

*A Happy and Prosperous  
New Year to you all*

*Is the wish of the*

**BANK OF GRESHAM**  
Gresham, Oregon

**OLD SPANISH CLAIM TO  
ROCK OF GIBRALTER**

From time to time since the outbreak of the war in Europe it has been rumored that Germany is making a strenuous effort to awaken Spain to her former glories. The thorn in Spain's side is, of course, Gibraltar. Mention Gibraltar to a Spaniard, and, as the archbishop of Tarragona puts it, it is like "the crack of a whip which brings the red blood of shame to his face." The rock was fought over for more than 1,000 years. In 711 A. D. the Moors took it from the Spaniards, or at least established a garrison there and claimed it. About the beginning of the fourteenth century the Spaniards took it from the Moors, but in 1333 the latter took it back again. In 1462 the Spaniards again took it, and it was fought over by several Spanish dukes, each of whom tried to establish some claim to it. Finally, on August 4, 1704, during the war of the Spanish succession, the Spanish were forced to surrender it to the British, and it was ceded to them by the peace of Utrecht in 1713.

Now the Germans are trying to point out to some of the more daring spirits in Spain that Gibraltar in reality belongs to Spain, that as long as it remains in British hands it will always be a menace to the project of again raising Spain to a position among the first powers of the world. In 1727 Spain offered \$10,000,000 to Great Britain for the rock. Again in 1779 she determined to have it and for four years laid siege from both land and sea. But the British held out, and since then Spanish attempts to regain it have been confined to weak attacks from the land side only, the British navy proving too strong for any protracted assault by sea. The Spaniards have not forgotten that at one time they were in command of the seas. The destruction of the famous Spanish armada in 1588 by a British fleet and the battle of Trafalgar, when another Spanish fleet was whipped by English men-of-war, are still remembered.

In an article which recently appeared in the Standard, a paper circulated among the English-speaking inhabitants of Buenos Aires, a German writer, Dr. Diercks, outlines a scheme by means of which Spain can cause Great Britain some embarrassment and win the favor of Germany. He admits that Spain lacks the power to make a formidable assault on Gibraltar. But he avers that Spain's chief purpose in opposing Great Britain is to regain her influence over the Spanish-speaking countries of the world and in this way to build up a good overseas trade. What he proposes is a campaign on the part of Spanish diplomats with a view to causing the downfall of Great Britain's commercial connections in Latin American countries. This would be a step toward Great Britain's destruction and at the same time a step toward Spain's return to a place among the leaders. Incidentally, of course, the Germans would profit at the expense of Great Britain, and from the German point of view this is greatly to be desired. The main trouble with the plan is Spain's lethargy. There is a party in Spain advocating an alliance with Germany against Great Britain, but it is weak and its actions are hampered by the influence of the conservatives who know Spain's weakness and prefer the present state of affairs to the risk of conquest by Great Britain.

Denver, Colo., has, it is believed, the largest American flag in the world. It is 137 feet long and 68 feet wide. When it is necessary to wash the immense flag it is hung on the side of the municipal auditorium and a fire hose turned on it. It takes two hours to wash the flag.

After betting \$50 that he can eat ten pounds of sausage, four loaves of bread and two dozen eggs and drink a gallon of buttermilk within an hour, Edward Burke, of Sharon, Pa., has started fasting.

An English inventor's electrical tool for removing boiler scale delivers 8,000 hammering and tearing strikes a minute.

**PLEASANT VALLEY**

Mr. and Mrs. Will Richey spent Christmas at the home of Mr. Richey's parents, Mr. and Mrs. J. A. Richey of Boring.

W. N. Chilcote, of Mollalla, was a recent visitor in this vicinity.

Miss Gladys Richey, of Clatskanie, spent a few days during the first of the week visiting with friends and relatives at this place.

Edw. Kelly was looking after business matters in Oregon City last Saturday.

Theodore Schacht transacted business in Portland on Tuesday.

Jas. Springer, of Portland, was a guest at the home of Mr. and Mrs. Will Richey one day last week. Mr. Springer has just returned from an extended trip to California.

Grandma Sager, of Lents, visited with relatives here last Sunday. Mrs. Sager returned a few days ago from Hutton Alta, where she spent the summer visiting relatives.

Jake Cornely is home from Hood River to spend the holidays with home folks.

Christmas exercises were held at the church last Sunday morning. An interesting and appropriate program was rendered by the Sunday school pupils.

The Pleasant Valley school gave a Christmas tree and entertainment at the grange hall last Saturday night. A splendid program was given by the school children, after which the gifts were distributed, no one was forgotten. The crowd in attendance was the largest that has been gotten together in this community in many months.

Mr. and Mrs. W. U. Moore and family were guests at the home of Mr. and Mrs. Chas. Liner of Portland on Christmas day.

T. J. Kreuder, of Lents, was a valley visitor last Saturday.

Mr. and Mrs. Frank Hill, of Portland, spent Christmas at their new ranch home near here.

Last Saturday was election of officers with Pleasant Valley grange and resulted in the following members being chosen: master, G. N. Sager; overseer, Miss Hazel Berke; lecturer, Mrs. Kate Poppleton; chaplain, Mrs. J. L. Johnson; secretary, Mrs. Anna Lehman; treasurer, Mrs. H. C. Restoff; steward, Mrs. Isabelle Masters; assistant steward, Loyd Giese; lady assistant, Mrs. Effie Sager; gate keeper, Albert Troge; Ceres, Mrs. M. E. Donley; Pomona, Mrs. W. U. Moore; Flora, Miss Edith Butler; musician, Miss Hazel Stradley; assistant musician, Miss Margaret Kersting; trustees, H. E. Poppleton and T. P. Campbell.

We wish the Outlook and all its patrons a prosperous New Year.

**PLEASANT HOME**

The programs of the Methodist and Baptist churches were well attended and good programs were reported from both churches.

Mrs. Zahn and son George, of Ridgefield, Washington, are visiting with relatives here.

Mr. and Mrs. H. C. Wihlon and family, and Mr. and Mrs. R. W. Wihlon of Gresham and Mr. and Mrs. J. Iekler and family spent Christmas at the home of Mr. and Mrs. A. C. Wihlon.

Leon Caddy returned home from Idaho where he has been working the past summer.

The Misses Gertrude and Ruth Iekler and Geo. Zahn took dinner with Lena and Harry Cooley last week Sunday.

Lewis Hale is visiting the name folks during the Christmas vacation. He will soon return to Walla Walla.

Walfred Staffenson had a serious accident last week in which he had his Ford smashed.

The Sunshine club will meet with Mildred Ford Saturday. Every member is urged to be present.

In the twenty-five years ending with 1911, the number of persons killed by snakes in India was 543,991, or an average of 21,790 annually, according to official reports: During the same time snakes caused the death of 187,436 cattle.

The Hungarian government has established an experiment station for the study of the culture of flax and hemp.

A recess for carrying a nail set features a new hammer handle.

**MERCHANT'S VIEWPOINT  
OF CHARGE ACCOUNTS**

Arguments for and against the system of doing business on charge accounts, from the point of view of the merchant and the customer, and from the point of view of retail business in general, are not wanting. The subject has been discussed for a good many years, and various merchants have tried different schemes for profiting by the advantages of the system and at the same time escaping its perils. But the charge account system still holds its own. Why it has survived was recently explained to a financial writer for the New York Times by the manager of a large New York department store. The principal objection to the charge account, from the public standpoint, he said, was that it encouraged over-buying. His answer to this was that it rarely happened more than once, and it was just as likely to happen once under the cash system as under the charge account system. He explained that certain women are in the habit of indulging in shopping sprees. For want of something to do, they set out to explore the stores, largely for amusement. Something strikes their fancy, and even though they don't need it, they buy. This indiscretion works on them and makes the second offense easier. The result is an accumulation of things they do not need. If the woman does not experience a change of heart on her way home, and order all of the goods returned as soon as delivered, she is likely to hear from the head of the house when the bill comes in. And in some cases the store also hears from the head of the house. In time these women become known as intemperate shoppers, and the better stores gently but firmly, as this manager expressed it, "put the brakes on."

The second most common complaint against the charge account system is that it encourages the returned goods evil. In many cases, he admitted, this is true, but he maintains that as long as the C. O. D. and approval systems are in use, the cash store is about as likely to suffer as the charge account store. The returns are classed as legitimate and illegitimate, that is, those goods returned because the purchaser had a really good excuse, and those returned because the purchaser sought in some way to abuse the courtesy of the store in extending the privilege of returning goods. In this manager's store, the returns of all kinds rarely exceeded 16 per cent of the total volume of business, and he believes that these figures compare favorably with those of cash stores, although he admits that in some cases people who have a good credit rating abuse the store by indiscriminately returning goods for no valid reason.

The poorest argument against the charge account system, he said, is that it increases the cost of goods by passing the burden of bad accounts to the shopper. Under the modern plan of extending credit, the losses through bad bills hardly ever exceed 1 per cent of the gross business done, and the increased business attracted by charge accounts makes up for this. From his standpoint, the charge account is in a way the store's expression to the customer of its appreciation. The customer trusts the store and expects it to deal squarely. In return the store can express its confidence in the customer by waiting for its money. Also, many persons who are well able to pay are at times hard pressed for ready cash. They like to feel that the store is big enough to realize this and on the strength of its knowledge to extend credit. This develops a bond of trust between the customer and the store which encourages trading at charge account stores and also causes the satisfied customer to talk about the store's willingness to accommodate itself to the financial arrangements of its customers. Of course, the store must tell certain persons that they can not open charge accounts, and this might tend to alienate customers with whom the cash store would get along very well. But such persons do not talk much about credit being refused, and the fact that the store does refuse it tends to increase its standing among customers who have charge accounts. For these reasons, this manager believes that the survival of the charge account is entirely justified.

Raindrops and snowflakes are cloud particles which, in virtue of their size and other favorable conditions, succeed in falling on the way to the earth. Many a shower of rain or snow never reaches the earth, but evaporates in midair. A metal box into which an incandescent lamp can be inserted has been patented by an Idaho man for warming beds.

Harold K. Goodrich of Benson, Vt., recently killed in one tree five coons whose combined weight was sixty pounds.

**LUSTED**

Grandma Lusted was stricken with paralysis two weeks ago. She is helpless and very low at this writing.

Mr. Deverall and Mr. Brown have been erecting a new building over the pump at the schoolhouse.

Mrs. Mary Clark, of Newberg, was called by telephone on account of the serious illness of her grandmother, Mrs. W. Lusted.

Quite a number from here attended Pomona grange, which was held in Multnomah grange hall at Orient, December 22. Those taking the fifth degree were Mrs. Fritz, Mrs. G. W. Alder, Mrs. F. Foth and Mrs. Ed. Sester.

Mr. and Mrs. Ed. Hamilton visited their son Alfred, at Mabery station last Sunday. Lois, their little girl, was very ill at that time. Dr. Inglis of Gresham was called to attend the child, who is now better.

Christmas exercises were observed at the school as usual and a good program was given by the pupils. The children all rejoiced when Santa Claus came and presented them each with a large sack of candy and nuts given by their teacher, Miss Eva Schneider.

Mr. and Mrs. Dallas Smith, Miss Irma Hamilton of Portland, Mr. and Mrs. Grover McKeown and son Herald who are living near Chehalis, Washington, autoed out Christmas day to make a short visit with their grandparents, Mr. and Mrs. W. H. Hamilton and Uncle Ed. and family.

Miss Zena Neibauer returned from Carrollton, Washington, after several weeks' stay with her sister, Mrs. Ethel Ormsby.

George Hamilton, who has been visiting his brother William, returned to the Soldiers' Home near Seattle last Tuesday.

Ed. Hamilton and family entertained Christmas day for dinner, Mr. and Mrs. W. H. Hamilton, Sr., Geo. Hamilton, Charlie Hamilton, Mr. and Mrs. Harris Hamilton and family.

Mr. and Mrs. M. J. Goff, Mr. and Mrs. Arthur Lusted, of Portland, spent Christmas at the home of their parents, Mr. and Mrs. G. Lusted.

**VENTURA PARK.**

Miss Anna Johnson, of Seattle, is visiting her parents, Mr. and Mrs. J. R. Rasmussen.

Rasmus Webber of Portland, spent Christmas with Chas. Heath and family.

Daniel McDonald, of Silver Lake, Washington, is spending the holidays with his sister, Mrs. W. H. Sanford. J. R. Rasmussen had as guests Christmas, Mr. and Mrs. Dick Webber, Mr. and Mrs. Windle, William Lotz, Capt. and Mrs. W. H. Sanford, Mrs. Fred Wirts, Ward Wirts and Daniel McDonald.

F. N. Parent has sold his restaurant in Portland and is home again. The Ventura dancing club will hold a basket social next Saturday evening.

Walter Axon and Miss Pauline Clutch, of Portland, spent Christmas with Eugene Axon and family.

The first announcement made by Frank Joseph Gall regarding his system of phrenology was in an address delivered before his medical colleagues in Vienna a century and a quarter ago. Gall was a native of Baden, but settled in Vienna in 1781 and began the practice of medicine in the Austrian capital. From his boyhood he had been interested in studying the craniums of his companions, and many observations and much study convinced him that the talents and dispositions of men may be inferred with perfect exactitude and precision from the external appearance of the skull. This theory he elaborated in many lectures, pamphlets and books, and soon gained many adherents in the scientific world.

Peanut crops in Maine are rather unusual, as the Kennebec Daily Journal observes, but Mrs. Mildred Simmons, of West Farmington, has a crop that proves her ability as a farmer. A plant was pulled which showed a large number of fully-developed peanuts attached to the roots, having every appearance of being entirely ripened. The seed nuts were not planted until well into June and grew rapidly. The tops of the plants are much like mustard in color and the leaves are arranged in pairs.

David F. Brown, of Punxsutawney, Pa., a few years ago decided he would build a house from natural stones and started to collect the material. He gathered stones from every state in the Union and from nearly every country on the globe, a great many with a historic interest. There is a stone from the house of Patrick Henry, another from the spot where Lee surrendered, and another from the birthplace of Stonewall Jackson.

Mrs. Georgia A. Robinson, recently appointed policewoman in Los Angeles, is the first colored woman in the United States to hold such a position. She speaks French fluently and is studying Spanish.

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- Baby Elephant Soap, 6 bars.....25c
- Fels Naptha Soap, 10 bars.....45c
- Dutch Cleanser.....8c
- Fairy Soap, 6 bars.....25c
- Dew Drop Washing Powder, large size.....15c
- Citrus Washing Powder, large size.....20c
- Arm & Hammer Soda.....5c
- Small White and Large White Beans at pound.....10
- Pennant Shortening, medium and large size pails, 90c and \$1.75
- Krinkle Corn Flakes, 3 for.....25c
- 3 pkgs. Magic Yeast.....10c
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