

## Ben Franklin

The Bank of Oregon City


Electric light is the magnet that draws trade. The bright store is the "hypnotic eye" of business. People can no more resist the attraction of a brilliant, Electrically lighted store than they can resist the clarion call of a brass band.

Is your competitor with the Electrically illuminated show windows, bright interior and sparkling Electric Sign getting an advantage over you? The moth never flutters around the unlighted candle! Up-to-date stores nowadays consider shopwindow lighting a necessity, whether they remain open after dark or not. Competition forces modern methods.

A show window brilliantly illuminated with Electric light will make many a sale "the night before." Electric light compels attention, makes easy the examination of your display, shows goods in detail and fabrics in their true colors.

And don't neglect the Electric Sign. It is soliciting "tomorrow's" business every moment it is lighted-burning you name in the public mind. It is a solicitor that n

## PORTLAND RAILWAY, LIGHT \& POWER COMPANY

## C. G. MILLER, Agent

OREGON CITY,
OREGON

