

TWICE A WEEK

GRESHAM OUTLOOK

"Ever at Your Service" Phone 701

VOL. 4. NO. 40

GRESHAM, MULTNOMAH COUNTY, OREGON FRIDAY, JULY 17, 1914

\$1.50 PER YEAR

OUTLOOK MOVED TO NEW HOME

Moving a three-ring circus, including the menagerie, fat woman and leading lady, is nothing at all compared to moving a printing office. The assembling of a new outfit is child's sport alongside of pulling up stakes and transferring an established outfit to new quarters and doing four hundred other things at the same time, including the issuing of the newspaper.

The new building looked good from the old doorway across the street before the actual work of moving the Outlook establishment began. Before the task was half done the old office was gazed at with a yearning feeling of regret and a half suppressed wish that moving day had never been invented.

But the task had to be accomplished and the heavy machinery was taken apart, carried across the street and set up again. New electric wiring had to be done, the motors set in place and connections made. It was done with as much celerity as possible, but aggravating delays were on the fund of patience which is one of the best assets of the Outlook force, and there were weary hours when tiresome duties demanded further exertion.

It is all over now except the detail work of arranging the remnants of the outfit and getting settled down to the accustomed pace that marks precision in the issuance of the Outlook and the other publications turned out from the office.

It has been said that it is cheaper to move than to pay rent, but it is not so when the statement is applied to a printing office. It would be cheaper to earn the rent money at cutting cordwood than to move again, if such an alternative were necessary, but in this case it will not be required for the increased facilities, coupled with the appreciation of the public is going to keep the Outlook in its new home for many years to come. While it may not supplant any of our esteemed exchanges in Portland as the leading paper of Multnomah county it is going to remain the home paper of this section and continue to be what it has been in the appreciative hearts of its subscribers—and it is going to forge ahead, keep abreast of the times and continue to deserve the good will of everyone.

The first part of this story explains the delays in sending out the paper this week, and the second part is an apology, coupled with an invitation to the public to visit the new home of the Outlook whenever convenient.

GRAIN DECORATIONS FOR THE PAVILION

Three hundred bundles of grain were bought on Wednesday from Andrew Brugger by Secretary Thorpe of the fair association for decorating the interior of the pavilion.

The grain consists of 100 bundles each of oats, wheat and barley. They will be delivered at the pavilion by Mr. Brugger fresh from the field as soon as harvested and a force of men will be set to work making the decorations under the direction of President Lewis.

The new rustic frame over the fountain will be thatched with rye which will add to its appearance. Morning glories have been planted around the outside and as they will reach up to the roof by fair time the rustic bower will make an attractive appearance.

The grain decorations in the pavilion will be something new. With the grange exhibits they should produce a pleasing effect never before equaled at the county fair.

LARGEST GRAIN FIELD IN EASTERN MULTNOMAH

Sam Strebin of Troutdale is one of the progressive dairymen of this section and milking at present 36 head and believes in the economy and usefulness of kale as a cow feed. He is growing about 12 acres of kale which he planted with a two-horse Nisco planter recently purchased of Hessel's Farm Machinery store at Gresham. Mr. Strebin has the reputation of being one of the largest grain raisers in this part of the county, having about 100 acres in wheat and oats. To aid in harvesting this he has just bought of Hessel's a seven-foot Deering binder, transport and tongue truck.

HOSE TEAM GIRLS AT THE BEACH

SEASIDE, Ore., July 15—"We are here, hurrah! Are we having a good time? Well, we guess we are. We, the Gresham Girls Hose Team, arrived at Seaside Tuesday at noon. We were met by Mrs. Gullickson, Iris, Clair and Mrs. Cecil Metzger, the former coming down about a week ago. Our first meal we took with Mrs. Metzger who had it prepared for us when we arrived. After dinner three of us, Margaret Schantline, Eva Hamlin and Hester Thorpe thought they would go bathing. They went all right, but my! it was cold they only went in up to their knees. Eva and Hester had never seen the ocean before, so it was rather funny to see them start for the water, and to see a little wave come, and away they would run for shore.

The first day we met several other Greshamites. Among them were Mr. and Mrs. Frank Armoek, Della and Albert Stockton, Ray Metzger, Frank Crenshaw, Lee Chalkey, the Gullicksons, Cecil Metzger and family. "Babe" Thom, George and Fred Crane, Jr., the three latter being in the Oregon National Guards. This morning we went clam digging and bathing, we didn't get any though; so we buried each other in the sand. There are plenty of things to do, as there is a circus in town, and bathing every day. We have a cute little cottage belonging to Roy Gibbs of Gresham called Camp Arleta and are sure having a great time; guess we'll stay till next Tuesday or Wednesday.

GRESHAM GIRLS' HOSE TEAM.

ANNUAL TUITION TWENTY-EIGHT DOLLARS

The Board of Directors for Gresham school District, No. 4, held a meeting on Wednesday evening and fixed the annual tuition for outside pupils at \$28, of which one-half is to be paid when school opens, the remainder at the commencement of the second semester. School will open September 21.

This sum, charged for tuition, applies to the high school, as there were no outside pupils in the grades last year and none are expected during the coming year. The sum to be charged is \$13 more than was demanded last year and is explained by the claim that the cost of teaching is \$50 per pupil. The Portland district has raised the tuition fee from \$40 to \$80 a year and will send out a scout to find out whether the pupils are all bona fide residents of the district or merely boarders in town for the purpose of attending school. All of the latter will be spotted and be compelled to pay.

NEW TELEPHONE DIRECTOR CHOSEN

Walker Quesinberry has been elected a member of Board of Directors of the Multnomah & Clackamas Mutual Telephone Company to take the place of O. J. Brown, resigned. He will hold until the annual meeting of the stockholders in January.

The company has just completed a new line to Sandy and one to the old town of Cottrell, creating two new circuits. The wires were strung on the existing poles about 40 miles being used for the purpose. Seven new subscribers were added at once and other are expected.

Another wire will be strung to Pleasant Home right away, the congestion of subscribers requiring more effective service.

A new telephone directory in preparation but it will not be issued until the new circuits are filled up to nearly the maximum limit. The system is showing a remarkable growth.

YOUNG CAMPAIGNERS GO TO GLADSTONE

Thirty-five young campaigners left Gresham this morning in six automobiles, bound for Gladstone to take a part in the big W. C. T. U. parade held at the Chautauqua meeting today.

Those contributing automobiles were George Sleret, Theodore Brugger, George F. Honey, Frederick Honey, R. R. Carlson and Walter Metzger. The party arrived at Gladstone, took part in the parade, enjoyed the day along with other delegations from Portland and Oregon City and returned home late this afternoon. The Gresham campaigners presented a splendid appearance in the parade.

Binders, Harvester Machinery, Plymouth, Clover-leaf Binder Twine, Oils and Repairs, Hessel's Farm Machinery, Gresham.

GRAND ARMY AND WOMEN'S CORPS IN ANNUAL REUNION

PORTLAND, July 16—(Special)—

The third annual reunion of the Oregon Veteran association and Women's Auxiliary was held in Peninsula Park yesterday and attended by 300 veterans of the Civil war and 350 members of the Women's Relief Corps and Ladies' Circles of the Grand Army. A big dinner was served at noon. In the afternoon a program was rendered. Grand Commander H. S. Fargo delivered the address of welcome. Rev. C. O. McCulloch delivered the main address which was eloquent and highly appropriate in every way. Miss Opal Bratz spoke for the Women's Auxiliary. The veteran drum corps was there and the veterans quartet. There was dancing on the green sward and drills by the Women's Relief Corps. The Veteran's association was organized October 5, 1912, as a local organization, but has become a state association with members from all districts.

The new officers elected are: Officers of the Veteran association—President, I. McGowan; first vice-president, W. H. Murphy; second vice-president, W. J. Beach; third vice-president, W. Clemmens; secretary, John Harrington, treasurer, J. G. Chambers; chaplain, Rev. M. H. McMahon; color bearer, G. E. Smith.

Officers of the Women's Auxiliary to association—President, Mrs. Alta Hohanshelt; senior vice-president, Mrs. G. E. Kerns; junior vice-president, Mrs. W. E. Slater; treasurer, Mrs. Margaret E. Reed; secretary, Mrs. Cora McBride.

State Commander H. S. Fargo, S. H. Beach, H. H. Spaulding, D. B. Holmes, J. G. Chambers, E. D. Heinecke, W. H. Maiken, H. L. Mealy, L. J. Orendorf, H. M. Jones, L. A. Brewer, F. M. Johnson, D. Racer, A. C. Sloan, H. Dooley, F. M. Barner, T. F. Miranda, A. Perkins, Clave G. Morey, J. H. Dodgins, A. W. France, W. T. Kerr, S. H. Beach, A. Bower, R. H. Osborn, L. Heller, John M. Lindsay, Lewis Malcom, N. E. Wade, Noah Conradt, D. Ferrer, C. E. Blade, P. H. Tefft, E. W. Smith, A. A. Palmer, Z. T. Kintzley, C. P. Ahaver, J. H. Lakin, E. White, L. E. Lepper, W. H. Murphy, A. H. Nichols, W. Clemens, H. Gilgore, E. E. Rice, J. L. Taylor, J. H. Orden, A. J. Parrshall, A. Frandenburg, T. M. Roberts, J. F. Thomas, A. H. Falsom, John Bezar, J. H. Fling, H. Drew, C. W. Cooper, R. W. Kelly, E. P. Doty, A. S. Swank, D. B. Baker, C. A. Dibble, L. L. Hatch, G. E. Smith, W. H. O'Rear,

C. T. Goulging, D. F. Reid, C. Huard, Ben Morgan, T. H. Farrier, J. C. Dement, T. C. Fletcher, George Ralson, J. B. Gardner, G. McBride, L. G. Drown, J. G. Barber, R. N. Kelly, F. Hutchinson, L. C. Shratto, J. Jackson, J. M. Blair, J. D. Brutzman, T. B. McDevitt, W. H. Diggles, T. M. Boyd, W. H. Nolan, E. D. Godfrey, M. F. Jacobs, D. Mason, Jacob Kilpoff, W. L. McCallum, John Huntington, J. S. Hamilton, F. A. Jordan, T. J. Gorden, J. J. Hughes, David Brown, E. M. Stephens, J. E. Hall, J. Worick, J. McDonough, M. A. Robinson, W. M. Morse, S. A. Howell, Abraham Axteel, F. M. Cullen, J. F. Driggs, P. E. Hubbard, E. E. Covey, S. M. Horton, J. H. Campbell, Fitzpatrick Hugh, A. J. Batchelor, J. J. Miller, G. W. Anderson, J. B. Conners, H. H. Bliss, C. C. Abbott, W. H. Blaney, J. N. Shotts, J. L. Hathorn, H. Long, J. A. Young, H. Loney, A. E. Ewing, W. M. Hendershott, S. Parker, W. H. Gloney, W. J. R. Beach, J. M. Pugh, H. Mar'le, W. R. Chattin, T. D. Pollock, J. Haley, D. L. McKay, A. H. Rockwell, E. Nottage, R. Shoney, B. B. Longecker, D. S. Barnard, I. D. Norris, J. S. Flinn, Phillip Ream, J. C. Wilson, H. M. Leets, Enos Swan, P. T. Hanson, W. Bates, John Parker, D. V. Hart (visitor), H. L. Burdette, J. A. Brown, J. H. Young Bradley, S. H. Stewart, S. Garrett Matthews, John Barton, J. H. Ross, L. Cowgill, Warren Patten, J. L. Matlock, H. H. Price, J. F. Smith, C. F. Waldo, D. J. Hadley, Randolph Freeburg, J. A. Paulsell, A. K. Milner, C. B. Starr, A. Hart, A. J. Hobbie, J. W. Gray, W. W. Gray, W. Jones, E. C. Hall, C. L. Marshall, John Collins, B. D. Tully, Oliver Howard, George Sykes, David Kribs, J. B. Self, J. A. Johnson, Geo. Older, Thomas Clayton, A. Alcon, J. L. Misenheimer, H. A. Severance, C. H. Welch, John Renner, H. W. Spar, W. H. Loucke, I. McGowan, L. E. Smith, O. J. Conner, W. Miller, A. Longecker, C. Puelotz, V. W. Powell, J. W. Vedder, G. Dorrfer, H. C. Dutton, J. W. Miller, S. C. Hornaday, E. H. Parker, William Watson, F. A. Collins, W. C. Williams, E. R. Horton, W. E. Hayden, G. W. Wilson, C. C. Garrett, T. H. Stevens, G. S. Gordon, Eli C. JeYetter, J. D. Stevens, M. D. Holmes, Delos D. Neer, M. E. Barlow, H. C. Moore, James McCarran, F. A. Gregory, A. Bartholomew, William Macomb, A. E. Dahlberg, W. Clemmens, J. K. P. Jackson, James Fall, J. J. Fisher, H. V. Keene, E. P. Hanna, F. S. Shepard, R. B. Lucas, A. E. Borthwick, J. W. Ogilve, John Auby, E. W. Pike, H. B. Thompson, J. A. Blake, A. J. King, L. H. WELLS.

PUYALLUP CANNERY DOING BIG THINGS

Puyallup is doing things just now in the fruit canning and shipping business. What is being done there is an indication of what may be done here in a few years.

A report from Puyallup received yesterday states that the Puyallup and Summer Fruit Growers' association mailed checks at its Puyallup office for \$37,500 to meet the payroll of the growers to berry pickers this week. This is the largest amount of money ever distributed in one day by the association. It has orders for 3,000,000 cans of berries this year, which is double the record pack of last year. More than 450,000 pounds of berries received daily at the Puyallup and Summer receiving stations.

Fifteen thousand pickers are being employed in harvesting the red raspberry crop, which is now at its height. The Puyallup and Summer stations are receiving about the same amount of berries daily. At the Puyallup cannery today 66,000 pounds of raspberries were canned, 160 barrels or 73,600 pounds of berries were barreled, and six carloads, equal to 84,000 pounds of fresh berries, were sent east by cold storage express. This is a total of 223,600 pounds or more than 111 tons of berries. The Summer cannery and shipping station received about the same amount. Besides this, the association has two other canneries in operation, one at Olympia and the other at Newberg, Oregon.

More than 3,000,000 cans will be needed to fill this year's orders. Last year the association did a business of \$1,000,000. This year the total is expected to amount to almost \$2,000,000.

GRAY MARE WINS BROWN MARE LOSES

Several local horsemen and their friends became so excited over the merits of two horses that a race was arranged on the Gresham track for Wednesday afternoon to decide the superiority of the animals in a dash of 275 yards.

One of them was a lively gray mare that splits the wind somewhere under the 6:60 mark, and the other was a brown mare holding the same record. It was thought that one of the mares would be able to push her nose out a few inches further than the other, but it happened that the rider of the gray was taller than the rider of the brown and he leaned forward just as the wire was crossed, winning the race by a nose. That is what the judges said, but they failed to mention which or who the nose belonged to. Time, 15 seconds.

At any rate the gray mare, ridden by E. D. Jones was declared the winner. C. Irish rode the brown. It is said that about \$300 changed hands on the race some of which found its way over to Troutdale.

BERRY GROWERS FIND A MARKET

The Pulfer Mercantile Company advertised not long ago for all kinds of berries, and when the Outlook was read next day there was a regular concert on the store phone from all over the county.

Berries began coming in by the ton and the store took the mail. The auto truck was loaded every day and there was a rush of business in the berry department that made the people of Portland sit up and wonder if the new cannery association hadn't over exerted itself in its efforts to prove that this is a berry growing section. The berries are coming, Pulfer is taking them all and the growers are finding out that berries pay.

While exact figures are not attainable to prove that the industry is a lucrative one, it is a source of gratification to the growers, that they are finding a market through the efforts of an energetic business house that is giving them a square deal.

Incidentally it shows the value of advertising in the Outlook.

A Motherly Old Maid Hen.

Mrs. Mary Wood, of Gresham, has a hen of which she has always been proud, but recent developments make her more interested than ever in her feathered friend.

The hen in question is a Game, three years old and a great pet. She has never raised a brood of chickens or shown any tendency to brood. Recently a mother hen weaned a brood of very young chicks and the little Game, evidently taking pity on the motherless brood, adopted them and is giving the best of care to her foster children. She scratches and clucks for them, hovers them when they are cold and cares for them in the most approved hen fashion.

MISTAKE DEFEATS PETITION

Orient school district recently voted to establish a high school and was preparing to raise money for an addition to the present school building to accommodate the extra grades.

Later developments showed that the action taken was illegal owing to some defect in the notices of the meeting and an effort is being made to correct the mistake and renew the proposition.

However, there is opposition from the Pleasant Home end of the district. This opposition showed itself at first but it was overcome by a majority vote from the other parts of the district. The Pleasant Home people are now circulating a petition to have a new district created, which, if successful, will kill the proposed high school but will provide another school in the new town. The settlement is growing and it is only a question of time when more school facilities will be required.

A portion of the district is now in Clackamas county and if a new one is formed both of them will be joint districts.

The matter will be adjusted in a few weeks when it will be determined what is to be done. In either case a new building will have to be erected and the time is growing short if it is intended to have either of them ready for the fall term.

NEAR ATTRACTIONS AND EXPOSITIONS

The Oregon Development League, of Portland, has compiled a list of public attractions to interest the people of the northwest during the summer and fall months. The total number listed is 117, with several overlooked, which include nearly all the fairs, conventions and other gatherings.

Those which will be of most interest to the people of this vicinity are as follows, with dates of beginning: July 20—Pacific Coast Trap Shooters' handicap, at field near Gresham.

Aug. 10—Pacific North-west Buyers' League, Portland.

Aug. 11—I. O. R. M. Great Council, Portland.

Aug. 17—U. S. Commission on Industrial Relations, Portland.

Sept. 7—Columbia River Interstate Fair, Vancouver, Washington.

Sept. 8—East Clackamas Fair, Estacada.

Sept. 15—Multnomah County Fair, Gresham.

Sept. 16—Clackamas County Fair, Canby.

Sept. 25—Milwaukie Grange Fair, Milwaukie.

Sept. 28—Oregon State Fair, Salem.

Oct. 2—Sandy Grange Fair, Sandy.

Oct. 26—Land Products Show, Portland.

Dec. 7—Livestock Exposition, Union Stock Yards, Portland.

Dec. 7—Oregon Poultry and Pet Stock show, Portland.

Reception a Success.

The reception to Rev. Melville T. Wire and his wife, which was held on the parsonage lawn last Wednesday evening, was a fine expression of the esteem in which they are held. There were probably not less than two hundred persons present. The lawn was lighted by Chinese lanterns and electric lights. White covered tables, decorated with flowers, were scattered about and all presented a charming appearance.

A brief program of music was rendered and Miss H. B. Honey of Portland gave two readings which were much appreciated after which the company was seated and served to ice cream and cake.

K. O. T.'s Have Outing.

On last Wednesday the K. O. T.'s of the M. E. Sunday school enjoyed a mid-summer swim in the Willamette. They departed on the 9:38 a. m. car for Portland and crossed the Sellwood ferry, walking up to the Riverwood bathing beach which is across the river from Milwaukie. After a very satisfactory dip in the river and a general good time, the party crossed the river in a gasoline launch and walked to Golf Station and came home on an afternoon car. All the boys voted it a good time. They were in charge of Rev. Melville T. Wire.

See Us for Top Buggies, Hacks, Carts, etc. Hessel's Farm Machinery, Gresham.

TRADE AT HOME

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.

FACTORY COST EXPERT SHEDS NEW LIGHT ON FUNDAMENTAL PRINCIPLES OF MERCHANDISING.

Generally Little Understood by Average Person.

False Theories Advanced and Exploited By Certain Class of Merchants.

By DAVID POWELL.

Copyrighted 1914. In a small city of western Nebraska, the incoming flood of catalogs and the outgoing flood of money orders had reached such proportions that the merchants became convinced that their commercial ex'ation was near at hand; they saw their city dwindling in population and degenerating in appearance; they saw the young men of the town striking out for the larger cities; and they felt that the spirit of local pride was broken and that breath of local enterprise had departed. Very fortunately however for the welfare of that community there was one man among them who still retained a spark of hope in his heart. He organized the business interests of the city

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