

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.

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.

THE HINDU INVASION.

British Columbia has but recently ridden herself of nearly four hundred Hindus by simply sending them back to the place from whence they came. As a people the Hindus are not welcome either in British Columbia or the United States.

The Hindu is the new immigrant to the American continent and he has unwittingly proved to be a disturbing element and no one has been more surprised at his reception than the Easterner himself.

The reason is not far to seek; The Hindu appears to have come to America at the wrong psychological moment. America, at the present time, is filled with grave apprehensions and strong prejudices against the world-menace of the yellow peril.

While there is no real reason to believe that there will ever be an invasion of any kind, yet it is a wise impulse that is sending the Hindus back to their own land, for the laboring classes do not favor them, nor have the average Americans time or patience to weigh evidence and arrive at an impartial decision regarding the aliens on their own merits.

Readers

As an indication of the tremendous growth of the livestock industry in Oregon and other sections of the Pacific Northwest, the Portland Union Stockyards company has found it necessary to immediately make a large addition to its pen space in order to keep pace with constantly increasing shipments.

Farmer Smith, of the O-W-R. & N. Co., returning from an inspection trip through eastern Oregon, states that the grain yield for this state has been considerably underestimated, and that in most cases the wheat is turning out much better than expected.

An order has been received at the Roseburg land office to the effect that sixteen sections of land, formerly a part of the Umpqua forest reserve, will be thrown open for homestead entry on October 2.

A big cannery and fruit packing plant, to be built and operated by Libby, McNeil & Libby, the Chicago packers, is practically assured for The Dalles. A free site for the institution has been offered and fruits and vegetables in immense quantities will be produced to keep it in operation.

The holdover senators from Multnomah county are preparing a bill to consolidate about thirty commissions under five heads and save about half a million taxes annually.

Willamette valley editors at Dallas last week renewed their warfare on the abuse of the initiative and referendum and declared opposition to any more freak legislation.

Three damage suits aggregating \$35,000 were filed the past week at Portland against employers in the face of the Workmen's Compensation act.

Professor Young, the State University economist, denies that he has entered a combination to put over a program for the unemployed.

It is now estimated that the \$1500 tax exemption if enacted will take over fifteen million dollars property off the assessment rolls.

The direct primary election in May will cost Linn county about \$4,250 and all the bills are not in yet.

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

TRADE IN HOME TOWN

Continued from page 1

age—one hundred pounds—well knowing that the bulk of such orders, in most cases, would be composed of what is known to the trade as "blind stock." Goods that the general public know little about either as to quality or price.

Overbuying—Its Attendant Evils.

Merchants throughout the country affected by mail-order competition seem to be of the same general opinion as to its greatest evil—the abnormal development of that trait of human nature that prompts us to buy something we really don't want and have no particular use for.

"Overbuying" they say, "is a vice that goes with the mail-order catalog. Go into any home that draws its supplies from that source and you will find goods that the family does not need and never would have bought from a local merchant. In many cases these unneeded goods—these freak purchases—amount to a surprisingly large percentage of the total family outlay.

These buyers see something alluringly described in a catalog and become fascinated by it. The 'silent salesman in the home' keeps on teasing them with it until they find some excuse to justify their purchase of the coveted article. These utterly unjustified whims amount to millions of dollars a year.

"With some women freak buying becomes a passion. They make absurdly foolish purchases from mail-order houses that they would not dream of making from their home dealer. How to account for it? Simply the psychological effect of the catalog perhaps. Anyhow this matter of freak buying, of overbuying, is so universal that not one catalog buyer in a thousand is wholly exempt from it.

Unscrupulous Methods Used by Farm to Farm Salesmen.

Still another class of so-called merchants who profit by the general ignorance on the part of the public as to true value, is the farm to farm solicitor who represents himself to be connected with some wholesale grocery house in a distant city. These chaps are most always "single trippers", representing some firm of absolutely no responsibility and who, under no circumstances will cover same territory twice.

The bait they use is to quote exceptionally low prices on two or three staple articles, such as sugar, coffee, or tobacco; prices that they know are away under the local merchant. The thrifty farmer is at once interested in such prices, and imagines he is doing a fine stroke of business in ordering enough of those staples to last him a year. He feels so good about it that it is quite easy for the salesman to load up the order with a large quantity of low grade tea, rice, beans, spices, molasses, etc., and inferior lot of stuff that his home merchant wouldn't dare sell him under any circumstances.

When the shipment is delivered the buyer will invariably find that those staple articles, upon which he believed he was making such a saving, have been omitted, and a notation on the bill to the effect that on account of mill troubles or something else it would be impossible just at present to ship them. The other stuff would all be there however, and he will have to accept it unless he has been wise enough to write over the face of the order before signing it that unless the entire order is shipped within a certain time it shall be considered canceled. Such orders are of course never shipped. They are 'dead business.'

A Business Proposition.

When your home merchant asks for your patronage his appeal is based solely on the grounds of dollars, quality and service. He believes it means as much to you as it does to him in those terms to give him the opportunity to offer for your comparison his prices and quality before sending your order away from home.

Every up-to-date merchant now keeps from two to half a dozen mail-order catalogs in his store for the use of such of his customers as may wish to use them in making comparisons. The merchant knows he is taking no chances; he knows what he can do, and all he asks is a square deal. He knows that quality and terms considered he can sell goods just as cheap, and in many cases cheaper, than the catalog and city stores, excepting of course such articles as those houses put out as 'leaders.'

The next time you contemplate sending to the city or ordering a bill of goods from a catalog, make out your order as usual, but before buying your money order, take it to one of your local merchants and let him figure with you on the entire order. In a spirit of fairness suppose you try that just once. If he can't save you any money you will at least have shown him your heart is in the right place.

[To be continued.]

List of Letters.

Remaining letters uncalled for in the Gresham postoffice for week ending July 26th, 1914:

Letters—Gusta Engstrom, care Olson Farm. Mrs. C. M. Hammar, Miss Hulda Johnson, Mrs. Mildred M. Clellan.

Foreign—Mrs. A. Rouse. Postal Cards—Love & Smith, C. S. Hammond.

These letters will be sent to the dead letter office on August 16th, 1914, if not delivered before. In calling for the above, please say "advertised," giving date of list.

I. McCOLL, P. M.

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
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.

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

LIVESTOCK. Livestock. Miscellaneous.
FOR SALE—Holstein heifer, yearling and three cows. Brown Swiss, Guernsey and Jersey. Last two fresh in a month. Phone 756. tf
FOR SALE—Very cheap, a mare and a very fine colt. Columbia View Farm, near Corbett. Phone Corbett 62. tf
FOR SALE—Fresh Jersey cow. Steve Brewster, Damascus. Phone Damascus 65. 43
FOR SALE—Three young horses, cheap. H. P. Christensen, Gresham, R. 2. Phone 263. 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.
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

PROFESSIONAL CARDS

INSURANCE JOHN BROWN INSURANCE
Representing only RELIABLE INSURANCE COMPANIES
Phone 513 Gresham, Oregon
James Elkington INSURANCE
ACCIDENT SURETY BONDS
FIRE LIFE AUTOMOBILE
HEALTH LIFE PLATE GLASS
Office on Main Street
PHONES: Office 816 Res., 68.

CONTRACTORS ALFRED HAMMAR
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
Ettel T. Jones Frank C. Jones
Gresham, Ore., Phone 851.

City Bakery Paul Hoetzel Prop.
Best Bread
ON THE MARKET FRESH EVERY DAY
Pies, Cakes, and other Pastry
Main St. Gresham, Ore.

Dr. W. C. Belt PHYSICIAN AND SURGEON
Office on Main Street, op. Library
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.

PAINTING and PAPER-HANGING
Contract or Day Work
GOOD WORK - PRICES RIGHT
B. F. Murray
Office in Logan Bldg. TROUTDALE

SENATOR CHAMBERLAIN.

A tentative plan to give Senator Chamberlain a cabinet position is an indication that the senator is not overconfident of being elected again. The plan is to advance Secretary McReynolds to the supreme court; Secretary Lane to be attorney general. That will leave an opening for a Pacific coast democrat and Chamberlain seems to be in line for it.

That he will be beaten for senator by R. A. Booth is a certainty and the democrats are providing him with a soft place to fall. A hurry-up call should be sent in so that Governor West could appoint some other democrat to serve a few months just for the honor of the position.

At Sidney, in Polk county, the Krebs Brothers, formerly in the hop business, are constructing an immense dairy barn which will be up-to-date in every respect. It will have cement floors, brass rails, modern ventilation, running water, and will cost about \$2,000. The employees will wear white suits, and at milking time the cows will be washed, milked by machinery and only the final "stripping" will be done by hand. Fifty grade Holsteins will be handled at first and 100 head additional will be purchased in the near future.

An Adventist preacher in Portland foresees the end of the world in the coming European war. He made the prophecy on Sunday and at the same moment a Chicago scientist lecturing in Portland said that a new race is now in formation to inhabit a new continent that is to emerge from the Pacific. The two predictions show the clear-cut division between two great diverging antagonists.

Owing to the greatly increased production of every crop this year the association of Western railways is sending out circulars to all points asking for co-operation in the matter of providing cars for shipment of this year's crops. A car shortage is to be feared and may be unavoidable, but every shipper can help avert it by being prompt.

"Come seben, come eleben," was the slogan last Sunday. The colored giant pitcher wore a figure "7" on his back; the ditto catcher wore "11." But they didn't win.

Don't forget Buyers' Week in Portland, August 10-15. The program is now complete and visiting business men will sure have the time of their lives.

A weak solution of whale oil soap and coaloil is said to be a sure shot for army worms if they get too numerous. Get your squirt gun ready.

Milwaukie grange, at its last meeting, decided not to hold a fair this year. It had been announced for September 25-26.

Great Britain, is getting its warships ready again. Has to keep the men employed at something to keep their spirits up.

Marshfield offers 162 acres cut up into acre tracts for factory sites free to industrial enterprises.

BIDS WANTED

Sealed Bids. Sealed bids will be received up to August 29, by the clerk of school District No. 8, for supplying the district with six cords of live wood, to be delivered at the schoolhouse on or before Sep. 1, 1914. Submit bids for first growth or second growth wood. Right is reserved to reject any or all bids. LAWRENCE R. ALLEN, Troutdale, R. 1. Clerk.

Bids Wanted.

Bids to do some carpenter work—repairing schoolhouse and out buildings; also to do some painting, wall tinting and floor oiling at the schoolhouse in Pleasant Valley. For information see H. E. Poppleton, Paul L. Bliss or Fred Olson, directors.

Said bids must be sent in on or before August 5th, 1914. Bids for janitor work will also be considered on the same date. The right to reject any or all bids is reserved. H. W. SNASHALL, District Clerk.

Bids Wanted.

Sealed bids will be received up to August 1st by the clerk of Dist. 28 for supplying the district with six cords of live wood, to be delivered at schoolhouse on or before August 20, 1914. Right is reserved to reject any or all bids. MARTIN KRONENBERG, Gresham, R. 3. Clerk.

Bids Wanted.

Sealed bids will be received by the clerk of school District No. 107 for painting the schoolhouse, two coat work, and the best of material to be used. Also for kalsomining the two lower rooms; Bids will close August 5th, work to be done by September 1st, 1914.

The board reserves the right to reject any or all bids. E. E. Van Fleet, Clerk. Boring, Oregon, R. No. 1. 45

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 - K. W. SNASHALL, Pres. The Farmers' Mutual Fire Relief Association. Gresham Route No. 3 Phone 74 Notary Public Real Estate