

**SPECIAL TODAY!**

Saturday Only

All 50c Neckwear, Choice  
3 for 50c

Sale Under Direction Creditors' Committee  
**PEOPLES CLOTHING CO.**  
104-106 Third, Bet. Washington and Stark Sts.

**SPECIAL TODAY!**

Saturday Only

\$20.00 Men's Suits, Choice  
\$9.85

Sale Under Direction Creditors' Committee  
**PEOPLES CLOTHING CO.**  
104-106 Third, Bet. Washington and Stark Sts.

**"The Great Light Way"**

The one "Great Light Way" in all this wide and busy world is Third Street in Portland, Oregon. Prompted by that undefinable human quality known as "spirit," the owners of business and property along Third Street have banded themselves together in a sacred compact to advertise their street to the world by bringing to the attention of the public the advantages and desirability of Third Street as a business center. To do this, the permanent order of "Third Streeters" has financed the erection of immense steel arches spanning every street intersection from Yamhill to Burnside streets. In the center of each of these 10 arches a brilliant 750-watt light has been placed and the arms of the arches have been set with 200 ten-watt globes. The total illumination effect of the 87,500 watts of light energy in all of these arches will be turned on promptly at 8 o'clock tonight and a reign of carnival will prevail along the street all during the evening. Not only is Third street the lightest street, but it is one of the longest and widest in the city and it is said that more different lines of business operate along it than any other street in Portland, and that unusually few vacant stores are to be found on its shores.

**The Lion Store**

The Pioneer  
Third-Street Clothing Store  
Invites Every Man  
to Get on  
The Great Light Way  
and Get in  
A Lion Special Suit

The Standard of  
Clothes Value for  
Every Man for  
Fifteen Years.

Every Man is Odd, but We Can Fit Him

We Fit Men  
**THE LION STORE**  
J. H. Rankin, Mgr.

**The Great Sale of Sporting Goods**

is still on and we invite all visitors to the

**Great Light Way**

which opens tonight, to step in and see the bargains we have to offer.

Now, Mr. Fisherman, is the time for you to supply your wants at astonishing prices.

**H. T. Hudson Arms Co.**  
110 THIRD ST.

STORE OPEN THIS EVENING UNTIL 10 O'CLOCK.

**Powers**

June Bride  
Outfit  
De Luxe

\$485.00

4 Rooms

Fumed Oak Living-room  
Golden Oak Dining-room  
White Enamel Chamber  
Mahogany Chamber

**POWERS**  
THE STORE THAT SAVES YOU MONEY  
SIGNED CREDIT FOR ALL - THIRD & YAMHILL



Join the Crowd  
on the  
"Great Light Way"

AND SMOKE  
**P & B 5c CIGARS**

W. H. Dedman Jr.  
167 3d Street

**Saml Rosenblatt & Co.**

Portland's  
Home of

Hart  
Schaffner  
& Marx

**GOOD CLOTHES**

Northwest Corner  
Third and Morrison Sts.

**A "Light Way" Candy Special**

Tonight crowds of people will be drawn to Third street, the "Light Way" of Portland. Sig. Sichel & Co. will be open to invite the many passersby to come in and purchase of their splendid stock.

**Special**

**Park & Tilford's  
Delicious Chocolates**

\$1.00 Boxes for 80c  
50c " " 40c

Also many neat packages selling at 5c and 10c

Very seldom do we cut the price of these world-famed chocolates, but the occasion merits this concession.

Third Street and  
Sichel's Tonight  
Everything for the  
smoker and candy  
for the ladies.



**The New Third-Street Arches**

Were Planned and Erected by Us  
We Supply the Lighting

**Northwestern Electric Co.**

Competition in Electric Light and Power

Now Located in Our New Offices  
Pittock Block West Park Street Entrance

**Ornamental Lighting Arches**

on Third Street

Erection of arches and  
all Electrical work was  
done by

**W. A. KRANER & CO.**  
Engineers and Contractors  
532 Chamber of Commerce

**Are You Wearing Bradford Clothes?**

If not, when you come down on Third street to see the great White Way stop at the Bradford Clothes Shop and see how much you overpaid on your last suit, and you'll say the same as we do—the greatest \$15 and \$20 Clothes west of Chicago.

**Bradford**  
\$15.00 & \$20.00  
**CLOTHES SHOP**

125 Third Street, Between Washington and Alder

**I AM A MOYER SUIT**

For twenty years I have stood for the utmost in Clothes-values in the Northwest.

I have been made a standard at Fifteen Dollars, because I taught men to know they could expect from me the style—the service—formerly thought impossible in Clothes at my price.

Each year I am worn by more men, because my masters are glad to tell their fellow-men how worthy I have been. Young men—men of every age and vocation, will find me ready to meet their ideas.

My fabric is all-wool—my tailoring is the best—my patterns are always up-to-the-minute.

You will find me waiting for you tomorrow at any of the Moyer Stores. I am the famous Moyer Fifteen-Dollar Suit!

**MOYER**

Third and Oak First and Yamhill Second and Morrison

"When you see it in Moyer's ad, it's so."

**The Oldest Reliable Painless Dental Co.**



**DR. W. A. WISE.**  
Always in Personal Attendance.  
Our skill is acknowledged and our promptness in finishing work in one day, when required, is appreciated by out-of-town patrons.  
Dr. Wise is a false-tooth expert. There is "ALWAYS ONE BEST" in every calling, and Dr. Wise lays claim to this distinction in Oregon. 27 years' experience.  
What we can't guarantee we don't do.

Incorporated in Oregon—Making the GUARANTEE on work turned out absolutely good.



SEE THAT SOFT LIP!  
**PLATES WITH FLEXIBLE SUC-TION**—The very best and latest in modern dentistry. No more falling plates. If you are having plate troubles, get Dr. Wise's advice as to what should be done and the cost of doing it FREE. We can extract your teeth absolutely without pain and free where plate or bridgework is ordered.  
Our bridgework has been brought to the highest state of perfection. The teeth on this bridge are interchangeable and will not require re-arranging from the mouth.  
Drs. Fellows and Massey Make a specialty in Crown and Bridgework.

**LOW PRICES FOR HIGH-GRADE WORK**

Good Rubber Plates, each ..... \$5.00  
The Best Red Rubber Plates, each ..... \$7.50  
22-karat Gold or Porcelain Crown, ..... \$8.50  
22-karat Gold or Porcelain Bridge, per tooth ..... \$3.00

**WISE DENTAL CO.** Phone 1  
Main 3029, A 2029.  
FAILING BUILDING, THIRD AND WASHINGTON, S. E. CORNER.  
Entrance on Third Street, Portland, Oregon.