

A Queen and Two Kings



Queen of the Pendleton Round-Up, September 16, 17, and 18 is Her Highness Cathryn the First; kings of cowboy sports are Ike Rude and Carl Arnold, who last year tied for the \$5,000 Sam Jackson trophy, for the best all-round cowboy. They'll defend their titles at this year's show. The trophy must be thrice won for permanent possession and Ike won it also in 1931. First offered in 1930, this is the first tie in the trophy's history.

Subscribe to the Journal at \$1.50 a year.

CARD OF THANKS

I wish to thank my friends and neighbors for their timely aid and hard work when fire destroyed my hay, barn and machinery last Friday. It would be impossible for me to see each of you who helped, so take this means of informing you that your efforts were gratefully appreciated by,

Jake Reik and family.

W. J. PINNEY
THE LAND MAN

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Rodeo To Be Big Feature At Idaho State Fair

Boise—Believe it or not, the world's greatest rodeo, with the world's finest riders, will be seen at Boise, August 25 to 29, at the State Fair Grounds, when Colborn and Sorensen, the same men who stage the world's series rodeo at the Madison Square Garden each year, produce for the second straight year the Western Idaho Fair Rodeo.

Although it had its inception only last year, Boise has become the center of rodeo for the United States. Its play dates are between Cheyenne and Pendleton, and it offers the biggest purses of any Western rodeo with the exception of the two great exhibitions. For cowboys, then, here remain only three great Western dates, Cheyenne, the last week in July, Boise the last week in August, and then Pendleton, and after that back to the Eastern states where rodeo isn't a grand and glorious exhibition of skill, but only a novelty.

Every evening, in addition to the regular contests, there will be seen in action such stars of the rodeo as Verne Goodrick, Lou Tindall, trick riders and ropers, Ted Elder, the thrillmakers, Jazbo Fulkerson, the Madison Square Garden rodeo clown, Garlen and Gloria Ann, the juvenile stars, "Sihray" the high school pony, Joe Penner, the clown mule, and a host of other stars.

Before the grandstand each day, the Western Idaho Fair will offer probably one of the most sensational shows in the country. In the afternoon there will be amateur bronc riding, trick riding and roping, circus acts, Steve Clemente's famous knife throwing, and flat harness racing, while each evening there will be rodeo competition for some of the nation's greatest prizes.

W. C. T. U. SPEAKER ATTRACTS CROWD WED

A fair sized audience turned out Wednesday evening to hear Sam Morris, nationally known radio speaker give an interesting address under the floodlights in the vacant McConnell lot on Main Street. Rev. Morris is pastor of the First Baptist Church on Stamford, Texas and is known on the radio as the "Voice of Temperance." He appeared here under the auspices of the local W.C.T.U. unit.

JORDAN VALLEY

By MRS ISABELLE LEE

Miss Betty Issacs of Boise is the guest of Miss Lucille Maher.

Miss Elynn Maher who is employed by the Bell Telephone company in Boise is spending her vacation at the home of her parents Mr. and Mrs. Ed Maher of Pleasant Valley.

A nine pound daughter was born to Mr. and Mrs. Jack Swisher of Danner August 10th.

Brian Shea son of Mr. and Mrs. Shea of Homedale who has been visiting his aunt Mrs. Harry Staples left for his home last week.

A son was born to Mr. and Mrs. Russell Linn of Arock on August 13.

A picnic party including Mr. and Mrs. Ben Hunt and family; Mr. and Mrs. Harry Staples and family; Mr. and Mrs. Neal Shea and family; Clyde Stults, Mrs. T. L. Mills and daughter, Mrs. Averill Palmer and children and Mrs. A. C. Lee drove to Mahogany Mt. Tuesday. From the top of the mountain one can see the wonderful canyon of the Owyhee dam and the back waters of the dam that has buried ranches so that other lands might have water. It is a trip well worth taking. One can hardly believe such wonderful scenery is just a two hours drive from Jordan.

Mr. and Mr. Will Johnson drove to Boise Tuesday evening, returning

Wednesday with a palamenio horse belonging to Mr. Awwill and Mr. Johnson. Wednesday Mr. and Mrs. Johnson and Rea Skinner daughter of Mr. and Mrs. T. L. Skinner left for California where Miss Skinner will ride the horse in the Spanish fiesta to be held in Santa Barbara. They will also visit in Los Angeles and will return in two weeks.

Mrs. Sarah Carpenter of San Francisco and Mrs. Tom Hardman of Nevada City, Calif., are visiting their sisters Mrs. Harry Staples and Mrs. James Mills and other relatives. Their nephew Pat O'Brien of Bakersfield accompanied them.

Tom Edwards drove to Bend Friday to bring home his wife and daughter who have been visiting Mrs. Edwards parents. They returned Monday morning driving a new Terraplane sedan.

On August 14 a baby girl was born to Mr. and Mrs. Manuel Aburusa.

Mr. and Mrs. Floyd Parks attended the circus in Boise Saturday.

Mrs. Wm. J. Shea of Cliffs and daughters Teresa and Christine spend the week end in town visiting friends. Pat Shea came down with them after a week's vacation and is again at work.

Glen Brooks of Portland was a week end visitor in town. Mr. Brooks has not visited Jordan since he left here about fifteen years ago and noted many changes. His parents, Mr. and Mrs. Fred Brooks of

Caldwell accompanied him.

Mr. and Mrs. Harry Staples, Mrs. James Mills and daughter Mrs. Sarah Carpenter, Mrs. T. Hardman, Mrs. T. L. Skinner and Pat O'Brien attended the circus in Boise.

Mrs. Jenero Rementeria and son Rudolph and Miss Pilar Cortabartarte were Boise visitors over the week end.

Misses Marie Mark, Marie and Helen Anderson left Saturday for a trip that will include Portland, Seaside and Crater Lake. Alcie Ingle will join them in Ontario.

Mrs. Griffiths of Caldwell who has been nursing Sally Ross left on Thursday for her home. Little Sally is very much better.

Mrs. Teresa Scott left for Boise last Wednesday.

Miss Elizabeth Lequerica has accepted a position as teacher in the Brogan school.

Carlton Fretwell, a large stock owner has sold his sheep to Augustine Salova of Homedale. Mr. Fretwell has also sold his ranch on the Owyhee river near Rome to Fernine Calzocorta. Mr. Fretwell still has his home in town and other ranch property so this estimable family will remain in our community.

Mr. and Mrs. Merrill Borders are enjoying a visit from Mr. Borders brother and family.

Mr. and Mrs. Louis Nagal, Mr. and Mrs. Lambdoin and Louis Azcuenaga all of Boise visited at the Dr. W. W. Jones home Sunday.

Pete Larinaga is spending a few

days with his wife at the Mallo home.

Miss Janet McKenale of Rockville is spending the week with Miss Irene Yurri.

Possessions and Expectations

We part more easily with what we possess, than with our expectation of what we wish for, because expectation always goes beyond enjoyment.

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ELECTRIC RATES REDUCED \$128,000 Per Year!

21 Rate Reductions Since 1927 Now Save Our Customers Over \$500,000 Annually

● Again — electric rates are reduced! Beginning August 16, our customers will save over \$128,000 on their electric bills during the next twelve months, and the same amount during each year thereafter. This is the 21st reduction in electric rates since 1927! Altogether, as a result of these 21 reductions, our customers now save more than a half-million dollars per year.

Lighting, electric cooking and electric

refrigeration—those indispensable electric services in the home—are reduced in cost. There are also reductions in other rates. These three new lower rate schedules are given below. Any representative of our company will be glad to call and give a more detailed explanation upon request.

ELECTRICITY IS THE ONLY ITEM IN THE FAMILY BUDGET THAT'S CHEAPER!



KEEPING FAITH WITH OUR CUSTOMERS

Repeatedly, we have said—the savings we make are passed on to our customers as quickly as possible, in the form of lower rates. We reduced rates in 1936—in 1935—in 1934—altogether, 21 times since 1927.

OUR TAXES HAVE BEEN INCREASED tremendously—in 1936 they took 22½ cents of each dollar of revenue (in 1927, it was only 12.2 cents). WAGES HAVE BEEN RAISED to meet higher living costs of our employees. Materials and other costs have gone up also.

But—our customers have helped reduce the cost of producing electricity by using more electric service than almost any other group in the U. S. Careful management, using all the newest methods and improvements, has resulted in economies that have enabled us to keep giving our customers lower rates.

So—rates are again reduced, and our pledge kept to our customers. Now, our highest residential kilowatt-hour rate after the minimum is only 5½ cents. The average paid by all of our residential customers now is only approximately 3 cents—ONE OF THE LOWEST ELECTRIC RATES IN THE NATION.

These 21 Rate Reductions Since 1927 Have Made Your ELECTRIC RATES Among the Lowest in the U. S. A.

Oct. 19, 1927	Jan. 1, 1931
Nov. 19, 1927	Feb. 1, 1931
March 7, 1928	July 31, 1931
March 23, 1928	Nov. 30, 1931
June 1, 1928	May 18, 1932
Aug. 23, 1928	April 15, 1934
Oct. 1, 1928	May 15, 1935
May 1, 1929	Oct. 15, 1935
May 15, 1929	Dec. 15, 1935
March 14, 1930	April 1, 1936
August 16, 1937	

In Effect August 16:

Rate 1-F Residential Lighting
\$1.00 including 13 KWH, KWH \$49¢ for the next 55 4¢ per KWH for all excess KWH.

Rate 1-B Residential Lighting and Refrigeration
\$1.00 including 13 KWH, KWH 3¢ per KWH for the next 170 3½¢ per KWH for all excess KWH. 2¢ per KWH for all excess KWH. \$1.00 per HP of connected motor load in excess of 5 HP, including 25 KWH per excess HP.

Rate 1-A Residential Lighting and Cooking
\$2.00 including 36 KWH, KWH 3¢ per KWH for the next 70 2½¢ per KWH for all excess KWH. 2¢ per KWH for all excess KWH. \$1.00 for each HP of connected motor load in excess of 5 HP, including 30 KWH per excess HP.

Rates given above are net. Delayed payment charge of 10% now reduced to 5%. Net Payment period extended from 10 days to 15 days.

Also—Reductions in Commercial Lighting and Commercial Power Rates

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