

Here It Is ! Service Supremacy

The Modern
Electric Range

Dominates the Field



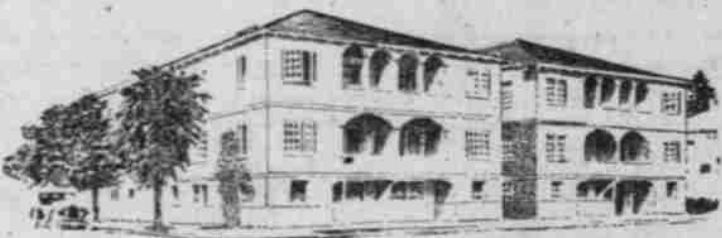
HALF-MILLION-DOLLAR AMBASSADOR APARTMENTS,
Sixth and Madison Sts.



TUDOR ARMS APARTMENTS,
18th and Couch Sts.



ABERDEEN APARTMENTS,
East 16th and Hawthorne Ave.



WESTCOTT COURT APARTMENTS,
East 8th and Weidler Sts.



RESIDENCE F. A. FISHER,
1110 East Burnside St.



RESIDENCE A. G. BLACK,
529 East 47th St. North.

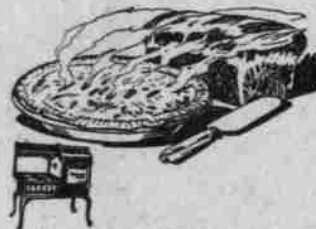
Seven Years of Satisfactory Service

In 1915 we installed 53 Hughes Electric Ranges in the Tudor Arms apartments, shown in this page, and they have been in daily use and given satisfactory service ever since.



Whether in the magnificent and lavishly-appointed Apartment House, the Palatial Mansion, the Moderate-Priced Residence or the Cozy Little Bungalow or Flat—the Modern Electric Range is the last word in Service Supremacy. It surpasses all other methods of cooking in Cleanliness, Comfort, Convenience, Economy and Safety, and it has taken the "guess-work" out of the kitchen.

The up-to-date Apartment House, like the \$500,000 Ambassador Apartments shown in this page, selects the Modern Electric Range because of its attractive appearance and because it serves every purpose of utility and complete comfort under the necessary limitations of space, and because it reduces the owner's expense for maintenance. The Electric Range assures the tenant of comfortable cooking in even the warmest weather. The heat, concentrated at the cooking point, cannot radiate through the kitchen. And the total absence of open flame makes the range perfectly safe under all circumstances. There are no fumes to produce discomfort or illness.



In the Home the Modern Electric Range solves many of the household problems that have always been a bugbear. It means Household Efficiency. It means cooking food with a more delicious flavor and with a minimum of effort and without constant attention. The many savings possible by the use of the Modern Electric Range, combined with the comparatively low cost of electricity for cooking, means Kitchen Economy.

There are now more than 2000 Electric Ranges in daily use in the homes of Portland. All buildings shown in this page have been equipped with ranges by our company.

We cordially invite the Housewives of Portland to call at our Electric Store at any time and we will be glad to give a Free Demonstration of the Perfection of Cooking which is possible only with the Modern Electric Range.



PORTLAND RAILWAY, LIGHT
& POWER CO.
ELECTRIC STORE

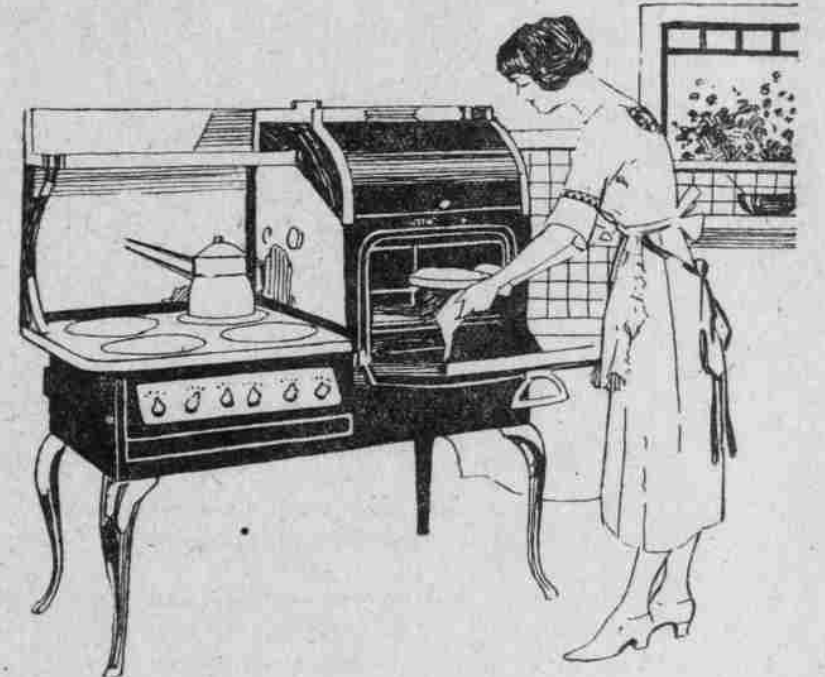
Smile Every Day

Only
\$35

Installs one of these
Wonderful Ranges
in Your Home

Balance on
Easy Terms
Low Cooking Rates

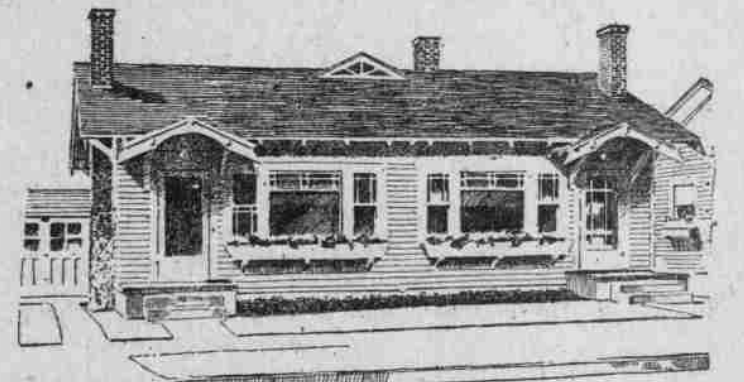
with an ELECTRIC RANGE



GLISAN-HOYT APARTMENTS,
800 East Glisan St.



TWO-FLAT APARTMENTS,
East 26th and Madison Sts.



DUPLEX BUNGALOW,
744-746 East Everett St.



RESIDENCE G. E. MERWIN,
1340 Alameda Drive.

Portland Railway, Light & Power Co.
PORTLAND OREGON CITY SALEM VANCOUVER, WASH.