

A NEW YEAR'S GIFT  
TO ALL PORTLAND

# THE 25% CUT IN RATES FOR ELECTRIC LIGHT GOES INTO EFFECT TODAY!

THE REDUCTION IS FROM 20 CENTS TO 15 CENTS A KILOWATT HOUR

It Means Electric Light for EVERY HOME—In EVERY STORE!

☐ Electric lighting PAYS. No home is really up-to-date in its furnishing if it be not electrically equipped. Nothing so much as electric light adds to the attractive cheerfulness of the dining-room or parlor. By no other means can the house be instantly flooded with light when darkness falls, or danger threatens. Burglars avoid a house lighted by electricity, and an electric porch light, burning brilliantly in all kinds of weather, affords better protection than a watchman.

☐ Then there are the numerous electrical conveniences which save **TIME, STRENGTH** and **MONEY** to the busy housewife. The electric curling iron, chafing dish, foot warmer, heating pad, cereal dish, coffee pot, flatirons, the nursery milk warmer, or any other of a hundred devices.

☐ Electric heating and cooking appliances are made for every purpose of the household. The cost to operate them is so small as to be trifling. They are simple in construction, easy to operate, and ready for use at any hour of the day or night.



Electric Signs Sell Goods  
They Burn the Name Into the Brain



## ELECTRICITY FOR YOUR EVERY-DAY NEEDS

☐ **IN THE STORE** our electric service offers the solution of every lighting problem. It makes the merchant independent of sunlight and lends an attractiveness to the store that daylight cannot give. Brilliant light is instantly there, when and where you want it, off when you don't by a turn of the switch. No danger by use of matches, no chance for explosion or **FIRE**.

☐ **ELECTRIC SIGNS** lead the world as the most effective method of modern advertising. The centers of electric light in every big city are the centers of **BUSINESS ACTIVITY**.

☐ The **LIFE** of trade is **ELECTRIC LIGHT** and **TRADE FOLLOWS THE LIGHT**.

The sweeping reduction in rates for lighting in effect **TODAY** means that no store or residence in Portland or its suburbs need be without **ELECTRIC LIGHT** on the **SCORE OF COST**. It is within the means of **EVERYBODY**.

IF YOU WOULD HAVE THIS UP-TO-DATE LIGHTING SERVICE IN YOUR STORE OR RESIDENCE, FILL OUT THE COUPON AND MAIL US TODAY.

# Portland General Electric Company

SEVENTH AND ALDER STREETS

Telephone Exchange 13

(RETURN COUPON)

Portland General Electric Company,  
Seventh and Alder streets.

Please have your representative call and see  
me with reference to Electric Lighting.

Name.....

Address.....

Convenient time to call.....