

This Company Has Great Faith in the Future of Oregon  
We Believe the Message on this Page Proves It

# Harnessing 105,000 Horses

The largest individual industrial enterprise now under way in the Pacific Northwest is the \$16,000,000 hydro-electric development project being constructed by the Portland Railway, Light and Power Company in the Upper Clackamas watershed.

Its capacity when completed will be 105,000 horsepower, capable of doing more work than all the horses actually in the State of Oregon at the present time.

It will nearly double the present capacity of the big public utility which now serves nearly 70,000 light and power customers.

It represents an investment equivalent to:

Nearly \$20 for every man, woman and child in Oregon.

Nearly \$50 for every man, woman and child in the territory served by the Company, and

Nearly \$250 for every present customer the Company has on its lines.

This gigantic undertaking indicates the unbounded confidence of the Portland Railway, Light and Power Company in the continued prosperity of Oregon and that hydro-electric development must go hand-in-hand with community progress.

Our 7 per cent Prior Preference Stock has paid dividends regularly every three months since it was first issued. It is a Safe and Sound Investment. You can buy it at \$98.00 a share, par value \$100, for cash or on easy terms. It will net you 7.14 per cent on every dollar you invest. Write our Investment Department today for full information.



## Pointed Facts About Our Company

- It serves a territory of over 800 square miles.
- It renders public service to a population of 350,000 embracing nearly 50 communities.
- It has nine large hydro-electric and steam power plants.
- It has 18 sub-stations.
- It has 500 miles of high-tension transmission lines.
- It has 8800 miles of distribution wires.
- It has 32 city street car lines.
- It has four large car houses and modern car shops.
- It has extensive terminal yards and modern freight houses and warehouses.
- It has four interurban lines and controls another.
- It has nearly 4500 employes on its payroll.
- Annual payroll over \$6,000,000.
- Taxes and bridge tolls for 1922 were \$987,755.
- Its purchases of materials and supplies in Oregon in 1922 aggregated \$1,890,450.73.
- Its gross earnings for 1922 were \$10,120,898.00.
- It has 69,283 light and power customers.
- It gives a continuous car ride of 19 miles for a single fare.
- It operates 197 miles of city car lines.
- It owns and operates 109 miles of interurban car lines.
- It controls an additional 25 miles of interurban lines.
- It has 567 city passenger cars and 65 interurban passenger cars.
- It owns 12 electric locomotives.
- It owns 428 freight cars and 155 work cars.
- In 1922 it carried 90,156,701 passengers on its city lines and 3,744,013 on its interurban lines, a total of 93,900,714 passengers.
- The capacity of its nine power plants now operating is 131,448 horsepower.



## Portland Railway, Light & Power Company

PORTLAND, OREGON

### Business Growth of This Great Utility

Year Ending	Light, Power Customers	Electric Output KWHL
December 31	38,103	194,146,555
1916	40,342	218,086,315
1917	44,974	258,424,940
1918	48,869	271,600,300
1919	53,285	292,023,900
1920	57,477	297,950,100
1921	62,754	323,645,100
1922	69,283	361,026,400
November 20, 1923		

(\*Output for year ending November 20, 1923)