

GRESHAM OUTLOOK TWICE A WEEK

Published every Tuesday and Friday at Gresham, Oregon.

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

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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.

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PURE DRINKING WATER.

Gresham should lend its assistance and whatever support it may have to the city of Portland in demanding that the Bull Run reserve be left out of the Mount Hood national park.

Protests are being sent to the Oregon delegation in congress which may or may not have the desired effect, and as Portland's water supply is that of Gresham at present and likely to be for a long time to come, it is a matter of consequence to the people here to make themselves heard in the matter.

The geological resource of greatest value to the health of a community is a supply of pure drinking water. It is generally recognized that a number of diseases, prominent among which are typhoid fever and dysentery, are contracted through contaminated water or contaminated food.

The people of Multnomah county who use Bull Run water cannot afford to sit idly by and take any chances. The population is growing, more people will use the water every year and a vigorous protest should be heard against its possible contamination.

ABOUT ADVERTISING.

What is to be said concerning the annual "reduction sales," "clearance sales" and other periodical "sales" indulged in by merchants everywhere?

From the standpoint of good business, as seen by the newspaper advertising agencies, such sales are a bad thing as the frequent "sales" idea encourages people to defer buying until such a time as they can get articles almost at cost, the merchant thus being deprived of a legitimate profit.

Occasionally it happens that a merchant has a line of goods that have remained unsold at the time he needs to replenish his stock for the new season. When this occurs he is justified in getting rid of certain articles, but in doing so he is not justified in advertising nearly everything in his store at greatly reduced prices.

The advertising expert has been trying to teach the advertiser that steady, judicious advertising, steadily indulged in, will bring the best results. Spasmodic announcements on a large scale cost as much at the end of a year as smaller advertisements run steadily and changed frequently.

A merchant might just as well take his sign down about as often as his ad is left out of the newspaper, for when he is not before the public in print he is virtually telling the public that he is going to have a special sale in a short time.

Steady advertising is what counts. It need not be on a large scale, except when there is something to be got rid of, but it should be truthful and attractive. Such a course would bring the merchant into closer relations with his farm customers.

cheaper at all times than the mail order houses, and he should take every advantage of every opportunity and method to keep the trade of the farmers who are the best patrons of the great mail order stores two or three thousand miles away.

FIGURES THAT EXPLAIN.

To those who argue that a fraternal order with adequate rates, properly conducted cannot continue to exist in the face of the fact that no deceased member ever pays in as much money during his membership period as his beneficiary takes out at his death, the following facts are submitted:

Multnomah camp, Woodmen of the World, located in Portland, was organized twenty-five years ago this month. Up to January 1st of this year it has sent to the head camp as beneficiary assessments for its members the sum of \$328,613.25.

Those figures show that there is no danger of a member losing the benefits he has paid for, and while it is true that every camp in the jurisdiction cannot show such a fine record it is also true that Multnomah's camp has received the sum of \$13,100 for monuments to deceased members and has \$42,498.44 to its credit in the equalization fund that has now reached nearly \$7,000,000, and is drawing interest at the rate of \$1000 a day.

The Pacific Jurisdiction, that embraces the nine western states, now has over 116,000 members, of whom over 7000 are members of the different camps in Multnomah county. The order itself is but a little past twenty-five years old and is now regarded as the "Giant of the West."

The above figures show that fraternal insurance is the safest known if the business is conducted in the same safe way that the Woodmen of the World is conducting it; and the rates are less than one-half of those collected by the old line companies, that are only soulless corporations, have no fraternity and exist only to exploit their members and make vast fortunes for their owners.

CONSCRIPTION.

The English parliament has performed in correct English form. Ever since the war began there has been talk of conscription, and whenever there has been talk of conscription there has been an accompaniment of violent, vituperative abusive protest.

In the present war conscription in England means that it has served notice on the central powers that the war cannot be ended until she has completely exhausted her resources. It is a notification by Great Britain to the world, particularly the Teutonic world, of the futility of peace talk in the present condition of affairs.

Conscription for England means making available a couple of million more men of military age. By this means Great Britain gets upon an equal footing with France and Italy. She has made it possible to employ all her manhood resources.

With conscription in force in all the allied countries, the war now definitely takes on the characteristics of a war of exhaustion. Quick success is no longer possible. The struggle has become a contest in endurance.

It seems that California's glorious climate went off on a jag just as soon as prohibition set in up in this part of the hemisphere.

Rubber nickles are proposed but they won't be taken seriously. They don't jingle.

C. P. Church of Portland, advocates the construction of 30,000 miles of trenches as a means of preparedness. Probably he is a little in advance of the times, certainly in advance of our preparedness advocates, but the present war has shown that trenches are better means of defense than the most substantial modern fortresses.

Thirty years ago the Chinese went to war armed with stink pots and umbrellas. We laughed at them, but hasn't recent actions in war shown us that our means of warfare are just about as obsolete?

If the characters in the movies have no dialogue when the pictures are being taken they resort to chewing gum, which refutes the idea that they are slinging slang at each other. Lip readers please take notice.

A health officer says that swapping chewing gum causes an increase in the grip epidemic. A great many tobacco users will agree with him that gum is dangerous.

If the prices of shoes go too high we can go back to the fine old custom of wearing wooden shoes—or revert back to childhood days and go barefoot.

When the manufacturers of some needed article meet and decide to charge more for it they give out a prediction that the price is going up.

According to the doctors the cold wave has been a good baggage master. It checked our grip; but wait until the thaw comes in earnest!

Portland is talking about a new municipal golf links. Then the society folks can have tee parties not restricted to invitations.

Patents on golf balls will expire in the spring, after which the golfers will be able to lose an occasional one without going broke.

The Oscar II Quick Service may be able to do some business again this year if the snow goes off and gasoline doesn't go too high.

President Wilson is now having all the chances he wants to talk, and it isn't a Chautauqua, either.

Peanut growers and dealers are about as much interested in baseball as the fans themselves.

A FARMER'S REMEDY AGAINST EXPLOITERS

Troutdale, Ore., Jan. 28.

Editor Outlook:—After reading the editorial "Food Distributors," if you can spare the space, this will show the Grange and Farmer's Union the way out of the difficulty with the middlemen. The object of their business is exploitation and just as long as the producer and consumer uphold a system of exploitation they are going to be dictated to both in buying and selling.

The day has passed when the farmers Union or Grange can control the government or the market. The only way they can do so is to organize with the wage worker of the factories, mines, storehouses and transportation lines. And when they will do so they can vote this system out of existence that is exploiting both of them, for there is going to be no lasting prosperity for either one unless they do.

For a Billious Attack.

When you have a severe headache, accompanied by a coated tongue, loathing of food, constipation, torpid liver, vomiting of partly digested food and then bile, you may know that you have a severe bilious attack. While you may be quite sick there is much consolation in knowing that relief may be had by taking three of Chamberlain's Tablets. They are prompt and effectual. For sale by Gresham Drug Co.

Money saving bargains—want ads.

For the Next Week we will have a SPECIAL SALE ON GRANITE WARE

- Turquoise Granite Coffee Pots, regular 75c for the next week we offer them at 40c
4-qt. Stew Pans, same make and grade, regular price 75c, now 40c
85c Lanterns, now 65c
65c Lanterns, now 50c

These prices are below wholesale and anyone in need of anything in this line should take advantage of this sale. Remember that our prices on everything in our line is as low as the lowest and quality the best.

J. A. FRAKES PHONE 831 GRESHAM

Owing to the scarcity of farm laborers in Canada, the farmers are considering the advisability of using milking machines.

PROSTATE.

Arthur James Fieldhouse Estate. Notice is hereby given that the undersigned has been appointed administrator of the estate of Arthur James Fieldhouse, deceased, by the county court of the state of Oregon for Multnomah county and has qualified.

GUY L. FIELDHOUSE, Administrator. STAPLETON & CONLEY, Attorneys.

Gresham Time Table

Table with columns for destination (Estacada or Bull Run), time, and day. Includes entries for 12:25 AM, 5:42 AM, 8:45 AM, etc.

Table with columns for destination (Troutdale, Ore.), time, and day. Includes entries for 12:30 AM, 2:04 AM, 5:40 AM, etc.

Table with columns for destination (Montavilla-Trousdale Line), time, and day. Includes entries for 7:15 a.m., 8:45 a.m., 10:35 a.m., etc.

To Linnemann, connect with O. W. P. Daily except Sunday. 12:00 p.m. trains for Portland.

City Bakery

Main St., Gresham

Best Bread

On the Market Fresh Every Day.

Pies, Cakes and other Pastry

PAUL HOETZEL, Prop.

Emery's Truck Service BETWEEN PORTLAND AND GRESHAM Office with Pioneer Auto Truck Co., 226 Ash St. Phone Broadway 2854 Furniture Moving and Farmers' Hauling a Specialty A Full Load of 5 tons of grain or produce from Gresham to Portland at \$1 a ton B. W. EMERY, Prop. Res. Phone 173. Gresham, Ore.

WANTS

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

LIVESTOCK

FOR SALE—Two cows. Enquire of D. C. Ross, Gresham. Phone 457.

FOR SALE—First class Jersey cow, fresh. One Jersey heifer, fresh in spring. E. Davidson, Gresham. Phone 509.

FOR SALE—Fresh cow. Base Line road, one mile east of 12-Mile store. C. A. Baker. 97

FRESH COW for sale by Mrs. M. Morgan, phone 13x3. Troutdale.

BEEF CATTLE WANTED. Cows 4 1/2 to 5 1/2; fat hogs 6 1/4 c. Enquire T. R. Howitt. Phone 516.

Milk Record Blanks. Month's record of milk production for about 16 cows. Just what you need to keep track of your herd. Convenient and cheap. Outlook.

THREE STALLIONS for sale, one top buggy, one road cart; also double and single harness. Harry Osman. If

FOR SALE—Team; weight 2000 pounds; ages 8 and 10 years, good workers. Also harness. One mile south of Shiller station on O. W. P. D. S. Fleming, R. 4. 99

FOR SALE—One 600-egg and one 200-egg incubator, also brooders. H. D. McCreey, Troutdale, phone 43x1. If

Trapnetted White Leghorns, bred to lay. Baby chicks or eggs for hatching will solve your winter egg problem. Get our prices. Crystal Springs Poultry Farm, Gresham, Oregon. Phone 30x2.

REAL ESTATE, RENTALS

FOR RENT—Six-room bungalow and garage, corner Hood avenue and Fourth street. Bank of Gresham. 8

FOR RENT—Ten acres, buildings, bearing fruit trees, good water. GHS station. Mrs. A. J. Stout, Gresham, Oregon. 100

Farm Loans on Multnomah County Farms

Quickly Made. (Approved) Low Interest, Long Time. Also have customers who will trade Portland Property for Farms. Give full particulars of what you have and what you want. JAS. KIBBEE, 212 Selling Bldg., Portland

MISCELLANEOUS

LOST—Fox terrier, black and white, answers to name "Texas." Finder bring to Adams' barber shop and receive reward. 97

WANTED—Small potatoes, 3 or 4 tons. G. N. Sager. Phone 71.

WE HAVE several used heating stoves and ranges to sell at a bargain. Sterling & Kidder Hdw. Co.

SMALL POTATOES wanted. T. R. Howitt. Phone 516. If

New coal fields are announced in Manchuria.

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 H. W. SNASHALL, Pres.

The Farmers' Mutual Fire Relief Association.

Gresham Route No. 3 Notary Public Phone 74

Real Estate

PROFESSIONAL AND BUSINESS CARDS

DENTISTS PHONES: Office 114 Res. 115 W. J. OTT DENTIST Gresham office over Anchor store, entrance next door to Hardware store. In Sandy every Tuesday and Wednesday.

PHONES—Office 517 Residence 51x J. E. CLANAHAN R. G. MOSS DENTISTS Office: First State Bank Building GRESHAM, OREGON

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 office Phone 621 Entrance on Main St., next door to Sterling & Kidder's. Office over Bank of Gresham

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 4812; Home A-5152 J. M. SHORT, M. D. Physician and Surgeon Res. 93 East 69th St. Office, 1111-12 Selling Building PORTLAND, OREGON

DR. MABEL JANE DORING OSTEOPATHIC PHYSICIAN OFFICE HOURS—9 a. m. to 5 p. m. 522 Morgan Bldg., Portland, Oreg. Phone Marshall 1809

Diseases of Women and Children a Specialty. DR. MATILDA M. GREINER Chiropractic Nerve Specialist Naturopath. Portland, Swetland Bldg., Main 4095

PHONE Main 516 Res. Gilbert Sta. GEO. F. A. WALKER, O. D. Optometrist and Optician Glasses Fitted. Lenses Duplicated. Prescriptions Filled. 701-2 Morgan Bldg. Washington at Broadway Portland

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, Residence 63

CONTRACTORS Contracting and Building Plans and Estimates Furnished W. K. HAMILTON Phone 33x1 - Gresham, Ore.

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

PHOTOS ALL KINDS AND ALL SIZES New Gallery

PICTURE FRAMING GILT OR NATURAL WOOD. Neat and Cheap. MAX SCHNEIDER Sell Bldg., Main St., Gresham - Phone 541

One of the unusual Serbian institutions which bids fair to vanish under the conqueror's hand is the Zadruga, a glorified family system said to have saved the Serbians from poverty and all its attendant evils, and left them one of the gayest races of mankind. In the Zadruga one house grows from another until a little community is established on something like socialistic principles. The starshine, or headman, and his wife live in the biggest house and direct the industries of the satellite houses.