

The Portland Railway, Light and Power Company believes that its Motives would be better understood and its Loyalty to Portland more keenly appreciated, if the People of the City were aware of what it has done and is about to do to make Portland Bigger and Busier than ever before.

THEREFORE, this company has caused to be collected a careful comparison of the statistics which interest the general public in all of the larger cities of the United States, so far as the operation of street railway, light and power companies is concerned. Through the columns of this paper, a few of these interesting subjects will be treated daily. Remember, we have our faults, and we know it. You will agree with us, however, on one general proposition of interest to us all,—that the man or company that can keep constantly up to date in the matter of service in a community that is growing as fast as our magnificent Northwest, has a contract upon hand that will test the nerve and brain power of the finest business heads of the Nation. We want to present our side of the question in a way that will tend to bring the traveling public more into harmony with the tremendous task we have before us.

FIRST, we invite candid criticism of our service, in whatever department, and through the daily papers, we will be glad to take them up, one by one, for the general information of the public.

SECOND, we desire to inform you of the number of people who actually depend upon this company for their living. We wish to call your earnest attention to the millions of dollars we place in circulation every year through our army of employes.

THIRD, you will be interested in knowing that suburban growth in Portland has been made possible through the extension of our various lines. We really want you to know these extensions have been built, long before they had the slightest prospect of returning a cent of profit. We ask you to judge for yourselves if the improvement work done by this company has not shown greater confidence in this city than any individual or hundred individuals have ever shown.

FOURTH, we merely suggest that this company is the largest tax payer in Multnomah County, paying more than double that of any two organizations,—and we will discuss with you, very frankly, the matter of taxation.

FIFTH, it will amaze you to learn that it has been beyond the ability of human effort to provide the best of service, in all cases, in the same proportion that Portland has grown. These figures will be new to you, and will demonstrate the gigantic activity that has been required to meet the conditions.

SIXTH, you may be surprised to know that while the population of Portland has not doubled in six years, the number of cars in operation by this company has more than doubled, and yet, we admit, there is room for improvement. You, possibly, cannot understand this, and we wish to make it clear to you.

SEVENTH, you would not believe, perhaps, that in five years, the expenditures of this company will have exceeded FORTY MILLION DOLLARS, for all purposes, while its GROSS earnings have been less than TWENTY MILLION DOLLARS. The difference shows confidence in the city to the extent of over TWENTY MILLION DOLLARS. What other company has done as much with the possible exception of J. J. Hill?

EIGHTH, we will touch briefly upon the fact that Portland is continually appealing to outside capital to come here and invest. And, we will show you that 99 per cent of the money expended has been secured from Eastern financial centers. This is good. We like to have it so. You do, too. You will be interested in knowing more about that subject, for it is new to you. Outside capital furnishes the bone and sinew that makes Portland healthy.

NINTH, ponder for a moment what would happen for a short while if this company were to go out of business without a moment's notice.

FINALLY. These and kindred subjects will be discussed with you. We believe that publicity of this character will arouse a spirit of co-operation that will be of benefit to this company, and, indirectly, to every patron of this company. There is one thing, above all others, that a large corporation earnestly and honestly seeks,—the friendship of those with whom it is in daily contact. This series of advertisements will seek that end.

NOTE. If there is any subject of common interest that you wish to bring up for discussion, kindly address me, personally, and if the matter is one that we feel appeals to a large number of people, we will be pleased to give your ideas publicity, for the good of others.

F. W. HILD
GENERAL MANAGER

Portland Railway, Light and Power Company