responsible for the extensive trade accorded this superior shop.

Grayson garments are known for their smartness, individuality and beauty of design. This shop is one of the really economical style centers of the community and has a management of excellent taste; it features high grade goods at reasonable prices. They have just received a new shipment of the latets styles in dresses, Crepes, Taffetas and Tunics at only $2.99.

In the way of seasonable dresses this shop always carries the very latest creations from which to select. They stand back of all goods they sell and as a consequence the ladies over the adjoining territory have great confidence in the reliability of this store. No matter whether it is a morning, afternoon, evening or sport garment that you desire, you will find here a very complete stock.

This is an age of competitive prices.

The Grayson Shops, Inc., is one of the places where the women of Portland and vicinity can be fitted out in a dress or coat of the dav at a reasonable figure. People marvel at the excellence of this merchandise at prices lower than those prevailing in the average store.

It is a pleasure for us to direct our readers to the Grayson Shops, Inc., and their modern store, excellent appointments, their stock of advanced styles and modern service. The fact that they are responsible for so many smartly attired people of the Tualatin Valley and add much to the charm of the dress of the period, makes them merit the large custom they enjoy and the commercial success which they have achieved.

Dr. Marie Equi, Physician. Room 34, Lafayette Bldg., 531 Wash., AT. 4422, Portland, Oregon.

Burglar Is Trapped by "Heavy Meal" in Vienna

Vienna.—Epicurean taste is a grave handicap for a man who is a burglar by profession, as for example Alois Korinek, who was arrested in the wine-cellar of an elegant villa in a fashionable Vienna district.

Korinek "cleaned up" the richly furnished villa during the absence of the owner, Dr. G. Von Mahler, in the record time of 30 minutes. But afterward, contrary to all professional rules and precautions, he invited himself to a luxurious dinner. He simply could not withstand the temptation of the icebox and wine cellar.

Caviar, salmon, steak, pastry and wine were devoured by him until he fell asleep.

He had delicious dreams but a brutal awakening. A servant discovered him in the morning, called the police and now he has to put up with prison cooking.

Used cars in classified section.

Leo A. McGrail & Co.

646-650 Mead Bldg., BR. 0454 or BR. 0455, Portland, Ore. Investments with Monthly, Quarterly, Semi and annual return.

Here among institutions of its kind in the states, there are, indeed, few that can show more substantial progress and growth than this well known and reliable establishment, engaged in the sale of better grades of the various bonds, mortgages, and farm owners monthly return royalties and all securities.

From the date of organization, up to the present time this company has been noted for their sound, careful and conservative business methods, meriting in a marked degree the confidence of their patrons and the public at large.

They have always been an important factor in the promotion of the commercial and financial life of this section as they have pointed the way to hundreds in securing very satisfactory investments.

In the act of investing money, reliability is the first consideration. To assure the greatest measure of satisfaction, careful selection of the investment house is of supreme importance, such as Leo. A. McGrail & Co., of Portland, Oregon.

The average investor is not in a position to base his selection of a bond, or investment upon personal examination. His wisest course, therefore, is to invest only such securities as are offered by a responsible house with a long and successful record.

The thorough application of these old and tried principles has been made possible through their first hand knowledge of the investment world. Added to this is their judgment, tempered and matured by means of diligent study, research and experience in the security and investment features of banking.

Securities purchased here embodies the merits of unquestioned security, prompt payment of principal and interest when due, and fair interest yield, with a satisfactory, steadily broadening national market.

Patrons of this establishment have come to realize that securities sold here have been thoroughly investigated judged and approved by an organization which stands alone in its expert, specialized, technical knowledge, unique in its experience gained through the years of successful operation.

It is most fitting and proper in this business review of our commercial progress, that we direct the attention of our readers to Leo. A. McGrail & Co., as one of the distinctive features of the state's financial efficiency and one of its most valued assets.

Corvallis Company

Manufacturers of Flavor Food Products and Gold Medal Butter. Located in Portland at 111 S. W. Front St.

A local concern, deserving of support. Demand their products when buying thru your local dealer.

This up-to-date concern is a very prominent institution which has aided in the upbuilding of the community. and renders a valued and an essential service in the furnishing of their products. A well known concern under a management that is thoroughly conversant with every feature of the business.

Commendable publicity and valuable advertising is given our community by this progressive firm far and wide. Their operations are of a most extensive nature and add to the commercial efficiency and attractiveness of the community as headquarters for quality products.

Why should not this company be able to produce as good if not better dairy products than any national company.

Their raw material is purchased locally, it is entirely an Oregon plant and employs Oregon help. The plant, is postively as sanitary as long experience and the expenditure of much money can make it, and it is in the hands of men who are thoroughly conversant with every feature of the business.

There is no reason why they should not occupy a prominent place in all classes of homes and the above are some of the reasons why their brands are more popular with particular buyers and why this concern is prospering far beyond even the promoters expectations.

In making this review we are glad to compliment the growing business the concern is conducting and to say that this firm will greatly aid in the development of this section of the state.

Elco Dairy

PORTLAND'S FINEST DAIRY

An Old Proverb is "A Healthy Body Breeds a Healthy Mind." The Elco Dairy by Providing Wholesome "Grade A" Milk and Dairy Products High in Nutritive Contents Contributes Probably More than any Other Institution in the Community to the Health of the baby and Growing Child. Located at S. W. Shattuck Rd., Portland, Telephone BE. 9422.

Perhaps no part of agriculture has made such forward strides in the past few years as dairying. When we speak of dairying today, we must first consider the fact that it is one of the greatest assets to any community—it is one of our Government's greatest sources of income. It is national in its scope, and is practically the only division of our agricultural enterprise which affords the producer—the man who milks the cows—a year 'round income.

The firm was organized for the purpose of giving the best dairy products possible and has succeeded admirably and there is no question but that their popular products are very much superior to any obtainable on the market today.

A visit to the plant is very interesting to the uninitiated. Their business has increased so rapidly that improvements have been made from time to time until today they have a model industry.

Everything in the plant is kept scrupulously clean as it is the policy of the institution not only to produce milk and cream that will pass inspection, but to turn out products that are as near an approach to the acme of perfection as modern machinery and up-to-date methods will permit. Many mothers of so-called bottle-fed babies highly praise the energizing contents of this dairy's milk.

Milk undoubtedly is nature's safest health and happiness insurance.

A bottle of milk is a bottle of health, is an expression of today that is quite in order. A glass of milk at ten in the morning and three in the afternoon wards off that tired feeling. It beautifies the skin and clears the complexion. Everywhere, school and health authorities are insisting that milk be served to school children. Serve milk at meal time and between meals, too, to the whole family. Milk consistently used builds health and vigor in the frailest body, colors pale cheeks, revitalizes wasted nerves.

In this editorial review we take great pleasure in complimenting the management of this dairy upon their modern business methods. The people of this community are indeed fortunate to have them here.

Order your milk today from the Elco Dairy.

Elbert Peets Co.

Upholstering—Repairing—Refinishing

Headquarters in Portland at 1201 S. W. Morrison—Quick Service is Possible Thru their Excellent Organization—This Establishment is Known Throughout this Vicinity for Their Reliable Work on Furniture Upholstering and Repairing. BRoadway 3270.

This concern has won a wide reputation through exepert work, executed on upholstering, repairing, rebuilding, and refinishing of all kinds of furniture.

Throughout this section this is known as one of the firms engaged in the business of furniture upholstering and furniture repairing.

They have attained a position in the trade in this line that brings an ever increasing business and as a consequence the place is the scene of continued activity.

The large business they have done in this part of the state has been the admiration and comment of everyone. They have their place equipped with all the necessary machinery and the proprietors are expert men in these lines supervising this work, the activities embracing all branches of the business.

There is no branch of this work that they have overlooked. They have your order ready in a matter of a few days while some firms keep your furniture for weeks.

Most reliable and correct upholstering is an art rather than trade and requires a training that can only be secured by actual experience. That is why the work of this establishment is meeting with such universal favor for it is in charge of the most experienced and expert upholsterers in the country.

If you want anything in this line, telephone them, call at their office or write them, and when you have decided what you need you can depend on it that this well known firm will see that you get it. With the business acumen and foresight which have won such wide popularity and patronage for the company in the past, the management has anticipated the needs and demands of the people of this section of the state, and this place is one of the busiest spots in this community and though the business has grown to large proportions and the demand is far surpassing even the largest expectations, this firm still specializes in rendering individual service to every patron.

We are pleased to compliment this well known concern upon the efficiency of the place and direct our readers to it when in need of anything in this line.

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