

WISE BROS., Dentists


The United States National Bank

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TO GET CAR SHOPS To Give Entertainment.
ellwood Board of Trade Raises Bonus for That Purpose.

## UP-TO-DATE STORES

are being very generally equipped with electric lights, especially where considerable attention is given to display. The store which has not a goodly amount of illumination is now-a-days regarded as a back number. Proprietors of the nost prosperous stores will tell you that plenty
of good light of good light

## Is Necessary

and that there is no light equal to the electric for convenience, cleanliness and effect. In the show window, a light is desired which is free can be turned on without climbing in or even opening the sash. The Incandescent electric lights fulfill these conditions perfectly and will help you

## To Make a Profit

by bringing more customers into your store. If you once get the customer in and the goods are right the business is half accomplished.
PORTLAND GENERAL ELECTRIC COMPANY

PHONE US AND WE WILL SEND OYR SOLICITOR

Seventh and Alder Sts.

