

# Your Welfare Is Involved

Everyone realizes what an important part a power company plays in the development of any territory. It makes possible the growth of industrial and agricultural enterprises, and it improves living conditions.

In every sense of the word, the Idaho Power Company—any power company, in fact—is simply the agent of its customers. It supplies a needed service and must receive from its customers using this service, sufficient money to pay for the labor and supplies required in operating its plants and system, to pay taxes, to make necessary replacements, and to pay interest on the money required for new development, which the increasing demand for power makes imperative.

## THE PROBLEM THAT CONFRONTS US

But the expense of everything which goes into the production of power—labor, supplies, taxes and cost of money—has advanced to the point where it is impossible for us to provide the needed development or even maintain 100 per cent service, with our present income.

We have enforced every possible economy in the operation of our property, but under present rates we cannot operate advantageously either to ourselves or our customers.

## RATES FIXED BY LAW

State Laws demand that we give 100 per cent service; they fix our rates and control our franchises, and they are supposed to allow us a fair rate of interest on the money invested in our property. However, under present conditions we are making practically nothing on our investment.

Let us show you why:

## INCREASED COST

Our records show the percentage of increased cost in the past four years is as follows:

Wages have advanced.....	66%
Supplies.....	80 to 100%
Taxes.....	146%
Cost of Money.....	40%

As there has been no increase in our rates since 1915 except the 10 per cent increase granted in June of this year, it must be apparent to everyone that our present income is entirely inadequate to take care of our increased cost of operation and maintenance.

## NEAR THE DANGER MARK

In 1919, almost the total capacity of our existing system was required to answer the demands of our customers for power. Every year our load increases, so it is evident that we must continue development to give 100 per cent service.

But at the present rates, development cannot be financed. Our costs are out of proportion to our income. We are doing everything possible to maintain our service, but the problem is a difficult one. Therefore, we come to you with this problem, for it is our duty, as a public utility, to explain the danger that confronts us.

## YOUR INTERESTS AND OUR INTERESTS ARE IDENTICAL

We must work toward a basis on which we can continue to give you 100 per cent service—a basis that will work for the welfare of all. Therefore, it is our purpose to present to you in a series of statements, honestly and fairly, the situation that Idaho Power Company is facing. It is our purpose to show you how this situation involves you and the future development of Idaho, and to ask you to help solve the problem.

# IDAHO POWER COMPANY

## GATE CITY JOURNAL

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### JOURNAL ADMITS ERROR

Nyssa, Cr., July 22.—To the Editor of the Journal: The Journal classification of our presidential candidates is unjust. Cox may be a stand-patter, as the designation pre-supposes a spinal vertebra, even though an unwelcome thought, but certainly Harding escapes the implication of anything worse than mug-wumpery; the senatorial crowd that put him across expect to furnish the composite elements needed in the make up.

### CITIZEN.

We hasten to admit that the Journal of last week was mistaken and that Harding is not a standpatter. "Citizen" is right. It would be impossible for an angleworm to stand pat, and Harding seems that style of politician. In this opinion we are not alone. Lynn Haines, editor of the Searchlight, a magazine devoted to keeping tab on congressmen throughout the nation, describes Harding's senatorial career as follows:

"His leaders have been the oldest and most reactionary of the old guard—Penrose, Smoot and Lodge. He has talked as they talked and voted as they voted. But he has never ventured at leadership himself. Through nearly six years in the senate he has made no big fight, good or bad, with which his name could be identified. He has stood consistently for special political and economic interests, but always in that colorless 'me too' capacity.

"Many times Harding dodged important roll-calls, but he has answered 'yea' and 'nay' in chorus with the old guard often enough to demonstrate clearly his attitude on vital issues."

What's become of the "Buy your winter's coal early" movement that was so popular in Nyssa in January.

Announcements of a boost in sugar cost point out that there are times when a knock is better than a boost."

An Idaho man claims to have been lost in the woods 36 hours. More likely he had lost the place where his "hootch" was hidden.

A correspondent in San Francisco informs us that "the Cox boomers made the most noise." So the convention decided to nominate the big noise.

"San Francisco is dry," one correspondent wrote. San Francisco is very wet, writes another. Probably it all depends on whether you know where to look for it or not.

We have reached the point where we wish the government would leave the sugar bandits alone. Every time it makes a gesture towards them, they get madder and raise the price again.

A monster petrified fish, about fifty feet in length, has been discovered encased in the rocks in Garfield county, Utah, about 70 miles east of Panguitch, by Sheriff Goulding of Garfield county and T. W. Smith of Salt Lake, who have been prospecting in that section, says a Salt Lake dispatch. Must be the big fish that got away, that anglers rave about.

## THE PUBLIC SERVICE COMMISSION OF OREGON

Has power to fix telephone rates which shall be fair to our patrons and the company. We have absolute confidence in the fairness of the Commission.

The cost of furnishing your service has almost doubled as compared with the pre-war period.

We have the utmost confidence in your fairness to see that our rates must be increased.

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J. A. LAKENESS  
Vice President and General Manager

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Saturday, Sunday, Tuesday, Thursday and Friday Night

## Mid-Summer Clearance SALE OF HATS

All Straw Hats Reduced  
to One-Half Price  
Pattern Hats at Cost

Included in this sale is one lot of Hats for less than half price. They are marked to sell for \$1.95  
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OSBORN MILLINERY - ONTARIO, OR.



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Have you thought of all that a Thor Electric Washing Machine will mean to You? Have you thought of the saving in time and work? Already 450,000 women know the comfort and pleasure that this machine brings. Benefit by our offer. Don't let July slip away and deprive you of this opportunity. The price of the Thor—for this month only—is materially reduced. A payment of \$10 is all that is required. And if you value your time and strength the monthly payments mean no additional expense.

### A Thor Lasts a Lifetime

To buy a Thor now means you'll NEVER have to return to the old way. What would you give to know that you were FOREVER free of the burden of washing? You deserve this convenience.

HAVE A THOR SENT TO YOUR HOME TOMORROW

## ELECTRIC SHOP

IDAHO POWER COMPANY