

Walter Givens
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Outside Man

The Weekly

Devoted to the stimulation of civic
and community pride - the patroniz-
ing of home industries - and the
boosting of the Walter Givens Co.

BOOSTING SPIRIT

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Estacada, Oregon

We Wish You One and All a Happy New Year

In bringing you our New Years greetings it is with a feeling of satisfaction as we review the efforts of the past year.

We are only human and it is human to err, and we therefore acknowledge that the past year has been too full of mistakes, but we are glad that they have been mistakes of the head and not the heart. It is for this reason that we feel safe in saying, as we turn over the page for the new year and make our New Year's resolutions, that one of our first is that we are going to give our patrons a better service during the year 1918 than any year since we have been in business.

May we not without seeming bigoted, say that our past year's business has been even more than we dared hope for at the beginning of the year. Scarcely a day has passed that we have not added some new name to our already extensive list of friends and customers. While we have always appreciated to the fullest extent our old customers, we have also had an abiding appreciation of the new ones, for sometimes old customers will remain with a business house out of pure friendship, but when the new ones continue to come day after day we may rightfully feel that it is because we are trying to serve.

We have not conducted our business as some would have us conduct it, (and there is a reason why) but we have followed the line that we have felt would bring us the greatest possible results and are going to continue in the future as in the past, appreciating the words of advice and counsel from our friends, but heeding not the words of

criticism and malicious falsehoods uttered by our enemies, whom too often we find are unable to bear the sting of keen competition.

We have often observed that the old adage is true that "The reason why some folks never mind their own business is because they have none to mind." But we have all the business we can attend to, attending to our own and that is why we try to attend to our business and allow others the same privilege.

During the year that is drawing to a close we have tried to have a part in every undertaking that we have felt to be of the greatest interest to the community, and during the new year hope to have a still greater interest in every undertaking that will make Eastern Clackamas a better community in which to live.

There is a sadness in our hearts when we stop to think of the sadness and sorrow that there is in the world at the present time and it grieves our hearts to think of the noble young men from this immediate community, whom we know and count as our personal friends, who have offered their all upon the altar of service for their Country, but we are glad that we who are still privileged to live in our comfortable homes of peace and plenty, can have a part in the worthy undertakings, which will make "OUR BOYS" a little more comfortable and happy in the trenches, while they in turn make us a little more secure at home. If the year 1918 brings to pass conditions where our country needs us, may we each of us be willing to say as did the one of old "Here am I, send Me."

So here is a hearty wish for the best that there is in 1918
for

OUR FRIENDS AND PATRONS IN THIS COMMUNITY
OUR FRIENDS SOMEWHERE (?) IN THEIR COUNTRY'S SERVICE
OUR FLAG WHICH MEANS SO MUCH TO EVERY ONE OF US
OUR COUNTRY - THE GRANDEST AND NOBLEST AND BEST

The Walter Givens Company, Inc.
ESTACADA, OREGON

We believe "A Satisfied Customer is the Best Advertisement"
Our store will be closed all day on New Years Day.