GRESHAM OUTLOOK

TWICE A WEEK

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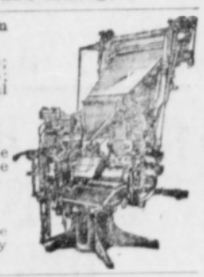
Advertising

Rates reasonable. Our representative will call.

Phone 701

"The Linotype Way is the Way that Wins."



Official paper of the Town of Gresham
Official paper of the Town of Fairview.

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WILSON'S LAND CASE.

Another front-page article dealing with the controversy between J. H. Wilson and his attorney on one side and the county commissioners, the district attorney and Roadmaster Yeon on the other, is given in today's Outlook. This is not a personal matter with the Outlook, for it realizes that the county has its own way of dealing with such affairs in pursuance of a system not fully understood by the public in general.

There is a wide-spread belief, however, that Mr. Wilson has not been fairly dealt with. Yet it is possible that he has received all that the land in question is worth. If he has not then he is justly entitled to its full value. Whatever the value of the land he has received considerably less than I. N. Day, whose land is adjoining and who was not damaged any more than Mr. Wilson. This fact stands out as one of the unequalities of the law. If Mr. Day has been made a favorite the county officials are to blame.

The action of the deputy roadmaster in beguiling Mr. Wilson to sign an agreement for the use of more land than was paid for should be repudiated by all the county officials who have had the matter of adjustment in hand.

GRAIN WAR PRICES.

Judge Galloway, in his address at the Field Day picnic on Saturday, touched on the price which will probably be fixed for grain products if President Wilson has his way. He favored giving the president power to have a minimum price established. He conveyed the impression that opposition to the food bill comes chiefly from speculators and growers.

The food lobby at Washington may have helped to spread this impression, or it may have worked upon some farmers to such purpose as to encourage them to write to Washington about the farmers' need for war profits. Any mention of fixing the price paid to farmers for wheat and corn is sure to bring the charge of discrimination. It is, indeed, a dangerous expedient, for if the price is too high the consumer suffers, and if too low, the farmer will not raise as much next year.

The National Council of Farmers' Co-operative associations, representing 400,000 grain growers, has come out now in favor of a food bill containing strong provisions for curbing the activity of speculators. Such a measure would check the rise in prices to the producer as well as to the consumer. It would not seriously lower the grain growers' price, for the demand is strong enough to insure a good price. By tending to insure something like a uniform price, however, it might encourage the early sale of grain, and the result would be a temporary surplus and an abnormally low price.

This action constitutes a conspicuously patriotic sacrifice. In their announcement the growers have taken the stand that such legislation "must confer the power to exercise the very same control over any other necessities when unusual conditions demand it." This is but fair.

The law will be a failure if it is not broad enough to cover the entire field. It has been held up long enough to allow of a thorough survey, and if this had not been made, or if it has been made with an eye to favoring certain groups of producers or manufacturers, there will be immediate demand for a revision, for the people of this country are determined to have relief.

FREE ADVERTISING.

Several times each week the Outlook gets a nicely worded, typewritten article which is "released for publication" on a certain date. Presumably all the other newspapers get the same stuff.

It sometimes happens that the articles in question are worthy of public dissemination, and these the Outlook gladly publishes as per request. But more often there is a scent of the colored gentleman in the woodpile. Much of this sort of stuff is sent out by press agents who are employed by great corporations, propagandists and political parties. The press agents of the circus and the theaters are crude, limited in their resources, but those of the larger interests are often subtle and insidious. They are always insatiable. They hoodwink the press, even the worldly wise dailies, and they are a nuisance to every publisher.

The Oregon editors when they meet could find no more fruitful subject for "resolutions" than upon this one. There should be more rigid scrutiny of publicity of all kinds than is practiced by even the larger and more alert daily papers. There should be more rejection of free reading matter and direction of the press agent to the advertising department.

Indiscriminate donation of news paper space never was a sensible policy. It always has injured the advertising columns and lessened respect for the news columns. It is suicidal when the cost of publishing is at its present level. It were better for the papers to print readable stories, anecdotes or jokes to fill space on dull days than to give room for many of the articles that are sent in with the request to publish—always in the interests of someone who wants something for nothing.

THE AVIATION SQUAD.

Mention was made in a Portland paper that plans are being made to establish an airplane factory in this vicinity capable of turning out three of them daily. It is known that the government desires to send 20,000 of them over the ocean for war service, and that number cannot be made in any one place within the time limit that is required. Therefore, why should some of them not be made here?

In this connection it might be pertinent to say that the spruce lumber for their construction comes largely from the Pacific northwest. It is reported that Senator Chamberlain is exerting himself in behalf of this section of the country and if there is not too much partiality shown for some of the big eastern centers we will get not only one factory here but several.

The senator, in his efforts to provide an adequate air fleet but echoes the feeling of the whole country, yet he may be overruled in some of his objects. Senator Chamberlain is the champion, also, of the plan to draft men, not for actual flying, but for "the ground service," which seems to include constructive mechanicians as well as instructors. It is to be hoped he will succeed in his efforts, for drafted men in the factories would not cause delays by strikes or walkouts.

The air fleet should be constructed as quickly as possible. It would take fifty factories turning out but three machines a day, a week to build a thousand—and twenty thousand are needed at once. Nothing would please the German government more than a long delay in the construction of such a fleet—and the bill authorizing it has not yet passed the senate. It is recognized that such a fleet would do much to shorten the war. It is of the utmost importance to insure to the allies—and to ourselves—unquestioned and overwhelming supremacy of the air.

There can be no cheaper way of breaking the power of the enemy. The American people will earnestly hope for such a fleet, and the people of Oregon will second Senator Chamberlain's efforts in behalf of the northwest in its construction.

BOY SCOUT ACHIEVEMENTS.

Gresham's little squad of boy scouts, while never disheartened, should take more courage for the recognition given their national organization by the government in the following statement issued by the Liberty Loan publicity bureau:

The Boy Scouts of America performed a notable service to the country in their campaign for the sale of Liberty Loan bonds. Through their efforts more than $25,000,000 of the bonds were sold directly. How many sales were due indirectly to their activity can not be known. The Boy Scouts worked systematically and thoroughly and with earnestness that was inspiring. They covered fields that could not have been well covered by other agencies and effected sales that would not have been made without their efforts. The Scouts have not only proved their patriotism. They have shown their efficiency and civic value.

The recognition thus accorded is in keeping with the achievement for it is indeed a remarkable achievement when boys between the ages of twelve and seventeen can be so well organized, so well informed and so highly imbued with patriotism as to be able to go among the people and borrow $25,000,000 for the use of the government.

The Scout war slogan, "Every Scout Save a Soldier," is proving not an idle promise, but a record of achievement, for the Scouts are going about their tasks of tilling the soil, raising money for the Liberty Loan and the Red Cross, and, most important of all, making and keeping themselves fit for service in war, with energy and purpose. They are being ably directed by men, but they are requiring surprisingly little urging, the characteristic spirit of American aggressiveness carrying them along and providing mature persons with evidence that the next generation will be able to carry on the traditions and work of today.

Unless all signs fail the scouts are going to be one of the causes for this country's awakening one of these days to a new standard of American manhood.

ADVERTISING HONESTY.

The point that newspaper publishers would like to impress upon the minds of their readers is that advertising and the truth-in-advertising movement have gone far toward confirming the contention of honest publishers that the buyer buys what he gets and not what he is told he gets or what he believes he is getting—if he is hoodwinked by dishonesty in advertising. Such deception is vicious, undoubtedly fostered by unscrupulous tradesmen whose idea of a business transaction was that of a battle of wits, with the victory to the most cunning rogue.

The advent of modern advertising did much to drive haggling out of small purchasing, for by reading advertisements the buyer was enabled to dispense with much preliminary shopping. But the shyster advertiser was also quick to recognize the tendency of people to put faith in the truth of the printed word, hence the need for higher ethical standards in advertising. To the credit of honest merchants, this movement started among them and is being carried forward by every advertiser and every advertising man worthy of the name. It is exerting a powerful influence for good in all public transaction.

The modern advertisement is in effect a contract. It could hardly be more binding if signed by the edvertiser and buyer, and so worded as to be legally binding. Progressive states have fraudulent advertising laws that tend to make an advertisement a legal contract. The field is not yet fully covered, especially in the wild cat investment advertisements, which, owing to the high standards of honest newspapers and other advertising mediums, are finding existence precarious, but the trend is distinctly toward frankness and fairness. Before long the advertising men will probably adopt a code of ethics built around the idea that truth in advertising promotes truth in all dealings and thus makes for the betterments of mankind.

It looks as if some of the members of congress are trying hard to return to private life. They seem to have forgotten that the men who return from France will be voters and all of them will have a memory, however much they may be lacking in arms and legs.

The criticisms and shafts of public opinion aimed at Senator LaFollette would pierce the hide of a rhinocerous. Senator LaFollette shows that he has a thicker skin than the animal mentioned, otherwise he would be amenable to public opinion.

The president wants to fix the minimum price of wheat at $2 a bushel. It's not the minimum that worries us, but the maximum, as we are not holding the receiver to our ear at the farmer's end of the line.

B. F. Mulkley told the grangers that the war makes people wear their clothes longer—or shorter. It means the practice of economy in either case, whether he meant a measure of time or lineal measure.

The more the world learns of Dr. Michaelis, the new German chancellor, the more it looks as if when the kaiser begins to talk peace in plain language, he'd make a pretty good goat.

Cheerful prospect for the future Napoleons at the officers' reserve training camps! It takes $260 to pay for the uniform and other iktas. The officer must pay for it himself.

"Amexes" is the title by which the American expedition forces are to be known in France. Seems to us it would have been more apropriate for the Mexican border squad.

From the expression on the faces of some who are telling Colonel Barleycorn goodbye we half suspect they are doing it with one eye shut and their fingers crossed.

Those grangers had so much to eat on Saturday that they used some of it on a few of our city people in an effort to pry off the top buttons of their pants.

Some of the trusts have agreed to treat the government right, but they don't seem to stand in so much awe of the mere sovereign people.

A California auto license number, 281,871, was seen here the other day. It must be pretty hard to get across the street in California.

That rioting in Petrograd improves the Russian marksmanship for the next German drive.

Further evidence of the Americanization of Porto Rico is the way it is voting "dry."

Publicity

is the

KEYNOTE

OF

Successful Business

The Merchant who Succeeds in Selling his Goods Must Let the People Know what he has to sell.

Shop-Worn Goods

ARE LIKE

SOME PERSONS

They Never Leave you and Never Take Offence if you slight them.

But You Will Never get Your Money Back

If you don't advertise the one or if you loan money to the other.

WANTS

LIVESTOCK

HORSES

FOR SALE—Three-year-old Belgian colt, $50. S. F. Pitts.

FOR SALE OR TRADE—Shetland pony, harness, saddle and bridle. E. W. Metcalf, 6825-35th Ave., S. E., Portland, Oregon. tf

FOR SALE CHEAP—One team horses, 8 and 9 years old. Weigh about 2300 pounds. J. Cline, Orient station, Gresam, R. 2. Phone 76x1. *44

Horses for Sale

Pair Chestnut Sorrel Mares for sale. Weight 3100 pounds. Gentle and sound. The Lois Farm, phone F. P. Coulter, Mngr., Damascus, Oregon. *44

FOR SALE—Six-year-old farm horse, broke to drive single or double. Price $100. Phone Gresham 413. Albert Rodlun, Boring, R. 2, Ore.

PIGS

FOR SALE—Registered Duroc Jersey boar, seven months old. I am through with him and will sell cheap. W. K. Corbin, Estacada, Oregon, R. 1.

FOR SALE—Two good brood sows. S. T. Lind, Gresham, phone 28x1.

Poultry

WANTED—Yearling hens. Highest prices. W. A. Spindler, Gresham, Oregon. *44

Poultry Farm for Sale.

Ten-acre poultry farm, five miles east of Gresham. Houses to accommodate 1300 hens; brooding capacity for 6000 chicks; 2744 square feed brooder capacity floor space Land all in cultivation and family orchard. For further particulars call H. W. Cooley, phone 434, Gresham.

REAL ESTATE, RENTALS

WANTED to lease or buy a farm. W. A. Spindler, Gresham, Ore.

Acre of Crop for Sale

One acre of crop for sale, residence for rent, good business corner on crossroads. Terms Cash. Call or write Bx. 86, R. 2, Gresham, Ore., at Pleasant Home.

MISCELLANEOUS

BLACK CHERRIES for sale. John Rohrbach, Jr., on Dr. Todd's place or phone 32x2. *44

LOST on Fair Grounds, Saturday, a black parasol. Finder phone 91.

LOST a 1917-class pin on Fair Grounds, Saturday. Finder phone 111. 44

LOST—Between Gresham and Damascus, bundle containing suit of boys' clothes. Finder notify S. E. Palmquist, Gresham. Reward.

LOST—Pair spring scales, on Main street or Roberts avenue, between Mt. Hood depot and fountain, possibly on Powell Valley road.. Carl Nelson, or notify Outlook. *44

LOST—New pair high top rubber boots, between Gresham and Sandy. Finder report to Outlook office. Reward for recovery. 45

FRUIT JARS for sale. Mrs. W. E. Bates, phone 174. tf

FOR SALE—About 6 tons of good oat hay in shock, ½ mile north of Pleasant Home. Mrs. D. M. McLoughlin. 45

FORD MACHINE for sale cheap. In good condition, run 5000 miles. Well equipped. Enquire Outlook office. *44

FOR SALE AT A BARGAIN—New 3¼-inch Studebaker wagon, also good saddle pony. Eugene Taylor, R. 4, Box 63, Gresham. *44

FOR SALE—Cordwood timber, first growth fir, over 1500 cords, ¼ mile from R. R., down hill haul. Price $600. Rodlun & Johnson, Boring, R. 2, Oregon. *44

BALED HAY for sale. Phone 77x. F. A. Welch. tf

FIRST-QUALITY soft coal, by the ton, if taken at once, $9, delivered. See O. A. Eastman.

WANTED—Clover, vetch or oat hay, loose or baled. T. R. Howitt, phone 516. 47

TEN OR FIFTEEN BERRY PICKers wanted at once. $1.50 a hundred, 20c additional per hundred to permanent pickers. J. G. Chiodo, phone 99. tf

FOR SALE

Deering corn binder, Deering grain binder, four silos, refrigerator plant with 6 h.p. Fairbanks-Morse engine, 2½ h. p. direct current motor, 2-compartment wash sink, 13 h.p. Stickney gas engine, double disc plow, 1-in. centrifugal pump, one B.L.K. milking machine, four units milking eight cows, with 6 h.p. gas engine; line shafting and pulleys, 24-bottle Babcock steam turbine milk and cream tester. Phone to the Sun-Dial Ranch, at Fairview, Gresham 611 or Gresham 195, between 12 and 1 p. m.

Berries Wanted.

Highest market price paid for strawberries, raspberries and loganberries in season. Home Packing Company, Gresham. Phone 148.

Tailoring

For men and women—cleaning, pressing and repairing done well. Peter Lenard, Powell street.

Electro-magnetism was discovered in 1819.

Professional and Business Ads.

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
DENTIST

Office: First State Bank Building
GRESHAM, OREGON

DR. H. H. OTT
DENTIST

Howitt Building Gresham, Oregon
PHONE 113

PHYSICIANS

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: Office 46; Res. 61

GEO. INGLIS, M. D.
PHYSICIAN and SURGEON

All professional calls promptly attended. Special attention to diseases of the Eyes and fitting of Glasses.
Hours, 10-12 a. m.; 1-4, 7-8 p. m.
Over First State Bank, Gresham

Phones, Office 621 Res. 55x1

EMILY F. BOLCOM, M. D.
Physician and Surgeon
WOMEN and CHILDREN
Office Hours: 10 a. m. to 12 m.
p. to 3 p. m.
Office over Bank of Gresham

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.
532 Morgan Bldg., Portland, Ore.
Phone Marshall 1809

INSURANCE

JOHN BROWN
INSURANCE

Representing only RELIABLE INSURANCE COMPANIES

Phone 513 Gresham, Oregon

JAMES ELKINGTON
INSURANCE

Accident, Surety Bonds, Fire, Automobile, Life, Health Plate Glass
Office on Main Street
PHONES—Office 816 Residence 63

Gresham phone 517.

C. G. SCHNEIDER
ATTORNEY AT LAW

First State Bank Bldg.
Portland phone Main 1940

W. S. WOOD
Auctioneer
Vancouver, Washington

Farm and Stock Sales a Specialty
Phone Vancouver 614, or
Gresham Outlook 701

SHOES

Men's High Cut	$5.00 to $8.50
Men's Work Shoes	$3.50 to $5.00
Men's Dress Shoes	$3.50 to $6.00
Men's Elk Skin Shoes	$2.50 to $3
Men's Tennis Shoes	.90
Boys' Tennis Shoes	.85
Boys' Shoes	$3.00 to $3.25

Shoe Repairing a Specialty
GRESHAM SHOE SHOP
CARL DAHL

Administratrix Notice

In the County Court for Multnomah County, State of Oregon.

Notice is hereby given that the undersigned has been appointed administratrix of the Estate of Maranda S. Lindsey, deceased, by the County Court for Multnomah County, State of Oregon, and has qualified. All persons having claims against said estate are hereby notified to present same duly verified as by law required to the undersigned at Gresham, Oregon, or to the office of C. G. Schneider, Gresham, Oregon, within six months from the date hereof.

GRACE QUICK,
Administratrix.

C. G. SCHNEIDER, Attorney.

Dated and first published July 17, 1917; last publication August 21, 1917.

Administratrix Notice.

In the County Court for Multnomah County, State of Oregon.

Notice is hereby given that the undersigned has been appointed administratrix of the estate of Edward Cummings, deceased, by the county court of the State of Oregon for Multnomah County and has qualified. All persons having claims against the estate are hereby notified to present the same, duly verified, as by law required to the undersigned at Gresham, Oregon, within six months from the date hereof.

Dated and first published June 26, 1917.

MARY A. STUBBS,
Administratrix.

C. G. SCHNEIDER, Attorney.

Last publication, July 31, 1917.