

GRESHAM OUTLOOK

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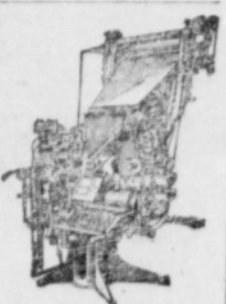
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"The Linotype Way is the Way that Wins."



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.



For President,
CHAS. E. HUGHES.
For Vice President,
CHAS. W. FAIRBANKS.

EFFECTIVE ADVERTISING.

The greatest difficulty in making advertising effective is not so much in getting up the advertisement as in getting it before the persons you wish to convince. In this respect no advertising beats newspaper advertising, especially in a good, readable home newspaper. Everybody reads it and reads carefully and thoroughly, ads and all. Everybody is proud of its appearance and growth. Its advertising is most effective. An advertisement does not need to be so very elaborate provided it is neat and attractive. We take special pride in making the ads neat and attractive and it is up to the advertiser to make them new and timely.

Mr. Advertiser, keep your ad new and fresh. You wouldn't expect to draw and hold trade if you put out stale and unseasonable goods over your counter. No more can you expect to interest readers if you put out a stale ad.

WILSON A RADICAL.

"I am accused of being a radical. If to seek to go to the root is a radical, a radical I am. After all everything that flowers in beauty in the air of heaven draws its fairness, its vigor, from its roots. Nothing living can blossom into fruitage unless through nourishing stalks, deep planted in the common soil. Up from the silent bosom of the earth rise the currents of life and energy. Up from the common soil, up from the quiet heart of the people, rise joyously today streams of hope and determination bound to renew the face of the earth in glory.

"I tell you the so-called radicalism of our times is simply the effort of nature to release the generous energies of our people. This great American people is at the bottom just, virtuous and hopeful. The roots of its being are in the soil of what is lovely, pure and of good report, and the need of the hour is just that radicalism that will clear the way for the realization of the aspirations of a sturdy race."—Woodrow Wilson.

The above was spoken by Wilson while he was governor of New Jersey, a year or more before he was nominated for the presidency on the democratic ticket.

COUNTING THE COST.

The great war has already created a number of puzzles which are not likely to be cleared up until peace affords an opportunity for unprejudiced study of phases of the conflict about which uncertainty must exist while hostilities continue. Among these doubtful questions may be included the reason, or reasons, underlying the recent submarine raid off the eastern shores of the United States. It is probable that the political effect at home of the German submarine raid is carefully relied upon. The advocates of the policy of "frightfulness" should find equal comfort in bombing cities by zeppelins or sinking ships by submarine attack.

On the other hand, German officialdom cannot but be aware of the spur to British recruiting and invention which will be supplied by the terror of the seas, and the general nerving of John Bull to fight out the war to a finish, while the effect upon the opinion of this nation is not a matter of doubt. If Germany loses in the war, the civilian victims of her undersea raids as well as of her air raids, will stand for one of the items in the heavy bill of costs she will have to pay, and from the neutral world there will be few protests that she should not pay it to the full.

Germany is not beaten yet, by any means. It may be that she will not

be beaten, but the odds against her success are vastly greater than they appeared to be a year ago. Undoubtedly her chances are calculated nowhere more coolly than in her own general staff. To the outside observer this fact adds to the wonder about the basic notion of the submarine raids off our Atlantic coast. Verily, there must be a reason appealing to the judgment of some of the world's cleverest strategists, but just what it may be is yet to be explained.

A COMPLETE SURRENDER.

On Sept. 1, 1916, at high noon, a conductor held up the president of the United States and demanded that he compel congress to pass a law advancing the wages of 400,000 trainmen 25 per cent.

The president immediately called a joint meeting of both houses and submitted the request. The law was framed, the bill passed at noon of September 2, 1916, a special messenger was sent with the bill to Shadow Lawn, the summer home of the president. He signed it at once and was relieved of prostration.

This holdup was the largest demand, and the most complete surrender of the greatest legislative body in the world, and the only weapon used by the conductor was threat of a railroad strike.

This story our children will read in the future histories of the United States, but none of them will be written by Professor Wilson.

OUR STATE AND OTHERS.

It is always interesting and always gratifying to an American to be reminded that our country is the source of food supply for the world and the granary of all creation. These reminders come frequently, and they are invariably welcome. Somehow, though, if the American in question happens to be a resident of Oregon, and to be fairly familiar with the agricultural resources of the state, it must have occurred to him often that comparative tables, official and otherwise, fail to give Oregon anything like full credit for her contribution to the agricultural prestige of the United States. That is to say, statistics may convey a wrong and unfair impression without any intent of the kind on the part of their compiler. Perspective becomes confused; proportions are lost in the shuffle.

The inquisitive subscriber at Rockwood wants to know: "How should chicken pie be served?" We teach the art of serving chicken pie by example and not by precept, and everyone in the Outlook office is a graduate teacher. Fetch on the chicken pie.

A Montana woman shot a republican politician. We may as well recognize the fact that we are now living in a new era, and that the broomstick and rolling pin have given way for the grand old trigger of the plains and mountains.

Sometimes one can't help borrowing trouble. Here, more than three weeks before the election, we can't sleep of nights because it is impossible to decide what style hat we shall collect from our democratic friends on the 8th of November.

C. N. McArthur was the only western congressman who opposed the trainmen's holdup. For that action he deserves the support of every person who deprecates the dictatorship which influenced the so-called 8-hour legislation.

The New York Herald poll places Massachusetts in the doubtful column. As we view it, the question down in Massachusetts is whether the Old Bay state will give 30,000 majority or 60,000.

We are getting the benefit of lots of good advice as to how the county fair should be conducted, but none of it is applicable until our critics show a willingness to put up the money for it.

The owners of the Bremen assert the sub has docked at New London, but the report is one of constructive docking and maybe the Bremen is out there furnishing supplies to the U-53.

Housewives who are organizing to fight the price of foodstuffs will soon begin to realize what the househusbands have been up against in their fight for the price of foodstuffs.

As a rule it takes three blackbills to bar a man from a club, but as yet there is no record of a candidate for membership in the Hughes alliance getting even one.

We may take it for granted that no belligerent is going to exaggerate the achievements of its antagonist or understate the extent of its own operations.

There are a great many ways of getting money, but the most reliable and safest way is to work for it.

Four per cent beer was voted down two years ago. Keep it down.

WHAT HUGHES WOULD DO.

Democratic partisans who for lack of a better answer to Mr. Hughes' charges of inefficiency of the present administration, have been asking "what would Hughes do?" The republican nominee never dodges and never resorts to any of the petty tricks of the professional politician. He is frankness, honesty and courage personified. He says:

"I stand for the firm and unflinching maintenance of all the rights of American citizens on land and sea. 'The nation has no policy of aggression toward Mexico. We have no desire for any part of her territory. We demand from Mexico the protection of the lives and property of our citizens and the security of our border from depredations. To a stable government, appropriately discharging international duties, we should give ungrudging support.'

"We denounce all plots and conspiracies in the interest of any foreign nation. Utterly intolerable is the use of our soil for alien intrigues. Every American must unreservedly condemn them and support every effort for their suppression."

"I am in deep sympathy with the effort to improve the condition of labor; to prevent exploitation; to safeguard the future of the nation by protecting our women and children."

"We must apply the principle of protection fairly, without abuses, in as scientific a manner as possible, and congress should be aided by the investigations of an expert body. We stand for the safeguarding of our economic independence, for the development of American industry, for the maintenance of American standards of living. We propose that in the competitive struggle that is about to come the American workman shall not suffer."

"We should not tolerate the suggestion of scuttling the Philippines. We should administer the government there with a full recognition of our international duty, without partisanship, with the aim of maintaining the highest standards of administration and in the interest of the Filipino."

"If women are to have the vote, I believe they are, the contest should be ended promptly. I favor the vote for women."

"We stand for fidelity to the principles of the civil service. Administrative chiefs should be men of special competence, eminently qualified for their important duties."

"We demand a simple, business-like budget. I believe it is only through a responsible budget, proposed by the executive, that we shall avoid financial waste and secure proper administrative efficiency and a well balanced consideration of new administration proposals."

"We have determined to cut out, root and branch, monopolistic practices, but we can do this without hobbling enterprise or narrowing the scope of legitimate achievement."

"I am opposed to being dictated to, either in the executive department or in congress, by any power on earth before the facts are known, and in the absence of the facts."

Administrator's Notice.

In the County Court of the State of Oregon, for Multnomah County. In the matter of the estate of John P. Hintermann, deceased.

Notice is hereby given that the undersigned has been appointed administrator of the estate of John P. Hintermann, deceased, by the County Court of the State of Oregon, and has claims against said estate are hereby notified to present the same to Lewis & Lewis, 405 Title & Trust Building, Portland, Oregon, or to Frank Michels, 744 Multnomah street, Portland, Oregon, with vouchers and duly verified, within six months from the date hereof.

FRANK MICHELS, Administrator.
LEWIS & LEWIS, Attorneys.
Date of first publication Oct. 6, '16
Date of last publication Nov. 3, '16.

School Report Cards.

The Outlook has on hand printed school report cards, with envelopes. 2 1/2c to 3c each complete according to quantity. Will mail them. Phone 701.

Special Announcement

We wish to inform our friends and patrons that we are now issuing our own

PROFIT SHARING STAMPS

These Stamps are the most VALUABLE given in this city today. Stop in and let us explain the reason why.

Our present standard of price, quality and service will be maintained. Nothing will be taken from the quality of goods sold—nor will anything be added to the price charged on account of the Profit Sharing Stamps.

One Stamp will be given with every (10c) Cash purchase, and it only takes 500 Stamps to fill a book, which we redeem for \$1.00 in CASH.

Bring this ad to our store and get 10 EXTRA STAMPS. Be sure and watch our special days when we issue DOUBLE STAMPS.

GET THE HABIT

and deal at our store, as we give you something more than a mere thank you. Yours for service,

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Phone 831

Gresham, Ore.

GUARDIAN'S SALE.

Notice is hereby given that by virtue of an order made by the county court of the State of Oregon for Multnomah county, in the matter of the guardianship of Grover Goger and Louise Goger, minors, No. 11212, entered August 23d, 1916, and for the purpose of paying for the education, maintenance and support of said minors, the undersigned guardian of said minors' estate, will at and after 10 o'clock a. m. on Saturday, October 28th, 1916, at the office of her attorney, First State Bank building, in Gresham, Multnomah county, Oregon, offer for sale and sell at private sale all of the right, title and interest of the said Grover Goger and Louise Goger, minors, in and to that certain parcel of real property situated in Multnomah county, state of Oregon, described as follows, to-wit:

The Southeast 1/4 of the Northeast 1/4 of the Southeast 1/4, and the East 1/2 of the Southeast 1/4 of the Southeast 1/4, all in Section 21, Township 1, South Range 4, East of the Willamette Meridian, containing 30 acres more or less.

MARGARET GOGER, Guardian of Grover Goger and Louise Goger, Minors.
MILO C. KING, Attorney for Guardian.

Date of first publication, Sept. 29, '16
Date of last publication Oct. 27, '16

How Catarrh is Contracted.

Mothers are sometimes so thoughtless to neglect the colds which their children contract. The inflammation of the mucous membrane, at first acute, becomes chronic and the child has chronic catarrh, a disease that is seldom cured and that may prove a life's burden. Many persons who have this loathsome disease will remember having had frequent colds at the time it was contracted. A little forethought, a bottle of Chamberlain's Cough Remedy judiciously used, and all this trouble might have been avoided. Obtainable everywhere.

They usually get what you want. Try a want ad. in the Outlook.



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FOR

County Judge

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(Paid Adv.)

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Phone 113

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