

**GRESHAM OUTLOOK**

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

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ADVERTISING Rates reasonable. Our representative will call.

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

Entered as second-class matter March 2, 1911, at the Postoffice at Gresham, Oregon, under the Act of March 3, 1879.

1922!

Happy New Year.

The distinguished guest waits at the door.

Some begin the new year with a debauch of revelry.

It is a time for sober review and purposeful resolution.

Inventory your resources, throw the shelf-worn goods on the bargain counter and stock up for the best year of your life.

Plan to make 1922 a constructive year. The war is past. We are back as near as we may ever get to normalcy. It's time to forge ahead.

Eugene Masons have decided to build a Masonic temple costing about \$150,000. Kenton Masons are undertaking to erect a \$30,000 temple. How about Gresham Masons? There are faint rumors in the air here. About time to get down to something definite.

The Let's Go club of the Methodist church has suggested "fifty-fifty" as a good motto. Give something worth while—expect something worth while. Don't expect too much unless you are willing to do your part. It's only another way of saying, I'm willing to meet you half way.

The Oregon City Banner-Courier came out last week with a fine illuminated 12-page Christmas issue. The advertising carried was rather too heavy for the number of pages preventing a more attractive arrangement of the reading matter, but that possibly couldn't be helped. Altogether it was a fine business-like issue.

Since Whittlesey's alleged profane three-word reply to the German commander demanding the surrender of the lost battalion is now discredited, the question arises Did General Sherman ever really say what he is so often quoted as having said about war? It is easy to explain how the tradition started regarding Whittlesey's reply. The truth now comes out that he treated the German commander's request with silent contempt. That silence meant just what he is credited with having said.

**A HAPPY NEW YEAR IN TRUTH.**

Taking it by and large the Outlook believes the year 1921 was one of the best years of its knowledge. Not speaking of personal affairs (but taking a broad view of national and world-wide affairs, it believes the world has advanced in spiritual, educational, social and material ways which augur greater good for a more intelligent and civilized human race.

It has been a year of struggle for everyone. But that means growth and upbuilding. A greater energy dominates the race, and while that may lead to occasional clashes, it means a higher goal and greater effort to reach the heights.

It has been a year of suffering for many, but sympathy and a spirit of helpfulness have been developed and the world has advanced in the spirit of Christian brotherhood.

The storm of war that swept over the world has had a direful effect but it has been a great leveler of men and nations. Men have had to learn through strife and bloodshed what they should have learned in peace. And it is ever thus.

There are indications that the nations will have a better understanding and war will be less likely if not impossible in the future.

There will come a reaction from the present law morality and lawlessness and when it comes the enlightened peoples of the earth will take higher ground socially and morally.

Never in the past has a more promising day dawned upon the world than will come with January 1, 1922.

**CHRISTMAS NUMBER PRAISED.**

In a recent number of the Eastern Clackamas County News a much appreciated comment is made upon the Outlook's Christmas edition, by the editor, Upton H. Gibbs, who says, "It is a model of what a Christmas number of a country newspaper should be. The work was done entirely by Outlook's force, which affords striking testimony to the excellency of the workmen and the plant. The merchants by generous patronage of advertising space show that they appreciate Brother St. Clair's efforts. The News extends the heartiest congratulations to all concerned."

It is no disgrace to a highway robber to have been a minister.

**COUNTY COMMISSIONER PRAISES XMAS OUTLOOK**

Rufus C. Holman, chairman of the board of county commissioners congratulates the Outlook on its Christmas issue and expressed his best wishes to the paper and its many readers. His letter follows:

Portland, Ore., Dec. 12, 1921. To the Editor Gresham Outlook:—I want to congratulate you on the excellence of the special Christmas edition of your very worthy paper. It was high class in every respect and full of reliable and interesting information of the people, resources and industries which it so successfully serves and of the journalistic fields which it so completely fills.

May you and yours, as well as every one of your many readers, enjoy a happy and prosperous New Year.

Yours for progress, thrift and industry.

RUFUS HOLMAN.

**HOW SOME MEN DO IT.**

The business man who rolls up bank accounts in bad times as well as in good times is the business man who advertises all the time, but harder and stronger than ever in bad times. That's because he THINKS.

His thinking tells him that when times are good everybody has money and it isn't hard for him to reach as many customers as he needs to buy his stock of goods—say 50 out of every hundred people, or 50 per cent.

But when times are bad, perhaps only 50 people out of every hundred spend easily. He knows that where his average advertisement reached 50 spenders out of the hundred in good times, in hard times the same advertisement, with the same reaching power, will still reach 50 per cent of the 50 spenders, or 25. But that's only half of what he is accustomed to and needs; now he must have all or nearly all the 50 spenders in order to equal his good times business. So he girds up his loins, fixes up a bigger ad, a wallowing attractive ad, and if he doesn't reach all the 50 spenders, he comes pretty near to it.

That is the system of the biggest, shrewdest advertisers in America. You didn't see them cutting their ads this year. You just simply saw them making their advertisements bigger, stronger, more interestingly drawing. That's why they are rich—John Wanamaker, for instance.

And mind this: The figuring and the principle involved takes no account of whether the advertising is done in New York or Smithville. The figuring is done on percentages of people. The principle is the same whether your business has been accustomed to deal with 1,000 people around you or whether you have been accustomed to deal with one million people around you.

If you did a satisfactory business in a community of 1,000 in good times, you can do a reasonably good business in poor times. When few people have money, you must get a greater percentage of that few than you got before of the many. You do it by—

**Advertising.**

**Cold Frames Made.**

This is a good time of the year to construct cold frames for next spring's work. Get some 3 by 6 feet glass sash milled out so that when received it is ready to glaze and paint. Then make a frame to hold the sash preferably 18 inches high at the back and sloping to 12 inches in front. A good size for the frame is 3 feet wide by 6 feet long, though if more than one sash is to be used the frame should be made accordingly.—O. A. C. Experiment station.

**Better Works Needed.**

Father O'Leary was off to catch the Dublin express, and on the way to the station he met the bishop. "Well, what's your hurry?" said the bishop. "It's the Dublin express I'm after, your lordship," replied Father O'Leary. "The bishop pulled out his watch. "Well, he said, "there are seven minutes yet. Let us walk together and both catch it."

**HUSBAND'S STORY WILL AMAZE GRESHAM**

He says: "Adler-ika helped my wife for gas on the stomach and sour stomach in TWENTY MINUTES. It works beyond greatest expectations." Adler-ika acts on BOTH upper and lower bowel removing foul matter which poisoned stomach. Brings out all gasses and sour, decaying food. EXCELLENT for chronic constipation. Guards against appendicitis. Adler-ika removes matter you never thought was in your system and which may have been poisoning you for months. Gresham Drug Company.—Adv.

**THE LUSTED SCHOOL GAVE A DANDY PROGRAM THE THURSDAY EVENING BEFORE CHRISTMAS.**

The next meeting of the Parent-Teachers will be held at the school-house Friday evening, January 13, 1922. A pie social will be held and a fine program is being planned by the committee, Mrs. Meyers, Mrs. Studley and Miss Wilma Davies.

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A Want Ad. is a telegram to the reading public.

**WANTED—One good fresh cow and 100 young White Leghorn hens. State price. G. A. Noreen, Rt. 4, Gresham.**

**SEVERAL FRESH COWS for sale. C. E. Bramhall, Troutdale, Ore.**

**LOST—Durham cow. Muley. Wearing small bell. Notify Jack Saunders, phone 346.**

**FOR SALE OR TRADE—Registered Jersey bull 2 years old, Rosaline's Lilly's Catillon. His dam give six gallons of milk and tests 6.3. I guarantee this bull to be clean and right every way. W. J. Pharr, Boring, Oregon, one mile south of Cottrell station.**

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**55 WHITE LEGHORN hens and 20 pullets for sale. In fine condition. John Duley, Boring, Oregon.**

**PIGS FOR SALE. S. T. Lind, phone 28x1.**

**SMALL PIGS FOR SALE. From registered Chester White sire. P. Anderson, Corbett, phone 62.**

**FOR SALE—One registered Duroc boar, 15 months; one pure-bred Duroc sow, 18 months. L. Crumb, Gresham, Rt. A, Box 161, phone 52x6.**

**DISPERSAL SALE—Six pure-bred Hampshire sows, big type boar, and some young pigs, for sale cheap. Phone 251, Mrs. Marion Johnson.**

**AM DISPERSING eight registered Duroc bred sows, twenty weanling pigs and young service boar. Come look them over. Priced reasonable. H. C. Compton, Boring, Ore. Phone 95x.**

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**FORD TOURING CAR and FORD bug for sale. Both with good rubber and are guaranteed in good mechanical condition. Priced for quick sale. Enquire at Homan's Auto Pain Shop, Main street, Gresham.**

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**1919 CHEVROLET, mechanically perfect, new wheels, tires and top. \$275. Easy terms. John Bacon Third street, Gresham. Phone 1x1.**

**FORD TRUCK for sale or trade for cattle, 1918 model. Price \$150. Write E. Ekstrom, Gresham, Oregon, R. A.**

**REAL ESTATE, RENTALS.**

**FOR SALE—Small home in Gresham. Three lots 100x150 close in near Powell street. House has two large rooms; city water; price \$500; terms, \$150 cash; balance monthly or semi-monthly. Krider & Elkington, phone 2341.**

**FOR SALE—My 2-acre home on Cleveland avenue close to the Base Line road. Mrs. Henry Schurman.**

**FOR RENT—20-acre farm with 8-room house and large barn, about one mile from Pleasant Home on Bluff road. To be vacated February 1, 1922. For particulars write I. N. L. Shriner, Ashland, Oregon, 467 Scenic Drive.**

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**METHODIST Episcopal Church**

"The Church of the Warm Heart." ALBERT S. HISEY, Pastor.

**The Week's Services**

Church, 11 and 7.30 Sunday School, 10. Epworth League 6.30.

Mid-week service, Wed. 7.30.

Choir, Thurs., 7.30.

Good music at every service. Make it 50-50—help and be helped. A WARM WELCOME for you.

**Special Communication of Gresham Lodge No. 152, A. F. & A. M., Wednesday, January 4, at 7 p. m. Labor in E. A. degree. Visiting brothers welcome.**

W. L. GORSAGE, Sec'y.

A. F. HAMMAR, W. M.

**POWELL VALLEY**

Mrs. Frank Gustafson spent the day Monday with Mr. and Mrs. Jno. Palmblad. Callers in the afternoon were Mr. and Mrs. Paul Palmblad, Mr. and Mrs. David Palmblad and son Donald of Oak Grove, and Mrs. John Unis of Portland and Miss Ellen Unis.

Mr. and Mrs. Swan Magnuson and family spent Wednesday with Mr. and Mrs. John Palmblad.

Guests at the home of Mr. and Mrs. Frank Gustafson Wednesday evening were Mr. and Mrs. Chas. Palmblad and family, Mr. and Mrs. Albert Palmblad, Chas. Unis and daughter, Miss Ellen, and Ed. Suckow.

The Misses Hilma and Esther Truedson called on Ellen Unis Thursday afternoon.

The young people of the Swedish Mission church will hold a social at the church on Saturday evening, when a program will be given and refreshments served. The meeting will terminate in a watch night service at midnight. On Sunday, January 1, the pastor, the Rev. O. F. Larson, will preach at the usual hour in the morning following the Sunday school. Swedish services will be held in the evening.

The Misses Edith Wright and Amy Gustafson and Russell Gentry planned a surprise birthday dinner for Mrs. Alta Gentry Thursday evening which was a complete success, both from the standpoint of the dinner and of the surprise. Mrs. Gentry on her return from work entered the kitchen to find everything dark and upon opening the door to the dining room she saw to her surprise the table artistically arranged with covers for four, with fried chicken, birthday cake and all the trimmings of a real birthday dinner.

**CEDAR AND VICTORY**

Mrs. Tillie Sarver of Portland is a guest of Mrs. I. T. Wood. Mrs. Sarver and Mrs. Wood have been friends since they were girls.

Miss Mabel Wood entertained a number of friends at her home Tuesday evening. The evening was pleasantly spent in games and music. Those present were Miss Oriene McCollough of Portland, who had been spending a few days with Miss Wood, Miss Mary Jane Collier, also of Portland, Cecil Duke of Sandy, Mrs. Ethel Ellenberg, Miss Gladys Miller, Robert Miller and Wm. G. Fritz.

Mrs. Geo. Hayden and Miss Mabel Wood are attending the State Teachers' association in Portland this week.

**LUSTED**

The Lusted school gave a dandy program the Thursday evening before Christmas.

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**MISCELLANEOUS**

**LOST—Crank to Overland car, on Bull Run road east of Gresham. A. Sester, Gresham, phone 1651.**

**FOUND—Package of fancy work. Inquire of Mr. Adrian, Gresham Theater.**

**LOST—Between Gresham and Powell Valley store, two Dodge side curtains and a man's hat. Dr. A. Thompson, Gresham, phone 316.**

**ROLLER CANARIES FOR SALE, cheap. Mrs. Clarence Cathey, phone 97.**

**FOR SALE CHEAP—One Peter's 3-way pump with extra cylinder and rods. On Base Line road, one-half mile west and 600 feet south of Barker road. E. H. Cook, phone Tabor 6483.**

**CLASSIFIED, BUSINESS AND PROFESSIONAL ADS.**

**LIVESTOCK**

**HORSES**

**FOR SALE—A good heavy team. John Brown, phone 2501. tf**

**FOR SALE—Three thoroughbred Belgian colts, 2-, 3- and 4-year olds. C. Minsinger, 210 Board of Trade Bldg., Portland. Phone Aut. 532-88.**

**COWS**

**TAKEN UP—2-year-old dark Jersey heifer. J. A. Hite, 3 miles north of Boring, mile southwest Pleasant Home.**

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