

AUTO OWNERS AND LICENSES

Of the 15,000 automobiles and motor driven vehicles of every description licensed during the year in the state of Oregon there are in Gresham and its immediate vicinity about 145. Ten years ago there were none, five years ago they were a rarity and only a year ago the number did not exceed fifty. Statistics have been secured from the office of the secretary of state, at Salem, covering the whole of Oregon up to August 1. From these statistics it is possible to segregate those owned and used in this vicinity, which are given in the subjoined list.

Many different types of cars are in use here, as elsewhere, but it will be noted by those who are posted in such matters that they average up pretty well in value, many of them being recognized as high-priced cars. The total valuation will run into fully \$100,000, or more, which is an indication of the prosperity of this section, limited to less than ten square miles and with a population of not more than 5000, nearly all of whom are farmers.

Following is believed to be a complete list of automobiles owned and operated here:

- 10 John M. Mann, Warren, Gresham.
- 144 J. H. Metzger, Ford, Gresham.
- 265. B. P. Reynolds, American, Cleone.
- 218 M. L. Harlow, Stearns, Troutdale.
- 335 Aaron Fox, Chalmers, Troutdale.
- 374 W. H. Black, Studebaker, 421 Fred Ruegg, Reo, Gresham.
- 511 Geo. H. Chamberlain, Buick, Troutdale.
- 526 Edgar E. Chipman, Cadillac, Gresham.
- 559 Edw. Wilkey, Hendee, Cleone.
- 563 O. I. Neal, Overland, Gresham.
- 577 D. M. Roberts, Ford, Gresham.
- 614 W. F. Powell, Studebaker, Cleone.
- 640 W. W. Cotton, Pierce, Gresham.
- 716 G. H. Zimmerman, Chalmers, Cleone.
- 803 Fred L. Everson, Studebaker, Gresham.
- 894 S. P. Bittner, Reo, Gresham.
- 902 H. A. Latourelle, U. S. Motor, Gresham.
- 903 G. W. Stapleton, Mitchell, Gresham.
- 1066 F. W. Fieldhouse, White, Gresham.
- 1109 George H. Dressel, Ford, 1133 Ed. Smith, Ford, Gresham.
- 1268 A. B. Conrad, Overland, Troutdale.
- 1342 P. A. Johnson, Reo, Gresham.
- 1366 D. D. Jackson, Cadillac, Troutdale.
- 1417 R. R. Carlson, Ford, Gresham.
- 1418 R. R. Carlson, Cadillac, Gresham.
- 1456 M. Kronenberg, Reo, Gresham.
- 1457 G. W. Kenney, Ford, Gresham.
- 1532 S. S. Thompson, Cadillac, Gresham.
- 1535 K. K. Kaser, International, Gresham.
- 1677 Wm. Hockinson, Ford, Gresham.
- 1679 A. McGregor, E. M. F., Gresham.
- 1893 Lewis G. Rodlun, White, 1894 Lewis G. Rodlun, Little, Gresham.
- 1961 Paul Bliss, E. M. F., Gresham.
- 2079 A. Meyers, Ford, Gresham.
- 2119 G. W. Sleret, Ford, Gresham.
- 2120 John Sleret, Ford, Gresham.
- 2233 J. A. Young, Oakland, Troutdale.
- 2307 C. E. Cree, Ford, Cleone.
- 2317 Jacob Luscher, Mitchell, Cleone.
- 2620 Andrew Brugger, Ford, Cleone.
- 2644 H. H. Hughes, Ford, Gresham.
- 2966 F. M. Kiger, Overland, Gresham.
- 2990 W. H. Cleveland, Apperson, Gresham.
- 3021 H. Schultz, Studebaker, Latourelle.
- 3040 Florence Whilon, Overland, Gresham.
- 3146 T. L. Evans, Cadillac, Troutdale.
- 3327 A. B. Elliott, Buick, Gresham.
- 3389 Fred Smith, Stoddard, Troutdale.
- 3709 G. B. Middleton, Reo, Gresham.
- 3737 J. W. Townsend, Inter-State, Troutdale.
- 3742 Ed. Nelson, Harley, Troutdale.
- 2993 E. S. Jenne, Apperson, Gresham.
- 3231 Gust Carlson, Overland, Gresham.
- 3292 Jos. P. Schantin, Merkel, Gresham.
- 3293 Jos. P. Schantin, Excelsior, Gresham.
- 3294 W. F. Honey, Chalmers, Gresham.
- 3295 W. F. Honey, Ford, Gresham.
- 3421 F. H. Freund, Ford, Gresham.
- 3529 Noah Perry, Cartercar, Gresham.

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SAMUEL HILL SAYS FINEST

"One of the most attractive highways of the Northwest, and destined to become one of the most useful," is the way Samuel Hill, the international road enthusiast views the proposed drive down the Columbia.

Mr. Hill has often declared that the Columbia gorges have scenery that cannot be surpassed in any European country, if equaled. He has been the main force appealing to the people to construct the highway which will be finished in less than a year between Portland and Hood River. For years he has gathered data and views of the Columbia, and the most fascinating lecture the road enthusiast ever gives is on this great region, and its future when properly opened and developed. All the enthusiasm and energy that has marked the work of Mr. Hill for the upper river highway applies to the zeal he shows in seeking to get the link between Portland and the sea constructed.

President J. L. Meier, of the Columbia Highway Association, has arranged with Mr. Hill to go to Gearhart next Saturday or Sunday to participate in the annual meeting of that body. At the time it was organized Mr. Hill stood sponsor for it. He then gave a lecture to the crowd demonstrating the beauties of the region, and arguing for the incalculable wealth that would pour into the territory when it was made properly accessible to the tourists of the world. When informed that the association would hold its annual meeting on the anniversary of the organization, Mr. Hill agreed to go down to Gearhart again, and he will there address the people on the country, making comparisons with the scenery and mountains of Europe, which the eminent enthusiast has just finished touring.

There will be meetings or lectures both Sunday and Monday next. Many of the Portland people will go down there Saturday evening and Sunday morning, and they will be eager to get into the problems as early as possible. The annual business meeting of the association will be Monday.

Announcement.

To Our Stockholders and Friends:—The Beaver State Motor Co., is pleased to announce that the location of its Factory Site has been definitely determined. We will build on a five acre tract, situated on the Mt. Hood railway, about a quarter of a mile east of the station at Gresham, Oregon.

The desire of the Portland, Railway, Light & Power Co. to locate and build up substantial manufacturing industries on its Mt. Hood line has enabled us to make very advantageous arrangements for this site and also for power, light, transportation and other necessary and important considerations.

Gresham is an ideal location for a manufacturing center and especially for an automobile factory. It is only a short drive from Portland, over the finest boulevards in the state, in the direction of the Portland Automobile Club House, which is some seven miles further east. It is surrounded by productive farms with beautiful homes, while to the east Mt. Hood stands silent sentinel, visible clear down to the foot hills. Arrangements are being made so our employees can buy economical homes on small monthly payments and they will have the benefit of fresh vegetables at little cost and of the celebrated Bull Run water—"the best in the world."

We consider that we are very fortunate in this transaction and believe our decision will receive the commendation of our friends.

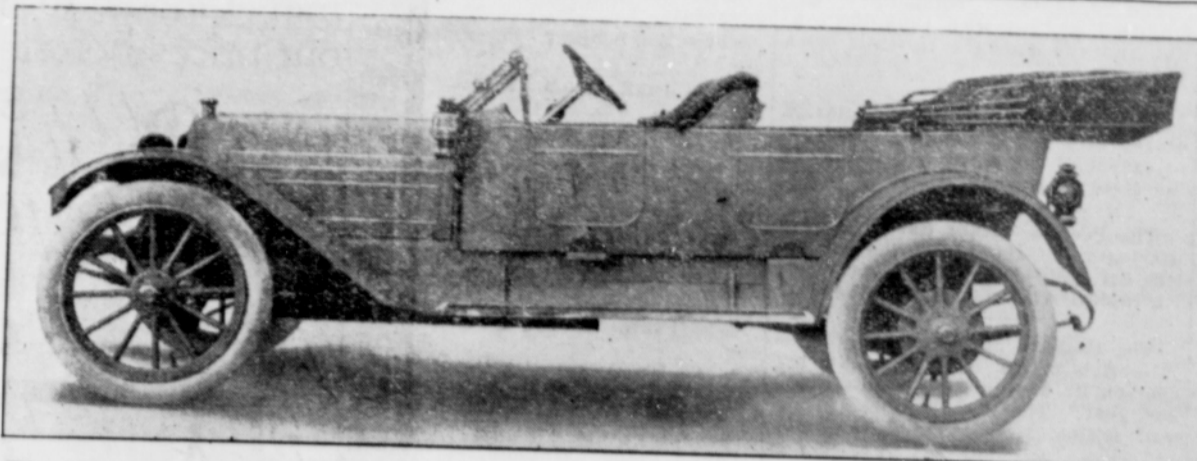
By order of the Board of Directors,
J. L. BAILEY,
Secretary and Acting Treasurer.

ADVISORY BOARD TO MAKE INSPECTION

Hon. Rufus C. Holman, county commissioner, and Road Supervisor J. B. Small were in Gresham on Saturday and favored the Outlook with a call. They announced their intention of taking a part in the celebration at Fairview on Labor Day and getting better acquainted with the people of Eastern Multnomah.

Tomorrow the county commissioners and several others will accompany the advisory board lately chosen on an inspection trip up the Columbia to view the scene of operations along the new Columbia River Highway. The others of the party will consist of Philo Holbrook, county engineer; Major Bowby, of the state highway engineering corps; Samuel Lancaster, an expert road builder, and Julius Meier. Several others will accompany the party. Their objective point will be Latourelle Falls to make a preliminary location of the proposed highway around the Latourelle hill. They will lunch at Chanticleer.

The advisory board on roads and highways is composed of W. W. Cotton, chairman, Samuel Hill, C. S. Jackson, A. S. Benson and W. B. Fecheimer. They are all enthusiastic road boosters and are making plans for a great automobile highway along the banks of the greatest scenic waterway in the United States.



The "Beaver Six", Only Car of its Type in Existence, Built by P. A. Combs, President of the Beaver Motor Co., of Gresham.

HISTORY IN BRIEF OF THE "BEAVER SIX" CAR

Mr. P. A. Combs, president and general manager of the Beaver Motor company, is a native of Iowa. He came to Portland fifteen years ago, a young man in the twenties so that practically his entire business life has been spent here. Previous to coming to Portland he was a mechanical engineer in the employ of the Thos. B. Jefferey Co., manufacturers of the well known Rambler bicycles. He came to Portland to look after the interests of the Rambler people here on the coast. He was one of the first to appreciate what the advent of the automobile really meant and turned his attention to the larger machine soon after its introduction into Portland.

Mr. Combs was president and general manager of the firm of Archer, Combs & Co., (now the Archer and Wiggins Co.) Sixth and Oak streets, Portland. Under his management the concern grew to a business of nearly \$200,000 per year. He sold out to Mr. Wiggins two years ago and immediately took steps to complete his design for the "Beaver" car. He went East, visiting the Automobile show in New York City and many of the large Automobile plants and specialty factories. During this extended trip under the advice of automobile experts and engineers the design of the present car was completed and the car itself made its appearance on the streets of Portland over eight months ago.

The "Beaver Six" is a handsome car; you single it out from the crowd; you stop to look at it as it stands at the curb; you admire its graceful lines and its silent running motor, and you would never dream of classing it among the moderate-priced cars; yet this car was made under great disadvantages. It was built on the third floor of the Marshall-Wells warehouse at Thirteenth and Johnson streets, Portland, practically by hand. It is not an assembled car. Almost the entire car was made here. That it is so handsome and efficient certainly speaks volumes for the ability of Mr. Combs.

While foremost engineers have long recognized the advantages of the six-cylinder motor, and the efficient speed and silence obtained by the use of the worm drive, their general popularity have been retarded by the high prices asked. In spite of this, they have forced their way to the front until their advantages are now admitted by the oldest and most successful builders of motor cars. The "Beaver Six" is especially adapted for Pacific Coast trade, to meet the mountain road requirements peculiar to this section of the country.

After testing the car out for several months it was declared to be satisfactory and steps were taken to secure the necessary capital to build a factory and manufacture cars. When the cost of an article together with selling expense exceeds \$1000, it requires a goodly sum to enable one to successfully engage in its manufacture. The Beaver State Motor Company is capitalized at \$300,000, and of this amount, \$225,000 of stock, at par, will eventually be sold. This will furnish ample funds for a large industry.

The first building will be of brick or concrete, 60x200 feet in size, to be followed later by other buildings as may be required. Electricity will supply the power and light for the plant. There will be no smoke and but very little noise.

At the start the company will make the bodies, fenders, hood and

top, and as many other of the parts as is possible, but such parts as would entail a very large initial outlay for expensive, special and complicated machinery will be purchased from the great specialty factories. It is a fact that a specialist who has a thoroughly equipped plant for the manufacture of all articles, and whose sales to the many makers of automobiles enable him to keep his plant running night and day, can turn out work at a lower price than any one making but a few of that article. The specialist makes them from the individual blue print of the Automobile company for that particular car just as the carpenter would do and the only difference is perhaps a better article for a lower price and the saving in factory equipment to the Automobile company which is a great consideration at the start. The Beaver State Motor company will endeavor to get its product out as early in 1914 as is possible, and to this end will no doubt buy at the start a large part of the car, but later on will expect to make in its own factory everything that can be made economically. The company will also in its advertising and general publicity boost Gresham; it will give preference to Gresham residents in employment and in business dealings. Experts and others who are brought to Gresham for the company will be encouraged to live here and become a part of its citizenship.

The Beaver State Motor Company prides itself on the fact that there is no promotion stock. Every stock holder and every director has same. No stock has been voted for services as is done in so many cases, getting a genuine "ground floor" investment opportunity as well as a permanent industry which will benefit the town enormously. Should the future as has been done by nearly all the successful companies by a stock dividend which in some cases has run over 1000 per cent, the Gresham stockholders will get the benefit of such increase without paying any more money.

The board of directors is made up of some of the best known and most able business men of Portland. Men who have been for many years prominently identified with the growth and development of the Northwest. The present directorate is:

A. Combs, formerly president Archer Combs & Co., Automobiles, Supplies and Accessories.
Vice President, A. H. Averill, president A. H. Averill Machinery Co., President Portland Chamber of Commerce.

Secretary and Acting Treasurer, J. L. Bailey, formerly president Archer Combs & Co., Automobiles, Supplies and Accessories.
Counsel, G. A. Johnson, Chamber of Commerce Building, attorney at Law.

Director, E. J. Jaeger, Jaeger Brothers, President Portland Retail Merchants' Association.
Director, W. H. McMonies, president W. H. McMonies & Co., president of Manufacturers' Association of the Northwest.

Director, Chas. Stout, Chamber of Commerce Building, Attorney at Law.
Negotiations between Gresham and the Motor Company have been handled principally by O. A. Eastman of the Gresham Commercial club, and

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IDEA OF WHAT MAY COME SOON

It is not the intention to enter into any detailed statement of the immensity of the automobile industry business as may be mentioned in this edition of the Outlook, but rather to give some idea of what it has accomplished in this section, together with some predictions as to what may come and how its coming may affect the future prosperity of Gresham.

It is gratifying to note that the second greatest industrial enterprise of the world has selected Gresham, of all places on the Pacific coast, for its first location, and if its success elsewhere presages anything it indicates that a cycle of prosperity is beginning its revolutions around this vicinity with Gresham as its center, and from which all future industrial advancement must radiate.

The astonishing growth of the automobile business during the past few years, in which period it has grown from nothing to almost rival the great steel industry is but an indication of what it will be in a few years more. Statistics are not available from which to tell the story of the marvelous growth of the automobile business, nor are they needed. Everyone knows from observation of the immensity to which it has attained, and its growth is believed to be assured for many years to come.

It is fortunate that every state in the union has taken up the idea of requiring a license for each vehicle of this type, for by it there is a complete record of the number of cars in use. It is thus made easy to know what is being done in the way of manufacture and the record is staggering even thus early in the existence of the industry. Such a complete change in the lives of the people of the whole world was never known before as that which has been brought about by the automobile, and the change is not complete nor will it be until practically every other industry has been changed and revolutionized through contact with it in every diversified avenue of commercial endeavor.

So the prediction is made that Gresham as the first center of manufacturing automobiles in commercial quantities only better known abroad as the home of the "Beaver Six", but that it will advance in prominence as a manufacturing center that may in time become the greatest in the northwest. With every advantage of location, power and shipping facilities this place may easily rival the greatest of all the manufacturing centers of the world. Only time is required to bring about such a condition. This rosette view may not be shared by every one, but the auspicious movement just about to begin may gain such momentum with the growth of the automobile business in the United States that it will be carried forward by its own force to become what it is enthusiastically predicted to become—the greatest power for the advancement of Eastern Multnomah in wealth and prosperity during the present decade.

EVERY DETAIL READY FOR CELEBRATION

Fairview's Labor Day celebration plans are all completed and the events will follow each other in rapid succession, beginning with a ball game at 9:30 between the Fairview Juniors and the Gresham Kids. The batteries will be: Fairview—Stone and Townsend, Gresham—Hamilton, Middleton and Young.

The afternoon game will be a "bumdinger," as the two big teams are evenly matched. Billard and Heltzman will be the battery for the home team.

Other events will be speeches, and exercises in the grove until noon with the Sandy silver cornet band in attendance. Then will follow a barbecue of roasted ox and sheep with a plenty for all and dinner until no one is left hungry.

In the evening the celebration will close with a big dance in the new hall. Latourelle's orchestra will furnish the dance music and they won't go home till morning.

Everybody is invited to come early and stay late and enjoy the day to the fullest extent.

Another car Santa Cruz cement just unloaded. Good supply of lime on hand. Metzger Bros.

GOOD ROADS ARE FEATURES

Good roads and scenic attractions are the most desirable features for a perfect enjoyment of an automobile ride. These features are to be found in no other place so closely allied as in Eastern Multnomah. The great arteries of commerce known as the five best in Oregon for their splendid conditions all lead out of Portland eastward and with their laterals cover a distance of nearly 1000 miles.

Principal among them is the famous Base Line, and paralleling it are the Sandy boulevard, the Section Line road, the Powell Valley road and the Foster road. These roads are but a mile apart from each other through Multnomah county but radiate somewhat as they lead further away from this vicinity. They are connected with cross roads at nearly every half mile section and with their ramifications into Clackamas county and further eastward into the Cascades are a network of thoroughfares that from Mount Tabor to their furthest limits are the equal of any in the United States for easy and comfortable traveling. The Sandy boulevard and the Base Line road are the gateways from Portland to great Columbia highway now being built parallel to the tracks of the O.-W. R. & N. to Eastern Oregon, and which will pass through the greatest scenic attractions of the northwest. The Section Line and Powell Valley roads both run through Gresham and to this point are the avenues to Mount Hood and the famous resorts in the Cascades. The Barlow road across the mountains is but a continuation of the Powell Valley road. All of them are filled with scenic beauties, and all of them are delightful for the advantages they possess as a means of touring into the distant recesses of a picturesque empire of abounding prosperity.

The Foster road extends from Portland through Arleta and Leuts and skirts along the border of Clackamas county to Sycamore where it diverges into that county and is lost in a myriad of other thoroughfares along the Clackamas river in another region of unparalleled wonders among the mountains and streams of a paradise made for the lovers of hunting and fishing and recreation among the haunts of nature.

Along the Columbia river highway, commencing with the first descent from the Base Line, are all the noted objects that has made the Columbia gorge famous the world over for its wonderful scenic attractions. Such household names of Bridal Veil, Latourelle Falls, Rooster Rock, the pillars of Hercules, the Needles, Multnomah Falls, Oneonta gorge, Cape Horn, Castle Rock and the Cascades are along this coming thoroughfare, and they will make of it the most popular route of travel on the whole Pacific coast. On and beyond are the vast plateaus and plateaus of Eastern and Central Oregon where automobile travel may be indulged in for thousands of miles in as many directions through a region of rich and varied resources now just springing into existence.

A beautiful and attractive loop from Portland for automobiles will some day be in existence, but not until a ferry or bridge shall afford a means of crossing the Columbia river. It could be provided for if a crossing could be made from Fairview to Camas and would afford a trip from Portland which could be made comfortably in an afternoon—or from any other point along it. On the Washington side between Vancouver and Camas are two routes one called the high road, the other the low road. On the Oregon side is the choice of several, all converging at Fairview. There is a diversity of scenery and the trip either way would lead through Vancouver barracks which is interesting. Less than two miles of road improvement and a ferry from Fairview to Camas would solve the problem of a new route about forty miles in its circuit. With the building of an interstate bridge at Vancouver the ferry at this end will be sure to receive attention.

Boy Accidentally Shoots Himself.

Ben Ough, Jr., of Washougal, aged 12, accidentally shot himself at the home of his uncle, Fred Ough, in the Hurlbert district on Saturday last. He was swinging in a hammock with a ".22" in his hands, when a report was heard and he was found dying. The bullet entered his mouth and came out under the left arm. He died in about 20 minutes. The body was taken to Washougal for burial.

Eggs Wanted—Thirty cents per dozen for strictly fresh eggs. E. J. Heselbine, 12-Mile Store, 52

Meeting at Pleasant Valley.
Rev. Wilbert R. Howell, a Baptist Convention pastor, will commence a series of meetings at the Pleasant Valley church, Thursday evening, Aug. 28. Commencing with Saturday evening, Aug. 30, or Sunday morning Aug. 31, the meetings will be continued by Rev. Jack Frost of McMinnville, Ore. Rev. Mr. Frost recently closed a meeting at Coburg in which forty-four persons were baptized.

Baseball at Fairview

Sunday, Aug. 31, 2:30 p. m.

SUNDIALS vs. TIMMS CRESS

Monday, Sept. 1

BIG LABOR DAY PROGRAM

9:30 a. m. FAIRVIEW JUNIORS vs. GRESHAM.

2:30 p. m. SUNDIALS vs. TIMMS CRESS

USUAL PRICES