



## 1930's Entertainment

In the early 1930's Portland had three new entertainment venues wired by NECA/IBEW Local 48 members: Jantzen Beach, Lotus Isle and the Multnomah Kennel Club greyhound racetrack.

Jantzen Beach was named for one of the park's investors, Carl Jantzen, of Jantzen swimsuit fame. When it opened it surpassed all attendance expectations; over 30 million people patronized the park through its 42 years.

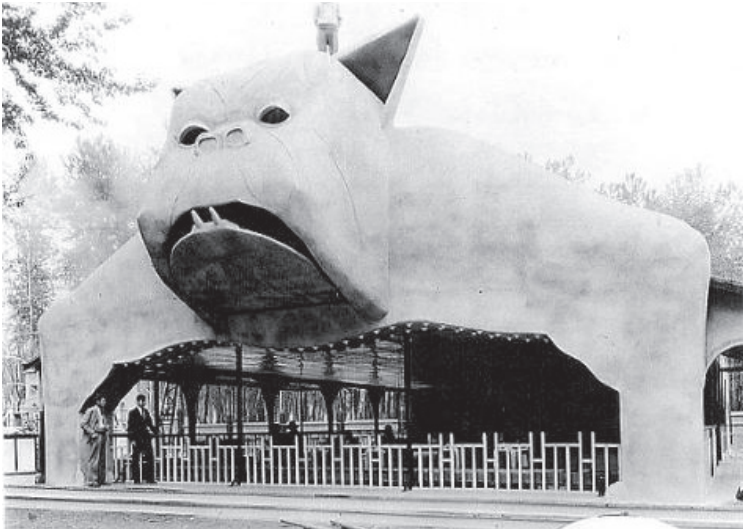
For ten cents guests could enjoy the merry-go-round, fun house, Big Dipper roller coaster, Golden Canopy Ballroom, four swimming pools, 25 acres of picnic grounds, and 15 acres of parking.

Lotus Isle, at the time of its opening, was the largest amusement park in Oregon. Located just east of Jantzen Beach, the park consisted of 40 attractions including bumper cars, a roller coaster and a dance hall called the Peacock Ballroom.

The greyhound racetrack built to the east of Portland had a kennel area that could hold 840 greyhounds. The work IBEW Local 48 members did on the track was featured in The Electrical Workers' Journal.

"And now all you sport lovers, and especially dog racing fans, just check Portland on the map as having one of the finest quarter mile race tracks of its kind in the country. From bright illumination (the races are held at night) to mechanical rabbits and electric timing scoreboards, you will find the latest type and design."

As Portland's hot spots come and go over the years, NECA/IBEW Local 48 will continue to be the ones to wire them with the latest technology and unsurpassed professionalism.



Bumper cars at Lotus Isle amusement park

## Licensing

In 1935, Oregon made it a requirement that people installing electrical equipment or wiring, and merchants selling electrical materials, to have a license from the Bureau of Labor. The purpose of this law was to eliminate the widespread sale and installation of substandard electrical goods.

Today, the multitude of websites, apps and service sites make it easy for fly-by-night shops to reach customers without them realizing they are choosing an unlicensed provider.



Early Electricians

NECA/IBEW Local 48 takes licensing and bond certifications very seriously – it represents all the hours of training and the earned skills of our members. It's one of the pillars of excellence that the partnership is built on.

We've added "Licensed and Bonded" to all our ads to remind customers that by using a NECA/IBEW Local 48 company or electrician, they're getting someone who knows the most up-to-date safety electrical procedures.

We want consumers to get the sense that licensed and bonded electricians are reliable, and will get the work right the first time. We want them to know that not every provider can say it's licensed and bonded, that it's only those who are committed to providing the best service that receives such distinction.

Moving forward, NECA/IBEW Local 48 will continue to remind consumers and customers that our members are licensed and bonded.