

Northwestern Electric Co.

LIGHT HEAT POWER
FOR PORTLAND

A Vote of Confidence

At the November election the people of Portland ratified the franchise granting the Northwestern Electric Company entrance to the city for the delivery of electrical energy—Light, Power and Heat.

Purpose

Realizing the present and future importance of Portland and its industrial zone, its strategic geographical and commercial position, and the undeveloped and latent resources of its tributary territory, the Northwestern Electric Company purposes to merit the continuing confidence of the people of Portland by performing superior service.

Opportunity

The coming to Portland of the Northwestern Electric Company is through the door of mutual opportunity. The need of the city is competition in and a greater supply of electrical energy to light its streets, buildings and residences, and power to drive the wheels of its factories and shops—existing and yet to come. The function of this company is to meet this need, and to give efficient and satisfactory service.

Development

Nature has given Portland an invaluable endowment in its nearby water power. Its waste is the loss of one of our greatest economic assets. The Northwestern Electric Company will convert thousands of this idle horse power into the dynamic commercial forces of the city that now is, and that is to be.

Plant and Equipment

The power plants and transmission lines are now being crowded to completion. The best construction known to the engineer, the best machinery known to the builder, the best instruments known to science are going into the equipment of this company. Great expenditures of capital are being made for labor and materials—a large portion of which comes directly into Portland.

Delivery of Energy

The Northwestern Electric Company expects to complete all construction, and to deliver light and power in Portland by June first, or earlier.

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PORTLAND, OREGON