

LOWER ELECTRIC RATES

As the result of economic methods and the acquirement of additional facilities, the PORTLAND RAILWAY, LIGHT & POWER COMPANY takes a great deal of pleasure in announcing to the citizens of Portland and surrounding territory an important reduction in its electric light and power rates.

It has been the constant policy of the Company to give good service at reasonable rates. The Company is more interested than anybody else in building up a bigger, busier and better Portland, and it fully realizes the important influence of low rates and good service.

New Lighting Rates

Beginning July 1, 1912, electric light bills will be rendered by the PORTLAND RAILWAY, LIGHT & POWER COMPANY at the following reduced rates, based on the customer's demand:

First 6% of his possible maximum consumption at 9c per K. W. H.
 Next 6% of his possible maximum consumption at 7c per K. W. H.
 Excess over 12% at 4c per K. W. H.

The above rates are net if paid within ten days from the date of bill; otherwise they will be 5 per cent greater.

Discounts for quantity will be allowed at the rate of 1c per K. W. H. for monthly consumption in excess of 1000 K. W. H., with an additional 1c discount per K. W. H. for monthly consumption in excess of 3000 K. W. H.

The Company desires to make plain the fact that the reduction is not in the proportion of the 15c of the old rate to the 9c of the new rate. Of the smaller residence customers, constituting the vast majority of our patrons, those who use electricity in excess of their minimum bills will receive a substantial reduction, but the average decrease for all lighting business will be much less than indicated by the above figures.

Important Feature

Several months will be required to change over the 31,000 accounts which this reduction in lighting rates will affect. In order that our patrons may be put to the least possible inconvenience, new contracts will be mailed beginning May 1st. The Company earnestly requests that these be signed, witnessed and returned to the Electric Building as promptly as possible, thus avoiding the possibility of waiting in line at the office.

New Power Rates

After July 1, 1912, new power schedules will be offered. As rapidly as our Commercial Department can handle the change-over, power customers will be transferred to the new rates. We wish to emphasize the fact that all contracts cannot be changed at the same time, but each individual patron will be visited by one of our representatives who will be glad to explain the advantages and other features of the new schedules.

The rate for installations of moderate size, based on the customer's demand, is:

First 4% of his possible maximum consumption at 7c per K. W. H.
 Next 4% of his possible maximum consumption at 5c per K. W. H.
 Excess over 8% at 2c per K. W. H.

A discount for quantity will be allowed at the rate of 1c per K. W. H. for monthly consumption in excess of 1500 K. W. H.

For wholesale power, a charge of \$1.25 per kilowatt of demand per month, plus the following charges per K. W. H. delivered:

First 1000 K. W. H. at 2c	Next 16,000 K. W. H. at 8 Mills
Next 2000 K. W. H. at 1½c	Next 32,000 K. W. H. at 7 Mills
Next 4000 K. W. H. at 1¼c	Next 64,000 K. W. H. at 6 Mills
Next 8000 K. W. H. at 1c	Over 127,000 K. W. H. at 5 Mills

A careful comparison of the published power rates of other cities has disclosed the fact that the above schedule is lower than any in force on the Coast.

Portland Railway, Light & Power Company

Seventh and Alder Streets

Electric Building