

GRESHAM OUTLOOK TWICE A WEEK

Published every Tuesday and Friday at Gresham, Oregon, by the Outlook Publishing Co., H. L. St. Clair, Editor and Manager.

Our Subscription Rates One year, \$1.50; six months, 75c; three months, 40c; single copy, 10c.

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.

Entered as second-class matter March 3, 1911, at the Postoffice at Gresham, Oregon, under the Act of March 3, 1879.



HOLIDAY ISSUE.

The Outlook's patriotic holiday issue will appear next Friday. It is being set up and will contain all the features that have heretofore been announced. There is yet space for a few advertisements, copy for which should be in this office not later than Thursday noon to insure good position. Small ads will be taken as late as Friday morning. Correspondents are urged to send in the news of their neighborhoods as complete as possible before Friday, as there will be so much to do in the way of type setting that some of it may be left out if it gets here too late. Those who haven't sent in the addresses of names on the honor role are requested to do so at the earliest possible moment, as there will be a copy of the paper awaiting every one of them.

KULTUR AND CULTURE.

Recent articles on German Kultur have been published and the people of this county are becoming enlightened as to the real meaning of the word. For many years we Americans have read of kultur, and listened with humility and admiration to praise of it from those who were supposed to be best informed in regard to it. The assumption was that it was the same as which is known as culture in English-speaking lands, only of a higher order.

Not till kultur had been revealed in international action did our people have the remotest idea of what it meant. It is now clear to the whole world that kultur is but another name for social organization and machinery. Its aim is the control of life, in the direction of efficiency. In Germany it exists in connection with a supreme state—a state exalted far above the individual. The problem that it seeks to solve is one of getting the utmost possible out of the social order at the least possible cost.

It would be hard to prove that it is anything more than despotic power directed to social and political ends. Efficiency is its golden text, and the accomplishment of visible results its aims. Its system is collectivism under a dictatorship. Kultur as the Americans, English or French understand it. That is a truth that was not understood until long after the outbreak of the war. It is quite impossible to think of the German nation as anything more than a gigantic machine directed by a supreme head to the performance of certain clearly defined tasks. It is in the state as a personality that Teutonic kultur is summed up. It is wholly mechanical and external. The question is one of definition. At its highest, German kultur is a social philosophy; at its worst a social machine. This was not understood three years ago except by a few, though there was no reason why anyone should have been deceived. But the thing is plain now.

Kultur, as all can now see, is not an influence or inspiration, but an institution. It affects the individual, not directly, but only through the machinery of its own creation. The universities which in other lands are looked upon as the sources of culture, are in Germany the reinforcements of political power.

It has been boasted by the Germans in this country that the whole German nation was a military organization. A cultured people is, from this point of view, one that can at a word throw its whole energies instantly into the performance of any task which the supreme authority sets for it. When the German statesman said that the nation's armies would "hack their way through" he used the language of German kultur.

Kultur in Germany is very largely an affair of commerce, manufactures, finance and war, with religion as their handmaid. We have been cited to growing trade, well governed cities, developing manufactures, and material power as proofs of the existence of kultur, as it is understood in Germany.

That society which is most completely able to do whatever it, or its

master, pleases, will not be much restrained by moral considerations. The individuals that compose it will, when acting under orders, be quite as disregarding of the moral law. Perhaps, therefore, it is not unfair to say that the atrocities of which the Germans have been guilty in this war, atrocities that have surprised and shocked the world, are the natural and necessary fruits of their kultur. One must either conclude that the Germans are without culture or else that their conduct in this war is nothing more than the application of their kultur to life.

The latter conclusion is assuredly the more reasonable. What we have seen is nothing more than the exaltation of efficiency as it is understood by the highest and most authoritative exponent of kultur. It invokes the use of any means, whether in commerce or war, that seems most likely to accomplish the end sought.

NEED FOR HURRY

A story is being told of General Pershing when he first arrived in England. He had occasion to send for a cab and when it arrived he found the driver to be a woman. She was three minutes late and the general took occasion to reprimand her for the delay she had occasioned. "Three minutes is nothing," she answered him. "You are three years late."

The call which has been coming from Europe is "Hurry." The call is for our armies for food, for ships, for munitions. And it is but just to say that our government is now pressing every war agency to meet the demand.

"Time is everything," we are told, and surely we can see that it is. Many of the disasters which have happened to the allies during the war were due to the fact that time was lost that was invaluable. The British and French reinforcements which have just been arriving at the brink of the Plave could have held the German onslaught on the banks of the Isonzo and probably rolled it back.

The people of the United States generally have need to comprehend the vital importance of the cabwoman's answer to General Pershing.

The waste of time is bad enough in times of peace, but it is dangerous as well as bad in time of war. We are approaching the period of the war government and industry must conserve time. Every citizen must understand its value. Time wasted is an opportunity gone.

In the coming year the people, wherever their duty may lie, must make the best possible use of their time. In the fields, in the factories, everywhere it is a patriotic duty to make time count.

Strikes are tolerable, perhaps, in times of peace; they are unpardonable in time of war. No essential interest of labor will suffer if its ordinary rules are suspended in time of war.

The soldier cannot watch the clock. He cannot leave his duty because eight hours have passed. At times he must endure until he falls from exhaustion, and if he did not do so all our battles would be lost.

The rule of no strikes during the war ought to have no exception—certainly not in any occupation upon which the conduct of the war directly or indirectly depends.

The nation needs to prepare for a year of the most strenuous effort of which it is capable, a year of patriotic effort, of unselfish effort.

The matter of profits is secondary. Victory is the first of all considerations. Sacrifice is imperative.

There is scarcely a man or woman but who will find opportunity to devote more time to the service of the country. Everything that tends in the slightest degree toward getting soldiers to France, toward getting food to the allies, toward getting ships on the seas, toward making and harvesting crops, must be done. And there is no such thing as a patriotic idler or loafer, male or female.

Germany has set the mark in unflagging industry, the effective use of capital, energy and intelligence, and the high standard of efficiency which we must attain in order to win.

A food waster is an enemy; a time waster wastes food and everything else.

HOW'S YOUR LIVER?

It is something like a tragedy the way some people are feeling out the butcher these days. One of the notable things of the war is the revival it has brought about in the liver, and the expression at the top of this creed is more often heard in the market than on the street as it was once when friend met friend. War is a great leveler, also a great factor in changing fashions. It promotes a closer fellowship between the buyer and the seller and makes us realize we are only human beings of one clay, all intent upon getting the most we can for our money.

Not so many years ago the liver was not regarded as edible in some

stations of society, and at no time until within the days of Hooverizing was it considered polite to even discuss it unless you felt yourself the equal of the other fellow. Of course liver found its way into many homes before the war. On the farms it was considered an unsalable luxury and held out when the farmer sold his pork. Many people in good circumstances really liked liver before they became rich but they thought several times before buying it—afraid that there might be company to dinner.

Some thought that it was the chosen food of the poor or benighted—cheap, toothsome, boneless and nutritious—and that they would be robbing the less favored when they bought it.

In the old days before the war, liver was too easy to interest the rich. They bought the most expensive cuts of meat. But the rich are the first to retrench and the way they rushed for liver at the beginning of the war will always be a memorable epoch in our history. So liver has been a great factor in bringing every phase of society together with but a single thought: "We must win the war."

Of course the war popularized liver—or was it kultur? Otherwise it could not have brought about the commingling of classes in the butcher shops. Liver, however, is as cheap as it was in the days when tenderloin had first call, and calf's brains and sweetbreads were in demand, but it is fairly cheap today when you consider that it has no bones. Of course some liver is full of fiddle strings, but they weigh very little and may be swallowed without danger of choking.

Eating liver is perhaps the least disagreeable sacrifice that has been brought on the war, and you may camouflage meatless Tuesday with it. We've had to tackle lots of strange messes and adjust ourselves to lots of inconveniences in the past year.

The price of shoes has been extremely irritating, while the shortage of sugar brought no end of unfavorable comment, but we've heard no complaint about liver. It is doubtful if any great percentage of our people, rich or poor, will drop liver at the close of the war.

We doubt, however, that the time will ever come when cattle will be slaughtered for the liver alone. There will always be some highbrows who will prefer other meat, but liver's place in the hearts of the people is secure. While liver is slushy to carry it has come to stay in hovel and mansion alike, but in the mansions it is likely to be smothered with onions or fried in breakfast bacon grease left over from the morning meal.

It is reported that only three yards of cloth will be allowed hereafter for a woman's dress. Glad of it, as we are willing to compromise on any old regulation that will make some of the women wear clothes.

Gresham is always ready for guests, so the czar's daughter, Miss Titania Romanoff, will be entertained with everything from a fireman's dance to a T-bone dinner at the Congdon.

There is one branch of the service in which we can all enlist and do valiant work—food conservation. It is open to every man, woman and child, and the aid of each is needed.

Looking at some of the sweaters the boys are going to wear we are compelled to say out of deference to unconquerable facts that love's fingers are not always skillful.

The only hope for Russia, if present conditions continue, is that when Germany gets through with her there won't be enough left for Germany to bother with.

To the knitters: When you are knitting socks for the soldiers and drop a stitch go back and pick it up. They do not wear the drop-stitch kind.

When U'Ren of Oregon City comes along next spring with his progressive land tax, or something of that sort, what are you going to say to him?

In order to be complete it will be necessary for the 1918 calendars to indicate each day what articles of food we are to do without.

Perhaps "Prussian blue" is simply a state of mind. But so far we have heard of no patriot who refuses to use it in the form of paint.

There are several other things that could be conserved as well as food. For instance, the ammunition wasted at the trap-shoots.

Cheer up! The cost of pork is doing a whole lot to help us observe those meatless days. Pork is an enemy of autocracy.

Those Germans will probably find out that it is General Bing who will do the binging to Bingen on the Rhine.

Bargains in the Want Ads.

HONOR ROLL.

- Young men who have enlisted from eastern Multnomah and vicinity. ERNEST J. ANDERSON, ISAAC ANDERSON, FOREST ARNOLD, ALVIN AUSTIN, TOM BAKER, ELMER BANKUS, HERBERT BASLEE, EREST BATES, BYRON BELL, LESLIE BERKE, OTLEY BERKE, HENRY BOTTLESON, CECIL BOZARTH, SGT. BOYD BRASWELL, EDGAR BROOKS, EMERSON BROWN, GEORGE BURBA, LEON CADDY, A. CAMP, ED CANNIFF, GEORGE CLARK, RALPH CRANDALL, SEC. LT. FRED CRANE, FRANK CRAWFORD, EDMUND G CONVILL, FRED DAVIS, W. DEEVER, CHAS. DEHAVEN, EDWARD DICKENSON, RAYMOND DUNBAR, ED. DUNN, W. EASTMAN, VENCIL EVANS, ED. EVERETT, ELIS FORSGREN, DEWEY GIBBS, WILLIE HALEY, OLIVER HAMBLEN, CLIFTON H. HARRIS, THEODORE HARRIS, FRED HARTT, C. HENDRICKS, CARY HESLIN, CORP. CLAUDE HESLIN, CHARLES HICKS, JAS. O. HILLYARD, WILLIAM HILLYARD, VICTOR HOLM, JOHN HONEY, HERBERT H. HOSS, GUERDON HUMASON, RAYMOND HUMASON, CORP. GUY JONES, ALBERT JOHNSON, GUSTAV JOHNSON, ALBERT JONSRUD, FRANK KENNEY, GLEN KESTERSON, RAY KESTERSON, NELSON KIRKWOOD, RICHARD KNARR, GEORGE KNRIEM, EMIL LAUBER, LLOYD LITTLEPAGE, ALTON LOVELACE, SHERMAN McCARTER, ELDRIDGE McCULLOCH, WILL. MARTIN, CHARLES MAYER, SGT. LEO MERRILL, WALTER METZGER, JOHN MILAN, THOMAS P. MORGAN, GEORGE NELSON, LEWIS NELSON, EDWARD NOREEN, OSCAR E. NOREEN, ROY OLSEN, RAY PALMQUIST, TOM PARKER, VEHL PARKER, IRVIN PARMLEY, FAY POTTER, EARL POUNDER, CECIL PULFER, DEXTER QUESINBERRY, EARL RADFORD, ELMER RADFORD, FLOYD RADFORD, JESSE RADFORD, G. REYNOLDS, L. E. RICHMOND, WARD RICHMOND, VICTOR RICKERT, W. RICKERT, CLAUD ROBINSON, JOE ROSS, NELSON ROSS, CORP. D. E. RUSSELL, EDGAR L. RUSSELL, LESLIE ST. CLAIR, C. G. SCHNEIDER, RAY SHRINER, FRED MURRAY SMITH, EARL STANLEY, SGT. WILBUR STANLEY, WILL STANLEY, SGT. VERNE SLATER, C. STILLIONS, OSCAR STONE, LESTER TALLMADGE, FRANK TEVIN, WILL TEVIN, LLOYD TEGART, SEC. LT. ERNEST THOM, EDRIC THOMAS, GEORGE TOWNSEND, LESLIE TOWNSEND, ALFONSE VAN DONINCK, S. O. VEKIN, JOE VERETTI, EDNER WEDIN, ALBERT WEISS, WALLACE WILKINSON, GLEN C. WOLFE, GUY E. WOLFE, LEM W. WOLFE, ROY E. WOODWARD, LEWIS YERGER, HENRY ZENGER, Engineers Corps, CORP. FRANK G. BELL, CARL CONGDON, FRANK HAMLIN, ALBERT HENSLEY, CORP. W. F. JENNE, CLAUD JOY, FAXON JOY, HAROLD KERN, LAYTON MONTEITH, ROSS E. READ, GUY R. READ, LESTER RICHEY, SGT. FIRST CLASS, KENNETH ROBERTS, DALE RUSSELL, F. W. THOMAS

Your first and biggest duty today is to help Uncle Sam win the war in order to make peace. Food conservation in every American home means an abundant supply for the men at the front, and for famine-stricken France. Are you doing your share?

The 1917 potato crop is estimated to consist of 483,000,000 bushels, or half again as much as last year. Reports from the commission on war service indicate that more than 750,000 cars will be needed to handle it.

Read the Want ads.

Weather Report

Forecast for the week beginning December 9, 1917. Pacific Coast states: Frequent rain in Washington and Oregon; generally fair in California until Friday or Saturday; no decided temperature changes.

Young Men's Christian Association plans for work in France include the establishment of seventy-eight libraries.

IF YOU Want a cook, Want a clerk, Want a situation, Want a servant girl, Want to sell a piano, Want to sell the buggy, Want to sell your property, Want to sell your groceries, Want to sell your hardware, Want to sell your dry goods, Want to sell your millinery goods, Want customers for anything at all, Advertise your wants through this paper. Advertising is a highway to success. Advertising brings new customers, Advertising keeps the old ones, Advertising insures success. Advertising shows energy, Advertising shows pluck, Advertising—don't bust, Advertising is "big," Advertise long, and Advertise well. Advertise in THE GRESHAM OUTLOOK. Phone 701.

WANTS

LIVESTOCK

HORSES FOR SALE—Good work team, 7 and 8 years old, sound and true, weight 1400 each. Team harness and wagon together or team alone. W. J. Hillyard, phone 776.

COWS FOR SALE CHEAP, OR EXCHANGE for chickens, 2 young Jersey cows fresh Dec. 15, Jan. 20; 3 well-bred, 2-year-old Jersey heifers; 1 900-lb. 5-year-old horse, absolutely sound. Will sell horse or let out for his feed to responsible party. This stock must be disposed of by Thursday, Dec. 13. Chas. Patnoe, on Base Line, opposite Russellville school.

STRAYED—A 2-year-old black steer. Please hold and notify H. G. Knox, Boring, phone Gresham 6733.

"SUCCESS" OAT SPROUTER, 250-lb. hen size, for sale. Also 10 White Leghorn cockerels if taken within the next 10 days. H. W. Cooley & Son, Gresham, Phone 434.

FOR SALE—Single Cmb White Leghorn cockerels. All good birds. D. T. Williams, R.1, Boring, Ore.

FOR SALE—New Zealand Reds and Belgian hares. Ely Cummings, Troutdale, phone 15x.

REAL ESTATE RENTALS

Klamath County Farm Offered I have 160 acres good land, homesteaded four years ago, 65 acres under wire fence, four-room unfinished house, good barn, well of good water, chicken house. Land subdivided from hills, plenty of orange, near Lost River. Ideal stock ranch. I want 40 acres in lower altitude, with house, good well or spring, running water, 15 to 20 acres plow land and the rest wooded. Call Outlook for name and further particulars.—Adv.

Bungalow for Sale. Five-room bungalow and two lots in Whitehead's addition. Fruit trees, chicken park. Water, electricity, gas. Phone 333 or address box 186, Gresham.

HOUSE FOR RENT on South Roberts avenue. Jas. Lawrence, Gresham, phone 313.

FIVE-ROOM FURNISHED cottage for rent. Sheltered from east wind. Mrs. P. A. Gould, Gresham.

MISCELLANEOUS

FRESH WALNUTS for sale, 2 cents a pound. S. C. Jones, phone 91.

LOST—An Ayredale dog without collar. Long tail. Answers to name of Tom. Call Gresham 133.

LOST—The day of E. R. Byford's sale, pair of binocular field glasses, made in London. In leather case with shoulder strap. Send information to the Outlook.

STODDARD PIANO for sale, \$210. Good as new. Call at Mrs. Ella Schneider's place, Cottrell station. Phone 345.

WILL EXCHANGE DENTISTRY for farm products. Alba Bros., dentists, 245 1/2 Morrison St., Portland, Oregon.

One-ton truck for hire. Express and hauling. H. Christenson, Phone 13.

NOTICE TO CREDITORS.

In the County Court of Multnomah County, Oregon. In the matter of Bernhard Lundbom, Deceased. Notice is hereby given, that the undersigned has been appointed administrator of the estate of Bernhard Lundbom, deceased, by the County Court of the State of Oregon for Multnomah County, and that he 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 324 Henry Building, Portland, within six months from date hereof.

Date of first publication, November 23, 1917. EARNEST T. LUNBOM, G. E. HAMAKER, Attorney for the Estate.

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.

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 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. 551x EMILY F. BOLCOM, M. D. Physician and Surgeon WOMEN and CHILDREN Office Hours: 10 a. m. to 12 m. 1 p. to 3 p. m. Office over Bank of Gresham

PHONES—Residence, Tabor 120 Office Main Bldg., Home A-5152 J. M. SHORT, M. D. Physician and Surgeon Res. 93 East 89th St. Office, 111-12 Selling Building PORTLAND, OREGON

DR. MABEL JANE DORING OSTEOPATHIC PHYSICIAN OFFICE HOURS—9 a. m. to 5 p. m. 512 Morgan Bldg., Portland, Ore. Phone Marshall 1829

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 Office 412 Fenton Bldg. Broadway 1733

W. S. WOOD Auctioneer Vancouver, Washington Farm and Stock Sales a Specialty Phone Vancouver 614, or Gresham Outlook 701

REAL ESTATE For quick sale, list your property With A. WELCH & CO. Phone Woodlawn 694 910 E. 14th St. N. Portland, Or.

PHOTOS ALL KINDS AND ALL SIZES New Gallery PICTURE FRAMING GILT OR NATURAL WOOD Neat and Cheap MAX SCHNEIDER Mathews' Bldg., Main St., Phone 641

A Big Ice Cream Lunch Is just the diet you need but be sure it is Weatherly Ice Cream Eat a plate a day at BELT'S CONFECTIONERY

Mountain Meadow Butter Manufactured by SANDY CREAMERY CO. The name "Mount Hood Butter" has heretofore been used by permission of the Mount Hood Ice Cream Co., which has all its dairy products registered under that title. That permission has ceased, hence the change of name, which became effective on January 1. "Mountain Meadow Butter" will be found at all the Leading stores in the county. Ask for it.