

START 1908 RIGHT BEGIN WITH ELECTRIC LIGHT



The Light That's Bright

Electric light is pre-eminently the light of happy content. It dispels gloom, dinginess and discouragement. Light homes make light hearts.

Electric light is practical light—a light that is at once clean, convenient and economical. At the prevailing rates for current on meter basis it is well within the means of all, and when used sensibly, economically, electric light is as cheap as it is good.

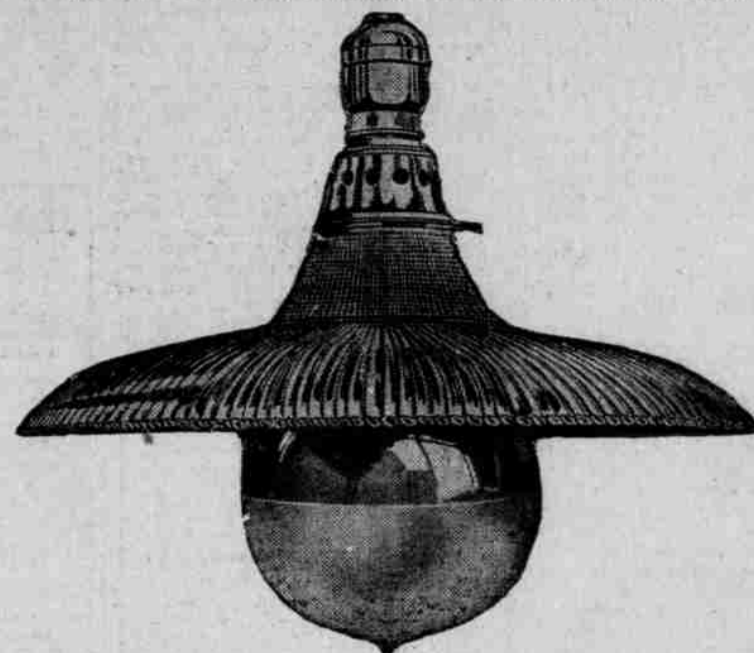
¶ Make a New Year's resolution that 1908 shall be an Electric Year in your household as well as in your store and factory, and prepare to enjoy the convenience, the labor-saving, the healthfulness, the safety, the economy and the prosperity that attend the use of Electricity.

¶ Keep your place of business bright with Electric Light, and don't neglect the Electric Sign, and you will keep busy. Light is the magnet that attracts trade.

¶ Resolve to make your wife happier by giving her the conveniences of an Electric Sewing Machine, an Electric Flatiron and Electric cooking and heating devices. Electric appliances cost little to use, but add much to comfort. The Electrical way is the Economical way.

An Electric Porch Light

A WORLD OF PROTECTION AT AN ATOM OF COST



Police Departments throughout the country strongly advocate the use of porch lights, as there is a class of thieves that make a specialty of entering houses unprotected by the presence of men.



Write Us Today for An ELECTRIC FLATIRON

Free, on 30 Days' Trial

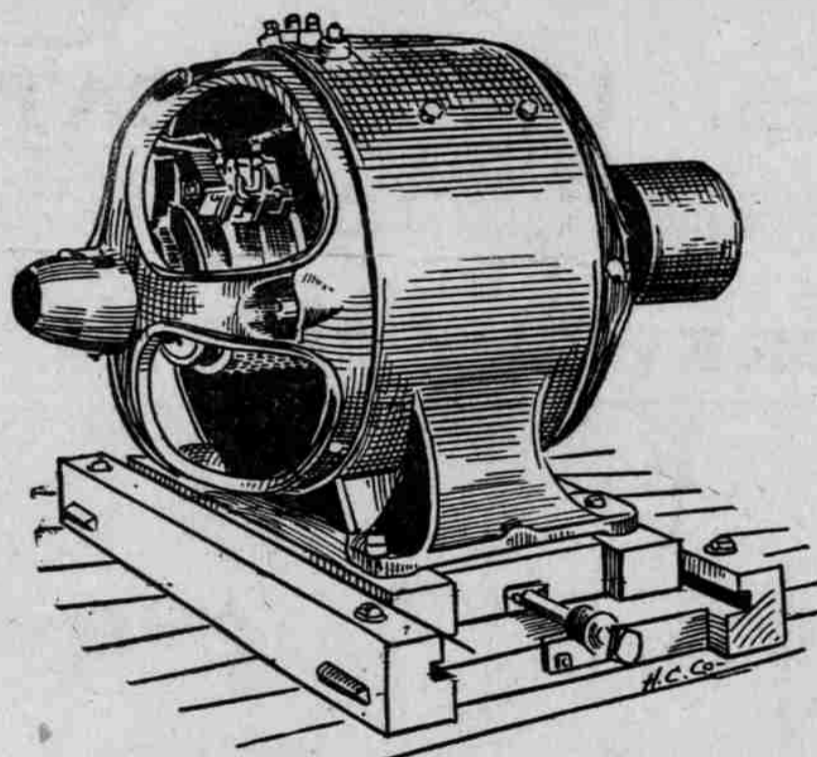
To Our Customers Only

- Save Her Time
- Save Her Health
- Save Her Weary Steps
- Save Your Money
- Save Your Clothes
- Save Her Temper
- Save Her Complexion

Send us your name and address—the Iron will be delivered, with all necessary equipment, absolutely free of charge.

Electric Power

IN ANY QUANTITY—FOR ALL PURPOSES



If you contemplate establishing any business requiring POWER, in Portland or its suburbs, it will be to your advantage to talk with us before placing orders for machinery. The economies secured by the use of ELECTRIC POWER in manufacturing are: Lesser cost of operation smaller amount of space required, and noteworthy saving in machinery and initial cost of installation of plant. We are furnishing 20,000 horsepower to manufacturing establishments at Oregon City, and more than 15,000 horsepower is used in Portland for lighting, for manufacturing and for operating street railways. Manufacturers are invited to consult us in regard to the use of ELECTRIC POWER. Our expert is in a position to advise as to the best sizes and arrangement of motors.



The Electric Curling Iron Heater

This indispensable electric device does away with all danger, dirt, odor, fire and annoyance attendant upon the use of irons heated in the ordinary manner. The main feature, the most important one, is that the Electric Curling Iron Heater does away with the danger of fire. There is no flame, no soot to blacken the coiffure. Heats quickly and cost of operation is less than for alcohol. Furnished with drop cord to attach to any convenient lighting socket.

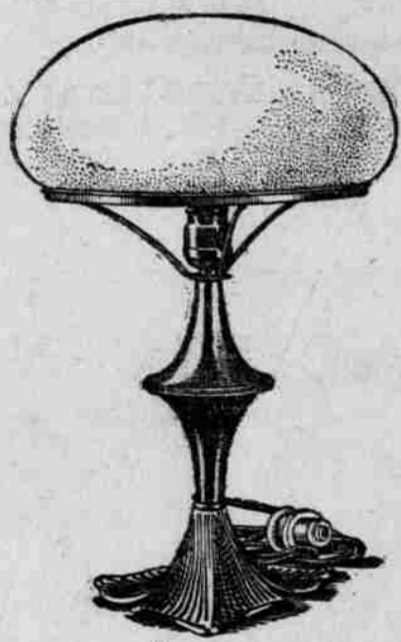
Beautiful Portable Electric Lamp

\$4.95

19 inches high; brushed brass finish; handsome 12-inch shade; complete with 5 feet silk cord and plug.

FOR THE HOME FOR THE PARLOR, DINING-ROOM OR LIBRARY

These artistic fixtures would retail at from \$8 to \$12 each.



THE "SUNLIGHT" ELECTRIC PORTABLE

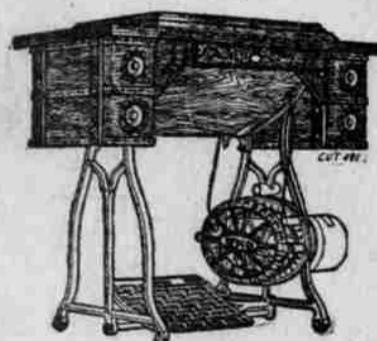
The Electric Chafing Dish

A woman never appears to better advantage in masculine eyes than when bent over an electric chafing dish intent on some culinary mystery. The Electric Chafing Dish is the really correct thing, elegant in shape, durable in construction, beautifully finished in silver or nickel, as you prefer.

The Electric Chafing Dish is as useful in the modest apartment as in the mansion of the millionaire. It is as popular in the bachelor flat as in the family home. The burden of preparing a laborious meal is lifted from the housekeeper's shoulders on wash day and on cleaning days. It enables the daintiest maiden or the most luxurious matron to show her skill in cooking, her practical management, her tact and, if need be, her rings. The mistress of the house with an Electric Chafing Dish at her elbow rises superior to the servant question, and to all the disappointments of the butcher and grocer, and the surprises of a husband who brings a friend home to supper from the club. The cost for operation is less than for alcohol.



The Electric Sewing Machine



The Electric Sewing Machine Motor, for which every woman who has worn herself out pedaling a sewing machine has waited for years. Second only in importance to the invention of the Sewing Machine itself.

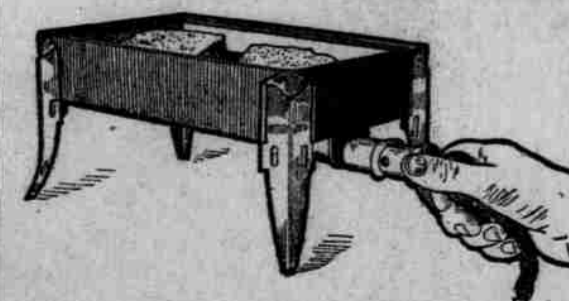
The Electric Heating Pad

The physician and nurse both appreciate the Electric Heating Pad on account of its facility of control, constant temperature, lightness and flexibility. In the sick room it is indispensable, and in the home its value can hardly be over-estimated. It is always ready and there is no fear of disagreeable results, as with a water bag that may leak. With a damp cloth, the pad may be used in place of a poultice.



Up-to-date Ideas in Lighting for the Home, the Store, the Office, Demonstrated at our Show Rooms. Electric Heating and Cooking Devices and Motors for all purposes on sale at the Company's Supply Department
147-149 SEVENTH STREET

The Latest Popular Device for the Home Is The Electric Toaster



Breakfast Toast made while you wait, clean, crisp and hot. The Electric Toaster is adapted for use upon the dining-room table, and can be used equally well in any room in the house having electric light.

The Electric Toaster

Is 12 inches long, 6 inches wide and stands 6 inches high. Elegantly finished in black, with nickel trimmings. Equipped with cord and plug, ready for immediate use. It Will Toast Three slices of bread at one time, costs 2 1/2 cents an hour to operate, and may be connected to any electric lamp socket. Price of Electric Toaster, with all equipment..... \$3.50

PORTLAND RAILWAY, LIGHT & POWER CO.

GENERAL OFFICES: FIRST AND ALDER STREETS