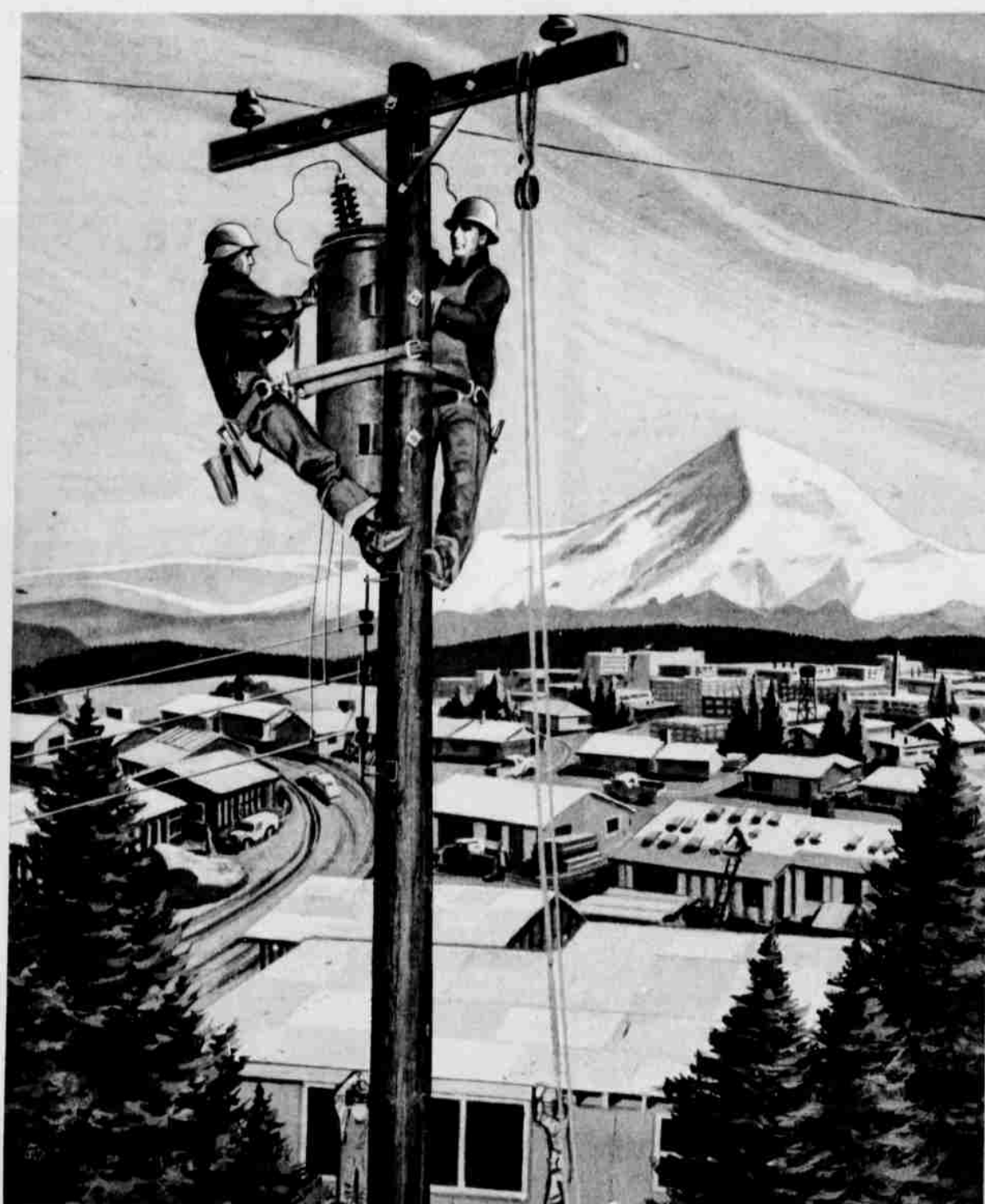




PLENTY OF POWER FOR PROGRESS AS OREGON ENTERS SECOND CENTURY

Pacific Power's construction program hit an all-time high in 1958 with expenditures of \$60,000,000 to expand and strengthen service to its 300,000 customers in the region. Power plants completed during the year added 350,000 kilowatts of new generating capacity to help meet the growing demand for electricity throughout the Company's system.

Rapid electrical progress of the region is shown by the fact that PP&L today is delivering 2½ times as much electricity to Oregon homes, farms and industries as it did only ten years ago.

And as families and businesses in Pacific Powerland use more and more electricity, the Company is going forward with long-range development plans to provide still more power for the future—power for jobs and payrolls...power for your better living...power for progress in Oregon.

PACIFIC POWER & LIGHT COMPANY

Your Partner in Progress Since 1910