

A store may shut its doors at sunset, but if its show windows are Electric Lighted and attractively dressed they are doing as effective soliciting for the next day's business as a corps of sales people. Up-to-date stores nowadays consider window lighting a necessity, whether they remain open after dark or not. Competition forces modern methods. Is your store "SHUT UP" after sunset in the old style or in the new?

feature of the occasion. and Filmore streets. The house Last Monday evening Laurel will be modern throng bout and have lodge, I. O. O. F., conferred the thirty-eight rooms," It will be three first degree upon eight new mem stories high and has one of the finbers. Next Monday evening there est views of the city. W. C.

will be work in the second degree Adams has the contract.

There is no known illuminant which will light a shop window as effectively, handsomely and satisfactorily as Electric Light. Fabrics are shown in their true colors and every little detail is brought out in true proportion to its surroundings.

If your window is not Electrically Lighted you are throwing away chances for increasing your business only measured by the number of people that pass your store after dark.

Based on our new scale of Reduced Rates for current on Meter basis, Electric Light is not an expense-it is an ECONOMY.

For information call MAIN 6688.

PORTLAND GENERAL ELECTRIC COMPANY

PORTLAND, OREGON

A Few of This Week's Bargains

On Easy Payment Plan

Nice large boarding and rooming house, good location 2,000 One-Half Cash.

50x100, seven room cottage, river view...... 1,375

All Cash.

Four blocks, half block off Willamette Boulevard, each 100

25x90 business lot on Jersey street. 2,100

See me before purchasing anywhere, as I have exclusive sale

100x100, corner, south St. Johns.

First and Alder Streets, Telephone Main 6688.

on twenty candidates-ten from the peninsula and ten from the local tinues very critical. He had a relodge.

B. H. Beebe, who sold out here very low during the week. An opabout a year ago and moved to eration was performed Tuesday and Castle Rock, Wash., was one of the a bowel was found to be punctured. the town for which he paid \$1200. favorable. The high water of last Friday lifted

the house from its foundations and dealers in fresh and cared meats. carried it down the river, causing a are the latest candidates for favors total loss.

and bath and toilet rooms on both ively. floors. There is a large reading room supplied with a telephone and all the daily papers. All furni-ture is new. It is just the place for

sult manager W. J. Galycan.

sufferers by the flood of last week. The latest report is to the effect He had a fine home in the heart of that his chances for recovery are

The Portland meat Co., wholesale

The condition of J. C. Scott con-

lapse last Sunday, and has been

from the retailers. This firm's The White House, the brand new meats are noted for their excellence hotel at 107 Decatur street, has an and freedom from antificial coloring ad in this issue. This is a hotel for and have been received with favor the working men. It is electric by customers of the St. Johns Meat lighted and has hot and cold water Market, who handle them exclus-

There was a cannonading on the outskirts of the city last Suuday that made some people imagine there was a Siwash uprising. It a home. Read the ad and then conwas only an attempt to bag a few Denny pheasants. The high water had driven the birds to the high ground, and the populace were on

to the fact. Probably a half a dozen birds were secured.

The only damage by the recent heavy rains in St. Johns was the marooning of the city hall and its occupants. The water and mud registered two inches above the overshoe mark Monday afternoon. The slush rose steadily and by Wednesday morning it had reached the danger mark. The cool snap that followed averted threatened disaster.

W. C. Adams has the contract for three four-room bungalows on the corner of Seneca and Dayton streets, Point View, for Mrs. Ander-son, sister of Mrs. W. W. Lytle. Mrs. Anderson came here on a visit from Toronto, Canada, and was so well pleased that she concluded to make her home here, and invest in St. Johns property.

Ten dollars down and ten cents a day are the terms on which Univer-sity Park lots are sold. University Park lots are selling right along while others are still, because University Park has the largest payroll on the peninsula, because it has Bull Run water, a univesity which brings a cultured class, a liquor restriction which excludes saloons. Portland public schools, and first and foremost it believes that a steady growth and good morals pay best in the long run. Francis I. McKenna is the selling agent for University Park lots.

Typewriter For Sale

Small Cononer typewriter, used but a short time, \$25. Inquire at 618 Allegheny street, Point View, for particulars.

Brand New Furniture. you to call and see the new display. It is without The long expected has at last arrived. We want doubt by far the finest line of furniture that has ever been shown in this city. A solid brass bed, a beautiful article that retails for \$50. Nothing too good for St. Johns people.

Ends December 1st.

Corset Cover Sale



We have only two dozen of these in stock, and to immediately close out the line they are offered at the following big reduction:

Made of good mainsook, deep circular yoke, front and back of torchon insert, wide lace trimmed neck and arm holes, gathered front, pearl buttons, draw string attached.

65 cent value for 29 cents.

5 and 10 Cent Goods.

The 5 and 10-cent department is now assuming some importance, and you will find our window full of these goods. The basement will soon contain thousands of items in this line, including woodware, glassware and decorated dishes.



Cocoa Door Mats.

The extra thick, tough mats so

much in demand, with a nice long

fiber that is closely woven. Plain

brown, most popular mat on the

market. Something that every

house needs.

50 cent value.

Umbrella Special Our line of umbrellas is the most complete ever brought to this city. Any thing from a gold handle



You can't buy the same umbrella anywhere else h this city at any price. The cover is also a specially made cloth that will not turn brown.

\$9.80	so value, gold handle					
7.50	value,	gold	handle			4.98
2.25	value,	fancy	y handle			1.79.
1.75	value,	fancy	y handle			1.69
1.00	value,	fancy	y handle			-79
			ren's um			
1.25	value,	child	tren's um	brella	former a	.60
		N	tain Floo	E.		

Shoe Values, Very Special

The new line of shoes that came in the past week far exceeds our expectations as to value and fine appearance, and (o) immediate ly introduce our many customers to the new line we are offering for one week only some very special values in this line.

\$4.50 value in men's extra fine shoes	\$3.37
4.00 value in men's extra fine shoes	
3.50 value in men's extra fine shoca	2,89
3.50 value in ladies' fine shoes	2.89
3.00 value in ladies' fine shoes	2.49
2.75 value in ladies' fine shoes	2.19
Every shoe in the house reduced for this special we Main Floor.	

Ladies' Fascinators

Made of good yarn in fancy colors, good size and decorated with fancy beads. Specially priced. 30 cent value for 19 cents.

Main Floor.

Cotton Batting



This is an odd lot of lace and ribbon of different sizes and patterns. There is some beautiful holly designs in the ribbons of numerous sizes that is just the proper thing for the Christmas season.

Lace and Ribbon Specials

The lace is composed of Valencia laces, some inserts and narrow laces. There is some 600 yards that will be closed out at a smart reduction.

Regular value 5 cents a yard, now r cent per yard.

H. G. OGDEN

Review Office.

of some of the best bargains in St. Johns.

ST. JOHNS, OREGON

600



