

ELECTRICAL PAGE

DEMONSTRATE COOKING BY ELECTRICITY

Miss Beryl Mashburn of Chicago, to be in La Grande Next Week Under Auspices of E. O. L. & P. Company.

Electrical cooking will be the subject discussed and demonstrated in La Grande next week, by Miss Beryl Mashburn of Chicago, who has been secured by the Eastern Oregon Light and Power company, direct from the east. To explain the benefits of electric cookery.

Miss Mashburn has been called "The Housewife's Friend" because she has convinced so many men that it was not necessary for their wives to spend ten hours each day in the kitchen to be good cooks.

This cooking expert will hold classes and give actual cooking demonstrations each afternoon at the sample rooms of the Sommer hotel and has come direct from the Edison Hotpoint-Hughes electric range factory to demonstrate that electric cookery is correct cookery.

All the latest recipes which have been gathered and tested by Miss Mashburn will be given La Grande housewives and the Eastern Oregon Light and Power company wants every housewife to become acquainted with Miss Mashburn.

Miss Mashburn has been secured for four days, Tuesday, Wednesday, Thursday, and Friday, and will be at the demonstration quarters during those days. The actual cooking classes will be held from two until four-thirty p. m.

"The electric range is fast being demanded by the American housewives so that they may be up-to-date with their cooking tools. The installation of an electric range in the home means a new life for many a housewife who formerly had to stand guard over a hot range." Miss Mashburn says.

SAFETY RULES

Do not touch any fire that is down on the ground, hanging from a pole, with hand or foot, or any part of the body, no matter whether or not it is an electric, telephone or guy wire. If you find a wire down on the ground, have some person guard it and notify the Light and Power company at once.

In an emergency, a wire may be moved by using a rake, pitchfork or similar tool with LONG, DRY WOODEN HANDLE, keeping the full length of the handle between yourself and the wire.

Inside house wiring should be arranged so that it is not possible to stand in a bathtub or be in contact with water or steam pipe, and touch any electric switch or any portion of an electric circuit. Even low voltages have been known to give serious shock if received by persons in a bathtub.

It is advisable to have lamps or switches placed so that they cannot be reached while standing on a cement floor, as this gives a direct ground connection, and a contact with wires even at the usual low voltage of 110 is apt to be unpleasant. (Continued on Page Ten)

How the Calendar Influences Quantity Electrical Current

When spring weather comes along each year and the furnace is excused for the summer, we heave a grateful sigh and say, "Thank heavens, no more coal bills for a while." And then in October we light the fire and shoulder the coal bill again as a matter of course. We know that the cost of our coal is bound to rise and fall with the seasons.

Because our bills for electric light are so small in dollars compared with our coal bills, meat bills, grocery bills, and the other regular fixed charges of housekeeping, we don't pay much attention to them. But along about December we're surprised to notice that this light bill is much bigger than usual—not in dollars—understand, but in proportion.

"How's this?" we say. "Here's this bill for two dollars. A little while ago, I remember, it was only one dollar." So we investigate and we find that it is the calendar up to its old tricks.

We all realize that there are more hours of darkness each day of December, than in June. To be exact there are 62 per cent of them dark in December to only 37 per cent of them dark in June. But what we are concerned with is not the whole day, but the electric light hours, the period between dusk and bedtime, when the lights are being used. And that's a different story.

How the electric light hours change with the seasons is shown in two diagrams. Because bedtime remains fixed the year round (10 p. m. we have (Continued on Page Ten)

LA GRANDE BUILDINGS ELECTRICALLY WIRED

Approximately 90 Per Cent of Buildings in This City Have Light and Power Service Now.

Nearly 90 per cent of the buildings of La Grande are wired for the use of electricity, where but 29 years ago there was no electric light and power service whatever. The rapid advancement in the use of electricity has come quietly and swiftly and the electrical age is here.

When electricity was first advocated for lighting in La Grande, each individual consumer had to be sold on the merits of such lighting, but today everybody is convinced of the advantages of this modern lighting system, and people upon taking possession of a building immediately demand electric light.

The electric iron has almost entirely replaced the old stove iron, a check here showing 14 irons to every 15 homes, and the washing machine and vacuum cleaner are fast driving out the scrubbing board and old fashioned broom. A recent check made by those who sell electrical appliances in La Grande show the demand for electric cooking fast increasing. The H. & S. Electric Co., the La Grande Electric Co., the Benham Electric Co., and the W. H. Bohnenkamp Company, all report a rapidly increasing demand for all approved electrical ap-

pliances and that the sale of one piece of equipment which proves satisfactory, quickly brings another appliance sale. As soon as the housewife finds out the economy of time, labor and operation, she wants all the other standard devices.

Growth of the Eastern Oregon Light and Power company's demand and supply of electrical current shows also the increased uses to which electricity is being put.

Now that houses are being wired for the permanent use of electricity, people are demanding standard wiring in La Grande for their homes

and are patronizing those dealers who do good work, thus eliminating the dangers which might come from defective wiring.

Electrical dealers are enthusiastic because of the great field which has scarcely been touched. A check on La Grande and vicinity indicates that despite the fact that thousands of electrical appliances have been sold in the past few years that the field is at present only about three per cent sold.

Dealers interviewed yesterday are pleased with their line of work because in so many cases the sale of a piece of electrical equipment, especially in the home, means that some housewife's task is much lighter.

Unusually when a woman seeks damages in a breach-of-promise suit people are demanding standard wiring in La Grande for their homes

ELECTRIC COOKERY

Is Correct Cookery \$10.00 DOWN

Places an Electric Range in your home. See them on display at

H. & S. Electric

107 Depot St. Sommer Hotel Bldg. Phone 393-W



Monday Morning Blues

You have heard of all sorts of jazz blues—glad blues—and blues on the moaning saxophone—but the saddest blues of all are the Monday morning blues as played on the old wash board.

BlueBird, the electric clothes washer and wringer, does away with Monday morning blues forever—makes a new day out of Monday—gives family lots of snowy white clothes with minimum time and effort.

If you will come to our store we will be glad to show you what BlueBird will do in your home to save money for your household. It will pay you to investigate.

W. A. BENHAM
La Grande, Oregon,
New Foley Building

Blue Bird

ELECTRIC CLOTHES WASHER

A CLASSIFIED AD WILL DO IT

The Thor Electric Ironer



Why Iron by hand?
This Thor Ironer irons shirts, dresses—even ruffled things

DOWN WITH DRUDGERY. Let these electrical servants do your work. We carry everything electrical. Have you seen our new Electric Refrigeration Plant for the home? Let us do your next job of wiring. Expert electricians at your service.

La Grande Electric Co.

Successors to Milne Electric Co.
1306 Adams Avenue. Phone Main 124



The HOOVER

It BEATS... as it Sweeps as it Cleans



W. H. Bohnenkamp Co.

Four Floors of Fine Furniture

You Are Cordially Invited to Attend the LECTURES AND DEMONSTRATIONS

--ON--

ELECTRIC COOKERY

Sample Rooms, Sommer Hotel, Cor. Washington and Depot
MISS BERYL MASHBURN, DEMONSTRATOR FOR THE EDISON HOTPOINT-HUGHES ELECTRIC RANGES WILL BE ON THE FLOOR FOR FOUR DAYS TO TELL LA GRANDE HOUSEWIVES THE LATEST IN COOKERY.

Tuesday, Wednesday, Thursday and Friday

AUGUST 21 - 22 - 23 - 24

EASTERN OREGON LIGHT & POWER CO.

PHONE MAIN 34

"Cook By Wire---Not By Fire"

Direct from Chicago this Company has secured Miss Mashburn, who will give to our customers the very latest information on the important operation of the kitchen.

Actual Cooking Demonstrations.
Regular Cooking Classes
Personal Explanations of Electric Cookery.
Come any time or phone the office for a special Appointment.

WASHINGTON AVE.