## People Here and There

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## Power \& Light Co. PREFERRED STOCK

Shares canbe had for Cash or Easy Payments

IF YOU WANT TO KNOW WHERE TO PUT YOUR MONEY SO THAT IT WILL BE SAFE AND PAY YOU GOOD RETURNS THAT YOU CAN DEPEND UPON-THIS STOCK IS WHAT YOU ARE LOOKING FOR. DIVIDENDS HAVE BEEN PAID ON THIS PREFERRED STOCK FOR THE Lást eleven years, without a break. Dividends are paid EEERY THREE MONTHS-ON FEBRUARY 1, MAY 1, AUGUST 1, AND DECEMBER' 1.

## Pay 7\% on your money if you buy at present price

From coast to coast the securities of electric light and power companies are known to be among the very finest investments. The banks and the insurance companies have millions of such as ours. You can do no better than follow the example of your bank and your insurance company, and invest YOUR savings in the electric light and power industry. We have been
supplying electricity to this part of the country for many years. Our bus-
iness is bound to grow and thrive.
In fact it is only because the Company IS growing that we have more stock to sell.
The funds necessary to make extensions and additions to our system must come from the sale of the Company's securities.
$\$ 10$ is all you need to start with when subscribing for a share of our stock. Then pay the balance in easy in-
stallments of $\$ 10$ a stallments of $\$ 10$ a
month. You can get your money back with $6 \%$ interest any time beforest your last payment. We will sell you as many as 25 shares on this plan. $6 \%$ interest allowed on all payments.

Free From Taxation
The Money you receive as dividends from this investment is free from the Normal Federal Income Tax. You can purchase the Stock through any of our employes-they're our salesmen.

NOW more than ever there is need to make every dollar count

Pacific
Power \& Light Co.

| COUPON FOR FREE BOOKLET |  |  |  |
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