

## Gives More Light

 GEMHighEfficiency Electric LampThis new line of Hish Candle-Power Lampe sifmalises an im-
portant development in the use of electric light and markis a notable advance in the betternent of illumination. The actual gain is 20
per cent better efficiency than fs at present obtained from the highest-efficiency incandescent

IIgh Eificency Lamp With Distributing Reflector Appreciating the great gain in lighting ecarred by the use of
proper reflectors, tibero bus been designed for use with to now ampe a apecial line of Holophene Pagoda Shades, which form Iminnt and highly effective Orm, which is ghown above, and wirch is recommended when reflector, which is adminirably adapted for utie in thow-window Heghting or wherever a concentration of light is deasirable

The GEM Lampp, with it Holophane Giass Reflector, merthe the those interested in the improvement On exhibition at
CALL TELEPHONE MAIN 6688 FOR INFORMATION.

## Portland Railway, Light \& Power Co. <br> First and Alder Sts.


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## Easter Waists

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