

## REACHING

 THE MASSES (Whether your business be retail or wholesale, store or shop---if you deal in merchandise used by the masses, you can reach them most effectively with an electric sign. Night after night your name and wares are "burned" into the minds of untold numbers of people. No other form of publicity can be so insistent as this nor as cheap. It doubles the effectiveness of your newspaper ads, by always reminding people of them.

Portland Railway, Light \&
Power Company
MAIN OFFICE SEVENTH_\& ALDER PORTLAND

Phones Maia 6688 and A. 6131


## WILL THIS END IT?



WON'T ENDORSE THE STATE'S GOOD ROADS SYSTEM

DISAGREE ON SEVERAL POINTS


