

GRESHAM OUTLOOK

TWICE A WEEK

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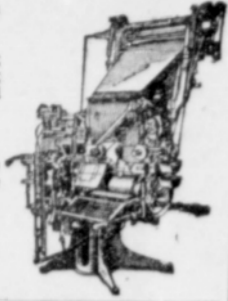
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Advertising

Rates reasonable. Our representative will call.

Phone 701

"The Linotype Way is the Way that Wins."



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ANOTHER HARD BLOW.

Many thoughtful observers, including friends as well as opponents of nation-wide prohibition, have asked themselves whether the recent unmistakable progress of the prohibition cause is essentially permanent in its character, or will prove to have been but spasmodic and transitory. He would be a bold prophet who should venture to answer the question off-hand. So many considerations enter into the reasoning, and so wide a range of interpretations is given to the term "permanent," the most that can be said with genuine assurance on the subject is that old John Barleycorn has received more severe blows in the last ten years than his bitterest enemy had dared hope he would receive in fifty years; that those blows are still coming thick and fast, and that the present tendency, if maintained long enough, seems destined ultimately to put the old fellow out of business. This is no mere sentiment of wild-eyed temperance cranks. It is not a vision in which the wish is father to the thought. It is a conclusion drawn in cold blood from the cumulative evidence already available and in the making. One of the most significant illustrations of the advance against alcohol is found in the action of the committee which is revising the United States pharmacopoeia, in voting to exclude whisky and brandy from the list of medicinal drugs. Heretofore a druggist who aimed to supply the full list of the pharmacopoeia was obliged to keep these two liquors and bear the expense of a government license to do so. Hereafter, it appears, druggists will be relieved of this expense, and also of the necessity of selling alcoholic beverages under the guise of remedies. Without regard to the long-nooted question as to whether or not alcohol is essentially a medicine, here is the fact that whisky and brandy are no longer to have the authority of the United States pharmacopoeia behind them. Discarded there, the natural tendency elsewhere may be to discard them as remedies. The real significance of this action on the part of the revising committee lies in the fact that it was impelled not by fanaticism or sentiment, but solely by scientific conclusion that whisky and brandy are not medicines nor properly included in a list of drugs designed for the restoration of health. John Barleycorn entered the combat with as many legs as a centipede. Some people aver that these have been knocked from under him, one or more at a time, until he has very few remaining. However, that may be, he appears to have lost an important prop by virtue of this committee's action. He may limp perceptibly per consequence, or he may not. The fact speaks for itself, and in combination with other significant facts it speaks loudly. It may also be remarked that the legs of a centipede are said to grow again after being lost. The similitude between the centipede and John B. may be a true one after all. Time will tell.

NOT OUTCLASSED YET. The era of decline predicted for the race horse as a result of automobile racing, it appears, has not yet begun. On September 16, Directum I paced a mile at Syracuse, N. Y., in 1:56 1/2, without a shield, breaking a world's record, and again last week, on the same course, William, an Indiana horse, paced a mile, to wagon, in 1:59 1/2, breaking another world's record. Both horses are improving steadily and Dan Patch's remarkable record of 1:55 for a mile paced behind a shield may soon be in danger. The mark made by Directum is the fastest ever made by a race horse, either trotter or pacer, with the exception of the pacing record set by Dan Patch, and the mark of 1:54 1/2 established by the trotter Uhlan in 1913. West Virginia broke all previous records for coal production last year, with an output of 71,707,626 short tons.

DAHLIA CULTURE.

The national Dahlia show held in Portland last week was a revelation. One Gresham amateur, Mrs. Roy Kern, won a second premium and hundreds of others in the northwest won substantial rewards for little trouble.

The demand for dahlias has increased, owing largely to the annual displays made by Gill Bros., of Montavilla, at Our Fair, the state fair, Vancouver and other places. It is three times greater this fall than it was five years ago—not because the prices for bulbs are lower, but because the number of gardens and gardeners have been multiplied by three. Everybody nowadays wants dahlias.

Nothing is more easily raised, either than these flowers. They are as easily grown as potatoes, and the results are certain. They will continue to produce results season after season if the bulbs are properly cared for. With the grace and beauty and variety of color and the charming informality of the dahlia, who would want anything else? Even the famous Portland roses do not excel them.

If one wishes to be lavish in expenditure for other flowers he may buy tulips at \$25 each, or decorate his yard with narcissis at \$165 each—and these are cheap prices for new "creations."

But others of us who may be saving up for an automobile may buy dahlias for \$2 a dozen, or thereabouts. And we may plant some seeds and create new varieties until we are tired. No flowers are cheaper; in no form can beauty be produced at lower cost or less work than the gorgeous dahlia.

SIX GREATEST NOVELS.

It has finally been settled—for awhile, at least—which are the six greatest novels of the world. The decision was reached by certain of our fiction makers and their list embraces Tristram Shandy, Vanity Fair, Tom Jones, David Copperfield, The Scarlet Letter and Robinson Crusoe. That there are others equally as "great" is apparent. It is all a matter of taste on the part of the reader. Some of those mentioned do not appeal to the reader of today, notably Tom Jones and Vanity Fair. What is certain is that these books are greatly "admired" by persons who have never read them, but who place them on their library shelves to satisfy the observer that their owners have excellent library taste.

It will be noticed that one of the books, The Scarlet Letter, is of American production. So America has produced one great novel after all. It can no longer be said that the Great American novel has not appeared, although it has taken sixty-five years for the world to find it out.

While the six books referred to are really great the matter, to be sure, is not one of much importance—even as the list is not. But the subject is none the less interesting. The books selected by the committee are all of them good, some of them great, and all worth reading. No selections could have been made that would have given general satisfaction. And even when it comes to the question of literary criticism, it is well to remember that literary criticism is not an exact art. Large concessions must be made to the individual taste—and tastes differ surprisingly.

ADVERTISING ETHICS.

A correspondent in the Independence Monitor, writing about advertising in the home paper says:

"I trade in Independence, Albany, Dallas and Salem, just where I find things advertised in the newspapers, and so do my neighbors. This trade at home business is all right when it doesn't cost a lot extra to do it. One thing about the Monitor and most other newspapers is that they put reading ads in the news as if they were trying to force people to read them. In a house you don't put your piano in the kitchen or keep the chickens in the pantry and a newspaper ought to put its ads together for if most people are like me it makes me mad to read advertisements when I want to read news. The advertisements are read wherever they may be because it is profit to do so and if there is anything in it I want and the price is right I buy it."

That correspondent has the right idea. Too many papers have the habit of allowing their advertisers to place readers among the pure news locals, but the Outlook is not one of them. Advertisements are read as well as the news items and there is never any real good reason why they should be "jumbled together."

The open season for birds will not begin until next Friday, but the trouble-hunting season has been on for a long time. John Bull should make provision for "safty first" before he allows those captured cargoes of American meat to be eaten.

Of course it had to rain—State fair week.

ADVERTISING WILL HELP.

The real live merchant is always talking up his store, and is constantly on the lookout for opportunities to sell his goods. Other things being equal, the man who goes after the business gets it.

Advertising in any form is simply a substitute for the speaker word, the personal appeal.

If you could personally talk to every possible customer and remind him of the advantages of buying at your store you could greatly increase your business.

This is manifestly impossible but the best and practically the only substitute for this is good printed circulars or newspaper talks.

Advertising that is new, direct, snappy, interesting, will be read and will get the results every time. People will go where they are invited and where they can find something they ought to have.

Again we remind our readers, patronize the stores that advertise.

The true measure of a man's success is the service which he renders, not the pay he exacts for it. The true measure of a man's ability is the power to help others and to contribute to their advancement. The effort to make money is an important incentive to social service and industrial progress; but the amount of wealth each man acquires is no accurate indication of the service he has rendered or the progress he has made possible.—President Hodley.

A suggestive situation on the Russian border this morning would reveal a stalwart Teuton with a "tall-holt" on the Russian bear, which has doubled around a tree to a vantage position, and with teeth and claws, has found a clinching opening in the seat of the Teuton's pants, portending a not unequal struggle for mastery to soon take place.

Portland will convict more men for arson during the 1915 season than were ever sentenced in the whole United States in one year. Two have been sentenced on circumstantial evidence, and eight await the words from the lips of the presiding judge of the court. Four others await trial, and sure conviction.

General Geo. W. Goethals says that the Columbia river highway is a tremendous engineering accomplishment and is the most wonderful scenic boulevard in America.

The French have recently placed an order for 200,000,000 tons of coal with an American firm, which explains what that \$500,000,000 loan is intended for.

"Fine old whisky is as dangerous to drink as the cheap raw product", says Dr. J. S. Billings, of the Bureau of Preventable Diseases, Health Department, New York.

Seattle has put the kibosh on sport shirts at dances, but no reports have been heard about the clothes that were worn at the bathing resorts over there.

A woman peace delegate told the president that there was no prospect of peace in the near future, but he probably knew that without being told.

In 1914 the fire losses in Portland were \$6.67 per person. It is believed this year the losses will not exceed \$1 per person.

This weather probably feels a whole lot better to the average Oregonian whose webs were getting dried up.

The Panama canal has set a new record for traffic, and it hasn't any traffic policemen, either.

There are 51,490 passenger cars on the railroads of this country.

The girl who smacks of freshness gets a good many smacks.

American mills yearly consume 5,000,000 bales of cotton.

Trieste is a center of the moersch-schaum pipe industry.

Spain devotes 3,500,000 acres to olives.

Corn Crop Profitable. "In feeding value I can get just twice as much from an acre of corn as from any other grain crop I can raise," said a Lane county farmer to J. W. Pixley, of the Eugene Register. The farmer stated that he could get twice as much per acre as wheat and that its feeding value, bushel for bushel, was the same. It could get as much corn as oats per acre, and its feeding value was twice as great. Another farmer of Lane county averaged 60 bushels per acre for the last seven years, another has averaged more than 75 bushels per acre for 20 years, and another had grown 110 bushels of corn per acre the last year. The corn crop is not grown for its feeding value alone. Mr. Pixley points out, but also for its rotation value.

I WANT YOUR EGGS

Will Pay 35c in Trade DOZEN

Can furnish you anything Groceries, Crockery, Glassware, Queensware, or FEED.

Call and see us and we will treat you right.

J. A. FRAKES

PHONE 831 MAIN STREET GRESHAM

Sanitary Meat Market

BEST QUALITY MEATS

PHONE 54 X

FREE DELIVERY

Highest Price Paid for Veal, Hogs and Good Beef Cattle

ADOLF TIETZE

MAIN ST.

GRESHAM

Emery's Truck Service

BETWEEN

PORTLAND AND GRESHAM

Office with Pioneer Auto Truck Co., 226 Ash St. Phone Broadway 2854

B. W. EMERY, Prop. Res. Phone 173. Gresham, Ore.

FARMER'S HAULING SOLICITED

Ford THE UNIVERSAL CAR. The same strong, serviceable Ford car—but at a lower price. The Ford car, which is giving satisfaction to more than 900,000 owners, has a record for utility and economy that is worthy of your attention. Two and two make four—there wouldn't be so many Ford cars if they didn't give such splendid service. Prices lower than ever. Runabout \$390; Touring Car \$440; Town Car \$640, f. o. b., Detroit. On sale at LATOURELL & SON, Agents Gresham, Oregon

Reliable Truck Service With Young's Auto Truck Service. All Kinds of Hauling between GRESHAM and PORTLAND. Furniture Moving and Farmer's Hauling. Phone 79x Gresham BERT HOSS Main 9175 A-2691 224 Pine Street, Portland

LUMBER PRICES REDUCED. Rustic, all patterns, No. 1, \$18; No. 2, \$14; No. 3, \$11. Barn Rustic, \$9. 1x4, 1x6, 1x8, 16 or 24 ft. lengths, rough, \$6, sized \$7. 2x4, 2x6, 2x8, 16 or 24 ft. lengths, rough \$6, sized \$7. Fencing, \$6. Shiplap, \$8. SPLIT, ROUGH and DRESSED CEDAR POSTS. Cabinet Lumber, Cedar, Fir and Hemlock. All kinds of Moulding, Apple Boxes, Ladders and Shingles. TURNED PORCH POSTS, NEWELS, BAULSTERS, TABLE LEGS, Moulded and Plain GUTTERS. We Deliver Lumber. JONSRUD LUMBER CO., BORING, ORE. PHONE 41x Route No. 2.

WANTS

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

LIVESTOCK

COWS

FOR SALE—Fresh cows and heifers, 2 1/2 miles east of Boring. Gus Herz. \*65

PIGS

EXTRA FINE PIGS for sale. Ten weeks old. \$2.50 each. Columbia View Farm. Phone Corbett 62. tf

FOR SALE—Brood sows and pigs. Phone 341. 62

HORSES

FOR SALE—Four-year-old mare, well broken, gentle; 1 good work mare; single and double harness like new; 6 tons good mixed hay; cheap for cash. See S. C. Brasswell, 1 mile south Linnemann station. tf

HORSE FOR SALE—Three years old, well broke. Will consider trade on young stock. H. W. Cooley, Troutdale. Phone 434.

TWO YEAR OLD STALLION, for sale cheap. Can see same at Hal B Stock Farm. tf

POULTRY

WANTED SPRING CHICKENS from 1 1/2 to 3 pounds. Market prices paid. Regal's cottage, Jenne station. Phone 12x.

WHITE LEGHORN HENS for sale. Fine for breeders. Also a few pullets. H. W. Cooley & Son, White Knoll Poultry Farm. Phone 434. tf

REAL ESTATE, RENTALS

RENTALS

FOR RENT—Five-room bungalow, half acre of ground in Wallula Heights. D. B. Welty, Gresham.

MISCELLANEOUS

LOST—A Lewelleyn setter, white and black. Will answer "Nellie." Eight months old. Call Columbia Brick Works. 63

FOR SALE—Six-hole Majestic range with 20-gallon reservoir. One Sanitary couch. D. B. Welty, 62

WANTED—Two passengers to go by auto to Salem fair. M. M. Squire. Phone 799.

FOR SALE—Several second-hand ranges at Sterling & Kidder Hdw. Co.

LOST ON FAIR GROUNDS, Saturday, a gold breast pin set with pearls. Finder leave at Outlook office. Reward. \*61

BOY OF GOOD HABITS, 18 years old, wants place at Gresham where he can work for room and board and go to high school. Care Outlook, phone 701.

BOY WANTS PLACE to work for board and go to high school in Gresham. Apply Outlook office.

Are You Looking Old? Old age comes quick enough without inviting it. Some look old at forty. That is because they neglect the liver and bowels. Keep your bowels regular and your liver healthy and you will not only feel younger but look younger. When troubled with constipation or biliousness take Chamberlain's Tablets. They are indicated especially for these ailments and are excellent. Easy to take and most agreeable in effect. For sale at Gresham Drug Store.—Adv.

Gresham Time Table

Table with 2 columns: Trains for Estacada or Bull Run (Bull Run Trains leave Mt. Hood Depot) and Trains for Portland. Lists departure times for various routes including Mt. Hood Depot, Estacada, and Bull Run.

A factory in Europe that uses ordinary tar as a basis is turning out about 200 tons of artificial rubber a day.