

GRESHAM OUTLOOK TWICE A WEEK

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HIGH PRICES AND MORE EMPLOYMENT.

The census has proceeded considerably farther than to show the population of our cities and towns. The production record, while not complete, is far enough along to give us some significant facts.

For one thing, the high cost of things is pretty well accounted for. The census figures will, of course, show that a small percentage of producers are making very large profits. But on the whole, among manufacturers of commodities and the growers of food products, it appears that the cost of operation, of raw material, of machinery and of labor have kept pace with the prices charged the consumer.

A second significant fact is that there has been a surprisingly large increase in the number of wage earners in the United States during the past five years, despite the fact that the war cut off immigration. At no time in the world's history have there been so many inventions of labor-saving machinery as in this country during the five years just ended. Thus, it is proved that labor-saving devices have stimulated rather than shut off employment.

BILLBOARDS AND THE PRESS.

Arthur Brisbane, the noted New York editor, says: "Senator Harding's management says that his 12-word slogan will be advertised on billboards all over the country. Poor advertising. Better use small country newspapers such as Harding and Cox themselves own, and especially the country weekly newspapers. They cost less than billboards and are worth a thousand times more—the people believe them."

There are few keener observers and not a single better judge of human nature in America today than this same Arthur Brisbane, and the political managers of Senator Harding and Governor Cox would do well to heed his advice.

The city newspapers are largely read for news and entertainment. The billboards are screaming, idiotic atrocities. But the country newspaper is read with attention all the way through and believed. If they see it in their home paper it's so.

Why does the country paper still hold this influence and power when the city newspaper has lost it? The country newspaper is in many ways the center of every rural community. All men and women—and even the children—for miles around know the editor personally.

We are amazed to note that political managers are so shortsighted as to use the billboard at all in the rural districts when they have at hand country newspapers that believe in the cause to be advertised.

With one's tailor willing to make him a really good suit of clothes for \$200, he may well envy the zebra his permanent stripes.

Two requests, antagonistic each to the other, are always before a street railway company; higher wages and lower fares.

With some places saving daylight and others wasting it, there is nothing left for Old Sol to do but go on a strike.

It seems to be particularly reprehensible for the other candidate to raise more money than your man has to spend.

OREGON TO THE FRONT

Oregon needs more people, more industries, more production.

Oregonians need to know more about Oregon and let the whole world know more about Oregon and her resources and opportunities.

That's just what the Oregon State Chamber of Commerce is here to help us accomplish and we ought to back it up to the limit in doing this great work.

Gresham and the Outlook are pledged to help promote this needful campaign and keep it up.

It has taken the smallest saw mill in the state to discover a use for that hitherto useless variety of timber—lodge pole pine. The Prairie City Box company, organized last winter, is working ten miles up Dixie creek cutting lodge pole thickets up into ten foot logs, which are then shaved down to half inch box shooks that are finding a ready market in southern Idaho. The mill is a curiosity in that the largest poles it handles have a top diameter of only eight inches. The mill employs just eight men and a horse and is operated by means of a boiler and engine picked up in an old steam mill nearby. The building itself is one of the war-time portables used in France.

Three tons of explosives going up in a mighty boom announced the opening of the new quarry of the Beaver Portland Cement company at Zacher, west of Gold Hill. The added supply of rock will soon be brought in in such quantities as to keep the plant running day and night.

Brushes and brooms of every description are now being turned out by the Portland Brush and Broom company in twice the former quantity. New machinery just installed doubles the plant's capacity and makes it the most complete on the coast.

Because housewives as well as laundries like the product of the E. M. Clothes Bleach company, that concern has found it necessary to expand its equipment and put out its preparation for retail trade. It is one of Portland's newest manufacturing companies.

Even Alaska is sending representatives to Portland to take part in the eighth annual Buyer's week which began Monday, August 9. Between 1800 and 2000 people from all points of the northwest are expected.

Estimates on the apple crop for this year at Hood River have taken another jump in the past two weeks and it is now thought the harvest will be 65 per cent of the one in 1919. Fruit of unusually good quality is being looked forward to and preparations are being made for heavy export business.

Work has begun on the \$110,000 warehouse to be erected in Portland for the Chevrolet Motor company. This plant will be northwest distributing headquarters for the cars.

Deep down in the diggings of the old Sylvanite mines near Gold Hill, a hitherto untouched body of rich gold ore has been uncovered in such quantity that the future stability of the group is insured. The precious mineral was found at a depth of over 500 feet and yields from \$20 to \$50 to the ton.

Charting of wood-using industries of the United States is to be one of the first steps to be taken in the educational campaign to increase the market for northwestern lumber and its products. The report, which will be of great value in this state, will be completed in 90 days.

All export records in the history of Portland, Oregon, were broken last month when the total valuation of commodities sent to foreign ports during July reached \$8,033,099 or a gain of 296 per cent over the same period last year. Wheat, flour and lumber accounted for the greater share of this.

WILSONIAN IDEALISM REJECTED BY DEMOCRAT

Every day in the mail bag of Raymond Benjamin, assistant to National Chairman Will H. Hayes, in western headquarters at the Palace Hotel, is a bundle of letters from deserting democrats pledging their allegiance to Harding and Coolidge.

If a prize were to be given to the democrat giving the best reason for enlisting in the movement to return America to constitutional government, Benjamin would probably award it to the following confidential letter that arrived yesterday from a former prominent California Bourbon leader.

This man heads his brief statement with "Wilsonian Idealism" and then goes on to say: "Wilsonian Idealism is not permitted" to suggest that Woodrow Wilson is the man who put me into "ideal"? In fact he seems to have overdone the job, for in the Wilsonian "ideal" the "I" is the principal ingredient, and the "deal" does not much matter—any old "deal" is good enough for the other fellow. And yet, strangely, the "ideal" is permanent—it never passes; it is always "I-deal" and never "you-deal". What we need now, and what we are going to get, is an entirely new "deal".

"P. S.—I have been a democrat for years—my first vote was for Tilden in 1876. But I have no "go along mind" and refused to follow the Wilsonian deflection. "I am anti-league and believe that Lodge republicanism is near the democracy of my political forebears. I am now registered, and shall stay republican as long as issues remain as they are now joined."

No Divorces in the Philippines.

Though there is no divorce law in the Philippines there are no divorce cases to bring the law into courts, according to Miss Ramona Tirona, a young Philippine woman who has been sent to the States by the Philippine government to study the court system here. She is studying in New York City. In the Islands, according to Miss Tirona, there is a common court to try all cases instead of the separate courts, juvenile, domestic relations and the like, that we have in this country. "It is to decide whether the establishment of separate courts is adaptable and necessary in our country, that I came to study the system," says Miss Tirona. She is one of the woman students of New York who from the International Foyer of the Y.M.C.A., a center for foreign students at Columbia University which has women of thirty-three nationalities on its list.

Dancing at Cedarville Park Linnemann Junction, every Wednesday and Saturday evening 8:45. Popular prices. Union music.

When in doubt try a Want Ad.



There Is No Comfort in a Run-Over Heel

It rocks the body and does not permit the natural, easy poise which every human body possesses naturally.

Then, too, there's a jolt that is exhausting—

We build 'em up—put on rubber-cushioned heels—and while you wait if you prefer.

Carl Dahl

SHOE REPAIRING Phone 49

Phone 175. Auto Tops Recovered and Repaired. All kinds of Top Material and Curtain Windows. S. E. PALMQUIST AUTO TOP SHOP. Main Street, Gresham

31.8 MILES ON GALLON OF GAS MADE BY DORT

Palmquist & Southard, local agents for Dort cars, have asked that the following item from the Portland Telegram be published here. This test run was made a week ago and is a good proof of the economy which any Dort owner can get.

Thirty-one and eight-tenths miles to a gallon of gasoline is the mileage made last Friday morning by a Dort car driven by H. J. Wareham, Dort salesman for the Northwest Auto company. The car carried, besides the pilot, three passengers—Henry Hayek, Charles Young and the automobile editor of the Telegram, the latter as observer.

An even measured gallon of gasoline was emptied into a gallon tank fastened to the windshield in the regulation fashion, the car run out the Terrilliger boulevard out of traffic where it would be permitted to coast and before the gallon was exhausted the little Dort had run to Scappoose, on the lower Columbia river highway, and 4.4 miles beyond. The latter four miles drained the gas from the little tank faster than as if the test had been completed on the pavement.

As anyone who has driven to Astoria knows, the road leading from Scappoose to St. Helens is one of the roughest in the entire state of Oregon, and these four miles would no doubt have been stretched much farther if the pavement had continued. But the rough stuff was just what was wanted, as it showed what the little car would do under actual every-day road conditions.

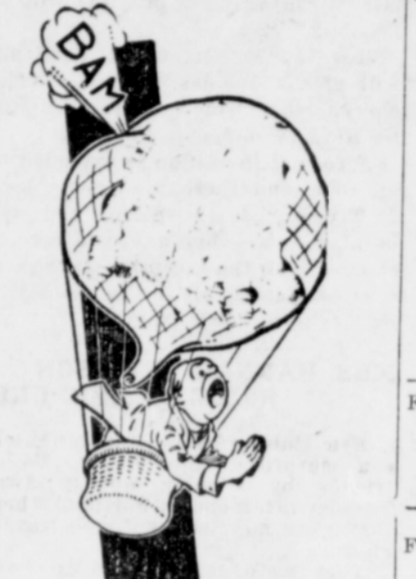
The usual methods of making gasoline tests were used on the trip, such as shutting off the motor on the hills and coasting down, as any owner should do if he has the saving of gas in mind. The Dort used was a new one and the speedometer registered just forty miles. Taking a car of the same make which had been broken in, greater mileage would have been secured, Wareham is sure. Probably there are very few owners who will take the trouble to release their clutch on the hills and take advantage of coasting, as did this driver, but this test and others made by other dealers shows what can be accomplished by a little care.

A London dancing teacher has been exposed as a thief. She was just out only on her toes but light fingered.

What does the old-fashioned girl who married him "just for a home marry him for now?"

CLASSIFIED ADVERTISING

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All down the line the Want Ads bring Quick Results. Read the Want Ad Column—you'll find it full of Bargains.

LIVESTOCK

COWS

FOR SALE—A-1 fresh cow. H. G. Lake, phone 425. 50

FOR SALE—One good family cow, coming in fresh next month. John Rublin, Gresham, Oregon. 49

FOR SALE—Two good cows and five selected heifers. Geo. Reynolds, Gresham. Phone 299. 11

FRESH HOLSTEIN COW for sale. J. H. Kesterson, Gresham, phone 89. 11

PASTURE FOR CATTLE, \$1.00 per month. W. A. Proctor, Phone 718.

FOR SALE—One registered Jersey cow, 4 years old, one registered yearling Jersey heifer, also one Chester White brood sow. F. W. Heitzman, Gresham, Stapleton farm. 47

SEVERAL GOOD FRESH COWS for sale. E. Baumann, Gresham, phone 901. 11

TWO FRESH COWS for sale. Mrs. N. E. Green, Gresham, phone 219.

GOATS

FOR SALE—Milk goats. Several does and one registered Nubian buck. Henry Lindor, Gresham, Oregon, R. 4, two miles southeast Linnemann. 56

PIGS

SMALL PIGS for sale. E. C. Lind, one mile northwest of Pleasant Home. Phone 46x1.

AUTOMOBILES.

FOR SALE OR TRADE—Excelsior motorcycle in good condition. A. Butz, phone 369. 49

MOTORCYCLE FOR SALE, or trade on good bicycle. M. Norby, Gresham, phone 55x7. 51

Storage battery repairing and recharging, starter and generator work. Raker & Son.

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PHYSICIANS PHONE Office 111 H. H. HUGHES, M. D. Hours—10-12 a. m. 2-4 and 7-8 p. m. Office, Withrow Building GRESHAM, OREGON

Office Phone 46 Res. Phone 618 GEO. INGLIS, M. D. Physician and Surgeon Office, over First State Bank Hours—1 to 6 p. m. GRESHAM, OREGON

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