Some Peculiarities Presented by Peru.

 on
por
orn
end
and
nus
on

## DOES DOUBLE DUTY

## AN

## ELECTRIC SIGN

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

It speaks for you by day and does double duty 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

