



GROESUS Would Open His Eyes

The ancient master maker of beautiful and useful things, Croesus would be astounded if he could but view the change that has taken place in the transition from the hand artistry of one workman to the machine artistry of millions today.

The master workman of old would labor for days and months on the making of one article. His hand work provided a beauty of design but its duplication was both expensive and tedious—limiting his products in number and making them accessible only for the wealthy.

Today modern industry has retained beauty and utility in its products and has added mass production, bringing within the reach of millions those things that would have been considered luxuries even a generation ago. In the place of one master maker there are tens of thousands providing the products by machinery that make life more convenient, happier, more worth living. And behind it all is—

Electric Power---The Master Workman

Today electric power and its unlimited, never-tiring, economical capacity for work makes possible the industrial efficiency and the industrial prosperity of the nation. Union county manufacturing establishments, in the majority of plants, would find their production limited, their payrolls decreased, their opportunity for profit curtailed if they were denied the advantages of electricity.

This company, in manufacturing the electrical

energy by which other products of value are manufactured, congratulates Union county on its industrial activity, on the quality and variety of its products. Payrolls and home products are playing a prominent part in the building of this community and we are glad that our service offers a sound foundation for future expansion in the industries of Union county.

We urge you to visit the
Home Products Show
Friday and Saturday
Evenings and to visit our
display.

Eastern Oregon Light & Power Company