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## Human Life Is Progrressive <br> Always toward some better thing-some high state of civilization.

It is the constant yearning for better things which characterizes and sets apart the human race from the
What would we think of a hnman being today who, in the midst of civilization, persisted in living in a Y, clothed with rude skins, shuming society, and condurting himself as a savager
You are ready and willing to adopt any new thing in your home which can be proved a source of additional comfort, and cheer and health.
We want you to think about a few facts regarding Electricity which we believe entitles it to your earnest We realize that if you once knew what Electricity will do to make your home more homelke, more cheer ful, more charming, you will need no persuasion-you will insist on Electricit
We know that if we can show you where Elfetricity will lighten your burdens and make your life more In the first place, let us talk to you about Light.
Are you aware that every other form of artificial illumination excepting electric light eats up the oxygen in the air and robs your lungs-and your family's lungs of the most essential and life-giving flement of Did you ever think of that $\%$
An oil flame, burning in your room, is consuming as much oxygen as four adult persons,
That means that if there are six people in your parlor in the evening, and three burners (gas or oil) are
ght, the result on the sir is the same in the room as if there were eighteen people there.
Ever go out in the evening to a card party, or some similar affair, and stay for several hours in a room Remember what a long, relishing draught of pure night air your poor lungs breathed in when you left the

Remember what a relief it was
An oil flame cannot burn a minute in the air from which the oxygen has been extracted
An electric light burns in a vacumm efnclosed in and air-tight bulb.
Cateh the point?
Now, when you install Electric light in your home, you are just chasing so much unsanitariness ont of
Is ELECTRIC LIGHT more expensive when you consider this?
Would you consider buying, at however cheap a price, a piece of furniture, or drapery, which was under
picion that it harbored disease germs?
Do you consider that there is any economy in buying and using any form of light (no matter how cheaply
Truly, there is none.
Another point.
Alectric Light is eminently safer than any other kind of light.
No matches are required.
And-matches cause more fires than anything else in the wide world.
Once more.
Oil is explosive-a little neglect, a little absent-mindedness-a trifling act of thoughtlessness-and you Evor family are in imminent danger of tragie, sudden death
Ever think of that?
Is Electric Lighting more expensive than oil lamps when you think it over 9
Besides-if there weren't these real and tremendous arguments in favor of Electrie Light in the homeThink of its brilliancy, its steadiness, its convenience, its absolute perfection of quality
No flickering uncertainties!
No shadows on the book or papers! No coal oil can in the kitchen
No chairs to climb on to light it!
No derve-irritating roar! Nollaing or curtains! No lamps to fill!
No fuse or soot to blacken ceiling or curtains! No wicks to trim!
And-we could go on for a long time yet!
we'll leave it to your own good sense to complete the list, and see the point.
We know it won't take long.
Time was, in the early days of Electric Lighting, when Electric Fixtures were somewhat crude and unsightly affairs.

But-today it's a different story.
Very different.
Very different.
You can get the most artistic and beantiful fixtures for every room and nook and corner in the house
Side brackets of exquisite design for the parlor, lovely ceiling pendants, Piano lamps of elegant design.
Reading lamps for the library, den or living room, perfeet dreams of beauty! Reading lamps for the library, den or living room, perfect dreams of beauty!
Hanging lamps for the dining room to hang low over the table, and rich in color and beadwork, to cast
that haif-mysterious and altogether delightful radiance upon the festive board
furt-down lamps for the sick room, the bed chamber, the nursery, the corridor, the hall
Lamps for the hitherto poky, temper trying clothes closet, ask the man
Bracket lamps for my lady's dressing table-perfect light, perfect conve
And the beanty of them all is-a twist of the wrist-a twitch of the switch-and there you have it.
Radiant, effulgent, beautiful light-the next thing to daylight itself.
But this is not all!
Electricity once in your home for lighting purposes, and numberless other avenues of luxurious comfort are opened to you.
Special wall or baseboard sockets may be wired for in your house to provide for the conneeting plugs attached to numerous labor-saving devices and temper-preservers twich will appeal strongly to the busy
There is the small motor for the kitchen
There is the smareting sewing room.
By the moth serve you by saving
many weary hours of backache and hard manual labor of the most exhaustive kind.
It the the coffee grinder, the meat chopper, the washing machine ,the wringer, the ice-cream freezer
Makes itself generally useful in fact.
In the sewing room you can attach one to your machine-no more pedaling.
Who says it isn't a wonderfal age we live inf
Then there's the long list of heating devices:
The Electric flatiron saves fuss and fumes over the stove.
While the it just so hot and keep it chere.
While the current's on, it stays just hot enough as long as you want it
Think you'd spoil as much linen or lace with an iron like that as you do now?
Of course not.
The Electric Curling Iron heater's another friend-maker with the up-to-date American woman.
Just place the irons in the heater-they'll always get just the right heat.
No holding over a flickering gas flam
No burnt fingers!
The Plectric Hot Water Heater, for the man that shaves himself.
Quick, handy, no matches, no spirit lamps, no fumes.
Same with the Electric Baby's Food Warmer.
Same with the Electric Hot Water Bag.
Same with the Electric Chafing Dish (all the rage in society-these ave.)
These facts can be proven by irrefutable figures.y the use of the one clean, safe, brilliant and healthful Will wen-Electricity, We await your word.
Will you let us do it?
At your servjee
Rogue River Electric Co.

