

# Buy electrical goods from ELECTRICAL DEALERS



**WHY ENVY ALADDIN WHO,** by rubbing a lamp, could summon a genie to do his work and fulfill his wishes? Today we may at will call to our aid a power more wonderful than any spirit of fairy lore.

Electrical appliances have won universal recognition as real working assistants. Doesn't it seem providential that as the number of house-workers dwindle, the electrical assistants multiply at a

great rate? The power of electricity enables one servant to do the work formerly done by two. In homes that have always been servantless, the daily tasks are greatly lightened.

Properly used, electricity can serve you in more ways than any other single gift of civilization—**AT LESS COST.**

The distribution of electrical energy and service is by its very nature a public service. The Portland Railway, Light & Power Co., a pioneer in the development of electrical energy in Oregon, stands squarely behind any constructive effort to educate the public to the many advantages to be gained by the use of electric current. In spite of the most disheartening conditions of the past few years this Portland pioneer power firm

constantly seeks new ways and methods of service. Its many branches, service stations and electrical stores are merely a part of the service that rightly belongs to the users of electricity. Its double function is that of service to the public and cooperation with all electrical dealers.

This firm heartily approves of the up-to-date, efficient and cooperative service to which the alert electrical merchants whose names appear on this page have subscribed. It augurs well for that one-for-all and all-for-one spirit which will make Portland the metropolis of the Northwest. It is to the everlasting credit of the electrical contractor-dealers of Portland that with keenly competitive interests, they should be the first to realize in a constructive and workable manner that what helps all helps one.

## AREAL "FRIEND INDEED"

is one of these little Electric Heaters. On nippy mornings, or after exposure, it brings warmth and comfort in a few minutes. Often the bad effects of exposure to cold and wet weather would be warded off if such a quick, radiant antidote were available. Suitable for home or office.

A beautiful Lighting Fixture or an Electric Appliance such as a Heater, Warming Pad, Percolator, Vacuum Cleaner or Washing Machine and Ironers make lasting remembrances. We have a large assortment to choose from.

**Grand Electric Co.**  
127 Grand Ave. East 513

## Multiply the Joys Of Home

Electric Light and Electric Service make your home a far better place in which to live. Ask any one of the thousands of residents living in this city what they think of electric light.

Compared to the lasting benefits of electricity, the cost of wiring is indeed small. Telephone Woodlawn 1325 for free estimate.

**Piedmont Electric Co.**  
141 Killingsworth Avenue

## It pays to patronize specialists

Do you have to climb a chair to make an electrical connection? Do you have to connect your electrical washing machine with a dining room outlet? Do your electrical plugs fit some sockets and not others? Did you buy your electrical iron from some well-meaning girl who sells electric appliances when she is not selling hair tonics or baby ribbons? If any of these things are true, you have not received the electrical service to which you are entitled.

The Portland merchants whose names appear on this page are in a sense electrical and household engineers. They are fully equipped to handle all your electrical needs and to solve all your electrical troubles. They are experts and specialists. They not only sell everything electrical—they give the service which logically goes with them. Consult them.

When you want electrical goods or want electrical wiring done, go to an electrical contractor-dealer or power firm. You thereby assure yourself of high grade goods, complete service and fair prices.

## For Christmas Electrical

Decoration, Christmas Tree Wiring and Electrical Heating Appliances, call East 8610. None better than

**Electrical House & Auto Supply Co.**  
449 East Burnside Street

Eliminate guesswork by getting experienced specialists to do your **Industrial, Power, Light, Signaling and Apparatus Wiring and Installation.**

**F. A. Bauman & Co.**  
250 Stark — Main 1769

## The luxury of clean sheets

Wouldn't it be worth a lot to you to know that you could have just as much clean, crisp bed linen as you wanted—without fear of the cost, the work, on the wear of the laundering?

## The Winner Electric Ironer

enables every housewife to have chests constantly full of fresh, spotless linens—and yet, to use as much clean linen as she wishes. With an Electric Ironer it takes only a moment or two to iron a sheet, spread or tablecloth.



**The Electric Maid**  
133 10th St. Broadway 4024

## The magic of electric lamps

Their soft glow relaxes mind and body and brightens enjoyment of the evening hours. The mere turn of a switch fills a room with rich radiance and magic shadows. Few homes have enough floor lamps. It will pay to call early to see this complete assortment, as many of these lamps will not be duplicated. Shades in every wanted design. Get your electric lamps from a real electric store.



We are at your service at all times.

**Davidson-Atwood Electric Co.**  
390 Morrison Street  
Main 8048

## For benefit of Peninsula residents

There's a big little Electric Store on the Peninsula. Not everywhere can you find so complete an assortment of Electric Appliances so far from the shopping center as here. Low rents and low overhead expense give us a big advantage over some of our bigger brothers.

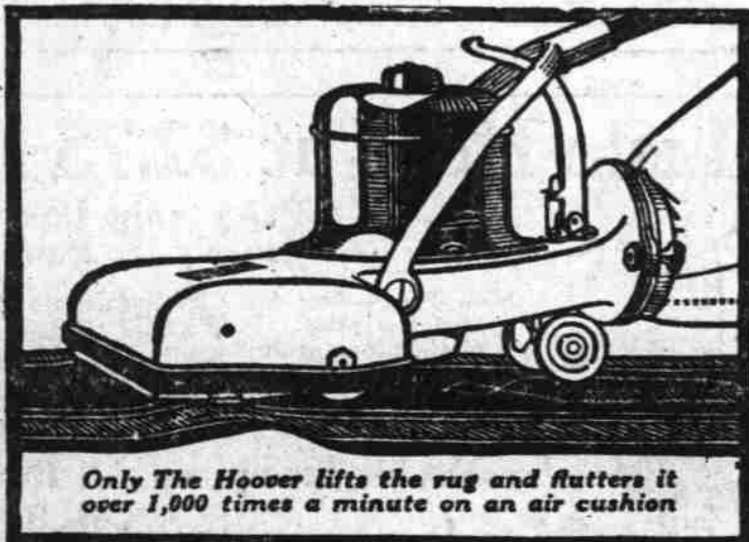
When you make up your Christmas list, remember us. Practical gifts are wanted nowadays. Our complete display of electrical conveniences, including Toasters, Percolators, Grills, Flat-irons and Washing Machines, will enable you to make prompt and suitable selection. And as for courteous and helpful service—why that has become second nature with us. Therefore, "put us first on your shopping list."

**Peninsula Electric Co.**  
109 Jersey Street. Col. 977

## Hoover energysaves human energy

No more weary days of sweeping and cleaning; no tire-some straining and striving to reach out-of-the-way corners; no dust laden atmosphere. Just press a button and this wonderful suction sweeper **beats** as it **sweeps**, as it **cleans**.

A highly efficient repair and maintenance service goes with every Hoover bought here. Also trading stamps.



Only The Hoover lifts the rug and flutters it over 1,000 times a minute on an air cushion

This was the first and is now the leading agency for the celebrated

**HOOVER SUCTION SWEEPER**

**Morrison Electric Co.**  
111 West Park. Bdw. 2844

## Saving in another way

To everyone except a Blue Bird owner, it seems unbelievable that Blue Bird can do all the shirts and heavy flat work, as well as the regular weekly washing, in a few easy wash-hours.

But the delighted owner will prove to you that this is true, and will assure you, besides, that in money Blue Bird saves even more than the amount of her weekly laundry bill.

For she has discovered that bed linen, table linen, articles of wearing apparel, everything in fact, lasts many times longer when washed in the oscillating copper tub of Blue Bird.

When you have seen this tub, smooth as a washboiler inside, you will realize why both fine lace center pieces and heavy work shirts are washed in it with equal safety; when you have examined the rigid frame, the wide swinging wringer, and the simple mechanism you will understand why Blue Bird service is so satisfactory and lasting.

But to really appreciate Blue Bird and its many superiorities, you must see it at work. Come and let us demonstrate it to you. This is just what you want in a clothes washer.



**The Electric Service Co.**  
128 1/2 Tenth St. Main 7370

## Golden toast in a twinkling



No pottering about—no burnt toast! Just press a switch, and while the coffee is being poured and the eggs are served, the bread turns russet crisp, ready for butter. You cannot make such good toast any other way.

**R. N. Lewis**  
402 Morrison. Main 7297

## "Steaming liquid amber from a shining urn."

So the amiable poet who appreciated good coffee, praised his fragrant breakfast beverage. If you like good coffee why not have it as good as a Hotpoint Percolator makes it. This Percolator is itself a thing of beauty. There are many examples for choice—but every one is a perfect example of artistic craftsmanship.



**Beaver Electric Co.**  
114 Grand Ave. East 361

## A family washing for 3c and no rubbing or aching back!

It takes but three cents' worth of electricity to do the washing for an average family on a Thor Electric Washing Machine. In addition your washing is done better, is done more quickly than can possibly be done by hand; you have saved strength and you have saved your money. Besides there is little or no wear and tear on the clothes.



**Smith-McCoy Electric Co.**  
104 Fifth St. 571 Washington St.

## Wire as you build—for the future

Like the nails and timbers, the electrical work should go into your building to last as long as the structure itself. If the electric wiring is installed by a reliable, competent contractor, it will serve you well. But if it is installed by one who thinks only of present profits there is trouble in store for you.

Have the electrical work of your building installed by a reliable, established and competent contractor.

For instance—  
C. E. Peterson, Mgr.

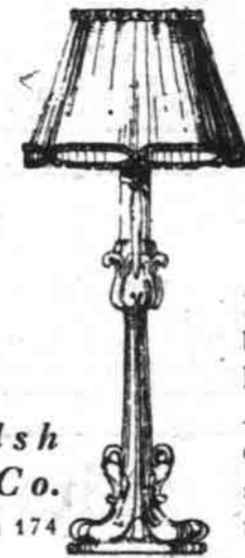
**Main Electric Co.**  
"Electrical Outfitters"  
361 E. Morrison. East 3822

## Be kind to your eyes

The comfortable, pleasing light from a rose or green shaded lamp will appeal to everyone. It makes you feel at ease wherever you are. A comfortable light increases your efficiency. More than that, the attractiveness of any store, office or home will be improved by one of these.

Here are Electric Lamps for every purpose and at all prices. Every day is Lamp day here—come any time.

**M. J. Walsh Electric Co.**  
106 4th St. Main 174



Bronze, silver, porcelain—every material known to the lamp maker's art is represented in our display.

Floor and table, desk, boudoir and reading lamps in great variety. Also beautiful shades of the latest designs in silks, cretonnes, parchment and art glass.

## "The Kitchen Beautiful"

You've seen one often. You've wished you, too, might have one. Well, it's wonderfully within your reach. It's equipped with an electric range, which applies the heat to the food and not to the cook.

Easy to regulate—easy to operate—it is a gift that your wife will appreciate.

There is still time to insure delivery before Christmas—by placing your order now.

**Scott Electric Co.**  
5th and Oak. Bdw. 1820



## Mother's hardest work

has always been that of cleaning. It is work that never can be done thoroughly with broom and dust-cloth, no matter how much time and energy is consumed. With an Apex mother gets her cleaning done with little effort, and that is why the Apex Cleaner is her first electrical servant and the last she would be without.

**Pierce-Tomlinson Co.**  
286 Oak St. Bdw. 5179



## "This is the place. We deliver free."

When you want electrical goods buy them at an electrical shop. The reasons are obvious:

You will be waited on by experts. You will see what you are buying. You will get what you want. It will be thoroughly demonstrated. No charge is made for advice, care of. Your repairs will be taken care of.

Therefore it will pay you to come to us. We stock Electrical Goods only. They are the very best at the most reasonable prices and we give service.



**E. L. Knight & Co.**  
449 Washington St. Bdw. 145  
KNIGHT MAKES DAY—THE ELECTRIC WAY



**J. C. English & Co.**

Announce

## Increased scope of service

On the occasion of the twelfth anniversary of our start in business, and in time for the greater convenience of those shopping for the better electrical gifts, the J. C. English company is moving to first floor quarters of our present location at 148 Fifth street.

Our high standards of merchandise and service have met with sincere public appreciation. Through it we have grown. Upon it we hope to continue to grow—for we intend to merit an increased appreciation.

Electrical conveniences are this year's gifts—Apex Washers, Simplex Ironers, Electric Irons, Percolators and all Electrical Appliances and Equipment are in demand. We are holding a great many selections in reserve for Holiday delivery and have prepared for the constantly growing demand with an augmentation of Specialist Service.

**J. C. English & Co.**  
"Everything Electrical"  
148 Fifth Street

This page is valuable to you—save it!

# MAKE THIS AN Electrical Christmas