

GRESHAM OUTLOOK TWICE A WEEK

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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.

ADVERTISING PAYS.

So far as we can recall there is but one line of business or profession that has little or no need of advertising, and that is the undertaking business.

With this possible exception there is no line of legitimate business that is not noticeably helped and advanced by the most direct and appealing use of the available means of reaching the ear of the reading and thinking public.

Among the institutions which have come to realize the value of daily or weekly talks with the public are the banks. It is a case where money talks.

Another instance where advertising is found to pay is in connection with our churches. Progressive city churches use this means to help fill their pews and extend their influence for good.

One purpose of advertising is to help build up trade. The immense automobile business of this country has been built up in this way.

A business is either progressing, standing still or retrograding. If it is progressing it can be still further advanced by judicious publicity.

With Portland, Oregon, as the second largest wool center in the United States, being exceeded only by Boston, the west is taking its place as a factor in the world's wool production.

The canning industry has made the farmers virtually independent of the retail trade in disposing of their product. It has caused the rapid development of thousands of acres of land which would otherwise have remained unutilized.

The United States grain corporation, having made only small purchases of wheat and movement from farms not warranting it, states there will be no advance in premium over the guarantee price put on by the wheat director before August 15th.

"Twixt optimist and pessimist, the difference is droll. The optimist the doughnut sees, the pessimist the hole."

Metric System Urged. Thinking men and women will do well to consider the striking arguments brought out by the World Trade Club of San Francisco in their campaign for the adoption of the units of the metric system of weights and measures.

They show a striking anomaly: That the metric system was invented by a Briton, James Watt, in 1783, and yet all civilized nations have adopted it exclusively, except the United States and Great Britain.

That the so-called "British System" of weights and measures is of German origin—a relic of the old German Hanseatic trade league—and yet Germany scrapt it in 1871 and adopted the metric system invented by a Briton.

Its principle—the principle of decimal computation—has been used in the monetary system of the United States since 1786. If the United States had heeded Thomas Jefferson, we should also have adopted this system of weights and measures based on decimals—so simple a system that a child can learn its main features in ten minutes.

Oregon at the Top Gain. Portland has organized the first auxiliary on the Pacific coast and one of the first in the country with a membership composed of the wives, mothers and sisters of men who were in the war.

The largest enrollment in the history of boys and girls club work in Oregon—approximately 16,000—is reported by H. C. Seymour, state club leader at the Oregon Agricultural College.

A recent report shows that Oregon furnished 5165 enlistments in the regular army, 2395 men for the enlisted reserve corps and national army, 4396 national guardsmen, and 18,250 draftees, a total of 36,116.

Alaska's fish for 1919 will bring more than its gold according to government statistics, the salmon being worth \$51,000,000 wholesale at northern canneries. Salmon propagation in Pacific coast streams returns a golden reward to any state carrying on this work.

The Secretary of War has decided to confer a distinguished service medal upon Commander Evangeline Booth, of the Salvation Army. The secretary's action has caused a great deal of comment in Washington in view of the fact that it was only a few weeks ago that he refused to permit the Salvation Army to canvass the war department for contributions to its \$13,000,000 fund for welfare work in the United States.

Better Cloth Requires More Wool. Portland, Oregon, is the second largest wool center in the United States. This means that with better flocks which are being raised, great wool manufacturing plants should be developed on the coast in the near future.

The real objection to near beer seems to be that that is what it is. Tailoring For men and women—cleaning, pressing and repairing done well.

Farmers Mutual Makes Big Gain. The annual report of the Farmers Mutual Fire Relief Ass'n of Portland filed with the Insurance Department of Oregon shows \$1,301,634.00 insurance written by the Ass'n in 1918, and 475 new members gained during the year.

A. B. ELLIOTT CO. POWELL VALLEY P. O. Gresham, R. A. Phone 264 BARGAIN DAY EVERY DAY You'll Enjoy the Savings Our Prices Afford Prices subject to change without notice.

For Return of Parcels. Chairman Steenerson, of the house committee on postoffices and post roads, has introduced a bill to permit the postoffice department to return all unclaimed parcel post packages containing perishable goods to the sender, or to a forwarding address, without waiting for the receipt of additional postage.

Shortage of Sugar. A sugar man says: "The world is short perhaps 3,900,000 tons a year of its sugar needs. Europe is making less than two-thirds of its normal crop."

The War's Aftermath. Vice President Atterbury, of the Pennsylvania railroad, says: "The aftermath of the war is far and beyond anything heretofore conceived. All the nations directly involved in the war are today financially and industrially broken down, except our own great country."

Notice of Final Account. In the Circuit Court of the State of Oregon, for Multnomah County. In the Matter of the Estate of Annie P. Farnsworth, Deceased.

The Joy of Living. To enjoy life we must have good health. No one can reasonably hope to get much real pleasure out of life when his bowels are clogged.

Women's Hospital of Portland. Maternity Cases Only. One of the finest and most thoroughly equipped private maternity hospitals in the north west.

PHOTOS ALL KINDS AND ALL SIZES New Gallery PICTURE FRAMING GILT OR NATURAL WOOD Nest and Cheap MAX SCHNEIDER Mathews' Bldg, Main Street Phone 541

General Contractor Septic Tanks Office and Shop on Powell Street next to City Hall FRANK C. JONES Gresham, Ore. Phone 96x

OSCAR W. THOREN Contractor and Builder. SEPTIC TANKS BUILT Anything in Residence Building. Can furnish drawing and complete bill of plumbing. Free Estimate. Phone 50x1

E. P. SMITH CARPENTER CONTRACTOR All Kinds of Saw Filing Window Screens Made Shop on Wallula Ave. Phone 51 Gresham, Ore.

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USE WANT ADS Want columns will reach thousands of people in a few hours. LOST—A brown Jersey mulley cow with bell on, about a week ago. Was lost near Anderson station.

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Professional and Business Ads. DENTISTS Office 114 PHONES Res. 115 W. J. OTT Dentist Will be in Gresham every day DR. H. H. OTT Dentist Howitt Building Gresham, Ore. PHONE 113

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