

## ONE OF THE SIGHTS

We Are Selling This \$60,-  
000 Stock for the Benefit  
of the Creditors

Creditors' Committee Selling Out  
**PEOPLES CLOTHING CO.**  
104-106 Third, Bet. Washington and Stark Sts.

## DON'T MISS IT

You Must Come to This  
Great Sale. Men's Cloth-  
ing, Hats, Etc., Sacrificed

Creditors' Committee Selling Out  
**PEOPLES CLOTHING CO.**  
104-106 Third, Bet. Washington and Stark Sts.

## "Third Street Is Reborn"

At the given signal last night, currents of electricity were sent merrily through the lights on the 10 great arches along the "Great Light Way" and the big event was on. The elaborate preparations made by the leading spirits along Third Street at that moment culminated in an artificial conflagration that sent cheers from the throats of the masses of people along the street. Third Street was born anew in its Summer togs as "The Great Light Way." Apparently, every one welcomed the change of name and toggery. What room was left after all of the decorations were set in place was quickly snatched up by stalking pedestrians, snorting automobiles and, yes, umbrellas. As the bands struck up tunes that had good, strong "kicks" in them, the crowds responded to the tickles that they felt and surrendered themselves to the ruling spirit of informality. "Yes, it is too bad that it rained tonight, but then, it makes this great event all the more a natural Oregon affair," remarked one of the partisans last night. "However, I reckon it's a good thing all the rest of them didn't come tonight, because we haven't many more inches of room in these precincts. The rest can come next week."

Choicest Stall Fed

## Beef, Mutton Veal, Lamb

Try Our WILLAMETTE BRAND of

HAMS, BACON and Pure  
Kettle-Rendered Lard, manu-  
factured from choice Oregon  
wheat-fed hogs.

## Boston Packing Co.

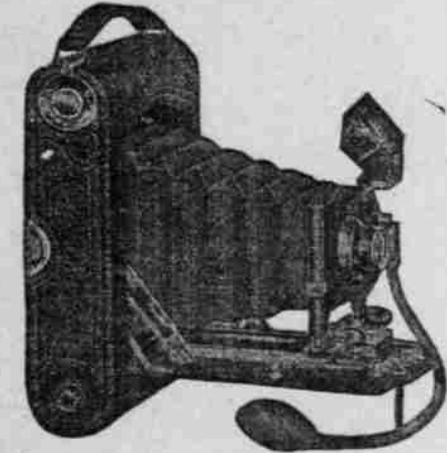
Entire Block, Third and Ankeny Streets

IT is with extreme satisfaction that we participate in the opening of the "Great Light Way"—Gill's corner at Third and Alder has for years been the pivotal point of Portland's shopping district—Recently we demonstrated our faith in this location by the addition of 20,000 square feet of selling space so that our patrons might be accorded the superior service and shopping conveniences that have featured this establishment for nearly fifty years.

IN THE HEART OF "THE GREAT LIGHT WAY"

## Gill's

The J. K. Gill Company - - - Third and Alder Streets  
"IT PAYS TO BE A THIRD STREETER"



## KODAKS

Just received, a fresh stock of film for  
the Rose Festival.

A trial of our Developing and Printing  
will convince you we do the best work in  
the city.

**Portland Photo Supply Co.**  
149 Third Street

Welcome  
to Our



Rose  
City

## WE CELEBRATE WITH YOU The Eastern Hat Factory

Known throughout the West as the largest  
manufacturers of Hats, offer for three days  
only—Saturday, Monday and Tuesday—

Any \$3.00 Hat in the store for.....\$2.00  
Any \$2.00 Hat in the store for.....\$1.50

Remember: During these 3  
days we will clean and  
block your old hat FREE

## The Eastern Hat Factory

64-66 Third Street  
ON THE GREAT LIGHT WAY  
Between Oak and Pine

## Special Reduction Sale

We Are Overstocked and Must Reduce Stock Quickly.  
Hence These Prices:

## Fine Imported Suitings

Bought to Sell for \$38, \$40 and \$45

Special at \$30, \$35 and \$40

Come Early and Secure First Choice. No Trouble to Show Goods



W. F. Hoody - - - Manager

108 THIRD ST.

Tailor for Young Men. Largest Merchant Tailoring House in the World

## Kaufman Hat

From maker direct to you

BEST \$2 HAT ON EARTH

Made in Oregon

88 THIRD ST.  
Opposite Chamber of Commerce

Get Our Number  
268 Washington

Just Off

## The Great Light Way

and when you want

A Diamond

A Watch

A Bit of Jewelry

A Wedding Gift

A Birthday Gift

Come to the  
Store Known by Its Windows  
The Lowest Priced High Grade  
Jewelry Store in the City

## Lefferts

Bet. 3d and 4th on Washington

Low Rent—Good Goods  
Low Prices

173 3d



Glasses Right  
Prices Right



## Your Hair Made Natural Wavy

Beautiful and luxurious, any straight hair made soft and wavy. We guarantee it to last. Shampooing makes the wave more beautiful. Ladies, you can do away with rats, puffs, curls and curling irons. You can dress your hair in five minutes. Come and see this wonderful \$500 electric waving machine. The electric wave makes the hair soft and is absolutely harmless. Immediately after the hair is waved, we shampoo, and positively guarantee the wave will remain permanent. Arrangements must be made in advance to have your hair waved.

**Our Prices Are Reasonable**  
That's Why Our Business Has Grown so Large. We Are Advertised by Our Satisfied and Pleased Patrons. This Is Made Possible by the Large Volume of Business We Do, Which Reduces Cost.

MOLES REMOVED IN FIVE MINUTES—NO SCARS OR PAIN.  
Hair Dressing.....25c  
Face Massage.....25c  
Manicuring.....25c  
Shampooing.....25c  
Children's Hair.....25c  
Bobbed.....25c  
Switches made out of combings.....95c  
Switch Dye, any color, while you wait.....\$1.00  
12 Scalp Treatments for.....\$2.00  
Corns Removed From Both Feet.....75c

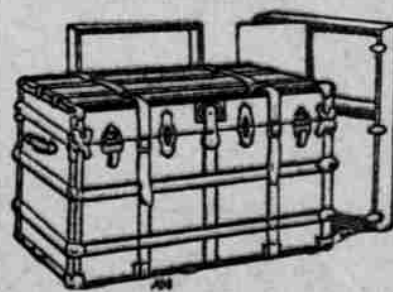
WE DYE HAIR ANY SHADE

WE HANDLE NATURAL HAIR SWITCHES, ALL SHADES, MADE WHILE YOU WAIT.

14 LARGE, AIRY ROOMS, 400 to 414 DEKUM BUILDING.

## Sanitary Beauty Parlors

LADIES ONLY.  
Third and Washington Streets



## Trunk Factory Third and Pine Sts.

Portland Trunk Mfg. Co.

Wholesale and Retail  
Send for Catalogue  
Trunks and Suitcases Repaired  
Trunks and Suitcases  
Made to Order

## PIANOS

AND  
Player Pianos

## GRANDS

The Best Line in the  
City

Knabe  
The World's Best  
Fischer  
Vose & Sons  
Shoninger  
Hobart M. Cable  
Kohler & Campbell  
And Others

## TALKING MACHINES

Now is the time to think  
about pianos. You want  
one and you want the best  
for the money. We have  
it. No question about it.  
Come and see. We are out  
of the high-rent district,  
yet convenient for all.  
Terms to suit.

**KENNEDY  
PIANO CO.**

220 3d St., Near Salmon.  
Phone Main 1258.

## Progressiveness on the Great Light Way

It is not unnatural that progressive measures should have been initiated on The Great Light Way, where progressiveness is the dominant spirit.

As the public well remembers this was the only store that held out unconditionally for Saturday night closing and the eight-hour day, and the first to adopt these measures.

We open at 8:30 A. M. and close at 5:30 P. M., excepting Saturdays, when we open at 9:00 A. M. and close at 6:00 P. M. This arrangement allows our employees to enjoy longer daylight hours and to avoid the 6:00 o'clock rush on street-cars. Arrange to do your shopping before 5:30 P. M.

**Special Announcement!** We take this occasion to make the announcement that following our custom of the past two years, we shall close our store on Thursday afternoons at 1:00 o'clock during the hot Summer months of July and August.

This is the only Portland department store granting its employees a Summer weekly half holiday. It is the duty of every citizen to use his or her influence in making it general.

Department stores of New York and other large Eastern cities have the Summer weekly half holiday. Why not Portland? Third Street leads the way.

Store Opens at 8:30 A. M., Saturdays at 9

**Roberts Bros.**  
THIRD & MORRISON

Store Closes at 5:30 P. M., Saturdays at 6