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Pacific Power & Light Co.
PREFERRED STOCK

it's SAFE and
pays dividends every 3 months amounting to
7% ON YOUR MONEY

This stock has never failed to pay dividends. Dividends have been paid every 3 months without a break since the first shares were issued over fourteen years ago.

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PACIFIC POWER & LIGHT CO., Investment Dept., Portland, Ore.

(Mark X in □ sending your requirements)

□ Please send me free copy of booklet telling more about your Preferred Stock and the Company.

□ I wish to subscribe for _____ shares your Preferred Stock at price of \$100.00 and accrued dividend per share. Send bill to me showing exact amount due.

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NOW
is the time to do your overhauling before the spring work begins.

It is our earnest endeavor to carry in stock for YOUR Motor:

McQuay Norris

- PISTONS
- PISTON RINGS
- PISTON PINS
- MOTOR BEARINGS
- FAN BELTS—V TYPE AND FLAT
- CYLINDER HEAD GASKETS
- MOTOR VALVES
- BRAKE LINING
- C. T. C. TIRES
- WAVERLY OILS AND GREASES
- AND A COMPLETE LINE OF ACCESSORIES



for Economical Transportation

Mt. Hood Motor Co.

THE DAVENPORT MEAT MARKET

Specials for Saturday

Pork Roast	20c lb.
Leg Pork Roast	25c lb.
Loin Pork Roast	25c lb.
Beef Roast	12 1/2c lb.
Beef Boil	10c lb.
Round Steak	22c lb.
Loin Steak	22c lb.
Rib Steak	22c lb.
T Bone Steak	28c lb.
Hamburger	15c lb.
Sausage	20c lb.
Veal Steak	20c lb.

Quality

HOOD RIVER LEADS IN ELECTRIC USE

The Hood River valley has one of the largest groups of rural users of electric energy in the United States west of the Rockies, made known by Lewis A. McClure, vice president and general manager of the Pacific Power & Light company, who was a visitor from Portland last week. Mr. McClure has just returned from New York where he was attending a meeting of the national committee on rural electric service, which is making a complete investigation of this matter for the National Electric Light association.

"The committee was greatly interested in the rural electric census that is being conducted in Hood River. In the middle west where the problem of serving the farmer is most perplexing," said Mr. McClure, "the amount of available business is generally considered to be between two and three customers per mile of distribution line, which as far as the northwest is concerned is considered to be pretty thin business. In my observation that there is practically no place in the United States, or certainly we have no reports from anywhere, that indicates a density of rural electric customers such as exists in the Hood River valley where the Pacific Power & Light company serves over 700 farm customers on about 70 miles of line.

"Contrary to usual belief, the actual cost of the power house producing electric energy bears but a small proportion to the total expense of getting the service to the farmer. In many places it would be out of the question to furnish electric service to rural communities, even if it cost nothing at all to put the electric energy into the distributing system.

"The people of Hood River have been told how remarkable has been the record of the publicly owned Hydro-Electric commission of Ontario. It has been hailed as the greatest developer of electrified farms in modern times. The Smithsonian Institution, a governmental bureau, recently made a report which gives some interesting facts about the failure of the Ontario commission to set up the necessary staking funds and reserves that it should have set up. It also calls attention to the fact that the present deficit of the commission in respect to these accounts is approximately \$19,000,000, which somebody will have to make up in the future.

"As far as service is concerned the Pacific commission comes a long way in the matter of electrified farms. We have gone over the 1923 official report of the Ontario commission, which is the last one that is available, and we find that the commission reported that it was serving a little over 14,100 rural customers, but an examination of this report indicates that of this total number of rural customers some 6,030 were reported as being suburban customers living immediately adjacent to the city limits and that 4,158 were so-called 'banquet customers,' which are presumably those living in community groups. The actual number of 'dirt farm' customers reported for 1923 by the commission was only 5,852, which is a few more than the number of actual 'dirt farm' customers served by the Pacific Power & Light company in Oregon and Washington. The Ontario commission serves a territory of approximately 40,000 square miles, which is somewhat larger than the territory served by our company and serves a probable 2,750,000 people, of which over 2,000,000 are classified as rural.

"The Ontario commission serves a population of at least 30 times as great as that served by the Pacific Power & Light company and, though it is subsidized, it has done but little more with respect to getting service to farm customers than we have in actual numbers, which is not a small fraction of what we have done in the matter of proportion.

"It may interest your readers to know that up to October 31, 1923, the commission reported that it had invested in its rural distribution system a total of \$2,125,000, of which investment the provincial government of Ontario had donated \$622,000 free from all obligation on the part of the Ontario commission or the customers. This was done under the authority of a law which passed in 1921 which called upon the provincial treasury to advance 50% of the cost of all primary rural distribution lines. This is, of course, merely a subsidy, which is paid by the general tax payer. The fact of the matter is, the Hydro-Electric Power commission of Ontario is not a fine example of what may be done for the benefit of the farmer, as it is actually serving only about as many farm customers as the Pacific Power & Light company and in a much more densely settled territory, and has received almost two-thirds of a million dollars from the provincial treasury, which it does not have to refund; and in addition to all this it will not consider the extension of rural lines into a territory where the density of population is not sufficient to allow an average of three customers per mile of line. So much for what the commission has done with respect to service.

"The second thing is the matter of rates. In discussing the Ontario public ownership scheme those who wish the state of Oregon to launch into such an enterprise make frequent rate comparisons showing how low the rates are in Ontario. Generally, however, municipal ownership enthusiasts leave out a number of important facts. In the first place, in a number of instances the Ontario rates carry certain yearly fixed or standby charges which are not generally discussed by its champions. These yearly fixed and standby charges have the effect of raising considerably the consumer's annual bill. As a matter of fact, the Pacific Power & Light company is now actually serving rural customers in the Hood River valley at rates considerably less than the Ontario rates, and in addition, our company pays about 10% of its gross receipts back to the people in the shape of taxes.

"The Pacific Power & Light company, through its own officers, has made some comprehensive investigations of the Ontario situation and our figures are not prepared by some outside agency, but are worked up by our own representative who went to Ontario for the purpose. "Ontario rural customers are divided into seven classes, depending on the character of the load. These classes run all the way from II-A, which includes only farm house lighting in places where there must be four services from each transformer, to class VII, which includes extra farm service, with motors and a range. The definitions of the various classes are quite long and need not be given in detail.

"Using the same classes and the same average consumptions a month the following table shows quite conclusively how the Hood River customers are getting off in the matter of rates, particularly those in the first three classes, which cover most of the business.

Classification and consumption assumed to be the same as quoted for Ontario system.

Class	Average Mo. Consumption	Est. Annual Cost
II-A	26 KWH	\$30.05
II-B	26 KWH	\$4.40
III	40 KWH	69.82
IV	70 KWH	68.94
V	70 KWH	84.50
VII	150 KWH	130.97
VIII	300 KWH	254.14

"The Ontario rates include no taxes. Pacific company customers owning ranges are even better off than the above comparison indicates, because they can take range service on our schedule K, which is four cents a kilowatt hour, with a discount. "A good deal has been said about house heating carried on by the Ontario commission. The Ontario commission is flatly opposed to electric house-heating, says it is wasteful and uneconomical. The Ontario commission does not undertake to heat buildings electrically and reports to the contrary are untrue, except in so far as they apply to small residential types of glow heaters and similar contrivances."

MOSIER

Chas. Powell, of Portland, was here Wednesday calling on his aunt, Mrs. Soger, while on his way to his ranch at Moro.

Mrs. E. McClure and daughter, Mrs. L. J. Ellis, were shopping in The Dalles Monday.

Our grad and new tractor are doing splendid work under the direction of Chas. T. Bennett, Wm. Boland and Jas. Camp. Grading is being done on all roads leading into town.

Mr. and Mrs. Ben Veatch and children were visitors at the home of Mrs. John Elder in Hood River recently.

Mrs. John Elder visited a few days last week with her daughter, Mrs. Ben Veatch.

George Chamberlain and Chas. T. Bennett were business visitors in The Dalles Wednesday.

Mrs. Jas. Camp, Mrs. H. Bailey and Jesse Bailey visited at Oak Grove recently.

Mrs. G. E. Duval returned to her home in The Dalles Tuesday.

Mrs. Bertha Johnson was shopping in Hood River Tuesday.

Mr. and Mrs. E. M. Strauss attended an opera given by the high school club in Hood River recently.

Mrs. Paul Bailey was a visitor in Oak Grove over Saturday and Sunday.

Mr. and Mrs. Horn, Mrs. Clair Bailey and Mrs. Jesse Bailey were in Hood River Saturday.

Wm. Richardson, who has the contract for graveling the Mayerdale park, has returned from Portland and will begin graveling Monday. A number of driveways are under construction and will be completed in 30 days.

Mrs. Davenport was in Mosier Sunday, returning home Tuesday.

Mr. Cooley was in Hood River Wednesday.

Mrs. E. McClure received a pleasant surprise on her birthday, March 1, when friends and relatives from Portland called on her. The party, numbering 35 in all, included: Mr. and Mrs. Chris Nelson, Mrs. Reese, Mrs. E. O. Winans, Mrs. Molly Baker, Mrs. E. S. J. Ellis, Mr. and Mrs. W. E. Thomas, Mr. and Mrs. H. A. Moll, Mrs. Pearl Treasler and daughter, Mr. and Mrs. W. A. Dolling and Mrs. W. H. Blakeley. A beautiful birthday cake was presented to Mrs. McClure.

An interesting moving picture and lecture program took place at the school auditorium Saturday night. The address was given by one of the state workers of the Anti-Saloon league on prohibition. The attendance was large.

Mrs. F. A. Sayres is visiting at the home of her daughter, Mrs. E. A. Race, for a few weeks.

The home of Mrs. W. A. Husbands was filled with overflowing when she entertained the Ladies' Aid Wednesday of last week. Thirty-nine members and guests were present. A short business session followed by a social hour with refreshments filled a most enjoyable afternoon. The Aid will meet with Mrs. S. E. Evans at her country home March 25.

Forrest Evans, Geo. Carroll and Arthur Carroll were in Hood River Monday.

Lee Evans and Tom Moe went to The Dalles Monday.

The Odd Fellows gave a very successful St. Patrick's dance Friday evening in the school auditorium. Decorations were very effective in the form of green shamrocks, black cats and green streamers. The Mayerdale orchestra, with two additional pieces from Hood River, rendered exceptional music.

The annual election of directors of the Mosier Community Chamber of Commerce was held Monday evening at the school auditorium. Directors they received as follows: C. T. Bennett, Geo. Chamberlain and R. J. Seacore, for three years; Geo. Alexander and E. A. Race for two years; E. M. Strauss and J. O. Beldin for one year. An enjoyable program filled the latter half of the evening. Mr. and Mrs. Frank Sexton, of The Dalles, contributed two pleasing musical numbers. Mrs. P. Patterson, of The Dalles, was accompanist. Gulf J. Weigert, slight of hand performer, entertained with clever tricks. Other interesting numbers on the program were a Spanish dance by Miss Patak and a vocal solo by Miss Gribshov. Mr. and Mrs. C. M. Zell, of The Dalles, were present. Light refreshments were served.

O. E. Wilson and F. A. Shogren made a trip to the property of The Dalles Timber company about 10 miles southeast of Mosier recently. They reported considerable snow in that locality. Mr. Shogren secured a number of excellent photographs of the big timber on the property.

Al Behren, Joe Higley and Darrell Allington were visitors in The Dalles Thursday.

Jesse Bailey and Elmer Minton motored to Dufur Friday.

Mrs. Jas. Cherry and daughters, Mary and Doris, spent the week end in Portland.

Mrs. Macrum returned from Portland Saturday.

Mr. and Mrs. L. J. Ellis returned to their home in Portland Sunday, having spent a couple of weeks with Mrs. Ellis' mother, Mrs. E. McClure.

Mr. and Mrs. Richard Seacore were Saturday visitors in Hood River.

The Mt. Hood Meat Co.

Is under new management. We will handle
the Best at all times.

No. 1 U. S. Inspected Steer Beef

Choice Veal Cuts - Lamb Cuts

Fancy Cuts of All Kinds

Fancy Capons

Dry Picked Hens

L. A. BEAUDOIN

R. F. TAYLOR

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OREGON and her products are being advertised to all the United States this month by railroads. Have you read the advertisements?

This is National Oregon Products Month!

Hold "Oregon Products" dinners or lunches; merchants can feature displays of Oregon merchandise; or-

ganizations can include at least one number on Oregon manufactures in their programs; school children can write essays, or make up lists of Oregon goods—you'll be surprised at their variety,

Oregon products compete with the world. You can buy them on MERIT. Then, too, your support of Oregon industries means more work, more wage earners, bigger payrolls, increased prosperity for everyone.



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DAN C. FREEMAN, MANAGER

Strawberry Land For Lease

Three tracts—eight, ten and eight acres each; which have been in rye, vetch and clover. Will rent for cash or shares. Plenty of water.

This fertile land is located on Paradise Farm Acreage, just west of City.

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Urging that
You "DO IT NOW" in ordering your season's supply of SLABWOOD.

As you will remember our call last year was "S. O. S." "Save on Slab."

The response was so hearty that we had to sign off in a hurry, as our limited supply was soon oversold.

The housewives who in past seasons have found that the most economical and convenient fuel for the kitchen range is Oregon Lumber Company's Slabwood are all ordering early.

If you would get your share of the season's run of Slab from Dee, you must get your order in early.

The price will interest you. Telephone NOW to—

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