

GRESHAM OUTLOOK

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ADVERTISING Rates reasonable. Our representative will call on you. 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.

Give more attention to business.

Make your religion more business-like and do business more religiously.

Education brings us better light to see better ways and find the finer values.

Japan is shaken by another severe earthquake. The reports are meager but it is not likely the damage is severe.

If either business or religion have become irksome, pep up a bit, use Walter Camp's "daily dozen," a little more recreation, less drugs and heavy foods, and watch the results.

Don't work for money. There is no more certain or abject slavery and no effort will be more disappointing and more of a failure in the end than that directed toward the making of money. Have some great object in view and use money merely to pay expenses.

President Coolidge has released, with unconditional pardons, all the remaining 30 political war prisoners. That's common sense, although it will annoy certain "national security" gentlemen who have found patriotism a great help in graft and profiteering. The men released by the president were, some of them, fools; others were unbalanced mentally; others were men of character and courage. Not one had actually done anything. In every case the "crime" was verbal. All other nations have released such prisoners.

Readers will watch with much interest the progress of the fight now begun in federal court against the compulsory school law. An action for an injunction against state officials has been begun by Hill Military Academy. The first test will be on a motion by the state to dismiss the petition. The academy claims it is already being damaged by the law which though on the statute books has not gone into effect. The real issue as to whether the law violates the federal constitution may not get before the courts for some time.

NEW FAIR DIRECTORS.

The 1924 Multnomah county fair was given a good start at the board meeting last Friday night. With the enlarged board the responsibilities are being divided and a spirit of sacrifice and willingness to work are manifest. In the larger number of directors there is wise and safe counsel and there will undoubtedly be a more speedy and orderly arrangement of affairs. The board was unanimous in its choice of a president, Mr. Metzger himself, being the only one who opposed the new order. That was to be expected. But it is greatly to the credit of Mr. Metzger that, busy as he is with his business affairs, after much persuasion and assurance of unanimous backing, he was willing to lay aside personal preference and act as directing head of the board. The spirit of "letting George do it" seems entirely lacking among the new directors.

Some may have been elected who cannot serve, but they were wanted or would not have been chosen and it is hoped they can control circumstances to permit an active part.

The fair needs the good will and hearty cooperation of everyone. If there has been any reason for opposition or lagging of interest that time has passed. A new order prevails, a new interest is manifest, and the fair which is for public benefit alone and calls for much sacrifice of money, time and effort on the part of the directors, cannot fail to fulfill its good purpose if—if everyone gets behind the directors and says "We're with you. Let's pull the fair out of the hole and put it on top."

BILLBOARD ADVERTISING.

The same principles apply in selling a cake of soap, a phonograph or a sewing machine as apply in selling the League of Nations or any idea calculated to affect foreign or domestic legislation. The people must be told about the article, they must be convinced that it is worthy, they must be stimulated to interest and moved to a determination to buy or to demand action.

In these days the recognized principle factor in selling is advertising. It is the only means of reaching the people. All of which brings us to the question of the kind of advertising that is most effective. Of course, there always will be some difference of opinion, but it is enlightening to note that the strong advocates of billboard appeal run to cover quickly when they have a desire actually to sell.

Quite apart from the unsightly aspect of the billboard, it seems strange that when its supporters wish to sell the people an idea with a view to bringing about beneficial legislation they see at a glance the billboard is a failure. When the large corporations want to really sell an idea they proceed as a rule to engage a press agent, or a "director" of public relations. Then a drive is made to get their story before the public through the news columns of the newspapers. This is not always attempted because the

WINNING PEACE PLAN IS SUBMITTED TO POPULAR VOTE

Jury of American Peace Plan Makes Award. Winner's Name Withheld. Do You Approve This Plan?

FILL OUT THE BLANK AND FORWARD TO OUTLOOK.

The jury of award of the Edward W. Bok peace prize of \$100,000 to the person submitting the most practical plan of world peace has awarded the prize to Plan Number 1469, selected from 22,165 plans submitted.

The jury consisted of the following persons: Elihu Root, chairman; James Guthrie Harbord, Edward M. House, Ellen Fitz Pendleton, Roscoe Pound, William Allen White and Brand Whitlock.

In submitting their decision the jury made the following statement:

Statement of Jury of Award. "The Jury of Award realizes that there is no one approach to world peace, and that it is necessary to recognize not merely political but also psychological and economic factors. The only possible pathway to international agreement with reference to these complicated and difficult factors is through mutual counsel and cooperation which the plan selected contemplates. It is therefore the unanimous opinion of the Jury that of the 22,165 plans submitted, Plan Number 1469 is "the best practicable plan by which the United States may cooperate with other nations to achieve and preserve the peace of the world."

"It is the unanimous hope of the Jury that the first fruit of the mutual counsel and cooperation among the nations which will result from the adoption of the plan selected will be

L. Enter the Permanent Court. That the United States adhere to the conditions stated by Secretary Hughes and President Harding in February, 1923.

II. Cooperate With the League of Nations, Without Full Membership at Present.

That without becoming a member of the League of Nations as at present constituted, the United States Government should extend its present cooperation with the League and propose participation in the work of its Assembly and Council under the following conditions and reservations:

1. The United States accepts the League of Nations as an instrument of mutual policy or internal administration, but will assume no obligation to interfere with political questions of any foreign state.

2. The only kind of compulsion which nations can freely engage to apply to judgment, from full publicity, and from the power of public opinion.

3. The United States proposes that Article X and XVI be either dropped together or so amended and changed as to eliminate any suggestion of a general agreement to use coercion for obtaining conformity to the pledges of the Covenant.

4. The United States Government proposes that Article I of the Covenant be construed and applied, or, if necessary, redrafted, so that admission to the League shall be assured to any self-governing State that wishes to join and that receives the favorable vote of two-thirds of the Assembly.

5. As a condition of its participation in the work and councils of the League, the United States asks that the Assembly and Council consent—or obtain authority—to begin collaboration for the revision and development of international law, employing for this purpose the aid of a commission of jurists. This Commission would be directed to formulate anew existing rules of international law, to reconcile divergent opinions, to consider points hitherto inadequately provided for but vital to the maintenance of international justice, and in general to define the social rights and duties of States. The recommendations of the commission would be presented from time to time, in proper form for consideration, to the Assembly as to a recommending if not a law-making body.

WILL YOU APPROVE THIS PLAN?

THE PLAN IN BRIEF. Proposes That the United States shall immediately enter the Permanent Court of International Justice, under the conditions stated by Secretary Hughes and President Harding in February, 1923.

corporation likes to get advertising without paying for it. The policy often is adopted because the corporation realizes that only newspaper advertising has a definite selling power. The people to whom the corporations wish to sell their merchandise, and the same selling principles apply. Is it not strange that thinking men should in such circumstances adopt rules of advertising so diametrically opposed as the newspaper and the billboard?

The more thoughtfully conducted corporations tell their stories over their signatures in paid advertising appeal, recognizing the force of frank and open statement that can stand the light of public investigation. There are enough of the others left, however, who still cling to the old time poster idea of advertising, just as there are homes today that resent the installation of modern plumbing and hang on to the old time pump and bucket.

The billboard is an economic waste. It is thrust under the nose of a suffering public with its garish designs and half finished message. Instead of being taken into the home as a friend it is resented as an intrusion on public privacy and a menace to the public landscape. Newspaper advertising will stand the acid test as against the billboards any day in the week for any purpose.

Miss Muskrat, an Indian girl of the Cherokee tribe, had luncheon with President Coolidge and his wife at the White House, and talked American common sense. "We don't want any government-providence looking after us. We want a chance with other

Say it the Want Ad way.

a general prohibition of the manufacture and sale of all materials of war."

On selection of the plan by the jury the winner, whose name is withheld for the present, was awarded half of the \$100,000 award. If the plan is approved by the American people he will receive the additional \$50,000. Hence the people are asked to approve or disapprove of the proposed plan. This is a matter all citizens, men and women, are interested in and as large a popular referendum vote on the plan as possible is greatly desired. The summary only of the plan is given herewith. The full text is rather lengthy but the following is a complete summary and if carefully read will give any reader a clear idea of the provisions proposed in the prize plan. The popular vote will show whether or not the American people would back up an effort to put this plan into effect.

The Outlook has arranged with the Policy Committee to receive votes and forward them to the American People Award. There is no objection to forwarding your vote direct if you wish but the Outlook asks its readers to give it the privilege of sending in several hundred of these votes. Mail them or hand them in at the Outlook office within the next two or three weeks. Any adult may vote.

Fill out the blank. Do it now. Help further the cause of world peace.

Real Estate, Rentals, Loans.

FOUR-ROOM PLASTERED HOUSE for sale. Gas, electricity and water. J. A. Gray, Whitehead addition, Gresham.

BERRY FARM TOOLS AND COW for sale. Cultivator, harrows, plows and other things too numerous to mention. Mrs. L. S. Alexander, Anderson Sta., phone Gresham 423.

FURNISHED FRONT ROOMS for rent. Steam heat, hardwood floor, electricity, gas and all modern conveniences. Mrs. Fred Shelley, Gresham, phone 1313.

FOR RENT—5-room dwelling. Enquire Bank of Gresham.

FOR RENT—The Jas. H. Wilson farm house, barn, orchard. Forty acres cultivated. Lee Edgar Wilson, R. 4, Box 579. Phone Gresham 137.

FIVE-ROOM HOUSE for rent. Vacant October 12. Mrs. A. Ekstrom, phone 1583.

FOR RENT—6 1/2 acres of Cuthbert raspberries, 3 years old. Will furnish fertilizer. Phone 368.

FOR SALE OR TRADE—U. S. and King Economy cream separators, good tires and chickens. H. C. Compton, Boring, Oregon, phone 365.

BARGAINS—I have three old cars for sale at junk prices from \$15 up. Cook's Garage, Troutdale, Oregon, phone Gresham 484.

FOR SALE. 1920 Hupmobile, A-1 condition, all new cord tires, tubes, new battery, \$450. 1923 Ford, all cord tires, good condition, \$275.00. 1920 Ford, new cord tires, bumper, shock absorbers, good shape, \$225.00. Cole, 6 cyl., 7 passenger, good tires new, battery good running condition, \$125. Overland, 1920 small 4, good shape, good tires, \$200.00. Maxwell 1918, good tires, battery running condition, \$65.00. Indian motorcycle, good side car, good condition, \$150.00. 4 good used Anker Holt cream separators, each, \$10.00. 5 good used plows, each \$10.00. 2 sulky plows, each, \$25.00. One 6-foot roller, at \$40.00. One 1 1/2 Fairbanks gas engine, nearly new, \$25.00. 3 Eclipse pump engines, each \$15.00. One 8-15 disc harrow, with tongue truck, \$25.00. Washing machine, used for gas engine power, \$20.00. Myers water system, electric power, \$150.00. Other good used implements and machinery. Reliability. W. A. HESSEL, Service Phone 1141.

\$50.00 DEPOSIT on new Ford. Will sell a discount or trade for Ford wood, or chickens. Phone Gresham 2371.

WILL TRADE NEW 2-DOOR FORD Sedan autoped for a good bicycle. E. K. Enebo, Andrews Road, R. 2, Troutdale, Oregon.

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.

PLANTS, SEEDS, ETC. PLANT TREES NOW. Now is the time to plant trees. We have Peach, Pear, Plum, Apple, Walnut, Filberts; all kinds of fruit trees and berry plants at reduced prices. Nursery located on Powell Valley road, one mile and a half west of Gresham. Send for catalogue and price list. Powell Valley Nursery, Portland, Oregon, Route 1.

Coal! Coal! Coal! For coal see Burten Walrad, Gresham, phone 1411.

Piano Tuning. Piano tuning \$3. Piano and organ repairing. Fred B. Jones, Phone orders to Outlook, 1561, or Tabor 8952.—Adv. tf

Adds also to your advantage.

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

STORAGE FOR YOUR CAR Don't let your car stand out these wet cold nights. It will soon ruin the finish, rust the motor and other parts and rot the top. This garage will store your car by the day, week or month in a warm, dry, easily accessible garage. The rates are reasonable. We Repair and Overhaul Any Make of Car Goodyear Tires and Tubes, Full Line of Accessories Gas, Oils and Alemite Grease Service Dodge Service GRESHAM GARAGE HAMLIN & HOSS, Phone 2391, Nite Phone 706

CLASSIFIED, BUSINESS AND PROFESSIONAL ADS.

LIVESTOCK

CATTLE TWO GOOD FAMILY COWS for sale. Will freshen soon. Also about 100 W. L. chickens, mostly pullets. A. Carlson, R. 4, Gresham, Oregon.

FRESH JERSEY COW for sale. C. H. Keller, 2 miles east of Gresham, phone 288.

FRESH JERSEY COW for sale cheap. Gifford, Troutdale, phone Gresham 721.

SEVERAL GOOD COWS for sale. To freshen soon. S. T. Lind, phone 2831.

HORSES FOR SALE—Horse, harness and buggy, one heavy, one light. Chickens, White Rhode Island Red, Leghorns and large Rhode Island Red, 232-1044 street S. E., Portland, phone Sunset 4139. For information inquire City Bakery, Gresham, tf

HORSE FOR SALE OR TRADE at a bargain, over 1200 pounds. Good for cultivating and general farm work. What have you? U. K. Sait, Gresham, phone 28.

PIGS SOME FINE GOOD SIZED CHESTER White pigs for sale. E. Schwedler, Damascus, phone 58.

POULTRY CHOICE BARRED ROCK BREEDING cockerels, 3 each, five St. Helens 320-300s, any three at \$29 each. Kresky 1000-chick oil brooder, \$15. Two 1000 of brooders, \$9 each. Mark Nickerson, Troutdale, Oregon, phone 725.

60 WHITE LEGHORN HENS for sale cheap if taken at once. O. A. C. strain. Sheller, phone Gresham 120.

CUSTOM HATCHING. Capacity 250 to 1200. Experienced. E. A. Taylor, Gresham, R. 4, Box 33.

500-CHICK BUCKEYE BROODER for sale. Cool burner. First class condition. Phone Gresham 431.

PURE BRED BARRED ROCK and R. 1 Red cockerels for sale. From prize winning trap-nested stock. Mrs. C. M. Zimmerman, phone 2491.

PURE BRED RHODE ISLAND RED cockerels for sale. M. S. Owens, Gresham, phone 1318.

Real Estate, Rentals, Loans. FOUR-ROOM PLASTERED HOUSE for sale. Gas, electricity and water. J. A. Gray, Whitehead addition, Gresham.

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Adds also to your advantage.

LOST AND FOUND.

LOST—Saturday, ladies' grey fabric gloves, straps at wrist. Phone 1055.

LOST in Gresham, December 8, pair of spectacles in case. Finder leave at Outlook. Reward. Laura Tiller, Troutdale, phone Gresham 453. tf

MISCELLANEOUS

FOR SALE. Walnut tea wagon, 36-in. top, \$25.00. Bedroom rug, 6 x 9, 9.00. Wilton hall rug, 4 yd. x 1 yd., 15.00. 1 bee hive super, new, 1.00. 1 bee smoke blower, .50. 2 Golden brinded bull dog pups, each, 19.00. 1 milk goat, now dry, 15.00. Mrs. J. A. Paul, Foster road, next to Pleasant Valley grocery, Route 1, Box 725, Portland.

KNITTING MACHINE at reduced price. Instruction book, work tools, free yarn. Will teach operation. Lucy Adams, Gresham 75. tf

FEW CORDS OF DRY FIR WOOD for sale. Ed. Osburn, phone Gresham 331.

ZIP cleans your chimney for 25c. L. 1-Kidder Hdw. Co. tf

LOOSE HAY AND BALED STRAW for sale. Andrews road, near Bairdsdale station. Mrs. M. F. Johnson, Phone Gresham 491.

ACORN RANGE for sale. Also a heating stove. Both like new. P. H. Koorik, Gresham, phone 335.

SEE S. S. THOMPSON for dead storage. Phone 1947.

FOR WOODSAWING call J. Hossner, phone 1531.

PLAIN SEWING Wanted. Children's sewing a specialty. Mrs. Leslie T. St. Clair, Opposite Eastman's Lumber Yd.

FIRST GROWTH FIR CORD WOOD for sale. \$7 per cord. Gifford, Troutdale, phone Gresham 721.

Wood Sawing. For quick and efficient wood sawing call Cox Bros., successors to Melugin & Cox, phone Gresham 176.

Window Cleaning. For expert window cleaning see S. Tajima, or leave orders with John Brown, Gresham, phone 2501.

Outlook want ads will bring buyer and seller together cheaply and quickly.

Use JACK CORDS The Low Air Pressure Tire Guaranteed 12,000 miles with 25% less Air Pressure than other tires. Bentley's Tire Shop Main Street Gresham

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

CONTRACTING AND BUILDING All Work guaranteed first-class W. K. Hamilton Phone 195x4 Gresham, Oregon

Auto Tops Recovered and Repaired. All kinds of Top Material and Curtain Windows S. E. PALMQUIST AUTO TOP SHOP Main St. Gresham Phone 1385

Mrs. Harriett Timmerman's A home where the sick are nursed, not the sickness. All cases, but contagious diseases Phone Gresham 1561

SAND, GRAVEL and Crushed Rock Quickest Service. Lowest Prices. Best Material. KNARR & SON Troutdale, Ore. Phone Gresham 489

Announcement OF Gresham Undertaking Co. Morticians and Funeral Directors Caskets \$45 and Up DAY AND NIGHT SERVICE B. W. EMERY Phone 993 We Guarantee to Please

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 2551 Res. 2263 GEO. INGLIS, M. D. Physician and Surgeon Special Attention to Eye Diseases and Fitting of Glasses. Office, over First State Bank 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; Residence 127x Gresham, Oregon

H. V. ADIX, M. D. Physician and Surgeon Office over Bank of Gresham Office phone 1481 or 179 Res. 1435 With Dr. W. J. Ott Best phone for appointment

Phone 2201 DR. EMIL ROSENBERGER Osteopathic Physician Office Hours 10 a. m. to 5 p. m. Evenings by Appointment Bank of Gresham Bldg. Gresham

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

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H. C. JOHNSON, D. V. M. Veterinarian Office Powell Street between Main St. and Roberts Ave. Gresham, Ore. Phones, Office 1551; Res. 12x1 and Tabor 8926.

DENTISTS Phone: Office 2184; Res. 2184 DR. W. J. OTT Dentist Nerve Blocking Dental X-Ray Office over Bank of Gresham

Dr. Julius G. Sture DENTIST Office in Bank of Gresham Building In Sandy Wednesdays and Thursdays Gresham 1231 PHONES Sandy 69 & 6x2

ATTORNEYS Phone—Main 1249 Gresham 1591 McGuirk & Schneider Attorneys at Law Gresham Office, Withrow Bldg. Probate and Corporation Work Portland Office, 721 Corbett Bldg.

W. J. COOPER Attorney at Law Office over Bank of Gresham Telephones: Office 1131, Res. 2103

MUSICIANS FRIEDA E. BRATZEL Accredited Teacher of Piano Pupil of Louis Victor Saar Scale Building and Elementary Harmony STUDIO—Gresham, phone 791.

TOM G. TAYLOR ORGAN PIANO VOICE Accredited Teacher Wednesdays at Mrs. A. M. Wilkinsons Gresham Phone 1051

DOROTHY WALTON Teacher of Piano EDELLA TOWLE Teacher of Dunning System for beginners. Studio First State Bank Bldg. Phone 1831

INSURANCE SEE—JOHN BROWN Pioneer Real Estate and Insurance Life — Fire — Automobile — Health Plate Glass SATISFACTION GUARANTEED Office 2501 PHONES Res. 2503 Regner Building

JAMES ELKINGTON INSURANCE Accident, Surety Bonds, Fire, Automobile, Life, Health, Plate Glass Office on Main Street Office 2341 PHONES Res. 1958

Insurance - Real Estate Accident, Health, Automobile Oregon Fire Relief Assn. Oregon Life Insurance Co. B. W. THORNE, Agt. GRESHAM, OREGON Office 1291 Phones Res. 1957

FUNERAL DIRECTORS Funeral Directors Phone 1901 Licensed Morticians Lady Assistant Day or Night MORTUARY J. E. METZGER Oregon