 SHIIPPING NEWS

## 

## LOW ROUND TRIP FARES

 Big Bridge CarniradNorth Bend, October

Three Great Days

SOUTHERN PACIFIC

## Sales Increase Wlth Better Light

> Modern merchandising methods demand brilliantly lighted stores-the better the light the bigger the sales. The perfect, sunlike brilliance of Mazda lighting displays merchandise to best advantage, and being smokeless and clean, it makes customers more comfortable.

## Type C. Mazda Lamps Give More Light Than Evea <br> You really get more effective lighting for no greater cost with Type C. Mazda Lamps. We can demonstrate this fact to you very spect. You are doing yourself an injustice if you do not thoroughly investigate this better way of lighting right now.

Oregon Power Company


