

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, 75 cts.;
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.

WELL RECEIVED.

The Outlook's holiday number, issued on Friday last, was well received, and this office is in receipt of many compliments upon its appearance and the quality of matter it contained.

The twelve pages issued represent just three days' work by the regular force, supplemented by the help of one extra printer for one day and the syndicate illustrations which illumined the cover and some of the inside columns. Acknowledgements are due the regular correspondents and others who furnished articles for the publication suitable to the occasion.

It is to be regretted that several illustrations of new buildings were not to be had, but the inclement weather of last week prevented the production of good negatives. However, that omission can be remedied hereafter.

The business houses that were represented in the advertising column were exclusively Gresham. The advertisers are entitled to the full support of the Outlook readers as the publication would not have been possible except for their generous support.

Several hundred extra copies were printed which are being sent away by our people to other parts of the country. Their appearance will demonstrate in a striking way that Gresham is a progressive place and that the people here are enterprising.

BUSINESS MEN AS FIREMEN.

A lesson of the great catastrophe that has overtaken Gresham is to be learned by the firemen. They lack experience although willing and courageous. It was observed that everybody was giving orders at the same time which created confusion, to say the least. It was noticeable that the firemen who came from Portland acted only upon the orders of one man and that their work was effective.

There is no desire or inclination to criticize, but the fact remains that the chief is the head of the department and the subalterns should act only on his orders, or that of some other officers in his absence. It is true that our firemen have had but little experience in fighting fire, but they should learn the lesson of obedience to authority. Without it they cannot do effective work.

Another thing: More of the business men of the town should be members of the department and take an interest in it. Two or three dozen young men cannot do the effective work, however willing, that they could do if twenty older heads were associated with them. It has often been wondered at that the merchants and others who are capable do not belong to the department. The wonder grows.

It has been stated that several applications for membership have been rejected because the applicants were married men. Men with families can do just as good work at fighting fire as the single ones, and they probably would not interfere in the social links the firemen sometimes indulge in.

WILL ISSUE ON THURSDAY.

The next issue of the Outlook will be published on Thursday, owing to the fact that Friday, our regular publication day, is Christmas. Those having anything for the Outlook's columns, either news or advertisements, are requested to keep the change of date in mind.

Today is the shortest of the year. Winter appeared officially at 10:35 this forenoon, but has been represented by proxy for two weeks past. Now that it is here in propria persona we may expect something real for the next six weeks.

Too late now to urge the people to do their Christmas shopping early, but the most of it is over.

Gresham's recent calamity will be pronounced a benefit by this time next year.

A REMARKABLE IDEA.

The great mass of unemployed, the poor, the unfortunate, the multitudes of poverty stricken, have been the fountain of inspiration to Colonel Hofer and caused him to issue an appeal to christianity in their behalf. His appeal takes the form of a brochure which he is sending to practically every paper in the United States.

The title of his pamphlet, "Jesus and the Unemployed" is a significant sentence in itself, but his arguments are startling in the ideas advanced through quotations from the words of Jesus, combined with an appeal to all the creeds and churches to turn their attention to the one problem of alleviating misery and making them institutions for meeting the industrial and social needs of humanity.

Mr. Hofer shows that from six to ten millions of people are unemployed and in distress for the necessities of life in this country alone, and then he asks: "If the services of unindividuated and unemployed christianity could be directed to the solution of this evil would it not disappear from the national horizon, and would not the stain upon the national honor, in the most prosperous and richest country in the world materially, be wiped out?"

Colonel Hofer is not alone in his idea, now that he has advanced it, but he is the first to give the idea publicity. That he is right and will find many who will believe with him that the 220,000 organized christian churches of this country could do no better work than administering to the physical needs of more than six million persons, is a foregone conclusion, yet he will find the hosts of the pharisees against him because of their social positions which destroy their spiritual courage.

"Among the chief rulers also many believed on him, but because of the pharisees they did not confess him lest they should be put out of the synagogues." This quotation will apply to Colonel Hofer and his great idea, even as it was written in the holy scriptures; but there may be an awakening, a kindred feeling that is Christ-like, engendered in the hearts of some who will take up the work—a work that could easily become nation-wide and world-wide in its scope and be the means of solving the problem that confronts us in alleviating the misery and distress of the unemployed.

THE ONE THING NEEDED.

There are sound reasons for believing that business confidence is returning and that more prosperous times are at hand. The impulse given exports because of the cessation of industry and the abandonment of agriculture in the European countries which are at war, has created conditions which promise soon to turn the balance of trade in our favor and make us a creditor, instead of a debtor nation.

The bumper crop harvested last fall combined with the high prices due to foreign demand for American foodstuffs has made the farming sections, particularly the Middle West, more prosperous than ever before in their history. The establishment of a scientifically organized banking system has made money plentiful for enterprise and reduced interest rates. The basic industries, those engaged in iron and steel manufacture, are reporting increased sales and are resuming operations, suspended months ago, because of the stringency which preceded the outbreak of the war.

There is but one thing lacking in this summary. It is estimated one-fifth of the total capital of the United States is invested in railroads and kindred public utility operations. The railroads of the country have been in a desperately hard situation. Due to causes over which the railroads have control is partially responsible, and to other causes over which the railroads have had no control, including an excess, sometimes, of enthusiasm for regulation, and a lack of wisdom in its application, the railroads of the country, as a whole, have been losing money, some of them are on the verge of bankruptcy. In this state of affairs they asked the interstate commission for an increase of rates. That increase which, to the layman, seems a reasonable one, if efficiency is to be preserved and adequate service rendered, has been allowed.

An increase of 5 per cent in freight rates to the systems applying for it will yield \$30,000,000 a year, a sum that means no profit but one that will permit operations without loss. The other systems will probably make a like request, which will be granted, and with a return of normal conditions they will all be earning money again and will be paying the usual dividends.

As long as they last the holiday number will be mailed anywhere in this country for five cents.



Merry Xmas to All

To our Many Patrons and Friends we extend the Greetings of the Season.

Our Voting Contest has been a great success. We wish to congratulate the successful contestants and thank everyone who has assisted them and us in any way.

We assure you we shall endeavor to merit in the future the generous patronage you have given us. We promise Prompt and Courteous service with Dependable Goods.

A few more Casseroles at \$1.50.
Aluminum Salt and Pepper Sets at 25c to 35c
Five-piece Aluminum Kitchen Sets, with rack, \$1.50
Extra fine Chocolates and plain Candies at prices you can afford.

Fine assortment of Silverware. Heavy Plate on White Metal, very durable. Knives, Forks, Spoons, etc.
Full lines of Glassware, Crockery, Granite-ware, etc.

All the good things of the season to eat, including Fresh Fruits and Green Vegetables.

PULFER MERCANTILE CO.

GRESHAM, OREGON



NEW SANITARY MEAT MARKET

will reopen December 31, with an entire Stock of

Perfectly Fresh Meats

at New Location in Regner Building, on Main Street

ADOLF TIETZE, Prop.

EXTENDING FIRE LIMITS.

With the destruction of more than a full row of business houses along Main street, and the possibility that the burned district will be rebuilt, the matter of establishing a zone in which frame buildings shall not arise again, came up for immediate consideration by the common council last night.

Brick or concrete buildings are not so apt to burn as frame structures, and there is always danger that a town situated as Gresham is will have a heavy fire loss. This is Gresham's third experience and every building destroyed has been built of wood. No other argument is needed.

By establishing certain limits in which no frame buildings shall be erected—as was done on Main street—such dangers as even yet menace the town would eventually disappear. The high winds that prevail here on frequent occasions demand better security from fire than is to be had at present.

ORDINANCE NO. 77.

AN ORDINANCE providing for the time and manner of improving Fifth Street, of the Town of Gresham, Oregon.

Section 1. That said Fifth street from Hood avenue of the Town of Gresham, Oregon, to the entrance of the Multnomah County Fair Grounds, shall be improved by spreading and covering the surface of said street with gravel not less than one cubic yard of gravel on every eight linear feet thereof and nine feet in width.

Section 2. That said improvements shall in all respects be done and completed in conformity with the provisions of Chapter XII, entitled: "Of Streets and Sewers; Their Grade and Improvements," of the Charter, or Special Laws, of the Town of Gresham, and Ordinances thereof.

Section 3. That the contractor or lowest bidder, who shall take charge of said work shall complete the same within the time fixed by the Council, to-wit: one month from the 4th day of December, 1914, and upon commencing said work, shall continue the same without delay until completed, unless the time for the completion of the improvement is extended by the street committee of said Council.

Section 4. That the contract or contracts for said improvement shall contain a stipulation to the effect that the person, firm or corporation to whom the contract is let shall look for payment only to the fund to be assessed upon the property liable to pay for such improvement and collected and paid into the Town Treasury for that purpose, and that they shall not require the Town of Gresham by any legal process or otherwise to pay the same out of any other fund, except as provided by the Charter.

Passed this 19th day of December, 1914.

Approved this 19th day of December, 1914.

G. W. KENNEY, Mayor.

Attest: D. M. ROBERTS, Recorder.

The Christmas spirit that economizes on luxuries for relief of the needy is commendable; but it is scarcely just to the holiday trade. Those who can give to the needy show a commendable disposition, but it does not seem to be necessary for anyone to stint himself in order to be a philanthropist.

Local Druggist Makes Many Friends.

The Gresham Drug Co., reports they are making many friends through the Quick benefit which Gresham people receive from the simple mixture of buckthorn bark, glycerine, etc., known as Adler-ika. This remedy became famous by curing appendicitis and it is the most thorough bowel cleanser known, acting on both the lower and upper bowel. Just one dose of Adler-ika relieves constipation and gas on the stomach almost immediately.

Notice to Creditors.

Notice is hereby given that the undersigned has been appointed, by the County Court of the State of Oregon, for Multnomah County, the executor of the estate of J. S. Otis, deceased, and has qualified.

All persons having claims against said estate are hereby requested to present the same to me, at the law office of M. C. King, First State Bank Building, Gresham, Oregon, within six months from the date hereof. Dated and first published November 24th, 1914.

GEORGE BLACKBURN, Executor Estate of J. S. Otis, deceased.

MILTON KING, Attorney for Executor. Date of last publication Dec. 22, '14.

Answer the other fellow's Want Ad, and he'll answer yours.

Surprises Many in Gresham.

The QUICK action of simple buckthorn bark, glycerine, etc., as mixed in Adler-ika, the remedy which became famous by curing appendicitis, is surprising Gresham people. Many have found that this simple remedy drains so much foul matter from the system that A SINGLE DOSE relieves constipation, sour stomach and gas on the stomach almost IMMEDIATELY. Adler-ika is the most thorough bowel cleanser ever sold. Gresham Drug Company.

IMPORTANT EVENTS

1914-15 AT

OREGON AGRICULTURAL COLLEGE

WINTER SHORT COURSE—JAN. 4-30

Agriculture, including Agronomy, Animal Husbandry, Dairying, Horticulture, Poultry Husbandry, Insects, Plant and Animal Diseases, Creamery Management, Marketing, etc. Home Economics, including Cooking, Home Nursing, Sanitation, Sewing, Dressmaking and Millinery. Commerce, including Business Management, Rural Economics, Business Law, Office Training, Farm Accounting, etc. Engineering, including Shopwork and Roadbuilding.

FARMERS WEEK—FEBRUARY 1-6

A general clearing house session of six days for the exchange of dynamic ideas on the most pressing problems of the times. Lectures by leading authorities. State conferences.

EXTENSION SERVICE

Offers lectures, movable schools, institutes and numerous correspondence courses on request.

MUSIC: Piano, String, Band, Voice.

No tuition. Reduced rates on all railroads. For further information address, The Oregon Agricultural College, (tw-12-1-to-1-1) CORVALLIS, OREGON

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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 Kowitt Bldg., over F. O.

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

PHONES: Residence, Tabor 120;
Office, Main 4512; Home A 5152
J. M. SHORT, M. D.
Physician and Surgeon
Res., 93 East 69th St.
Office, 1111-12 Selling Building
PORTLAND, OREGON

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All professional calls promptly attended. Special attention to diseases of the Eyes and fitting of glasses.
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HEALTH
Office on Main Street
PHONES: Office 816 Res. 61.

CONTRACTORS
ALFRED HAMMAR
Plasterer and Cement Contractor.
Estimates furnished free on request. All work Guaranteed.
Phone 501 Gresham P. O. Box 81

Try These Tongue Twisters.
A growing gleam growing green.
Flesh of freshly dried flying fish.
Six thick thistle sticks.
Two toads tried to trot to Teddybury.

WANTS



Try a Want Ad.

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

LIVESTOCK

FOR SALE—Three good horses. Weight from 1050 to 1300. S. T. Lind, Phone 28x1. *87

FOR SALE—Good, fresh milk cow, with day old calf. Phone 76x1.

FOR CHRISTMAS TURKEYS call Chas. Reynolds. Phone 299.

FOR SALE—Span of heavy working horses, harness and wagon. C. A. Johnson, Boring, R. 2, Box 33. Phone 418. *87

FRESH COWS for sale.—E. J. Gradin, Gresham. Phone 325.

FIFTY SMALL PIGS for sale. Enquire W. J. Hillyard, Gresham R. 2. Phone 776. tf

HAY, STRAW, WOOD and Hogs for sale. Phone 131. tf

TEN MILCH COWS for sale, some fresh, some fresh soon; also Brown Leghorn hens for sale. B. F. Hoover, Hoover Sta., Estacada, Line. Phone 42x. tf

FOR SALE—Team, wagon and harness. All in good condition. Enquire of Hoover, Hoover station, Estacada Line. tf

BEEF CATTLE, Stock cattle and fresh cows wanted. Andrews Bros., Pleasant Home. Phone 279.

REAL ESTATE, RENTALS

FOR RENT—6-room house, good condition; \$7 a month. Enquire Mrs. T. R. Howitt. tf

FOR SALE—A nice little bungalow nearly new, plastered, concrete foundation, with 1 acre. \$1250. E. Davidson, Gresham. Phone 509.

HOPGROWERS, NOTICE!

Do not contract or sell your hops. Strong co-operative association being formed to finance you and make you independent. For particulars, address, Organization Dept. Oregon Hop Growers' Association, Sheridan, Ore.

MISCELLANEOUS

CARPENTER or CEMENT WORK to exchange for stock or feed. J. B. Chambers, R. 1, Box 88, Gresham. Tabor 5648. *85

FOR SALE—1200 lb. Fairbanks Morse platform scale, cheap. See M. D. Kern.

GOOD SEASONED LIVE WOOD, \$4.50 a cord. Good dead wood, \$4.00. J. Cunningham. Phone 385. *100

A LADIES' CAPE, which was left at the home of Geo. F. Honey on the evening of Nov. 19, is at the Outlook office. Owner may have same by identifying property and paying for this ad.

WANTED—Contract of wood cutting, 100 to 5000 cords. Inquire at the Twelve Mile store. Kerr, Bros. & Guthrie. *87

DRY CORDWOOD delivered anywhere. S. M. Marston. Phone Gresham 338. tf

DRY CORDWOOD, second growth, delivered in Gresham. \$3.50. C. A. Pratt. Phone 338. tf

WANTED—Small potatoes in exchange for mill feed. Sun Dial Mill, Fairview. Phone 611. tf

Grinding and Rolling.
at E. Nasahahn's mill at New Pleasant Home. Open every day. *104

Lost or Found
LOST—A pair of orange colored driving gloves, thought to have been left at the postoffice Sunday. Finder please return to Outlook office and oblige.

Eyes tested and glasses fitted. Dr. Geo. Inglis.

List of Letters.
Remaining letters uncalled for in the Gresham postoffice for week ending December 20, 1914:

Letters—Wm. Johnson, P. Buhler, Mrs. Edith Bengeman.

Cards—Geo. Mesham, Stanford Cox.

These letters will be sent to the dead letter office on January 2d, 1914, if not delivered before. In calling for the above, please say "advertised," giving date of list.

I. McCOLL, P. M.