

THE PEOPLES ELECTRICAL PAGE

MAZDA LAMP A WONDERFUL DISCOVERY

The mystery of electric light is gradually being dispelled in the minds of the great majority of people. The very extensive use of electric light, especially since the introduction of the economical MAZDA lamp, has made the layman more familiar with the real principle of operation of an incandescent lamp.

Although incandescent lamps have been in use almost 35 years, it is only recently, that is, within the last 19 years, that electric light has been extensively used in all classes of buildings and all sorts of places.

The operation of electric apparatus is usually taken for granted because electrical apparatus, and especially MAZDA lamps, so seldom fail to perform according to expectations that the users become accustomed to accepting the results without bothering about the processes by which they are accomplished.

What really operates on scientific principles is considered only as an apparatus for the accomplishment of certain results and no thought is given to the means to the end.

For instance, the turning of a switch or the pushing of a button results in a bright light, a running motor or vice versa, as the case may be. Why the lamp is lighted or the motor started or stopped is of little concern to the one desiring its services. In this fact lies

Electrical Devices Popular in Homes

Of the many electrical-heating devices, three are especially popular among housewives—the electric iron, the toaster and the coffee percolator. By far the most popular of these three is the electric flatiron.

The electric flatiron is a necessity in the home. Of all the electric devices it is undoubtedly the most convenient. Connected to an ordinary socket, becoming hot within a few minutes after the current is turned, clean and cool, necessitating no change of irons, it is one of the greatest aids to wash day.

The electric toaster will make toast on the dining-room table, with the turn of a switch, the coils of wire become red hot in an instant. The slices of bread are then placed on each side of these red-hot wires and in a "jiffy" the toast is ready to serve, piping hot. The toasters are very inexpensive, both as to price and the cost of operation.

Similar to the toaster, the coffee percolator may be used on the dining-room table. Within thirty-five seconds after the current is turned on the percolation process commences. The coffee is always hot and ready to serve.

The popular opinion is that many of these electrical devices will not give satisfaction—that they will soon burn out. This is a mistaken idea. To show their confidence in electric-heating de-

Safeguarding the Medicine Chest

During the past year the newspapers have cited hundreds of cases where people have taken poison by mistake as a result of nocturnal visits to the medicine closet. There can be no more dangerous practice than that of getting up in the night and groping in the dark for medicines.

"All medicine chests should be equipped with a light which will automatically come on with the opening of the door," says Dr. Woods Hutchinson in discussing the many serious accidents which occur from carelessly selecting the wrong medicine from a dark medicine chest.

This principle of the automatic electric light is very extensively used for the sake of convenience in closets, refrigerators, china closets, dark stairways and the like. Both safety and convenience is provided for when the medicine chest is thus equipped.

It would be a comparatively simple matter to equip any chest in the manner suggested, using a regular family

Electric Iron Ready in a Jiffy

No source of heat is so well adapted for ironing work as electricity. It is ready in an instant to heat the iron whenever required and equally ready to cease heating it at your will. Ironing by electricity banishes the hot, dirty and bothersome stove and the oppressive, heated atmosphere of the laundry. It saves countless steps and precious energy. It saves about half the time usually required and permits the ironing or pressing to be done at any time or in any place from the lady's boudoir to the back porch. The cost of operating is very slight, only about 15 cents for current to do the weekly ironing of the average size family.

10-watt MAZDA lamp. This lamp can be connected through a small switch on the door to the lighting circuit. When the door is opened the switch automatically turns on the light.



A variety of Electrical Devices, including Iron, Toaster, Chafing Dish, Dice Stove, Grill, Shaving Mug, Percolator, Etc.

one of the greatest conveniences of electricity. The user is relieved of all worry about its operation and needs only to perform the simple act that sets it to work.

However, as familiarity with the great force increases, people are curious to know how simple apparatus such as the MAZDA lamp really operates. To understand its operation it must be remembered that, when electric current flows along a conductor (a conductor is anything which will carry electricity) the conductor offers resistance against the current. Just as the water pipe tends to hold back water flowing through it. The energy consumed in the resistance against the electric current in a wire appears as heat. If there is sufficient heat and it is not carried away too rapidly, the wire will commence to glow like a red-hot iron. The hotter the wire becomes the brighter it becomes and the greater the amount of light it gives off.

This process of heating a wire by means of an electric current is practically what takes place in the bulb of a MAZDA lamp. In order to produce light as cheaply as possible and to insure the life of the lamp for a reasonable period of time, various conditions are created, such as pumping the air out of the bulb and other details.

In the MAZDA lamp, which is the highest type of electric lamp, and produces light for the least electric current, all the discoveries which tend to improve the lamp are employed; in fact, the mark MAZDA means the highest type of electric lamp. Since the development of the MAZDA lamp the use of electric current for lighting homes, shops, factories, stores and out-of-door places has doubled and the great reduction in the cost of light has made it possible for everyone, no matter in what circumstances, to enjoy the conveniences of electric light. Scientists and inventors are constantly at work in the MAZDA laboratories searching for greater improvements in MAZDA lamps, so that people who use them are constantly benefiting by the work of these scientists.

MAZDA stands for the best in electric lamps and assures the public that the greatest amount of light for a given amount of electric current is being obtained when this latest development in electric lamps is used.

Combination Electric Stove

The smallest and most compact cooking outfit is a combination electric set, which consists of an electric stove, a chafing dish, a tea samovar, a coffee percolator and a nursery outfit.

The six-inch electric stove serves for all the devices which are made

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Stubbs Electric Co.
 Sixth, at Pine.

The Electric Washing Machine

The electric washing machine will wash six batches of clothes for three cents. It can be attached to any lighting socket, with a flexible cord and a screw plug. The machine is driven by a small electric motor. This motor drives both the washing machine and wringer. It consumes no more electricity than an ordinary electric lamp. The electric washing machine is very durable, the motor will last for many years, with ordinary care and attention.

M. J. Walsh Co.

The Most Central Mazda Lamp Store
 in the city. Also a full line of lighting fixtures and electrical necessities and appliances of all kinds.
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For the Price of a Streetcar Ride Electricity Will—

- (1) Clean your house five times.
- (2) Do the family washing eight times.
- (3) Run your sewing machine two hours a day for a week.
- (4) Light an average room with MAZDA lamp three hours a night for six nights.
- (5) Operate an electric fan three hours a day for six days.
- (6) Make toast for breakfast for the family every morning for a week.

Boost for the Rose Festival!



Vote for
ALICE NOLAN
 Northwestern Electrical Co.'s
 Candidate for
Rose Festival Queen

MAZDA Means Something ?

MAZDA Is a Trade-Mark Used to Identify the Highest Type of Electric Lamps

Lamps marked MAZDA, regardless of brand, give three times as much light as carbon lamps for the same cost of operation.

Ask Electrical Dealers Anywhere What MAZDA MEANS

MAZDA—Not the name of a thing, but the mark of a Service.

Lamps marked MAZDA are made in the U. S. A.



PEERLESS MAZDA MEANS

- The highest efficiency in incandescent lighting.
- It means a dollar's worth of light for a dollar light bill.
- It means a brighter, richer, more cheerful home without a cent of additional expense.

Where Peerless Mazda Lamps Are Sold in Portland

- Archer & Wiggins Co., Oak St., Corner Sixth
- W. L. Bentley & Co., 473 1/2 Washington St.
- J. E. Kilkenny, 107 S. Jersey St., St. Johns, Or.
- Le Doux Bros., 61 1/2 Fifth St.
- The Main Elec. Co., 361 E. Morrison St.
- Pierce-Tomlinson Elec. Co., 286 Oak St.
- M. J. Walsh Co., 311 Stark St.

THE PEERLESS LAMP DIVISION

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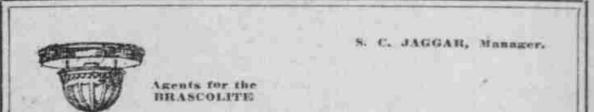
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