

Yuletide Greetings From Portland's Progressive Business Houses---Continued.



We hope the Christmas star
shines bright
For friend and patron, too.
We hope that every
happy thing
The New Year
brings to you!

MARTHA WASHINGTON CANDIES

Mother of American Candies
FRESH—PURE—QUALITY
Home Made Candies
All Varieties 80c a Pound
We Mail Candy to all Parts of the World
212 Yamhill Street
Portland, Oregon



Merry Christmas to
our friends,
Frolic, feasting, fun!
Happy New Year! Joy
to you!
Each and every one.

For The New Year
Your Photograph for \$1.00 and this ad

A 7x9 Portrait, finished from your choice of a regular selection of
proofs; with a guarantee to please.
(Good January 1st to 31st 1930.)

Call ATwater 5965 for Appointment

GRANADA STUDIO

515 Sweetland Building, Fifth Near Washington



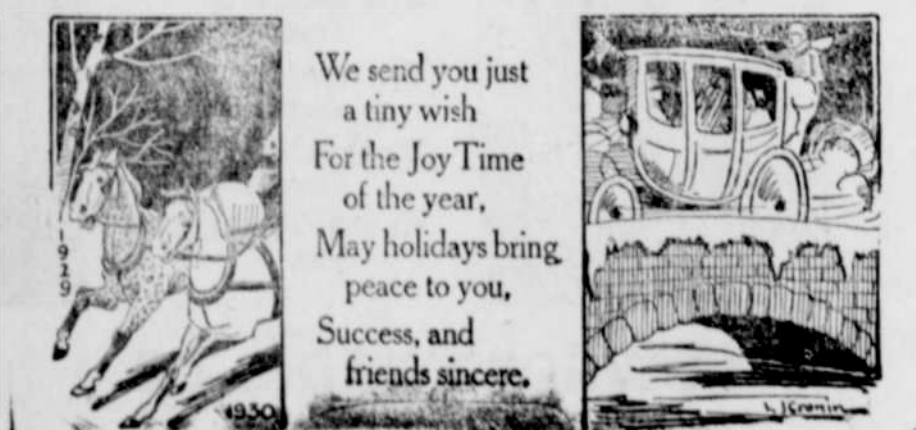
Merry Christmas! An old, old wish,
The twinkling stars repeat it;
Happy New Year! We wish you health,
And a joyful heart to greet it!

Guardian Building & Loan Assn.

365 Yamhill Street Portland, Oregon

VALLEY HEADQUARTERS

Aloha Finance Company Aloha, Oregon



We send you just
a tiny wish
For the Joy Time
of the year,
May holidays bring
peace to you,
Success, and
friends sincere.

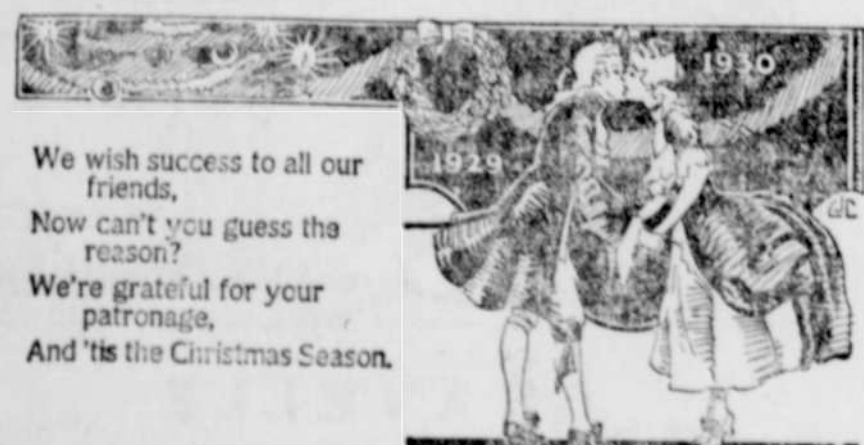
POTTER REFRIGERATOR CORP.

Self Defrosting, Fastest Freezing

ATwater 2381—BEacon 5864

Portland

Oregon

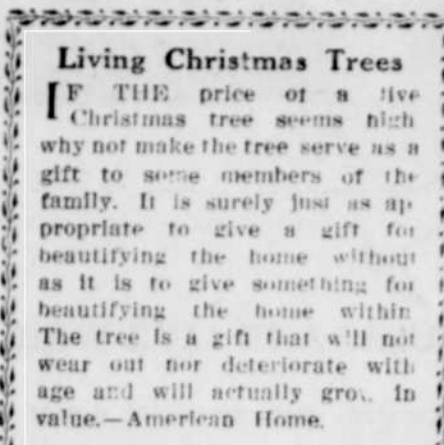


We wish success to all our
friends,
Now can't you guess the
reason?
We're grateful for your
patronage,
And 'tis the Christmas Season.

Portland Cutlery & Barber Supply Co.

108 6th Street

Portland, Oregon



Living Christmas Trees

IF THE price of a live
Christmas tree seems high
why not make the tree serve as a
gift to some members of the
family. It is surely just as ap-
propriate to give a gift for
beautifying the home without
as it is to give something for
beautifying the home within.
The tree is a gift that will not
wear out nor deteriorate with
age and will actually grow. In
value.—American Home.

The Great Yule Feast

December 25 was chosen for the
celebration of Christ's birth probably
because it was the date of the great
Yule feast, when many pagan coun-
tries celebrated the passing of the
shortest day in the year.

Christmas 2,407 Years Old

"Hama Matsuri" or the festi-
val of flowers, is the oriental and
Buddhist holiday season that
corresponds to the Christmas
tide of the occidental Chris-
tian nations. Curiously enough
it is the celebration in honor of
the founder of the Buddhist re-
ligion, who was Gotama Bud-
dha, lord of grace and infinite
compassion, says the Detroit
News. A great deal of atten-
tion at the season is given to
the youth of the Buddhist land
it comes in April. Buddha was
born 568 years before Christ.

Woman as Santa Claus

The little children of Italy do not
have a Santa Claus. Instead La Befana
fano, a kindly, homely old woman
comes, bringing them presents, the
night before Epiphany, January 6,
when the Wise Men brought their
gifts to the baby Jesus.



Another day,
Another year,
Old Father Time has taken,
We love the old,
We greet the new,
Our faith in you unshaken.

General Grocery Co. Inc.

WHOLESALE GROCERS

Portland, Oregon



Because the old year has been right,
We're looking for another,
A bright and prosperous New
Year boy,
To be the old year's brother.

CROWN MILLS

Featuring "Crown Flour"

353 Oak Street

Portland, Oregon



We've given you our very best,
To make the year's success,
And now we add a New Year wish
To bring you happiness.

CIRCLE THEATRE

"The Home of Good Shows"

126 4th Street at Washington

Portland, Oregon



Merry Christmas! Happy New Year!
Gay the old words are and true,
Many joys and no reverses
May the New Year bring to you.

Oregon Mutual Life Ins. Co.

The Only Mutual Life Insurance Company

West of the Rockies

Portland, Oregon



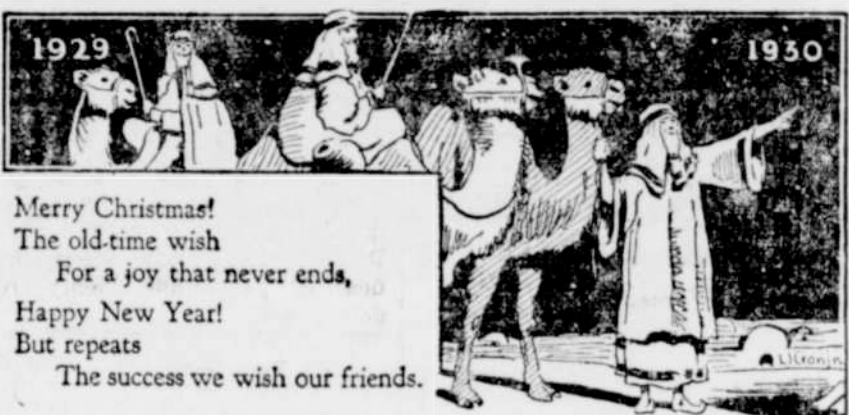
You're not only a patron,
a customer,
For we want to call you
a friend,
We wish you a
Merry Christmas Time,
And a New Year
whose joy will not end.

MANNING'S INC.

Coffee

3 Portland Stores

Portland, Oregon



Merry Christmas!
The old-time wish
For a joy that never ends,
Happy New Year!
But repeats
The success we wish our friends.

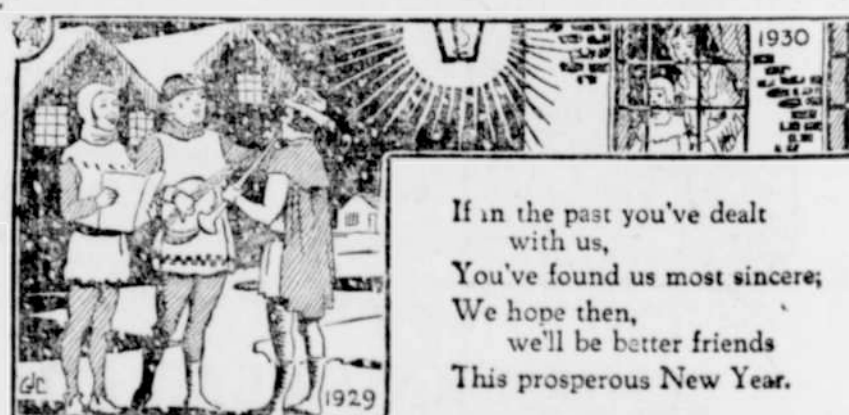
CLINE MUSIC CO.

Pianos

429 Washington St., Corner 12th

BRdwy 2906

Portland, Oregon



If in the past you've dealt
with us,
You've found us most sincere;
We hope then,
we'll be better friends
This prosperous New Year.

ENGLISH-BAKER ELECTRIC CO.

475 Morrison Street

BRdwy 0501

Portland, Oregon



We wish you health, we wish you wealth,
We wish success unmeasured,
We wish you every lovely thing
That friendly hearts have treasured.

PACIFIC STAGES INC.

For information call BEacon 8181

352 Yamhill Street

Portland, Oregon



Merry Christmas!
The old-time wish
For a joy that never ends,
Happy New Year!
But repeats
The success we wish our friends.

Even Brake Service Inc.

426 Burnside Street

Portland, Oregon