

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, trial 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.

WORK FOR THIS YEAR.

Now that the Gresham Fruitgrowers' Association is legally organized and in running order it would seem that it is in a position to earn a little money for this year before the fruit and berry crops are gone.

While it is a little late in the season to do effective marketing there is yet a great deal of late fruit waiting to be handled as shipments to other places. Even were it to be sold in Portland or delivered to other agencies the association could handle it to better advantage than an individual and could not only make a few hundred dollars but could get the habit of doing what it will have to do on a large scale hereafter. A little experience would be an asset for next year.

Three private dealers are now buying and shipping fruit. The association would have an advantage over them if it had a manager to do the work and a headquarters somewhere on the principal street of Gresham. There is going to be a good crop of apples, pears and other fruits and there is time to organize a buying and come along. While it may be a little late for berries there is the opportunity for the Board of Directors and their officers to get acquainted with their business in a practical way, even though the financial results are small.

MUSTARD SOLD FOR RAPE.

Rape seed for sowing a 20-acre field was recently purchased by a Lane county farmer for forage purposes. When about to begin sowing the seed the farmer became suspicious that it was very badly adulterated. If indeed it was rape seed at all. To determine the matter he called upon the county farm demonstration agent, Floyd W. Rader, who at once pronounced the seed to be mustard. Samples were sent to the cooperative seed testing laboratory of the Agricultural College for final determination, and were pronounced all mustard by the expert tester in charge. Had the seed been sown the loss would have been heavy, including money, time, labor and an enormous crop of weed pests for years to come. Evidences are accumulating that it pays to have seed tested for purity and for germination strength.

This incident recalls our editorial of a week ago regarding mesquit grass and other weed pests. Farmers cannot be too careful in the seeds they select or plant, even if furnished by responsible persons.

The Washington state grange last month passed a resolution authorizing an investigation of the single tax laws of New Zealand with a view to their adoption in that state. The Washington grange seems to be doing exactly the opposite to Oregon and it should be a fertile place for our single taxers to scatter a few seeds of the Feis and U'Ren propaganda. Probably the other people of Washington would not look upon single tax in the same light that the state grange does.

Some of the Oregon papers are advising us to vote no on every proposed law and amendment next fall. A woman's no means yes it is probable that the aforesaid papers were at thinking of the new voters when they tendered that suggestion.

San Francisco is to have a democratic campaign daily run entirely by women. Who says the women are not able to learn politics?

The Southern Pacific Co. will start work on ballasting its main lines in eastern Oregon with crushed rock to be taken from Marion.

An electric flat iron, left with the current on, destroyed a house at Swberg. The old-fashioned iron can't do such things.

A woman at Seaside ducked her husband in the surf. Perhaps she ought he needed his annual bath.

Dryan has asked for a fleet to suppress a rebellion in Hayti. One gumboat ought to suffice.

HOUSEHOLD EXPENSES.

An old but ever new problem is that of making the ends meet in the average household and it is not strange that it should be as far from solution today as it has ever been. In all civilized countries the plane of living is constantly rising. If this were not the case the income of a generation ago, or of a decade ago, would be ample for the average family of today. On the other hand, if the plane of living were not constantly rising the income of the average family today would be much less than it is. New wants lead to new needs, in human thought at least, and new needs promote greater productive activity and accelerate the currents of trade. Prosperity as the world understands it makes for greater employment and higher compensation; these make for more comfortable and higher compensation; these make for more comfortable modes of existence, and as the necessities to comfort increase in number they also increase in price under the inexorable law of supply and demand.

In the average household there may be plenty; in the average American household it is pleasant to believe that there is plenty; but there is seldom a surplus. Millions of people in the United States today who are living comfortably are living up to their means. They are wise if they are not living beyond their means. The problem of the average household—of the average salary and wage earner and of the average housekeeper—is to prevent the expenses of the family from exceeding the income. It is unnecessary to say that this is a problem that calls into play financing talents none the less worthy of admiration because they are concerned with pennies, dimes, and quarters; rather than with thousands or millions of dollars. There is doubtless a big waste from the kitchen which goes into the garbage wagon.

But to revive these economies and some others, such as carding and spinning, and weaving and knitting, it would be necessary to bring about a complete readjustment of the present mode of living in town and country. No housewife could be expected to save fats, to render them, to make lye, to manufacture soap and candles in a modern mahogany-fitted flat. Moreover, she could not take the time, from her club, from the automobile, from the telephone, from the thousand-and-one activities that make demands upon her. The years cannot be turned backward. The spinning wheel, the loom, the fat boiler, the lye barrel, the dipping pot and the mold have all been left behind, and the face of the housewife, like the face of humanity in general, is turned toward the future with all its promise and possibilities. The old things were all right in their way and in their day. It is the new things that concern us all now, and the common mission is to see to it that they are truly improvements of the old.—Freeman's Farmer.

A Good Year to Vote No.

"As the number of bills that are certain to be on the ballot this fall grows, the conviction is strengthened that this is going to be a good year to vote no. We are already overburdened with laws, and we need a little time to catch up.

Oregon's principal need just now is a little more attention paid to the serious business of industrial development and a little less to experimentation with new and untried legislation. We have laws enough to last us for some time, and could dispense with a few that we have much more profitably than we could adopt a fresh batch that we know nothing about.

A good rule for the voter to follow is to vote no when he is in doubt, and a very large number of the measures that are to be submitted to a vote this year are of extremely doubtful value and some of them are vicious."—Eugene Register.

The Public Utility Commission has authorized a raise of telephone rates in all the principal towns of Jackson county to a paying basis.

Notice to Creditors.

In the matter of the estate of Peter Anderson, Deceased.

Notice is hereby given that the undersigned has been appointed executor of the estate of Peter Anderson, deceased, by the circuit court of the State of Oregon for Multnomah county, and has qualified.

All persons having claims against said estate are hereby notified to present the same to me at Gresham, Oregon, duly certified as by law required within six (6) months from date hereof.

F. ARTHUR ANDERSON,

Executor of the estate of Peter Anderson, Deceased. Date of first publication July 17, '14. Date of last publication Aug. 14, '14.

A large stock of Screen Doors, Wire Screens, Adjustable Window Screens at Metzger Bros. "Swat the Fly."—Adv.

TRADE AT HOME

Continued from page 1

and convincing manner the basic and generally little understood principles of merchandising; the object in view being to make clear the fact that it costs approximately the same to market an article by any of the different methods of modern merchandising—whether from the shelves of the home merchant or from the highly centralized catalog houses of the large cities.

This man's experience had fitted him to handle the subject in an exceptionally intelligent manner, and the subsequent success of the undertaking proved the soundness of his theories. In the literature sent out by the club, he begins with the manufacture of an article and follows it step by step to the hands of the ultimate consumer through both the mail order and regular channels of trade.

In proving the fact that the large catalog concerns have no advantage over other merchants in buying their goods he says: "The modern factory, manufacturing staple products, enjoys keener competition, if possible, than any other line of business. It must sell its products to the retailer at a price that will return the smallest profit possible that will permit a reasonable return on the money investment. Should a factory put a price on its product that would return to its stockholders more than a fair rate of interest, either its competitor would undersell it, or new capital, of which there is always an abundance seeking investment, would enter the field and would eventually bring the price of the article down to the point that would return to the stockholders a rate of interest satisfactory to investors in industrial securities. In dwelling on this purpose is to show that under the present industrial conditions the selling price of a manufactured article is determined by its cost of production.

"Every modern factory now has a cost system which shows to the fraction of a cent the cost of its product when it leaves the shipping room. It must be sold at a certain figure to pay a certain percentage of profits. It costs no more per case to manufacture the ten cases for little John Smith than it does per case the thousand for the larger buyer, and if both offer the same terms of payment they will be charged exactly the same price. The little John Smith's scattered over the country are the takers of the bulk of the manufactured products of the country and they are the ones the manufacturer has in mind when he puts the lowest possible price on his product. If in quoting John Smith his regular price—a price kept down by keen competition, he is making only a minimum profit, how can he by any possibility quote a lower one without seriously affecting his dividends? You know dividends are what factories are run to make.

"Many catalog houses lay great stress on their ability to sell an article at a low price because they 'own their own factory.' Is there any good reason for us to believe that their factory can manufacture an article cheaper than any other factory simply because they own it? Catalog houses owning factories, and factories using the tempting phrase 'We sell direct to the consumer,' in reality have no advantage over the independent retailer in so far as price is concerned, because their product, when it leaves the manufacturing department, must be charged to an independent retailer, were they themselves not in the retail business. So you see that the great stress laid on the factory-owning nature by the larger catalog houses is pure, plain, unadulterated buncombe with a capital 'B.'

In explaining how such houses were able to occasionally quote low prices on standard goods of well known makes he says: "Catalog houses as well as other merchants, often have opportunities to purchase at reduced prices, when known to the trade as 'job lots.' A factory may discontinue the manufacture of a certain style, and having a large stock of that particular pattern on hand, will offer the entire lot at cost or even less. While of course such merchandise is of standard quality, it naturally must have lost its desirability in the eyes of the critical consumer, otherwise there would be no reason for discontinuing the manufacture of it. With his exception, and the occasional opportunity they have of purchasing bank-up factory stocks, the arguments and facts as presented are incontrovertible. In addition to gathering the data contained in the literature and circulating it, this man also went out amongst the farmers as a 'home trade' missionary. Though he was strong for home sentiment, he always went straight to the point of the farmer's pocketbook, and stood ready to show the customer of the mail order house that, month in and month out, he was actually losing money by not trading with the home merchants.

In his figures he left nothing out of his calculations—not a postage stamp or express toll escaped his eye. He was up in brands and quantities in every line of merchandise. He took samples of food stuffs from the local stores and made side-by-side comparisons of them in the farm kitchen with the foods bought from the mail order concern.

The club was made a social center for the entire community, especially for the farmers and their families. Gradually a testing laboratory of a crude sort was built up in the club, and here many an argument as to quality of goods was settled. The consumer and the storekeeper were both taught to be judges of quality in almost all lines of goods.

Today the mail order trade in that community is on the decline, the catalog is on the run; business and residential estate in the city is slowly advancing in price; the old town looks good to some of the high school boys, who are not so eager as were some of their immediate predecessors to shake the dust of the town from their feet; and the entire civic life of the community has experienced a decided change for the better.

Causes of Stomach Troubles. Sedentary habits, lack of outdoor exercise, insufficient mastication of food, constipation, a torpid liver, worry and anxiety, overeating, partaking of food and drink not suited to your age and occupation. Correct your habits and take Chamberlain's Tablets and you will soon be well again. For sale by Gresham Drug Co. and all Dealers.

READ THESE ADS. AND "GET WISE"

There's a Difference

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.



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.

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

Advertisements for Livestock, Pasture for Rent, FRESH COW for sale, SMALL PIGS for sale, BEEF CATTLE, TWO COWS, MISCELLANEOUS, REAL ESTATE RENTALS, BIDS WANTED.

PROFESSIONAL CARDS

Professional advertisements for Insurance (John Brown, James Elkington), Dentists (W. J. Ott, H. H. Hughes, S. P. Bittner), Physicians (J. M. Short), Contractors (E. T. Jones & Co.), City Bakery (Paul Hoetzel), Dressmaking Parlor (Mrs. M. Squire), and Attention! The Farmers' Mutual Fire Relief Association.