

GRESHAM OUTLOOK

Published every Tuesday and Friday at Gresham, Oregon.

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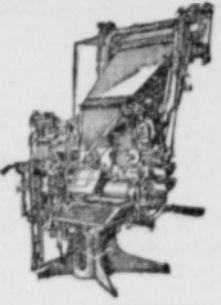
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Phone 701.
 "The Linotype Way is the Way that Wins."

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.



UNCOLLECTABLE TAXES.

The State Tax commission has taken a step that puts it in square collision with the attorney general. It is well known that over half a million dollars of taxes are held to be uncollectable in the various counties in which the forfeited land grants in western Oregon are located.

Proceeding on the theory that the title to 2,136,790 acres of land embraced in the Oregon-California land grant continues to be vested in the Oregon-California Railroad Co., until the United States supreme court finally decides a suit instituted by the government to have the lands forfeited, the state tax commission has notified all Oregon assessors to assess the land in the name of the company.

Assessor B. F. Kenney of Marion county was surprised when notified of this action of the state tax commission. Only a short time ago he received an opinion from attorney-General A. M. Crawford, advising him not to assess these lands. "I am in a quandry" said the assessor, "I

hardly know what to do, I am not decided as to who is 'boss' in this matter whether the attorney-general's advice is to be followed or whether to obey the ruling of the state tax commission. If we put these lands on the roll we will have to pay our share of the state tax on them, yet we will get nothing from the property, as the railway company has refused to pay the taxes until the suit is settled. If we are compelled to assess this property this year, the county will lose a large sum of money by reason of the railway company's refusal to pay the tax."

It would seem as if assessors would have no alternative but to obey the tax commission, for the reason that General Crawford's opinion is worthy of consideration only as advice. He is not authorized to issue a command, although his interpretation of the law may be correct. If the railway companies refuse to pay their taxes at this time they can probably be collected later on. If the money is lost to the various counties it will go to the state and may be returned by legislative action when the matter is settled.

IN THE INTEREST OF "HOME TRADE"

The undersigned business concerns of Gresham, realizing that there is much trading done outside of the home community under the mistaken idea that it is an advantage to the consumer, and desiring to correct this tendency, have secured the services of an expert and observant student of economic problems, Mr. David Powell, to write a series of articles for the Outlook on the advantages of home trading.

These articles will appear under this heading during several weeks in Tuesday's Outlook.

We know we can serve the many buyers within our patronizing territory as well or better than merchants elsewhere and invite your investigation of this statement. We need to understand each other better and ask you to follow the facts presented in these articles as a help in this direction.

Signed:
PULFER MERCHANTILE CO., Groceries.
STERLING & KIDDER, Hardware.
A. E. LINDSEY, Dry Goods.
R. R. CARLSON, Home Furnishings.
GRESHAM DRUG CO., Drugs and Notions.
W. R. BURKE, Jewelry and Kodaks.
S. E. PALMQUIST, Harness and Saddlery.

ARTICLE I. Concluded.

Novel Experiment by Citizens of Nebraska Town.

By DAVID POWELL.
 Copyrighted 1914.

A catalogue from each of the three mail-order houses doing the bulk of the business in that territory had been taken and carefully gone through, page by page, and from every line of merchandise was chosen from one to a dozen articles that, as near as could be determined by the illustrations and descriptions, seemed to be of about the same quality as similar articles carried by the local merchants. When the list was completed they began buying these articles from the catalogue houses through the medium of their friends, their wives, and their clerks. As the goods came in they were taken to the display rooms and there carefully analyzed as to quality and as to workmanship. Shoes were sawed in half, furniture taken apart, mattresses ripped open, and in fact every article was thoroughly dissected. To each article was then attached a card showing the result of the investigation, dwelling in detail on every essential feature of construction and material. The card also had the catalogue illustration and description attached showing the net cost of the article delivered there. Exhibited by the side of this article was one of as near the same quality and style as could be found in a local store, which was treated in exactly the same manner as the mail-order article. The attached card giving the same comparative information as was shown on the other.

The committee in charge of the work was absolutely impartial in preparing the exhibit, as it was early decided that for the work to accomplish permanent results it would be fairly to do otherwise, so such mail-order articles as had the best of the argument (and there were many of them) were just as prominently exploited as were those which favored the home merchant.

A pamphlet was prepared in which was given an unbiased summary of the results and facts established by the exhibit. Space forbids quoting it in full but some of the highly interesting facts that were shown are too pertinent to be omitted. The two most significant being: (1) Every article secured from the home merchant was far superior in both quality and workmanship to the similar article purchased from the mail-order house, and (2) the total cost of all the goods exhibited by the local dealers figured at the regular retail selling price was eleven and on ten per cent less than the total cost of all the goods purchased from the catalogue houses. To these two primary facts was probably due the wonderful success of their campaign.

Figures were also given to show that although twenty-five and three-tenths per cent of the number of articles purchased from the mail-order houses were cheaper than the same articles could be purchased at home, only 12 1/2 per cent of such articles, a trifle over 3 per cent of the entire number purchased, showed a saving of more than 10 per cent, and only 8 per cent a saving of more than 20 per cent. It was also shown that in the mail-order lines having this apparent advantage, the quality and workmanship were greatly inferior, and decreased in the same proportion as the difference in price increased.

The spectacular finish of the campaign was perhaps the most unique affair ever contrived in celebration of any victory either of war or of commerce. Over ten thousand dollars had been expended for mail-order goods and as the use made of them had of course destroyed their commercial value, it was decided to hold a big barbecue and make the big event of the day the burning of these goods that had so usefully served their purpose. Every man, woman and child in three counties was invited to be present, and in the literature sent out advertising the event the people were invited to take advantage of the occasion to offer a voluntary expression of their convictions on the mail-order question. It was requested that every one who conscientiously believed it profit-

able to patronize home merchants, viewed solely from a dollars and cents standpoint, should bring with them a mail-order catalogue and make a public avowal of their faith by throwing it to the flames.

There was a crowd of about 10,000 people present and fully half of them brought "ballots," as the crowd jokingly referred to the catalogues. When word was given to fire the pile the vast crowd entered thoroughly into the spirit of the occasion and in wild enthusiasm began registering their vows of loyalty to their city and its institutions. As they surged around the huge bonfire hurling the books to the flames, it must indeed have been a weird spectacle. I can imagine a stranger might well have thought them engaged in the observance of some mystic rite of the dark ages rather than celebrating at the funeral pyre of a vampire of modern commerce whose prey had been the credulous, and whose sinister purpose had been to suck into the last drop the golden life blood of their community. A proud moment it surely must have been for the men who had given so much in time and in money and effort to bring it to pass. To their hearts it must have brought that thrilling knowledge of work well done to witness such a magnificent tribute to their courage and faith. In open honest combat they had vanquished the common enemy.

In the course of an interview granted me by one of the merchants who had taken a very active part in the campaign I was told the story of the conversion of the most obstinate mail-order buyer in the community. "Up to the time we started this thing going," he said, "farmer had been trading with me off and on for a good many years. When he had money it was mostly 'off' but when crops were poor and times were hard he always 'favored' me with his trade. Four years before he had a complete failure and I carried him for two years without never seeing a cent of money. But sir, do you know that from the day that fellow sold his first big crop and came in and paid me off until the day I 'converted' him two years afterward, I don't think he spent twenty dollars in my store altogether.

"After our campaign had been in full swing for about a month I found a chance one day to invite him to our exhibit room. He didn't want to go. Said it would be no use, that he had done all the comparative investigating he needed to prove where he could get his goods the cheapest. He said: 'I don't owe you anything do I?' 'I've always paid for what I got, didn't I?' It didn't set well, him saying that to me, so I thought it was a pretty good time to say a few things to him that I had been wanting to tell him a mighty long time.

"I said: 'Look her X—, you've been a customer of mine for a good many years off and on, and I've been a mighty handy prop for you to lean on a good many times. Of course it is your privilege to buy your stuff where you want to, but I'll be jiggered if it seems just fair to us fellows here for you to send your money away to buy things I know you can save money by buying here. You have three children X—going to the high school here in town that I am paying taxes to help support. I help to keep up the city government from which you receive a certain benefit without costing you a cent. If anything ever comes up to help somebody out that is sick or poor I'm always called on to help out. If you ever have any produce to sell, any butter or eggs or garden truck, you bring it to me and I buy it and give you the highest market price.

"Now X—I want to ask you a plain straight from the shoulder question. As an honest self-respecting citizen don't you think this element of personal service that I render you and every other patron of my store, and for which I make no charge, should even entitle me to a little the best of it in competition with a concern in Chicago who don't give a tinker's damn for anything you have, or are interested in beyond the dollar in your pocket? Well, now X—, me nor any of the rest of us, wants none the best of it. All we want is an even break. I want you to come with me and see for yourself that you are wrong."

"Well, the result of it was he went along with me to the exhibit room and I spent the whole afternoon with him go-

"GET WISE" AND READ THESE ADS.

There's a Difference



Dollars and "Sense"

between a wise man and a wise owl. They don't look alike. A man sees in the daytime, an owl at night. An owl doesn't advertise, a wise man does. Of course he does for it pays him.

go well together, in fact, it's hard to get and keep one without the other. Make them work together and both will increase and these ads. will help you.

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

LIVESTOCK.

WANTED—Cow, some pigs, a horse and a wagon. E. M. Douglass, R. 1, Troutdale. Phone 781. tf

FOR SALE—Shoats and brood sows, also a good farm team. Zimmerman ranch, one mile east of Fairview. tf

FOR SALE—Fresh Jersey cow, Phone 76x. tf

FOR SALE—Three young horses, cheap. H. P. Christensen, Gresham, R. 2. Phone 263. tf

FOR SALE—Heavy work team, six and seven years old; weight 2750. Columbia View Farm, near Corbett. Phone 62. tf

FOR SALE—Two large five-year-old mules, also four large horses, well broke; 1300 to 1400 pounds. H. E. Davis. Phone 21. tf

BEEF CATTLE, Stock cattle and fresh cows wanted. Andrews Bros., Pleasant Home. Phone 279. tf

FOR SALE—Thoroughbred Jersey bull, sixteen months old. M. Rauw, Gresham. Phone 356. tf

Livestock

Pasture for Rent.
 Douglass Beaver Garden. Green feed all summer. Running water. 50c a month and up. Mrs. Eunice M. Douglass, R. 1, Troutdale. Phone 781. tf

POULTRY.
 EXTRA FINE PULLETS for sale for breeding purposes. Have 200 left. H. W. Cooley, Troutdale, R. 1. Phone 434. tf

Kale Plants.
 For kale plants, see W. F. Cummins, Troutdale, Ore., or phone 15x. tf

MISCELLANEOUS.

Hay for Sale.
 Forty acres of hay on the A. G. Ryan ranch about 4 miles west of Gresham on the Powell valley road. Inquire of M. H. O'Connor, 5 N. 3d street, Portland, Ore. Phone Main 9230. 35

LOST—White bird dog with black ears and black spot on head. J. C. Duke. Phone 131. *36

WANTED—to dispose of a good second hand organ, \$15.00. A snap. R. R. Carlson. tf

Miscellaneous.

FOR SALE—A good hay rack of modern type, cheap. R. R. Carlson. tf

PIANO or organ for sale or trade. Will take anything in exchange. E. M. Douglass, R. 1, Troutdale. Phone 781. tf

FOR SALE or TRADE—Good rubber-tire, top buggy. Almost new. L. P. Manning, Gresham. tf

SECOND HAND MOTORCYCLE for sale. Flying Merkel. Good condition. Terms reasonable. Gresham Garage. Phone 801. tf

ORDWOOD for sale. Cheap price and large measure. Phone 756. tf

FOR SALE—Cheap, 2,000 gallon Redwood tank, pump and pipes. Rose Metzger, phone 3x. tf

RIDING CULTIVATOR for sale. Nearly new. Enquire Alexander place, Powell street, Gresham. 35

Plants for Sale.
 Danish round head cabbage and 1000-head kale. J. J. Robertson. Phone 291. *37

REAL ESTATE RENTALS

To Loan.
 I have \$2400 private money to loan. E. A. Easley, 332 Chamber of Commerce, Portland. Residence on Powell street, Gresham. *36

WANTED—\$500. First mortgage security, \$2500 ranch near Gresham. Prefer dealing direct. Address Tom, care Outlook. *36

WANTED—To rent, dairy farm of from 30 to 60 acres in cultivation, some pasture. Anywhere near Gresham for milk route here. Address, K. Fujimura, P. O. box 75 Gaston, Oregon. 36

For Sale.
 Two lots, five-room cottage and all household furniture. At a bargain if taken by June 10. C. R. Wheeler, Barber Shop, Gresham.—Adv. tf

PROFESSIONAL CARDS

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

James Elkington
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 PHONES: Office 816 Res. 68.

CONTRACTORS
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 Plasterer and Cement Contractor.
 Estimates furnished free on request. All work Guaranteed.
 Phone 501 Gresham P. O. Box 31

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

City Bakery
 Paul Hoetzel Prop.

Best Bread
 ON THE MARKET
 FRESH EVERY DAY
Pies, Cakes, and other Pastry
 Main St. Gresham, Ore.

ing over prices and making comparisons. He was sure a hard nut to crack. But to make a long story short, before he left the hall he wrote his name down as a member of the League and ever since then has been the hardest home trade fighter in the county."

In each of the following articles of this series, one of which will be published in this paper every week, I will treat a different phase of the subject, based on my studies and observations of the methods employed by different cities which have successfully solved the problem of mail-order competition.

[To be continued.]

DENTISTS
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OTT BROS.
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Phone Main 2683
J. E. CLANAHAN, D.M.D.
 DENTIST
 Office 514 Oregonian Bldg.
 Portland, Oregon

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S. P. Bittner, M. D.
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 7 to 8 p. m., at Residence
 Phone: Office 116 Residence 118
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PHONES: Residence, 111; Office, 11x
H. H. HUGHES, M. D.
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 Office, Howitt Building
 GRESHAM OREGON

PHONES: Residence, Tabor 120;
 Office, Main 482; Home A 5152
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 Res., 93 East 69th St.
 Office, 1111-12 Selling Building
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 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.

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 Phone 18 Gresham, Ore.

DR. MABEL JANE DORING
 OSTEOPATHIC PHYSICIAN
 Office over First State Bank
 Tuesday, Thursday and Saturday
 10 A. M. to 5 P. M.

Take Plenty of Time to Eat.
 There is a saying that "rapid eating is slow suicide." If you have formed the habit of eating too rapidly you are most likely suffering from indigestion or constipation, which will result eventually in serious illness unless corrected. Digestion begins in the mouth. Food should be thoroughly masticated and insalivated. Then when you have a fullness of the stomach or feel dull and stupid after eating, take one of Chamberlain's Tablets. Many severe cases of stomach trouble and constipation have been cured by the use of these tablets. They are easy to take and most agreeable in effect. Sold by Gresham Drug Co., and all Dealers.

The safest get-rich-quick scheme is to have a wealthy relative die and leave you a fortune.

BIDS WANTED

Bids Wanted.
 Notice is hereby given that the directors of school district 49 will let a contract to the lowest bidder, July 2d, to build and grade a road from the main road to the school grounds, about 175 feet long; also contract for a bridge, 32 feet long, will be let at the same time. Plans and specifications may be had from F. Foth, clerk. The board reserves the right to reject any or all bids. Contracts will be let at the school grounds on July 2, at 2 p. m.

F. Foth, Clerk.
 Troutdale, Ore., R. 1. 35

Bids Wanted.
 Sealed bids will be received until July 15, by clerk of District 27, for 15 cords of live, first-growth wood, to be delivered at schoolhouse by August 15, 1914.

WALKER QUESINBERRY, Clerk.
 Gresham, R. 1. 35

Bids Wanted.
 Sealed bids will be received up to July 19, 1914, by the clerk of school District No. 8, Troutdale, Oregon, for the painting of schoolhouse, woodhouse and other out-buildings. Bids for one and two coats with paint furnished, also bid without paint. The right is reserved to reject any or all bids. LAWRENCE R. ALLEN, 36 Clerk Dist. No. 8.

Wood Wanted.
 Five cords of good fir wood wanted at Cedar schoolhouse, District No. 10. Must be sound, of large growth.

THOS. WILES, Clerk.
 Phone 435. 37

DRESSMAKING PARLOR
 MRS. M. SQUIRE
 Main Street opposite
 Bank of Gresham

Fundamental Music Training
 Class and Private Lessons
 Phone 681 FLORENCE M. HONEY

The splendid work of Chamberlain's Tablets is daily becoming more widely known. Not such grand remedy for stomach and liver troubles has ever been known. For sale by Gresham Drug Co., and all Dealers.

For Sale.
 A cool, mountain home at Welches, Oregon. New, well built, 4-room bungalow, painted inside and out; fire place; large front porch. Lot 50x100. Beautiful trees. Direct from owner, price \$600. Address letters to E. E. Crain, 735 Hoyt St., Portland, Oregon. 35