

LIGHT AND POWER RATE CUT IS MADE

Reduction Announced by B. S. Josselyn Will Save Patrons \$110,000 Yearly.

EXPERTS WORK OUT PLAN

Portland Railway, Light & Power Company Has Engineers to Put Schedules Upon Modern Standard Basis.

Announcement of reduction in rates for electricity for Portland and surrounding territory was made yesterday by President Josselyn, of the Portland Railway, Light & Power Company. The change will result in a yearly saving of \$110,000 to the patrons of the company.

The new schedule for lighting consists of rates at 9.7 and 4 cents instead of at the present figures of 15 and 5 cents a kilowatt hour.

Billings on this reduced schedule will be mailed out beginning July 1 to those customers who have signed new contracts.

The establishment of these new rates has been made possible through the practice of economies and the acquisition of additional facilities, thus enabling the company to give its customers the benefit of lower rates for lighting and power. It has been the intention of the company since last June to put into effect new rates, and the investigation which has resulted in this announcement has required a great deal of careful work on the part of the officials since that time.

Schedules Are Standardized.

The present rates in Portland, said Mr. Josselyn, "have been developed over a period of years with the growth of the city and its requirements for light and power, and up to the present time there has not been a thoroughly scientific standardization of the schedules. The efforts of our experts have, therefore, been directed toward a standardization of rates for similar service so that, as far as possible, customers should pay exactly the same rate under like conditions."

The new schedule of lighting rates will effect a material reduction in the bills of practically all residence customers, and most of our commercial customers, and are more favorable than made last June. This reduction applied to 1911 business would decrease our revenues for lighting customers more than \$110,000.

"We have also decided to offer our patrons who do not care to sign up for periods of a year or more, an application form for lighting and power, which may be terminated on three days' notice. Such service would, of course, necessitate somewhat higher charges than the yearly contract service."

Wholesale Rate Provided.

"Among the new schedules is included a wholesale power rate which, for the average use within practical working limits, is lower than any other electric power rate on the Pacific Coast. This should add materially to Portland's advantages as a manufacturing center, and is a great inducement for factories to locate here."

The effective date is set at July 1 in order to establish new staffs, obtain new contracts, establish new sets of ledgers and do the thousand and one things made necessary by the change. The work and expense incident to the introduction of the new rates are large, and I have entrusted this entirely to the personal direction of our general manager, F. W. Hill.

As announced by the company, the new rate is based on the customer's maximum demand or use of the company's plant and equipment, and is collected at 5 per cent of the maximum possible consumption at 5 cents a kilowatt hour; next 5 per cent of the maximum possible consumption at 7 cents a kilowatt hour; all in excess at 4 cents a kilowatt hour.

This will be set, if paid before the delinquent date. Otherwise the rates will be 5 per cent greater. Discounts for quantity will be allowed at the rate of 1 cent a kilowatt hour for monthly consumption in excess of 1000 kilowatt hours, and an additional 1 cent off for monthly consumption in excess of 3000 kilowatt hours.

Engineer Makes Study.

"I wish to emphasize," said General Manager Hill, yesterday, "that the new lighting rates are not a general reduction in the rate of 15 cents to 9 cents. Of the smaller residence customers, constituting the vast majority of our patrons, those who use electricity in excess of their minimum bill, will receive a substantial reduction, but the average decrease for the entire lighting business will be, of course, much less than the above ratio."

The new rates for the several classes of service are the result of careful study and investigation by the company's engineers, directed by E. W. Clark, III, aided by the engineers of B. W. Clark & Co. The rates embody the demand system, which is based upon the company's investment and the consumer's use thereof. This system has met the indorsement and approval of all qualified engineers and economists, including the public service commissions of the several states, which have studied rates for electric service. Although most expensive and difficult for the company to handle, it is conceded to be the one system which is fairest alike to company and consumer, and which is equitable to the customers as not favoring one at the expense of another.

Items of Cost Mentioned.

"It may well be said here that by far the greatest items entering into the cost of electric service are the fixed charges due to the investment, such as interest, taxes, depreciation, etc., while the many other items of expense of mere generation of current are among the least. This applies alike to steam and water power plants. I mention this because laymen are inclined to judge rates for service simply by generating costs."

"Some 21,000 of our patrons will be affected by the change of lighting rates alone, and for their convenience I would urge strongly that promptly on receipt of the new contract form which will be mailed, each customer should sign same, have it properly witnessed, and mail to the Electric building."

DAIRY SHOW PLANS MADE

Date for Exhibition Probably Will Be November 1.

A meeting to arrange for the Pacific International Dairy Show, to take place

at the Union Stockyards after the International Dairy Show at Chicago, which will make the date about November 1, was held in the office of D. O. Lively at the Union Stockyards yesterday.

The following officers were elected: A. W. Clise, Seattle, president; William M. Ladd, Portland, vice-president; D. E. Hubbard, Boise, second vice-president; J. W. McAllister, Chino, Cal., third vice-president; O. M. Plummer, Portland, secretary; L. R. McGee, Portland, treasurer; D. O. Lively, Portland, general manager; J. L. Smith, Spokane, assistant general manager.

Committees were appointed to draft plans to make the organization permanent, on finance and premiums' classification.

Among those present were: W. Schulz, Hillsboro; F. L. Kent, Oregon Agricultural College, Corvallis; Thomas Carmichael, Gaston; E. R. Frake, Scappoose; R. S. Hanke, W. H. Dabney, J. J. Wilson, E. M. Fowler, Portland; J. L. Smith, Spokane; W. L. Carlyle, University of Idaho, Moscow; Thomas Addis, Portland; C. M. Abbott, Oregon City; O. M. Plummer, Thomas Withycombe, C. S. Townsend, C. E. Milton, J. E. Smith, A. A. Morse, S. W. Robinson, Portland; H. Stump, Monmouth; Harry West, Scappoose, and Carl Abraham, Salem.

Speeches were made by nearly all present. The committee on prizes followed. J. Bishop, Dunsmuir, B. C., representing Ayrshire cattle; H. West, Portland, Jersey; E. L. Thompson, Portland; Gunnar E. B. Holstein, Yakima; Holstein; J. D. Farrell and C. R. Gray, Portland, railroads.

WORD SCORES CLUBS

EX-SHERIFF BITTER AGAINST SUNDAY LIQUOR SELLERS.

Progressive Business Men Are Addressed on Alleged Existing Evil Conditions.

Tom Wood made a verbal assault on the Word Scores Club, Overland Club, the Beaver Club, the road houses, pawn shops, druggists who sell liquor and "soap box" agitators in a speech before the Progressive Business Men, which took place at luncheon at the Multnomah Hotel yesterday noon. He declared the road houses near Portland cause the downfall of many a family. "I have seen a waukie, he said, is patronized largely by Portland people."

"Only one man in this county can close the illicit saloons in this county, and can reach the men who are damning the flag, the country and everything else," said Mr. Wood. "The Sheriff of the county is the custodian of the law, and the fifty men can stop anything like that going on in the streets. They should wipe the I. W. W.'s off the earth, if they are doing as it is reported they are doing. Take 100 cowards, and 20 good men can eat them up at any time."

"I started this crusade because of a charge I had. A young man had gone down there and had been in the penitentiary. He was pardoned and I took charge of him. But in his pardon it was written that if he drank whisky or played cards he was to be returned to the penitentiary. I want to say right here that the Orpheus Club, the Overland Club and the Beaver Club are nothing but dead ends. I want to say right here that the Orpheus Club, the Overland Club and other clubs which are a credit to the city. Any man should be commended who will compare them to the Commercial Club."

"I found these clubs had got this man in and kept him drunk for days and days, and he had to be sent to the penitentiary. He was pardoned and I took charge of him. But in his pardon it was written that if he drank whisky or played cards he was to be returned to the penitentiary. I want to say right here that the Orpheus Club, the Overland Club and other clubs which are a credit to the city. Any man should be commended who will compare them to the Commercial Club."

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RAILROAD OFFICE OPENED

Canadian Pacific and Soo Line Move Into New Quarters.

Another railroad office "de luxe" was opened in Portland yesterday, when the Canadian Pacific and Soo Line moved into their splendid new home in the Multnomah Hotel building. The office is one of the most attractive in the city, which means that it ranks among the most attractive in the country, as Portland has enjoyed the reputation of having the models of excellence in railroad offices ever since the Milwaukee and North Bank roads established their mahogany finished accommodations more than a year ago. The Canadian Pacific rooms are finished in golden oak, all the woodwork, furniture, marble desks and glassware installed by Portland firms. New ticket cases are being made to order in Chicago and will be here within 20 days. The passenger offices formerly at 142 Third street, and the freight offices formerly in the Corbett building, are accommodated in the new room, which is 23 by 78 feet, in the Third and Pine street corner of the new hotel building.

CANADIAN PACIFIC MOVES

The Canadian Pacific office, passenger and freight department, is now located at Third and Pine (Multnomah Hotel building).

FEELS CURED IN 6 TO 14 DAYS.

Your druggist will refund money if Pazo Ointment fails to cure any case of itching, blisters, chafing, itching, etc. in 6 to 14 days.

The acknowledged German center of the glass Christmas tree ornament production is in the Thuringian Mountains. 25 million glass trees are made each year. Its entire population is dependent on this industry.

CITY BIG SURPRISE

George C. MacPherson Notes Changes Since 1900.

OTHER PLACES DISTANCED

Hotels, Stores and Various Lines of Business Outclass Those Seen Elsewhere — Former Pasture Now Residence District.

Changes that have taken place in Portland in the last 12 years may far surpass those of any other city, said George C. MacPherson yesterday. "I have been out of the city since early in 1900, the contrast between the city as it was when he left and the city as it is today is most remarkable."

"In all my experience I never have seen a town grow as Portland has grown," said MacPherson yesterday. "Since leaving here I have traveled all over the United States and in many foreign countries. I have visited every city of importance in the world, and my opinion Portland takes first rank for the extent of advancement in the last 12 years."

"I went out to Mount Tabor yesterday and stood on top of the hill gazing over the city for more than an hour. To my mind came memories of the last time I stood on that hill. The country all around was a pasture then. Now it is filled with handsome homes, paved streets, magnificent lawns, towering shade trees, fragrant shrubbery and budding orchards. My experience on Mount Tabor could be duplicated in any other suburban district of the city, as I have been over the whole town and have found former farms and forests transformed into acres of homes typifying the prosperity and independence of their owners."

Big Change in Business District.

"In the business districts the change is even more striking. I sat in the lobby of the Oregon Hotel last night and recalled the old shack that used to stand on the spot."

"Then I looked across the street to where the Imperial Hotel now stands and reflected on the undignified Chinese laundry that once occupied the whole block. I have been over the whole town and have found former farms and forests transformed into acres of homes typifying the prosperity and independence of their owners."

Better School Buildings Needed.

The subject of schoolhouses caused Mr. MacPherson to digress from his general subject to remark that Portland is the only city of like size that he knows of that has so many frame school buildings, which are an unfavorable feature of the present-day city, to his mind. He expressed his satisfaction in observing that the new school buildings now being erected are of fireproof material.

"Maybe the people of Portland don't know that they live in one of the few cities where you can back track a traveler at the train with automobiles."

Hotels Better Than Elsewhere.

"Portland's hotels are far superior to those of any other city of the same size. The department stores here are better than those of the East. They are cleaner, more progressive, show a superior line of goods and charge no higher prices. Mr. MacPherson expects to remain on the coast long enough to attend the Shriner's meeting in Los Angeles, May and the Biltmore convention in Portland in July. He says thousands of Eastern people will come to the coast this summer to attend the various conventions, the Rose festival and other events. The people of the East are deeply interested in Portland, he declares, but they have no idea of the city's metropolitan rank."

PRISONER PUZZLES COURT

He Admits Having Been in Many Asylums but Denies Insanity.

"Have you ever been in an insane asylum?" asked Judge Tazewell of D. J. McCarthy, who, while defending himself on a charge of threatening to kill, said the latter replied that he reflected on his sanity.

"Oh, yes," responded the prisoner, "lots of times."

"Where?" pursued the court.

"Boston, New York, Philadelphia, Chicago, Baltimore," replied the prisoner. "I've been through all of them."

"As a patient?" asked the court.

"Oh my, no," said McCarthy. "Just inspecting them. Nothing wrong with my head except I've had the horrors a few times."

QUARREL CAUSES SHOOTING

Indians on Upper Siletz Farm in Trouble; One May Die.

NEWPORT, Or., March 20.—John Aiken was shot and mortally wounded late last night at Upper Siletz farm by Charles Johnson. It appears they became involved in an altercation over a tree that each had sold to different parties, one of whom had paid for it, while the other, who had not, was proceeding to cut it up.

Send Your Voice

THE wise housekeeper has a Bell Telephone. She finds it just as useful to her in her home as it is to her husband in his place of business.

Her Bell Telephone has many uses. It not only keeps her in touch with her neighbors, but with relatives and friends in distant cities.

Every Bell Telephone is a Long Distance Station.

The Pacific Telephone & Telegraph Co.

BRISTOL GIVES ADVICE

ATTORNEY SPEAKS TO TRANSPORTATION CLUB.

At Weekly Luncheon at Imperial Hotel Attorney Urges Cultivation of Comradeship.

Cultivation of those qualities of comradeship and understanding that will be beneficial, not only to themselves, but to the general public as well, was urged upon the members of the Portland Transportation Club at their weekly luncheon at the Imperial Hotel yesterday by W. C. Bristol, attorney, and for 18 years a clerk and official in Portland railroad offices.

In a humorous manner Mr. Bristol told of some of his recent experiences in railroad offices in various parts of the Pacific Coast, including some incidents of his trip as a member of the "Oregon First" party to San Francisco last week. He said that having had experience as a "railroader" he has an advantage over the average traveler, and therefore suffers few inconveniences from the inattentions of ticket clerks and train crews in comparison with persons unaccustomed to travel.

Mr. Bristol laid the responsibility for whatever uncivility exists among railroad employees and officials to the generally prevailing viciousness of nature that has developed within the last few years. In discussing this phase of the question, he placed suffragettes, who grant permission to Fire Chief Dowell to issue a souvenir book for the firemen's ball, soon to be given. Mr. Cohen vigorously opposed the proposition, contending that the board has no authority under the charter to do so.

FIREMEN WILL ISSUE BOOK

Permit Granted Over Protest That Scheme Is Not Right.

Over the protest of D. Solis Cohen, a member of the fire committee of the City Executive Board, the board has granted permission to Fire Chief Dowell to issue a souvenir book for the firemen's ball, soon to be given. Mr. Cohen vigorously opposed the proposition, contending that the board has no authority under the charter to do so.

CAMPAIGN CLUB FORMED

Grass Valley Republicans Are Also Strong for Taft.

GRASS VALLEY, Or., March 21.—(Special.)—There was a good attendance in the opera-house here Tuesday evening for the purpose of organizing a Republican Club. A permanent organization was effected with E. Olds as president, and Floyd C. Westerfield as secretary. The club will meet every Wednesday evening. A straw vote was taken on Presidential candidates and Taft supporters felt pretty good over the results, which showed Taft leading Roosevelt by a vote of over six to one. Dog Show entries close next Saturday.

POSTUM

has been a **Lucky Change** for many a person who felt something was wrong.

If coffee and tea are found to disagree, a ten days' trial of Postum should put you on the way to health and comfort.

Postum is a pure food-drink made of wheat, and is absolutely free from caffeine—the drug in coffee and tea. Postum has a dark, rich color and the taste much resembles that of mild, high-grade Java.

Postum is a re-builder.

"There's a Reason"

Postum Cereal Company, Ltd. Battle Creek, Mich.

SYNOPSIS OF THE ANNUAL STATEMENT OF THE Prudential Insurance Company of America

Amount of capital paid up	\$ 2,000,000.00
Income	
Premiums received during the year	\$ 70,284,140.97
Interest, dividends and rents received during the year	10,787,691.54
Income from other sources received during the year	290,944.45
Total income	\$ 81,362,776.96
Disbursements	
Paid for losses, endorsements, annuities and surrender values	\$ 23,359,912.16
Dividends paid to policyholders during the year	3,718,495.49
Stock during the year	200,000.00
Commissions and salaries during the year, including medical fees for inspection of risks	17,462,005.94
Taxes, licenses and fees paid	2,424,000.33
Amount of all other expenditures	2,885,112.07
Total expenditures	\$ 49,351,132.09
Assets	
Market value of real estate owned	\$ 18,111,451.34
Loans and mortgages	143,944,358.00
Bonds owned	30,912,510.14
Loans on mortgages and collateral	17,719,769.34
Cash in banks and on hand and in transit	8,977,595.87
Not uncollected and deferred premiums	4,920,262.46
Other assets	3,250,215.88
Total assets	\$258,824,978.01
Special deposits in Virginia and Dominion of Canada	147,900.00
Liabilities on loans in Virginia and Dominion of Canada	1,847,530.16
Special deposits in excess of liabilities	81
Total amount of funds available for all other liabilities	256,977,447.85
Total assets admitted in Oregon	\$258,824,978.01
Liabilities	
Net reserve, including special reserves	\$202,172,638.00
Total policy claims	1,210,192.42
Dividends to policyholders declared but not yet due, payable in 1912	4,760,141.00
Accumulated unpaid interest on participating policies payable	24,817,382.71
All other liabilities	7,228,441.97
Capital and surplus	18,156,873.41
Total	\$258,824,978.01
Business in Oregon for the year	
Total policies written during the year	1,704,118.00
Gross premiums received during the year	102,215.13
Premiums returned during the year	35.73
Losses and claims paid during the year	13,164.58
Losses and claims paid during the year	12,205.58
Total amount of funds outstanding in Oregon December 31, 1911	2,242,461.00

The Diamond SAFETY TREAD TIRE

Any curbstone will stop a skid—but only The Diamond Safety Tread Tire will prevent a car starting to skid on slippery, greasy streets.

It is based on a scientific principle worked out by Diamond Engineers. You know how a squeegee window cleaner works. The Diamond Safety Tread works the same way, and it will not skid.

At Your Dealer's or THE DIAMOND STORE Seventh and Burnside Sts., Portland

The Diamond Rubber Co. AKRON, OHIO

BELLEVUE HOTEL SAN FRANCISCO

Cor. Geary and Taylor Streets. EVERY ROOM WITH BATH. American plan from \$4 a day; 3 persons from \$7 a day. European plan, from \$2 a day; 2 persons from \$3.50 a day. SPECIAL MONTHLY RATES. A refined house of unusual excellence, centrally located. Illustrated booklet upon request. W. E. ZANDER, Manager.

HOTEL SUTTER SAN FRANCISCO

Sutter and Kearny Streets. An up-to-date modern fire proof hotel of 250 rooms, taking the place of the old Occidental Hotel and Lick House. European Plan \$1.50 per day and up. Take Any Excursion from the Ferry at the Expense of the Hotel.

HOTEL STEWART SAN FRANCISCO

Geary Street, above Union Square. European Plan \$1.50 a day up. American Plan \$3.00 a day up. New steel and brick structure. Every room equipped with modern conveniences. Center of theatre and retail district. Car lines transferring all over city. Electric omnibus meets trains and steamers.