

The Northwestern Electric Co.

Extends to All Best Wishes for

A Happy and Prosperous New Year for 1916

SINCE inaugurating our service in Portland a year and a half ago, the growth of our business has been the result of a satisfactory response on the part of the public to competition in the light and power field—competition backed up by service and rates that spell satisfaction to the public

“Modern Service”

Electric Light and Power
and
Central Steam Heating

It Will Pay You to See Us About

*Light for Your Residence or Building
Power for Your Building or Factory
Steam Heat for Your Building*

Northwestern Electric Co.

Pittock Block, Portland, Oregon