

GRESHAM OUTLOOK

TWICE A WEEK
Published every Tuesday and Friday at Gresham, Oregon.

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

Our Subscription Rates

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Phone 791. "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 2, 1911, at the Postoffice at Gresham, Oregon, under the Act of March 3, 1879.

Hops are expected to go to 50 cents as result of the war abroad.

Federal and state officials are urging a large expenditure for extermination of rats in Oregon.

The slogan of the nations: "We must be peaceful, but not too peaceful; warlike but not too warlike; moral but not too moral."

A few years ago France was offering a financial reward for large families. It is just coming to light what they were wanted for. To go to the front and be killed.

The countries of highest credit, greatest average individual wealth and happiness and continually increasing prosperity, are the non-military countries: Holland, Sweden, Norway, Switzerland, and, of course, the United States.

A big home grown corn fed girl may not be able to tango as gracefully as her slenderer hot house sister, declares an exchange, but she is there with the bells on when it comes to doing the kitchen scrub, and the dusting dip and the broomstick balance and the cooking canter.

The trail of the "Wandering Jew" is seen through Serbia and Russia in the ravages of cholera as he stalks across the war beleaguered nations. Eugene Sue's great book was the tale of an immortal personifying cholera. The Wandering Jew will never die, but his victims will.

In today's paper appears the last of the Home Trade articles by David Powell. It is believed that they have been of considerable value to the merchants of Gresham and the other towns in educating the people to buy at home. At any rate the articles have been interesting and worthy of perusal and consideration.

The Outlook will gladly receive and use, so far as possible, any communications on any questions, public or political on which our people have ideas they wish to express publicly. All such communications will be treated fairly and impartially, the paper requiring in all cases the name of the author and of course reserving the right to comment editorially on opinions expressed.

War news is so pressing upon the valuable space of some of the dailies that they are cutting out the alleged funny cartoons. We feel sorry for the interrupted bliss of Diana Dillpickles and Mary who wanted to get married. It is pretty tough on Axel and Jeff and Mutt to be sent to the morgue, but then the war correspondents have their innings just now and who can blame them if they utilize all the space?

WHY SHOULD THEY FIGHT?

It has been the belief that commercial prestige or gain or any other good is related to military power. This belief is open to challenge, for as a rule history shows that the vanquished recuperate more rapidly than the victors. This was noticeably so of France and of our own southern states.

Nor do colonies mean anything whatever to the mother country worth fighting for. It dependent they are a burden. If independent they are nations within themselves, like Australia and Canada. There is nothing in tribute or indemnity which is worth the economic waste of the war, and wars are relics of barbarism. So what are the nations fighting for?

WE CAN FEED AN ARMY.

Did anyone ever stop to think that within a radius of less than 100 miles from here there is a non-food producing population of over 400,000? Portland with 360,000 alone, to say nothing of the other cities and a dozen or more smaller places constitute this army that has to be fed. There are other districts like it in every state.

Allowing a conservative estimate that each one expends \$10 a month for vegetables, fruit, poultry, eggs, meat and other edibles and we have a total of \$4,000,000, or the greater total of \$48,000,000 a year. The question arises: can we not produce this stuff here on the thousands of acres yet uncultivated and save some of the money now being sent away

as well as reduce the high cost of living?

The opportunity is here and is calling. The vast uncultivated resources of Eastern Multnomah and Eastern Clackamas are calling loudly for exploitation. The logged-off land is clamoring, so to speak, for settlers. One half of it in the hands of new comers would make the owners of the other half millionaires if they would only "let go" at a low price of half their holdings.

Transportation is ample and is being added to gradually. Here we have the climate, the soil and the market. We need the development.

So far there has been no cause given by any other nation to insult the United States. No open or outward form of aggression. Perhaps they "remember the Maine."

DON'T SEND AWAY FOR MERCHANDISE

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: PUWER MERCHANT 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.

CONSUMER FINANCIALLY BENEFITED BY LOYALTY TO HOME INSTITUTIONS.

Merchant and Patron Mutually Interested in Up-building of Community

Farm Values Gauged by Nearness to Live City.

By DAVID POWELL. Copyrighted 1914.

"The dollar spent at home To you again may chance to roam."

It is possible that the person who sends his money away from home does not stop to consider what effect his action may have upon the business conditions of his community and indirectly upon his own fortunes. It is a fact plainly evident and thoroughly demonstrated by the experience of any number of communities throughout the land, that not only farm values, but the price of farm products as well, depend largely upon the proximity of a good market.

If the residents of the country tributary to small cities insist on buying their supplies from out of town houses and traveling agents, the community is deprived of business that legitimately belongs to it. The money thus spent is lost to that particular locality as a circulating medium and with the resultant decline of business begins the inevitable decline of community welfare and community values.

When you decrease the business and population of your home town and surrounding country, your own home in turn will be bound to suffer depreciation. Any policy which has a tendency to injure your neighbor will in time react, and you will have to bear your share of the damage.

It is a sound economic principle to spend your money where you make it. Only in very rare cases is there any necessity or excuse for any one sending away from the home town for goods; the local dealers are able to buy just the same goods as the city merchants at just as low prices, and if they do not happen to have the article called for in stock, they can always get it for a customer on short notice.

Commenting on the death of the late Montgomery Ward, the well known president of the big mail-order house that recently opened a Pacific Coast branch in Portland, the American Fair Trade magazine says:

"Mr. Ward leaves a fortune of twenty million dollars in his own name, and a business of seventy-five millions a year, built up at the expense of the small towns and villages of this great country, and not a cent of it ever gets back to help build up the community from which it came.

"The situation is surely one of great significance. It seems that but to read a list of the country merchants who every year close their stores and abandon their businesses on account of the seductive influence of the 'silent salesman' of the catalog house has gained in their communities, would be sufficient to establish beyond a doubt that every mail-order purchase by a citizen is a direct and deadly blow at the prosperity of his own community. For practically every such commercial failure, a good home is disrupted and a sturdy, progressive family is scattered and lost to the community."

President Wilson has spoken on this general line more eloquently, perhaps, than anyone before him. He said:

"The vitality of America does not lie in New York, nor in Chicago, nor in any other large city, no matter what its wealth or resources; it will not be sapped by anything that happens in St. Louis; neither will it be affected by a Galveston flood or a San Francisco earthquake. The vitality of America lies in the brains, the energies and enterprise of the people throughout the land. There dwells the vital forces that are destined to make this the grandest

country in Christendom. There is the wealth of America, and if America discourages locality—the community—the self contained town—she will kill the nation."

Suppose that everybody in your town and community were to send away from home and purchase all their supplies. In a few months the ultimate result would ensue—the closing of all the fine large stores in your town; a daily decrease in population; and an enormous shrinkage in real estate values. Once this condition were established, just think how proud you would be when your friends visited you to show them a lot of little "junk shops" with stocks which looked as if they had been placed on the shelves by a cyclone.

Keep the good stores in your town busy. Make them better by boosting for them and pushing for home trade all you can, and be proud of your town instead ashamed of it. Anything you can possibly do to increase the volume of business done in your community is bound to react to your own individual benefit, because increased business volume means increased property values which in turn means larger tax returns, and the consequent benefits which follow in every progressive community.

Some people are of the prejudiced opinion that if they spend their money at home it simply goes to make one of the local merchants a little richer, and would have absolutely no other results. They think that all movements to encourage a spirit of loyalty to home institutions are based on the purely selfish interests of the merchants promoting the campaign, who want to gather all the money in sight for their own individual benefit.

They are unable to see that better business conditions in their town would in reality work just the other way. Once the word went abroad that theirs was a live home trade town, progressive and up-to-date merchants from all over the country would soon locate there to share in the prosperity created by a loyal devotion to the spirit of home patronage; thus creating new competition which could only tend to lower rather than increase the profits of the merchants who started the ball rolling.

No, the merchants of the little towns and cities throughout the country are not robbers. They are just plain, everyday American citizens, who, like the rest of us, want to make an honest competency and give and take a square deal from everybody.

The Case in a Nutshell. In summing up the evidence which has been gathered and which has formed the basis for this series of articles, of which this is the last, it seems to the writer that five concise and potent reasons have been clearly established why it is profitable for the consumer to patronize their home merchants.

First—Concerning quality, transportation charges, service and terms, home prices are as low, or lower, than catalog huge prices; statements by such concerns to the contrary notwithstanding.

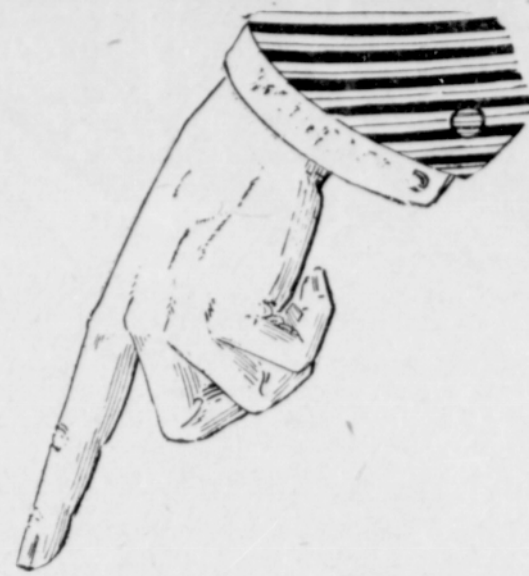
Second—Home merchants are in a position to, and do, render incomparably better service than distant houses. In buying from a home merchant one may see the goods in person; discuss the merits of the article and prices; readily exchange them if unsatisfactory, and have other privileges that are not accorded by the mail-order houses.

Third—By the very nature of things one may rely upon home merchants more than upon distant concerns. This is because the home merchant meets his patron face to face and has to make good.

Fourth—The home merchant is in a position to extend credit accommodations to his customers and is generous and courteous in doing so. This the mail-order houses absolutely refuse to do under any circumstances. In this country where men and women are both busy, this matter of credit accommodation means much. The home merchant is the consumer's friend when he is in need; he is at least entitled to a square deal when one has cash to spend.

Fifth—The interests of country people and the merchants are identical, and self interest on the part of the consumer demands that he patronize home institutions. Thorough investigation will show that in by far the majority of cases local dealers can meet and beat mail-order competition.

Twenty per cent off on Lawn-mowers at Sterling & Kidder's.



POINTING THE WAY TO CONVENIENCE AND INCREASED PROFITS

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

LIVESTOCK.

FOR SALE or TRADE for pigs or young stock, 200 thorough-bred English penciled Indian runner ducks. P. F. Uhlig, Gresham, Or., R. 3.

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

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

BEEF CATTLE, Stock cattle and fresh cows wanted. Andrew Bros., Pleasant Home. Phone 379.

Notice to Owner.

Notice is hereby given that the undersigned, residing 2 1/2 miles south of Troutdale in Multnomah county, has taken up the following described animal running at large west of the Sandy river in Multnomah county, to-wit: Holstein bull about two years old, black with white on each flank; small white spot back of each shoulder. No mark or brand. Chas. P. Tallman, R. 1, Troutdale. Dated this 14th day of August 1914.

Livestock

FOR SALE—Six good work horses, young and old, will sell one and all. Harness with each team. Span Mares, wt. 2700, price \$250. Span Horses, wt. 2900, for \$300. Span Horses, wt. 3000, for \$125. 3 1/2-in. Studebaker wagon, \$60. Also all kinds of Lumber at reduced prices.

SANDY RIDGE LUM. CO., Boring, Oregon.

BROOD SOWS—Boar and pigs, for sale. Zimmerman Ranch, 1 mile East of Fairview.

MISCELLANEOUS.

FOR SALE—520 gallon pressure tank. See Sterling & Kidder.

SECOND HAND MOTORCYCLE for sale. Flying Merkel. Good condition. Terms reasonable. Gresham Garage. Phone 891.

POULTRY.

BROILERS WANTED—1 1/2 to 2 pounds. Best market price. Phone Tabor 1. Portland Auto Club. 50

Miscellaneous.

Strayed ONE RED COW, one horn broken. Liberal reward. C. M. Lister, R. 1, box 83, Troutdale. *50

Another Bargain in a second hand organ. R. R. Carlson.

BIDS WANTED

Bids will be received by the clerk of School District No. 6 Joint, up to August 24, 1914, for 75 ricks of first growth live fir wood, to be delivered at Orient schoolhouse and placed in the shed prior to September 15, 1914. Chas. L. Hunter, Clerk, Pleasant Home, Oregon. 50

Janitor Wanted.

Applications for the janitorship of Orient school for the coming year will be considered by the school board on August 24, 1914. Chas. L. Hunter, Clerk, Dist. No. 6 Joint, Pleasant Home, Oregon. 50

NOTICE OF SALE.

\$625,000 Multnomah County, Oregon Interstate Bridge 4 1/2 per Cent Coupon Bonds.

The Bonding Committee of Multnomah county, Oregon, consisting of the Board of County Commissioners and the County Clerk of said county, will receive sealed bids for an issue of coupon bonds for \$625,000 of the tenor as follows:

Bonds shall be dated July 1, 1914 and bear interest at the rate of four and one-half per centum per annum, payable semi-annually.

Bonds shall be issued in denominations of \$1,000 each; principal and interest to be payable at the fiscal agency of the State of Oregon, in New York City, New York, or at the office of the Treasurer of Multnomah County, Portland, Oregon, and will mature as follows: \$25,000, July 1, 1918 and \$25,000 on the first day of July of each and every year thereafter until the entire issue of said bonds shall have been paid.

These bonds are issued for the purpose of raising funds to build an interstate bridge between Multnomah County, Oregon, and Clark County, Washington, and have been authorized by a general act of the legislature of the State of Oregon.

Bidders will be permitted to submit alternative bids offering to accept the entire \$625,000 in bonds to be delivered on or about twenty days from the date of the award, or they may bid for the acceptance of \$250,000 in bonds to be delivered on or about twenty days from the date of the award, \$200,000 in bonds to be delivered on October 1, 1914, and \$175,000 in bonds to be delivered on December 1, 1914.

A duly certified check drawn on a responsible bank for five per cent of the par value of bonds bid for, payable to John B. Coffey, County Clerk of Multnomah County, Oregon, must accompany each bid. Such deposit to be returned if the bid is not accepted, otherwise to be applied by the county on the sum so bid, or, if the bidder fails to comply with the terms of his bid, the amount to be forfeited to the county as and for liquidated damages. Bids must be submitted on blank forms furnished by the clerk of the Bonding Committee. No bid for less than par and accrued interest will be considered, the right being reserved to reject any and all bids. Bonds will be sold for cash only.

The successful bidder will be furnished with an opinion approving the legality of the issue by Messrs. Storey, Thorndike, Palmer & Dodge, of Boston, Massachusetts; also with a copy of the opinion of the Supreme Court of the State of Oregon, upholding the constitutionality of the act authorizing the issuing of these bonds.

All bids must be in the hands of the clerk of the Bonding Committee by two o'clock p. m., Pacific Time, August 25, 1914, at which time the same will be opened and considered.

Address all inquiries to John B. Coffey, County Clerk of Multnomah County, Oregon, Portland, Oregon. JOHN B. COFFEY, County Clerk. First publication July 24, 1914 Last publication Aug. 24, 1914

PROFESSIONAL CARDS

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

James Elkington INSURANCE ACCIDENT SURETY BONDS FIRE AUTOMOBILE LIFE PLATE GLASS HEALTH 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 Etsel T. Jones Frank C. Jones Gresham, Ore., Phone 851.

MRS. ELLEN ADAMS POMEROY Certified pupil of Chicago Musical College Teacher of Voice, Piano and Pipe Organ. Choir Directing a Specialty. For Terms Inquire Cor. Cleveland Ave. and Section Line

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

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

Library Hours for August During the month of August the Gresham free public library will be open on Mondays, Wednesdays and Fridays from 5:30 to 9 p. m., and on Tuesdays, Thursdays and Saturdays from 2 to 5:30 p. m. You are invited to patronize the library by taking out books and by making use of the cool inviting rest room. See Us for Top Buggies, Hacks, Carts, etc. Hessel's Farm Machinery, Gresham.

DENTISTS W. J. OTT M. H. OTT OTT BROS. DENTISTS GRESHAM OREGON

PHONES—Office 517 Residence 51x J. E. CLANAHAN R. G. MOSS DENTISTS OFFICE FIRST STATE BANK BUILDING GRESHAM, ORE.

PHYSICIANS S. P. Bittner, M. D. Physician and Surgeon OFFICE HOURS 10 a. m. to 12 m., 1 p. m. to 3 p. m. 7 to 8 p. m. at Residence PHONES: Office 116 Residence 118 Office Howitt Bldg., over P. O.

PHONES: Residence, 111; Office, 11x H. H. HUGHES, M. D. Physician and Surgeon Hours: 10-12 a. m., 2-4 and 7-8 p. m. Office, Howitt Building GRESHAM OREGON

PHONES: Residence, Tabor 120; Office, Main 4812; Home 4152 J. M. SHORT, M. D. Physician and Surgeon Res., 93 East 69th St. Office, 111-12 Selling Building PORTLAND, OREGON

Office Phone 46. Residence, 339 Geo. Inglis, M. D. J. PHYSICIAN and SURGEON 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.

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.

How the Trouble Starts. Constipation is the cause of many ailments and disorders that makes life miserable. Take Chamberlain's Tablets, keep your bowels regular and you will avoid these diseases. For sale by Gresham Drug Co., and all Dealers.

Good Reason for His Enthusiasm. When a man has suffered for several days with colic, diarrhoea or other form of bowel complaint and is then cured sound and well by one or two doses of Chamberlain's Colic, Cholera and Diarrhoea Remedy, as is often the case, it is but natural that he should be enthusiastic in his praise of the remedy, and especially in this case of a severe attack when life is threatened. Try it when in need of such a remedy. It never fails. Sold by Gresham Drug Co. and all Dealers.

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

A New Telephone Directory

Will Go to Press August 25th.

Please arrange for any change desired in present LISTINGS and ADVERTISING as soon as possible and not later than AUGUST 24th.

Multnomah & Clackamas County Mutual Telephone Co. BOX 87 GRESHAM