

# CHRISTMAS SHOPPING HAS BEGUN ALREADY

And Portland Merchants Have Combed the Marts and Bazaars of the World for Beautiful, Graceful and Useful Things to Put in Stockings.

## PEOPLE DEMAND ART AND UTILITY COMBINED NOW

Toys that Are Almost Human for Children, Rich and Rare Furs and Jewels for Women and Articles Dear to Men on View in the Windows.

Portland's holiday shopping trade has opened earlier than ever before, and it can be conservatively stated that in no previous season have there been seen show windows so beautiful, stocks of merchandise so large, and holiday displays so interesting. When it is considered that the markets of the world are searched by Portland storekeepers in an effort to assemble the best products and the newest ideas here, and that an army of men and women study to make these displays brilliant and original, there should be no occasion for wonder at the Portland woman's fondness for holiday shopping.

The holiday trade has begun a week or two earlier than usual, said Charles W. King. "I know of no reason, excepting that we were ready for it earlier, and began advertising the displays, last Monday we had the largest crowd ever seen in this store."

It is undoubtedly the banner year of holiday displays in Portland. Stores, windows, counters, extra tables and shelves are crowded to their capacity. A member of a firm that has 1,250,000 feet of floor space complained that they only trouble to lack of room in which to display their stock. An immense number of extra clerks and cash boys are employed to take care of the holiday rush. One of Portland's big stores has engaged 150 persons in addition to the regular force, to help on its various floors during the holidays.

Mechanical toys and children's books are perhaps the center of interest in all these preparations. The storekeeper's last thought on retiring at night is solicitude for the convincing power of the toy display, and his first thought on coming down to the store in the morning is: "Will these things please the children?" He orders the entire stock of mechanical toys spread out on the display tables and views them critically. He delegates to no subordinate the task of testing the mechanical devices. He tests them himself. Every performing animal is wound up by his own hand and watched through its performance.

This morning one merchant put in two hours of nerve-racking toil trying to perfect a system of electric rail and water transportation around a 20-foot table, including an electric pile driver, trip hammer and lighthouse, surrounded all the time by a crowd of interested children and anxious mothers. When at last everything was running smoothly there were sighs and exclamations of satisfaction more than sufficient to repay a merchant for any number of hours of distress.

These momentous questions have been the burden of every Portland merchant's life the last week and the care that has been bestowed on displays to please a child has brought great results. The windows contain special exhibits that would rival a world's fair for beauty and variety.

Portland is a city of specializing in merchandise. The passer by the great show windows of a big store sees a parade of the most exquisite styles of everything from baby's cars, dolls and dresses to sofa pillows and automobiles. Everything is thought of and provided, even to the now-fangled dressing gowns and gorgeous smoking jackets for "father." And Portlanders do not forget their umbrellas when they go Christmas shopping. There are displays of beautiful umbrellas costing all the way from \$1 to \$20.

The show windows of the jewelers and the furriers are also to be classed among the commercial allegories that women term "dreams." The newest creations from Amsterdam and New York glisten under the show cases of Portland jewelry stores. The most magnificent furs from the arctic hang in the windows of Portland furriers. There is an appropriateness in the close proximity of jewelers and furs. Where the windows of a jewelry house and a furrier store adjoin, there women always seem to linger longest. The book stores, and the drug stores with their elaborate lines of sundries, are among the most attractive places. And, it is needless to add, there are the candy emporiums.

Complaints are always about about the distractions of Christmas shopping, the wear and tear on the nerves, the incessant jostling and pushing; and yet it is probably safe to say that nine women

out of 10 thoroughly delight and glory in it. There are so many beautiful things to see, that even if one sighs because she cannot purchase all she wants she must be pleased that there is so much from which to choose. The staple can always be had, and are always welcomed, with only slight changes in details from year to year. Then there are always scores of novelties to appeal to the "faddist" and the collector.

There is a tendency among Christmas buyers to get useful articles for gifts. What Beauty and Utility. Fancy manure and toilet cases, celluloid boxes and frames are relegated to the garret after a short period of appreciation, and so articles of weather apparel are displacing them. French linen and beautiful silk hostery are much in vogue as Christmas gifts this year.

Umbrellas are necessarily a popular gift in this region and beautiful novelties have been introduced. Among the newest and most elaborate are the jeweled gunmetal handles, which, though elegant, have the advantage of being more subdued than the gold and pearl. A neat handle, appearing especially on men's umbrellas, is of leather, carved, embossed or inlaid and mounted with gold or oxidized silver. The carved ivory, though less new, vies with it in popularity and, of course, the silver filigree is always good. Many women prefer the natural wood to the more showy styles and very pretty ones are shown in simple, unpretentious patterns.

Another popular gift is in furs and the department stores are showing a large line of the goods in this line. The heavy furs in fox and squirrel and the smaller pieces in beaver are popular and one is almost reconciled to biting cold for the chance to store away one's hands in the great, soft cylinders they call muffs. And such dainty conceits one can find in muffs!

New Handkerchiefs. Speaking of fur, reminds one of the beautiful new things that are being mounted and with a chain! A thing of beauty so pretty and soft, and yet so useful, for it holds so much. Leather goods admit of many changes of style in details. The really smart woman must have a new hand-bag every little while, for now they are round, now square, now bulgy, now flat, now with metal chains, now with leather straps. But now the chic thing is a handsome patent leather, in the envelope style, with red linings. Another pretty style is in the light leathers, with the alligator skin and suede are also used. Suede is so popular in slippers, too, this season, and the daintiest little patterns in soft grays and browns are being made. The thing in shoes is, perhaps, the poisoned calfskin, used effectively in women's house slippers. Suede is used also.

Beautiful pieces in art ware are displayed by the jewelers. Handicraft bronzes, dainty articles in l'art nouveau, Bohemian and Venetian glasses, bronzes, Urnians ware, are all shown in varying styles. Art lanterns, brass and silver present graceful figures from life, mounted with delicate shades in opalescent tints. Various novelties are given in the negative. Figures are shown in the light to emphasize. A particularly pretty one gives the moire effect. Shells, with pink tints, are used as shades and the figure stand is almost lightly holding the figures aloft. Candlesticks have a popularity they cannot lose, for they are as useful as ornamental. Gun metal novelties are shown in match and cigarette cases and similar articles. Silver toilet articles, either very elaborate with the blown flowers and figures, or perfectly plain with only the monogram.

## WHY THIS DELAY, MAYOR WILLIAMS?

His Honor Still Making Up His Mind in Tanner Creek Sewer Matter.

IT'S A BAD JOB, HE SAYS, AND LETS IT GO AT THAT

Council Agreed that Recommendations of Committee Should Be Carried Out.

All action regarding the Tanner creek scandal is suspended awaiting the recommendations which will be made by Mayor Williams to the city council next Wednesday.

The mayor is still seeking information regarding the sewer. He is convinced that it is a bad job, and is trying to get some idea as to what repairs are necessary to put the drain in good condition. The repairs have to be made, he is convinced, but to what extent, for what cost and by whom to be made are among the queries that he is putting to himself.

Not one of the men who have gone into the sewer as investigators has given any estimate of what it would cost to put the conduit in condition to comply with the plans and specifications. They have pointed out various defects, but whether they are all that are to be found is not known.

The mayor does not know whether he will have Riner make the repairs or whether he will have another contractor do the work. Riner would rather have some one else make the repairs. Contractors are not anxious to repair the drain, since it has proved such a misfortune to all who have been connected with it.

On council's recommendation for the removal of City Engineer Elliott, the mayor is non-committal. It is thought that he will refuse to act on the recommendations and will allow Elliott to retain his office.

Whether or not the council will tolerate any such stand, is a question. When the report of the council committee of investigation came before the council, it was adopted with but one dissenting vote. Councilman Merrill voting in the negative. He did so because he thought the recommendations were not severe enough. It is thought that every member is convinced that Elliott should be removed.

## PACKERS VOTE TO EXTEND THE SEASON

Will Recommend Legislation to that End in Oregon and Washington.

ONE CANNERYMAN DENOUNCES ACTION

Says the Fishing Season Should Have Been Shortened to Protect Salmon.

(Special Dispatch to The Journal.) Astoria, Or., Dec. 14.—The salmon packers of the lower Columbia river district and some of the cold storage men favor a slight extension of the season. The meeting was held at the offices of the Columbia River Packers' association, and it was a gathering of the cannerymen's association, of which J. G. Meier is chairman and George W. Sanborn secretary. The men present are: Sylvester Farrell, Portland; F. M. Warren, Sr., Portland; Henry S. McGowan, McGowan; Thomas Nelson, Union Fishermen's Co-operative Packing company; W. E. Tallant, Tallant-Grant Packing company; H. Lindenberg, cold storage concern of Lindenberg & Co.; George H. George, secretary of the Columbia River Packers' association; Fred Barker, George & Barker; J. A. Seaborg, Seaborg Packing company; Chris Schmidt, the cold storage firm of Schmidt, Brock, E. H. Astoria; J. G. Meier, Brookfield; Samuel Elmore, vice-president and general manager of the C. R. P. A.; George W. Sanborn, Sanborn-Cutting company, and Fish Warden Van Dusen.

Many motions were voted down. According to the statement of one of the men who attended the meeting, the resolution agreed upon was adopted only after a long discussion. It is understood that Samuel Elmore offered a resolution to the effect that the season should not begin until May 1, and that it should close August 15 or 20. This resolution was one of those killed by the packers.

It was impossible to learn just who offered the resolution which was finally adopted. The resolution favors re-enactment of the existing fishing laws, with the exception of one alteration, namely, that the season be extended to August 20. The resolution further contains the idea that the laws of the states of Oregon and Washington should be identical, and that they should be enforced.

It is the understanding that the action of the packers will be submitted to the legislators of the various lower river canneries when they meet in this city tomorrow for the purpose of discussing the situation, with the idea in view of concurrent legislation in the two states.

Denounces the Proposal. One of the packers who attended the meeting denounces the action of the cannerymen as a violation of the industry's effort to protect the industry. "The packers have resolved not to protect the industry, but to still further deplete it," he declared to a newspaper man. "The situation is about as follows: In the past we have fished out the early salmon, until now we must content ourselves with late fish. The supply has been so badly depleted that anything like its former proportions the packers have declared for a longer season."

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They embody the latest grace of Overcoat form, and are precisely the garments that the best dressed men in America will be wearing. To look at them is an education in the Overcoat styles of the present season—to possess one is to have the highest merchant tailoring work and most exclusive materials at fractional prices. Hand-made Sample Overcoats, varying in length from 44 to 60 inches—with plain backs or belted backs—33 distinctly different patterns. The rich browns and sober grays figure prominently in the showing.

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- "Morganatic," by Max Nordau.
- "The Man on the Box," by Harold McGrath.
- "A Texas Matchmaker," by Andy Adams.
- "The Truants," by A. E. W. Mason.
- "The Eagle's Shadow," by James Branch Campbell.
- "The Yellow Holly," by Fergus Hume.
- "Vergilus," by Irving Bacheller.
- "Never-Never Land," by Wilson Barrett.
- "When Wilderness Was King," by Randall Parrish.
- "Baccarat," by Frank Danby.
- "The Soldier of the Valley," by Nelson Lloyd.

### Illustrated Gift Books

Particularly appropriate for Christmas

- "Christmas Eve on Lonesome," by John Fox, Jr. for \$1.08
- "Out to Old Aunt Mary's," by James Whitcomb Riley \$1.60
- "Kitty of the Roses," by Ralph Henry Barbour; price \$1.60
- "Mr. Kris Kringie," by S. Weir Mitchell \$0.96
- "Lili Gal," by Paul Lawrence Dunbar \$1.50
- The New "Gibson" Book, "Every-Day People"; price \$4.20
- "Nancy's Country Christmas," by Eleanor Hoyt; price \$1.08

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### OTTON CONVENTION.

(Journal Special Service.) Shreveport, La., Dec. 14.—This was another interesting and busy day for the delegates to the national cotton boll weevil convention. Two sessions were held and both were replete with features of interest. Among the papers and addresses presented were the following: "The Nation's Interest in Cotton," Edward Atkinson, Boston; "The Cotton Factories Interests in the Boll Weevil," Hon. J. A. Tompkins, Charlotte, N. C.; and "Cotton Transportation," E. L. Russell of the M. & O. railway, Mobile, Ala.

### OPERA HOUSE BURNS.

(Journal Special Service.) Stanford, Conn., Dec. 14.—The Grand Opera House building, containing the theatre and several stores, was burned this morning. Loss \$100,000.

## Another "Want Ad" Premium

In order to still more widely introduce the want ads into Portland homes another valuable premium will be given with every cash "want ad" for either the Sunday or Daily Journal for the coming week.

# This Time It's Pony Brand Coffee

A coffee imported and roasted by THE ELECTRIC COFFEE CO. Portland, Oregon.

Pony brand coffee is made from coffees carefully selected, then scoured, cleaned and milled by the latest and most approved machinery. It is carefully blended and dry roasted, thus retaining all of the flavor and the aroma. Every pound is guaranteed to please the consumer or it may be returned. As for the want ads, much might be said, space permitting. If you have used them you know what wonderful little giants they are for accomplishing big things. They run your errands, sell your property, supply your help, rent your rooms and a thousand other things. You should get the habit of using them.

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