

GRESHAM OUTLOOK

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Talk less; think more; do more.

DRIVE SLOWLY.

These are days of speed. Everybody is fired with an ambition to "get there" as fast as possible. It is little wonder that this is so when man is put in possession of a means of conveyance of almost unlimited speed and given hardsurfaced roads that stretch for miles into the country, inviting the limit of speed.

Any careful driver will admit that bursts of reasonable speed under certain conditions are safe but the trouble with too many drivers is they do not know what are unsafe conditions. In other words, they do not think. The average mind hasn't kept up with the development of speed possibilities of the automobile on modern highways and city streets. The hand or the foot, the unthinking members of the body, too often govern the speed of the machine, not the mind. Men act on impulse—and think afterward.

The many accidents reported, and the sad fatalities in connection with them, are so solemn reminders to the thoughtful that there are many unsafe drivers. It throws a scare into those who do drive with careful judgment. They may be ever so careful but never know what some fool driver is going to do.

The Outlook offers this advice—Slow up speed; speed up thinking.

THE POPPY MEMORIAL.

The crimson poppy, made of silk or crepe paper, is coming to be the significant emblem of Memorial Day, since it is the badge worn all over the United States to commemorate those who fell in Flanders Field, the home of the poppy. The custom has come to include in its thought all soldiers who gave their lives in the great war, at least all American soldiers.

The sale of poppies, like the sale of Christmas seals, is a means of raising funds for carrying on the work of amelioration among disabled veterans. The flowers are made by soldiers in the hospitals, who receive a part of the returns, the remainder going to the Women's Auxiliary, local, state and national. In the end it is all used for the good of the cause.

USE CAUTION, BUT NOT TIMIDITY.

Herbert Hoover, Secretary of Commerce, gives sound advice in summing up the manner in which we should hold onto prosperity. The most encouraging note in his remarks of course lies in the fact that so astute an economist should state without qualification that prosperity is with us, that it can be preserved, and that the existing business conditions are not in any sense comparable with the wasteful boom conditions of 1920.

Secretary Hoover calls for caution, for confidence, for courage, and marks emphatically the difference between caution and timidity.

This is a warning that might well be taken to heart by every local merchant in the land. Caution means sound buying and courage demands a realization that goods can be marketed.

He points out that efficiency in production has increased from 10 to 15 per cent per capita since the period immediately preceding the war. Mathematically it means that America could supply each person the same amount of commodities consumed ten years ago and yet lay off 2,000,000 people from work. The answer is greater consumption which in turn means that the selling efficiency must be brought to measure to the standard of increased productivity. The live, courageous and progressive merchant has sound prosperity before him.

FOR A RAINY DAY.

(By Uncle John)

Unless I'm poor at guessin' there ain't a grander blessin' that's sent to cheer this anxious world of ours. When the farmer starts to frettin' and the medder needs a wettin'—the thing that helps the bettin' is the showers. I've saw a heap of weather—takin' years, an' years together,—an' I reckon I have et my sheer of dust,—and I've allers been befriended, when the fervid drouth was ended by a copious an' splendid thunder-gust! And I've never had it fall me, when the prickly heat would all me,—I'd do my level best to not complain, for I know my blessed Master watches o'er His earthly pastur' and will jugulate disaster with a rain.

In spite of their devotion, there's some that get the notion that fortune or misfortune's only luck,—but it's been my observation, there's a mighty close relation between a man's salvation—an' his pluck!

An' so, in rainy weather, I never wonder whether we face annihilation by the flood,—but I keep my spirit happy with a rhyme that's nice an' snappy, though my cloze is wet an' flappy with the mud!

A. B. ELLIOTT

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THE AWFUL TOLL. Recently seventy-six children, parents and friends lost their lives in Camden, South Carolina, at a school entertainment in a wooden building because an oil lamp fell from its rickety fastening.

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THE AWFUL TOLL. Recently seventy-six children, parents and friends lost their lives in Camden, South Carolina, at a school entertainment in a wooden building because an oil lamp fell from its rickety fastening.

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