

BIG WHEAT CROP ASSURED

Bountiful Rains Fall in Northeastern Oregon Insuring Immense Crops—No More Rain is Needed at Present Say Farmers.

WALLA WALLA, Wash., May 13.—The bountiful rains which have fallen in northwestern Oregon and eastern Washington during the last two days practically insure an immense wheat crop this autumn. The fall wheat has an excellent stand while the spring sown grain is fairly shooting from the ground as a result of the heavy precipitation. Farmers today declare that no more rain is needed or for the present.

EUGENE BOY ELECTED STUDENT BODY HEAD

UNIVERSITY OF OREGON, EUGENE, Or., May 13.—As a result of the annual student body election, held May 10, L. Leon Ray of Eugene was elected president of the student body; Raphael Gehler of Portland, vice president; R. Burns Powell of Portland, editor of the Oregon Emerald; Corin Degermark of Portland, editor of the Oregon Monthly. Those successful for minor offices are Allan Roberts of Eugene, manager of the Emerald; Leigh Huggins of Hood River, manager of the Monthly; Miss Birdie Wise of Astoria, secretary of student body.

High school athletes, visitors and alumni are arriving today to participate in the junior week end. This year's list of events is better and more novel than any previous week end. New features of unusual interest are the interscholastic track meet, in which 28 high school and 125 athletes have entered, and the canoe and water carnival on the mill race adjoining the campus. Saturday, the annual tri-state track meet will be pulled off in Eugene between the universities of Oregon, Washington and Idaho. The meet promises to be close and interesting between Oregon and Washington. The week end will be brought to a grand finale by the junior prom Saturday evening.

YESTERDAY'S SCORES.

Coast League.		
	R	H
At San Francisco	17	11
San Francisco	11	2
Portland	10	15
At Sacramento		
Sacramento	5	9
At Los Angeles		
Oakland	2	11
Los Angeles	1	9
National League.		
At Boston		
Pittsburg	2	9
Boston	3	3
At Brooklyn		
Chicago	5	4
Brooklyn	4	4
At New York		
St. Louis	5	5
New York	19	19
At Philadelphia		
Cincinnati	4	5
Philadelphia	5	5
American League.		
At St. Louis		
Philadelphia	5	5
St. Louis	6	6
At Detroit		
Boston	13	13
Detroit	11	11
At Chicago		
Washington	11	11
Chicago	6	6

DR. D. K. FEARSON'S RULES FOR A LONG LIFE

- First of all, keep the Ten Commandments and you cannot go far wrong.
- Get plenty of sleep—one cannot work without plenty of rest.
- Cut out wrong. It is a health destroyer.
- Eat moderately of plain, wholesome food, and above all, eat regularly.
- God gave us all the fresh air we can use. For nothing makes use of it.
- Be calm. Of all peace destroyers intemperance is the greatest.
- Attend strictly to your own business. Never be so busy some one has to do it for you.
- Be honest; it pays in the long run.
- Drink water when thirsty; it costs nothing and agrees with the stomach.
- (In April Dr. Fearson celebrated the 51st anniversary of his birth.)

OKLAHOMA IS INVADED BY 300,000 CATTLE

NELLOGANY, Okla., May 13.—Since the middle of April the annual influx of cattle from the Texas ranges has been coming to the pastures of the Osage, Cherokee and Creek nations—pastures which cattlemen assert to be the best in the world for fattening purposes. This season not fewer than 300,000 cattle, worth more than \$10,000,000, have been brought in on long trains. A single train sometimes contains as many as 40 cars, carrying from 1200 to 1400 cattle, a freightage worth \$25,000 or \$40,000 standing on hoof in the pastures. Despite a severe drought in the range country for two years, the cattle are in much better condition when they reach Oklahoma than they have usually been in other years.

Stray Dog Gets License.

FOREST GROVE, Or., May 13.—Forest Grove sportsmen made up a purse to get a license for Orphan Boy, a bobtail dog which traps the country. He has no master. When here last year he took a liking to the college boys and several times took part as a mascot in the parades to advertise the athletic contests. The other day he returned to town and H. L. Decker started a subscription fund to get the dog a \$1.50 license that he might enjoy his freedom while within the corporate limits.

Many Want Water.

With their ditches full of water, the Rogue River Valley Canal company is receiving many applications for water rights. In the past two days several tracts have been spoken for, among them being an 80-acre tract owned by Dr. Pipkel, on the Eagle Point road, and a 40-acre tract of the Snowy Bluff orchard, owned by Mr. Hopkins. In addition to these there are numerous smaller tracts of 10 and 20 acres already using the water with men at work ditching the water to other ranches.

Hasties for Health.

Electricity In Packages

If it were practicable for a housewife to buy a package of electricity, we would need no city franchise to deliver our product.

We would not have to make a large investment in street mains, service wires, and meters, nor would we have to employ a force to inspect and read the meters.

Under these conditions we could sell electricity at a much lower price than we now sell electric service.

Were it possible to handle electricity in the way that groceries and coal are handled, we could install an electrical automobile express larger than the largest trucking concern in this city for a ridiculous fraction of the cost of our distributing system.

But forced to accept certain things as they are, we have to invest more money in our electricity distributing equipment than for our generating apparatuses.

SELLING SERVICE

We sell more than electricity. We sell electricity plus delivery and the two combined are covered in the term "electric service."

This service differs very much from the delivery department of a mercantile house or dairy.

It is constant every one of the 24 hours and 365 days in the year. It is at your command instantly for the case of sudden sickness, in the early hours of the morning as easily as it is for the operation of household appliances and the motors and for supplying power to factories.

It is a service that must be prepared at any and all times to be sufficient to the greatest simultaneous demand. Everyone appreciates the fact that many more electric lamps are in operation from five to eight o'clock in the evening than during any other period of the day.

It is also apparent that the darker and shorter the day the heavier will be the consumption of electricity.

Our generating plant must be large enough to care for the maximum demand of the shortest and darkest day in the year and also to provide reserve at such times for possible accident or emergency at the plant to insure continuity of service. This means that during most of the time throughout the year three-fourths of our plant stands idle.

WHY WE USE THE STREETS

There is no way of transmitting electricity for the ordinary illuminating, power and heating SERVICE of commerce to places where it is used except through wires and cables.

Electric service is needed in homes, stores, offices, churches, factories, on the streets and many other places.

The delivery of electric service necessitates the stringing of wires and cables through the entire city and occupying a small amount of space either under or over practically every street and many alleys.

There is only one alternative to the use of the public highways for distributing electric service; namely, the purchase or lease of private right of way.

Such purchases or lease holds would double, triple, even quadruple the cost of the distributing system.

The cost of interest on investment and taxes of private rights of way would have to be included in the cost of service.

The people own the streets to use them. We use the streets in order to sell electric service at a much lower price than we would be forced to charge if our wires and cables were laid or strung on private rights of way.

FORCED INVESTMENTS.

The manager of an electric generating plant has no better means of seeing into the future than any other citizen. At the same time, he is compelled in building and extending his property to make ample provisions for the future as well as for the present.

The manufacturing capacity of an electricity generating plant can always be enlarged by ADDITIONS, but unless a distributing system is laid out with liberal estimates for the future growth of the city, it may be necessary to reconstruct it long before it is worn out. Such reconstruction adds excessively to the capitalization of the property and the amount which must be earned to pay interest on the investment.

Therefore, every properly constructed electric service property for many years contained a distributing capacity much greater than current demands called for. This at first thought seems expensive, but in the long run it is in conformity with the best public policy.

IF AN ORDINARY MANUFACTURING ESTABLISHMENT receives orders in excess of its capacity because of a specially prosperous condition, it may refuse the business it thinks to be of a temporary nature and will not warrant the expense of enlarging the plant.

AN ELECTRIC SERVICE COMPANY must meet the demands for its service whenever they arise, and must make the necessary investment for extensions, additional generating machinery, etc., regardless of whatever it considers the demands, permanent or temporary. It has no choice whatever in deciding questions of this kind.

AN ORDINARY MANUFACTURING PLANT in dull times, can turn out and store products for sale in good times or may shut down altogether. An electric company cannot possibly operate on this basis and must maintain an efficient service always.

CO-OPERATION

We think we are justified in asking the co-operation of the public to the extent of holding toward us a friendly spirit and considering our problems and dealing with personal and municipal questions which affect us.

The co-operation we desire is not the kind that would perform our work for us or lift our responsibilities from our shoulders. Rather it is the same appreciation and encouragement which is accorded any worthy commercial enterprise whose labor and ambitions help to make the city great.

The city cannot get along without utilities. Nor can the utilities exist without the city. They are mutually dependent. An electric company that does not do its utmost toward developing its city is working against its own best interests; likewise, a community which fails to co-operate with an EFFICIENT public service company sacrifices its own welfare.

On this point the RAILROAD Commission of Wisconsin, an absolutely disinterested body, has said: "The relations between the cities and the utilities operating therein should be harmonious. There must be co-operation rather than agitation. * * * No one, it would seem, has anything to gain by the financial failure of public service corporations which are conducted and operated under ordinary or normal conditions."

Losses to such plants are, in the end, likely to result in both public and private injuries. It usually means poorer or depreciated service, which, of itself, is a very important item.

METER CHARGES

At the time the Rogue River Electric Company leased the electric plant from the City of Medford, the City, in some cases, required the customer to purchase the meter and in other cases charged a monthly rental for the meter, in addition to the minimum charge of \$1.00 per month.

For this reason, the Rogue River Electric Company adopted the city's plan of leasing the meter to the customer by the month and did not require the customer to purchase the meter.

The franchise granted the Rogue River Electric Company permits it to charge a minimum of \$1.00 per month for electric current, and does not include the meter charge. The 25c monthly rental charged for meters includes the repair of meters, and keeping them in an accurate first class condition, also the service of expert electricians day and night answering and attending to all trouble calls without extra charge.

The Rogue River Electric Company has about 1200 consumers, and at the minimum charge of \$1.00 for electricity and 25c per month meter rental, would amount to \$1500.00 per month. The Rogue River Electric Company expends for labor every month in operating the Medford Plant, over \$3000.00. Hence it can be readily understood that the minimum charge of \$1.00 per month for electric current and 25c for meter rental does not pay expenses, or even half expenses, and if the electrical company did not receive a greater amount than this from some customers, then it would be unable to operate its plant in Medford.

This is best illustrated by the fact that during the operation of the electric plant by the City of Medford it lost as high as \$4000.00 per year, and for this reason the electric plant was leased to the Rogue River Electric Company.

The City of Medford received from the Electric Company 5 per cent of the gross income, which amounts to over \$3000.00 per year and is constantly increasing, in addition the City receives a large number of Free Street lights.

The inhabitants of Medford are supplied with efficient, modern Electric Service, unsurpassed and at prices lower than any town or city in the United States.

The prices of all merchandise and products are controlled by supply and demand or by combinations or trusts, and have largely increased during the past five years.

The price of Electric Current is controlled by the Medford City Council as specified in the franchise, and

is the same as it was five years ago, notwithstanding that the Electric Company is forced to pay far greater prices for labor, materials and supplies of all kinds.

The world is suffering from too much competition, too many non-producers—added burdens to the laborer and producer.

Corporate production and management is the most efficient and economical in the world, and when held in check by government, state or municipal, equitable supervision, economic perfection will be near attained.

The Rogue River Electric Company has already expended over one million dollars on its electric plant and extensions; new money brought into this country.

The Rogue River Electric Company is now building an additional power plant at Prospect, Oregon, which will cost over one million dollars more and will insure to Medford and the Rogue River Valley, still more efficient and uninterrupted electric service, more manufacturing and industries as yet unannounced.

The Rogue River Electric Company pays more taxes than any concern in Jackson and Josephine counties except the Southern Pacific railroad. It is paying half of the cost of a bridge across Rogue river and many miles of road.

It is always foremost in advocating public improvements and enterprises and liberal in its cash donations for the general public welfare.

Medford and the Rogue River Valley needs more manufacturing, more industries, more payrolls, the life blood of prosperity. This means more capital, but capital is timid, and will not invest in a country unless assured of protection.

Medford and the Rogue River Valley are blessed with a climate unsurpassed in the world, a soil unsurpassed in its fertility, boundless resources, which when developed will insure and maintain a city of over one half million people.

The people make the city, the greater the harmony, boosting spirit and good will to both capital and labor, the greater the prosperity.

COMPLAINTS

It used to be good form in the utility business to ignore the word "complaint." The word has an unpleasant sound to managerial ears. "Information desk," "adjustment bureau" or "department of claims" were among the terms favored, and every effort was made to minimize the fact that the company ever received such a thing as a protest from a patron.

Times change and so do the customers. We do not like the word complaint any better than you do, but we are frank to admit that in a business as large as ours some mistakes will happen and some imperfections occur. We know that you realize this and will consider the MANNER in which we rectify errors, RATHER THAN THE ERROR ITSELF.

We guard against defects and strive to prevent them to the best of our ability. When things go wrong with the electric service, we prefer to have you tell us immediately and give us a chance to straighten them out instead of cherishing a grudge against us and telling your neighbors about it.

An overcharge or a delayed connection may be due to no conscious fault of ours, but the spirit in which we correct the mistake is the criterion by which you should judge our professed determination to render good service. Our employees are instructed to be as polite and willing to repair grievances as the management itself, and we believe as a body that they are. If, however, one makes a slip and temporarily forgets our duties to the public, you cannot possibly regret it any more than we do.

We are very desirous of giving good service and satisfaction to the public and are at your service day and night.

During the daytime, call at our office, No. 216 West Main St., and ask for F. A. Buffum, Complaint Department, or telephone Main 1681, or Main 1402, or the Home Telephone 128-L.

During the night, call Main 1402 or F. F. Loder, Superintendent of Construction, Phone 7379 Suburban; residence Central Point road, F. O. Stinson, Foreman, Phone 6222 or 3003; residence, 1119 West Fourth.

W. G. Medley, Phone 2752; residence 211 Genesee. H. E. Evans, Phone 4224; residence, 21 Genesee. A. L. Wright, Phone 2741; residence, Fire Hall. S. H. Lewis, Phone 4091; residence 319 N. Beatty. A. L. Turpin, Phone 161; residence, Diamond Rooms. James McClaugherty, Phone 2751; residence South C St., Limits. G. B. Connell, Phone 3992; residence 235 N. Ivy.

Any inattention report to Dr. C. R. Ray. At your service.

Rogue River Electric Co.