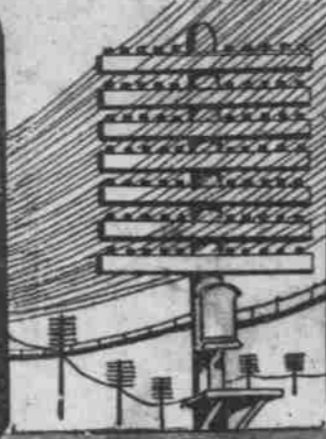
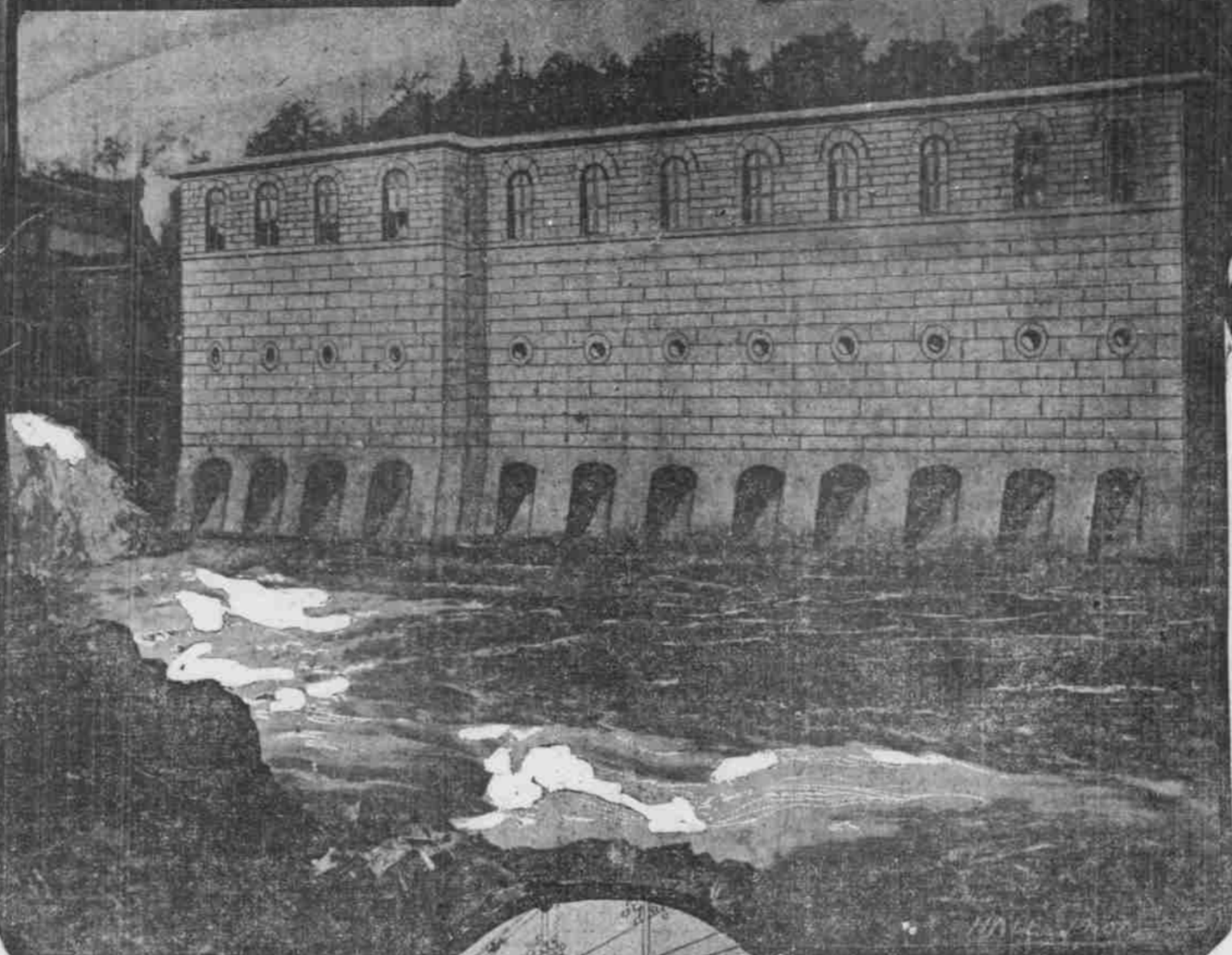


PORTLAND GENERAL ELECTRIC COMPANY



HARNISH Photo.
Initial Source of Power of the PORTLAND GENERAL ELECTRIC CO. at Willamette Falls, Oregon, City.

LOCKS and CANAL around WILLAMETTE FALLS Owned by the PORTLAND GENERAL ELECTRIC COMPANY.



Portland General Electric Company OF PORTLAND

P. F. Morey, President. C. H. Caulfield, Secretary.
H. W. Goode, General Manager.

CAPITALIZATION, \$4,250,000

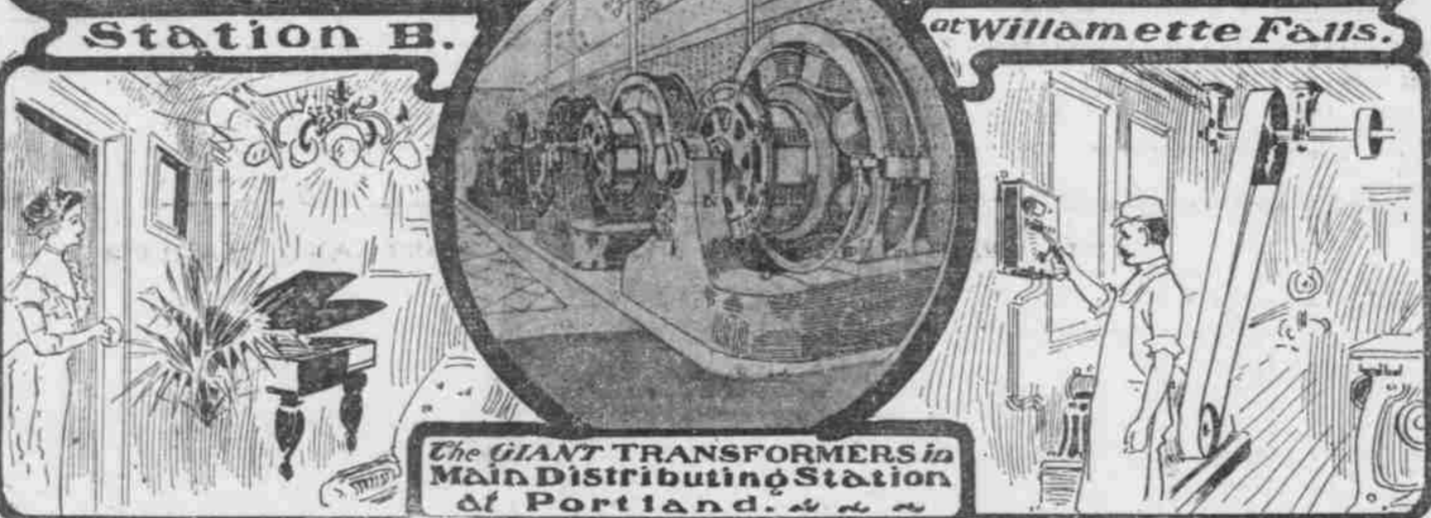
The first long-distance electrical transmission plant installed in the United States. One of the great electric plants of the world today. Portland is a city run by electricity. Electric energy is the keynote of Portland's industrial prominence. The low cost of this power makes it available for the street car, the factory, for street lighting and for interior illumination.

Woolen Mills, Paper Mills, Flour Mills

Now located at Falls! lease 6000-horsepower of direct water.

Good Locations for Factories

Requiring large force of power can be obtained on the company's property at Falls



The GIANT TRANSFORMERS in Main Distributing Station of Portland.



A COMPREHENSIVE VIEW OF PORTLAND'S BUSINESS DISTRICT. MOUNT HOOD IN THE DISTANCE.

From photo by L. J. Hicks, Portland.