

Outlook circulation biggest department

The Outlook's biggest department is in circulation.

Department head is Henry Russell. He has four regular employees, 15 mailers and drivers, plus 102 carrier boys.

Hank says its really the carrier boys who carry the business load for The Outlook. And it's quite a load for a bunch of boys and girls who average 12 years of age.

They perform an important function in the publishing of the paper. A newspaper is little good until it reaches the reader. This is where a bunch of dedicated youngsters can be an important part of the business.

When carrier-boy service was started by The Outlook in 1965 there were 5,000 subscribers. Now there are more than 13,000.

The carriers can take some of the credit for this increase

because they also solicit new subscriptions when they see a new family move into the block.

In addition to delivering The Outlook the carriers also deliver 8,000 shoppers each week, plus the Sandy Post.

This same crew of carriers deliver special circulars. Last year they placed more than a quarter million copies on door steps in East County.

The carriers are rewarded each year for their good work. Last year a group of the leading carriers got a free trip to Disney Land.

They also receive many prizes for diligent and reliable service. And Hank Russell says he's mighty proud of the job his carriers do. It's a mistake, he says, to believe that the circulation department is only the place where complaints are reported.



ED JONES, advertising manager.

(Outlook photo)

Ads get things done!

Advertising is part of the life blood of every newspaper.

Advertising Manager Ed Jones puts that idea to work at The Outlook.

"The ad columns of The Outlook are the market place of the East County area where buyer and seller meet," says Jones.

"Nearly 22,000 people pay to have The Outlook as a buyers guide in their home each week. With the expanded facilities in our new plant we hope to offer buyer and seller even better service."

Jones began selling advertising at The Outlook in 1970. In 1972 he became advertising manager.

He first went to work at The Outlook as a printer and linotype operator in 1950 and has worked for the company for all but about two years ever since.

The quality of an advertising department is dependent on its staff. Jones feels advertising personnel at The Outlook do a superlative job.

Publisher Lee Irwin and Assistant Publisher Connie Johnson both handle a number of advertising accounts. Johnson is also in charge of several special advertising promotions.

Senior member of Jones' staff is Gwen Allee, who has been at the Outlook since 1961.

Her job deals mostly with special promotions and work in display advertising.

Newest staff member is Jim Baldwin, a student at Mt. Hood Community College, who sells ads on a part time basis.

Jones has been in the newspaper most of his life. He attended North Dakota School of Science and the University of North Dakota.

During World War II he served as an infantryman in the South Pacific.

While in high school, he wrote sports for both his high school and the town weekly paper in Killdeer, North Dakota.

"I knew 26 ways to describe making a basket," Jones says with a chuckle, "and I had even better words for football."

Jones and his wife, Julia, have two children—Douglas, and Mrs. Jack Wilson. They have two grandsons.

Congratulations to the Outlook Publishing Co.

**THANK YOU FOR
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NORTHWEST INDUSTRIAL
LAUNDRY DIVISION
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Portland, Ore.

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SINCE 1945

H.L. St. Clair first to publish Outlook

A Methodist minister who came west for his health founded the Gresham Outlook.

H.L. St. Clair, a native of Illinois, served a pastorate in Gresham from 1902-03 but retired because of poor health. A bit later, a group of Gresham businessmen asked him to help resuscitate the East Multnomah Record, which served the community.

St. Clair had worked for newspapers as a youngster and hence, decided to accept the chore. The work obviously agreed with him. He established The Outlook on March 3, 1911, and was its publisher until his death in 1938.

Three surviving daughters still live in the area.

St. Clair actually had begun

his printing career in the 1880s on the old St. Paul Pioneer-Press. He received \$1 per week for his efforts but later was raised to \$2.50.

He decided upon the ministry, however, and graduated from Hamline university in St. Paul, and from theological seminary.

After 10 years in the ministry, however, his health failed and it was about this time he moved west and eventually to Gresham.

The Outlook's first location was over a millinery shop in the Metzger building on Powell Blvd. That location was outgrown in six months and the paper moved into a ground-floor location on Main. It had been located at 226 N. Main from 1916 until two weeks ago.

The Main street location twice was expanded, once in the 1940s and again in 1961. Growth of the paper finally necessitated a new location.

St. Clair's family was active in the business. Two sons, Chase and Leslie, were part of the operation and, along with their mother, operated the paper after St. Clair's death in 1938. It was sold to Tom Purcell in 1941 and to Lee Irwin and Walt Taylor in 1960.

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SINCE 1955**

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