

**GRESHAM OUTLOOK**

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

One year, \$1.50, six months, 85c, three months, 50c. Single copies, 10c. Combination rates with all the Portland papers, Weekly Oregonian, Weekly Journal and Oregon City Enterprise.

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 3, 1911, at the Postoffice at Gresham, Oregon, under the Act of March 3, 1879.

**TOO WELL KNOWN TO ADVERTISE.**

A wide reputation is a good thing especially if it is a good reputation, but it takes constant advertising to keep one's name and claim before the public. The Outlook tries to be moderate and reasonable about the amount of advertising a merchant should use and the ways he should distribute it. The old drive is true, however, that if a business isn't worth advertising it isn't worth much and will soon be worth-less.

There are, of course, poor, careless, expensive and objectionable ways of exploiting one's name and business, and they should be avoided, but there are many legitimate and profitable methods.

The merchant referred to in the following story may have been wise in rejecting the spectacular method proposed but the banner salesman drove home a lesson that is worth considering.

It was the purpose of the elephant-banner man to induce a local merchant to pay a suitable sum of money for having a short, snappy advertisement painted on banners to be draped on the sides of one of the big elephants that marched in the parade.

He went to see the proprietor of the town's biggest dry goods store. This man was pleased over his own business success and was as sure of himself as the Angel Gabriel.

"No," declared the merchant, "we don't need any elephant to tell the people where our store is. Every man, woman, or child for miles around knows where Brown & Brown are located. It isn't necessary to advertise much any more."

"How long have you been in business?" inquired the elephant-banner salesman.

"About 18 years," was the proud reply.

"And how long has the Methodist church been here?"

"The Methodist church?" repeated the merchant, wondering what that had to do with it, "why, I guess there's always been a Methodist church in this town. Oh, that church up on the hill has been there ever since the town was laid out—60 years, I reckon, anyhow."

"All right," went on the circus man, "and now let me ask you one more question:

"Isn't it a fact that the Methodist church, after 60 years of successful operation here in town, still rings its bell regularly every Sunday morning?"

If you are a taxpayer you should give the high school the benefit of your presence and careful vote on Monday night, July 24, at 8 o'clock. Don't say, "Let George do it," unless you are willing to be one of the Georges. It is your responsibility. Be present.

**Bankers Oppose Measure.**

At the Tuesday morning session of the bankers' convention, the bankers went on record as opposing the Grange income tax and the Albright interest reduction bill, which will be on the November ballot.

**Ignition Expert.**

\$25 will be given to him who proves that I can not find the deficiency of his machine on starting, lighting and ignition. Main street Garage. Phone Gresham 1228.

**BIDS WANTED.**

Sealed bids will be received by the undersigned at Portland, Oregon, Rt. 1, Box 823, until 8 p. m., July 20, 1922, for a heating plant to be installed in the Lynch schoolhouse. Also for plumbing as per specifications furnished by the clerk. Bids will be opened at a meeting of the board to be held in the Lynch school, Barker and Section Line roads, at 8 p. m., the same day. Contestants will be given the privilege of explaining the merits of their goods.

The board of directors reserve the right to reject any or all bids.  
R. H. CONFREY, School Clerk.

**NOTICE OF FINAL ACCOUNT.**

1922.

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

In the Matter of the Estate of Reine Rivers Stoner, Deceased.

Notice is hereby given that the undersigned as executor of the last will and testament and of the estate of Reine Rivers Stoner, deceased, has filed his final account as such executor in the Circuit Court of Multnomah County, State of Oregon, Department of Probate, that Monday, the 21st day of August 1922, at the hour of 9:30 o'clock in the forenoon of said day and the court room of said court has been appointed as the time and place for hearing of objections to said final account and the settlement thereof.

THEODORE BRUGGER, Executor.

McGUIRK & SCHNEIDER, Attorneys for Executor.

Date of first publication, July 21, '22. Date of last publication, Aug. 18, '22.

**EXTRA SPECIAL**  
59.55 acres—18 under cultivation—some bottom land and timber, spring water and ram, 4-room house, barn, chicken run, orchard, berries, East of Sandy river near Springdale. Only \$4000, one-half cash; balance 6 per cent.  
Stock and equipment at bargain price.  
B. W. THORNE, Bank of Gresham.

Office Hours: 9 to 12 a. m. Phone Gresham 1241  
Residence Pullen Road Near Rockwood  
**Dr. W. R. Anderson**  
CHIROPRACTOR  
Consultation Free. Gresham  
Howitt Bldg., Gresham



**Presto!**

A lighted match to the wick and your oil cookstove is instantly ready. It concentrates clean, steady heat directly on the cooking utensil.

No coal or wood to lug, or ashes to shovel out—a clean, cool kitchen free from dirt and smoke.

To obtain best results, use Pearl Oil—the clean-burning, uniform kerosene—scientifically refined and re-refined by a special process.

Pearl Oil is sold by dealers everywhere. For your own protection order by name—Pearl Oil.

**STANDARD OIL COMPANY**  
(California)

**PEARL OIL**  
(KEROSENE)  
HEAT AND LIGHT

STANDARD OIL COMPANY (California)

**keep friction where it belongs**

Friction consumes power and develops heat and wear. Sometimes friction is utilized. In the automobile the friction of the clutch transmits the power of the engine to the rear or driving wheels, the friction of the tires and the road surface propels the machine, and the friction of the brakes stops the car. Friction should be confined to the parts named (the clutch, the tires and the brakes), if possible.

Lubricating oil used in the automobile to prevent friction between all moving parts in direct contact has friction within itself. This friction has to be overcome by and uses up engine power. The heavier the oil the more its internal friction, the less power it leaves for useful work.

**Increasing Power, Speed and Gasoline Mileage**

It may be proved that as much as 20% of the power at the driving wheels may be lost through the use of an incorrect oil.

The ideal oil is the thinnest oil which will keep the bearing surfaces separated and at the same time offer in itself the least frictional resistance to the engine power going to the driving wheels.

In addition, this oil must have stability to resist engine heat, and it must be pure.

Zerolene meets the conditions perfectly. Made from selected crudes by our own patented high-vacuum process, it has great "oiliness," which causes it to cling to bearing surfaces while offering in itself a minimum of frictional resistance to the engine power; it has great stability to resist engine heat, and it is pure.

Zerolene reduces friction, and permits the development of the maximum power, speed and gasoline mileage of the car.

*Board of Lubrication Engineers*  
STANDARD OIL COMPANY (California)

**more power & speed ~ less friction and wear ~ thru Correct Lubrication**

Phones: East 7102; Gresham 355  
**AT YOUR SERVICE AT ANY TIME**  
Your Patronage Solicited  
**MORGAN BROS. TRUCK SERVICE**  
Moving and General Hauling 124-6 Union Avenue  
Wood, Coal and Briquets Portland, Oregon

**CLASSIFIED, BUSINESS AND PROFESSIONAL ADS.**

**USE WANT ADS**

To Rent Rooms To Find Help To Recover Lost To Find Buyer To Find Seller To Sell Furniture To Search for Employment

An ad in the Want columns will reach thousands of people in a few hours

**LIVESTOCK**

**HORSES**

WILL PAY \$50 to \$60 for good milk cow. Phone 106 or write Box 302, Gresham.

FOR SALE OR TRADE one good gentle mare. Works single or double. D. James, Powell street, Gresham, Oregon.

FOR SALE—1400-pound bay mare, gentle, steady worker, true puller. A bargain at \$75. J. Suhr, on upper Troutdale road.

**COWS**

WILL TRADE one or two good family cows for horse; weight 1300 or 1400. S. T. Lind, phone 28x1.

A GOOD FAMILY JERSEY COW for sale. Three to four gallons daily. Mr. Chris Enabitt, Boring, R. 2.

FOR SALE—One 3-year-old Jersey cow and her 15-months-old heifer, also her thoroughbred 4-months-old heifer calf for \$150 this week. Fine milk and uncommon butter cow. A. Powell, Troutdale, Ore.

REGISTERED SHORT HORN BULL for sale. Also cows. J. N. Dugger, Boring, Oregon, Rt. 2.

TAKEN UP—Jersey heifer, July 9. Has bell fastened to a ring on a strap. One long horn and one short horn. Solid color. Owner may have same by paying for feed and ad. P. B. Eder, phone 378.

TWO COWS for sale. One Holstein and one Holstein-Jersey. B. E. Boice, Troutdale, Oregon, R. 2, phone Gresham 15x4.

SEVERAL GOOD FRESH COWS for sale. E. Baumann, Gresham, phone 2441.

**PIGS**

PIGS FOR SALE. S. T. Lind. Phone 28x1.

**POULTRY**

20 YOUNG BRONZE TURKEYS for sale. Six weeks old. Reasonable. B. E. Boice, phone 15x4, 1/2 mile north Base Line on upper Troutdale road.

Real Estate, Rentals, Loans.

WANTED TO RENT—25 or 30 acres with good barn and water system. Call 1561, Outlook office.

TO LOAN—\$500 at 8 per cent on real estate. Write Box 185, or phone 793.

FOR SALE—Three lots, high, slightly, good drainage in one of best residence sections of Gresham. For a short time only, \$550. See D. S. Johnson, owner.

WANTED TO RENT—House near Gresham where Portland telephone may be installed. Couple can give best references. Address Box 128, Gresham.

Insurance  
Wood! wood! Insure your wood anywhere with John Brown. Phone 2501.

FOR RENT OR SALE—New 3-room house 50x100 lot, corner Fourth and Hood streets. Joe Melugin, Gresham.

FOR SALE—Four choice one-acre residential lots on Wallula avenue. Finest house locations in the city. Terms to suit the buyers. W. F. Honey, Gresham.

FOR SALE—14 acres, nearly all bottom land, all fenced, creek, gravel road. One-fourth mile to depot. Will sell at a bargain. John Brown, phone 2501.

SEVERAL NICE HALF-ACRE tracts in Kirkland addition, Gresham, for sale at reasonable price. Cash or terms. S. S. Thompson, owner. Phone 1947.

FORTY-ACRE FARM for sale. 4 1/2 miles east of Gresham. A. B. Wood, R. A. Box 333, Gresham.

**PLANTS, SEEDS, ETC.**

FOR SALE—20 tons A-1 horse hay. Phone Tabor 7505. Geo. E. Barr, Troutdale, Rt. 2.

WANTED—Long rye straw for stuffing horse collars, will buy small or large quantities. Inquire or write P. Sharkey & Son, 53 Union Ave., Portland, Oregon.

KALE PLANTS for sale. John Eggelman, Boring, Ore., phone Gresham 393.

**AUTOMOBILES**

OLDSMOBILE—Four cylinder roadster. A-1 shape, new tires. Cheap. C. F. Gossett, Boring, R. 1, on Bull Run line at Mabery.

**IMPLEMENTS**

WANTED—Second hand riding cart, for harrow. Ed. Anderson, phone 285.

FOR HAY BALER call E. J. Drueger, Gresham, phone 1603.

**MISCELLANEOUS**

WE TAKE STOCK in pasture. Roth and Steudler, R. 1, Box 3, Troutdale, Oregon.

WANTED—One-horse light spring wagon. J. T. McCulloch, phone 296.

LOST—Auto cushion, between Gresham and Sandy on new highway, Friday, July 7. Finder leave at Outlook office. Reward.

CUTHBERT RASPBERRIES, 4 cents pound. Come and pick them yourself. Not on Sunday. One-half mile south of Cotton station. Phone 91, Clarence Cathey.

CORDWOOD FOR SALE. Large second growth. Bargain price on summer orders. Also alder, maple and down timber. Phone 91, Clarence Cathey.

FOR FIRST AND SECOND GROWTH fir wood, call Gresham 849. Lee Evans.

SILO COMPLETE for sale, all one No. 10 Smalley ensilage cutter. E. Baumann, Gresham, phone 2441

CORDWOOD for sale. First-class, old growth fir. Delivered in Gresham. L. E. Craswell, Gresham, phone 343.

NO. 1 OLD GROWTH FIR WOOD, \$7.00. Dead wood, \$6.00. G. Reeder, phone 97, Gresham.

**Bids Wanted.**

Sealed bids will be received by the directors of School District No. 4, Multnomah county, Oregon, for the furnishing and delivery of 50 cords first growth fir wood at Gresham Grade School on or before September 1st, 1922; bids to be in by July 25th, 1922.

Board of Directors reserves the right to reject any or all bids.  
C. J. LUNDQUIST, Clerk  
School Dist. No. 4.

**750 00 MILEAGE**

Time for MODERN CRANKCASE CLEANING SERVICE

Calc. Flushing Oil and Zerolene for safe, thorough cleaning and correct re-oiling. At dealers who display the sign.

STANDARD OIL COMPANY (California)

**TIRES**

Buy tires at home and save time, money and trouble.

Personal Service Full Guarantee

MASON TIRES.

Bentley's Tire Shop Main Street

**SAND and GRAVEL**

Quickest Service. Lowest Prices. Best Material.

KNARR & SON Troutdale, Ore. Phone Gresham 489

**E. P. SMITH**

Expert Saw Filing

Window Screens made to order. Shop on Wallula avenue. Will come and take measure. Phone 51

**Contractor, Builder**

General Carpenter Work and Cabinet Making Long Experience WORK GUARANTEED

L. J. WINTER, Gresham

Auto Tops Recovered and Repaired. All kinds of Top Material and Curtain Windows

S. E. PALMQUIST AUTO TOP SHOP Main St., Gresham. Phone 1235

**PHYSICIANS**

PHONE— Office 1261

**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 123

**GEO. INGLIS, M. D.**

Physician and Surgeon Office, over First State Bank Hours—1 to 5 P. M. GRESHAM, OREGON

Phone 167x1

**Emily F. Bolcom, M. D.**

Physician and Surgeon for Women and Children Gresham, Oregon

**A. W. BOTKIN, M. D.**

Physician and Surgeon Office over First State Bank Hours 2 to 5 P. M. Phones—Office 1271; Res. 127x Gresham, Oregon

**H. V. ADIX, M. D.**

Physician and Surgeon Office over Bank of Gresham Office phone 1431 or 179 Res. 1433 With Dr. W. J. Ott Best phone for appointment

**Dr. Mary F. Becker**

CHIROPRACTOR Electric Therapy, Electric Sweat Mineral Baths. Hours: 10 a. m. to 5 p. m. Library Block, Gresham Phone 122x

**DENTISTS**

Phones: Office 2184; Res. 2185

**DR. W. J. OTT**

Dentist Nerve Blocking Dental X-Ray Office over Bank of Gresham

**DR. H. H. OTT**

Dentist Withrow Bldg. Gresham, Ore. Phone 1263

Phone 123x

**DR. B. H. PEDERSEN**

Dentist Office over Gresham Theater Office Hours 9 to 4 Gresham, Oregon

**ATTORNEYS**

Gresham 517 Broadway 32

**McGuirk & Schneider**

Attorneys at Law At Gresham Office, Tuesdays, Thursdays and Saturdays Gresham Office, Withrow Bldg. Portland Office, 606-15 Fenton Bldg.

**MUSICIANS**

Florence M. Honey

Piano Studio First State Bank Bldg. Phone 2111

**Frieda E. Bratzel**

Teacher of Piano Private or Class Lessons Relaxation, Hand Development, Scale Building and Musical Analysis. Studio, Ridge Ave. near Lawrence Gresham, Phone 791

Teaching Every Saturday.

**John W. Oliver**

Violin Teacher Call or phone 177, Saturdays Studio at home of D. M. Roberts Second and Roberts Av., Gresham

**INSURANCE**

SEE—

**JOHN BROWN**

Pioneer Real Estate and Insurance Life, Fire, Automobile, Health. SATISFACTION GUARANTEED Office 2501 PHONES Res. 513 Regner Building

**JAMES ELKINGTON**

INSURANCE Accident, Surety Bonds, Fire, Automobile, Life, Health Plate Glass. Office on Main Street PHONES Res. 68

**Insurance - Real Estate**

Accident, Health, Automobile Oregon Fire Relief Assn. Oregon Life Insurance Co. **B. W. THORNE, Agt.** GRESHAM, OREGON Ofc 1291 Phones Res. 1957

**Maxwell Schneider**

PHOTOS PICTURE FRAMING Main Street Gresham Phone 541

**AUCTIONEER**

**W. S. WOOD**

Auctioneer VANCOUVER, WASHINGTON Farm and Stock Sales a Specialty Phone Vancouver 614, or Gresham Outlook 1561

**AUCTIONEER**

**J. H. Dutcher**

Gresham, Oregon Farm and Stock Sales a Specialty Phone 1141 or 1561

**For Lumber**  
Call 351  
Rough and dressed Lumber delivered anywhere with truck  
**RIDGE LUMBER COMPANY**  
12 miles East of Gresham  
TROUTDALE, OREGON