

NATURAL GATEWAY

Cities never happen; community centers never come by chance; they are not things of circumstance. In the origin and development of every permanent city there is plainly discernible the operation of certain economic laws.

A city may exist because, by reason of its central location, it becomes the most convenient marketing center and distributing point for a large, populous territory; or because, through proximity to large supplies of raw material and sources of power, its manufacturing interests are developed, or because it possesses a harbor that becomes an incentive to commerce; or because it has a climate and natural scenic attractions that make it desirable as a place of abode.

Railroads, admittedly the most active agencies in the actual building up of most cities, are, in a close analysis, but secondary causes after all, because the railroads come only when the other conditions exist.

In the development of most cities, several of these principles are operative. An application of these considerations to Gresham reveals that—

Gresham is the natural, the inevitable marketing center and distributing point of a territory vast in extent, already very productive, but with a potential wealth that has only been roughly estimated.

Gresham has near at hand an almost wholly undeveloped agricultural territory of unlimited extent, and has, moreover, in the numerous mountain streams that plunge with mighty energy down the steep slopes of Mt. Hood, a source of hydro-electric power for manufacturing purposes that is sufficient to make this city the greatest manufacturing center of the Northwest. It only awaits development.

Gresham enjoys a climate that is exceptionally delightful. It is the most healthful city in proportion to population in Oregon.

Gresham is the gateway of a region of scenic grandeur that for variety and wonderfulness has few, if any, counterparts in the world.

Although the fertile Powell valley was settled more than 60 years ago the town of Gresham was not founded until during the first administration of President Cleveland. It then became a postoffice and was named in honor of the Postmaster General of that time. Since then it has advanced to be the industrial mart of Eastern Multnomah and has a seeming future as bright as that of any rival in the state, measured by its resources, location and capabilities.

Gresham's only danger lies in the fact that it is too near Portland. It is in danger of losing its identity in a consolidation with the metropolis; but it can never lose the prestige it has earned as a progressive center of activity and enterprise, nor as the home of men who are actuated by a high sense of pride and industry and who have the faith of their convictions in pushing forward every advantage for supremacy and advancement.

The growth of Gresham has been steady and substantial. Every new building, residence or business structure, is permanent. From the little wooden store building of a dozen years ago the evolution has been steady until today the newest of them all is a modern two-story structure, housing three live-wire business men with their stocks in trade, and with a spacious assembly hall

above connected with every convenience in the way of refreshment and reception rooms for the convenience of its patrons. This is the Regner opera house with its spacious stage and maple floor, the finest in Oregon.

The writer has seen every business house, but two, built in Gresham; he has watched the development of the town from the country camp meeting grove of forty years ago to its present proud eminence, with its high school, its six churches, its two flourishing banks, its dry goods stores, grocery stores, garages, hotel and shops. All the others things that go to make a comfortable, profitable and permanent home city have come under his observation as they have appeared, and he has seen the population increase from a hundred to its present number of more than 1200. There are others who have seen it all, some who were born here, and it is no marvel that the city did not happen, did not come by chance, is not a circumstance, but is the growth of the certain economic laws that were its heritage from its first inception.

From the days of the first settlers—the three Powell families who named the valley and owned it—to the present time there have been men of enterprise behind every movement toward its advancement. When the possibilities of Powell Valley and the town of Gresham began to attract the attention of the newcomers they began to come. In their wake came development and prosperity and to them as much as to the early settlers is due the growth and expansion that has come and is still coming.

The new cannery is but one of the enterprises that is the outgrowth of the energy of the newcomer. The First State Bank building, the Congdon hotel, the automobile factory and other structures are monuments to the faith the newcomers had in the future of Gresham. It is in the air we breathe and by reason of our location that the city of Gresham is the chosen location of those who are mainly responsible for its advancement.

An article like this could not mention a few persons individually without doing an injustice to half a hundred more. The pioneers and the more recent arrivals have joined the town and its surrounding country. They are working together, and it seems as if the infusion of new blood was needed. At least the effect has been good and both the old and the new have been gainers, and those who are to come after will reap a heritage of prosperity—even as we of today are reaping the benefits of the pioneers who have left us "a home and a grave in the west."

GRESHAM GARAGE INCREASES BUSINESS

The half-page advertisement of C. M. Zimmerman in this issue reveals the fact that he has made a wonderful increase in his business since renewing his agency for the Overland automobile a year ago. He is now ready to take orders for five models of touring cars and roadsters at prices which are easily understood, being their cost right here in Gresham. As the Overland is practically the only machine which approaches the great dividing line between the very cheap and very costly autos there is the incentive for every man in the country to investigate before buying.

Mr. Zimmerman has a fully equipped garage and is prepared to do all kinds of repair work on short notice. He is also the resident agent for Prest-O-Lite and has a full line of automobile accessories for sale as well as storage room for autos when not in use.

CLOSING A RECORD

By L. H. WELLS.

PORTLAND, Dec. 17.—(Special)—Within a few days the record of the year 1914 will be closed. It would seem that one of the great achievements of the year was in making Oregon dry. In his address before the East Side Business Men's club last Monday President Gilman said that prohibition had left a great financial problem that must be met by the business men of the country. He was right, for it is an economical problem, rather than a moral problem. It means a tremendous adjustment of the great property invested in the liquor business. It may be said, however, with all due respects to the great moral force of the country that the progress toward prohibition was accelerated by the great railroads and business concerns of the country. They do not want the drinking man in their employ. There will soon be no place for such a man. His day has come and gone. He is down and out.

The great contention has been made that prohibition would hurt business, that it would destroy property and put men out of work. Never was a claim more unfounded. The liquor business creates nothing tangible. It does not build schools. It funds no hospitals. It maintains no institution for the care of the helpless. On the contrary it fills up these institutions that are maintained by the industry and enterprise of other people. It is a business that takes all and gives nothing back in return. The sums of money it pays for licenses is used by society to take care of the finished product of the liquor business. Again, the experience of cities where prohibition has been tried out in Oregon is that business improves. Men have more money to put in the banks. Roseburg, in southern Oregon, is an example. Roseburg is the most attractive and prosperous town in Oregon. It has seventeen miles of paved streets. Its business houses are occupied. Recently the people voted against a return to "wet" condition. I lived in Roseburg when it had 10 saloons, one for every 100 population, and it was a sodden town, indeed. So, we have made a great gain in this state. There is ample time for readjustment before 1916. Nobody will be hurt. The brewers can change the stills into packing and canning plants.

Several millions of money will be spent in Portland and in the state in the ensuing year. Even with the dull times Portland has made substantial progress. The Meier & Frank building, costing \$1,250,000 now in progress, is an example of the confidence this firm has in the future of the city and state. Other projects of equal importance are waiting the coming of spring for development. If Meier & Frank can spend \$1,250,000 in the erection of a sky scraper, the county of Multnomah certainly can do no less than issue bonds to the amount of \$1,500,000 with which to hard surface the Columbia Highway and the main traveled roads of this country. Bonds are the only fair way to build good roads. This assessing the abutting farm lands for hard surface roads is unfair and will not work out in practice. Bonds rest on the credit of the whole community and all pay alike. No effort should be spared to bring the permanent paving of the main trunk roads of Multnomah county. No investment in hard cash will give greater return to the country. It will tend to draw people back to the farm. I believe that the people of Multnomah county will see to it that these roads and the Columbia Highway are paved within the next year.

Multnomah, Oregon, and Clark county, Washington, are going to spend nearly \$2,000,000 in the erection of the Interstate bridge across the Columbia river the coming year. This money will be spent largely at home, some goin East for structural steel, but much of it will be paid out in wages and for material used in the structure. This bridge undoubtedly will be a tremendous asset for both counties. It will help Portland and Vancouver. At present most of the produce that is sold in the Albina market comes from Clark county, Washington. Yes, practically all comes from Clark county. These farmers say they will prepare specially to supply this market next year. Then the bridge will be needed. In some respects the small Albina market is ideal for the reason it is supplied by genuine farmers who raise their own truck.

We shall witness some great gains in 1915. Already there is evidence of recovery. It is in the air. In the

East many of the manufacturing establishments are receiving great orders from across the water in the shape of war material, for clothes, tents, stoves and a long line of other articles. Many of these factories that had been closed are being opened and double time established. The prices received for the great crop just harvested were the highest paid in the history of this country. Of course, we in the West, have not recovered, and many men are out of employment, but really not many more than are usually out of employment at this time of the year. This country has wonderful recuperative powers. It gets well fast, no matter how sick it has been. Many things could be said along this line but it would be waste of space. We are getting well from our recent sickness. That is all there is about the situation.

Let us all be optimists for a great year—1915. Let us talk prosperity, think prosperity and make prosperity come. By a united effort, we can hasten the day of general prosperity in Multnomah county and the state of Oregon.

BAKERY CONFECTIONS MOST ECONOMICAL

Paul Hoetzel's City Bakery appears again in holiday attire, and the show windows are filled with samples of the baker's art.

There is such a complete assortment of everything in pastry that it would be economy in preparing for your Christmas dinner to "let Paul do it", for it will be done right. There is a tempting array of every delicacy to fill every want.

Paul Hoetzel's success in business is solely due to his fair dealings with the public. Several other predecessors failed to satisfy the public, but the best in quality was none too good for Gresham. With this idea in mind Mr. Hoetzel has gained new customers, retained his former patrons and has made a success where others met with failure.

He is one of the most persistent advertisers in the Outlook, a fact that has been a factor in the success he has attained.

Auditing county books by the State Board of Accountants is costing the various counties double what it did formerly.

A poor excuse is better than none if it passes muster with the boss.

PRICE REDUCTION TO SELL GOODS

A new feature, calling attention to the furniture business, is noted in the advertisement of R. R. Carlson.

With a net profit of only ten per cent above the original cost there should be no incentive for anyone to buy elsewhere. Such is Mr. Carlson's announcement. He has made a success in the furniture business, because, as he states, he buys for cash and runs his store economically. To the observer it would seem that only ten per cent as a profit would not be equivalent to loaning his money out at interest, but he is interested in holding the trade in Gresham and saving money for his customers.

If the people will appreciate Mr. Carlson's offer for the next 30 days he will continue it longer and the people of this vicinity will be the gainers on every purchase from his store.

The offer includes every article now in stock, which is large and varied and suitable to the needs of this community.

TWO DECADES OF PROSPEROUS BUSINESS

Another year of prosperity has been added to the two decades that have marked the flight of Time since the establishment of the Gresham drug store. It is the oldest established of any business house in Gresham, though for more than half of its existence it was under other managements.

Since it became the Gresham Drug Co., under the proprietorship of Arthur Dowsett and Joe Pateneau it has moved steadily forward until it now ranks with the leading drug stores of the city and has kept pace with the growth of the community.

Its leading feature is the careful compounding of prescriptions, to which is closely allied the A. D. T. remedies and the Rexall remedies.

There is a strict attention to the needs and requirements of the community, all of which are anticipated and offered to a discriminating public at lowest prices.

Its many feet are what enable a gas bill to run up so rapidly.

Wild hogs are an Oregon product. Thirty were shipped from Curry county to Marshfield to be fattened.

FOR CHRISTMAS TURKEYS call Chas. Reynolds. Phone 299.

BUSINESS METHODS BRING EXPANSION

When Bert Lindsey opened up his new store in the Regner building last Monday morning, he had expanded his business to the extent that he now has the largest stock and best arranged service in the dry goods line of any similar establishment in Eastern Multnomah.

Rows of shelving running entirely around the store, are filled with a varied stock of goods that cannot be duplicated anywhere in the county outside of Portland. The numerous bargain counters that fill the center of the establishment are overflowing with articles suitable for every need in his peculiar lines, and with a generous assortment of holiday goods.

An immense stock of new goods and consistent prices will add to his increasing business. With a strict attention to details and with the undoubted confidence of the public he will continue to advance his trade with the success that has characterized his dealings during the past three years.



Dinner Sets

DISHES of many kinds suitable for gifts.

A GOOD LINE OF

HANDKERCHIEFS, NECKTIES GIFT BOXES and all the small Articles usually carried in a novelty store.

STATIONERY, CHRISTMAS TABLE NAPKINS, CREPE and TISSUE PAPER, HOLLY RIBBON, CHRISTMAS TAGS and SEALS.

COME IN Slippers Made to Order

Mrs. S. Boughner

Novelty Store Gresham



Christmas is Drawing Near



And You Know that You can Get

Many Fine Gifts at Our Store

FLASH LIGHTS

CARVING SETS

TOOLS

THERMOS BOTTLES with

LUNCH BOX Attached

FOOT BALLS

STOVES

VELOCIPEDES

ELECTRIC IRONS

EMBROIDERY SETS

COMPASSES

CIGAR LIGHTERS

HICKEMETER

POCKET KNIVES

ALUMINUM WARE

GUNS

WAGONS

SAFETY and

ORDINARY RAZORS

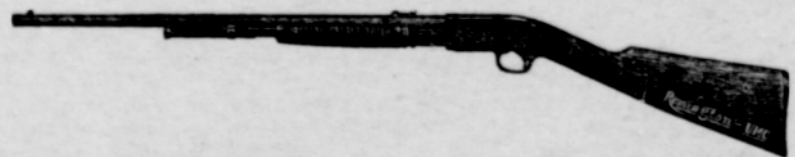
FISHING RODS

LAMPS

ELECTRIC TOASTERS

ETC., ETC.

SCOUTS WATCHES



Sterling & Kidder

HARDWARE

Phone 603

GRESHAM,

OREGON

Xmas 1914

THE Spirit of the Season prompts us to extend to you our sincere wishes for a Merry Christmas and may the dawn of the New Year light your path to Happiness and Prosperity.

Bank of Gresham

GRESHAM, OREGON

A. F. MILLER, President.

K. A. MILLER, Vice-Pres. F. A. HOLLIDAY, Vice-Pres.

GUST. LARSON, Director. EMANUEL ANDERSON, Director.

E. W. PETERSON, Director

4% Interest Paid on Time and Savings Deposits 4%