



NIGHT TIME LOOK to new Outlook building results from printing picture from a positive film instead of a negative. Glass in entrance reflects neighboring trees.

(Outlook photo)

Specialists have a wide field here

Connie Johnson, 38, assistant publisher of the Gresham Outlook, is a specialist in a field that could hardly be called a specialized field. That's the business of community newspapering.

This broad field is much like that of the doctor who's a general practitioner. One has to know all the aspects of the trade from getting along with paperboys and subscribers to helping people with their advertising programs or writing editorials when the local citizenry may want more enlightenment on a particular controversial issue.

Johnson picked up his journalism degree in 1960 at Iowa State University. His first attempt in the profession was managing the news department of a twice-a-week paper in Western Iowa.

As local residents realize, the Oregon Trail is still open and attracts many Easterners annually. Johnson took the trail with his family in their covered (station) wagon in 1962 to become the news department head at the Albany, Ore., Democrat-Herald.

And six months later, the late ex-Gov. Elmo Smith signed him up to become the publisher of his weekly newspaper at John Day, Ore., where community journalism comes mixed with reams of sagebrush philosophy, singed occasionally with red hot branding iron, but rewarded through the respect and friendship of just about

every rancher and timber beast within 80 miles of that "true as gold" former mining boom town.

Later, the assistant publisher shed his cowboy boots and traded in his Stetson for a blue homburg to learn the ways of large-scale newspaper production. In this field, his contacts were agribusiness industrial firms, advertising agencies and spokesmen for large farm groups. But this wasn't in Oregon, and that of

course wouldn't do for very long.

Returning to Oregon, Johnson spent more than three years at Springfield where he was general manager and managing editor of a three-times-a-week newspaper.

But the challenge of being assistant publisher of Oregon's largest regular weekly newspaper was too great, so last September he joined the Outlook.

Here, he is able to do the things he likes best—helping to

carry out the publisher's policies. But on a more detailed scale, this means working with merchants and their advertising needs, helping with East County news coverage, photography, assisting those who assemble the news pages which in turn wind up on the press, getting the newspapers out to the subscriber—and, of course, helping everyone solve the problems that arise during these processes.

When he's away from the new

Outlook building, Johnson is a Western history buff who's attempting to combine his color photography skills with a lot of traveling and book research into something that may look like a book someday. He hopes that a few events will not be forgotten or distorted out of proportion by television and movie producers who try too hard to please an audience.

And in the process, it would give one a lot of time to enjoy hunting and fishing, wouldn't it?

Outlook history

(Continued from page 13)

Kearney advocates the giving of the ballot to women and making the right of franchise for all depend upon an educational test.

The Columbia Brick Works of this place has been awarded the contest for the brick for the new Reed College building in Portland.

The Gresham council seemed to put an emphatic "no" to any proposition to make Gresham more of a saloon town than it already is refusing to grant a license for a bar in connection with a hotel in the new bank building.

Fairview is still forging ahead. She is now having plans drawn for a city hall and the recent little fire in the roof of the old Scott house awakened our city dads to the actual

necessity of a water system. Our town is now all wired for lights and the O.W.P. has promised to turn on the "juice" by April 1.

The dance given in Allison's Hall Saturday night by the Boring Athletic Club was a decided success. The midnight supper at the Brooks' restaurants was well patronized. It was after four o'clock a.m. when the "Home Sweet Home" waltz was played.

A force of men are at work diking the Sandy River preparatory to starting a fish industry.

Welches—An immense cougar has been prowling around here for several days. It even chased Mr. Waterman's cow but did not get her.

Smelt fishing is the sport of the season. Everyone will take

a trip to Troutdale to see the Sandy River literally black with fish.

March, 1923

Helen Althaus of the Troutdale school was the winner of the cash prize of \$5 in the Humane Society Story contest.

The paving of Powell Valley road eastward from Gresham as far as Christensen's garage is asked.

The Greshamas, a hiking club, will go out east on Powell Valley Road.

A doubleheader game in the Union High gymnasium featured the Gresham Aggies pitted against Corbett and the Union high basketball team opposite West Linn.

The Raker & Son garage, Gresham Ford car agency, has sold 33 new and used cars and trucks during the past month.

The public library reading room in the new community hall at Troutdale is almost completed.

Construction work on the new Union High school building (Corbett) will soon be underway again.

"Hello, Hello, this is WDAF, owned and operated by the Kansas City Star." This was the astonishing message picked up by Ralph Davidson of Gresham with his homemade radio receiving set.

It was reported to the (Gresham) council that Wallula Avenue is not properly located and it was voted to ask the county commissioners to take up the matter before water mains are laid.

The local telephone office force of three was reduced to two when H.J. Pulver left for a

(Continued on page 24)