

- ELECTRIC SIGNS

It has long been recognized by the advertising fraternity that LOCATION is the first principal in advertising. Mark well your business loeation and all your other forms of advertising becone nate effecter

The ordinary painted sign over a doorway of a slop is well enough in its way announcing the name and business of the ocelt pant to those close at hand, but the ELECTRIC SIGN, being easily lecible for hundreds of fect, reaches out insistently and compels the attention of those passing at a distance Therefor,
ary sign: IT CONVEYS AN ADVERTISING MESSAGE.

Medford merchants are begiming to vealize the value of this rapidly growing medimm. In a certain western city where the price paid for the electric current is more than it is here, $51 \%$ of the ground floor locations in the husiness sections are marked by eleetric signs over their doors. This does not take into consideration the dozens of roof signs. This city is typical of the MODERN TREND and is but an average example.

The question is often asked whether electrie advertising is better than newspaper advertising. The two are not to be compared nor are they competitive. All live newspapers use electric signs.

ELECTRICITY will make a POOR LOCATION a GOOD ONE. Human beings are like moths, attracted by light. Don't look the secondary effect of one of these signs in lighting your show windows
This form of advertising WORKS WHILE CLERKS ARE OFF DUTY, while everybody is off duty, and has time, liesure and inclination to olserve. Electric signs, even the most artistic ones, are now IN REACH of Medford business men.

We have now on display IN THE WINDOW of Haskins Drug Store; a number of the aceepted standard varieties of elecetri signs. This display is placed to afford an opportunity of comparison and if possible to fit the PROPER SIGN to your PARTICU
LAR NEEDS. The California-Oregon Power Co, has recently given a very LOW FLAT RATE on electric current for signs. We are al ways glad to show those who are unfamiliar with our work, what we have accomplished in this line in the past.

Estimates and specifications will be cheerfully given on any work you may desire.

Phone 5651
B. KLUM

216 East Main

