

Wishes to announce that they those guaranteed trees left, Better order now before it's true-to-mame nursery,


Thirty Per Cent f the new business written the Northwestern Mutual Life Insurance Co. of Wis consin in 1910 was received
from old policy holders. Its rom old policy holders. It nviable record for large divdend savings produces its surance.-JoHN GoldSBury A barrel


## LIGHTING TALKS

## Number 4

In last week's issue we told you about the amount of our investment and earnings, and we wish to impress upon you the fact that our finances have always been, and are today, man aged conservatively and economically. This Company is not over-capitalized, and our customers are not called upon to foot the bills for returns on "watered" stock. It is the purpose of this company to build up and maintain a successful electric light and power business. We be lieve that there is only one way to do that, namely: By providing the best service that can pos sibly be given at the lowest possible price commensurate with such service-a price that is fair and square to both the public and the company

When you buy electricity for light or power purposes, you want to be sure that you can depend upon it-that the current will not fail at anv hour, day or night, when you want it. Light insurance is just as essential to Hood River's homes as, fire insurance. W\% In building up busi ness we have never lost sight of this fact. Our constant endeavor has been and is to maintain at all times reserve machinery enough at our Hood River and White River plants to make a shut down from accidents practically an impossibility, so that in the event of an accident to one of these plants, service may be supplied by the other to tho entire Hood River-Dalles district.

Light insurance is one of the things we pride ourselves on maintaining. It cannot be guaranteed except by operating or having in readiness a reserve or duplicate generating plant. Our duplicate plants are proofs that we are building for the future and that we are doing business upon a broad constructive basis.

PACIFIC POWER \& LICHT COMPANY

