

GRESHAM OUTLOOK
TWICE A WEEK

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

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EXTENDING THE SERVICE.

Postoffice department activities, as expressed in the Outlook of last Tuesday, shows the general policy of the United States in the extension of the service to be most excellent. The extension of the delivery system throughout various parts of the county and the postal savings bank reforms are worthy of the commendation of everyone.

The primary object of the parcel post extension is, of course, the furtherance and exploitation of the producer-to-consumer idea, made possible and practicable for almost every variety of commodity by the parcel post. But it ought to and will do more than that. It will bring its suburban producer into a closer relation, better understanding and more intimate acquaintanceship with his city customer, and vice-versa; it will eventually lead the farmer to a realization of the fact that the parcel post is not a one-sided institution, and that the man in the city who is glad to buy his eggs and his butter and his chickens expects and is entitled to share in the added profit which the benefit of the parcel post delivery system makes possible by the elimination of the middleman between the two.

There is some complaint now that the farmer wants all of the extra cent an egg that the parcel post makes it possible for him to charge the consumer, as against selling his eggs for 12 cents a dozen less to the retail dealer. By getting 6 cents instead of 12 cents a dozen more for his eggs and selling them to the consumer direct, the farmer sells the consumer his eggs for 6 cents a dozen less than the latter pays when he buys them in town. The farmer makes a good profit, so does Mr. City-man, and both are happy. City-man tells his neighbor, with the result that the farmer sells two dozen eggs where he sold only one before, and makes more money than he does by refusing to share his profit and the advantages of the parcel post with his customers.

A one-sided policy is a short-sighted policy, not only conducive to the curtailment of trade, but tending to the ultimate discrediting of the unquestioned benefits of the parcel post. The same course holds good the other way around, as between the urban dealer and his country customer, and in all branches of commercial activity in which the parcel post is and may become a factor.

It may be well for all to learn more thoroughly the lesson that it is better business to sell much at a smaller profit than it is to sell little at a larger profit. From greater experience this policy is more generally practiced, and its wisdom more generally realized by the city dealer than by his friend in the country. But the farmers of Oregon, or of any part of the country, for that matter, are not slow to realize what is what in the matter of business, and may be depended on to "get in right" the minute it is borne in upon them what the wisest and fairest course is. Every extension of the parcel post or rural free delivery systems will be instrumental in further teaching them this lesson.

Mayor Stapleton's permission to shoot firecrackers next Monday should not be abused. There is a strong sentiment prevailing the entire nation against fireworks and other similar demonstrations of patriotic exuberance, and if Gresham should happen to be the one place where the disregard of a "sane" celebration might cause otherwise avoidable accidents it would be to the lasting discredit of the town. It is to be hoped that nothing will happen and that the confidence reposed in the youngsters will not be misplaced. Otherwise there will be a refusal to suspend the firecracker ordinance hereafter.

When the near-beer saloons are ordered closed in a dry town it is probably due to the fact that the near beer was probably nearer than it should have been.

There are some women in the world as devoid of sweetness as a California cantaloupe.

HOME FACTORIES

Our article in Tuesday's Outlook on Factories and Payrolls met with commendatory remarks from several quarters and its reception has been the stimulant for further efforts to promote home industries on a somewhat broader idea. It is the home factory proposition that should engross the attention of the whole state. And while it is quite true that manufacturing has made fair progress in Oregon during the past decade or two, the people of the state are as yet dependent on the manufacturers of other states for millions of dollars worth of products that could just as well be manufactured here.

Home industry profits a people in two ways. It stimulates production of the raw materials that can be cheaply produced at home and affords profitable employment to thousands of our people who actually need it.

Oregon ought to have a much greater iron industry than it has, in view of the rich ores that abound in this state. We ought to have a greater furniture industry, for we have many forests of valuable woods. We ought to have a vaster canning industry because the soil and climate in many sections are especially adapted to the production of fruits and vegetables that ought to be packed.

There is scarcely an industry that is thriving in any part of the country that might not be successfully conducted in Oregon and supply one of the best home markets to be found in the United States. If the cities of Oregon have not grown as rapidly as cities of other states, and if agriculture has not prospered as well as it should, it is because we send so large a percentage of our earnings outside of the state to pay for necessities that might be profitably produced here.

The manufacturers association would encourage home industries by inducing the people of Oregon to buy Oregon made factory products. The more prosperous the people make the industries we have, the easier it will be to induce capital to invest in others that are needed. We shall make little progress if we permit the pioneers of Oregon industry to drift along in a condition of semi-stagnation.

We believe that there is a better sentiment here at this time in favor of factories than ever before. A state movement ought to be productive of good results, but in order to succeed the campaign must be continuous.

One great trouble with Mexican peace plans that are continually being unfolded in the United States is that there is absolutely nothing behind them. And with the certainty of American intervention, if there can be no Mexican agreement, our Mexican friends appear to be as far from agreement now as at any time during their revolutionary troubles.

As predicted in the Outlook, the national trade balance is a billion, but the surprise is in the fact that government deficit is \$40,000,000. The idea of exports putting money in the pockets of individuals and the imports, many of them, coming in free, has put the government on the blink. That forty million should have been raised by import duties.

There are according to semi-official figures about 19,000 automobiles in Oregon, valued for taxation purposes at about \$200 each. Isn't it astonishing how much cheaper automobiles are than they seem to be.

General Eufornio Zapata, in his diatribe against the United States, recently promulgated, makes a noise that reminds one of a bantam rooster crowing through his sombrero.

Our idea of a sane Fourth of July is to eat heavily of everything in sight, including onions and lettuce, drink two quarts of lemonade and settle down to sleep against the trunk of a shady tree while Mayor Stapleton soars the American eagle.

There is great danger that the weather man, after the novelty of hot days has worn off, will return to his old habits of supplying the rainfall deficit.

We are beginning to fear that too much of President Wilson's time is going to be monopolized in providing amusement for his grandchildren.

Dunn's Review says that "the tide of returning prosperity is rising," so we might just as well put on our life preservers.

After hearing so much testimony in his favor, Thaw must have serious doubts himself as to his alleged insanity.

There will be no delivery of mail on the rural routes next Monday. This is wholly safe and sane.

William Jennings Bryan is now pretty generally regarded as the geyser of American politics.

FIRECRACKERS AND THE FOURTH.

Considerable difference of opinion exists regarding the allowing of fireworks on the Fourth. Up to a few years ago there were practically no restrictions on their use and the privilege was certainly misused. Little regard was paid to the safety of individuals. It was a joke to scare horses, worry women and children, litter the streets with remnants of cannon crackers and keep the property owners on the jump to prevent fires. And many a small dog has recollections of crackers tied to his tail.

This was inhumanly cruel, expensive and unnecessary and it is well that ordinances were passed to do away with it. The kind of celebration referred to was not limited to one day of ear-splitting noise but usually began several days before the Fourth and continued for some days following.

The shooting of firecrackers is not an evil in itself and within reasonable limits is a patriotic way of observing our national holiday. Children have to make more or less noise and some of the older ones enjoy a little shooting, too.

The absolute prohibition of fireworks on the Fourth is as unreasonable as the former unrestricted use of the more dangerous kinds.

It may be in part from the recollection of the happy celebrations of childhood but this editor has a longing for the sport of shooting firecrackers, skyrockets, Roman candles and the like. He enjoys the boom of the sunrise anvil on July Fourth.

Mayor Stapleton in his proclamation restricts the use of fireworks to the smaller kinds. This is right. And due care should be exercised by all who take this way, among others, of evincing their patriotic feeling.

Loganberry Evolution

A few years ago loganberry vines in the northwest were torn up in quantities because the berry was too soft for shipping and the local market at harvest time was always glutted. Now the berry is one of the most popular of the small fruits in the same section, and its acreage is increasing each year. An enterprising grower tried evaporating the loganberries in prune driers and the product sent to Aberdeen, South Dakota, brought a price of 22½ cents a pound. This price meant that a loganberry field, yielding the average crop of five tons an acre, would give a profit of nearly \$400. The evaporated berries proved popular, and there were calls for more of them. Carloads of the berries were shipped, and instead of lowering prices, the quantity placed on the market seemed only to cause an increased demand. During the season of 1913 the demand from Chicago and other quarters for the berries could not be met. Buyers came to co-operative associations and even to the buyers individually, offering unprecedented prices. The season's product, according to the Technical World, was sold at an average price of 23½ cents a pound. It was found that the juice content of the berries ran as high as 80 per cent., exceeding the pound for pound yield of the juice in the grape by 15 to 17 per cent. The juice was palatable and easily obtained. So the extracting and bottling of the juice was started on a small scale by a few growers with the co-operative associations giving over small lots of the fruit for trial. The Salem Fruit Union, a co-operative association of farmers, bottled 2,500 gallons. The entire amount was sold with ease, and double the quantity could have been sold.

In view of the recent decision of the United States Supreme court in the Oregon & California land grant case, the matter has become one for action by the citizens of this state. Some decision must be arrived at by congress within six months from the date of the supreme court decision, and five months of that time will elapse before the beginning of the next session of congress, leaving only one month in which to have the question acted upon by both houses. In order to expedite matters and to secure all necessary data, Oregon's congressional delegation, consisting of two senators and three representatives, will co-operate with the Portland Chamber of Commerce and a series of conferences will be held to determine the standing of settlers and other interested parties in each county in which the disputed land is located. It is believed that by taking vigorous action during the summer and fall all facts and figures can be collected and tabulated in such form that congress will be able to reach a decision without delay. As on this decision depends the winning or losing by Oregon of several million dollars, it is of the utmost importance that no time be lost in starting this investigation.

During the first half of last year more than \$2,000,000 worth of diamonds were produced in South Africa.

STILL IN THE BUSINESS

Emery's Truck Service

BETWEEN
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Phone Marshall 2854
B. W. EMERY, Prop. Res. Phone 173. Gresham, Ore.
FARMER'S HAULING SOLICITED

Heavy Losses Follow Light Cherry Yield

A loss of \$150,000 a year for the last three years, has been reported from one of Oregon's several cherry districts as a result of the failure of trees of certain varieties to produce a full crop. The trees blossomed well and the fruit seemed to set, but as it began to mature a large percentage of it fell from the trees so that but little was left to ripen. Growers appealed to the college for help in finding and remedying the trouble, and although the horticultural appropriations were cut off by the last legislature Dean Cordley, director of the Station, is co-operating as effectively as the circumstances will permit.

A specialist was sent to investigate and found that the trouble was due to several causes, the most important of which was failure of orchardists to provide for pollination of the varieties that are largely self-sterile. Certain kinds of sweet cherries may be expected to fall to bear regularly unless provided with other varieties that will fertilize them. This fact has been known to the horticulturist of the college for several years and they have so stated in bulletins and through the press. If this information had been as widely published and as generally used as it might have been the heavy losses would not have resulted and the extra expense of providing means of pollination would have been spared. Growers are becoming increasingly anxious to act upon the information supplied from the Station, and will follow instructions for improving the situation for next season and perhaps remedying it in the future.

The fruitmen of the cherry district send their "appreciation of the splendid service rendered" and express the belief that it means a great deal to the grower who will follow the pollination suggestions.

Designed to furnish protection against exposure and hunger, a life-saving suit described in Popular Mechanics offers the victim of a shipwreck a fighting chance against a watery grave. The ordinary lifebelt, when placed about the body, may prevent drowning, but in a large number of cases there is little hope for the wearer being saved unless he is rescued from the water quickly. The new device, however, partially overcomes this, for its wearer does not come in contact with the water. It consists of a rubberized canvas

At present almost all the moleskins used in the United States come to us from Europe, though the skin of the mole found in the eastern part of this country is far superior to the foreign product.

Marriage licenses were issued yesterday to Thomas R. Brown and Anelta E. Faubion, both of Gresham. Also to Arval Manary and Rena Beers of Cottrell.

CROSSING THE BAR.

Sunset and evening star,
And one clear call for me!
And may there be no moaning at the bar,
When I put out to sea.
But such a tide as moving seems asleep,
Too full for sound and foam,
When that which drew from out the boundless deep
Turns again home.
Twilight and evening bell,
And after that the dark!
And may there be no sadness of farewell,
When I embark.
For tho' from out our bourne of Time and Place
The flood may bear me far,
I hope to see my Pilot face to face
When I have cross'd the bar.
—Tennyson.

Set Kale Now.
For plants see W. F. Cummins, Troutdale, or phone 15x. tf

FOR SALE—Second hand windows and doors in good condition. If you need anything in this line phone R. R. Carlson, 548. tf

BLACK REPUBLICAN cherries, 1 cent a pound on the tree. Mrs. John Palmblad, Phone 38x1. tf

FOR SALE—Hay in shock, or will trade for stock. Call 781, at meal time. Mrs. E. M. Douglass, Troutdale. tf

BURBANK SEED POTATOES for sale. A Bartsch, Pleasant Home, Oregon. Phone 39x2.

LOST in Gresham Monday, pair of ladies' driving gloves. Finder return to Mrs. M. M. Squire. *35

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WANTS

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

LIVESTOCK

COWS

15 JERSEY cows for sale, two will freshen soon, one registered Jersey bull, Sundial Ranch, Fairview, Ore. tf

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

HORSES

TWO BELGIAN MARES for sale, one 6, the other 5. Wm. Shelly, Corbett 54. tf

FOR SALE—One single driving horse, \$40; another \$35. Well broken. Two single harness cheap. Apply at Outlook.

MARE FOR SALE, 1400 pounds. Sound, 8 years old. Robert Jonsrud, Kelso, Oregon. Phone 413.

FOR SALE—Pony for riding or driving, perfectly safe for women to handle. Harness, light two-seated hack, in good condition, saddle and bridle, all for \$69.99. F. E. Bates, Phone Corbett 5x1.

FOR SALE—Two light driving teams well bred; one pair by Hal-B, 2:4½; one pair by Oregon Patch. Also two-year-old stallion by Dan Hal, registered, dam Vevo by Altamont. Harry Osman, Phone 257.

PIGS

FOR SALE—Pigs about 3 months old. Geo. Lusted, Phone 353.

PASTURE TO RENT. Anderson Station. Ed Osburn, Gresham. tf

POULTRY

Extra Special Offer
I will offer for sale for the next 30 days, 29 high-grade cocks direct from Tancred's Special, and extra special pens for only \$1.50 each. The birds will improve the laying quality of any flock, 500 fine hens at 75c each. Some classy pullets yet to spare. H. W. Cooley & Son, White Knoll Poultry Farm Troutdale, phone 434. tf

REAL ESTATE, RENTALS

HAVE IN EXCHANGE for a Gresham home 40 acres of good timber land in neighborhood of timber of the East Side Lumber company of Portland, 9 miles southeast of Sandy. Address H. S. Eddy, Sandy, Oregon.

MISCELLANEOUS

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