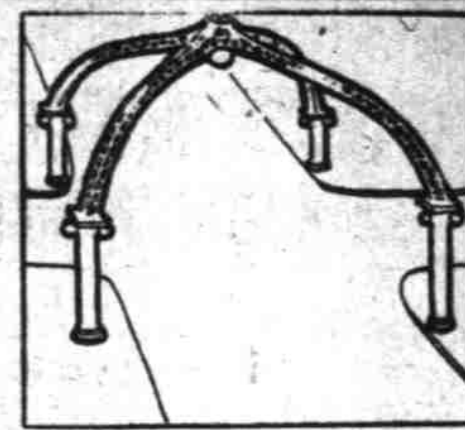


Third Street The Great Light Way



Welcome to Our



Rose City

WE CELEBRATE WITH YOU The Eastern Hat Factory

known throughout the West as the largest manufacturer of Hats, offers for **TWO DAYS ONLY—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



Railway Exchange Building Third and Stark

New, Modern
Reinforced Concrete
Fireproof

Located in the Heart of
the Financial Business District
of the City

First Class Service

In The Basement of The Railway Exchange IS The Puritan Cafeteria

Really the coolest, most attractive, home-like cafeteria in the city. Orchestral and vocal music—and sweet-mannered, well-bred young women to serve you.

MAIN ENTRANCE—272½ STARK STREET



WE JOIN with enthusiasm in the dedication of "The Great Light Way." Our faith in "Gill's Corner" was demonstrated last Fall, when we added 20,000 square feet of selling space to better serve our patrons. For nearly fifty years the best in service and shopping convenience has exerted an influence in making Third and Alder the pivotal point of Portland's shopping center.

"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"

Watch!

The Illuminating Arches

On Third St. (Yamhill to Burnside) Now Being Installed.

All Erection of Arches
and Electrical Work

Done by

W. A. Kraner & Co.

Engineers and
Contractors

532 Ch. of Commerce

THE BUSIEST STORE ON "THE GREAT LIGHT WAY"



Department Store

Dry Goods—Men's Furnishings and Shoes

Special Announcement

During the months of July and August our store will close at 1 P. M. on Thursdays—thus granting our employes a half-holiday during these hot months; also a full week's vacation on full pay to those who have been in continual service the past year. First in this city to inaugurate an eight-hour working day for department store employes.

Marshall 465. A-2929. 2 STORES. Marshall 8215.
Railway Exchange Cigar Co.
J. E. DONOVAN, Mgr.
S. W. Cor. 3rd and Washington. 107 3rd Street.

The Lion Store

The Pioneer
Third St. 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

W. A. Kraner & Co. THE LION STORE, W. A. Kraner & Co. J. H. Rankin, Mgr.

The Oldest Reliable Painless Dental Co.



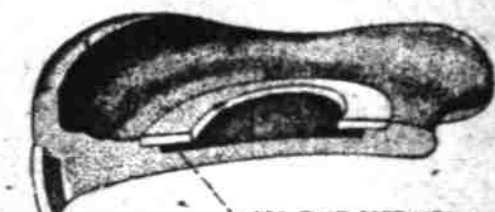
DR. W. A. WISE

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. Twenty-seven 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 SUCTION—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 bridge work is ordered.



Our bridge-work has been brought to the highest state of perfection. The teeth on this bridge are in place and will not change a bit at will without removing the teeth.

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 \$3.50
22-karat Gold or Porcelain Bridge, per tooth \$3.50

WISE DENTAL CO.

Phones—Main 2029, A-2029
FAILING BLDG., THIRD AND WASHINGTON. S. E. CORNER
Entrance on Third Street, Portland, Oregon

White Dairy Lunch

145 THIRD STREET, Between Alder and Morrison
THE PLACE TO EAT

NOTED FOR CLEANLINESS, PROMPT SERVICE AND SUPERIOR VIANDS. REMEMBER THE NUMBER.
W. MARGULIS, Pres.



Railroad Row

Failing Building—Third and Washington Streets

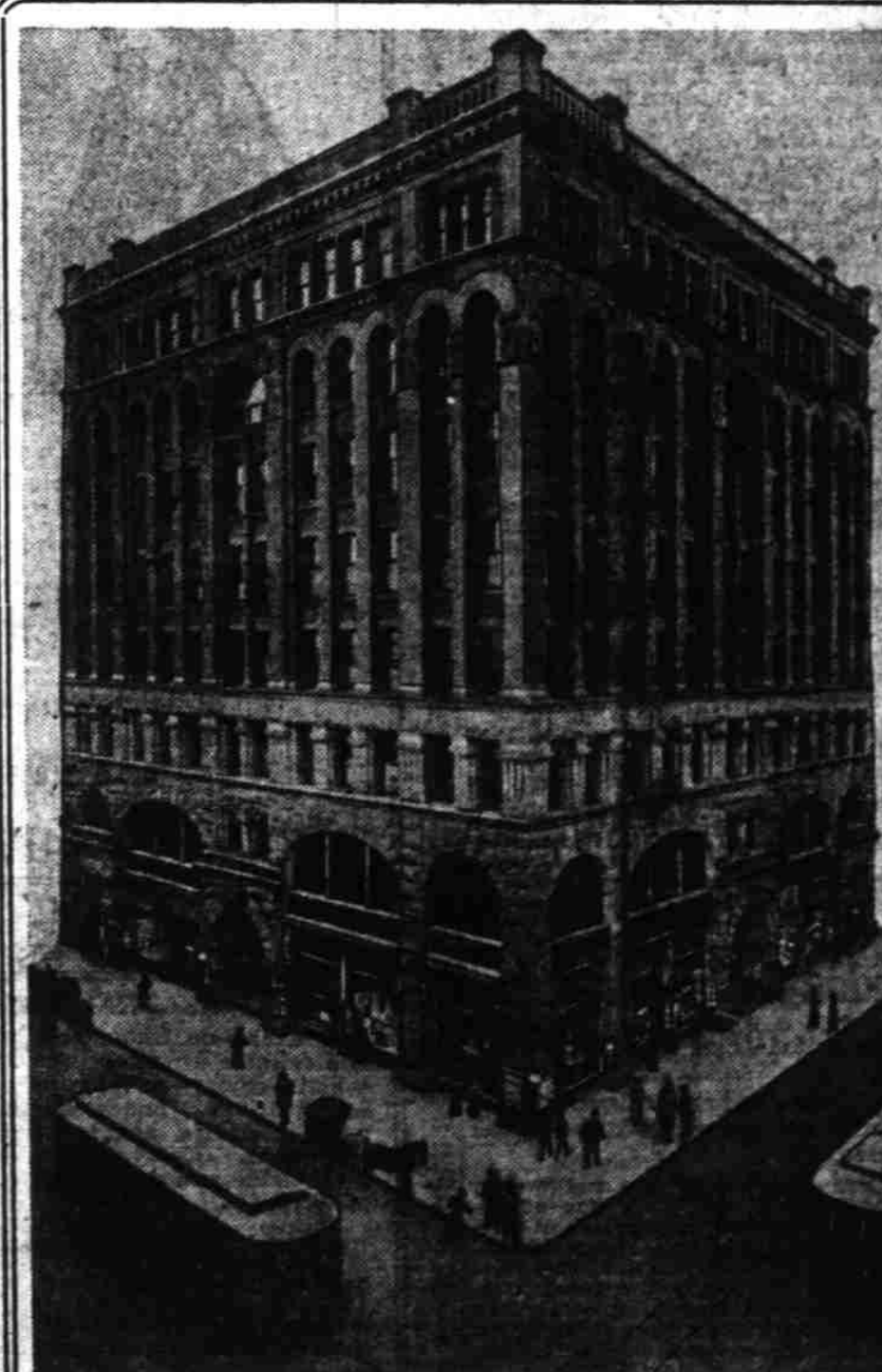
The New Third Street Arches

Were Planned and Erected by Us—We Supply the Lighting

Northwestern Electric Company

Competition in Electric Light and Power

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



The Dekum Building

Southwest corner of Third and Washington streets. An eight-story general office building. Large, Light, Airy and modern offices. Finely equipped—Service unexcelled.

FOR SPACE APPLY TO
MONZE & FOSTER
SUITE 21 DEKUM BUILDING