

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, 50 cts; 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.

A HOME TOWN SLOGAN.

One fruit of the chautauqua is the slogan at the head of E. W. Aylsworth's advertisement in the Outlook of last Friday. It was inspired by the address made by Ernest J. Sias, and while Mr. Aylsworth is the first one to apply the idea to advertising it, nevertheless, is endorsed by many more who now realize that boosting the home town is good business.

It should be the policy of every trade division to foster and encourage local trade and commerce. Therefore everyone should give preference to such concerns as have their headquarters in the home town.

It is possible for the small purchaser to find practically any article in the retail stores of this city. The buyer need not go further than Portland in any case. It is equally possible for the buyer in large quantities to supply many of his wants here through orders to the local dealers. Trading, both wholesale and retail, is largely a matter of habit. Some extensive consumers get started with one line of goods, handled by local or nearby jobbers, but because of precedent and habit, the patronage goes to the outside house when it should be kept at home.

Wholesale buyers, like small ones, are inclined to patronize that market which best meets their needs. When local dealers carry articles or commodities desired there should be no necessity for out-of-town buying. But sometimes it is necessary to remind the consumer of the duty he owes his city. The reminder was made by Mr. Sias more forcibly than any newspaper could do it, and it is cheering to know that he was at least understood.

SPEEDING UP.

When a careful reader picks up a serious weekly journal of the Harper's Weekly class, which recently passed out of existence, the fact is at once apparent that there is no popular support for such a paper. As the prestige and influence of Harper's waned so will that of those remaining, and it is not difficult to explain the cause.

The modes of living and habits of thought in the United States are undergoing remarkable changes and there is little to support a serious weekly publication because the American people, as a whole, are not so serious as they once were. The popular weeklies outside of the local class are so few in number that they are not really the reflectors of any public sentiment. Some few are the champions of an idea or the opponents of certain institutions and they will continue to have a vast clientele, but they cater to a prejudice—nothing more.

There are more writers of merit than there were forty years ago, hence personal journalism is becoming obsolete. There is a higher average of intelligence, and a keener quest for knowledge, but we are living an intenser life and at the same time a more frivolous life that can only be satisfied with the daily papers which are now almost universal. The multitude of sensational papers, of cheap magazines, special articles of slight merit, attractive illustrations and third-rate poetry indicate that the people want something frothy and frivolous, and the publishers are giving them what they want.

The reckless extravagance and indulgence common to American life appear to have changed all the ideals of old. If there has been a decadence in literature, so there has been a decadence in other respects. See what the motion pictures have done to dramatic art, what fads have done to statesmanship, and what luxury has done to religion. There is a universal craving for excitement, for indulgence of every kind.

Men will tell you that they haven't time to read serious discussions of important subjects, but there is always time for scandals and sensations, and the manner of living prevalent in American cities is productive of what they want to read about. The quiet, studious, philosophical,

thirty and purposeful life is not in harmony with the national craving for mental diversion. Serious subjects are tiresome, the nerves are tingling for novelty, the appetite is vitiated, the pace is swift and becoming swifter.

Perhaps the high fever of living will cool some day—the day when the nation has finished sowing its wild oats and is willing to go back to simpler ideas. Perhaps the craze for speed may subside sufficiently to enable us to see with clearer vision the useful and beautiful things as we go along. Perhaps we shall get back to a better appreciation of good literature, and a keener relish for what is sound and wholesome.

TAKING MEXICO.

Those who heard W. L. Mellinger at chautauqua last week will recall his prediction that the United States will eventually be the owner of Mexico. He is well informed as to the situation and it begins to look already as if Mr. Mellinger was right. Armed intervention seems to be the only solution of the difficulty, and that on a large scale. With Mexico once in possession of the United States it is not probable that it will ever revert back, and Mr. Mellinger's prediction will come true—probably sooner than he looked for.

Attention is directed to the letter of a correspondent concerning the cost of admission to chautauqua. He seems to think that Gresham was at fault, whereas the prices for season tickets and single admissions were fixed by the Ellison-White company. While the Outlook thinks that popular prices would draw larger crowds, it is a matter that the people here have no control over. They either have to pay what chautauqua demands or leave it alone. Gresham people are not in a position to dictate terms to visiting organizations.

A railroad from Ardenwald to Damascus will run through a rich section of country that has long been under a severe handicap of poor roads and lack of transportation other than by teams. The people over there are to be congratulated.

The inquisitive subscriber at Rockwood wants to know why there is so little infant mortality among the cutworms. It is one of the designs of Providence to keep people busy after the said cutworms get full grown, for idleness is a sin.

The new silver coins which are to be placed in circulation July 1 will have a full length figure of Liberty. But holding the torch idea was postponed until some more auspicious occasion when liberty will be more of a known quantity.

A Kentucky stock raiser has succeeded in developing a breed of blue hogs. With the Jersey Red, the Chester White and the Kentucky Blue, Old Glory may yet be adopted as the proper trade mark of the pork packers.

An effort is being made back East to make "America" the national anthem. Since Canadian two-bit pieces pass for a quarter here, why not pass "God Save the King" at the same par value? Both tunes are the same.

Henry Ford may go to Europe again in about a month, but he will probably take his chances on a miscellaneous passenger crowd for his associates and not select an expert leg-pulling squad to travel with next time.

The women have organized their first national political party, and its first candidate for president will most likely be Mrs. I. F. Mackville who is at the head of the organization.

There doesn't seem to be any tendency among the union high school girl graduates to play the role of sweet girl graduate and June bride all in the same month.

Those Mexicans act more and more as if they were trying to start something that they wouldn't have the slightest chance of stopping.

Charles Chaplin gets a royal salary for playing the fool, yet we have heard thousands who do the job for nothing and board themselves.

Another prevalent form of unpreparedness is seen in the case of the man who postpones life insurance to become the owner of a flivver.

Those who install gas burners in their homes will be independent of the wood dealer when last winter's weather is repeated.

Because of its well known rarity there is nothing quite so wet as a day in June—with the grass two feet high.

Chautauqua brought ideal hay weather, but no one had time to make hay—and then it rained.

USE FOR GAS.

The people who will have the opportunity to use gas for all the purposes to which gas may be put are to be congratulated for several reasons.

Wood is becoming scarcer, and during the past winter the prices here were the same as in Portland for a good quality. Electricity is not obtainable in many of the places where gas will be available, besides gas installation will be cheaper. Gas for cooking and heating is cheaper than wood at five dollars a cord, and it is much safer than coal oil for lighting. Those who will be able to get the service are going to be fortunate, if they live beyond the electric zone.

Gresham has but two buildings piped for gas—one business house and one residence. The coming of gas will open up a greater plumbing industry, and fortunately we have several experienced plumbers here whose work has heretofore been confined principally to making water connections. They will be able to get more work in their line, for every new building will be piped for gas service hereafter, and many of the old ones. As it is customary to have both gas and electricity in many places the electric company and the electricians will not suffer. They will operate side by side.

For vessels using the Suez canal there has been developed a searchlight throwing branched rays of light to prevent blinding the pilots of vessels coming from the opposite directions.

The known coal areas of the United States cover about 310,000 square miles, and there are about 160,000 square miles more that are declared to be underlain with marketable coal.

Japan fears trouble in China, and now that it has sent more troops there so does China. Ditto the United States and Mexico.

Louis Hill, son of the empire builder is called "a chip of the old block." No doubt, but a chip rarely becomes a block.

Day by day the ramifications of the war extend its distress. Now it is causing a scarcity of tennis balls.

A league to enforce common sense would never be a success because of the lack of eligible members.

The next agricultural event of the most importance will be corn on the cob day.

Comparative luxuries in the home are a fireless cooker and a smokeless husband.

"My poor lady's foot is again beautiful"



What a joy and comfort to be able to wear those nice, new shoes without one wee bit of pain. A trim, neat foot is a joy forever—an aching, suffering foot is an abomination. Why continue to suffer foot tortures and the discomfort of ill-shaped shoes when "Bunion Comfort" is guaranteed to give you...

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—and permanent cure. Over 72,000 cases cured last year—it really works wonders. "Bunion Comfort" instantly stops all inflammation and gradually reduces the bunion, layer after layer, without any pain until, lo and behold, your bunion has disappeared. Buy a box today—use two packets free and if you are not satisfied, we will give you back your money. "Bunion Comfort" has worked wonders for others—they can serve you too—they cost more than cheap pads and remedies—but they're worth many dollars to you for the real comfort they bring.

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Phone 831 Gresham, Ore.

Bowel Complaints in India.

In a lecture at one of the Des Moines, Iowa, churches a missionary from India told of going into the interior of India, where he was taken sick, that he had a bottle of Chamberlain's Colic, Cholera and Diarrhoea Remedy with him and believed that it saved his life. This remedy is used successfully in India both as a preventive and cure for cholera. You may know from this that it can be depended upon for the milder forms of bowel complaint that occur in this country. For sale by Gresham Drug Co.—Adv.

ELECTION NOTICE.

Union High School District No. 2, Multnomah County. To the Legal Voters of Union High School District No. 2, Multnomah County, Oregon.

You are hereby notified that at the regular annual school meeting to be held on Monday, June 19th, 1916, the question of admission of the following districts into Union High School District No. 2 for high school purposes will be submitted to vote.

District No. 10, Cedar; No. 15 Lusted; No. 49 Victory; No. 6 Joint, Orient; and No. 44 of Clackamas county, Boring.

Voting will be conducted by ballot at the several school houses in the districts comprising Union High School District No. 2.

Those voting in favor of admission will vote "YES."

Those opposed to enlarging the district will vote "NO."

Dated this 9th day of June, 1916. G. W. STAPLETON, Chairman Board of Directors, Union High School District No. 2. Attest: K. A. MILLER, Clerk Union High School District No. 2.

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.

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COWS FOR SALE—Coming fresh June 18. Address R. Treber, Gresham, Oregon, 2 miles east of Gresham, R. F. D. No. 2. *32

FOR SALE—Baby heifer calf from good milking stock. Andrew Bruger, Melville farm. Phone 244.

MILCH COWS FOR SALE, also 3/4 Bain Wide Tread wagon; No. 9 Simplex separator; set heavy harness; and ten-hoe Superior grain drill. B. F. Hoover, R. 4, Gresham, at Hoover station on Cazadero car line.

BEEF CATTLE WANTED. Cows 4 1/2-6c; live hogs \$8.90. Enquire T. R. Howitt. Phone 516.

PIGS

Pigs and Hay For sale—Little pigs; also loose timothy hay. J. J. Robertson, phone 291. *34

PIGS FOR SALE. W. J. Hillyard. Phone 776.

HORSES

FOR SALE—Team grey percheron mares, dead matched color, gait, weight and build; 3000 pounds, sound and true, good all around work and brood mares. B. S. Cline, Gresham, Ore., R. 2. Phone 76x1.

WANTED—Cavalry horses, 15 and 16 hands, 3 to 8 years old; also good, 1400 to 1600 pound horses, all geldings, sound, at Ruby Stock Farm, Base Line road.

FOR SALE—Team, harness and wagon. F. E. Williams. Phone 439. *33

POULTRY

Trapnested 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.

Farm Loans. C. Shattuck, phone Sellwood 124, 651 E. Seventh South, Portland. tf

MISCELLANEOUS

FOR SALE—Old delivery wagon with tongue and shafts. Good condition. Cheap. R. R. Carlson.

HOUSE AT SEASIDE to rent during June and July. Furnished. Apply at J. A. Frakes' store.

FOR SALE—Twentieth Century or Shorthand chart for drafting dress patterns. Phone 94. *33

FOR SALE—Good Deering mower, rake and sickle grinder; \$30 for all. J. H. Hoss, Gresham. *31

An Offer Wanted On wrecking old frame building. Lumber to be taken in payment. For particulars see R. R. Carlson at once.

ORGAN (Great Western) good as new; would trade for buggy or sell; also Jersey cow 5 years old, will be fresh in September. A. Mills, Gresham, half mile south of Linnemann Junction. 33

FOR SALE—1-4-A, special kodak with Zeiss kodak anastigmat lens, 4 1/2 x 6 1/2 carrying case. One Petzval Century camera, 4 1/2 with symmetrical lens, case and two extra plate holders, one Eastman folding tripod with case. Inquire Dr. H. H. Ott.

FOR SALE—Some horse hay. Clarence Cathey. Phone 97. tf

WATCH FOUND—on Powell road. Owner can have same by proving ownership and paying for this ad. H. G. Harmon. Phone 12x1.

Want ads—Key to success.

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Office: First State Bank Building GRESHAM, OREGON

DR. H. H. OTT DENTIST

Howitt Building Gresham, Ore.

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