

STATE MARKET AGENT URGES NEW METHODS

C. E. Spence, state market agent, says there is one way, and apparently only one present way, for the farmers of Oregon to make their industry permanently profitable, and that is by united effort—by operating as the big industries of our country operate.

There is at present apparently only one way for the consumers of Oregon to buy food and other necessities at fair prices, and that is through the same means—strong cooperative organization.

The growers receive but one-third of the average price paid by consumers—so states the U. S. Department of Agriculture.

Between the grower and the consumer are too many classes of markets, too much duplicate distribution, too many middle profits, none of which add a dime of value to the products.

If many of the middle expenses and profits were eliminated and divided between the producer and consumer, both would be greatly benefitted.

The amazing success of California in controlling farm products from the hour they are harvested until they reach the consumer, is awakening the farmers of the entire nation to the necessity of cooperative marketing to save themselves. One-half of the total products of that great state are controlled by cooperative organizations, and the business men of the big cities of the state work hand in hand with the growers to make their organizations powerful.

Oregon is far behind California and Washington in this movement, and its eight organizations do not control enough of the products to have needed market strength.

The purpose of the new state market agent law is to help the producers of Oregon to organize and control their industry—to enable them to deter-

mine the selling price of their products and to maintain prices which will guarantee them living profits.

State associations naturally follow successful local organizations, and national associations are the final step.

The first important step of an association is strong membership. Twenty per cent control of a product cannot maintain prices, but 60 per cent is a dominant power.

Management is of greatest importance. Men at the head of the organization must be fitted for the work, experts capable of developing efficient and economical sales machines to market the products at the highest possible price. Then with standardization, established grades and brands, such organizations can win—not so much in controlling the market, but through scientific distribution maintaining prices by eliminating flooding.

Oregon producers must come alive to the absolute necessity of cooperative organization in marketing if they would prosper. They must run their own business—it is their only hope.

The business interests of the cities of the state are realizing that the first fundamental for success—business life is based on successful farming. They know they cannot prosper when the producers are going broke. Their success depends on the prosperity of the surrounding country, not on the profits of the broker. They are realizing that they must also cooperate with the farmers for their own interests. They are ready to help. The state market agent stands ready to help.

Yes, Bo.

Wilbur—"Pa, who are people talking about when they say 'One in a million'?"

Father—"Son, they refer to folks who of their own free will go to a dentist every three months to have their teeth gone over."

Adds add to your ad-antage.

GRESHAM LOCALS

Mr. and Mrs. C. M. Harrison received a telegram today announcing that former friends and neighbors, the Rev. Jesse Stout and wife of Martinsville, Illinois, are expected to arrive here tonight for an extended visit and to see points of interest in the great northwest.

The first berry pickers' concert of the season at the Strong berry pickers' camp was held last night, when about 500 were present. Guy D. Jones and Miss Ruth Heinrich were among the artists on the program and the rest of the numbers were supplied by talent in the camp, excepting a mouth organ trio by Edward, Ray and "Dad." A short one-act play was put on. These concerts will be put on every Thursday during the berry season.

Mr. and Mrs. Roy Kern and daughter Florence, Dr. and Mrs. Webb, Mr. and Mrs. Holmes and children all of Mt. Angel, Mrs. A. B. Kern of Buffalo, New York, and Mr. and Mrs. M. D. Kern spent Sunday at Dodge Park. Mrs. A. B. Kern who has been here for the past two weeks left yesterday on her return trip to New York. She will stop for a while at Yellowstone National Park.

Mr. and Mrs. Geo. Page and children and Mr. and Mrs. C. J. Lundquist and son Marvin motored to Government Camp Sunday.

Mrs. F. D. Axtell introduced John Gantenbein's children to the Columbia highway recently when she took them to the Cascade Locks for an enjoyable trip.

Miss Rose Potter is assisting Mrs. Gertrude Schanno at the confectionery.

Mrs. Albert Adkins, daughter of Mr. and Mrs. John Brown, and small daughter Betty Marie, of Heppner, are visiting in Gresham.

The case of the State versus Richard Williams which had a preliminary hearing before Justice Brown last Friday resulted in binding the defendant over to the grand jury.

At a meeting of the local national guard company last night it was voted to confer the rank of second lieutenant on Ellsworth Raker, who will take the place left vacant when Dave Evans moves to Eugene in the near future. The latter will probably be transferred to the Eugene company.

Mrs. Violet Thornton and daughter Evelyn left last night for Detroit, Michigan.

Miss Doris Zimmerman spent the week-end in a delightful visit at "Riverby," the beautiful home of Wm. Finley, noted Oregon naturalist, at Jennings Lodge, the guest of his daughter, Miss Phoebe Finley.

Louie Maulding underwent an operation Saturday at the hands of Dr. Dillihunt, head of the Shrine hospital, for the correction of lameness resulting from infantile paralysis. The operation was considered highly successful and Louie is expected home in the near future.

C. E. Rice, formerly an instructor in the old Gresham high school, looked up old acquaintances in Gresham Saturday.

Frank H. Frakes of Portland spent Sunday with Mr. and Mrs. Leslie St. Clair.

Seventh Day Adventists will hold a service in their hall in the Carlson building on Friday evening at 8 o'clock, when Elder F. S. Burch of Laurelwood academy will preach. All are cordially invited.

The second front porch concert at the H. W. Strong berry ranch will be held on next Thursday evening at 7:30. This will be by camp talent, with Guy D. Jones and Miss Ruth Heinrich assisting.

The ladies of the Baptist Guild have taken over the cafeteria on the fair grounds and will conduct it through the entire week of the fair. Their service in this respect was very satisfactory last year and the arrangement assures a repetition of the same this fair time. The ladies are trying in this way to aid their church enterprises.

Sisters Are Reunited.

From D. E. Frazier of Estacada comes the announcement that he has definitely located his younger daughter, Hazel, whom he had not seen for ten years, and that a happy meeting has taken place between her and the older sister, Sarah, whose home is at Estacada. When the sisters were separated the younger was six and the older 10 years of age and neither can recollect but little of their childhood days. Hazel is adopted and lives in Sandy. Both are happy and will try to keep in communication with each other. Mr. Frazier did not inform the Outlook of the surnames of his daughters.

Grease on Stove.

If grease is spilled on the stove, sprinkle the place with salt. This will prevent an odor of burning grease.

Washing Woodwork.

When washing woodwork, cold water is very preferable to warm. This because it does not soak in the wood as much and therefore dries more quickly.

Piano Tuning.

Satisfaction guaranteed, \$3. Fred B. Jones, phone Gresham 1891. tf

Regular meeting of Gresham Lodge No. 125, I.O.O.F. in the Odd Fellows hall, every Thursday evening. Brothers welcome. ARTHUR H. HENSLEY, N. G. C. A. HILL, Secretary.

GRESHAM MAN WRITES FROM LOOKOUT MOUNTAIN

W. C. Burch, in charge of the station on Lookout mountain in the Columbia National forest, left early this month for his station and has written the Outlook an interesting account of conditions there. His letter is as follows:

"Arrived at my destination on July 2. It rained for several days but has changed to east wind and is quite warm. It is getting quite dry and there is considerable danger from fire, but we are keeping close watch. It isn't very bad for smoke yet, so we can see the high peaks towering in the distance.

"We have been testing out flashing from one peak to another with fairly good success. I flashed Red mountain, another station 15 miles distant, and received an answer. We were testing our machines. If we are out one degree in twenty miles it will probably put the rangers' machines to one side or the other a considerable distance, so we must be accurate.

"The Wind river district has about 160 miles of phone lines and the Columbia district 350 miles, with 200 miles of trails, so you can imagine that it is costing our government a great deal to maintain and preserve the forests.

"If I discover a fire and want to call the patrol in I fire two heavy shots of powder. As soon as possible they are at the phone and away on the fire, a pack train hard after them with supplies and extra tools. There is no sleep and not much to eat until the fire is under control, unless there is plenty of help. In that case the men work in relays. But don't think the forest service does not board their men well, for they have the best that can be bought, but on a fire it is quick and hard work. They go any time at night or day. It is almost impossible to control a fire in this burn after it is well started and with a wind to fan it. I have known of having 120 men on one fire falling snags to make a fire trail to fight from. That is why they are so particular about campers coming here. In the dry season they must get permits and state where they want to camp and how long. I can look down on the north side of the mountain and see the pack train winding its way over to the trail camp 15 miles west with supplies for the men.

"Wind river district has four lookout stations, Lookout mountain, Gumbot mountain, Red mountain and Observation mountain. About the whole thing in finding and reporting fires is in our hands, so it behooves us to be always on the watch, day and night.

"The Columbia national forest is in three districts, namely Guler, Spirit Lake and Wind river. Mr. Wright of Portland is supervisor of the whole, with rangers at each station with assistants.

"If nothing happens there will be a large crop of huckleberries and with the berries comes a crop of bears from the bushes to feed."

EFFICIENCY CHART.

An efficiency chart for automobile and man has been prepared by the Indiana State Board of Health, which has been given to the Oregon public by Dr. Frederick D. Stricker of the Oregon State Board of Health. It is as follows:

A good car and skillful driver is essential for a good automobile trip. A healthy body and a pure soul is essential for a good life journey. Your body is the automobile for your soul.

Life is a journey of body and soul. An automobile must have care—so must your body. Compare them and note the similarity.

The Automobile—You.

Good gas—Good food. Clean spark plugs—Clean teeth. Clear headlights—Good eyes. Tuning and adjusting—Outdoor exercise.

Full air pressure—Good posture. No carbon—No constipation.

Keep clean and oiled—Frequent baths and plenty of sleep.

Good mixture—Balanced ration—vegetables, fruits, etc.

Don't choke engine—Chew food thoroughly.

Strong steering gears—Strong will power.

Humming motor—Cheerfulness.

Keep radiator filled—Drink plenty of water.

Good brakes—Self control and self reliance.

A hot spark—Ambition.

Good bearings—Perseverance and courage.

Good lubrication—Fair play and tolerance.

Strong axles and frame—Stamina.

Well balanced mechanism—Even temper.

Rolls easy—Plays well.

Good hill climber—Hard worker.

The horn does not increase the power and is disagreeable to others—Don't boast.

A tiny speck in the current breaker can kill the engine—A tiny germ may cause fatal illness.

A skillful and careful driver will avoid all dangers and complete his journey safe and sound—A strong character will be master of his body and deliver his soul undefiled at the end of life's journey.

What you want, when you want it, as you want it—Want ad. it.

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GRESHAM OREGON

Maybe the reason that children don't stay at home nowadays is because their parents are out in the car or seeing the movies.