

## Straight From the Shoulder, Woman to Man, on How to Do Christmas Shopping

"Wife May Say She Wants a New Door Mat for 'Her' Christmas Gift,—But Don't Be Fooled, Mr. Man."

By MARY ETHEL PAIGE

Mere man goes a Christmas shopping. And mostly always, late, because that is the way of men. And he frets, and he stews, and he is embarrassed—and usually, he ends up by purchasing gifts with which he is not at all satisfied—and that he feels for a certainty will not create any great thrills in receiving.

There is one law in Christmas shopping—when the gifts are for Her—be it mother, wife, sister or sweetheart, that man should remember. It is this:

"Woman does not want you to be practical."

By that is meant she wants you to forget your responsibilities, your resources, your obligations, the practicability of the gift in relation to her other possessions.

In other words she wants "something nice." Something personal because she is still a little girl at heart—just like man is a little boy grown up. The feminine is much more artistic and her vision so much greater for ideals that it is a task for man-mind to comprehend how to really and truly please and thrill her in his gift selection.

There is always the exception to the rule, even among men. And there are those who organize their Christmas shopping list and go out early to make their selections.

That of course—is the ONLY way.

Wife may tell you that she wants a new front door mat, as HER Christmas gift. She is honest—because she is trying to help you. But that isn't what she wants at all.

What she really wants is a platinum wrist watch, a new fur coat, a diamond ring, a new sedan, a checking account of her VERY own, a lovely new hat, or maybe a baby grand piano. For a certainty—it's a little bit more than anything you have thought you could afford.

You know your wife, don't you? You know of the unguarded wishes which are occasionally expressed—"wishes for the moon" you term them. But they are not. They are cravings of her very heart and if you would bring real joy and happiness to her on Christmas morning—you'll shut your eyes to "your common sense" and you will walk out and buy her just one article—that is beyond the wildest hope of her.

Therein also is the "key" to all your shopping. You give gifts to those you love. Love calls for sacrifice and he is happiest who knows that the gift which thrills is the gift that is just a little grander and a little more personal than was ever expected.

All things are relative. This man who goes a little beyond, seemingly has plenty with which to afford such shopping. But when truth is known it is just as difficult for him as that man who obviously has a more strict limitation.

The point is—no man will or can overstep his position in life. The joy it will bring to woman's heart will never be known when man does his Christmas shopping as suggested above.

American markets are without doubt the greatest in the world. Prices are not high. We find in our stores the best merchandise to be had in the world. What was a luxury a few years ago may now be almost a necessity, due to great production developments, advertising—and a higher—much higher standard of living.

Woman's mind has mostly brought this about. She it was who first learned of these new and better things—she it was who desired them—and she it was who usually is first to have the vision and the courage to bring them into her home.

So Mister Man, loosen the strings on your purse just a wee—tiny bit. Cock the old fedora on your head and go out this week and select some real Christmas presents for your loved ones.

I hope—well, I hope that HE reads this article.

Won't I shout "Merry Christmas"—and mean it?

### Floral Company Grows Great Fields of Roses

One of the finest rose nurseries on the Pacific coast is that of the Mountain View Floral company, which owns a large ranch northeast of Gresham, another tract of land near Linnemann and a city nursery with modern equipment in Portland. Otto Griesel is the manager of the rose farm in the Cedar district, and his partner, Jacob Feser, has charge of the Portland end of the enterprise.

Messrs. Griesel and Feser began business 21 years ago in Portland. In 1919 they purchased the Conrad farm of nearly 135 acres on the Base Line extension and began the cultivation of roses on an extensive scale. Each year they are increasing their rose acreage and now their sales and shipments reach to far eastern points.

In a recent interview with Mr. Griesel he expressed the opinion that Portland roses are better known and appreciated in the east than they are in Portland or vicinity. He thinks that Oregonians are not as fully alive to the possibilities of rose cultivation as they should be.

Mr. Griesel further believes that western folks do not take time to beautify their lawns and surroundings as much as they might. He considers that the best investment any property owner can possibly make is to set out flowers and shrubbery on the premises. This will improve their appearance 100 per cent and thereby increase the value of the property.

The Mountain View Floral company has erected during the past year an office building on its property overlooking the Sandy river which will probably be opened the coming spring. From this point rosebuds can be distributed to the passing tourist and their fame started around the world.

The Oregon grade of rose bush is said to be superior to that of California, as the roots are propagated and developed without irrigation, thereby producing a much harder bush.

Fair Enough.

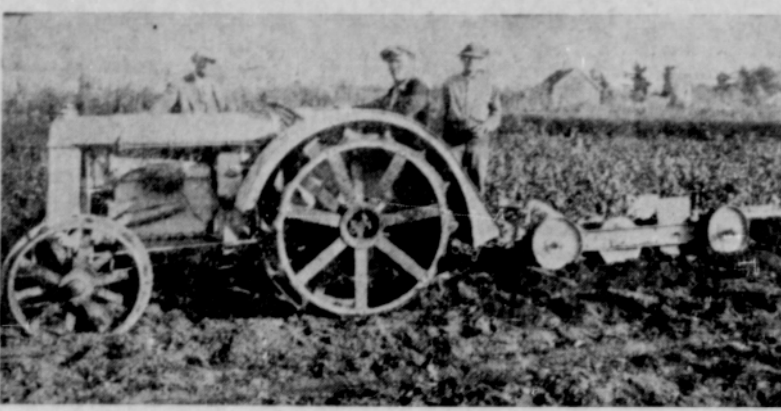
Wife—"There was a poor old woman at the door today—begging for clothes."

Husband—"Did you give her any?"  
"Yes, I gave her that twelve year old suit of yours and the dress I bought last week."

Any troubles? Call Dr. Classified.

Phone subscriptions to 1561.

### LEWIS & SIMPSON USE MODERN METHODS



View of their fields on Columbia river highway west of Fairview, where millions of seedlings are grown.

### LEWIS & SIMPSON GROW MILLIONS OF SEEDLINGS

One of the most extensive business enterprises in eastern Multnomah county is the wholesale nursery business of D. M. Lewis and R. C. Simpson located a mile west of Fairview on the Columbia river highway. Mr. Lewis and Mr. Simpson are both specialists in their line, having made an intensive study of this business. Their authority in these matters is widely accepted.

Lewis & Simpson use the most modern and up-to-date machinery in farming. They believe in always keeping in advance which, in itself to a high degree, shows why they are so successful.

These men moved to their present location eight years ago and planted about 18 acres of gooseberries, currants and some fruit stock. Since that time their business has increased to such an extent as to warrant the planting of about 75 acres to apple, pear, cherry and maple seed.

These seeds come from different parts of the world. Some of the apple seed is from France and other is local production. The pear seed consists of four varieties, viz., French, Serotina from Japan, Usseriensis and Caleryana from China. The cherry seed is two varieties, the Mazzard which comes from Salem, Oregon, and the Mahaleb, which is eastern seed. The Myrobolin plum seed comes from southern California. The maple seed is the Japanese and Norway.

Rose seedlings, to the number of 150,000, mostly Manetta and Japonica Multiflora, are also grown. About two tons of seed are now ready for planting. This seed ranges in price from \$1 to \$12 a pound. Some of it requires fall planting while others are put in cold storage and planted in the spring.

The stock is all non-irrigated and much care and work are required to produce good healthy growth. It is cultivated once each week during growing season and requires a crew of at least 20 men and women to do the weeding. At digging time a tractor and digger are used with a crew of from 14 to 16 men to harvest. The seedlings are then taken to the sorting room where a large crew is used to grade and count them. The grading is done in a large electrically-heated modern building.

These seedlings are then shipped to nearly every state in the union. The first carload will be shipped east about December 20 and shipments will continue until about the first of March.

Mr. Lewis and Mr. Simpson are members of the Pacific Coast Nurserymen association and the Portland Nursery club, but above all they are good boosters for eastern

Multnomah county and employ local help exclusively. It will be found a great pleasure to pay a visit to this concern where visitors are always welcomed.

### City Bakery Does Large Business

This past year has seen the completion of the 50 x 70-foot addition to the Gresham city bakery of which T. Van Doninck is the proprietor. This fine up to date bakery stands for an enterprising Gresham industry and marks an era of progress in the development of the town. The new building has now been occupied about four months. Mr. Van Doninck reports a steady increase in his line of business during the 10 years he has been in Gresham. He came west from Minnesota in 1915. After a year spent in various places on the coast he came to Gresham and engaged in his present business. The wholesale trade of the plant exceeds that of retail although strict attention is paid to both. Seven persons are employed permanently at the bakery and on the route.

### Bailey Beautifies Men and Women

Back in the old days, "when you and I were young," a passerby would have had his curiosity much aroused over such a name as beauty shop applied to the village barber shop. Just what the word "beauty" could possibly refer to would have been puzzling indeed, as it was not supposed to apply to the masculine part of the population.

Roy Bailey purchased the two-chair barber equipment of Albert Kessler two years ago and immediately remodeled the place, installing four chairs and otherwise making improvements. The innovation of the beauty parlor at the rear of the shop was an event of this spring. It carries a full line of beauty accessories and is under the capable management of Miss Ruth Annable of Portland.

Shower baths are a part of the barber shop service. Another accommodation is the Troy laundry agency which is located here.

### Buyers Assisted by Dealers' Ads in This Outlook

Continued from page 1

- Sam's Auto Top Shop, 1.
  - Kaser Filling Station, 2.
  - Columbia Highway Service Sta., 2.
  - Ekstrom's Truck Service, 2.
  - Gresham Battery & Tire Co., 2.
  - Ivy Filling Station, 2.
  - Hessel Implement Co., 2.
  - Lee's Service Station, 3.
  - Lundquist Truck Service, 3.
  - Gresham Service Station, 3.
  - Gresham Garage, 3.
  - Raker & Son, 3.
  - Main St. Garage, 4.
  - Quinby's Garage, 4.
  - Botkin & Cooper, 4.
  - Brockway & Nelson, 4.
  - Bentley's Tire Shop, 4.
  - Gresham Transfer Co., 4.
  - M. C. Webster Motor Co., 4.
  - Fairview Grain & Whse., 5.
  - J. R. Knarr, 5.
  - J. L. Cook, 5.
  - Troutdale State Bank, 5.
  - Richard Knarr Chevrolet Co., 5.
  - Portland Gas & Coke Co., 6.
  - Berry Growers Packing Co., 6.
  - Columbia Brick Works, 6.
  - Mult & Clack, Tel. Co., 6.
  - U. G. Smith Store, 7.
  - Acorn Sales & Service, 7.
  - Clackamas County Bank, 7.
  - Lauderback Bros., 7.
  - Walker's Fox Farm, 7.
  - Aylsworth & Martin, 8.
  - Elizabeth Frock Shop, 8.
  - Miss Halsey Millinery, 8.
- Section Three.
- A. W. Metzger & Co., page 1.
  - Portland Gas & Coke Co., 2.
  - E. W. Stratton, 2.
  - Geo. W. Page, 2.
  - The Oscarette, 2.
  - L. L. Kidder Hdwe. Co., 2.
  - Gresham Woodworking Shop, 3.
  - Eastman Lumber Co., 3.
  - Gresham Shoe Shop, 3.
  - Newberg Produce & Packing Company, 3.
  - Classified and Professional, 4.
  - W. R. Hicks Co., 5.
  - A. F. Hammar, 6.
  - Todd, the Painter, 6.
  - Radio Electric Co., 6.
  - Gresham Funeral Home, 6.
  - Guy D. Jones, Jeweler, 6.
  - First State Bank, 7.
  - Roberts Confectionery, 7.
  - J. E. Metzger, Furniture, 7.
  - Gresham Cleaners & Dyers, 7.
  - Welling's Restaurant, 8.
  - City Bakery, 8.
  - Gresham Meat Market, 8.
  - Withrow's Restaurant, 8.
  - Walrad Mercantile Co., 8.

### Jones the Jeweler Has Fine Display

The Christmas windows of Guy D. Jones present a beautiful appearance with their displays of fine holiday wares. A stock of latest designs in jewelry is on hand and many appropriate house decorations are carried. Handsome vases and lamp shades occupy a prominent place on the counter.

Mr. Jones, who is the only jeweler in Gresham, has been in business here since 1920, and through courteous treatment endeavors to cater to an exclusive jewelry trade. His watch repair department is well equipped to meet the demands for this delicate work.

"Use Want Ads"—a good adage.

## FLORENCE M. HONEY

PIANO

PHONE 1721 Gresham, Oregon

## The W. L. Crissey Alpine Gardens

ROUTE 1, BORING, OREGON  
(Farm adjoins Dodge Park)

SPECIALIZING IN

### Choice Rock Plants, Gladioli, Irises

Standard and Unusual Perennials

Write for my 14th annual Catalog for 1927

## Mountain View Floral Co.

Portland, Oregon Troutdale, Oregon

Rose Farm and Nursery, Columbia-Base Line Highway

QUALITY NURSERY STOCK

Roses, Evergreens, Shrubs and Perennials

Gifts that will grow in value, a remembrance for all time

Beautiful gardens, the biggest asset to your home and to your community. Something worth living for.

### TROUTDALE LINE MAY BE DISCONTINUED

The Portland Electric Power company has filed a petition with the public service commission asking the discontinuance of its inter-urban railway service between Montavilla and Troutdale by way of Ruby junction. It is claimed that this division has been a losing venture for years, showing a deficit of nearly \$35,000 for 1925 and practically that amount for the first 10 months of 1926.

The steady decline in revenue is attributed by the company to the competition of bus and truck lines covering the same territory. The line is paralleled now by the O.-W. R. & N. tracks that take care of the freight traffic. W. H. Lines, vice president of the P. E. P., said that the public service commission would probably call public hearings at which the circumstances of the operation of the Montavilla-Troutdale line would be threshed out.

## TUCKERHILL DAHLIAS

Grown by VERA WOLVERTON TUCKER.

### Blue Ribbon Winners

at OREGON STATE and MULTNOMAH COUNTY FAIRS

Member American Dahlia Society and Pacific Northwest Dahlia Growers Assn.

WRITE FOR PRICE LIST  
PHONE 268x2 Gresham, Oregon

# THE LADIES' SHOPPE

Osburn Building Main Street Phone 2081

## GIFT DAYS

With only a few more days in which to select your gifts you will find a complete line here that will be a never ending source of delight to the feminine heart. Here are silk underthings, hose, handkerchiefs, leather novelties, ribbon novelties, handwork, stamped embroidery, dresses, coats, hats and many other gift items.

<p>The Ideal Gift is</p> <p><b>DAINTY UNDERTHINGS</b></p> <p>We are showing a wonderful line of rayon silk underthings, trimmed in touches of embroidery, lace and hand trimming, beautifully tailored in flesh, peach, Nile, white and combinations.</p> <p>Chemise ..... 95c</p> <p>Bloomers ..... \$2.25</p> <p>Combinations \$1.95 to \$4.95</p> <p>Gowns \$2.95 to \$3.25</p>	<p><b>Suggestions</b></p> <p>Beads ..... 50c to \$2.00</p> <p>Kerchiefs ..... 10c to \$1.00</p> <p>Garters ..... 35c to \$1.25</p> <p>Boutineers ..... 50c to \$1.00</p> <p>Beauty Pins, pair ..... 25c</p> <p>Lingerie Clasps, pair ..... 25c</p> <p>Compacts ..... 75c</p> <p>Rouge ..... 50c</p> <p>Face Powder ..... 50c</p> <p>Toilet Water ..... 50c</p> <p>Perfume ..... 10c to 50c</p> <p>Coat hangers, dainty colors ..... 50c</p> <p>Dainty Powder Puffs ..... 25c</p> <p>Bob Comb and Case ..... 25c</p> <p>Coin Purses ..... 50c</p> <p>Bill Folds ..... \$1.00 to \$2.00</p>	<p><b>MILLINERY</b></p> <p>Remember her with a hat.</p> <p>Our line is still large, in trimmed and felt hats, at one-half the regular price.</p> <p><b>DRESSES</b></p> <p>A splendid assortment of afternoon dresses at Xmas prices, in all the newest shades.</p> <p><b>\$12.75 to \$24.75</b></p> <p><b>RAIN COATS</b></p> <p>A new supply just received, priced at</p> <p><b>\$5.00 to \$8.85</b></p>
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