

Christmas Christmas

Only once a year, but at the present moment it is probable that you have a list of people in mind who should receive gifts from you and the anxious question of the hour is what to get them.

Come and see our varied lines, lots of desirable gifts, and very likely the very things which you wish to give.

MATLOCK'S will be glad to show you anything from an inexpensive little remembrance to a solid and useful gift.

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NEW IMPERIAL HOTEL OPENED IN PORTLAND

The Finest Hostelry in the Oregon Country

REPRESENTS A MILLION

Interesting Description of the Magnificent Furnishings and Equipment

Portland, Or., Dec. 21.—The formal opening of the New Imperial hotel, which took place today, marks another milestone in the gigantic strides of progress of Portland, Oregon. This magnificent caravansary rises to a height of nine stories, contains 350 rooms, elegantly furnished, and is the finest in the Oregon country. The new Imperial as it stands today

as it stands today is the goal towards which he has been constantly striving. That his efforts have been crowned with the highest measure of success is the unanimous verdict of all who have inspected the new hotel.

The New Imperial is now the largest and most modern equipped hostelry in the Northwest. It represents the expenditure of a million dollars and the best architectural and technical skill in the science of modern hotel construction and furnishing.

The main entrance is on Seventh street, with entrances also on Washington and Stark, thus occupying the entire corner of Seventh, Stark and Washington with an arcade extending from the Washington street entrance to the Stark street entrance. The building material is of the finest concrete and every room is an outside room, thus providing ample ventilation and sunshine. Messrs. Whidden & Lewis are the architects.

Before the final plan of construction and arrangement was decided upon, Mr. Phil Metschan, Sr., made a trip to Europe for the special purpose of gathering data from the leading hostels of the old world. The information and the new ideas thus obtained have been embodied in the New Imperial, and it represents the most up-to-date ideas to be found in the greatest hotels in the world. Not satisfied with the old order of things in Portland hotels, the best experts to be obtained in America were imported to carry out these new ideas and the Imperial stands today



THE NEW IMPERIAL HOTEL, PORTLAND, OREGON, NOW OPEN TO THE PUBLIC.

day is the happy realization of an ideal which Messrs. Phil Metschan & Sons, the proprietors, and Theodore B. Wilcox, the builder, have for years striven for. The hotel represents a combined investment with Mr. Wilcox of a round million dollars. At first thought this seems like a large sum to invest in a hotel, but the promoters have the soundest faith in Oregon's continued growth, and for years Portland has greatly needed such a hotel as the new Im-

perial as one of the most modern, complete and up-to-date hotels on the American continent.

The lobby is 60x100 feet with a terrace and marble floor and interior furnishings in mohogany. The impression one gains on entering the lobby is one of delight and comfort. It is decorated in artistic colors that harmonize with the fine leather furniture. The frieze is decorated in an imperial crown and the arched caps of the massive Skagnolla col-

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Instantly Relieves and Cures Catarrhal Sore Throat



Do not neglect Catarrhal sore throat. It will come chronic, leads to loss of voice, foul breath and serious complications. Kondon's (in sanitary tubes) gives quick relief. Snuff a bit of this aromatic, soothing healing Jelly well into the nasal passages. Take a small portion internally, leaving the throat as long as possible, rubbing the throat well with the Jelly—you'll find almost instant relief. Get a 25c or 50c tube today of your druggist or send penny postal to us for free sample.

Kondon Mfg. Co., Minneapolis, Minn.

urns are laid in delightful design. The ceiling panels are oriental plaster and are painted and decorated in an artistic manner to blend in complete harmony with the luxurious furnishings. To the left of the lobby from the main entrance, a magnificent marble stairway leads to the barber shop, turkish baths and other accessories in the basement. To the right of the main entrance is the buffet, conceded to be the finest in the west. The interior decorations are in mohogany and historic designs from the ruins of Rome and Egypt. These designs are used by special arrangement with a well-known retired millionaire who recently visited the Pantheon and the Acropolis, the old Roman Forum and other familiar scenes of Mark Anthony and Julius Caesar, in search of designs for decorative purposes. These decorations are sold only on condition that workmen skilled in placing them shall be employed. This was done by Messrs. Metschan & Sons, and here are to be found inscriptions from the obelisks of Roman and Egyptian civilization which has long since disappeared from the current history of the world.

The elevator service comprises two large cars of the latest model, with special detail to safety of guests. The mechanical principle upon which these elevators are constructed and operated make accidents absolutely impossible.

The ladies' reception room was the object of special attention on part of the artist. The walls are covered with gold damask and the furniture is in mulberry damask and Henry II. mohair velvet. The carpets are wrought in an artistic combination of colors harmonizing with the draperies, made of gold velvet, embroidered with silk.

The grill and dining room has a capacity of 250 guests. It is paneled in leather, with a motif in colors of gold and green and purple. A visitor or guests looking over the Imperial finds the rooms large, well ventilated and well lighted. Besides having the advantage of sunlight during the day, each room is equipped with an electrolux of artistic design. The

floors are covered with Wilton velvet carpeting, and gold runner, and phones, local and long distance. The beds are mattresses with wool piled, furnishes each room with a minimum of comfort. The suites with private bath, attention is the furniture, equipment and details of the greatest convenience that modern can command.

The Imperial will be the old popular manager, Phil Metschan & Sons, who for years have had as the leading people of Oregon. The Imperial is an Oregon product designed for the comfort of Oregon people. It has been leading citizens and in the state while traveling in Portland, and will be especially cater to by their friends. Its location is lighted to be able to be patrons under such improved conditions. The

an individuality of its great and growing. The dominant force in the new hotel and place vice of Oregon's most popular prices will be

Mr. Phil Metschan, president of the company, with him are his secretary, Metschan, Jr., manager, Metschan, treasurer, and H. A. Metschan, secretary of the United National Bank of Portland. The staff consists of Harry H. clerk; Ben Estes, and

Equipped with every necessary and embody modern principles of and arrangement, it represents the highest in hotel science.

A complete outfit for \$1 at 25c

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Malleable Ranges, Silverware, Carving Sets, Roasters, Cutlery, Etc., Remember we are giving away a new \$35.00 sewing machine **Free** to the lady holding the highest amount of cash tickets Dec. 24th at 9

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542 WILLAMETTE STREET



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