

Santa Claus Says

"Give an Oregon-made gift."
 "Boost the Oregon Payroll dollar."
 "There's an Oregon-made article for practically every need or wish."
 "Oregon-made goods are best for Oregonians."
 Consideration of these requests, wherever possible, will help the home state and home community.
Make Christmas Merry for More.



22 Pages---3 Sections

SECTION ONE—Six pages—Stories and Features.
 SECTION TWO—Eight pages—Automotive and Correspondence
 SECTION THREE—Eight pages—Local News, Editorial, Classified and Stories.

BUYERS ASSISTED BY DEALERS' ADS IN THIS OUTLOOK

The real mark of a progressive city or community, from a business standpoint, is the character of its stores. They are the banners of local prosperity. And the kind of stores a community has depends upon the general progressiveness of the merchants themselves and the loyalty of the citizens to their home institutions.

Merchants Are Alert.
 The number of appealing messages of the advertisers in this holiday issue of the Outlook demonstrates that Gresham and nearby localities have stores which are progressive and alert to the needs of the public and the demands of the season.

This is the largest holiday issue ever printed by the Outlook. It contains more inches of reading matter and more advertising space than any previous year. While this issue is 22 pages as against 24 last year, the page now contains seven columns of space as against six a year ago. There are about 12 pages of advertising in this issue. Advertising is a modern achievement and is an important feature of modern methods of merchandising. It benefits both the seller and the buyer.

True, the primary objects of advertising are, to educate, inform and create a demand, but to those may be added assistance to buyers, awakening up interest, encouraging seasonal buying, keeping trade at home, comparison of prices and facility of selection.

Careful buyers study the ads with one or more of these purposes in view. It is to their advantage. They know beforehand what a store has to offer and can save time, trouble and money.

Advertising is the modern and progressive way to invite trade and

Here's Our Old Friend Again



ARTICLES REVEAL AGGRESSIVE SPIRIT OF POPULOUS AREA

The Holiday Outlook! How do you like it? the outward appearance? the general arrangement? the array of stories recording the moving present and the cherished past? the Heart of it all—Christmas—and a spirit of faith and goodwill—how do you like it?

If you like it tell others. If you don't like it tell the editor!

Anyway, this is the Outlook's contribution to Christmas reading and Christmas trade, and though one of the hardest tasks of the year in connection with the newspaper it is looked forward to and carried out with pleasure.

So here it is, a child of our heart and brain and hand. And the little word "our" means all the Outlook force, from the editor up, and all the contributors, who have been many.

Here let us commend to you the many contributed articles from writers in various communities, from correspondents, leaders in various activities, teachers, ministers, and others.

In this issue will be found the following articles, stories and features:

- Pastoral Greetings.
- Brief sketches of local commercial enterprises.
- History of Gresham grade school
- History of Gresham Baptist church.
- Resume of Gresham library activities.
- Professional services of the locality.
- Story of local fruit cannery.
- Story of pickle factory.
- Corbett pioneer experiences.
- Troutdale building activities.
- Columbia Heights shows growth.
- Santa is year-round worker.
- Pioneer history of Fairview.
- Pleasant Home making progress.

An Urgent Invitation.

The Outlook invites you to carefully read the advertisements in this Holiday issue and look upon them as personal invitations from the merchants to their patrons, and to the public, to visit their stores and shops and give them and yourself the benefit of all the local trade possible.

The merchants have taken great pains to make their stocks fresh and varied and the selections large. The prices will be found satisfactory. They offer you every consideration and accommodation consistent with good business.

The Outlook bespeaks for them one and all a liberal and loyal patronage and sincerely believes you will not be disappointed.

help the buying public find what it wants with the least amount of trouble.

Practically all business places of Gresham and nearby towns have their announcements in this holiday issue. They invite your holiday shopping and commend themselves to your consideration at all times.

The following is a list for your quick reference:

- Section One.**
 Crissey's Alpine Gardens, page 2.
 Suhr's Flower Farm, 2.
 Florence Honey, 2.
 Mountain View Floral, 2.
 Tuckerhill Dahlias, 2.
 Ladies' Shoppe, 2.
 J. Ross Brown, 2.
 Sanitary Market, 3.
 Gresham Plumbing and Heating Company, 3.
 Gresham Drug Co., 3.
 Flossie Tetric, 3.
 Portland Gas & Coke Co., 3.
 Todd's Barber Shop, 4.
 Arthur Bjur, 4.
 Gresham Tailoring Shop, 4.
 Taber Pharmacy, 4.
 Barnes & Son, 4.
 Hepp's Racket Store, 5.
 Gresham Beauty Shoppe, 5.
 G. M. Davidson, 5.
 Bank of Gresham, 5.
 Bailey's Barber Shop, 5.
 Portland Electric Power Co., 6.
Section Two.
 Walter W. Metzger, page 1.
 Geo. Lewis & Son, 1.

Continued on page 2

THIS IS CHRISTMAS

LIGHT the candles on the trees of hope.

This is Christmas.

Let hearts refresh and take joy and gladness to those who are heavy laden.

This is Christmas.

Listen closely for the melody in all creation. It is there for those who will hear. Let all know that duplicity is disarmed by the gazing eyes of Love which comprehends only that truth is all and in all.

This is Christmas.

And it's the children's day—which should resound with the echoes of their laughter—a reflection of the Child of God whose birthday it is.

Love. Let love shine. Give. Let gifts abound. Joy. Let joy overflow. Happiness fills the heart when we are giving.

None is too old, none too young to gaze into the starlit night and see again the vision of the manger. Go where he abides and feel again the spirit of the child king—Jesus.

He brought to us an everlasting heritage of love, peace, hope.

Put aside the frown of care and hold out a hand of hearty welcome to

Santa Claus. It is the spirit of HIM you welcome.

Forget the trials of the day or hour. Know that this world of ours is governed by a wisdom far beyond the comprehension of man. Even as the swallow's fall is guarded, so are you—and yours—all mankind. He who learns the peace of ever-reliance on HIM will have no fear and can well afford to make this day of days one of rejoicing and praise giving.

Christmas is here.

Chimes are ringing throughout this land of ours and to a most favored people. They are echoing through our fertile valleys and our great marts of trade.

We, a free people, made so through our faith in HIM, must never lose the understanding that it is the democracy of our religion, giving every man his right to worship in his way, which makes each succeeding Christmas further proof of His mercy and goodness.

"None shall perish."

This is Christmas.
 Awake and salute the happy morn.
 Thrill again in the joy of service—the love of God and of fellowmen.

Thanks and Greetings

The Outlook considers itself favored in having the loyal cooperation and assistance of so many persons in making this Holiday number of 1926 one of the best, if not the most attractive, of a long series of annual issues covering consecutively each holiday season of its history except the first.

Request was made for stories from the various communities by our correspondents and other timely articles and the response has been gratifying. We believe our host of readers will find much of interest in this issue.

To all who have assisted in its preparation we offer our heartiest thanks and best wishes for the season's richest blessings.

A Merry Christmas to All.

- Kelso community advances.
- Cottrell has encouraging prospects.
- Boring is active.
- New Troutdale schoolhouse.
- Corbett is growing.
- Springdale has promising prospects.
- Sandy Bluff is attractive.
- Troutdale vegetable growers active.
- Multnomah county farm cares for inmates.
- Mutual Telephone company has good year.

MORE TRUTH THAN POETRY.

"All roads lead to the town that has a good, live newspaper. They lead from the town that has only a passable paper or no paper at all. Any town can be a prosperous trading center if it has an effective advertising medium to bring business to it."

We didn't say that—first! We don't know who first said it, but we believe there is no truer statement and hence are glad to repeat it for the benefit of those who think.

Add to your income, subtract from your losses, multiply your returns, divide your expenses, by using Want Ads.

