

CONSERVE FUEL

by the use of

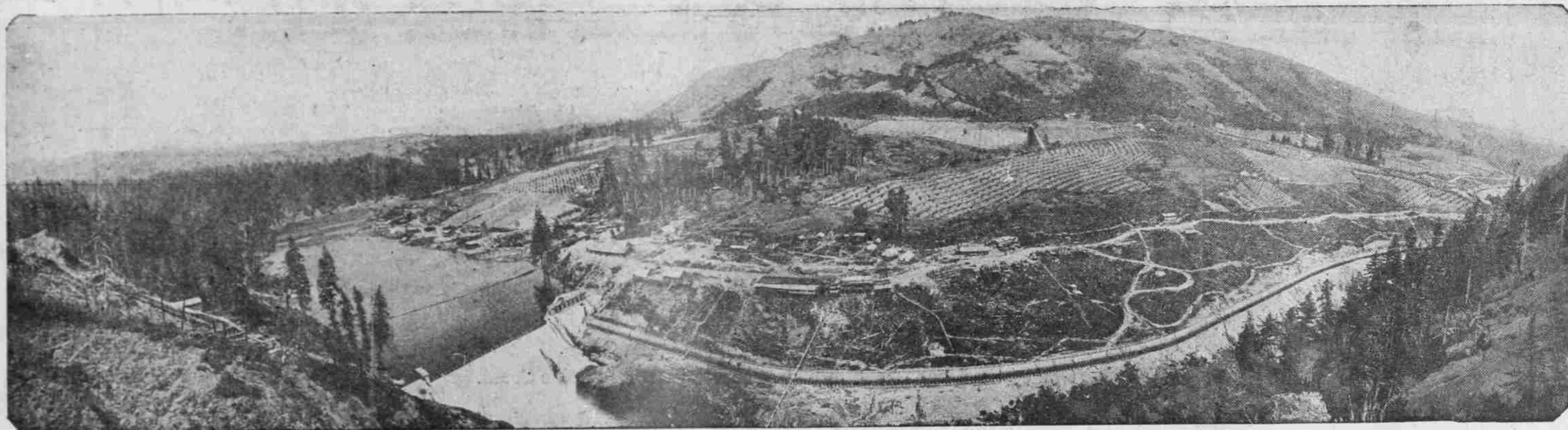
ELECTRICITY

developed from

WATER POWER

Fuel Administrator Fred G. Holmes, of Oregon, advises Fuel Administrator Dr. H. A. Garfield, of the U.S. Government at Washington, that Portland gets its **ELECTRICITY** from Water Power and not from Coal as obtains in the East.

VIEW OF NORTHWESTERN ELECTRIC COMPANY'S HYDRO ELECTRIC PLANT ON WHITE SALMON RIVER



COOK BY WIRE AND SAVE FUEL

The **ELECTRIC RANGE** has long since emerged from its experimental stage and is now thoroughly practical. It is no longer a luxury, but a necessary convenience for the home. Thousands of ranges are installed in progressive households throughout the country. This proves conclusively that the **ELECTRIC RANGE** is not only equal, but actually superior to any cooking appliance heated by gas, coal or wood, and we can tell our customers that the electric range can do anything any other range can do and do it a little better. The electric range is the last word in domestic convenience. Visit our store at Tenth and Washington streets and inspect our various types of ranges we have on display.

USE THE SERVICE OF THE

NORTHWESTERN ELECTRIC COMPANY

Light

Power

Heat

Pittock Block - Portland, Oregon