

ELECTRIC SIGN IS ERECTED

**Largest One in the City Is Placed
at Corner of Tower and
Belknap.**

The Superior Water, Light and Power company has just completed the erection of one of the largest electric signs ever placed in Superior. The sign is to be used by the new department store at the corner of Belknap and Tower avenue, the Golden Rule store of Siegel Brothers.

The sign is 25 feet high and 6 feet in width. It will carry 257 four candle power Tungsten electric lights with a total of 1028 candle power. It is built from a special design by the A. and W. Electric Sign company of Cleveland, Ohio, and weighs 1200 pounds. It will operate on a motor driven flasher which will light one word at a time until the entire sign is lighted.

Thus there will be one more bright spot on the Tower avenue White Way about which there has been so much said of late.