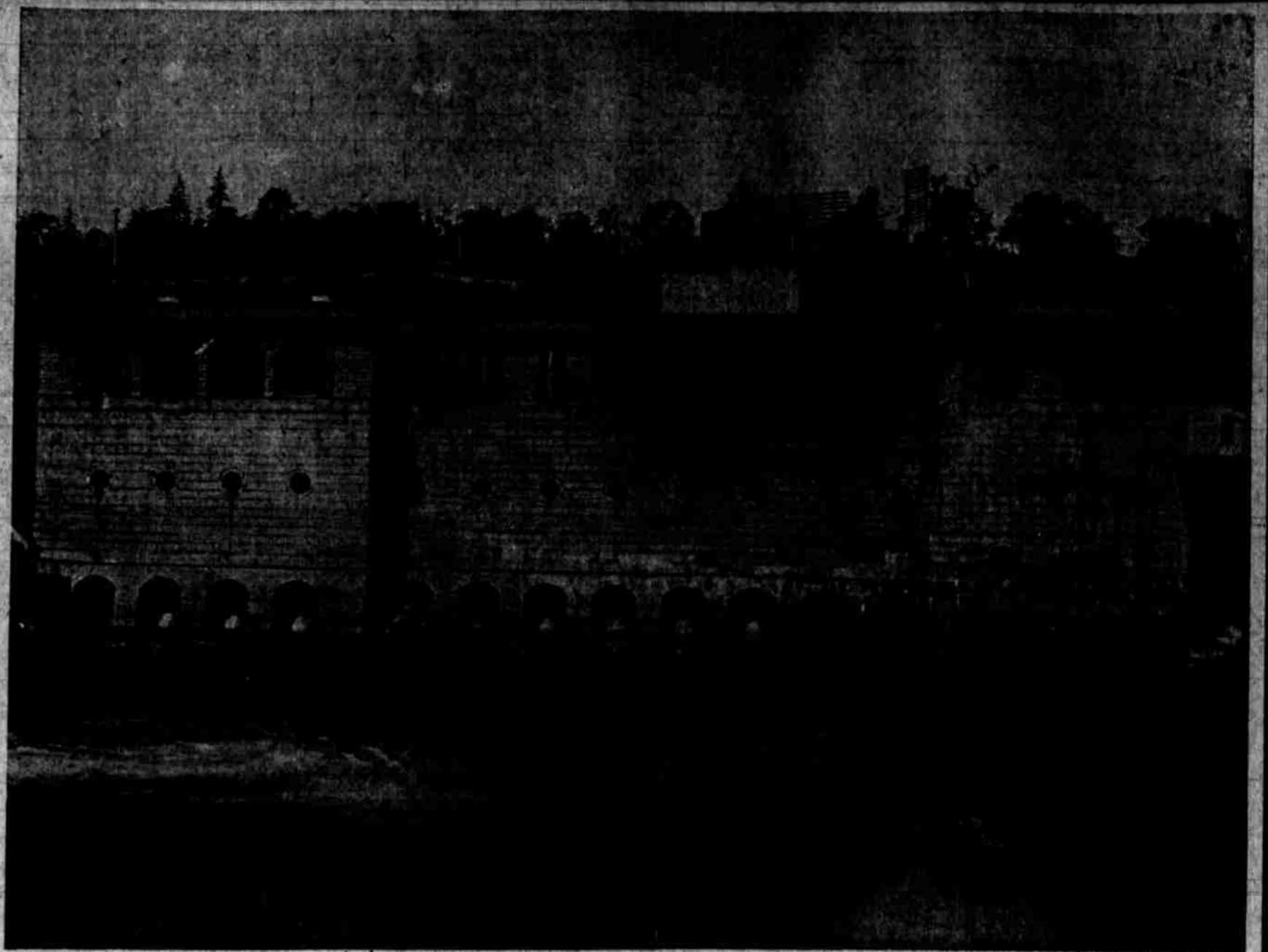


To Manufacturers

Electric Power

For Manufacturing Purposes



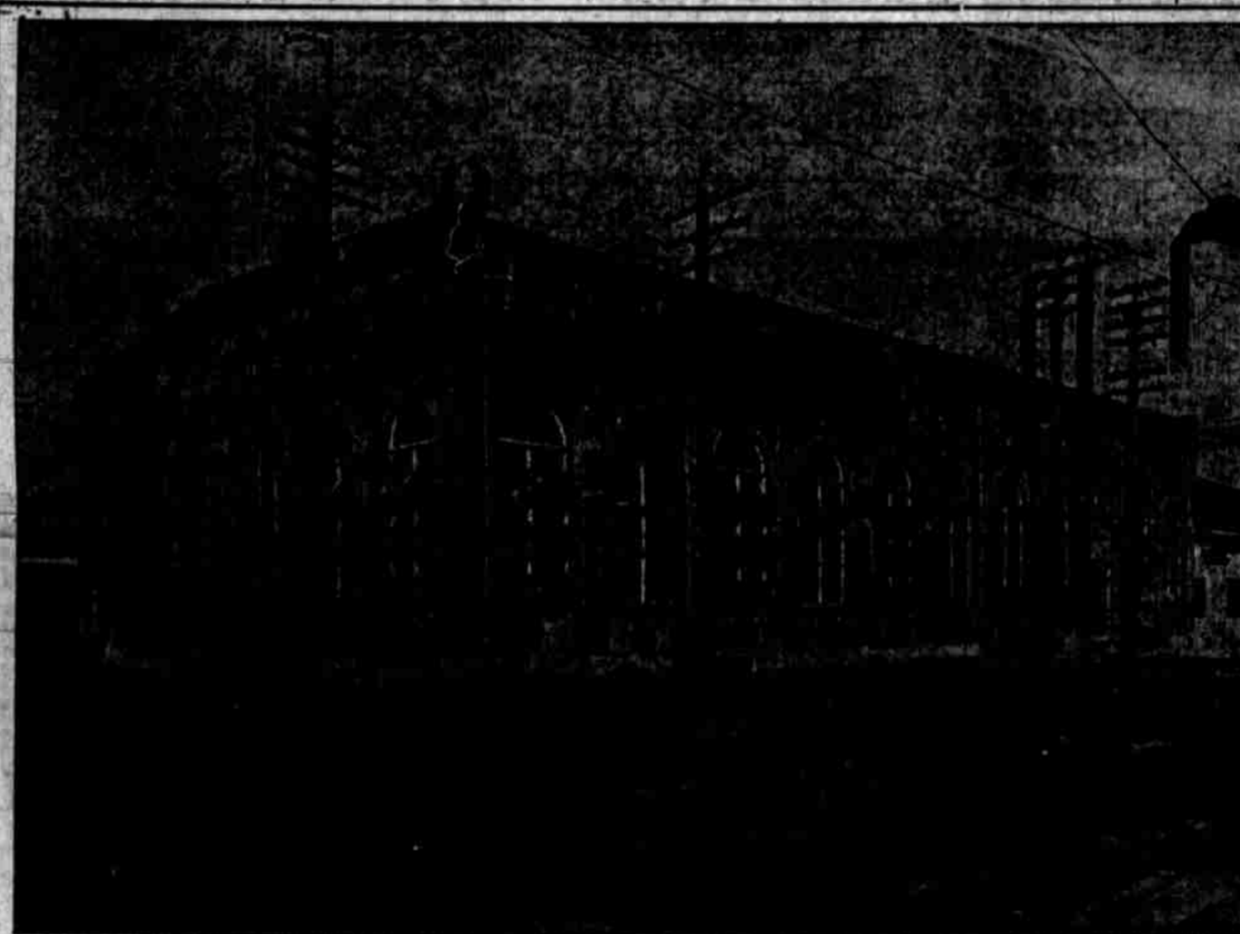
Fireproof Generating Station at Willamette Falls, Oregon City, 12,000 Horsepower Capacity.

If you contemplate establishing any business requiring POWER, in PORTLAND or its suburbs, it will be to your advantage to talk with us before placing your orders for machinery.

The economies effected by the use of ELECTRIC power are: Lesser cost of operation, smaller amount of space required and noteworthy saving in machinery and initial cost of installation of plant.

Modern methods of manufacturing demand prompt and efficient service for the elaborate and expensive machinery in which the owner's money is invested, and intensified production is imperative, that the capital invested may be turned over as many times as possible during the year.

The ease of control of Electric Power affords direct connection, making the time of operation of the machine or tool and its speed entirely subject to the will of the operator.



Steam Plant Recently Completed, Located in Portland, 10,000 Horsepower Capacity.

Our Current is on the line twenty-four hours every day in the year, and thus overtime and additional power service is readily secured, and the increase in current consumption tends to REDUCE rather than increase the price per unit of power.

We are furnishing 20,000 horsepower to the manufacturing establishments at Oregon City and more than 15,000 horsepower is used in Portland for lighting, for manufacturing and for operating the street railways.

It is a significant fact that the immense increase in the use of Electric Power, in Portland and its suburbs, can be traced directly to the economic and other advantages afforded manufacturers by this company, and were the determining factors that led to its adoption.

Substantial saving in the cost of generating power in Portland, in comparison with other cities of the country, enables us to make the lowest rates and give the best service.



Interior of Sub-Station, Seventh and Alder Sts., where Voltage is reduced for Distribution Throughout the City, and where Alternating Current is Transformed to Direct Current for Operating Street Railways and for Service to Manufacturing Plants.

Manufacturers are invited to consult us in regard to the use of Electric Power. Our expert is in position to advise as to the best sizes and arrangement of motors.

Portland General Electric Company

Seventh and Alder Sts.
Portland, Ore. Phone EX. 13