

Experiences of Housewives prove **ELECTRIC COOKERY** **MORE HEALTHFUL AND ECONOMICAL**

Read what these 10 Women say about it

Take advantage of the experience of your neighbors in choosing home conveniences that add to the joy of living

THERE is a growing national preference for electric cookery. Why? Because it has so many inherent advantages over all other methods. In most parts of the country electric cookery is being adopted solely because it is better, modern. But in the Portland area we have the additional advantage of *low operating cost*. While Mrs. Average American pays 5.39c per kilowatt hour for electricity in her home, the average Oregonian pays only 3.18c. What's even more important to you, most *electric range users* in this area pay only 1.8c per kilowatt hour for the current used by the range! Is it any wonder that electric cookery is gaining such popularity here?



"More Healthful"

Says Mrs. J. L. Shepard,
2404 N. E. 47th Avenue

In electric cookery, absolute control of temperature makes possible low temperature cooking, with minimum use of water, this conserves the vital minerals and vitamin elements in foods.



"It's Safe"

Says Mrs. Oliver Horns,
3261 N. E. Schuyler Street

"Electric cookery involves no fire or flame. No chance for kiddies to play with fire; little chance of burning yourself."



Mrs. J. A. McCarty

"It's Clean"

Says Mrs. J. A. McCarty,
535 S. E. 70th Avenue

"Cooking electrically has eliminated scouring pots and pans, washing walls and curtains."



"It's Cool"

Says Mrs. Dorothea T. Outfield,
Milwaukie, Oregon

"It is really remarkable how cool my kitchen stays now—even on hot summer days when I'm baking or canning."



"It's Economical"

Says Mrs. W. D. Miles,
6513 S. E. 18th Avenue

"I save \$35 a year by cooking with electricity, in addition to lower fuel costs. Saving in shrinkage is about \$10—and \$25 is my estimate of annual saving through greater cleanliness. For example, redecorating is almost eliminated."



"Accurate"

Says Mrs. Bert Krumery,
8032 S. E. Morrison Street

"All one needs to do is to prepare the things for the oven, such as turkey, cakes, biscuits, etc., set the controls according to recipe, and you are sure of good results every time."



"It's Modern"

Says Mrs. Walter F. Neubert,
731 S. E. Spokane Street

"Electric ranges are now so beautifully designed and so clean that they make the kitchen a beautiful part of the home."



"Provides Leisure"

Says Mrs. C. G. Miller,
4712 N. E. 32nd Place

"My electric range gives me three hours of leisure each day. I prepare the food and put in on to cook, then set the controls. For the rest of the day I am free to do as I choose."



"It's Fast"

Says Mrs. Wm. M. Dillon,
2744 N. E. 34th Avenue

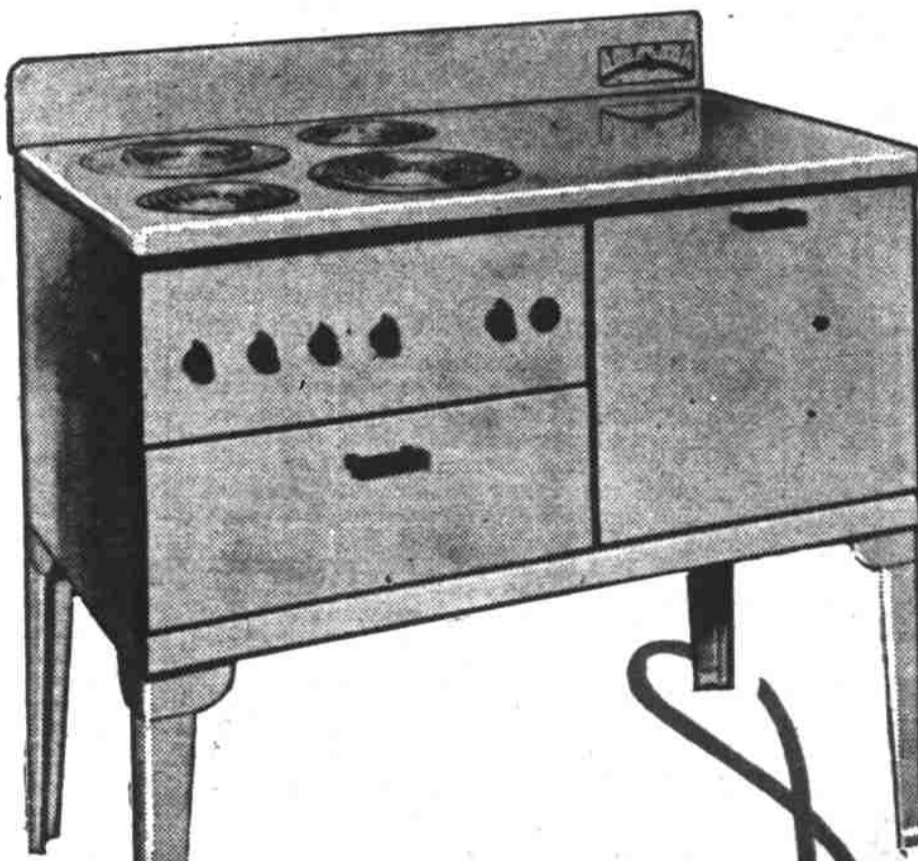
"I have used electric cookery for over 10 years, but my new range is at least three times as fast as the old one. Now, it takes only a few minutes to cook an entire dinner."



"It's Simple"

Says Mrs. J. T. Meyers,
724 N. E. 81st Avenue

Mrs. Meyers has suffered complete loss of sight, yet she prepares all of the meals for herself and Mr. Meyers. It would be impossible to find a more striking example of the simplicity, safety and accuracy of electric cookery.



MODERN ELECTRIC RANGES NOW ON DISPLAY AT DEALERS AND PEPCO ELECTRIC STORES

SAVE \$25 TO \$40

Here's good news for you: Buy an electric range—your house will be wired for it and the range installed without a dime of cost to you! For a limited time the power companies will extend their heavy service lines into individual dwellings without charge. This represents an outright saving to you of from \$25 to \$40.

FREE RANGE
WIRING *Limited Time Only*

ASK ANY ELECTRIC RANGE DEALER

See special electric range offers advertised elsewhere in this paper