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## LIGHT


 Her whistle makes a propeller pushes a steamer to port． $\ldots$ Mans．of momate wifr wores but we dont Do anystings
 Your atulut man ank bank tw


##  NATIONAL BAIKI



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 ORGANIZATION education


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## Cheaper Even than Matches

$A$ box of effery matedes costs but One Cent．Each single match lights for＇wenty seoonds at most－the
sixty matches of the box represent－ ing wenty minutes of the faintest ligh．
A Kilowatt of Electricity keeps a 25－Wa＇t Electric Lamp burning for 40 hours．ALL THIS lighting ser－ vice for little more than a nickel，on the average！Your cent in safety matches wastes away in twenty minutes！！Your penny in power lights a lamp four or five times
longer！！ What gives greater value than＇he small sum you invest in the Electric

Pacific Power and Light Company
＂Always at your Service＂

暲票四

Consider these outstanding Chevrolet values


Sach of the nine nee modets of the Cherovet
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1931 Chevrolets Are Here

A CARLOAD，including four of the new models， was received this week－ all snappy，wire－wheeled ＂jobs，＂they are priced tire and bumpers，ready for delivery，as follows：
Special Sedan Standard Sedan Coach Coupe， 5 window $\$ 832$
$\$ 810$
$\$ 720$
$\$ 720$

These are the cars we have in stock．

FERGUSON MOTOR CO．


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| 19c | 97e | \＄2．98 |



| COFFEE | Pancake F |
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| SYRUP | COFFEE |
|  | 3 Lbs ． |



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