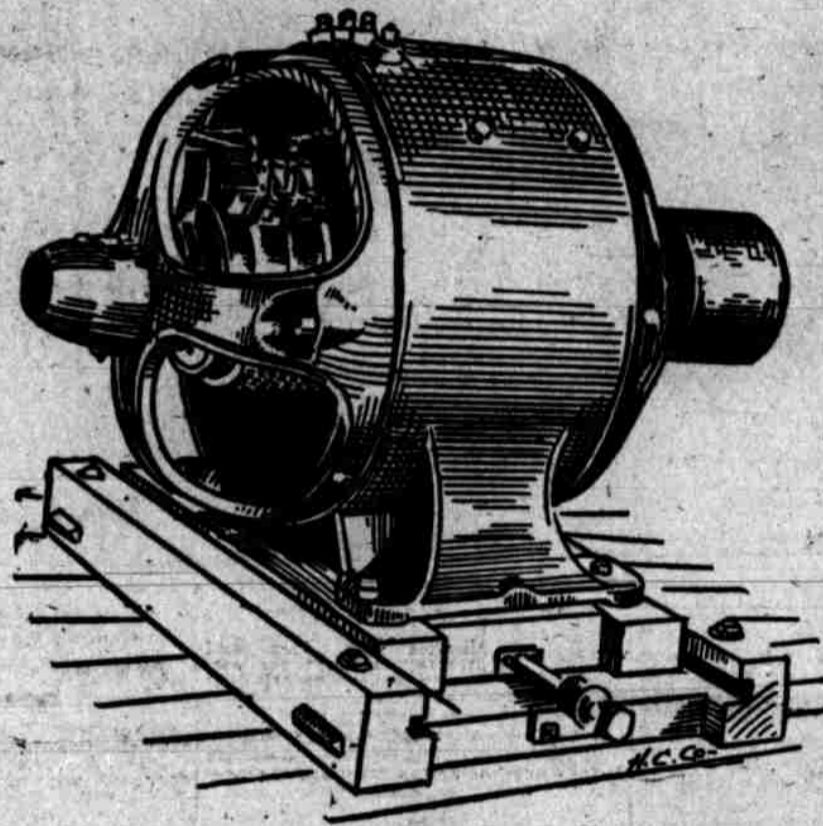




THE FIELD OF USEFULNESS
OF
Electricity
IS EVER WIDENING

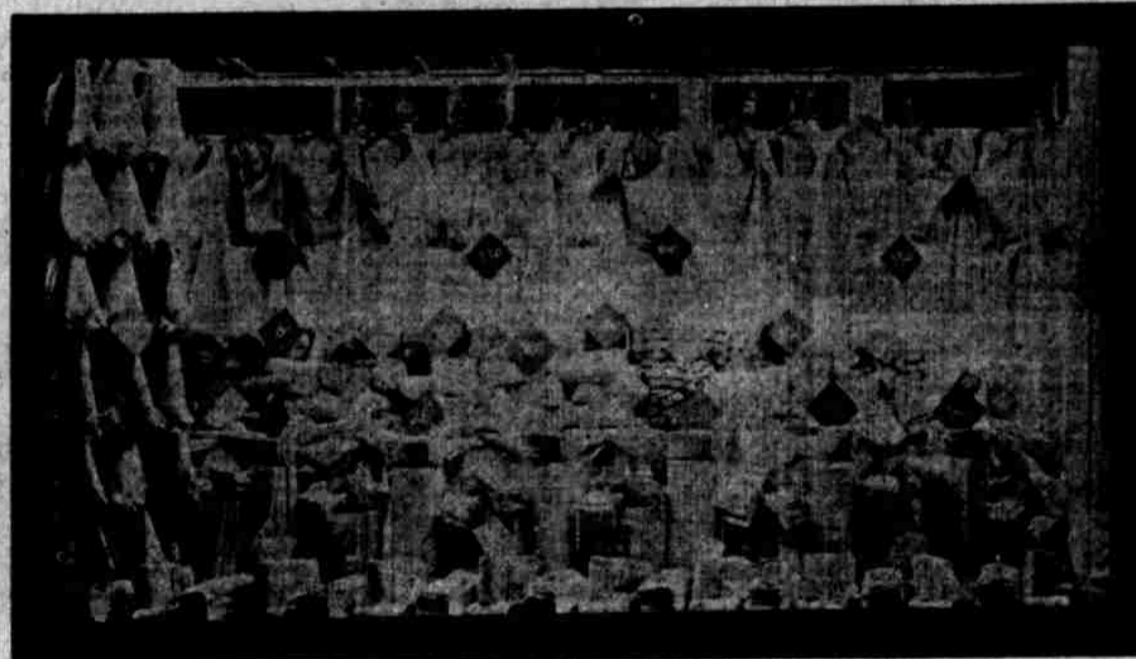


IT IS DISPLACING THE
STEAM ENGINE IN
MANUFACTURING ES-
TABLISHMENTS : : : :



MOTORS HAVE DEM-
ONSTRATED THEIR EF-
FICIENCY UNDER ALL
CIRCUMSTANCES : : : :

THE BEST AND THE
CHEAPEST ADVER-
TISING IS SECURED
BY WELL LIGHTED
SHOW CASES, WIN-
DOWS AND SIGNS



SHOW WINDOW OF A PORTLAND FIRM LIGHTED BY INCAN-
DESCENT LIGHTS

ONE OF OUR SOLIC-
ITORS WILL CALL
AND TELL YOU ABOUT
ITS GOOD QUALITIES

The cheapness, cleanliness and beauty of electric appliances in the house have already made them indispensable

Portland General Electric Co.
SEVENTH AND ALDER STREETS
PORTLAND, OREGON