

# MILLIONS FOR CHRISTMAS GIFTS

### Christmas Not Only an Institution; It Is an Industry, for Maker, Seller and Buyer of Gift—America Greatest Giving Nation.

By FREDERIC J. HASKIN.  
(Copyright, 1908, by Frederic J. Haskin.)  
New York, Dec. 18.—Between the first and the twenty-fifth of December the American people will part with \$100,000,000. It will go to the buying of Christmas gifts. For years the newspapers and the merchants have been preaching the gospel of the wider range of selection at the beginning of the season; of the freedom from crowding and the opportunities for prompt and more efficient service which is received by those who come early and avoid the rush. But the nearer approach of the holidays brings a vast majority of buyers that makes the great majority prefer the hurly-burly of the last few days of the season.

The average reader has no conception of the immensity of the Christmas trade. In New York there are a half dozen big express companies, each of which has cars of its own, freight yards and piers, scores of stables, thousands of horses, thousands of wagons, vans, etc., and thousands of men. A single depot of a single company can handle 45,000 packages in one day. Yet with all this vast distributing machinery and the addition of every other available horse and wagon in the city, they are still overwhelmed by the tremendous tide of Christmas goods that sweeps out of the shops into the homes of the city. America is the greatest gift-buying nation on the globe, and New York City is the greatest gift-buying place in America.

**Two Hundred Million Gifts.**  
The packages that go out from the stores of the land tell of the rise and fall of fads. Who does not recall the chunks of coal which were so widely given in 1902—a commentary on the results of the coal strike? Then came

the little rocking chairs, and after them the Teddy bears. But their vogue is past, and this year the doll will resume its place as the gift par excellence for the little girl. Santa Claus has distributed \$100,000,000 over this broad land, and it is expected that every one of them will get into the arms of some little girl-mother before Kris Kringle journeys back to his North Pole home.

It is said by the department store people that the sale price of the average Christmas gift is perhaps less than 50 cents. Comparatively few of them are sold for more than 25. No one has ever taken a census of Christmas giving, but careful and experienced observers would place the total number of presents given at about 200,000,000, about one half of which are bought during the last seven days of the season.

**America's Stocks Best.**  
Not long ago Mrs. T. P. O'Connor, the wife of the great Irish commoner, visited America and studied Christmas shopping here. Her verdict was that the American people have better stocks to select from than either the English or the French. She found better selections in New York than in Paris or London, especially in gifts of silver and other things of value.

There was never a time that taxed the advertising man of the big store as Christmas time. He must draw the crowds, and he hatches up some strong trade-pulling schemes. A large number of stores hit upon the idea of having an immense horn of plenty, reaching from the top of the building to the main floor. Yet the most interesting of them was the one at Santa Claus with one of his reindeer is there, gathering up the profusion of gifts, ready to start on his round of the earth. The great scale on which the thing is planned may be imagined by the fact that the reindeer weighs a thousand pounds. Every child in Tacoma wants to see that Santa Claus, and it has proved a great business success. The store gives each child that comes a package of candy. Santa Claus handing it out with his own hand.

**Cash Sent Beyond Seas.**  
A large percentage of the foreign element in the country has to pay but little heed to the advice to shop early. To them good hard cash is the best Christmas present, and they shop at the post-office, sending money orders to send their savings to the faraway homes over the seas. It is estimated that \$50,000,000 was sent back to Europe last Christmas, \$15,000,000 having gone from New York alone. The early rush in the foreign money business indicates that even last year's record may be broken this year.

Christmas buying pays but little heed to the state of the times. Although last year was one of the hardest, financially, that has been experienced in a dozen years, it is said that Christmas sales in the United States were greater than ever before. Advertising has all but revolutionized the giving of gifts in the United States. Things ornamental but of little use were once the rule. The advertiser recommended things that were useful and his advice is being taken in a growing ratio. There was method in his madness. He knew human nature well enough to know that a person will spend more for a useful article than for one purely ornamental, which means more business for his firm.

**A National Santa Claus.**  
Some one has suggested that there ought to be a National Santa Claus association in the United States. The proposition may yet take shape. Last

## IRRAWADDY FARMERS AT ISLAND CITY

### Agricultural College Professors' Institute in the Grange Hall.

(Special Dispatch to the Journal.)  
La Grande, Or., Dec. 18.—The farmers' institute held at the Grange hall near Island City yesterday was a greater success than was anticipated. The institute was the auspices of Blue Mountain grange, 346. The program was practically the same as announced previously. E. B. Schmitz, forest supervisor at Eugene, was present and gave a talk upon the conservation of the forest. His interesting remarks aroused much enthusiasm. He dwelt particularly on the benefits that will result to the Grand Grande valley by reason of the irrigation scheme now under way. Professors Bradley and Scudder's talks were very interesting. The young people of the grange hall neighborhood added to the enjoyment of the program by speaking and singing. The entire community took a basket dinner and made a gala day of the occasion. At the evening program Dr. Withycombe's talk was continued. An illustrated stereopticon lecture on livestock and the Agricultural college and its work aroused great interest.

**Year a Miss Phillips of Philadelphia** year around the offices of that city appealing for 2 cents from each person she met, with which to get presents for destitute children. The work was not in vain, and she collected enough money to get presents for hundreds of children. This year she has been so successful as to lead others to hope that National Santa Claus association may be formed before Christmas 1909 rolls around.

**Christmas at White House.**  
The dealers in Christmas trees are preparing for a big trade this season. The ethos of forest preservation appeal little to them. It is a chance for making money that cannot be overlooked. President Roosevelt has set an important example in evergreen tree preservation. There is no Christmas tree in his home. He prefers to allow them to continue standing in their native forest. The presents are all placed in the library of the White house, which he carries the key until Christmas morning. At the appointed time he opens the door and each inmate of the house claims the presents bearing his name. Quentin has not reached the age where he has the respect for a tree that his father has, so he has a closet in which he rigs up his own tree, not a very large one however. Most of the presents are homely—apples, oranges and peanuts for instance, but being the son of a president has never been allowed to pull his taste for homely things.

**The Everlasting Christmas Tree.**  
It has remained for the parents in a negro family to find a substitute for a Christmas tree. They were too poor to buy one. So they took an old umbrella, tore the cover off, planted the handle in a box, raised the ribs, and proceeded to hang their presents on the improvised tree. When their children awoke next morning they were as happy as if they had the finest tree ever grown in the woods. Why might not this idea lead some genius to invent a folding Christmas tree that might be stored away from year to year?

The importance of the Christmas trade was recently illustrated by a ruling of the department of agriculture and the action of business bodies thereon. The cattle of some of the Middle Atlantic states have been suffering from foot and mouth disease. In order to prevent its spread to other states the department of agriculture issued a rule that nothing packed in hay or straw should be shipped from any of the infected states into other states. This struck New York and Philadelphia pretty hard. These cities are the great Christmas goods distributing centers and they were denied the use of ordinary packing crates. The business bodies of those cities took up cudgels against the order, but without avail. It is estimated that its enforcement during the Christmas season will cost at least \$100,000.

**Red Cross Christmas Stamps.**  
The people of the big cities all over the country are heeding the advice to shop early and often in so far as it relates to the Red Cross Christmas stamps being sold in the interest of hospital work. It is probable that 60,000,000 of them will be sold before the season is over. There has never been anything gotten out that has struck the popular fancy so forcibly as these stamps, and the only trouble which is being experienced by those who are selling them is to anticipate the demand.

Passenger trains have trouble to maintain their schedules during the last few weeks of the Christmas buying season. The express companies reap a veritable harvest. They generally figure on making several times as much money in December as in any other month of the year, and the same is true of the national government. The December mail probably offsets that of any other two months in the 12, and the Christmas business goes a long way toward keeping the annual deficit of the postal service down as low as it is.

**Makes Shopping All the Year.**  
Christmas shopping is but a matter of a few weeks with the public, but it is uppermost in the minds of thousands for the better part of the year. Toy-makers begin to get ready for another Christmas before this one passes. When the child in some measure home plays with his expensive toys, he is happily unconscious that some other child is working in order that he may have new toys next year. The importer begins to get his goods before midsummer, and before the autumnal equinox the drummers have completed the rounds of their business, and it only remains for the retail merchant to finish the process.

**BEND SCHOOL NOW IN DISTRICT HIGH CLASS**  
Bend, Or., Dec. 18.—In compliance with a petition from the Bend school board, to have the local school recognized as a district high school, the county boundary was changed at the school last week and as a result L. D. West, clerk of the board, has just been informed that the school was found to be equal in efficiency to the county high school and the petition for recognition granted.

As a result the Bend schools will receive considerable back taxes and in the future will be immune from the county high school tax.

**Only One "BROMO QUININE"**  
That is LAXATIVE BROMO QUININE. Look for the signature of E. W. Grove. Used the World over to Cure a Cold in One Day. 25c.

**TOYS, GAMES AT COST**  
Closing Out All Christmas Toys, Dolls, Games, etc., at Cost.  
All mechanical toys, dolls, games, books, manicure sets, glove boxes, etc., etc., to be closed out at once. Come, take them away at wholesale cost. McAllen & McDonnell, Third and Morrison.

**Save Money Here**  
Good potatoes, sack, \$1.25.  
Good eggs, dozen, 25c.  
Good butter, roll, 50c and 70c.  
Excellent coffee, pound, 25c.  
**PURE FOOD SHOP,**  
555 N. Union, bet. Felling and Shaver.  
Metzger's Jewelers and Opticians, 442 Washington st., bet. 7th and Park.  
Don't miss Drake & Swan's silk petticoat and waist special Friday and Saturday.  
Eye glasses, \$1 at Metzger's.

## RELATIVES ON SCHMITZ' BOND

### Deposed Mayor Offers List of Persons to Qualify for \$120,000.

(United Press Leased Wire.)  
San Francisco, Dec. 18.—Instead of employing a surety company to arrange his bond, former Mayor Eugene E. Schmitz has decided to accept the services of a number of his relatives and intimate friends. District Attorney Langdon is investigating the list that Schmitz' lawyer, Frank C. Drew, presented yesterday.

Schmitz has had a hard time finding sureties since it developed that his friend, William J. Dingee, the former "cement king," was financially unable to remain on his bond.

Schmitz offers as his new bondsmen, to qualify in the sum of \$120,000, Mrs. Johanna Driscoll, his mother-in-law; Miss M. Driscoll, his sister-in-law; E. F. D. L. and Jerry Driscoll, his brothers-in-law, all of Watsonville; John Murphy, his brother-in-law; Miss Nellie Dignan, sister of former Chief of Police Dignan; Dr. O. W. Jones, William Jones and Mrs. Annie T. Haynes.

## FEDERAL CONTROL OF RAILROADS

### Lane Says Pro-Harriman Decision Brings End That Much the Nearer.

(United Press Leased Wire.)  
Chicago, Dec. 18.—Railroad men are discussing the statement of Franklin K. Lane, interstate commerce commissioner, that soon the question of federal control of the capitalization of railroads will be the paramount issue to be fought out between the government and the railroads.

Lane spoke yesterday on the subject of Harriman, Shonts, Roosevelt and Taft and during the speech referred to the recent decision of the supreme court that Harriman need not answer certain questions relating to his purchase or disposal of railroad stocks, as the strongest weapon yet forged in the fight of the commission.

Lane maintained that federal control was bound to come and that already the commission had developed in the railroad officials a serious respect for the law.

Lane declared that every railroad

## BURIAL OF SECOND PTOMAINE VICTIM

(United Press Leased Wire.)  
Vallejo, Cal., Dec. 18.—Trouble over the body of Mrs. August Rose, a ptomaine victim, which for a time threatened to lead to a refusal of a burial permit, was adjusted and the funeral was held yesterday afternoon.

The victim's stomach is now in possession of Medical Inspector Frank Anderson, U. S. N., at Mare Island navy yard, and a careful examination of it will be made.

Mrs. Rose was the second victim of the fatal luncheon served at the launching of the present law, but under some law that will come.

Eyes tested free at Metzger's.

## REDUCTIONS ON OVERCOATS AND CRAVENETTES



**Worth \$15 to \$20—Our Price \$10**

No description is adequate to express the general excellence of these garments over those commonly bought at \$15 to \$20, and which we are selling for \$10.00.

## THE RED FRONT

**TWO STORES** Cor. First and Taylor Sts. Cor. 3rd and Burnside Sts.

## MEN'S AND BOYS' HIGH TOPS

At Bankrupt Prices

- \$1.95 For boys' \$3 and \$3.50 high tops; without buckles.
- \$2.95 For men's \$4.50 and \$5.50 high tops, blacks or tans.
- \$3.95 For men's \$6 and \$6.50 high tops, blacks or tans.
- \$4.95 For men's \$7.50 and \$8 high tops, blacks or tans.

ALL SIZES. Get Your High Top Boots Now

### SAMPLE SHOE STORE CO.

208 Morrison St. TWO STORES 143 Second St. Bet. Front and First Near Alder



## Once You Try You Will Always Buy

# Chief Corn Flakes

Healthful and Delicious  
Always Ready, Always Fresh

We Supply Your Grocer Just As He Needs Them

Made in Portland By

## Oregon Flake Food Co.

## THEY ALWAYS RETURN In Good Condition. WHY? Because They Are Made to Travel



Old Trunks Taken In Exchange

They are strictly "Made in Oregon" Trunks, By "Made in Oregon" Men, Out of "Made in Oregon" Lumber, For "Made in Oregon" People.

What would give better satisfaction for an Xmas present than a good Trunk or Grip?

### The Portland Trunk Mfg. Co.

2—STORES—2  
54 Third, Corner Pine. 107 Sixth, near Stark.

## JOURNAL HOME INDUSTRY NUMBER

WILL BE ISSUED

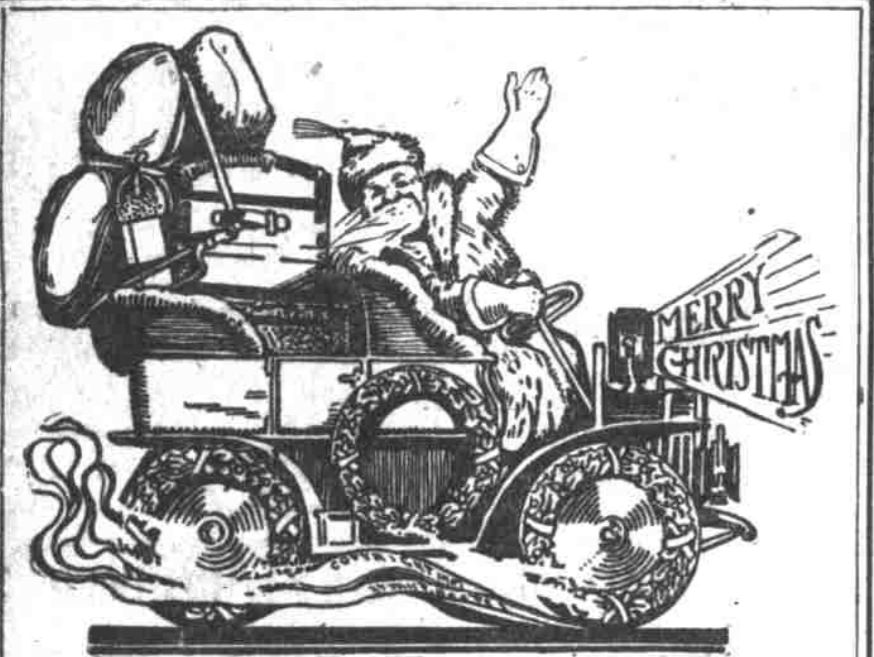
### Thursday, December 31

Copy for advertisements for this special manufacturing number must be at The Journal office not later than Saturday, Dec. 26.

Space Is Filling Up—Get Your Copy in and Arrange for Space at Once or You May Be Too Late.

Place your orders in advance for copies of this Home Industry number, or you may not be able to secure what you require.

## Price Two Cents a Copy



Santa Claus has the right of way, and he's coming under full speed. Are you ready to meet him? Only five more shopping days before Xmas. Everything in the line of useful presents for man and boy is here.

## Here Are Some of Our Specials:

- Men's Suits, Overcoats and Raincoats, \$25.00 values, now selling at... **\$14.85**
- \$4.00 Fancy Vests now selling at... **\$2.35**
- \$5.00 Dress Trousers now selling at... **\$3.85**
- \$2.00 Holiday Slippers... **\$1.35**
- \$2.50 Soft and Stiff Hats... **\$1.85**
- Smoking Jackets and Bath Robes, values to \$10.00, now selling at... **\$4.85**
- Boys' \$1.25 Allwool Sweaters now... **59c**
- Boys' \$6.00 Suits and Overcoats now... **\$4.35**
- Men's 50c Neckwear, 3 for... **\$1.00**
- 20c Silk Initial Handkerchiefs, 3 for... **25c**
- 35c Fancy Half Hose now... **19c**

The quicker you act, the better values you will be able to select.

You can't afford to miss this opportunity.

# THE MERRY CLOTHES

166-170 Third Street