

GRESHAM OUTLOOK
TWICE A WEEK

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

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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.

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A SUCCESSFUL CELEBRATION.

Gresham's Fourth of July celebration was generally conceded to have been the best in all respects of the several that were held in this part of the state. The different committees, working in concert, provided an agreeable entertainment for the pleasure of the citizens of the town and all visitors. There was a complete absence of roystering rudeness and the affair was characterized as a moral, wholesome and uplifting demonstration of patriotism entirely in keeping with the traditions of the occasion. It was a safe and sane Fourth of July one that the people of Gresham can regard as the model for other communities to emulate, and one that no critic can refer to as having been otherwise.

The greatest credit for the success is probably due to the Women's club. While the idea of a celebration originated with the Athletic Baseball club, after the Woodmen of the World had changed their plans, the infection took hold of other organizations and the plans of a celebration were worked out by the different associations in unison. The Women's club and the racing association worked with the baseball team and all were liberally encouraged by the business men and the people generally. The outcome was a satisfactory feeling that all had worked together, that each and everyone had enjoyed the celebration to the utmost limit and that it was an unequalled success.

Gresham as a "dry" town has proved that such an affair can be gotten up and that it can be made a success. In striking contrast to the scenes reported from other places, where riotous conduct held its revels, there was nothing loud, vulgar or obscene. It was in reality a quiet home gathering where every visitor was impressed with a warm welcome and made to feel that he was in a moral community, with nothing stronger than patriotism to raise his enthusiasm. The tonic that inspires a disregard for loyalty to the American flag and the patriotic observance of our natal day was wanting. In its stead was the tonic that inspires the mind to lofty ideals and a sense of loyalty to the institutions of a great nation that stand for the best that is known in self government.

Up to and including June 28 the Apple Growers' association of Hood River had shipped 90 carloads of strawberries, or about six carloads less than were shipped last year. The shipment of cherries will aggregate about nine cars, or 75 per cent of last year's shipment.

The A. B. C. commission is trying to end its labors and go home. The D. E. F. commission comes next, which means Dad's Easy, Financially, to the sweet young thing and her mama who want to go to the summer resorts.

California University girls are forbidden to appear on the campus in bloomers. Let them come to Gresham and join the girls' hose team. We are not particular here, or perhaps we've got used to it.

A mother's club back east is advising a scientific system of spanking. If memory serves us right the system was well known 50 years ago. Perhaps it is one of the lost arts.

Aluminum factories increased 18 per cent in this county last year. That accounts for the new industry which numerous housewives have been introduced to lately.

Greek and Latin seems to be worrying some of the professors. Next thing we know they will confess to being worried over the English language.

LAND PRODUCTS SHOW NOW ASSURED.

It has been definitely decided that the commercial, industrial and development organizations of Oregon will hold a big Industrial and Land Products Show in Portland from October 26 to November 14, and the Armory, together with one or more temporary structures, has been selected as the site. Mr. Louis W. Buckley, formerly of the Alaskan-Yukon-Pacific exposition, has been selected to manage the big show. About 80,000 square feet of space will be utilized and this will be nearly equally divided between soil products and products of the workshop. About 12,000 square feet will be used to show municipal and educational work. It is expected that the best showing of apples and other fruit ever made in Oregon will be found at this show. The transportation companies have taken an active interest in it and practical co-operation will be rendered by the Portland Commercial club, Portland Chamber of Commerce, the Portland Ad club, the Retailers' association, the Rotary club and by the press of Portland and the state at large.

The premium list for this land show, which will be issued in about ten days, will provide for about \$20,000 in cash and special prizes. In addition to the premiums, specially engraved diplomas will be given. It is expected that the states of Utah, Idaho and Washington will send land product exhibits and otherwise participate in this great exposition. County and district exhibits are particularly desired by the management, also a complete showing of the various phases of the lumber industry of the Northwest. The managers have opened general offices at 408 Commercial club building.

According to the opinion of an expert, the grain crop of Wasco county will be much greater than that of a year ago. The acreage is larger than last year and, in addition, its present outlook is for a larger yield per acre. He estimates the wheat crop of the county at 825,000 bushels, barley, 275,000 bushels and oats 600,000 bushels. The wheat crop last year was approximately 600,000 bushels.

As an indication of the promised good times in Umatilla county, it is stated that the farmers in that part of the state are spending about \$50,000 for new farm machinery this year. Within the last two weeks at least a dozen modern harvesters have been installed and the next few days will see several more put into active service in harvesting the bumper grain crop.

"The best schools that money can buy" is the motto adopted by the school authorities of Bandon in their efforts to make their schools the best of any in southwestern Oregon. The total cost of new school buildings and extensions will be between 25 and \$30,000.

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 MERCANTILE 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 2.
SOCIETY WOMEN OF OHIO TOWN RECEIVE RUDE SHOCK.

Vainly Ask Business Men to Aid Civic Beauty League—Become Highly Incensed.

Ensuing Conference Develops Unexpected Results.

By DAVID POWELL.
Copyrighted 1914.

A quite novel though none the less effective scheme to encourage home buying was inaugurated and carried to a successful issue by the women of B—, a city of 15,000 inhabitants located within easy trolley ride of Cleveland, Ohio.

A Civic Beauty League had been organized by the leading women of the city and to carry out its purposes they appealed to the business men of the town for financial aid, never doubting that for so worthy a cause there would be any reluctance on the part of the merchants to subscribe.

As it so happened, the two or three women most active in promoting the League were very much given to running into Cleveland to buy a large share of their clothing, hats, housefurnishings, etc., and when the matter came up before the Business Men's association for endorsement several of the merchants present were of the opinion that this would be a rare opportunity to give those women a well merited rebuke. After some discussion it was decided to appoint a committee to meet with the ladies and explain to them that owing to poor business conditions caused by so much money being spent out of town it would be impossible for the merchants to help them at that time. Though the ensuing conference between the committee and the ladies was held many years ago, the members of that committee still retain very vivid memories of the occasion. After some two hours discussion on the part of the women, the committee-men retired with as much grace as they could, but later developments proved that their martyrdom was not in vain.

Being whole-souled sensible American women they readily saw the force of the arguments presented by the business men, with the result that it was but a few days until their Beauty League was converted into a "Buy-at-Home" club, composed only of women and working independently of the merchants, though of course the money necessary to conduct their campaign was solicited—and needless to say quite willingly subscribed—from the business interests of the city.

Through the medium of the local newspapers the women conducted a prize contest for the best ten reasons why people should buy from home merchants and was open only to contestants who were not connected in any way with local enterprises. As it was desired to create as much interest as possible in the contest the prizes offered were very substantial and so arranged that almost everyone sending in an article could feel almost sure of winning something.

The results were more than satisfactory. Hardly a block in the city but contained one or more of the prize winners. The following article won the grand prize of \$250.00 and after being prepared in pamphlet form in the most attractive style printer's art could devise, was placed in the hands of every resident of the city.

"We should patronize our home merchants because it is patriotic. That which prompts a man to don his armor, and if need be to give his life in defense of his country, is patriotism. Patriotism never counts the cost. It prompts the loyal citizen to lend his utmost aid

to the upbuilding of his country his state and his city. No greater evidence of true patriotism can be displayed than the expending of your earnings with your home merchant, thus building up and strengthening the institutions of your home city, and adding to the general prosperity of your community.

"Because it will cheapen the price of merchandise in your home stores. The greater volume of business transacted by a merchant the smaller will be the margin of profit he will require. By adding to his volume of business you make it possible for him to sell his wares cheaper, thus benefitting yourself as well as the entire community in which you live.

"Because the home store is an employing institution giving work to the sons and daughters of your friends and neighbors. The amount of patronage given such stores will regulate not only the number of persons employed, but the scale of wages paid as well.

"Because a reciprocal relation exists between you and your home merchant. The money you earn is paid you by home institutions. No man can live unto himself. It is a duty we owe to spend our earnings, so far as possible, so that it will inure to the upbuilding of the community interests.

"Because your home merchant, desiring your trade tomorrow as well as today, knowing you well, being your neighbor and fellow-citizen, will accord you more courteous treatment and give your wants more careful attention than the merchant in a strange city to whom you are but a transient customer; an out of town purchaser to whom he can dispose of undesirable wares with perfect safety.

"Because it is convenient. The busy woman can steal an hour from her other duties, go to the local stores, and not caring particularly about her gown for such a brief visit, transact her errand in a hurry and be back by the time the children are home from school and John wants his supper.

"Because the home merchant has made a study of his community. He understands its peculiar needs, the wants and tastes of its people. His stock is bought with these facts in mind. He therefore offers better selections for home people, though his stock may not be so large, than the out of town merchant whose selections have been made with a view to the tastes and needs of an entirely different community."

The distribution of the pamphlet containing the foregoing reasons, while of course doing some good, was but a minor feature of the campaign. The great effectiveness of the scheme lay in the use made of the bulk of the reasons submitted. It was very generally found that at least one of the ten reasons submitted by every contestant had some special merit and these were printed on cards bearing the name and address of the person writing. Watchers were appointed to report the names of every resident of the town returning from Cleveland with a package, and from other sources were learned the names of any one receiving freight or express shipments. By the next mail each of these people would receive one of these "reason cards," submitted by some one who lived in their same block or immediate neighborhood. The second offense brought a dozen or so, and a continuance of the practice brought a flood of them at every repetition.

The effects of this persistent bombardment can be better imagined by the reader than described by the writer. Suffice it to say, that within the year it was a rare exception to see shipped or carried into the town anything that could be purchased at home.

[To be continued.]

"GET WISE" AND READ THESE ADS.

There's a Difference

Dollars and "Sense"

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.

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

LIVESTOCK.

WANTED—Cow, pigs, a horse and a wagon. E. M. Douglass, R. 1, Troutdale. Phone 781. 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. Andrew Bros., Pleasant Home. Phone 279. tf

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

FOR SALE—Shoats and brood sows, also 2-year-old gelding, about 1900 pounds, not broke. Zimmerman ranch, one mile east of Fairview. tf

Livestock

TWO COWS—recently fresh, cheap for quick sale. Also registered bull, extended pedigree. Chief Engineer stock, will sell him at a butcher's price. Also 1400 lb. mare 6 years old. Also Airdale pups. O. W. Tarr, Gresham, Oregon. 44

WANTED—to hire, team of horses and outfit for wood hauling. Together, or team and outfit separate. T. A., Box 55, Gresham. *38

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

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

Grain Wanted. Wanted, samples of grain to be used at Fair. Pull up grains and grasses by the roots. Fine heads may be put in glass jars. For information, call T. W. Cross. Phone 503.

MISCELLANEOUS.

Work Wanted. Boy, 18, wants work on farm or other steady job. Guerdon Humason, Gresham, Oregon, 3d street and Roberts avenue. 36

FOR SALE—Mission table, good condition. For information call the Outlook office. 38

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

LOST—English setter, white with both ears black and black spot on hip. Wire cut on right front leg. J. C. Duke. Phone 131. tf

FOR SALE—At a bargain. Peck's restaurant. Apply at once. tf

FOR SALE—Solid oak roll-top desk and revolving chair. See W. E. Wood, Gresham. 37

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

CORDWOOD for sale. Cheap price and large measure. Phone 756.

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

POULTRY. WANTED—Pullets or young chicks, large breed. Lucy Adams, R. 2, Box 226, Gresham. 38

REAL ESTATE RENTALS

FOR RENT—House and lot on Powell street. Small barn and chicken house. G. Gantenbein.

BIDS WANTED

Bids for Lumber Wanted. School District No. 49 wants bids to furnish and deliver 8957 feet bridge lumber, on school ground. Bids can be had from F. Foth, Clerk, Troutdale, Route 1. 40

Bids Wanted. Sealed bids will be received up to July 10, 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. 37

DRESSMAKING PARLOR

MRS. M. SQUIRE

Main Street opposite 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

LODGES AND SOCIETIES.

GRESHAM MASONIC LODGE—Meets second Tuesday each month, 3 p. m. Worshipful Master, O. A. Eastman; Secretary, H. J. Puffer. Gresham.

FAIRVIEW MASONIC LODGE—Meets first Saturday of each month. Worshipful Master, W. H. Stanley; secretary, Earl Tegart. Fairview.

COLUMBIA GRANGE—Meets first Saturday in each month. Master, R. P. Rasmussen; secretary, Mrs. J. Puffer; lecturer, Clara E. Smith. Corbett, Ore.

PLEASANT VALLEY GRANGE—Meets every second Saturday in each month. Master, H. W. Snashall; secretary, Edna D. Berke; lecturer, Mrs. V. Snashall. Gresham, Oregon, R. F. D. 3.

SANDY GRANGE—Meets every fourth Saturday. Master, A. G. Thomas; secretary, Jennie Bell; lecturer, Mrs. M. Bell. Sandy, Oregon.

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Paul Hoetzel Prop.

Best Bread

ON THE MARKET FRESH EVERY DAY

Pies, Cakes, and other Pastry

Main St. Gresham, Ore.

CHURCH SERVICES.

[These notices will be published from time to time free of charge. Others not listed here are solicited. If any are incorrect please notify the Outlook and corrections will be made at once.]

BETHEL BAPTIST CHURCH—Sunday School 10 a. m. D. R. Shoemaker, Superintendent. Preaching 11 a. m. and 7:30 p. m. Prayer meeting Wednesday 7:30 p. m. E. A. Leonard, Pastor.

SMITH MEMORIAL PRESBYTERIAN, Fairview—Rev. Thos. Robinson, minister. Sunday school 10 a. m. Mrs. D. W. McKay, superintendent; preaching 11 a. m. Y. P. S. C. E. 7:30 p. m. Preaching by pastor at Victory and Harburt schoolhouses alternate Sundays, afternoon and evening.

DENTISTS

W. J. OTT H. K. OTT

OTT BROS.
DENTISTS

GRESHAM OREGON

J. E. CLANAHAN R. G. MOSS

DENTISTS

will open Dental Offices over First State Bank about July 15.

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PORTLAND, OREGON

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S. P. Bittner, M. D.

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10 a. m. to 12 m., 1 p. m. to 3 p. m.
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Phone: Office 118 Residence 118
Office Howitt Bldg., over P. O.

PHONES: Residence, 111; Office, 112

H. H. HUGHES, M. D.

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Office, Howitt Building
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PHONES: Residence, Tabor 120;
Office, Main 4812; Home A 5152

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OSTEOPATHIC PHYSICIAN

Office over First State Bank
Tuesday, Thursday and Saturday
10 A. M. to 5 P. M.

PLEASANT VALLEY BAPTIST church. Sunday School at 10 a. m.; preaching at 11 a. m. and 7:30 p. m. Rev. Mr. Hoy, Pastor.

CHRISTIAN SCIENCE Services—L. O. O. F. hall, Gresham. Sunday school at 10 a. m. Services at 11 a. m. meeting Wednesday evening at 8 o'clock.

LINNEMAN MEMORIAL METHODIST Episcopal church, Gresham. Preaching services at 11 a. m. and 7:30 p. m. Sunday school at 10 a. m. Junior League at 3:30 p. m. Epworth League at 6:45 p. m. A. R. Lyman Sunday school Superintendent; Mrs. Lily Pujon Epworth League president; Miss Aurilia Hoagland Junior League Superintendent. Rev. Melville T. Wire, Pastor.