

TVA Criticizes Electric Rates

A spokesman for the government bureau recently said that if the electric rates charged by the TVA were applied to Oregon, for example, the saving to the domestic users would be \$2,000,000 a year.

This made a considerable impression on his listeners — until an engineer observed that if the Oregon electric utilities were free to taxes, as the TVA is, the two largest companies in the state, alone, could cut their household rates by more than \$2,000,000,000!

It should not be forgotten that Wendell L. Willkie, president of the Commonwealth and Southern Corporation, has stated flatly that if his companies in the Southeast were given the same privileges as TVA—such as tax freedom, cheap money,

mail franking, etc. — they could cut TVA rates by at least 25 per cent. And it is a matter of record that in many states heavily taxed private utilities are operating next door to untaxed public utilities, and charging rates as low or lower.

Whenever a fair comparison is made between private and public operation, taking all factors into account, it is almost invariably found that the private companies give the lower rates—and infinitely better service.

It seems that the strategy of New Deal leaders only to try to purge unfriendly Democratic Senators in the states where the purge has better than a fifty-fifty chance of working.

What has become of the old-fashioned man who prided himself on raising a big family and marrying off each of his girls to a good, thrifty husband?

Shirley Temple At El Portal

In the dictionary it's: Pep (pép) n. (Short for pepper.) Effective energy or power; vigor; dash; spirit.

In Hollywood the definition for pep is much simpler. It's Shirley Temple.

Ang George Murphy, energetic dancer, in "Little Miss Broadway," will vouch for the definition.

When "Little Miss Broadway" opens at El Portal Theatre, with the world's gayest and brightest star more marvelous than she's ever been, she brings her grandest cast of troopers around her.

Heading this cast are Murphy, Jimmie Durante, Phyllis Brooks and Edna Mae Oliver.

But George, of them all, got the most profound course in pep from Shirley. The first day he arrived on the set of "Little Miss Broadway" at 20th Century Fox, Shirley met him and immediately took him in charge.

"Do you know your steps yet?" asked Shirley

"Well," responded George, "Nick Castle, Geneva Sawyer and I haven't worked them all out as yet."

"Let's try out what you know, any way," suggested Shirley.

Thereupon ensued a terrific workout, in which Murphy taught Shirley what he had learned of the routines. All of this took place between takes of the picture when dance rehearsals were definitely not scheduled.

At the end of a heavy day's shooting, interspersed with the impromptu dance routines, George was, to put it mildly, "ready for bed."

"But," the dancer told director Irving Cummings, "she'll be satisfied tomorrow by what we accomplished today."

Cummings smiled; for Cummings has directed Shirley in two other pictures.

Next day as soon as George appeared on the set, Shirley greeted him with:

"Let's jump rope." And she handed the dancer his equipment.

"Okay," said George, staring strangely toward Director Cummings.

All that day it was rope-skipping. The following day he won a comparative reprieve while he helped her "do fractions" for her school lessons. It went on for the entire production schedule.

"Gee," murmured George, "where does she get all that pep?"

Mrs. Gene Ward Reported Better

Dr. Forest R. Mildren reports that the condition of Mrs. Gene Ward, wife of Sheriff Ward, is slightly better.

Mrs. Ward was stricken with a heart ailment early in the week and for a time her condition was extremely critical, but Dr. Mildren now is more hopeful of her recovery.

El Portal

WEDNESDAY - THURSDAY - FRIDAY - SATURDAY - SUNDAY
MAYINES 2:30 - NIGHTS 7 & 9 P.M.

SUNDAY — MONDAY —
TUESDAY — WEDNESDAY
JULY 31, AUGUST 1-2-3

FOUR DAYS
SHIRLEY TEMPLE

"Little Miss Broadway"

— with —
GEORGE MURPHY
PHYLLIS BROOKS

— also —
"Glimpses of New Brunswick"
Traveltalk
"A Day at the Beach"—Cartoon
"The Awful Tooth"—
Our Gang Comedy

M-G-M NEWS

THURSDAY — FRIDAY —
SATURDAY
AUGUST 4-5-6

HAROLD LLOYD

"Professor Beware"

— with —
PHYLLIS WELCH
RAYMOND WALBURN

— also —
"Pictorial No. 7"
"Ball Tossers"—Sportlight,

— and —
PARAMOUNT NEWS



D. D. Watson, Oakland, California, Vice President of the National Association of Real Estate Boards for the Southwest Region (which includes California, Utah, Nevada, Arizona and Hawaii).

The SNAPSHOT GUILD

PICTURES ON THE FARM



Everywhere on a farm there are pictures—simple, pleasing snapshots that will give your albums new appeal.

THE man who says "nothing ever happens on a farm" certainly isn't talking about pictures. On almost any farm, if you keep your eyes open, you will find enough snapshot material to keep the camera busy from early morning to late at night—and still not exhaust the supply.

Farm animals offer scores of picture chances—woolly lambs in the sun, a hen fussing over her brood of chicks, cows being driven in for milking, pigs at the trough (or their owner summoning them with a lusty shout), horses drinking, ducks waddling in a line about the yard or taking an afternoon "cruise" in the pond.

Work scenes in the field make excellent pictures, and fresh-plowed land with long deep furrows is good for pattern snapshots. The orchard in bloom is a scene of beauty, and all

around the house and barn lot there are details which make pictures.

Get a snap of Grandfather whittling, mending a single-tree, or busy at a whirling grindstone. Picture shady fence corners, old-time zigzag fences of laid rails, the battered wooden bucket at the well and the worn saw-horse or chopping block in the woodlot. Look for snaps down by the shady spring-house and brook. And watch the special seasons—such as hog-killing time later on—when there is some unusual activity to picture.

Yes, there are plenty of farm snapshots—everything from a calf being fed from a bottle to corn-husking shots at harvest time and footprints in the snow in winter. You can point your camera in almost any direction, and find something. Try it, every chance you get, and watch your picture albums grow!

John van Gulder.