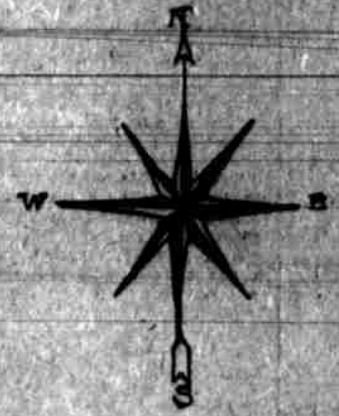


THE PAID CIRCULATION OF THE JOURNAL TELEGRAM, OREGONIAN

In Portland and Its Suburbs

Revelations Made by a Careful Canvass of the City



OUTLYING TERRITORY NOT COVERED BY DISTRICTS.

OSWEGO	J 58
	O 20
	T 46
MILWAUKEE	J 33
	O 54
	T 90
OAK GROVE	J 18
	O 20
	T 18
GRESHAM	J 43
	O 40
	T 45

MONTAVILLA	J 180
	O 150
	T 163

JEFFERSON	J 111
	O 23
	T 66

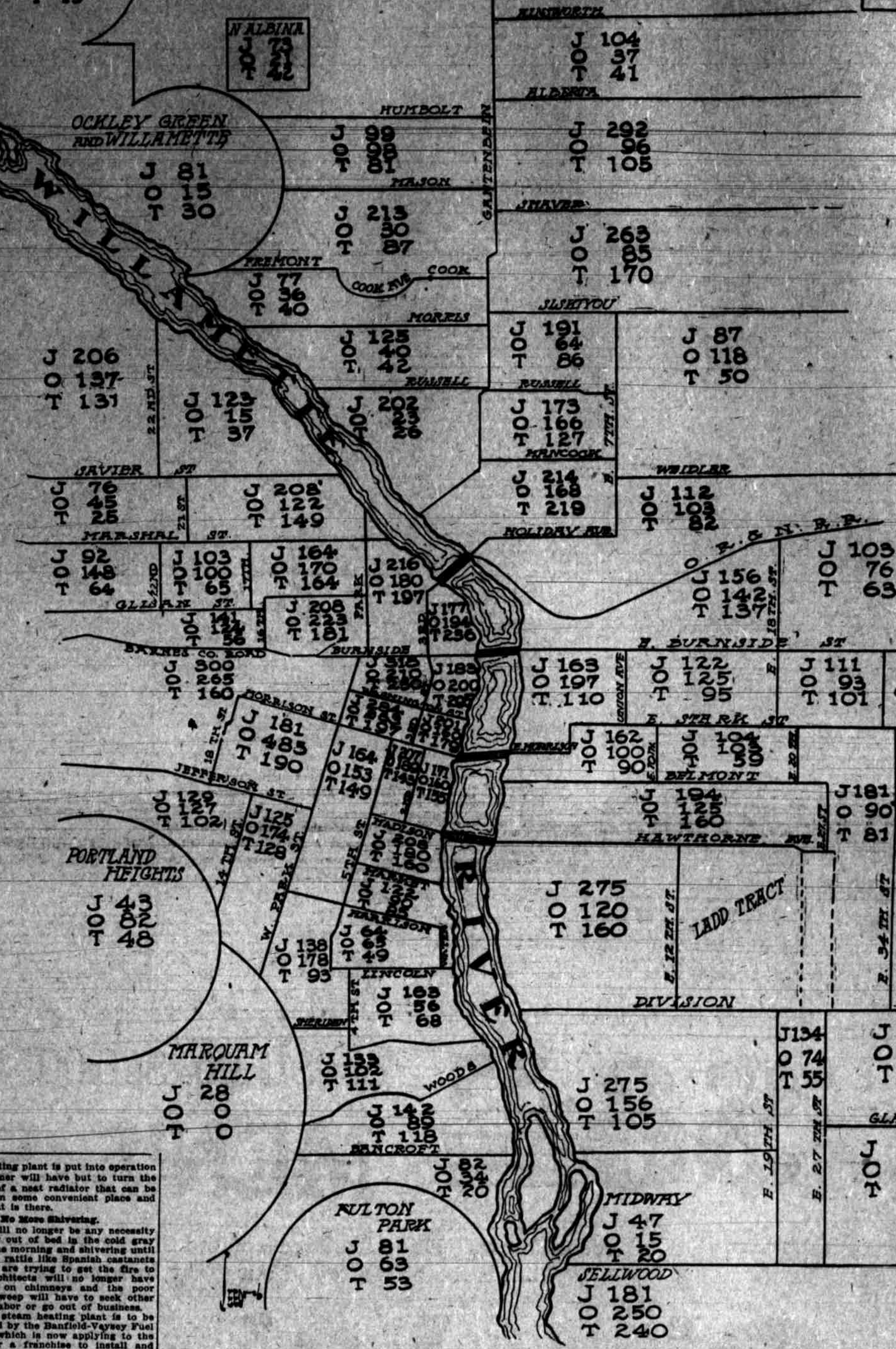
RUSSELLVILLE	J 92
	O 32
	T 24

STEWART	J 73
	O 25
	T 37

LAURELWOOD	J 105
	O 100
	T 54

KERN PARK AND NASHVILLE	J 80
	O 15
	T 62

LENTS	J 145
	O 70
	T 80



THE map herewith presented will be studied with much interest by many people in Portland. It has been got up to show the paid circulation, delivered by carriers, of The Journal, Oregonian and Telegram in the various districts of the city and its surrounding suburbs. It shows a most surprising state of facts. It is frequently remarked by residents of various parts of the city that The Journal seems to be found everywhere. They refer, of course, to districts with which they are familiar. Here is a tangible presentation of the carrier circulation facts for the whole city which bear out individual observations which have been restricted to small parts of the city. It shows, as it were, individual observers from all parts of the city coming together, comparing notes and finding that what is true of one section is true of nearly every other section of Portland.

These tables have been compiled with extreme care and after a great deal of labor. The figures make the surprising revelation that The Journal has a carrier circulation in Portland and suburbs greater by 2,696 than the Telegram, the evening edition of the Oregonian, and greater by 3,364 than the Oregonian.

So far as The Journal is concerned this represents its paid circulation by these carriers. Street sales, newsstands and office sales are not included in these figures, but owing to the popular price of The Journal on the streets its sales are larger than either of its contemporaries, thus further strengthening a showing which was already exceedingly gratifying.

CHEAP HEAT FOR ALL IS PLAN

Banfield-Vesey Company Has a Scheme for Heating Town From Central Plant.

CAN TURN IT ON JUST LIKE ELECTRIC LIGHT

By Using Refuse of Mills, Company Claims It Can Provide Steam at Rate Which Will Save Householder Money.

A big steam heating plant designed to supply heat to residences, public buildings, office blocks and stores throughout the city in the latest novelty in the form of a public utility that is to be installed in the city of Portland. Heat for everybody is to be manufactured on a wholesale scale at one central generating station and distributed through underground pipes to every part of the municipality.

The residences and buildings of the city are lighted by electricity generated at a central power plant and distributed through a system of overhead wires for fuel and lighting is also provided, they are supplied with flowing water through a system of underground pipes, and now they are to be provided with warmth to make them comfortable in all sorts of weather without the necessity of a spark of fire anywhere on the premises. The only fire necessary will be down on the river bank. And thus will inventive genius heat a whole city with one small fire.

The day of the old wood stove, with its soot and ashes, the basement furnace, the open fireplaces and other commonplace appliances for the production of heat, appears to be rapidly drawing to a close in Portland. When the new

steam heating plant is put into operation the consumer will have but to turn the stopcock of a neat radiator that can be installed in some convenient place and lo, his heat is there.

No More Shivering.

There will no longer be any necessity for rolling out of bed in the cold gray dawn of the morning and shivering until your teeth rattle like Spanish castanets while you are trying to get the fire to burn. Architects will no longer have to figure on chimneys and the poor chimney sweep will have to seek other fields of labor or go out of business.

The big steam heating plant is to be constructed by the Banfield-Vesey Fuel Company, which is now applying to the council for a franchise to install and operate its twentieth century heating system.

Mr. Banfield says that his company proposes to construct a plant that will cost between \$100,000 and \$500,000. Main and laterals are to be laid throughout the city as rapidly as the growth of the business warrants. The plant will be so constructed that buildings of any class can be heated either by steam or hot water. The company does not propose to install a hot water heating plant, but where private plants now exist the company plans to connect up with the private water system and heat the water with the steam from its plant, thus saving the property owner the expense of maintaining boilers and engines in the building.

Cheaper Business Hours.

It will be enabled to dispense of these and besides getting the benefit of cheaper heat may possibly derive a revenue from the rental of his boiler rooms. It is also claimed that cheaper insurance rates will be secured by using steam heat from the central plant, because of the fact that there will be no necessity for fires about the buildings.

By means of the steam heating plant, Mr. Banfield says he can benefit property holders in three ways—save them money on the cost of heating, enable them to derive a revenue from space formerly had to be used for private heating apparatus, and bring about a reduction in insurance rates.

The heating plant is to be constructed on the river front between Starb and Washington streets, so that the fuel with which the steam will be produced can be easily conveyed from river barges to the boilers of the plant. Steam mains will radiate from the central plant in every direction, laterals being constructed where necessary to supply con-

sumers. The company plans to lay its mains throughout the business district first that it may supply the stores, public buildings and office blocks in the downtown section. The mains and laterals are to be extended as rapidly as possible so that within two years the plant will be able to supply all the territory lying between the waterfront and Twelfth street and Gilliam and Jefferson streets.

To Supply Heart of City.

This district includes the heart of the city. A complete map of this section has already been prepared. It shows the location of every building within the district and private marks of the company indicate the class of building and whether or not it is provided with private steam or water heating apparatus. This map enables the company to know exactly where to put its mains and laterals.

"We will be able to furnish heat to any part of the building," said Mr. Banfield, "at a very low cost. If a building is being heated by hot water now it will be an easy matter to connect our steam pipes with the water plant and heat the water, thus eliminating the boilers and heaters from such buildings. We can heat the water at less cost than the private individual can. Our franchise will require us to supply heat throughout the district between the waterfront and Twelfth street and Gilliam and Salmon streets within two years, but we propose to reach all the district shown on our map within that time. Then we will spread out through the entire city as rapidly as there is sufficient demand for our steam heat. We will construct our mains to any district offering revenue sufficient to pay

a reasonable interest on our investment."

To Burn Refuse.

The fuel to be used in producing the steam which the company proposes to circulate through its heating pipes is the refuse material from the sawmills of the state. The principal supply will come from the mills along the Willamette. The material is to be carried from the mills and loaded on barges by means of conveyors and to be discharged from the barges into the fuel bins of the heating plant by the same sort of apparatus. The company now controls all this refuse material and tons of it will be disposed of every year in the production of steam for heating purposes. Rush fuel is cheap and by using it the heating company claims it can produce its steam and heat buildings for less money than they can be heated in any other manner.

The pipes carrying the steam will have to stand only from 15 to 20 pounds pressure, but will be so protected by wood and asbestos sheathing that there will be only a minimum loss from pipe condensation.

Heat Will Be Cheap.

The rates to be charged by the company will be figured on a basis of condensation. The franchise stipulates that the maximum charge shall be \$1 for 1,000 pounds condensation. Each radiator will have a meter and the water resulting from condensation of the steam running through the radiator will be measured. One thousand pounds of heat for which a maximum charge of \$1 will be made. The rates may be anything less than \$1 that the company may see fit to fix them at.

"We plan to supply heat to an ordi-

nary residence," said Mr. Banfield, "at a cost of from \$60 to \$75 per year. The consumer, of course, will be able to regulate the size of his bill to a considerable extent by carefully handling his radiators. If he lowers the temperature of his rooms when they become warm, by simply turning off the steam instead of raising the windows and allowing the cold air to blow upon the radiator and rapidly condense the steam circulating through it, he will minimize condensation and keep his bills lower than they otherwise would be."

To Take Place of Oil.

Mr. Banfield says that the operation of the company's steam plant will enable residents to throw away their wood and coal stoves, discard their oil burners and their private hot air, steam and hot water apparatus and secure ample heat at a minimum cost.

"Last year," said Mr. Banfield, "the sawmills distributed \$7,286,177 in Portland and our plant is to consume a portion of the refuse from these mills to produce steam which is designed to take the place of fuel oil which is now used in the city to the extent of \$30,000 worth a month. Oil is used, not because it is cheaper but because it is more convenient. This plant is designed not only to keep money at home but to provide a more convenient means of heating houses than oil affords. During the past year we paid the mills something like \$120,000 for fuel and we distributed between \$8,900 and \$9,000 per month among the workmen of the city for handling this fuel. If we can devise some means of using this fuel to supplement oil we shall not only benefit ourselves but the city at large and assist the sawmills greatly in securing contracts for foreign shipments,

thereby making Portland, now the largest lumber shipping market in the world, still greater."

UNFLAGGING ENERGY.

This and the Capital of Fairness Has Built Up the Roberts Bros. Store to One of the Great Economic Centers of Oregon.

The great shoe sale at Roberts' Bros' store, advertised in the two-page announcement today, tempts an allusion to this concern as one of the great and progressive business enterprises of the state. Most of us can remember when these gentlemen were almost their own salesmen. Now we see scores of women and men behind the counters busily selling the house's merchandise to patrons so numerous as to call to mind the swarming of the industrious honey bee. And it is not flattery to name the important cause of this well-nigh unexampled growth of the Roberts Bros. business. It has been built on the foundation of the impregnable rock of absolute honesty and fair dealing with every patron. The quality of the firm's merchandise is never misrepresented, the credibility of a customer never trampled upon, prices greater than the demand, and business conduct are not unexampled in the richest capital of all that of cultivating friendships and are bound together by the most of them are as sureties and as security employed as in the most conscientious manner.

urers from whom the brothers buy their goods.

The store has grown because it deserved prosperity and its advancement is as continuous as the march of time.

BIG BEND BANK CASE ON TRIAL AT SPOKANE

(Special Dispatch to The Spokesman) Spokane, Wash., Feb. 3.—The federal court of Charles C. May, president of the defunct Big Bend National bank of Corvallis, Wash., who is now on trial in the federal court charged with wrecking it, is marked by continuous legal discussions, almost every question asked the witness being an excuse for an argument. The case will not go to the jury before next week.

The government has taken up the question of overdrafts, which it is claimed, May allowed the Palmer bank to make. He was treasurer of the bank and was charged with the overdrafts. The government claims that the overdrafts were made for the purpose of covering up the loss of the bank's funds.