

GRESHAM OUTLOOK
TWICE A WEEK

Published every Tuesday and Friday at Gresham, Oregon.

H. L. ST. CLAIR, Editor and Publ'r.

Our Subscription Rates

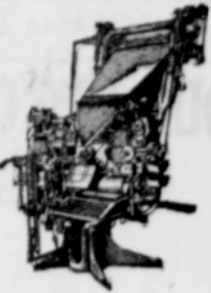
One year, \$1.50;
six months, 75c;
three months, 50c.
Subscription, 50c.

Advertising Rates reasonable. Our representative will call.

Phone 701.
"The Linotype Way is the Way that Wins."

Official paper of the Town of Gresham, Oregon.
Official paper of the Town of Fairview, Oregon.

Entered as second-class matter March 3, 1911, at the Postoffice at Gresham, Oregon, under the Act of March 3, 1879.



HONEST ADVERTISING.

It is significant that many Portland merchants, in the retail line, have identified themselves with the movement for honest advertising and are represented in the ad. club for the purpose of enforcing the law relating to advertising that misrepresents and kindred methods of unfair competition in business.

It is a purpose in which business houses doing an honest business, the newspapers and the public are alike interested.

It is of the greatest importance that the reading public should have a well-grounded confidence in the advertisements which come to it through the newspapers and magazines. These last cannot fairly be held responsible, since it is obviously impracticable for them to verify every statement which they are asked to publish, but it is to their interest that the statements which appear in their advertisements should be in accordance with the facts.

Misrepresentation through advertising is a contemptible form of fraud. No reputable house, careful to maintain its reputation, will resort to it, and it is manifestly unfair that honest business men should be subjected to competition through the misrepresentations of the unscrupulous and unreliable. Recognition of this has led the retail tradesmen and the ad. club of Portland to assist in prosecutions in which two convictions were secured against dishonest advertisers.

In cases where moral suasion proves ineffectual in suppressing the evil the district attorney's office will be called into play and arrests will follow. With the federal government prosecuting those who use the mails with fraudulent intent, and with business men themselves ready to act the business of fooling the public will not be so easy or lucrative in the future as it has been in the past.

A statement which has appeared twice in the Journal, saying that Gresham has never before had a city attorney is not borne out by the city records. With the exception of a few weeks the office has been filled ever since incorporation. The first city attorney was Waldemar Seton, followed by J. M. Belknap, F. L. Everson, and now by M. C. King.

The Weekly Oregonian has extended its special rates to subscribers, either new or renewals, to February 1, 1914. The price until that time will continue to be 75c. In combination with the Outlook it will be \$1.75.

Lebanon's city recorder-elect, Miss Helen V. Crawford, declined to qualify and serve for a salary of \$100 a year. The office went to a minister who was probably more in need of the money.

"Two souls with but a single thought" didn't apply to a man and his wife who both served on a Spokane jury. Poetry and equal suffrage evidently don't agree.

Yesterday, January 15, failed to measure up to the average record of being the coldest day of the winter.

Chronic Constipation Cured.
"Five years ago I had the worst case of chronic constipation I ever knew of, and Chamberlain's Tablets cured me," writes S. F. Fish, Brooklyn, Mich. For sale by Gresham Drug Co., and all Dealers.

Bargain subscription rates for the Evening Telegram have been extended to February 1, at the rate of \$3.50 for one year. This price will positively be discontinued at that time. In connection with the Outlook, one year for \$4.50.

SUMMONS.
In the Circuit Court of the State of Oregon in and for Multnomah County.
Margaret Langford, Plaintiff, vs. W. G. Langford, Defendant.

In the name of the State of Oregon, you are hereby required to appear and answer the complaint filed against you in and on or before February 20th, 1914, that being the date fixed by the court for you to appear and answer herein, and being six weeks from the date of the first publication of the summons, and if you fail to answer within such time, for want thereof, the plaintiff will apply to the court for the relief prayed for in her complaint; for decree of this court dissolving the bonds of matrimony now existing between the plaintiff and the defendant, and for custody of the four minor children named in her complaint, on the grounds of gross, habitual drunkenness, and cruel and inhuman treatment and personal indignities rendering life burdensome, and for such other relief as to the court may seem just and equitable.

This summons is published pursuant to an order of the Honorable T. J. Cleaton, judge of the above entitled court, made on the 31st day of December, 1913, directing that the same be published once a week for six successive weeks in the Gresham Outlook, a newspaper of general circulation, printed and published at Gresham, Multnomah county, Oregon.
Dated and first published Jan. 2, 1914
Date of last publication Feb. 29, 1914
M. C. KING,
Attorney for Plaintiff,
First State Bank Building

Pleasant Valley

Miss Bessie Parry, of Portland, came out Saturday evening and visited over Sunday with Miss Laura Moore.

W. G. Rogers, of Portland, was out one day this week looking after his place.

Rev. Hoey, of St. Johns visited in the neighborhood during the latter part of last week, and conducted day and evening services at the church Sunday.

A. W. Robertson was out from the city one day recently looking after his farm and giving directions for some improvements he is having done.

Chas. Wheeler, of Lents, transacted business in the valley last Tuesday.

Mrs. G. M. Sager, who has been spending a few days visiting at the home of her daughter, Mrs. T. P. Campbell, returned to her home in Lents Tuesday.

Pleasant Valley Free Library association held their annual meeting at the grange hall Monday evening and elected officers for the ensuing year. Mrs. F. H. Lehman was re-elected president, Mrs. G. H. Kesteron re-elected secretary and Mrs. W. U. Moore re-elected librarian. G. N. Sager was elected treasurer to fill the vacancy left by the resignation of T. R. Berry.

The regular monthly business meeting of the Christian Endeavor society which usually meets on Monday evening following consecration meeting was postponed till Wednesday, January 14, when it was held at the home of G. H. Richey.

There will be Christian Endeavor meeting Sunday evening, January 18 Topic, Ambitious Endeavorers, 2 Tim. 2: 1-15. The meeting will be led by the president.

Thomas Graves has completed building a modern dairy barn and will soon have his new bungalow under roof.

Mrs. Chas. Garrison and daughters Blanche and Edith, who have been visiting relatives here for the past few weeks, left Tuesday evening for Medford, Oregon.

WHAT CAESAR DID IN OLD ROME

When Caesar took a westward ride and grabbed the Gauls and Rome, what was the first thing that he did to make them feel at home? Did he increase the people's load and liberty forbid? No, he dug in and built good roads—that's what old Caesar did. Did Caesar put the iron heel upon the foeman's breast, or did he try to make them feel the Roman rule was best? What did he do to make them glad he'd come in their midst again? He built good roads in place of bad—that's what old Caesar did. He built good roads from vale to hill, good roads from vale to vale; he arn a good roads movement till old Rome was strong and hale. He told the folks to buy at home, built roads their hills amid, until all roads led up to Rome—that's what old Caesar did. If any town would make the town the center of the map, where folks will come and settle down and live in plenty's lap; if any town its own abodes of poverty would rid, let it get out and build good roads—just like old Caesar did—"Good Roads."

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M. C. KING,
Attorney for Plaintiff,
First State Bank Building

Timothy and Orchard Grass Seed

Nice Clean Seed 7c a pound

Supply Your needs with ALUMINUM KITCHENWARE now while the deal is on
It will only last until FEBRUARY FIRST.

We Have a Nice Line of GLASSWARE and CROCKERY

Our 30c and 35c COFFEES are great values

SHILLING'S Best Teas, Baking Powders, Extract

Phone 17 x 1

BRAGG & DUNCAN

Main St. Gresham

Read the Want Ads.

1c a word for first insertion; one-half cent a word each subsequent insertion. Minimum, any insertion, 10c.

LIVESTOCK.

Horses for Sale.

Seven head heavy work horses, weighing from 1200 to 1600 pounds. Ages from 3 to 9 years. H. E. Davis, Mountain View Farm. Phone 21. tf

FOR SALE—A thoroughbred 2-year old Holstein bull. C. F. Ruogg, Phone 9x. tf

FOR SALE—Young Jersey and Guernsey cows, bred to registered Jersey bull, coming fresh soon. Purchaser may test before taking. R. P. Rasmussen. tf

FOR SALE—One full-blood Jersey, one Guernsey Jersey cow, tuberculin tested. White Leghorn eggs for hatching. H. R. Kane. Phone 293. *93

FOR SALE—Two cows, 16 Jersey heifer calves, one registered Jersey bull calf, A. J. C. C., 4 registered heifers, A. J. C. C. Having recently bought a herd of cows with calves, am compelled to sell them. Dams of above calves can be seen at my place. Vine Lodge Dairy, O. W. Tarr. 95.

For Sale.

One iron harrow, one cultivator, one small potato digger, one feed cutter, two sets buggy shafts, one pole, two buggies, one with top and one without, one barrel churn. Will sell very cheap as I have no use for them. R. W. Forbes, Linnemann Station. Phone 95.

REAL ESTATE AND RENTALS

FOR RENT—10 acre place, corner Buckley avenue and Section Line road. Good 4-room house, barn, etc., mostly improved with fruit and berries; reasonable terms. Apply 171, Third street, Portland, Ore.

For Rent or Sale, Cheap. Twenty-five acre farm with improvements, half mile south of Cottrell station. U. S. Griffith, owner, Boring, R. I. *95

FOR RENT—Five acres of land just outside Gresham. House and barn. Good water. Small fruit. G. H. Sunday. Phone 52x. tf

\$6000 or less to loan on farm land; current rates. Box 161, Gresham. tf

FOR SALE—30 acres, 1 mile east of Pleasant Home close of Mt. Hood railroad. Terms reasonable. Address M. G., box 22, Sandy, Ore. tf

FOR SALE—One 10-foot steel Star windmill. One new pump with windmill head. Fifty feet 1 1/4 inch pipe. Price \$15. Charles Cleveland. tf

MISCELLANEOUS

Experienced coat and dressmaker. Remodeling and children's clothes a specialty. Miss A. Bauder, R. F. D. No. 2, Box 212, Gresham. Phone 458.

FOR SALE—One good lot in Gresham, would take good cow as part payment. Box 144, Gresham.

Miscellaneous.

Builders' Attention!

The Sandy Fir Lumber Company of Sandy, Oregon, is filling all lumber orders and invites your inquiries and orders. Martin Lennartz, manager. Phone 446. tf

City Bakery
Paul Hoetzel Prop.

Best Bread

ON THE MARKET FRESH EVERY DAY

Pies, Cakes, and other Pastry

Main St. Gresham, Ore.

PROFESSIONAL CARDS

Canadian Employment Co.
B. F. LEACH, Proprietor
Members Oregon Employers' Agents Association.
9 North 2d St., Portland, Ore.
Phone or Wire at Our Expense

INSURANCE
JOHN BROWN
INSURANCE
Representing only RELIABLE INSURANCE COMPANIES
Phone 513 Gresham, Oregon

James Elkington
INSURANCE
ACCIDENT SURETY BONDS
FIRE AUTOMOBILE
LIFE PLATE GLASS
HEALTH
Office in Bank of Gresham

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

CONTRACTORS
ALFRED HAMMAR
Plasterer and Cement Contractor.
Estimates furnished free on request. All work Guaranteed
Phone 6x1 Gresham P. O. Box 31

IF YOU WANT FIRST CLASS WORK SEE
E. T. JONES & CO
CONTRACTORS
WE DESIGN BUILDINGS
ETTEL T. JONES FRANK C. JONES

DENTISTS
W. J. OTT H. H. OTT
OTT BROS.
DENTISTS
GRESHAM OREGON

Phone Main 2683
J. E. CLANAHAN, D.M.D.
DENTIST
Office, 615-16-17
Medical Building, Portland, Oregon

PHYSICIANS
S. P. Bittner, M. D.
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Office Howitt Bldg., over P. O.

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PHYSICIAN and SURGEON
All professional calls promptly attended. Special attention to diseases of the Eyes and fitting of glasses.
Office Hours 9 to 12 a. m., 1:30 to 5. over First State Bank Gresham,

Paralysis, Nervous and Chronic Diseases
Dr. Benj. J. Freese
Naturopath and Chiropractor
Office Oregon Bldg., Hours 10 to 12 a. m., 2 to 5 p. m. daily
Gresham Office over First State Bank, Hours 2 to 9 p. m. on Monday, Wednesday and Friday. Other evenings by appointment.

M. C. KING
Attorney and Counselor at Law
Practice in All Courts and All Lines
PRORATE A SPECIALTY
Resident Attorney and Modern Law Office.
Motto—Our business acquaintance will pay mutually, and the better the acquaintance the better the pay.
Phone 16 Gresham, Oregon

PHOTOS
All Kinds and Sizes
NEW GALLERY
Open Every Day - Sunday by Appointment
Picture Framing
GILT OR NATURAL WOOD
NEAT and CHEAP
MAX SCHNEIDER
MAIN STREET GRESHAM

Ten Electric Generating Plants
Widely scattered have been built by the Portland Railway, Light & Power Company for the purpose of providing

Reliable Electric Service
to its patrons. Through high tension transmission lines, each of these generating plants are inter-communicative, so that the service is insured against unforeseen interruptions.

WHERE LOCATED
Portland (2)
Oregon City
Silverton
Cazadero
Estacada
Bull Run
Boring
St. Johns
Salem

PORTLAND RAILWAY LIGHT & POWER CO.
Broadway and Alder Streets
PHONES: Marshall 5100 Home A-6131

AYLSWORTH'S BIG SPECIAL

Genuine Kuppenheimer Suits made of the best fabrics, retailing at \$20, now for just **\$14.85**

also \$15 suits of the same for **\$11.85**

A swell line of Robison rain-coats, retailing at \$15, going at \$7.50.

English slip-on, value \$8, going at \$5.50.

A full line of \$5 and \$6 sweaters, of the best wool and high grade, shaker knit \$3.75 and \$4.25 as long as they last

Get fitted with a fine pair of \$5 Florsheim shoes, \$4.15

Slicker Coats \$2.50 now \$1.85

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POSTOFFICE BLOCK
GRESHAM