

ELECTRICITY FOR ALL PURPOSES



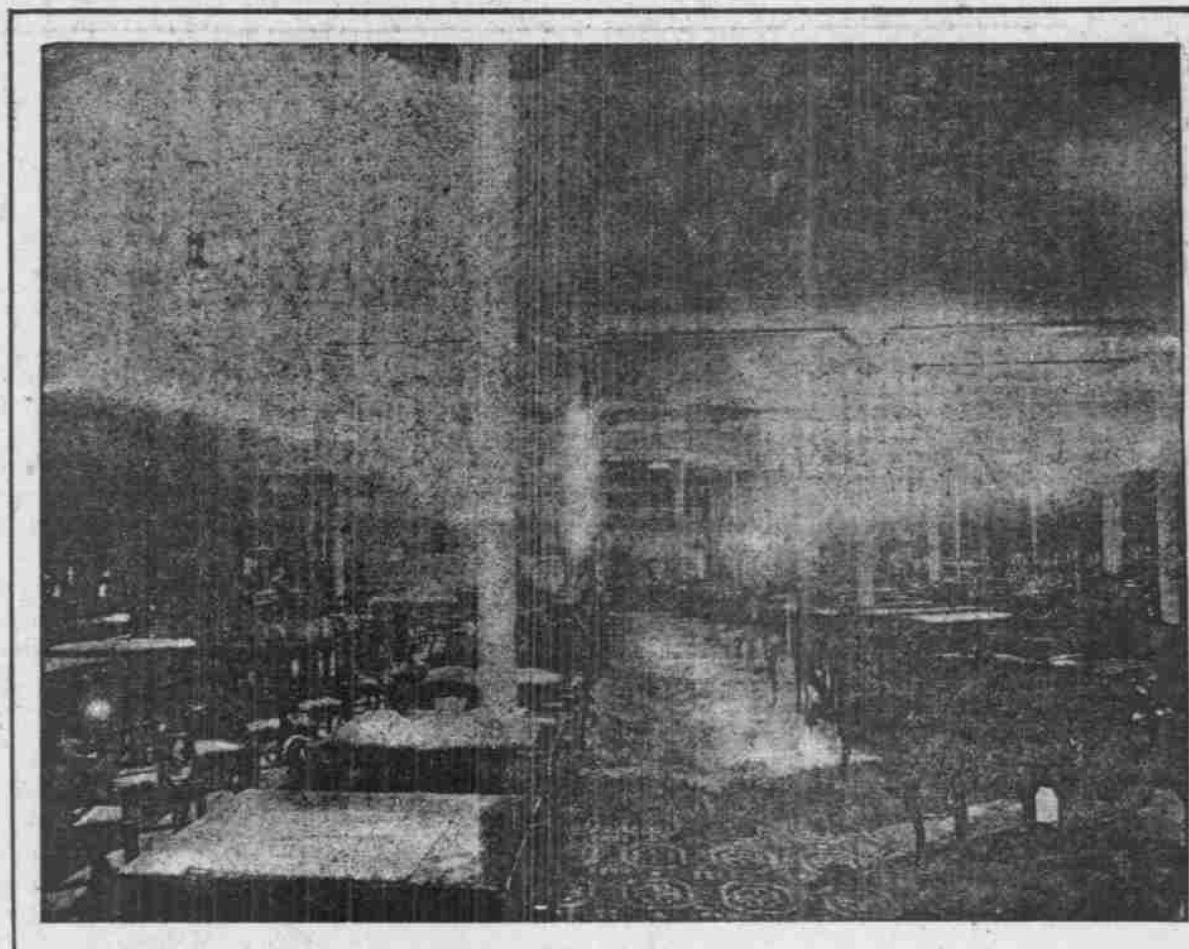
The question of lighting our homes and offices is one of the main features of today.



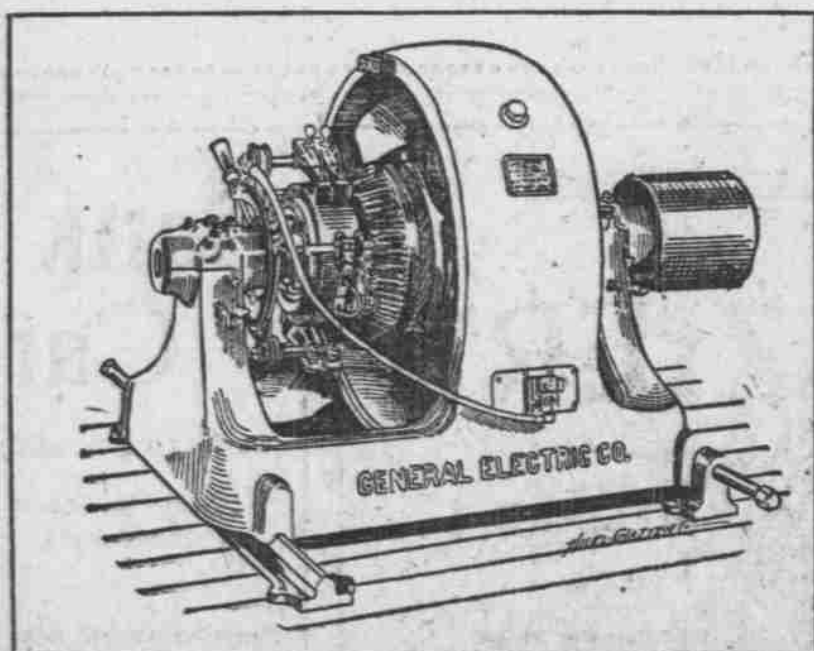
Convenience, Reliability and Cost are a few of the many advantages to be considered. It is a known fact that there is no light---next to daylight---that is as convenient as the Electric Light. It is reliable because it is at your service day or night, a simple turn or push of the button makes your home or office as light as day. The cost of operation is now placed at a minimum. In all residences and office buildings a meter is installed, the customer merely paying for the actual amount of current used. No meter rental or deposit required. By using a small amount of care the expense is but a little greater than for coal oil. **AN OFFICE BUILDING OF TODAY IS NOT CONSIDERED MODERN UNLESS EQUIPPED WITH ELECTRICITY.**



Enclosed Arcs
In Leading
Business
Houses
of Portland.
These
Arc Lamps
Are of
1200 Candle
Power
Each and Are
Furnished
on a
Meter Basis
at Five
Cents Per
Hour



The question of power for manufacturing purposes is no less a factor than that of lighting the home or office. Anyone intending embarking in the manufacturing business would not think of investing a large or even a small amount of capital without first looking into the first cost and also the cost of operation. Hundreds of manufacturing concerns, in fact almost all of them in this city, are now using either water or electric power furnished by this company. Each and every one of them, after careful consideration, have come to the conclusion that taking the first cost of installation, the small amount of space required, the safety, convenience and low cost of operation as a basis, there is no comparison. We are ready and willing at any time to demonstrate the advantages of electricity over all other modes, not only of illumination, but as a power factor.



PORTLAND GENERAL ELECTRIC COMPANY

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PORTLAND, OREGON

