

## GRESHAM OUTLOOK

TWICE A WEEK

Published every Tuesday and Friday at Gresham, Oregon.

H. L. ST. CLAIR, Editor and Publ'r  
E. S. SMITH, Advertising Manager

**Our Subscription Rates**  
One year, \$1.50;  
six months, 75c;  
three month's trial  
subscription, 50c.

**Advertising.**  
Rates reasonable. Our representative will call.  
Phone 701.

"The Linotype Way is the Way that Wins."

Application made for entry as second-class mail matter.

**Deferred Payment.**  
The discretion of a man defereth his anger; and it is his glory to pass over a transgression.—Prov. 19-11.

### ADVERTISING.

Some men think advertising is a necessary evil and they strictly obey the scripture command to shun all appearance of evil. Others advertise because they are forced to—not by the newspaper, but by their competitors. Still others, and we are persuaded they are a large majority, because they see the opportunity to be progressive, to enlarge their business, to let the buyers know that they want their trade.

Primarily it is competition that necessitates advertising. The little crossroads general store, the only one in the locality doesn't feel the necessity until some other store, probably more enterprising, begins to pull away the trade, then it comes up to date and advertises or drops behind and out.

The only way to get business these days is to go after it, using every means possible to tell the people what you have to sell and that you want buyers.

Does advertising pay? It must pay the newspaper. It is an inviting field, although not as profitable as some think. As in almost any other business there is but a small margin left after all items are checked up. A Portland daily sends a bill for over one hundred dollars to the town for advertising the bond issue for thirty days. Enormous! But then it found a buyer who paid over \$200 premium and then come.

Of course, advertising is only one of several necessary conditions which must be met. They all go together. Advertising will not pay unless the others are met. The others will not pay so well without advertising.

We believe one of the most judicious lines of publicity is a newspaper. Especially if the said newspaper comes to the readers always fresh, hopeful and new. A standing card is like a good sign in front of a store. An ad. that is frequently changed and is kept bright and attractive is like a new store, a new stock, a new show window—it attracts attention, it interests a buyer.

Whether advertising pays depends upon the advertiser. If the medium is worth anything and the ad. is followed up, results will come from it as sure as man is free and will do usually what he is shown is to his advantage.

### ON THE GROUND FLOOR.

The Mt. Hood road is getting in on the ground floor in all this fine country. In Portland, Gresham, Vancouver, St. Johns, Kenton, Troutdale, Fairview, Washougal and other points, the company is securing franchises and planning for the future. If this isn't a key to the farmer, the merchant, the investor, the newcomer, in all these many localities, then they must be blind and some day will say "I am sorry I didn't," etc.

The company is made up of men who are bound to win. It is an interesting combination. Mr. Gillis is a Californian and has the quiet gentlemanliness and affability of a southerner. Others, the engineers, and some of the officers, are Canadians and they have the energy and the sturdiness of their strength-producing country. Others of the officers are Portland men and have had their eye on this proposition for years and have patiently waited the right time which there is every indication to believe is right now in 1911. All are thorough gentlemen. With this combination of manliness, foresight, energy and capital, Oregon and Mt. Hood furnishing the unsurpassed opportunity, can any one predict the final success of the enterprise or the benefit to all who are affected by it?

The Telegram, speaking of the morbid nature of man, as evidenced by the crowds that gazed upon the fire victims in New York, says that instances like this remind us that just beneath the skin of civilization lies the beast, and thoughtful people are puzzled as to how we may reach the beast and abolish it.

Lost—Sunday, in Gresham, a pair of ladies' gold-rimless spectacles. Finder notify Outlook office.

**Evening Telegram.**  
Delivered by carrier promptly anywhere in Gresham. See Burton Meade, carrier.

**Eggs for Setting.**  
S. C. Rhode Island Red eggs for setting, \$1 per setting. Mrs. E. E. Welling, phone 253.

For Sale—Loose hay, several tons, good condition and good hay. Call on C. Reynolds. Phone 299, Gresham.

Wanted—Girl or woman to assist in general housework. A. Hennig, Wilson station, or address A. Hennig, Gresham, R. D. No. 3, Box 114.

**French Laundry**  
Fancy and family work a specialty. Cleaning, dying and pressing in connection. Harry Wood is our agent in Gresham. Leave work at his shop.

**Housekeeping Rooms.**  
Several housekeeping rooms, also furnished rooms, for rent With or without board. McCarter Apartment House, Roberts ave., Gresham. 12

**Notice**  
I herewith notify the people of Gresham that I have started a milk route in the city, product is guaranteed pure, cows having all been tested. With your aid the enterprise will become permanent.  
E. SCHWEDLER.

**For Sale**  
Five acres in high state of cultivation. Good seven-room house, good barn, wagon sheds, woodshed, storerooms, apple house; 3 1/2 acres bearing fruit and berries; 1 1/2 acres young fruit. Two good wells, good new fence, good road to place; 1/4 mile off county road. \$2500 cash. 3 1/2 miles east of Gresham. Call or phone The Outlook, Gresham.  
**FOR SALE—Pigs, feeders—**inquire Sweet Brier Farm. Phone 493. H. J. Wallace.

**Lodge Notices.**  
**FAIRVIEW UNITED ARTISANS** No. 178—First Saturday evening and third Saturday evening is social evening. Master, E. E. Heslin; secretary, F. H. Crane.

**ROCKWOOD UNITED ARTISANS** No. 206—Meets fourth Saturday night. Master, Mrs. Rich Tegart; secretary, H. H. Johnson.

**ROCKWOOD I. O. O. F. No. 213**—Meets in Maccabee hall every Thursday evening. N. G., J. R. Cavanaugh; secretary, J. H. Schram.

**K. O. T. M. No. 61**—Meets first Saturday and third Friday nights. Com., Ed Spath; R. K., W. Quisliberry.

**FAIRVIEW GRANGE**—First Saturday at 10 a. m. and third Friday night, 8 p. m. Master, Cedric Stone; secretary, Roy Stone.

**ROCKWOOD GRANGE**—First Wednesday at 8 p. m. and third Saturday at 10 a. m. Master, F. H. Crane; secretary, Viola Lovelace.

**L. O. T. M. CHARITY HIVE No. 38**—Meets second and fourth Thursday afternoons. Com., Mrs. John Brown; R. K., Mrs. Mary Turner.

**PLEASANT VALLEY GRANGE** No. 348—Meets fourth Saturday at Pleasant Valley hall. H. W. Snashall, master; E. Butler, secretary; Jennie Kronenberg, lecturer.

**WOMEN OF WOODCRAFT, No. 202**—Meets in Odd Fellows hall second and fourth Tuesdays 2 p. m. Emma Manning, G. N.; Hattie Westell, clerk.

**FAIRVIEW LODGE No. 92, A. F. & A. M.**—Regular meetings Saturday night on or before full moon. Masonic Temple, Troutdale.  
A. FOX, Secretary.

**Church Notices.**  
**TROUTDALE M. E.**—Services each Sunday at 11 a. m. Sunday school at 10 a. m. C. C. Coop, pastor. P. M. Nash, S. S. Supt.

**A REASONABLE PRICE**  
The Harmony Fruit Tracts are put on the market at a price that should interest orchardists. They are of the Red Shot Soil, no better in the world for apples. Ideal location near Mt. Hood Electric.

**10 ACRE TRACTS \$100 to \$150 an Acre**  
Smith Land Co.  
Gresham - - - Oregon

**JAS. GOODFELLOW**  
General Blacksmithing and Horseshoeing.  
Agent for JESSE BERRY BIT—the Best Bit made—FOUR IN ONE  
Buggy Poles, and all Wood Work  
Gresham, Oregon

### ROCKWOOD.

The Mt. Hood Railway company having settled with Miss Dunham for right-of-way across her property, has graded the roadbed, thereby closing the only gap between Gresham and Barr road at Montavilla.

Road Master McKay has a crew grading the Barr road west from Rowen's place, and a crew clearing the right-of-way west of Barker road on Montavilla avenue.

The home that Jake Butzer bewed out of the forest some 20 years ago, has fallen to the hand of progress. The property was sold last fall, now the owner has torn the old house down, removing one of the old land marks, and has lumber on the ground for an up-to-date bungalow. He will also build a log cabin for a summer house.

Kenneth Harvey, who has been living with his wife's parents the past year near Bairdsdale station, has moved into John Richmond's cottage at Rockwood.

Mrs. A. C. Evans of Walla Walla, Washington, has been spending the past week with her parents, F. H. Miller, at Rockwood.

Mr. and Mrs. E. D. Barker will leave for California on the steamer, Rose City, Saturday. They have the best wishes of their many friends for a safe trip and restoration to health.

The past month has been a good one for the Rockwood school. The pupils receiving the highest percentage during the month of March were: First grade, Della Stockton; second grade, Grace Vail; third grade, Albert Stockton; fourth grade, Robert Childers; fifth grade, Walter Brown; sixth grade, Esther Miller; eighth grade, Addie Quesinberry; ninth grade, Miriam Brown.

Have Dr. Lowe show you when he is here Wednesday, April 12, the new eye glasses that will fit most any one and cannot cause concern.

### ATTENTION!

The Farmers Mutual Fire Relief association of Portland, Oregon, invites all farmers who have no insurance on their farm buildings to insure with us. This association is the cheapest and safest in the state. It insures only country property and has over \$3,000,000 insurance in force.

Write or phone,  
H. W. SNASHALL, Pres.

The Farmers Mutual Fire Relief Association,  
Gresham Route No. 3 Phone 74  
Notary Public Real Estate

## Gresham Millinery

**Now Open**  
for the Spring Trade  
Call and see our lines  
**Spring Hats, Notions**  
Expert Trimming  
POWELL ST. GRESHAM

## Gresham Shoe Shop

Carl Dahl, Prop.  
NEAT REPAIRING  
PROMPTNESS IS the MOTTO  
Good Stock and Satisfaction Guaranteed

## Watkin's Remedies

—FOR—  
Spices, Extracts, Poultry Foods, Stock Tonics, Etc., See  
C. H. Lane, Agent  
Gresham, Ore.  
Phone 506 Always Reliable

## JAS. GOODFELLOW

General Blacksmithing and Horseshoeing.  
Agent for JESSE BERRY BIT—the Best Bit made—FOUR IN ONE  
Buggy Poles, and all Wood Work  
Gresham, Oregon

# Shattuck & Lindsey

DEALERS IN "GOODS OF QUALITY"

## Staple and Fancy Groceries

Attention to buying right is what gives satisfaction to the customer. We are looking to suit our customers in this line and a call will convince you of this fact

Our Extensive Buying Power Enables Us to sell you the best grades of groceries at prices as low as others ask for inferior goods

# Lorain Ranges

We are selling this fine line of ranges at an average of one each day. Come in and have a look before buying

**If you want an automobile**  
this Summer, Now is the time to buy. Have a look at that new "Michigan" 33-horse power. \$1450 fully equipped

## Cooley & Miller

# Central Hotel

Good Transient Rooms by Day or Week  
**Pool and Billiard Tables**  
Confectionery, Tobacco and Cigars

# John C. Hessel

AGENT

## Full Line of Farm Implements

Open and Top Buggies, Hacks, Carts, One and Two-Horse Wagons, P. & O. Steel Plows, Oliver Chilled Plows and Repairs, One and Two-Horse Cultivators, Spring Spike Tooth and Disc Harrows, Superior Drills, Planet, Jr., Garden Seeders, Cyclone and Cahoon Hand Seeders, Deering Self-Binders, Mowers and  
: : : : : Rakes, Twine, Etc. : : : : :

Everything in the Implement Line—Give Me a Call and Get Treated Right

# TRANSFER BARN

## DRAY LINE AND EXPRESS

Good rigs, good horses, prompt service at all hours. Can make drives and furnish driver to all outlying points

**A. LELAND, Successor**  
Fleming & Thompson, Gresham, Ore.

## GRESHAM FEED & CHOP MILL

Ramsby & Oswald, Props.

Grinding Done Every Day  
Good supply of mill stuff, feed, bran, shorts, etc. Land plaster, Highest price paid for oats. Call and see us.

# City Bakery

Paul Hoetzel, Prop.  
**Best Bread**  
on the Market, Fresh Every Day  
Pies, Cakes and Other Pastry  
Main St., Gresham

## Chop House

Roy M. Wood, Prop.  
What you want and just as you like it  
Meals at All Hours, Day and Night  
My aim is to please