

GRESHAM OUTLOOK

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ADVERTISING

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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.

PUBLICITY HELPED FAIR.

One of the circumstances which added greatly to the success of the county fair was the splendid publicity it received. This came from various sources. One was through the efforts of the Better Fair committee.

While the committee came far short of selling 2000 season tickets which was the goal of their efforts, and on which condition the board agreed to omit the Sunday opening, it is certain their efforts served to call attention to the fair, its needs and proposed improvements, and doubtless awakened widespread interest.

Another source of unusual publicity was the pageant which was advertised and exploited as a feature of the fair and gave the fair a popular opening which doubtless helped the attendance throughout the week.

The stories and editorials in the papers was another source of helpful publicity. The board was wise in employing L. B. Baketel, an experienced newspaper man, as publicity manager and through his untiring efforts the dailies were kept supplied with matter which was well displayed and gave the reading public no chance to overlook the dates and worthwhile features of the county fair.

It is believed that never before was the fair given such systematic publicity and the attendance each day gave abundant proof that publicity pays. The Oregonian, Journal, Telegram and News are to be commended and thanked for the prominence given the fair in announcements and news stories.

AGRICULTURAL FAIRS.

The Oregonian, in announcing editorially the fair at Gresham, repeated an interesting bit of history pertaining to early affairs and the beginnings of agriculture in Oregon. It records that it was just 80 years this present autumn since the first agricultural society was projected in Oregon. Yamhill county led the way. It's especial helpfulness was due to the novelty of the problems by which the new settlers were confronted. "The experience and experiments of the states," said a commentator of the period, "are of little or no service now. Our climate, seasons and soil differ from those of all of them, and agriculture and horticulture here must be conducted on different systems." In the face of the necessity for making new experiments, and because comparisons of results gave a shortcut to knowledge, the first agricultural organizations thrived despite the difficulties of travel and the pecuniary embarrassments of the people.

The amazing fertility of the soil is said to have attracted the notice of early explorers but a definite agricultural system adapted to its conservation was not thought of until organization brought about an exchange of views. Over on the "Tualatine plains" in 1843, as recorded in the annals of the period, there grew a turnip four and a half feet in circumference—not a particularly uncommon incident—while wheat grains were so much larger than the settlers had ever seen in the states as to excite suspicion as to their quality. Obviously there were natural advantages here, requiring but the application of knowledge and industry to be put to practical use.

The annual fair became an important force in the community, and has continued such to this day. Some of its functions, however, have been taken over and developed to a great extent by educational and other institutions. Other features have been introduced into the county fairs to add to the interest in them, but basically their purpose and place is the same as when first started many decades ago.

The Oregonian concludes that the county fair is holding its own and says:

"The agricultural fair in this country has always been not only a place for the exhibition of the products of the soil, the triumphs of husbandman and housewife, but also in a larger sense a scheme of self-improvement in other ways. The old-time fairs grew out of two phases of the life of the time. They were made the occasion for exchange of experience with farm methods and in this particular were the forerunners of the agricultural colleges of the present. They met, too, the demand for opportunity for social communication. The competitive features which still enhance interest in county and state fairs give zest to emulation and undoubtedly to this day are reflected in better general results in farming than otherwise would prevail."

"Does your wife drive a car?" he asked a friend. "Oh yes," he said, "but only when I'm at the wheel."—Exchange.

The best equipped brain, to be efficient, must be mounted on a strong backbone.

The Bank of Gresham pays 5 per cent interest on time deposits.—Adv.

The Power of Money

---At Interest

"Oh, if I only had a dollar once in a while that I did not have to work for—"

Have you ever heard any one say that?— Have you ever said that?

You can do that very thing by starting a savings account at this bank.

MONEY compounded semi-annually at 4% DOUBLES itself in 17 1/2 years!

It increases 3 times in 28 years, 4 times in 35 years, 5 times in 41 years, 6 times in 46 years, 7 times in 49 1/2 years—and 34 times in 100 years!

It cannot help doing this if you but leave it ALONE.

Isn't it a shame to have to die and leave a world where interest accumulates so fast! Like "accelerated motion" the farther it goes the faster it grows.

First State Bank

GRESHAM, OREGON

A STRONG BANK

Does Fear Put a Tax on Your Pocket-Book?

Fear is a partner in the sale of many a quart of high-priced motor oil. The motorist pays for added protection that he does not get. The extra money usually goes into long-haul transportation and high merchandising costs.

Zerolene, produced on the Pacific Coast and often selling for half as much as other oils, reduces friction and wear to a greater extent than any other motor lubricant we have seen and tested or been able to produce. It is a better oil—even if it does cost less. Ask for it by name—Zerolene.

STANDARD OIL COMPANY (California)

30% less CARBON 5% more gasoline mileage



National Laundry Company

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The Laundry that does 4 Kinds of Laundry DIFFERENT PRICES DIFFERENT PRICES

Ask MR. C. W. BOGGIS, the Route Man Leave Orders at TODD'S Barber Shop

THE GRESHAM FAIR.

(The Portland Telegram)

Gresham people are to be congratulated upon the excellent showing made at the Multnomah county fair. While it embraces the entire county in its scope, the Gresham people are the ones who have carried the real burden of organizing this exposition and getting it well upon a paying basis. For years it was not much more than a village matter, half an exposition and half a neighborhood social event. If the fair paid expenses, well and good. If it ran behind, the neighbors took up the loss and tried to do better next time.

Now, however, it has passed far beyond that standard, and has become a real exposition well worth not only a day's attendance, but repeated visits. The prizes offered are substantial; the exhibits are mostly large and of high quality. This is particularly true of the livestock exhibits. So many exhibitors have made application that several carloads of livestock seeking admission had to be turned away for lack of housing. These were mostly from outside the county.

The Gresham neighborhood and eastern Multnomah county are noted not only for small fruits, but for herds of pure bred livestock—dairy cows, hogs and poultry being especially abundant and excellent. Clubs for boys and girls in canning, in the raising of potatoes and other crops, and particularly in the feeding of calves and pigs, are much cultivated in eastern Multnomah county. The exhibits made by these young people have come to be one of the most inspiring

FISK TIRES AND TUBES Oldfield Tires American-Akron Tires Vulcanizing and Retreading All Work Guaranteed Gresham Tire Shop GEO. A. BRANDT Phone 1107

and popular features of the fair. These alone are worth the price of admission twice over. Good substitutes have been found for nearly everything except work. The Valley of Content lies not below Mountain of Desire. You can't live in both places. The auto salesman who tells you your new car "will last for years," is the first one on the job the following year to induce you to "trade the old bus in on a new car."

Farmers Mutual Fire Relief Assn. Does Flourishing Business. The Farmers Mutual has grown to be the largest farmers' company in the Northwest. Farmers who consider their own welfare prefer it. President Snashall reports the Association has over \$16,000,000 in force and over 10,000 members. In the past year it has paid over \$33,000 in losses with one assessment only at 30c per hundred dollars. There is no reason why farmers should pay high rates when they can insure in a Farmers' Association. Anyone wishing to insure will call on H. W. Snashall at the Fair Grounds, Gresham. Phone Farmers 2101.—Adv.

CLASSIFIED, BUSINESS AND PROFESSIONAL ADS.

USE WANT ADS. An ad in the Want columns will reach thousands of people in a few hours. To Rent Rooms, To Buy Property, To Recruit Labor, To Find Buyers, To Rent Storage, To Sell Goods, To Sell Furniture.

Classified Ad. Rates. First insertion, 1c a word, minimum 20c; subsequent insertions, 1/2c a word, minimum 10c. Users of the Want Ad. Column are urged to pay cash with order and avoid sending bills for small amounts.

LIVESTOCK HORSES TEAM OF HORSES: 3 years old, weight 3300 pounds. Will sell one, or both. Two double sets of heavy harness, one 3 1/2 m. wagon. Bus. Williams, Gresham, Oregon. Phone 114.

TWO HORSES FOR SALE, 4 cows and 2 calves, also 14 acres of wheat, standing hay in the barn. F. C. Hodge, Gresham, phone John Roberts, 66.

CATTLE FRESH COW, PART JERSEY, for sale. Heavy milker. H. C. Compton, Boring, Oregon. Phone Gresham 95.

GOOD MILK COWS for sale. H. E. Frenz, Boring, Oregon, Route 2, Box 14. Successor to J. N. Dugger.

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

FOR SALE, both fresh and dry cows. D. M. Carmony, Route A, Box 271, Gresham, Oregon. Phone 1653.

2 GOOD MILK COWS for sale. Tuberculin tested. Johnnie Dunn, Dunn corner on Bluff road.

FOR SALE—A good fresh cow. Tel. 554. F. Peck.

PASTURE TO RENT, for cattle only. W. A. Proctor, Sandy, phone Sandy 44.

PIGS WEANLING PIGS for sale. Duroc Reds, 4 and 5 each. John Eggman, phone Gresham 393.

CHESTER WHITE PIGS for sale, six weeks old. Rose Manary, phone 384.

WHITE PIGS FOR SALE, 2 1/2 months old. Good condition. B. E. Boice, Troutdale, R. 2, phone Gresham 154.

GOATS TWO NANNY GOATS, 6 months old for sale, from good milk strain, \$6 each. J. Suhr, Troutdale, phone 154.

POULTRY CRACKLINGS for sale. Good for young chickens. 3c per lb. Brown's Market.

Real Estate, Rentals, Loans. WALULLA HEIGHTS, GRESHAM—Choice residence district. Real home completely furnished, or will sell without furniture: 6 rooms and bath; garage; chicken house; tool house; fine garden; all kinds of fruit; lot 11x13.9. If you want a real home, do not miss looking this over. C. E. Peck, owner, Gresham.

MORTGAGE FOR SALE—On property valued at \$12,500. Mortgage \$4000, 6 per cent, discount 10 per cent. For further particulars see John Brown, Gresham, phone 2501.

For Sale by Owner. Wiley M. Wilson offers for sale, the Wilson home in Zenith addition, on the Powell Valley road. Six rooms and bath, completely furnished, steam furnace, good vegetable garden, fruit trees, wood, over 100 quart cans fruit; 3 lots, only \$4500. For full information, apply to Dr. A. Thompson, Box 27, Gresham, Oregon.

FOR RENT—5-room house, centrally located. Inquire of K. A. Miller at Bank of Gresham.

FOR SALE—One acre home in Gresham. New modern bungalow, half acre raspberries in full bearing. Young orchard and small fruit. Garage and chicken house. \$2500. Phone Gresham 1672.

TEN ACRES FOR SALE—All cleared excepting one acre. Small orchard, small house, good well. Two miles east of Gresham on Estacada line. Near Palmbiad station. Mrs. Augusta Palmbiad, phone 3841.

SEVERAL ACRE-LOTS FOR SALE on Walulla Heights. Best home sites in the city. Liberal terms if desired. W. F. Honey.

WANTED TO RENT to responsible parties an apartment in my house near Gillis station. No young children wanted. Phone P. H. Rook, Gresham 77x1, evenings.

4-ROOM PLASTERED HOUSE for sale in Whitehead addition; 6 lots. Water, lights and gas. J. A. Gray, Gresham, Oregon.

MACHINERY. FOR SALE. 3 1/2 Bain wagon, Dayton 2-horse disc slip scraper, all in good condition. O. H. Stone, R. 4, Gresham, phone 425.

GOOD BINDER FOR SALE or trade for fresh cows. S. F. Pitts, R. A. Gresham, 1/2 mile southeast of Central station.

GOOD SECOND-HAND GRASS BINDER for sale or trade. R. Mullenhoff, Boring, phone Damascus 94.

OUR HEALTH BREAD at this Bakery and at Stores. Contains the Vitamines, mixed by scientific principles. It's Good and Good for You. Gresham City Bakery THEO. VAN DONINCK Phone 1221

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MORGAN BROS. TRUCK LINE Portland — Way Points — Gresham LOCAL AND LONG DISTANCE MOVING Wood Coal Briquets

CASH PAID for Fresh Cows, Beef Cows, Hogs, Calves, of any kind. See Me for Cattle Hauling. E. BAUMANN, Gresham, Phone 2441

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

PLANTS, SEEDS, ETC. GLADOLI, all colors, many new varieties, thousands now blooming. Come pick your favorite. Bulbs \$1 per doz. Choice dahlias, 15c to 20c each. Cannas, 25c a bulb. J. Suhr, Troutdale, Henley road.

15 TONS OF HAY for sale. O. W. Tarr, farm on Section Line road, 1 1/2 miles east of Gresham. Frank Spybrook.

GROWING OATS, 100 acres for sale in field. Good condition. Picked when sown. Level land. Will sell all or part. Inquire at First State Bank, Gresham, Oregon.

LOST AND FOUND. STRAYED—2 Jersey heifer calves from pasture of J. V. Cemer. Finder please notify Jack Shultz.

MISCELLANEOUS WANTED TO LET CONTRACT harvesting or harvesting and threshing 100 acres oats. Ready about Aug. 26th. First State Bank, Gresham, Oregon. TWO MOSTLY FURNISHED ROOMS for rent. Water and light. Price reasonable. E. M. Camp, Gresham, Oregon, phone 321.

FOR SALE—Gas stove, library table, enameled dresser, dining table and chairs, ivory enameled bed, springs and mattress and rockers at half price. Call at Dr. Mary Becker's, Main street, Gresham, phone 122x.

VULCAN RANGE, first-class condition, for sale, cheap. M. M. Squire, Gresham, phone 591.

FIRST GROWTH wood for sale. C. E. Osburn, phone 2331.

EMPLOYMENT CUCUMBER PICKERS WANTED. W. R. Harris, Troutdale, Route 2, phone 2131.

PLAIN SEWING WANTED. Children's clothes a specialty. Mrs. J. A. Gray, Lawrence avenue, Gresham.

Coal Wanted. The directors of Union High school Dist. No. 2 Multnomah county, Oregon, will receive sealed bids for the furnishing and delivering in the bin at the high school building, sixty tons of standard steam slack coal suitable for use in Risdon Stoker; all bids to be in by August 25th and the Board reserves the right to reject any or all bids.

In making bids, analysis of coal must be furnished. W. C. LAWRENCE, Chairman. K. A. MILLER, Clerk. Gresham, Oregon.

NOTICE FOR PUBLICATION. Department of the Interior. U. S. Land Office at Portland, Oregon. July 11, 1923.

Notice is hereby given that Louise E. Baker, of Bull Run, Oregon, who, on May 10, 1920, made Homestead Entry No. 0676, for the SW 1/4, NW 1/4 and SE 1/4 NW 1/4, Section 19, Township 1 S, Range 5 E, W. Meridian, has filed notice of intention to make Three-year Proof, to establish claim to the land above described, before the Register and Receiver of the U. S. Land Office, at Portland, Oregon, on the 7th day of September, 1923.

Claimant names as witnesses: A. B. Kinslake, of Troutdale, Oregon. H. Bush, of Troutdale, Oregon. Mrs. D. B. Thomas, of Bull Run, Ore. Act 6-9-16 and Sec. 2305RS. ALEXANDER SWEICK, Register.

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INSURANCE SEE—JOHN BROWN Pioneer Real Estate and Insurance Life — Fire — Automobile — Health Plate Glass SATISFACTION GUARANTEED Office 2501 PHONES Res. 512 Regner Building

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