

GRESHAM OUTLOOK

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ADVERTISING
Rates reasonable. Our representative will call.

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Member of the State Editorial Association
Member of the National Editorial Association.

It is better to fail trying to succeed than to succeed not trying. Or is it?

It won't be long now till we will be able to run a 20-year ago column in the Outlook.

Real people don't need to sell their names and faces to appear in cigarette ads, in order to gain fame.

We hear much about "the average man." Well, it's all right to try to be above the average but let others be the judges. If we are honest our own opinion of ourselves won't be exalted.

The "V's" have it—vim, vigor, virility, vitality, value, valiant, vantage, victory. But then there's vice, vile, venom, vapid, vandal, vagrant, vulgar, etc., and you can take your choice. That's the way it is in life.

A recent report put out by Bradstreet shows that of all the recorded business failures in 1927 85 per cent were non-advertisers. Perhaps many of them weren't worth saving by any means but probably many failures could have been avoided by the use of modern methods of business, one of which certainly is consistent advertising.

The Coos Bay Harbor, published at North Bend, says the girls will have to hurry as leap year is fast passing and there is talk of changing the calendar so that there will be no more leap years. We hope the calendar will be changed but think Editor McDaniel needn't fear for by the time the calendar is changed the girls will exercise their privilege every year.

Oregon is the fifth state in the Union in the point of wealth per capita, according to figures recently compiled by the National Industrial Conference Board. The computation is on the basis of 1925 figures. California holds seventh place, Washington eleventh and New York, with about one-eighth of the total wealth of the nation, is put in the fourteenth place. The term wealth as used in this computation represents only "tangible property." In Oregon this total of wealth amounts to \$4,374 for every man, woman and child.

President Coolidge has issued a proclamation designating the week of April 22 to 28 as American Forest week and urges that wherever possible Arbor Day be observed during that week. He says: "I urge that during that week all citizens and appropriate organizations—including public officials, legislators, business organizations, educators, editors, clergymen, landowners, and others—give thought to the preservation and wise use of our forests, to the end that energetic forest policies will be adopted in all communities."

GET ACQUAINTED WITH HOOVER.

The Oregon Voter of March 3 publishes a sketch of Herbert Hoover taken from a Washington letter which the Voter editor says is the best he has seen. It is such a succinct yet complete outline of this most prominent man and most likely nominee of the republican party that we are glad to give our readers the benefit of the information it contains.

Personal.
Present age, 53. Middle name "Clark," doesn't use it. Born in Iowa. Father was blacksmith, and died when boy was four years old. Mother was Quaker preacher, and died when boy was seven. Reared by Quaker relatives in Iowa and Oregon. Began to earn living at 13, truck gardener, office boy, clerk. Night school student. Entered Stanford University when 17, studied geology and mining; worked summers in mountains for Geological Survey. Graduated at 21. Worked as mine laborer, and \$50-a-month clerk. Learned mines and mining in New Mexico, California, Colorado.

Career.
When 23 was sent to examine mines in West Australia, and later managed mines there for owners; supervised erection of mechanical and metallurgical works there. Came back to California and at age of 25 married a young woman graduate of Leland Stanford. Lou Henry, who is now Mrs. Hoover. Then went to China as chief engineer of Chinese government's bureau of mines. Explored for coal and iron mines. Got into the Boxer uprising in 1900, and established his first food relief, for Chinese refugees. Became general manager of large coal mining, railway and shipping concern in China for British, Belgian and German bondholders; employed 25,000 men. Still only 27 years old.

Became junior partner in international engineering firm at 28. One of the partners got into speculation, without knowledge of associates. Firm not legally responsible, but young Hoover said defalcations would be made good. This was done; took five years. Firm grew. Between 1907 and 1914, between ages of 33 and 40, he built up an independent engineering practice, headquarters in U. S., branches in London, Russia and elsewhere, consultant on metallurgical, railway and mining properties in

various parts of the world. Zinc in New South Wales. Lead and railways in North Burma. Copper in Urals. Mines in U. S., Mexico, Alaska, Australia, elsewhere. Made big success of American machinery methods. Was executive engineer for concerns employing 175,000 men; never had striking. 1914, war, caught in London, got American relief work; Belgium, got into relief work there; 1917, U. S. at war, came back here; food administrator, 43 years old, and you know the rest. Made some money as engineer, no one seems to know how much; sold out all interests about 1914, so assets are liquid.

Family.
Has two young men sons, Herbert and Allan, in college. Both keep out of the lime-light. Mrs. Hoover interested in Girl Scouts. Lives on S street, Washington, few doors from the Woodrow Wilson home.

Philosophy.
Talks little about it, but believes fervently in individualism; wrote a book about it in 1922, "American Individualism," covering philosophical grounds, spiritual, economic and political phases. (Little book, costs \$1, very interesting reading, vigorous, almost crusading; makes you wonder what his Quaker-preacher mother was like.) "Our American individualism differs from all others because it embraces these great ideals: That while we build our society upon the attainment of the individual, we shall safeguard to every individual an equality of opportunity to take that position in the community to which his intelligence, character, ability, and ambition entitle him; that we keep the social solution free from frozen strata of classes; that we shall stimulate effort of each individual to achievement; that through an enlarging sense of responsibility and understanding we shall assist him to this attainment; while he in turn must stand up to the emery wheel of competition. Humanity has a long road to perfection, but we of America can make sure progress. . . . If we will glorify service as a part of our national character."

Observations.
He sees the point of a thing before callers get the long talk out of their systems; cuts them short, but gets the thing done pronto, or says briefly what he expects. Manner grumpy; doesn't mean it, just busy, no time for hot air, or idle talk; intolerant of "bunk." Detect kindness in him but seldom any whimsical humor. Everyone who works with him likes him; wonderful team-work, nothing like it in any other government department. Good politician?—Don't know; they say he isn't—"too much concerned with merits, too direct, not enough concerned with political consequences." Maybe he would establish a new mode in politics. Poor public speaker; always has something worth while to say, but voice is low, can't hear him; writes exceedingly well, though. On prohibition, is not fanatical, but we imagine he will line up dry, for "law enforcement," etc.

Out of the Office.
Has guests to breakfast at home; makes them get around early.



Let your vacant land produce cantaloupes, beans, peas, radishes, carrots, beets

Fresh From the Vine!

With the spirit of spring now in your system, polish up the old spade, fix the handle on the rake and get ready to raise a real garden. All the early salad varieties, of course, but as the season advances utilize the land for later maturing crops. The bright Sterling Seed Packets help you make selection from more than thirty varieties—

At Your Dealers

All of the standard size vegetable packets 5¢ Most of the flower seed packets also 5¢

No Better Seeds At Any Price

Northrup, King & Co's
Seeds
Dependable Everywhere

Wears common-looking blue serge suits always. Hat looks old; too busy to get a dressy one. Smokes cigars. Swears a bit. Fond of fishing. Dislikes publicity on personal habits.

The Washington writer of the above sketch says Hoover would like to be president not so much for the honor or prominence but because he would enjoy the responsibilities of the office. He is a trained executive and would undoubtedly choose a good cabinet, force them to work hard and like it.

He may or may not be nominated but he has the best qualifications of any of the possibilities so far as we can judge.

Oregon is leaning strongly toward Hoover and should be greatly interested in him as his boyhood was spent in this state.

Those who wish to read still more about Hoover, the man and his work, will find a good article in the February 11 Liberty magazine under the title "Presidential Possibilities—Hoover," by James O'Donnell Bennett.

PLEASANT HOME

See additional Pleasant Home items on page 3.

The Institute, planned for the Epworth Leagues of Rockwood, Pleasant Home and Gresham, and postponed once, is now to be held at Gresham, March 16, 17 and 18. A number of Pleasant Home young people are planning to attend.

The program of plays and music presented by the young people of the Methodist church and the Pleasant Home orchestra was a pronounced success in every way, including the door receipts which were very satisfactory. The auditorium of the church was filled almost to capacity. The cast of characters of the two plays, "Out of Town" and "68-70 Berkeley Place" consisted of Zelma Collins, Ralph Ellsworth, Amy Sloop, Agnes Carlson, Lillie Rybneck, Fredrick Collins, Herman Walters, Bernice Sloop, Elma Cook, Barbara Walters, William Elliott, Mrs. Harry Carlson, Esther Sloop, Harold Bartsch and Oliver Gill. They acquitted themselves with credit and the Pleasant Home orchestra, under the direction of Guy Robertson, made a large contribution to the enjoyment of the evening. Especially appreciated were the numbers, "Let Me Call You Sweetheart," played by Mr. Oleman on the violin, assisted by Mrs. Oleman at the piano, and the medley of old-time popular songs played by the entire orchestra. Harry Carlson presided at the ticket table and Luella Boon was in charge of the candy sales. Mrs. Agnes Walters and Mrs. Oliver Gill coached the plays. Lighting fixtures were kindly loaned by the P. E. P. office.

Ruth McLaughlin and Genevieve Bickford were guests at the Grant Sloop home Sunday.

Mr. and Mrs. Harry Carlson entertained the Rev. and Mrs. Oliver Gill at luncheon Monday.

Classified Ads

BUYING OR SELLING THEY GET RESULTS

Phone 1561

Two lines, two phones, at your service for news, ads, subscriptions and printing.

WANT 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.

Horses

TEAM FOR SALE. 2900. Gentle, blocky and well mated. About 8 years old. C. Ceciliani, near Bull Run schoolhouse on Cocklerose place.

TEAM HORSES FOR SALE. Weight about 3000 lbs. W. H. Lee, three miles north Sandy on Bluff road. Phone 398.

Cattle

FOR SALE—Cow and heifer, heifer fresh in April. Three miles north of Sandy on old Paul Dunn place. C. A. Rutherford.

HAVE SOLD OUT MY COWS and have perfection milking machine, 2 double unit, in good shape. Jersey Lily Dairy, 8th and Powell Valley road. Phone Sunset 5746.

BRING US YOUR VEAL AND HOGS. We pay highest market price. Newberg Packing Co. Phone 1151.

WANTED—Beef, veal, hogs, and cows to freshen soon. Fresh cows for sale. C. A. Butcher, Rt. 1, Box 118, Portland. Base Line and Buckley avenue. Tabor 4973.

Hogs

9-WEEKS-OLD PIGS FOR SALE. R. Beadle, phone 265.

Poultry

RHODE ISLAND RED HATCHING eggs for sale. Mrs. John Rubin, near Hillsview school, phone 3556, Gresham.

FOR SALE—One 1000-chick brooder in good condition; 52-inch canopy. Burns brothers, 4-inch stove pipe. Price \$14.00. H. M. Rubin, near Cedar school, Rt. 3, Troutdale. P. O. 1151.

50 WHITE LEGHORN year-old laying hens for sale. R. H. Taylor, Section Line and Barker road.

TOULOUSE GOOSE EGGS for hatching. Thos. Grave, mile south Linne-mann junction.

A NUMBER OF RHODE ISLAND Red cockerels for sale. Good hardy stock. \$2. Phone Corbett 52x.

CUSTOM HATCHING. C. E. Van Slyke, Rt. 1, Box 3, Gresham, on Birdedale avenue at Ruby junction.

WHITE LEGHORN HATCHING Eggs for sale. C. G. Peterson, phone 165x1, Gresham.

BABY CHICKS, from high producing state culled and tested, Hollywood Leghorn flock. Low price. Place orders now. Phone Gresham 25x1.

HATCHING EGGS, White Leghorn, 40 per dozen. Fine White Leghorn cockerels, \$2 apiece. Walter Ramser, Boring, Oregon. 4 miles south-west of Hogan. Phone Damascus 56.

FOR SALE—R. I. Red baby chicks, officially B. W. D. tested. Floyd Long, Rt. 1, Box 471, Portland. Sunset 5995.

WE SPECIALIZE IN O. A. C. Barred Plymouth Rock and R. I. Red chicks. Silver Bell Poultry Farm, Rt. 1, Box 910, Portland. R. Reitsma, Mgr.

POULTRY WANTED

ALL KINDS, ANY TIME WE PAY CASH

GRESHAM PRODUCE CO. Phone 1103 Gresham, Oregon

Farm Machinery, Etc.

VAUGHN TRACTOR with cultivator and disc. Cost \$275. Will sell for \$150. S. J. Vermuel, phone Sunset 237 or see Cecil Lounsbury, Gresham.

PLOWS, HARROWS, CULTIVATORS, and all kinds of second-hand implements for sale. John Petty, Portland, Oregon. Lennox road, Rt. 1, Box 475.

HAVE THREE 16-INCH BOTTOM submergence tractor plows, can be used as 2-bottom plow. Will trade for gang plow. Phone Corbett 1701. T. Van Hee.

LARGE HARDY SPRAYING MACHINE for sale. Reasonable. Phone 49x Gresham.

FOR SALE—Empire cream separator. Spray outfit mounted on cart, for spraying trees or fields. Rumely feed grinder. 2 1/2 h. p. gas engine. R. F. Walters, Gresham, phone 1731.

PLUMBING

and Septic Tanks
Any or contract
WORK GUARANTEED

Larry Focht
GRESHAM Phone 3101

Portland-Gresham Stage

L.V. PORTLAND
Park and Yamhill
Rt. 1000 81x1

L.V. GRESHAM
Powell & Roberts
Phone 1823

*7:40 a.m. S. L.	*6:45 a.m. B. L.
*7:50 a.m. B. L.	*7:15 a.m. S. L.
*8:30 a.m. P. V.	*8:20 a.m. B. L.
*9:20 a.m. B. L.	*8:30 a.m. S. L.
*9:50 a.m. S. L.	*9:00 a.m. B. L.
*10:30 a.m. P. V.	*9:20 a.m. P. V.
*11:20 a.m. B. L.	*10:30 a.m. B. L.
*11:50 a.m. S. L.	*11:00 a.m. S. L.
*12:30 p.m. P. V.	*11:30 a.m. P. V.
*1:30 p.m. S. L.	*1:00 p.m. B. L.
*2:30 p.m. P. V.	*2:00 p.m. B. L.
*3:30 p.m. B. L.	*3:00 p.m. P. V.
*4:30 p.m. S. L.	*4:00 p.m. B. L.
*5:30 p.m. P. V.	*5:00 p.m. S. L.
*6:30 p.m. B. L.	*6:00 p.m. P. V.
*7:30 p.m. S. L.	*7:00 p.m. B. L.

SANDY DIVISION
L.V. PORTLAND
L.V. GRESHAM

Ar. GRESHAM for Portland
2:15 p.m. 8:45 a.m. P. V.
6:15 p.m. 3:45 p.m. S. L.

*Daily except Sundays and holidays.
S. L.—Section Line road.
P. V.—Powell Valley road.
B. L.—Base Line road.

Owned and operated by
GEO. LEWIS & SON

H. W. SNASHALL

THINK THINK THINK

The present condition of public affairs, as far as the farmer is concerned, is like a clock without hands. You cannot tell whether it is gaining or losing or even where it stands at any one time.

THE PRESENT CONDITION OF PUBLIC AFFAIRS, AS FAR AS THE FARMER IS CONCERNED, IS LIKE A CLOCK WITHOUT HANDS. YOU CANNOT TELL WHETHER IT IS GAINING OR LOSING OR EVEN WHERE IT STANDS AT ANY ONE TIME.

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Automobiles

READ THIS

New 1927 Chevrolet Sedan
\$175 DOWN

New 1927 Chevrolet Coach
\$150 DOWN

These are strictly new cars. Have never been run, and you may have the balance on easy G.N.A.C. monthly installments. Also many good used cars.

Shearer Chevrolet Co., Gresham, Ore.

WANTED—Ford coupes or roadsters, '24, '25 or '26. C. Allen, Raker's, Gresham.

Real Estate, Rentals, Etc.

FOR RENT—3-room house with 20 acres on Powell Valley road, 5 to 6 miles. Three acres raspberries, barn for 5 cows. Would rent house separate. Hornecker, Rt. 1, Portland, Oregon.

NEW 6-ROOM HOUSE and garage for sale with two or three lots. Phone 49x, Gresham.

LOT FOR SALE—One acre building site. Finest view on Powell Valley road. Water, gas, electricity on property. J. R. Mart, N. Aylsworth & Martin, phone Gresham 14.

5-ROOM HOUSE and 4 lots for sale or rent, in Whitehead addition. Phone 32x.

HOUSE FOR RENT in Gresham, close to G. W. Kenney, Gresham, phone 519.

FOR RENT—6 acres good farm land and 2 1/2 acres loganberries. Geo. D. Rank, 1 1/2 miles southeast of Gresham on Palmsquid road.

FARM FOR RENT. Mrs. Mary G. Fritz, Rt. 2, Box 34, Troutdale, about 4 miles east of Gresham near Cedar school.

FOR SALE OR RENT, 25-acre farm, two miles east of Gresham on Kane road at Section Line crossing. Inquire of Alex Thompson, Gresham, Oregon.

27 1/2-ACRE FARM for sale at Springdale. Land joins schoolhouse, corner on highway. 12 acres alfalfa, 2 acres strawberries, good spring water. Will sell part or all. A. L. Davies, phone Corbett 503, address Troutdale, Oregon.

FOR RENT—3 acres on the Barr road, in fine agricultural section. Karl J. Hargberg, Rt. 2, Gresham, phone 2881.

FOR RENT—Two acres good garden land, with or without apartment. Lucy Adams.

FOR RENT—The McCulloch farm comprising 80 acres of land with buildings. Two miles east of Gresham at intersection of Section Line and Kane roads. Write J. W. McCulloch, Rt. 4, Box 1300, Portland, Oregon. Phone Walnut 9259.

FARMS FOR SALE, large or small. In fine agricultural section. Karl J. Hargberg, Rt. 2, Gresham, phone 2881.

FOR RENT from one to five years my farm of 25 1/2 acres more or less. House, barn and orchard in eastern part of city of Gresham, south of Powell street. Four hundred fifty dollars per year. Cash in advance. A. B. Elliott, Route 2, phone 264.

ZENITH ADDITION, GRESHAM. Several lots at a bargain if taken now, cleared lots, well located. A. Meyers, Agent.

MONEY TO LOAN on real estate, short or long loans. Farm loans made at 6 per cent. No commission. B. W. Thorne, phone 2751.

MONEY TO LOAN on real estate security. K. A. Miller, Gresham, Ore.

MONEY TO LOAN. on good real estate security. See Ross Brown, Gresham, phone 2501.

BARGAIN—80 acres near Boring, 40 acres good tillable land, 6 acres cleared, balance excellent pasture plenty of running water; gravel pit on premises. Terms to suit \$50 per year. Price \$2000, only \$1000 cash required. A. Meyers, Gresham, Oregon. Telephone 144.

WOOD FOR SALE, large or small. In fine agricultural section. Karl J. Hargberg, Rt. 2, Gresham, phone 2881.

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