

GRESHAM OUTLOOK

Twice a Week

Published every Tuesday and Friday at Gresham, Oregon.

H. L. ST. CLAIR, Editor and Publisher
A. R. LYMAN, Business Manager.



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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.

THE FARMER AND BUSINESS.

At a recent Grange meeting, Lewis Shattuck made a suggestion which should have fuller development and greater publicity. It was to the effect that the farmer is a business man. In the minds of many he is not classed as such and probably few who are engaged in tilling the soil have thought of counting themselves as belonging to the business class.

Mr. Shattuck took the position that a business man was one who bought or produced something of value which he offered for sale at a profit. The merchant sells his wares; the farmer his produce or livestock. Both are engaged in business and should be considered and should class themselves as business men.

The effect of this attitude on the part of the farmer will be two-fold. It will lead him to be more business-like in his dealings and it will lead him to take a more active part in the business affairs of his community.

Without doubt the farmer and the merchant need to get closer together in a business way. They should understand each other better, deal with one another with perfect fairness and honesty. When business men meet and deal together on business principles there is not likely to be much room for misunderstandings and faultfindings.

It is very important that the farmer should look upon himself as a business man. It is as necessary for him to keep a set of books as for the merchant. It is also as necessary for him to do business through a good bank as for the merchant. He should give more attention than is usually given to the matter of profits. These are simply secrets of business success.

In order to do all this the farmer can well afford to take a business course or its equivalent. Our agricultural colleges and correspondence schools are offering just such courses to farmers today, specially adapted to their needs and costing almost nothing.

How many farmers can tell exactly their profits for a year? It is no more difficult for them than for the merchant.

We were told the other day of a poultry man who kept exact records of his business. He is making a success of it and this one of his "poultry secrets."

When the farmer is willing to remain ignorant of business methods the merchant takes him for an easy mark and the farmer becomes suspicious of everyone he has dealings with.

Last Thursday's edition of the Lents Reporter is certainly a Booster number. It claims to be the first booster paper ever issued in our neighboring suburb. We judge from the indications it will not be the last. Almost everybody and everything worthy in Lents is given a big send off. Lents has recently acquired the two main factors in a live town—namely, a live Commercial club and a live newspaper. Both are backed by live business men who are after all the main factors in a progressive town.

The Outlook apologizes for any careless remark. It was not the editor's, but was carelessly allowed to go in. It is not our purpose to reflect unjustly on any place or person. It was not intended in that way.

An interesting feature of this booster edition is its cartoons. One of them shows our friend, Dalles Simonson, editor and manager, dozing in his office chair, in his accustomed position with his feet on the stove, dreaming of all kinds of big things for his paper and the town it represents. The paper is so full of business we presume our friend doesn't get much time to sleep except as he catches a nap now and then and even then the burden of his thought and work fills his dreams. Dream on, my good friend, and may your dreams come true!

The April School and Home is bright and fresh in appearance and its contents are as inspiring and healthful to both parents and children as the atmosphere of spring. This fine magazine has made a place for itself in thousands of homes on the coast. It is published to promote the best interests of the school and the home, and especially each in its relation to the other. R. F. Robinson, superintendent of schools for Multnomah county, is the editor in chief and C. H. Robinson is business manager. There is a well selected editorial staff. A copy of the magazine should be in every home and every school in the land.

Arrangements have been completed between the Oregon Agricultural college and the Willamette Valley Irrigated Land company for an Experiment station right across from the S. P. depot at West Stayton. The Experiment station will adjoin the company's Demonstration farm. Irrigation will be available this summer and all kinds of crops will be grown to demonstrate what water during the growing season will do for the farmer.

He Did.
Love is a tender thing, said he.
Then why not tender it? said she.
And he did.

DIRECTORY OF GRESHAM.

Business Men and Advertisers.

- Ed W. Aylsworth, Clothing, Shoes.
- W. H. Bachmeyer, Dry Goods, Groceries.
- Bank of Gresham, Jas. Elkington, Pres.; E. G. Kardell, Cashier.
- W. C. Belt, Physician and Surgeon.
- S. P. Bittner, Physician and Surgeon.
- Mrs. Burgess, Restaurant.
- R. R. Carlson, Furniture, Undertaking.
- Columbia Brick Yard, A. Klose, manager.
- Cooley & Miller, Gresham Pool Hall.
- C. L. Crenshaw, Plumber.
- S. F. Crow, Veterinary Surgeon.
- Carl Dahl, Shoeshop.
- Robert Doane, Cement Works.
- H. A. Darnall, Printing.
- D. C. Elliott, Cleaning and Pressing.
- Arthur Fieldhouse, Plasterer.
- F. W. Fieldhouse, Jewelry Store.
- First State Bank, A. Meyers, Pres.; C. J. Lundquist, Cashier.
- Gibbs Bros., Contractors.
- Jas. Goodfellow, Blacksmith Shop.
- Gresham Outlook, Printing.
- Gresham Drug Co., Dowsett & Patenaude.
- Gresham Public and High School.
- Prof. Robinson, Prin.
- Henry Gullikson, Dray.
- J. C. Hessel, Farm Implements.
- J. H. Hoss, Drayman.
- Wm. Hockinson, Livery Barn.
- Paul Hoetzel, City Bakery.
- T. R. Howitt, Meat Market.
- W. H. Karr, Contractor.
- M. D. Kern, Lumber Yard.
- M. L. Kent, Saloon.
- Sig. Knighton, Barber.
- C. H. Lane, Agent Watkins' Remedies.
- Gust Larson, Harness Shop.
- A. Leland, Livery and Transfer.
- E. C. Lindsey, Contractor.
- Lucky & Hamilton, Blacksmiths.
- E. E. Marshall, Farm Implements.
- Ben Mathews, Horsedealer.
- McCartor Apartment House, Mrs. C. McCartor, Proprietor.
- McCartor, Blacksmith Shop.
- Mrs. I. McColl, Postmistress.
- John Metzger, Roller Skating Rink.
- Ford Metzger, Saloon.
- Metzger Bros., Groceries.
- Metzger Bros., Contractors.
- Multnomah & Clackamas Mutual Telephone Co., C. R. Keller, mgr.
- O. W. P. Depot, J. M. Johnson, Agent.
- Ott Bros., Dentists.
- Ed. Osborn, Blacksmith Shop.
- Public Library, Miss A. Culy, Libr'n.
- Ramsby & Oswald, Feed Mill.
- Gresham Real Estate Co., D. M. Roberts, John Conley.
- B. F. Rollins, Confectionery.
- Max Schneider, Photographer.
- Shattuck & Lindsey, Department Store.
- Carl Shattuck, Lumber Yard.
- J. M. Short, Physician and Surgeon.
- H. W. Snashall, Real Estate, Insurance.
- Ed Smith, veterinary surgeon.
- Carroll S. Smith, Real Estate.
- Claude Smith, Motion Picture Show.
- E. P. Smith, Eastwood Nurseries.
- Smith Bros., Woodsaw.
- Sterling & Johnson, Hardware.
- Mrs. Fritz Stoker, Restaurant.
- G. H. Sunday, Contractor.
- Thomas Bros., Paints.
- Earl Thompson, Electrician.
- Thompson & Pugh, Real Estate.
- Thorne & Magnuson, Wood Saw.
- S. E. Toepelman, Commission Merchant.
- Walker House, Mrs. Robt. Walker, Proprietor.
- J. J. Wodaage, plumber.
- Harry Wood, Barber.
- W. E. Wood, clothing salesman.
- Mrs. M. Vogel, Millinery.
- Roy M. Wood, Restaurant.
- Westell & Co., Groceries.

EAT APPLES.

By P. Devlin, Pontion, B. C.
Come, take heed to Doctor Pills,
Eat apples!
Throw away your dopey pills,
Eat apples!
If in chaps you must invest,
Though your stomach wants a rest,
Do that which you know is best,
Eat apples!

If you're feeling rather blue,
Eat apples!
When barleycorn has proved untrue,
Eat apples!
Then you'll soon recuperate,
And dodge a most unwelcome fate,
You know it never is too late, if you
Eat apples!

When you go to meet your Eve,
Eat apples
If she says that you're her Steve,
Eat apples!
She will breathe the fragrant odor
Of sweet pippins in October,
And at least she'll know you're sober
Eat apples!

Epitaph
Here lies the good old Doctor Pills,
Well he prescribed for all our ills;
Here's hoping that he'll get full mention
At the roll call of the last convention.

There was a time when people used circus hot-air expressions, because somebody said that Barnum said people liked to be fooled. Barnum didn't win by fooling the people. He advertised the greatest show on earth, and he had the goods. Honesty is the first law of business.

Honesty is the first rule of true success. Nowadays, exaggeration defeats. The era of truth telling is here. If for no other reason than it costs money to be a liar. Just as fast as that truth comes home to the man who pays the bills, is advertising paying better. The man who is determined to get the best returns for money spent in advertising will never willfully publish an untruth.—American Machinist.

In our recent issue we made mention of the Astoria centennial. Among other spectacular events will be a series of flights by Glen Curtiss in his hydro aeroplane, the Triad. The Triad can fly sixty miles an hour, skim the water like a racing motor boat at fifty miles an hour and run over the earth at thirty-five miles an hour. A flight by the Triad furnishes a thrill and inspires a wonder that does not come with any other sport on earth.

The suddenness with which the House of Representatives at Washington passed the Rucker resolution, proposing a constitutional amendment providing for the direct election of United States senators, was a surprise to the republicans and almost took their breath away. The resolution passed by a vote of 296 to 16.

In order to utilize a large tract of land now lying idle the state board has decided to raise poultry and eggs on 50 acres of land just north of the asylum for the insane.

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



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

SOLE AGENTS FOR
Warner's Rust Proof Corsets, Lorain and Real Estate Ranges and Phoenix Paint

Tin and Graniteware Men's Furnishings

If you want to buy it right, go to
Shattuck & Lindsey's

- 1 to 4 qt. Granite-iron Milk Pans, Spec'l ea. 10c
- 1 to 4 qt. Triple-tinned " " each 10c
- 14 qt. extra heavy charcoal tin plate Milk Pails each 50c
- 12 qt. extra heavy charcoal tin plate Milk Pails with strainers each 75c
- 8 qt. double dip tin Pails each 15c
- 10 qt. " " each 20c
- 12 qt. " " each 25c
- 5 gal. Cream Cooler each 50c
- 3 gal. Milk Cans ea. \$1.50
- 5 gal. galvanized Coal Oil Can each 75c
- Double-tinned Wash Boiler, Copper bottom, \$1
- Tin Cups each 3c
- Nesco Seives each 10c
- Double Graters each 15c

Just received! Factory shipment of above goods at a saving of about 40 per cent. We are giving our patrons the benefit of the saving.

Shattuck & Lindsey

DEALERS IN "GOODS OF QUALITY"

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. Quinberry.

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.

Lunch and Confectionery
Ice Cream Parlor
In Connection

We make our own Sugar Cones. They can't be beat.
Roy M. Wood, Prop.

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, Proprietor
Successor to
Fleming & Thompson, Gresham, Ore.

PEOPLE who are accustomed to the best of everything prefer our plumbing. They know that "Standard" plumbing fixtures and our service give lasting satisfaction.

May we have an opportunity to convince you?

Our estimates on new plumbing will cost you nothing.

J. J. Wodaage
Carlson Bldg. Phone 548 Gresham

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.

WOODSAWING We have the best and most up-to-date woodsawing outfit that has ever been in eastern Multnomah county, and invite the patronage of this section of the county.
Terms Strictly Cash. Gresham, Ore.
E. P. SMITH & SONS