

Nov. 29th to Dec. 4th Electrical Prosperity Week

CITY SPRUCES UP
Streets Are Festooned in Honor of "Electrical Week."
SPIRIT IS TAKING HOLD
Brilliant Display Is Planned to Drive Out Remaining Idea of "Depression—Slogan Now National "Prosperity."

FEATURES OF ELECTRICAL PROSPERITY WEEK IN PORTLAND
Decorations and illumination of downtown business streets.
Special illumination of all the Willamette River bridges.
Novel night illumination by "stream curtains" on the roof of the Pittock block.
Electrical parade on Wednesday evening, December 1.
Sleazy contest for all the children of the high schools and public schools.
Prize "window display" contest for merchants.
Special "electrical" luncheon by business organizations and clubs.
Exhibition and demonstration of operation of Bell telephone service by Pacific Telephone & Telegraph Company.
"Open house" every day at generating plants and sub-stations of the Portland Railway, Light & Power Company.
Demonstrations of electrical appliances and domestic science lectures by Mrs. M. E. Hawley, second floor Electric building.
Wednesday and Friday afternoon open to all women.

Portland will join heartily in the Nation-wide movement to observe "Prosperity Week," which has been fostered by the three-billion-dollar electrical industry of the country. It was because the electrical industry first stepped toward shining off the bugaboo of "business depression" that this period was given the official title, "Electrical Prosperity Week." The man behind the plan said: "We have been so fed with the word 'depression' since the outbreak of the European war that today we don't see the reason for depression. Let's get busy and sweep these foreboding clouds out of the sky. You can't halt business in this country any more than you can stop the rush of Niagara. Reason for depression? Let's wipe the 'hard-times' bowlers off the map."
"That's the way the thing started and now everybody is doing it."
Portland has taken hold with vigor and the general committee has worked out a scheme of things that will serve to arouse the interest and enthusiasm of the entire city in the idea that better times are really on the way and that the worst never really does happen.

The "Prosperity-Week" programme has already been given a strong start, with the miles and miles of cedar ferns and wreaths with which the downtown business streets have been garlanded over Sunday. This decorative effect will be supplemented with intensive illumination of centrally located street intersections by night to give further brilliance to the stage-setting for the week, which is, in fact, the precursor of the 1916 holiday shopping season.

City Indorses Movement.
The city authorities have indorsed the movement by granting the request of the electrical interests of the city to appropriate funds for special illumination of the bridges across the river.
On Wednesday evening there will be a spectacular procession through the streets, made up of the marvelous pleasure and commercial electrical vehicles entered by their owners and dressed up with novel illuminating effects. A number of ingeniously designed floats, dealing with various phases of the electrical industry and terms in common use, will be in the line. The Portland carnival band will furnish the music for the parade, which will form and start from Nineteenth and Washington and move over to Morrison, then Third, thence to Washington and out again to point of formation. The committee in charge of the parade consists of Will Spalding, chairman; H. A. West, C. H. Brown and L. A. Reese.
The educational features will be well taken care of by demonstrations and exhibitions of the marvelous achievements made by electricity in recent years, conducted by the various light and power concerns, the telephone and telegraph companies, by special inspection trips through the mammoth generating power plants of the Portland Railway, Light & Power Company, through essay contests in the high schools, and other educational institutions, by demonstrations of electrical appliances and domestic science lectures.

600 USERS ARE LISTED
Progress Increases Need of Electricity in Many Industries.
Everybody is aware that electricity is put to a great variety of uses, yet but few fully realize how numerous these are. An Edison publication gives the following list:

WHAT ELECTRICITY DOES FOR ONE CENT.
Makes 12 slices of toast.
Operates flatiron 12 minutes.
Runs washing machine 15 hours.
Brews 12 cups of tea.
Warms three bottles of baby's milk.
Makes coffee for seven persons.
Burns 25-watt Mazda lamp for two hours.
Keeps cutting iron warm for one hour.
Operates vacuum cleaner for 1 hour.
Boils 15 eggs.
Sows 20,000 stitches on machine.
Based on rate of 10 cents per kilowatt-hour.

USE OF SOAP IS URGED
Necessity for Keeping Fixtures Clean Is Demonstrated.
What would you expect in the way of looks and light if you let your win-

PLANTS TO BE OPEN
Power Company Invites Inspection of Generators.
EXPERTS TO GUIDE VISITORS
Process of Manufacture of Current From Mountain Streams to Push Button in Home Is to Be Explained to Those Interested.

To emphasize the educational value of Electrical Prosperity week the Portland Railway, Light & Power Company has made arrangements for keeping open-house at all of its generating plants and substations all this week. During these six days the public will be permitted to go through each of these interesting plants escorted by expert guides, who will explain the various processes that are necessary in the manufacture of electricity from the impounded waters in the gigantic reservoirs up in the mountains to the finished product, which is turned into an active working force at the switch or push button in the home or factory.
The hydro-electric plants are located as follows: At Oregon City, on the Oregon City dam; at Canadero and at Silver Mill, on the Canadero Interurban line; at Bull Run, at the eastern terminus of the Bull Run division; and at Silverton, Or.
The five steam plants are located as follows: Twenty-first and Nicolai streets, foot of East Harrison street, foot of Montelth street, Salem, Or., and Spring, Or.
The formality of requiring special passes to visit these establishments will be dispensed with for this week and the visits to the hydro-electric and steam plants may be made at any hour of the day.
The company also has a chain of 25 sub-stations scattered in various suburban and urban points to which the current is brought in from the generating plants on high-tension transmission lines and stepped down to a commercial voltage basis. These sub-stations will be open for inspection each afternoon from 1:30 to 5 o'clock.

TERMS ARE CONFUSING
ELECTRIC MEASUREMENTS SIMPLE WHEN UNDERSTOOD.
Familiarity Takes Away Mystery, but Language Is Peculiar to Science, as in Various Arts.

Electric terms seem to cause a lot of trouble. The householder scratches his head when he hears the electric man talk about volts, amperes, watts, kilowatts, and ohms. We hear the milkman speak of pints and quarts, the grocer of pounds and packages and the butcher of tenderloin and liverwurst. We do not shy at these words because we know them as children.
If electricity were measured in the same terms as kerosene or water, coal or wood or planks or trees we would use measurements we all know. But it isn't. It has to be measured differently.
The terms volts, amperes, watts, ohms, are just as simple, however, as some others you hear. Listen to the "ew" "makesovers," "mats," "galleya" and "mats," which in this instance are different from "cuts of leather."
The musician says "clef," "mollif," "for-tissimo," and so on. The doctor is liable to tell you the baby has "koffin-gainitis," or some other ailment that sounds worse. Not long ago the "car-borator," "transmission," "induction coil" and other terms came into our lives. We have become accustomed to them, and there is nothing strange about them now.
So will electric terms soon be well known. We can't see electricity, but we all know what it is able to do. It may be measured exactly. It follows along a wire just like water through a pipe. In electricity the quantity of the water flowing through the pipe would be called amperes. The speed it gains or the pressure which forces it through the pipe might be termed volts. The quantity and pressure of water being sent through a pipe are measured by gallons; in electricity this measurement is called watts. The term kilowatt simply means 1000 watts. The term kilowatt hour means 1000 watts used for one hour. The housewife needs this term most frequently because the words kilowatt hours appear in the bills for electricity. This is the term in which the amount of current used to light lamps, make fans revolve, fry eggs, sweep the floors, do a washing, get a meal and do general household chores is registered.

SPOT LIGHT
This combination of head-light and searchlight is a wonderful help when motoring at night—can be turned at any angle. Prices reasonable.

BULBS
for Motor Lamps—all sizes—all voltage.

FLASHLIGHTS
All styles and sizes. Fresh batteries always.

STORAGE BATTERIES DRY CELLS
In fact, everything electrical for the motor car.

Ballou & Wright
BROADWAY AT OAK

ELECTRICAL GIFTS
Smith-McCoy Electric Company
W. H. SMITH. A. E. MCCOY.

The Electric Store
EVERYTHING ELECTRICAL, MOTORS AND FANS, MAZDA LAMPS, ELECTRICAL HEATING DEVICES, ELECTRICAL REPAIRS.
571 Washington Street, Between Seventh and Eighth, Main 2349, Main 7079

FIVE HUNDRED FARMERS
IN THE Yakima and Columbia River Valleys ARE Earning More Money and Finding More Pleasures in Living BECAUSE THEY USE Electricity on the Farm
Information Gladly Furnished Free
Pacific Power & Light Company
GENERAL OFFICES
Spalding Building, Portland, Oregon

Hotpoint and Universal Electric Appliances
Buy for Gifts!
Hotpoint 5 or 6-lb. Irons, \$3.50
Electric Toaster, \$3.50
Universal Electric Coffee Machines and Percolators priced \$7.50—\$9.00—\$11.00—\$12.00.
Universal Electric Grill—Broils, fries and toasts. Priced \$5.—Basement, Fifth Street.

Meier & Frank Co.
Established 1887
THE QUALITY STORE OF PORTLAND
519, 521, 523, Morrison, Alder Sts.

M. J. Walsh Company
The oldest Electrical Firm in the city
Why Go Elsewhere?
We carry the most complete line of Electrical Goods in Portland.
No contract too large for us.
311 STARK STREET
Just across the street from the New First National Bank.

ELECTRICAL WIRING REPAIRS APPLIANCES MAZDA LAMPS

Pierce-Tomlinson Electric Company
286 Oak Street
Henry Building

General Electric Ranges
EFFICIENT! DURABLE!
Special Prices
Electrical Prosperity Week, Nov. 29-Dec. 4
SPECIAL This Week Only 15% Off ON ALL Portable Stand Lamps
If You Bring This Ad. Our Regular Prices Invite Comparison.
E. L. KNIGHT & CO.
489 Washington Street, Near Twelfth, Main 6535, A 1423

Announcement!
We have added to our line of Lighting Fixtures—
Electric Ranges Electric Wash'g Machines Electric Vacuum Cleaners Electric Appliances
We guarantee them in every respect.
J.C. ENGLISH CO.
165 Union Ave. North. Corner Irving.
Phone Your Want Ads to THE OREGONIAN A 5995

Victorians All Use Electricity.
In Victoria, B. C., per cent of the residences use electric light. The city has a population of 80,000 and 10,000 lighting meters are in use.

Hotpoint Appliances
We Redeem Hotpoint Home Book Coupons—Good for 15% on Any Appliance

El Perco Coffee Pecolator
Seamless Aluminum, cannot taint coffee, starts in 30 seconds, attaches to any socket, uses little current.
Prices \$5.00 and Up

El Toasto
Everybody likes toast. Toast made the El Toasto way is irresistible. Just the gift for those with toast appetites.
Price, With Cord, \$3.50

G. I. MAZDA LAMPS
Consumes one-third as much current as the old type carbon lamps.
10-40 Watt.....27¢
60 Watt.....36¢
100 Watt.....65¢
Let us equip your home today with these current-saving lamps.

El Radio Electric Grate
Fine for bedroom, bathroom or office, portable, attaches to any lamp socket.
Prices \$5.00 and Up

Stubbs Electric Co.
Sixth at Pine We Deliver

Invitation to Visit Telephone Exchange
During Electrical Prosperity Week the public is invited to visit our new telephone building at Oak and Park streets.
Local and long-distance switchboards will be seen in operation, and other interesting features connected with the telephone business will be shown, including the training school for operators.
Those who have not heretofore visited a telephone exchange will have an opportunity to do so and will find a visit most interesting and instructive. A cordial welcome awaits you.
Visiting hours will be from 10 A. M. to 4 P. M. daily from November 29 to December 4.
Visitors will please ask for manager's office.

The Pacific Telephone & Telegraph Company
Oak and Park Streets

OPEN HOUSE
The public is cordially invited to inspect the largest Central Station in the West installed entirely below street level—the Northwestern Electric Company's steam-electric generating station in the basement of the
Pittock Block
You will see in operation a most modern up-to-date plant.
Visiting hours will be from 10:00 A. M. to 4:00 P. M. daily Electrical Prosperity Week. Those who cannot visit our plant during the day are specially invited during the evenings of Monday, Wednesday and Friday. Visitors will please apply main office.
On clear nights, watch the roof of the Pittock Block for beautiful pyrotechnic effects of colored lights on curtains of steam.

Northwestern Electric Company
Ground Floor—Pittock Block

Use Westinghouse Lamps and Save 2/3 on Your Light Bill
25-Watt, 24 Candlepower, 27¢
40-Watt, 39 Candlepower, 27¢
60-Watt, 60 Candlepower, 36¢
100-Watt, 105 Candlepower, 65¢

Morrison Electric Co.
Pittock Block, Next to the Telegram, on West Park St. Broadway 2844, A 2456.

USE OF SOAP IS URGED
Necessity for Keeping Fixtures Clean Is Demonstrated.
What would you expect in the way of looks and light if you let your win-