

ELECTRIFY!

No Home
Is Up-to-Date
Without a
Modern
Electric Range

New Sovereign Hotel



Everyone of its 72 apartments is equipped with a modern Electric Range

Modern Women Want Freedom in the Home

**Electric Cookery
Solves the Problem**



Advantages of Electric Cookery

IN THE joyous possession of an electric range there comes to the heart of the housewife the certain promise of modern science—and its fulfillment—that the kitchen is cool and clean; that there is absolute safety; that there is certain, precise regulation, and that there is economy in operation, time and labor.

Nothing could be more easy to operate than an electric range. Every heating unit is controlled by a snap switch, and a turn of the wrist gives "high," "medium" or "low" heat as desired. The ovens are heavily insulated to retain the heat and thus allow baking and roasting to be done with the minimum use of electricity. All the heat is retained in the oven with consequent saving in the shrinkage of meats, with less drying out of breads, cakes and pastry. Oven temperature control is automatic in several types of electric ranges and uniform temperatures are easily maintained in all types of electric ranges. Guesswork is absolutely done away with.

The supreme achievement of the electric range is the finished product of its oven; bread and pastry of finer and softer texture, vegetables of delicate succulence and meats of fuller nutritive value and delicious flavor.

There never yet was a woman who contemplated the practical betterment of the home and who tested the electric range who has not enthusiastically placed electric cookery above all other methods.

Cost of Operating Electric Range Is Low

THE cost of operating an electric range is no more, and in many instances less, than the cost of operating ranges using other fuels. We have in effect a combination lighting and cooking rate which insures most of the electricity used in cooking being billed at 2 cents per kilowatt hour. The electricity used by the range also tends to lower the rate per kilowatt hour for lighting and domestic appliances because the more kilowatt hours used per month the lower the average rate.

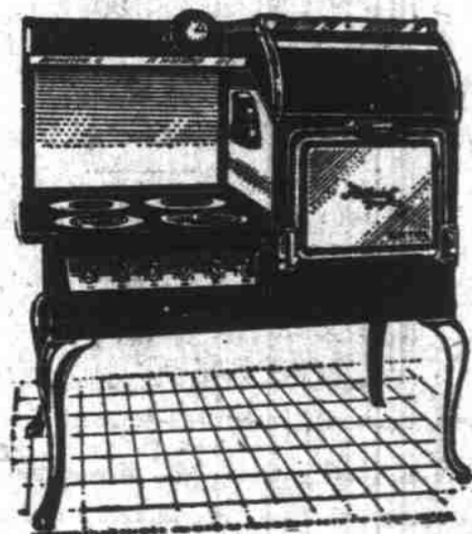
The average consumer uses in an average month 30 kilowatt hours for lighting, ironing, washing, cleaning, etc., and 140 kilowatt hours for cooking, or a total of 170 kilowatt hours for lighting, appliance and range use. If the lighting installation is 600 watts or less (i. e., if the total wattage of all incandescent lamps in the home is 600 or less) the customer pays for:

The first 13 kilowatt hours per month	\$1.00
The next 7 kilowatt hours per month at 7c49
The next 50 kilowatt hours per month at 3c	1.50
The remaining 100 kilowatt hours per month at 2c	2.00
170 kilowatt hours per month	\$4.99
Less 5% prompt payment discount25
Net bill	\$4.74

The average residential customer can do all of the household lighting, ironing, washing, toasting, cleaning, percolating and cooking for \$4.75 per month. This is the average of hundreds of accounts—some are more and some are less.

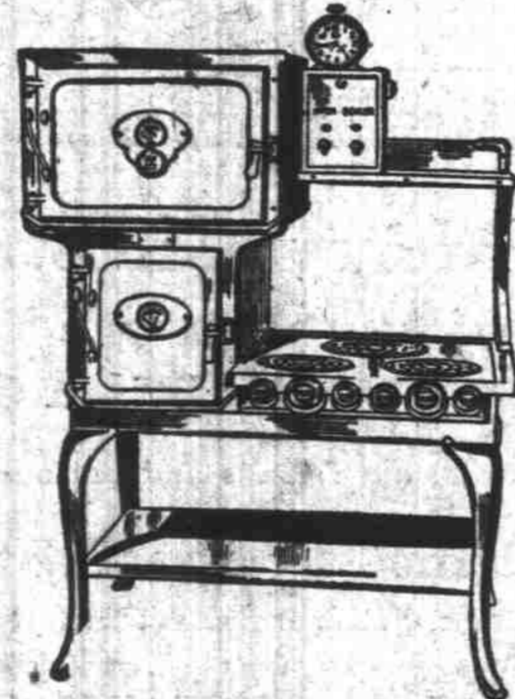
Can you afford to forego the many advantages of electric cookery on the ground of cost of operation?

**Hotpoint Hughes
Super-Automatic
Electric Range**



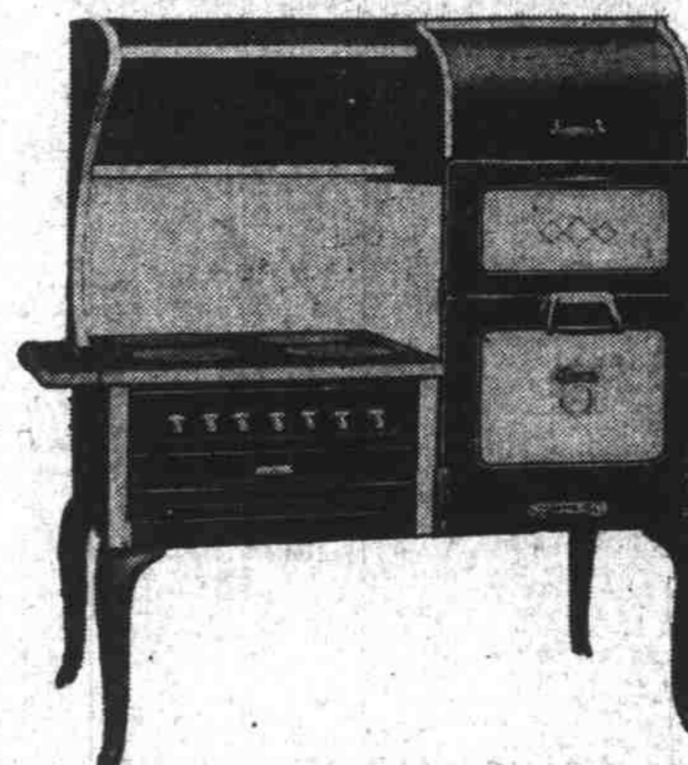
The Hotpoint Hughes Super-Automatic Electric Range brings cool comfort to the kitchen. It makes cooking safe.

**Westinghouse Automatic
Electric Range**



The Westinghouse Automatic Electric Range does the cooking with utmost economy of fuel and food, and has automatic control.

Acorn Electric Range



An attractive feature of the Acorn Electric Range is the sheathed wire heating unit, which possesses unusual serviceability and rugged cleanliness.

**Crawford
Electric Range**



The Crawford Electric Range is designed to meet every requirement of modern kitchen economy. Especially desirable for apartment houses.

Convenience—Cleanliness—Comfort—Conservation—Control

Smile Every Day—

with an

ELECTRIC RANGE

Portland Railway, Light & Power Co.

Electric Store



Only
\$35
Installs one of these Wonderful
Ranges in Your Home
Balance on Easy Terms
Ask About Our
**Low
Cooking Rates**