

BUILT A BUSINESS ON TOTTERING RUINS

Less than a year ago the waning fortunes of a feeble grocery firm were rescued from an untimely fate and taken under the control of a powerful mentality that rescued the establishment and has placed it in the front rank of mercantile life.

Harry J. Pulfer, the master mind who performed this wonder, is today among the leaders of trade in Multnomah county. He took over the tottering grocery business of Bragg & Duncan and established the Pulfer Mercantile company upon its ruins. He has caused it to expand until it is now ranking as one of the foremost, and is on the road to become one of the strongest establishments of its kind in all of eastern Multnomah. Mr. Pulfer deserves success, for he is working to that end in a conscientious endeavor to succeed by honest dealing, lowest prices and with a liberal spirit of accommodation.

The Pulfer Mercantile company has never missed an issue of the Outlook without an advertisement and therein is one of the secrets of its success.

GROWTH INCREASING WITHOUT A RIVAL

Last year's holiday number of the Outlook told the story of the phenomenal success of Sterling & Kilder, who embarked in the hardware business only three years before on a small scale and rose rapidly to the pinnacle of hardware trade throughout the whole of this section.

Theirs is a distinctive proposition in hardware and all the other articles connected with that line. What was said of them before is true yet, for they have gone forward and have added new articles to their stock, new customers to their list of buyers, and have proved the adage that publicity pays.

Careful attention to the wants of the public and well-worded appeals through legitimate advertising channels have built up a trade that stands alone for the whole countryside without a rival.

Early to bed now means early in the morning.

THE NAME OF METZGER MEANS A SQUARE DEAL

The word "Metzger" is, figuratively speaking, synonymous with Gresham. Its present oldest inhabitants are members of that family, and they are the most numerous. Some of them have been in business here, in various lines, for more than thirty years, and to the public the name has always meant a square deal.

All the old-timers remember the Metzger stores conducted by the retiring generation, and the days are recalled when the name was at the head of every successful enterprise. Through the changing years there has been only the transition of the new for the old and today the name retains a firm hold upon the confidence of the people.

The present house of Metzger is ably represented in the mercantile line by Metzger Bros. who carry the largest assortment of general merchandise of any dealers in eastern Multnomah. By strict attention to the demands of the thousands who deal with them they are always ready to meet all requirements, and by business methods have established a reputation that will remain unshaken. Their greatest specialty is in the grocery line, but they deal in other commodities which are necessary to the welfare of the buying public. They can be commended for fair dealing, lowest prices and the best goods.

SHOE TRADE GROWING IN NEW LOCATION

Since moving into his new store the shoe trade of Carl Dahl's establishment has increased along with his expansion in another direction. For the repair department he has added improved machinery that does the work quicker and better than he could do it before. That is one of the reasons why he is able to enlarge his stock, as he is now in a position to devote more time to the sale of ready made goods. His other quality as a successful dealer is found in his efforts to please all customers.

It's better to believe all you say than all you hear.

MORE FLOOR SPACE AND NEW GOODS

Prosperity has attended the venture of an exclusive men's furnishing goods store in Gresham. During the past year it has been enlarged to more than double its former capacity as to floor space and a corresponding quantity of goods, covering many new lines of extra quality.

Reference is made to the enlarged furnishings department of Ed. Aylsworth's store in the Howitt building. He has more than kept pace with the needs of the community and the demands of the trade, and is making the venture pay as is evidenced by his extensive advertising in the Outlook.

Fair dealing, good goods and a close attention to business details have been the factors that have spelled success for Mr. Aylsworth, as they will for anybody. Such is the tribute to energy, coupled with business ability.

SANITARY MARKET IN NEW LOCATION

Since Adolf Tietze bought the Sanitary Market he has increased the business to such an extent that he will open up in a new location in about a week more.

Relying on an increased patronage he has leased the brick store recently vacated by Bert Lindsey and will be found carrying out the idea that has been the keynote of the success of the place, which is exemplified in its name.

The quality of government inspected meats could easily deteriorate unless the sanitation was perfect, but there is no occasion for the public to feel that the goods on sale are not kept up to their original standard.

The Sanitary Market has come to stay and the public is invited to call for an inspection of everything that is offered for sale.

That private property cannot be condemned for private irrigation or waterway purposes, was a decision handed down by the circuit court at Albany last week, the court contending that such action would be an infringement of the constitutional rights of owners of property.

ALL THE DOINGS OF YOUR HOME TOWN

[The Outlook reporters are hustlers and try to get every item about persons and events in the locality that is worthy of being printed. Mention of anything that might otherwise be overlooked will be greatly appreciated. You are no farther from the Outlook office than your telephone.]

There will be a Victrola concert at the Gresham library at 3:30 p. m., on Sunday, December 27. Program will be published next week.

Charles Latourell delivered a new Maxwell to Roy Emily on Monday last. Mr. Emily lives east of the Sandy and is ready for the improvement of the Columbia River Highway.

Mrs. O. H. Jenkins and Mrs. R. W. Thorpe and baby have been visitors with Mrs. J. O. Downing during the past few days.

Frank Bayne and wife returned from a two-months' visit to eastern Oregon on Sunday last.

A letter from Henry Latourell and wife says that they are enjoying themselves at Oceanside, 42 miles from San Diego. They motored there from San Francisco and will remain about three weeks. From there they will visit San Diego next.

L. L. Cook, of Portland, was in Gresham today on business connected with a well drilling firm which is endeavoring to start operations somewhere in Eastern Multnomah. He went from here to Pleasant Home.

Mrs. Ellen Dawes, formerly Miss Ellen Taylor, a teacher at Rockwood, died at her home in Montavilla this morning after a lingering illness. She was widely known in eastern Multnomah. Her family lives near Estacada. Funeral arrangements have not been announced.

E. R. McCol, of the Mare Island Naval hospital, arrived Sunday from San Francisco for a few days' visit with his mother Mrs. I. McCol. He left today for Newport, Oregon, to spend the holidays with his sister Mrs. W. C. Belt and family.

Potatoes are beginning to move from this locality. Three carloads have been shipped from the O. W. P. depot and one from the Mt. Hood depot within the last few days.

The Oregon Study club met at the library last Tuesday evening when several interesting papers were read bearing on the geological formation, mythology and early history of Oregon. "Oregon Study Club" has been the name temporarily given to this organization pending the adoption of a name and because this year's study will be on Oregon. The permanent name chosen by the society at the last meeting was the Tuesday Study Club.

At the Methodist Episcopal church at 11 a. m. and 7:30 p. m., there will be preaching by the pastor, Rev. Melville T. Wire. Special music will be rendered. Sunday school at 10 a. m., Epworth League at 6:45.

Basket Social Explained.
In explanation of the misunderstanding that seems to be among the ladies of Boring in regard to the basket social, Saturday evening and the way the baskets are to be sold, we wish to say, every ladies' basket will be numbered on the outside by a girl at the door. The basket will contain the ladies' name and weight. These with the number will be copied in a book by an acting secretary. No one else will know the ladies weight except the secretary and the one buying the basket. The gentlemen will come and ask the secretary for any number he desires. He will be told the necessary amount 1 cent a pound, pay it, and be given the basket with whose owner he is to eat supper.

Nothing Tells the Home Story Like a



KODAK

Select One from Our Stock and Make Somebody Happy This Christmas.

Xmas Gifts

Buy your Christmas Gifts at Burke's Jewelry Store and you are sure to get FULL VALUE. Every article guaranteed to give SATISFACTION.

ANY PIECE

of JEWELRY, SILVERWARE or KODAK purchased at this store, that does not give satisfaction, will be replaced with a new one.

I CARRY ONLY DEPENDABLE GOODS.



THE MOST CHREISHED OF ALL GIFTS
A DIAMOND RING

Let US Supply a Diamond Ring for the one you want to please the most.

W. R. BURKE

MAIN STREET JEWELER GRESHAM, ORE.

REFINED TASTES MAY BE GRATIFIED

A person of refinement cannot pass the Christmas holidays without a longing to invest in something substantial and elegant as a memento of the season when gift buying is the controlling spirit. Of such is the elegant stock in trade at Burke's jewelry store, the only one east of Portland, in Multnomah county.

His specialties are fine silverware and cut glass in extensive designs, which the public is invited to inspect with the assurance that every refined taste will be gratified. Burke's kodaks are famed as a certain means of enjoyment. "Secure the shadow ere the substance fades."

CHRISTMAS CIGARS APPROPRIATE PRESENTS

Those Christmas cigars at Ben Rollins' confectionery store make the most appropriate presents that anyone can imagine for a gentleman who smokes. His other lines are nuts, candies, fruits and holiday articles. His goods are always fresh and the display is complete. Strict attention to the details of his business has built up a permanent and lucrative trade.

SUNDAY Dec. 20

AT THE SCENOGRAPH THEATRE, GRESHAM, OREGON
"A TRUTHFUL LIAR"
A force Comedy by the
ATHON CO.
A laugh a minute and then some more

YOUR MONEYS WORTH OR YOUR MONEY REFUNDED.

YOUR OWN PICTURE FOR A HOLIDAY PRESENT

Eastern Multnomah's only photographic studio is doing an extensive business the whole year round, but it is at this time of the year that a portrait is the most acceptable present one can make. It is a reminder of the donor for years to come, and when taken by an artist it possesses charms of a distinctive type that no other kind of present can be expected to have.

The work done in the Gresham studio ranks with the best in Portland and has the added merit of being cheaper. Try it and see.

GREETINGS

The Spirit of the Season Prompts us to Extend to You Our Sincere Wishes for

A MERRY XMAS

And may the dawn of the NEW YEAR bring to you the same measure of happiness and success that the past has brought to us through our many friends.

We wish to thank you for your past patronage and to assure you that any business entrusted to us during 1915 will receive such attention as we would give it were it our own.

First State Bank

Gresham, Oregon

THE FARMER'S BANK



CHRISTMAS SHOPPING Made Easy for You

We are now fairly settled in our new store where we are better prepared to meet your requirements than ever before. Christmas shopping here is a joy and delight. Our large, well lighted room gives us the opportunity to display our wares, and the Xmas gift suggestions are systematically arranged so that you may make your choice easily and conveniently. Ample provisions have been made to assure you every courtesy and attention in your holiday shopping at our store. You will find a pleasing variety of gift articles which reflect the spirit of the season, for very moderate expenditures.

SPECIAL SALE OF SLIPPERS

To make Gift choosing most economical we are going to place on sale for the next five business days all our immense stock of slippers. All children's Felt Slippers 15 per cent off. Ladies' Felt Slippers, fur top, regular \$1.00 value, 89c.

LADIES' SLIPPERS.

Ladies' Felt Slippers, reg. \$1.25 val. 98c
Ladies' Felt Bedroom Slippers, soft cushioned soles, reg. \$1.50 kind \$1.29

BLANKETS AND COMFORTS

A Blanket or Comfort would be a very acceptable present to many at this season of the year.

For the next five days you can buy our All Wool \$3.50 Oregon City Mills Blanket for \$2.98
Five lb., All Wool, reg. \$4.50 \$3.85

These come in mottled grey, plain grey and vicuna.

COMFORTS

Fine Silkeline-lined Comforts, reg. \$1.50, special \$1.29
Regular \$1.75 \$1.48

EXTRA SPECIAL SALE ON TOYS

Our store is Santa's headquarters for Toys, and the assortment is larger than ever. We are determined to see every child happy on Xmas day to the best of our ability and are going to give 15 per cent of the regular price to each customer to meet this end.

REMEMBER 15 PER CENT OFF ON ALL TOYS FROM NOW UNTIL XMAS.

BERT LINDSEY

New Regner Bldg. DRY GOODS SHOP Gresham, Ore.

XMAS GIFTS

TOYS FOR THE CHILDREN

NICE BOX OF CANDY For Your Sweetheart

AND SAY GIRLS A BOX OF CIGARS

Or a Good Old Jimmie PIPE

SUITS THE BOYS

WE HAVE THE BEST FRENCH MIXED CANDIES FOR 25c per pound

ALSO ALL KINDS OF FRUITS

BELT'S Confectionary

SECOND and MAIN Street