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Our Columbia River Loǵger

And the Price on it is Right

## Mr.

## Shoe Merchant:

We are still making some rattling good shoes. We put Custom oak sole leather in the bottoms, Asbestos leather in the tops and sew them with silk. Do you know what Asbestos leather is? It is the hardest wearing material on the market. If you want some good shoes, let us hear from you and we will guarantee satisfaction.

## REID \& HERTSCHE CO.

It's like a magnet ---- draws people to your store.

It speaks for you by day and does doubleduty at night, burning your name into the public mind. There is nothing so effective as an ELECTRIC SIGN. It will tell the people in a moment that you are up-todate. It will show your location at night. It makes an impression that is not easily extinguished; the public never forgets where it saw anything that impressed them.

They are effective, economical, convenient and tell the tale at the proper time and place.

On flat or meter basis. Special rates made on term contracts.

Call on us and we will be pleased to explain all details.

## PORTLAND GENERAL ELECTRIC COMPANY

