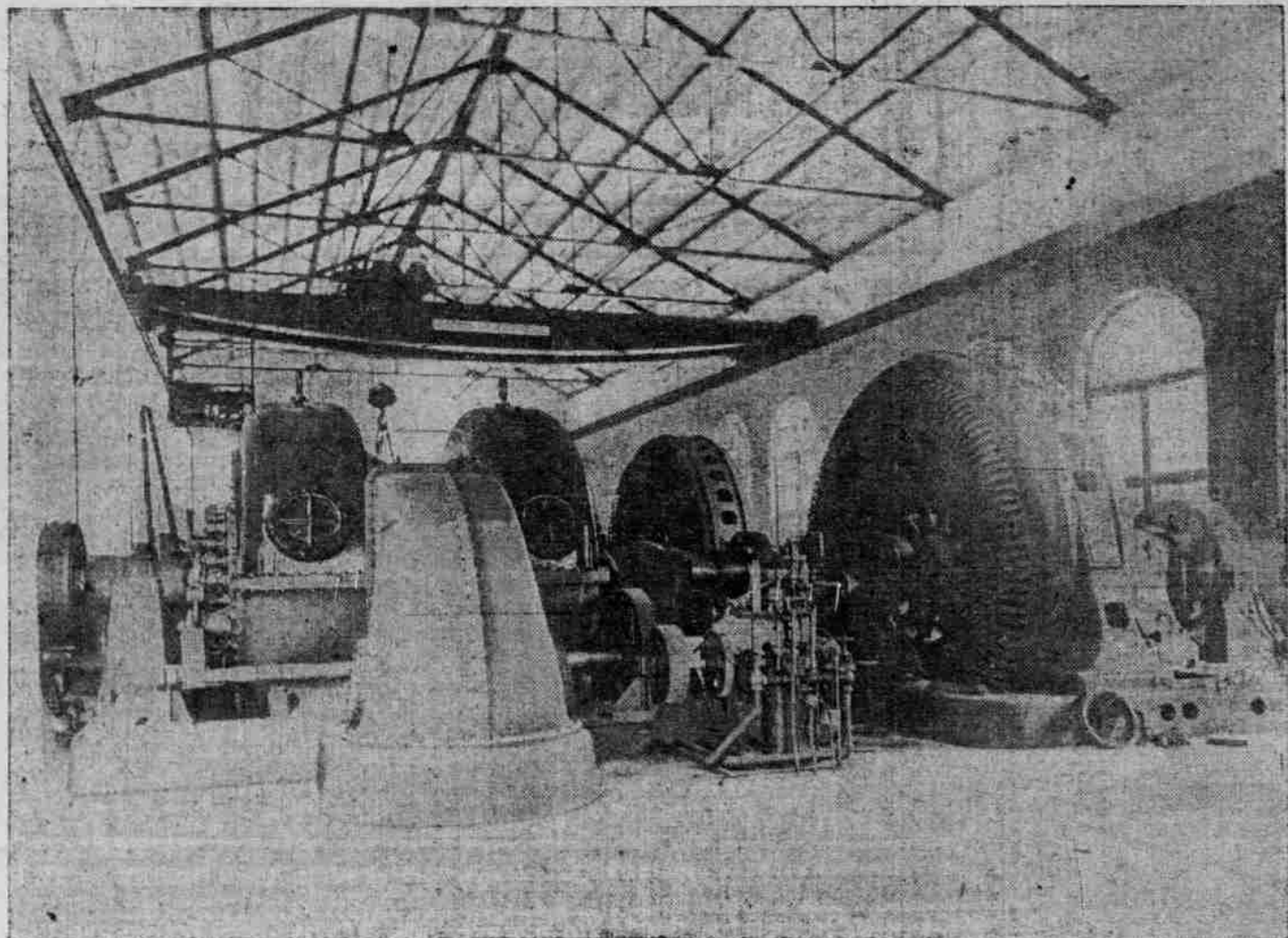


Portland the City of Opportunity for Industrial Enterprises



SECTIONAL VIEW OF PORTLAND RAILWAY, LIGHT & POWER COMPANY'S POWER-HOUSE AT CAZADERO, OREGON, SHOWING WATER-WHEELS AND GENERATORS.

Colossal Plant of the Portland Railway, Light & Power Company Affords Unexcelled Advantages to the Manufacturer

Ideal Power Service

Cheap Electric Power with its Efficiency, Reliability, Flexibility and Conveniences makes manufacturing highly profitable.

It is a significant fact that the immense increase in the use of ELECTRIC POWER in Portland and its suburbs can be traced directly to the economic and other advantages afforded manufacturers by this Company and were the determining factors that led to its adoption.

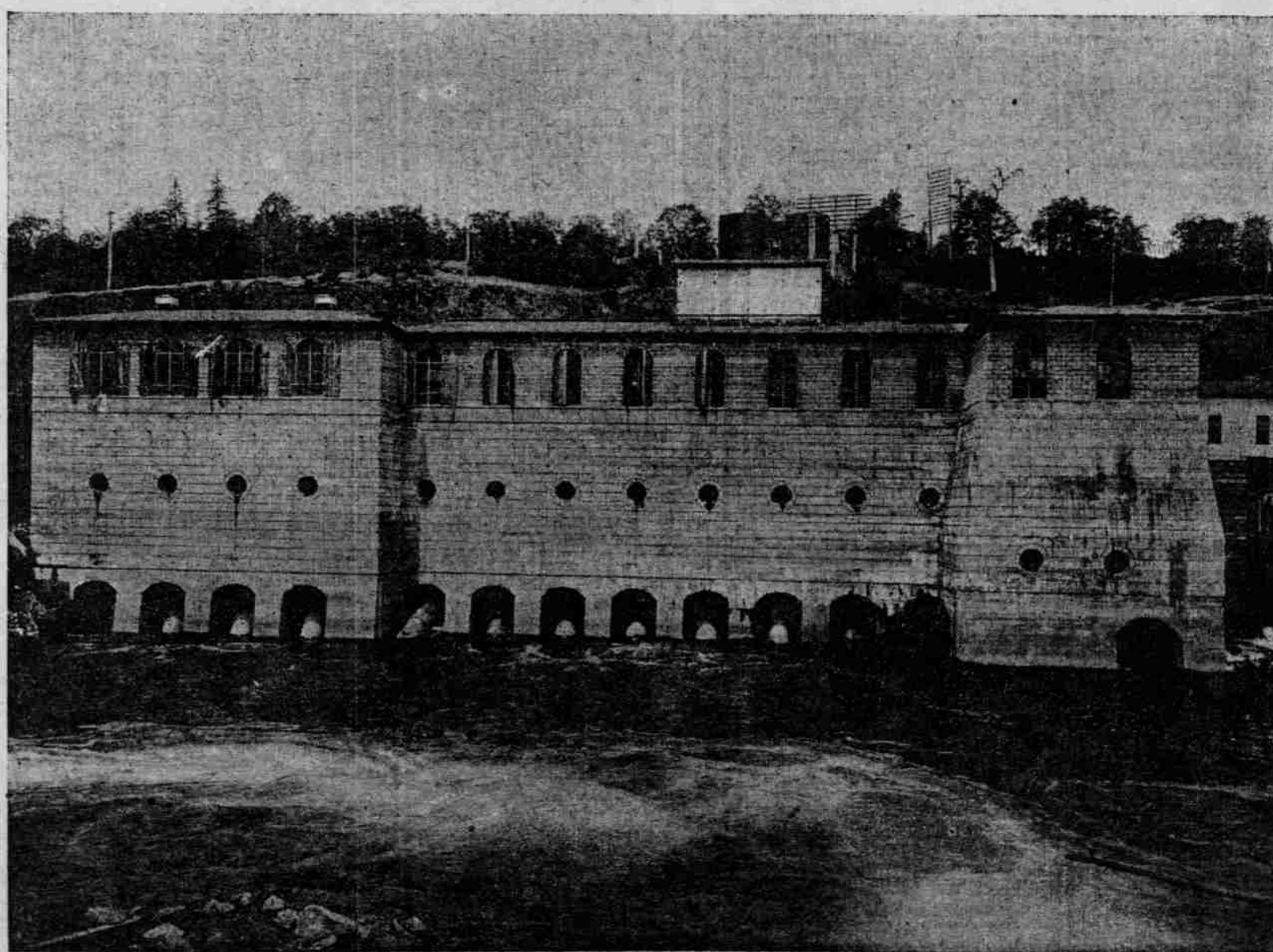
The economies effected by the use of ELECTRIC power are:—Lesser cost of

operation, smaller amount of space required, and noteworthy saving in machinery and initial cost of installation of plant. ¶ Modern methods of manufacturing demand prompt and efficient service for the elaborate and expensive machinery in which the owner's money is invested, and intensified production is imperative, that the capital invested may be turned over as many times as possible during the year.

Our current is on the line twenty-four hours every day in the year, and thus overtime and additional power service is readily secured and the increase in current consumption tends to reduce rather than increase the price per unit of power.

Manufacturers are invited to consult us in regard to the use of electric power, and it will be to their advantage to talk with us before placing orders for machinery

Substantial saving in the cost of generating power in Portland, in comparison with other cities of the country, enables us to make lowest rates and give unexcelled service,



STATION B. OF THE PORTLAND, RAILWAY, LIGHT & POWER COMPANY AT WILLAMETTE FALLS, OREGON CITY.

Portland Railway, Light & Power Co.

First and Alder Streets

Telephone Main 6688