

Women's pages change with the times

Thurs., March 1, 1973 (Sec. 4) GRESHAM (Ore.) OUTLOOK — 13

From pie socials to equal rights, the Gresham Outlook has covered the "society beat" in the community through more than 60 years of publication.

Beginning with 1911's Volume I, items about social gatherings, Ladies' Aid meetings, visitors and excursions were confined to columns bearing the heading of various communities such as Gresham, Pleasant Valley, Melrose, Bridal Veil and Rockwood. Trips to Portland always were mentioned. In the mid 1920s, the Outlook began sponsoring a cooking school for housewives.

The issue of Aug. 14, 1931, announced a new feature, "Social and Fraternal," and named Fern C. Mulkey as its editor. The announcement invited readers to send or phone such news to Mrs. Mulkey and "if you like the column, let us know."

The local correspondents' columns still appeared regularly. By this date, news from Cottrell, Sandy Bluff, Wilkes and Birdsdales Heights was appearing on the pages.

Soon the feature bore the head "society" and progressed to "Society Events" where it remained through 1939. The byline of the feature editor was dropped along the way.

The Gresham Outlook printed its first picture of a bride in its April 26, 1940, issue. By that time Mrs. Claude Lilly was editing the "Society and Clubs" feature.

By 1946 the society section had grown to three columns and with the first issue of 1948 Margaret Maybee was editing the feature under a byline of

"Society Reporter."

A succession of women's editors followed. From Ruthe Foreman through Susy Winn, Phyllis Kohlmeier, Phyllis Pickett and Louise Montag, the social events and club news were reported and printed in a column.

Lois Mather, who joined the

staff in 1951 and continued as Outlook women's editor until she left for Alaska in 1958, holds the longevity record for that position. Joanne Dunn, who replaced her, was the first Outlook women's editor to bear the additional titles of staff writer and photographer. Under Mrs. Dunn's editorship,

the Pretty Plus (now Super Student) feature was developed.

The combination of women's editor, feature editor and photographer titles for the Gresham Outlook was born during the 1960's by Dee Lopez, Helen Hanson, Glenda Hagan, Holly Felker and Joanne Dunn.

In January 1970, Suzanne Ashmun came to the Gresham Outlook as women's editor. Under her editorship, two major changes were made in the department: A Women's News section of the paper was printed and last year "Women" became "People" in the Gresham Outlook.

Outlook history colorful

(Editor's note: The Gresham Outlook commenced publication 62 years ago in March, 1911, coinciding with the opening of the new Outlook plant this week. Old Outlook files through those many years illustrate the growth of the newspaper and East Multnomah County. In these pages are news stories from the month of March in each decade. Logically, they should begin in March, 1913. Unfortunately, 1913 is the only year missing from the Outlook's files.)

March, 1912

With this issue the Outlook begins a new year of business. Its little barque of enterprise was launched one year ago in an upstairs room with a few staunch (sic) friends to encourage its beginning. J.C. Hessel was the first name entered on the list as a subscriber.

About fifty young men attended the meeting for completing the organization of fire companies. The fire chief, Bert Metzger, was on hand.

A fair sized audience greeted Miss Belle Kearney at the Commercial Hall. Miss

(Continued on page 18)

PARENTS,
GRANDPARENTS, TEACHERS—
URGE YOUR YOUNGSTERS TO

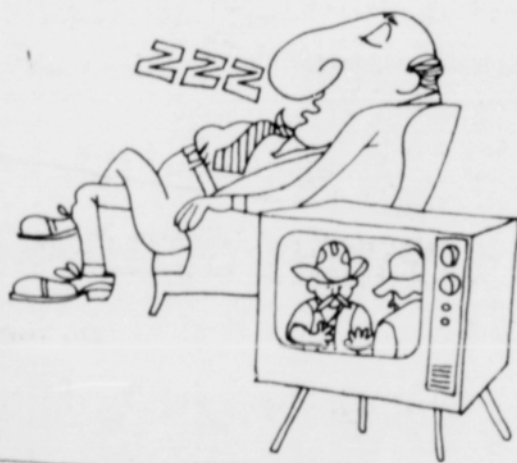
Join PGE's Junior Watt Watchers

Kids, here's your chance to help everybody—you, your parents and your friends. PGE is having a Coloring Contest for Junior Watt Watchers to show you some of the ways all of us can save electricity. When you enter the contest, you become a PGE Junior Watt Watcher

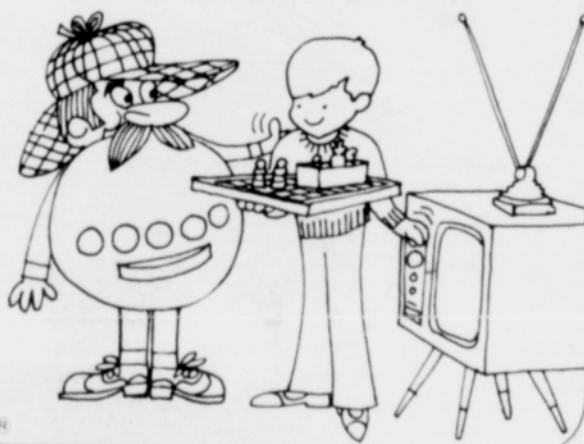
and you receive a free kit that tells you how to conserve energy. It reminds you to make sure all windows and doors are closed when the furnace or air conditioner is running, to leave oven doors closed when the oven is on, to use only the lights you need in each room.

There are lots of ways you can help Mom and Dad save energy and money. And you can enjoy all the benefits of the better life electricity brings. So enter PGE's Coloring Contest and join the Junior Watt Watchers. You'll have fun with PGE's Junior Watt Watcher's Kit.

Watt Wasters leave the TV running when nobody is watching it.



Watt Watchers turn off the TV when nobody is going to watch.



Color Mr. Watt Waster and Mr. Watt Watcher. Fill in coupon and mail entry to PGE.

RULES: Youngsters from 5 through 12 years of age are eligible to enter PGE's Junior Watt Watcher's Coloring Contest. There are three categories—5 through 7, 8 through 10 and 11 through 12 year olds. There are six different cartoons in the series—but you

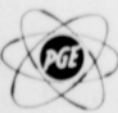
only have to color one. Each age group and each cartoon subject will be judged separately and best entries in each age category will receive award ribbons and will be displayed in the Hall of Electricity at OMSI. All entries become the property of Portland General Electric Company. Sorry, no entries can be returned. Decision of the judges is final. Children of PGE employees and its advertising agency not

eligible to win. PGE is not responsible for entries in transit and entries must be postmarked before May 1, 1973 to be eligible. Entry blanks also available at PGE offices.

All entries receive a PGE Junior Watt Watcher's Kit.

Portland
General
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Providing clean energy
for a better life.



PGE Contest Headquarters
P.O. Box 1450, Portland, Oregon 97207

☐ Here is my Coloring Contest entry. Send me my free Junior Watt Watcher's Kit.

☐ I am not entering the Coloring Contest so will not be eligible for an award, but send me the free Junior Watt Watcher's Kit. I am interested in conservation.

Name _____ Age _____

Address _____

City _____ State _____ Zip _____

(Please Print)