



# Our Three Great Families

## 75,000 Light and Power Customers

**I**N our family of light and power customers there are over 75,000 members. It is not only a large family but is growing rapidly because every day more people are coming to realize that electric service is indispensable to modern life, that it is essential to comfort, happiness in the home, to efficiency, economy and convenience in the store, office and factory.

To this mighty family of ours—scattered over an area of over 800 square miles and residing in more than 50 different communities—we are providing an essential service 24 hours in the day, 7 days in the week and 12 months in the year.

Moreover, this service is on tap—ready to perform its manifold duties by merely touching a button or snapping a switch.

Behind this great labor, time and money-saving convenience are tens of millions of dollars of invested capital, 10 great power plants, thousands of miles of transmission and distribution lines, a net-work of sub-stations, and vast batteries of motors and machinery.

Every time you turn on a light or run a motor you call into play the vast outlay of equipment, and the vital man power behind it. This is real service—reliable service—at your service, night and day, all the year round.

## 250,000 Daily Car Riders on Our Lines

**O**UR largest and most interesting family are our daily car riders—250,000 of them!

Can you imagine what a man-sized job it must be to provide safe, rapid and comfortable service to such an army of people as that every day? Yet we do it and we believe we are doing it well.

We have 615 passenger cars in use on our 32 city street car lines and interurban system, and we operate approximately 300 miles of track to care for this great family, so widely scattered through the urban, suburban and interurban business and residential districts served by us.

We have approximately 1600 employes in our transportation department, all of them imbued with the idea that their first and greatest obligation is to give the traveling public the best and most satisfactory service possible.

Besides our electric railway service, we are operating a new and modern motor bus service on our 39th street line to take care of the needs of a rapidly growing and populous district on the East Side.

We are also operating a modern interurban stage service between Portland and Oregon City on the west side of the river, which supplements our rapid transit trolley service between these cities on the east side of the river.

## 5,000 Security Holders in Oregon

**O**UR third family, composed of our 5000 investors in our company securities, might well be called our "Thrift Family." They have put some of their earnings and savings to work where they will bring in a satisfactory rate of interest regularly.

Also, the members of this great family are profit-sharing partners in this great industrial institution—the largest public utility enterprise in Oregon.

They know their money is safe because they can watch it work for them right here at home, and they know they have an assured income for back of their investment in our securities are a vast group of physical properties representing a capital investment of over \$70,000,000, which is supplying essential service, light, power and transportation to a population of 350,000 people, living in 50 or more communities. So that as these communities thrive and prosper our "Thrift Family" is likewise bound to reap attractive dividends from their holdings.

This company has expended \$12,000,000 in new construction and improvements in the last two years, and its annual payroll is over \$6,000,000 distributed to another one of our important "families"—our 3500 employes, nearly 50% of whom are company shareholders.

Most of this money is spent right here at home.

# Portland Electric Power Co.

PORTLAND SALEM OREGON CITY VANCOUVER, WASH.

### A Good Investment

Our securities are a good investment because:

1. Your income will be regular and dependable and your savings will be safe.
2. Dividends paid by check each month or quarterly, as you prefer.
3. Dividends exempt from Oregon personal property tax and normal Federal Income tax.
4. Our business is firmly established, well managed and permanent.
5. These shares yield 7.20%. Price \$100 a share. Easy terms if desired.

Investment Department,  
Portland Electric Power Company,  
Portland, Oregon.

Gentlemen:—

Please send me without obligation to myself full information about your profit-sharing, easy-payment and monthly-savings investment plan.

Name .....

Address .....

P. O. .... State .....

