

**GRESHAM OUTLOOK**  
TWICE A WEEK

Published every Tuesday and Friday at Gresham, Oregon.

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E. S. SMITH, Advertising Manager

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**GRESHAM'S STEADY GROWTH**

Gresham has had a steady growth and is still growing with more emphasis on the growing. There has not been a time during recent years that new houses and business buildings were not in process of construction and they have been taken by owners or renters as soon as ready. Let one start a new house and usually before it is finished there will be ten or a dozen applicants for it.

The question that is being asked over and over is, Why doesn't some one erect a flat or several houses for rent on some of the new additions to the town? They would be a paying investment and nothing would help more toward selling the remaining lots.

No one can seriously question the statement that if we had twenty-five more houses in Gresham we would have twenty-five more families living here. Perhaps the same would be as true of fifty.

Let our real estate men, contractors, and investors get busy.

**WHY NOT HERE?**

At Stanfield, a new and hustling eastern Oregon town, they have a Fruit Growers' association which recently ordered 75,000 strawberry plants for its members. They are the Clark seedling variety and are being set out with a view to making that a berry section. They will soon have a reputation for this luscious fruit.

There are two suggestions in this for us. The first is the advantage of this locality for strawberries and the second is the need of a Fruit Growers' association. Soil, climate and market facilities all combine to make this and the nearby Sandy country a veritable market garden for small fruit and vegetables. The demand for these is unlimited.

The effect on fruit of the recent heavy frosts is mainly a matter of conjecture. Opinions even of experienced fruit growers differ. Probably come fruit was badly injured by the hard frost of Wednesday night and all early fruit to some extent. This effect is local and not general, because temperatures differ considerably in nearby localities.

These severe frosts so late in the season are extremely unusual for this part of Oregon. It would seem so far as if March and April had gotten mixed up in the calendar and weather conditions are disarranged accordingly.

Attention is called to the article, Commercial Clubs and Their Work, which is so full of suggestions that our Commercial club workers may well give it a careful perusal. The success of our Commercial club has a vital relation to the development of the city and surrounding country. Therefore, we cannot emphasize its work too strongly.

Somebody who said about a year ago, I will sit back and let George do it, is pretty mad now that George got in the right mood and did it. Now where is the other fellow.

Too bad the weather man had to step in and spoil the fine reputation Oregon got in the minds of the new comers during March! But that's the way with the weather man.

Eugene is planning to hold early in May a Newcomers' picnic combined with a pioneers' reunion.

**WANTED**—One year old bull any standard breed, except Jersey. Phone 51, Gresham. Tom Townsend.

**Commercial Clubs and Their Work.**

the care of its people—is worth while.

**Consider the Ladies.**

When its help is called for in anything relating to civic conditions that help should be given. If its constitution and governing rules place definite limits, they should be changed. Committees should be added, and added, to study and act upon every worthy proposition. How many times have business organizations given a polite "No" to requests for co-operation in civic endeavor by women. Ask the women. Say "Yes" to the women. This is not an after-dinner outburst for "the ladies, God bless them," but a few words of real appreciation. Do you know that the women of this country, and every country, have been the originators and leaders of many, if not most, of the great movements for making living conditions happier and better? The American Civic Association knows and gives this renewed testimony to their zeal, wisdom and true worth.

**"Newspapers Must Co-Operate."**

Here is a city that has a live business organization. The city has wonderful opportunities for development, but the opportunities are more evident than the actual demonstrations. Some one says: "I've been reading about city plans. Let's have a city plan and make ourselves beautiful, clean, healthy and happy as well as great and rich." There's the chance, the duty of the leading commercial body to step in and say: "Yes, let's. It has the machinery—the machinery of brains, enthusiasm and energy—to take up such a subject and urge it. What if the suggestion comes from some one not even engaged in business, or at least not recognized as a leader in business, possibly not a member of a business organization? The suggestion is a good one. Why leave it to a small group of individuals to study over, worry over and finally give up because it looks too large? If the Chamber of Commerce takes it up, and the newspapers will take it up, and the success is in sight at the start.

**Involves Hard Work.**

What does such a movement involve? Well, a good deal. Hard work, for one thing. The secretary will have to fill in more compactly the working hours of his day, will probably have to add a few hours to that day, and then burn some midnight oil. Committees will have to work. Some personal sacrifice of time will have to be made.

**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. Quislinberry.

**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.

Gresham Grange No. 270 meets the second Saturday of each month. Lecture hour from 2 to 3 is open to the public. H. E. Davis, master, Mrs. W. H. Bachmeyer, secretary.

**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.

to fulfill committee engagements. Some leading members scenting a possible rise in taxes will throw cold water on the project and threaten to resign. If they do resign (and they do not as a rule) others can be secured. Enthusiasm must be kept at a high pitch, but back of the enthusiasm there must be more serious work. The experience of other cities must be ascertained. It may be that traction companies will be called upon to expend vast sums for a rearrangement of their systems, for transportation comprises an important part of city planning. Housing conditions will have to be improved. To accomplish these great things intelligently experts should be retained—experts in landscape architecture, experts in sanitation, in street paving. That takes money.

**Place of the City Council.**

It is quite likely that the average city council will not have awakened people's money for such fancies as to the necessity for spending the they may term them. A few citizens should not be permitted to stand that expense, although they have been doing it in many instances. The Board of Trade can afford to assume that expense. The reports will follow after months of painstaking labor on the part of the experts. There is still work for the business organizations to do. These reports must be conveyed to the masses of the people so generally and so intelligently that they will demand their adoption, and that, of course means a bond issue, large or small according to the size of the city. This is when the city council will have to act. If it sees a strong public sentiment back of the plan it will invariably act favorably. Surely it is worth while. Surely it is within the province of the business organization.

While the results will be of permanent and inestimable value to the city, they will be very material to the association that fathers the plan. Directors' meetings will be well attended, full of life; new support will be attested in working and contributing members.

Having made the house ready, if in addition a city possesses superior business advantages to offer they will be seized. The city will grow, its people will become prosperous, and withal they will be happy.

For Rent—Good pasture land at Anderson station. Inquire at Ed. Osburn's shop on Main street, Gresham.

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