

ELECTRICAL COMPETITION

LIGHT AND POWER
ALSO STEAM HEAT SERVICE
FOR PORTLAND

By the

NORTHWESTERN ELECTRIC CO.

READY FOR SERVICE

Service all ready inaugurated on the East Side and will commence on or about March 1st, 1914, on the West Side

A Great Plant

During the past two years the Northwestern Electric Company has expended millions of dollars in the construction of hydraulic and steam electric plants, transmission lines, conduits and distribution systems—to serve Portland with light and power. Its plant is the best which money and men can produce.

Efficiency in Performance

Superior engineering, machinery, materials and methods place the Northwestern Electric Company in position most satisfactorily and efficiently to deliver commercial energy—light and power throughout Portland; also steam heat service in the business district.

Competitive Service and Charges

The Northwestern Electric Company enters Portland on a competitive basis—in service performed and rates charged. Substantial reductions will be made in the rates heretofore charged—the lowest compatible with efficient service.

These conditions will make for the betterment of the present Portland, and the growth of its commercial institutions.

Patronage

As one of the great, new enterprises entering Portland prepared to serve the city's present needs and anticipating its commercial growth, the Northwestern Electric Company bespeaks the opportunity of serving the citizens with its products—light, power and heat.

Northwestern Electric Company
PORTLAND, OREGON