

Wouldn't you like to have 12 dividends every year

Many of our customers have already purchased or subscribed for shares of our First Preferred Stock.

It nets them 7.20 per cent on every dollar invested

This is one of the most attractive investment opportunities now before the Portland public. Here are a few reasons why shares should appeal to you.

1. Your income will be regular and dependable.
2. Dividends paid by check on the first of each month or quarterly, as preferred.
3. Exempt from Oregon personal property tax.
4. Dividends exempt from normal federal income tax.
5. Your savings will be safe.
6. Business is firmly established, well managed and permanent.

7. They yield 7.20%. Price \$100.00 per share.

If you subscribe for shares on our easy payment plan, you may pay \$10.00 per share down and \$10.00 a month per share till fully paid for.

We will pay you 7% interest on all your payments until the shares are yours and then your dividends begin to accrue immediately.

Act on this opportunity today.

Inquire at our Investment Department, 820 Electric Building, now.

Portland Electric Power Co.

Portland, Salem, Oregon City and Vancouver, Wash.

The decision you make today may not affect you for ten years

"What you decide today may determine your business ten years from now. It may even not effect you for that long," an elderly business man told a young friend the other day.

"And so you should get information from every possible source before you decide upon any vital matter.

"A man completely absorbed in his own business sometimes loses the outside viewpoint. That is the reason why the counsel of a banker who is in touch with various lines of business is of value.

"A banker of course has no greater foresight than other business men, but his contact with many men in varied lines of industry gives him a composite view of conditions.

"His counsel is always of maximum value when he understands **your** business. Above all, he should know **you**—not casually but as one with whom he has discussed business from time to time."

That is the reason for the friendliness and interest our officers take in every account. We want to be of utmost helpfulness to you.

**THE FIRST NATIONAL BANK
OF PORTLAND OREGON**
THE FIRST NATIONAL BANK WEST
OF THE ROCKY MOUNTAINS
Fifth Street at Stark

The Perfect Spread for Bread

GEM-NUT

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Wholesome

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