

TWICE A WEEK

GRESHAM OUTLOOK

TUESDAYS AND FRIDAYS

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GRESHAM, MULTNOMAH COUNTY, OREGON FRIDAY, DECEMBER 16, 1921

\$1.50 PER YEAR

STANDARD OIL PLANT SHOWS MARKED GROWTH

One of the largest business concerns in Gresham is the Standard Oil Company which has its plant located at the eastern boundary of the city just off the Powell Valley road.

The business has grown during the past few years by leaps and bounds and the plant, equipment and working force are continually being increased to meet the demands of the patrons in the extensive territory which this plant serves in eastern Multnomah and northern Clackamas counties.

The Gresham Standard Oil plant first opened October 15, 1914, in charge of C. A. McCarty. At that time the delivery equipment consisted of one horse-drawn tank wagon. It was June 20, 1917, before the first tank truck was installed here. Since that time business has grown so rapidly with the increasing number of automobiles, tractors, drag saws, and other machines, which are being used more and more during the past years, that the company now has operating from the Gresham plant one 3 1/2-ton truck, one 2 1/2-ton truck and one 1-ton delivery truck. Six men are employed at the present time at the plant and on the delivery wagons.

A. C. Mehlin is the special agent here. Mr. Mehlin has been with the Standard Oil Company about nine years. The last five years he has been with the Standard Oil Company of California and came here October 1st from the San Francisco home office. Before going to San Francisco Mr. Mehlin was a salesman in Portland.

Stanley B. Sutliff, tank truck salesman, has been with the local plant since 1917 or for a longer period of time than any of the other employees. Before that time Mr. Sutliff worked for the company several years in Portland.

Fred Hoss, who grew up in Gresham and attended the schools here, has been with the company since 1919. He also is a truck salesman.

Al Simonsen, another local man, is the package truck driver and has been with this plant about a year. The warehouse man, Wm. McK. Beers, has been with the company over a year. Mr. Beers also was raised in this locality.

Roy H. Gibbs is another man who has completed the work in the local schools, gone on through higher schools, and then come back to take up work in the home community. Mr. Gibbs has been with the Standard Oil plant since June 1st, as clerk or book-keeper.

The local plant has a storage capacity of about 30,000 gallons of Red Crown gasoline. It also has storage capacity for 15,000 gallons of Pearl oil. Beside this, large quantities of standard engine distillate, Zerolene, Mobile oils, and all other types of oils and grease necessary for the lubrication of any class of machinery operated in this field are always in stock. Because of the splendid facilities, and Kelso.

Automobile SECTION



BEWARE OF STORAGE BATTERY 'REJUVENATORS'

In the old days, gasoline economizers were quite in style with the get-rich-quick fiends. They were much more common than they are now. One could buy them in powder, tablet or liquid form and probably administer them in homeopathic or allopathic doses—for the effect was just the same.

As long as the car owner was very careful to have the carbon removed from the engine cylinders, the valves ground and the carburetor adjusted, and then apply the so-called economizer to the fuel tank, he was certain to get greater mileage, per gallon of gasoline. And no wonder!

The same thing applies to the present day storage battery "rejuvenators", "recharging solutions" and what not, that are being sold as mysterious compounds and wonderful discoveries which recharge your storage battery in twenty minutes. Any battery service station can do the same thing by doping a battery with strong acid—but they know the harmful effect of such treatment.

"The surprising thing" says Mr. Pugh, of the Gresham Storage Battery Company, "is the willingness of many people to pay fabulous prices, three to five dollars being asked for a single application of these dopes when most storage battery service stations would do the same thing for twenty-five cents."

There is nothing mysterious about pouring strong acid solution into a discharged battery and having it operate in twenty or thirty minutes afterward. Any service station can do that, but the normal way to recharge a battery is to pass a current of electricity through it and avoid injuring it or shortening its life. The quick way is to pay three to five dollars for about twenty-five cents worth of strong acid—and then suffer the consequences.

In the Way.

He—"What makes that fellow glare at me so?" She—"You're sitting on his ice cream."

supplies can be delivered to customers on very short notice.

The territory covered by the local plant, extends to the Barker road on the west, east to Sandy, up the Columbia River Highway to Eagle Creek and south to Boring, Damascus

LOCAL HAULING DONE BY TRUCKS



Albert (Bill) Ekstrom, owner of Ekstrom's Truck Service, owns and operates more auto trucks than any other one man residing in this territory. He has five trucks in daily operation, on gravel hauling, and on the trips to Portland, which are made daily, and doing other heavy and light hauling. The makes he uses now are two Macks, Kleiber, Republic and Ford. In the picture printed above one of Mr. Ekstrom's trucks is shown with a record load of baled hay.

It may be well to say that this picture was taken two or three years ago before the present strict regulations regarding heavy loads were in force. All of the three grocery stores here also have their own complete complement of delivery cars and two have trucks, which they keep busy every day with their own hauling. Of the other businesses, the majority have rapid transportation service.

Morgan Brothers make daily trips to Portland, and there are quite a number in this vicinity who do commercial hauling.

FIVE GRESHAMITES ARE U. OF O. FRESHMEN

Zoology, business administration and music are the subjects specially studied by the five students from Gresham registered this year at the University of Oregon. Helen L. Westell and Mulvina H. Anderson are both freshmen in zoology; Glenn A. Kellum and Harry Westell are both freshmen in business administration, and Alga L. Mauding is a freshman in music.

The professional courses that definitely train for gainful occupations are the most popular with the 2164 students enrolled. Four hundred and twenty-five are registered in business administration; 152 in medicine; 142 in journalism; 112 in law; 109 in architecture; 105 in education; 104 in physical education; 84 in music, and 22 in sociology.

The college of literature, science and the arts has an enrollment of more than 900, including 27 who are specializing in chemistry, 147 in pre-medicine, 31 in geology, 22 in mathematics and 55 in pre-engineering.

The sale of 1921 Red Cross Christmas seals is now in progress throughout the state. The work in Multnomah county outside the city of Portland is in the hands of the Multnomah County Public Health association, of which Mrs. L. A. Harlow of Troutdale is chairman.

GRESHAM FAMILY IS GIVEN FRUIT SHOWER

An expression of practical sympathy was given Mrs. Fred Zimmerman and her daughter, Miss Hazel Reader, one afternoon last week, when a large number of women gathered at their new home on Cleveland avenue and brought a collection of home-canned fruit to partly take the place of what was destroyed by fire a few weeks ago. In all 53 quarts of fruit were brought. The women brought their fancy work and spent a pleasant social hour together.

The following women were present: the Mesdames Amelia Price, S. J. Bennison, F. C. Jennings, Pearl Atterbury, P. Lenard, Harry Truitt, E. H. Smith, Thomas McKinney, Joe Nell, Harry Warden, Mary Johnson, J. R. Harlan, Mary McAllister, T. E. Mercer, Fred J. Bechill, Otto Magnuson, F. W. Hopkins, E. B. Kirkwood, Clyde Shepherd, O. Thoren and F. Wells, the latter from Montana. Others contributing who were not present were the Mesdames Fred Powell, J. W. Smith, E. M. Camp, Melvin Sunday, George Metzger, George Johnson and W. B. Parsons.

A lady advertised for a husband. A man answered, and she married him. The man died and left her \$5,000 life insurance. The ad cost her \$1.75. Therefore, she gained \$4,998.25 by the transaction. Does advertising pay? We'll say it does!

BUSINESS MEN PLAN FOR GREATER ACTIVITY

A rousing meeting of the Business Men's Association was held Monday evening when more than 30 business men of the town gathered to discuss plans for future work. The business men are making preparation for the biggest entertainment ever held here for the third annual farmer's banquet which will be the third week in January. S. B. Hall, county agent, was present and told of the plans for Farmer's Week. This year the institute will be a two-ring affair as there will be a Home Economics course for women at the library while the farmer's courses are in session at the Grange hall.

The business men are backing the Farmer's Institute in a strong way. Both the Monday following Christmas and also the one following New Years will be observed as legal holidays and the business houses will all be closed.

The committee which was to investigate regarding the disposal of garbage in the gravel pit reported that no such arrangements could be made and another proposition was made. A place has been found and a man located who would establish a garbage route if sufficient backing for the project could be found. B. L. Walrad and J. E. Metzger were appointed to investigate, to meet with the city council and to report back to the business men.

E. E. Jackson of Vancouver put up a community sales proposition of holding auction sales at stated intervals. Will Hessel and S. B. Hall were to act as a committee to investigate this.

H. W. Strong brought up a new subject, "Buy at Home" and the association went on record favoring co-operative advertising. Mr. Strong was appointed chairman of a committee, the other members of which are Hal Bishop, Edw. Aylsworth, J. E. Metzger, A. Meyers and H. L. St. Clair.

Ernest Stratton and Edw. Aylsworth have worked out and gave to the business men Monday evening a summary of the business houses in Gresham and the report showed that there were 76 including doctors, lawyers, etc. These give employment to 225 persons including employers and represent 150 homes. In these homes are 475 persons. These figures were a surprise to even the members of the association who did not fully realize how big the business of the town was growing and how many persons were dependent upon the business of the town.

The Youth's Companion Home Calendar for 1922.

The publishers of The Youth's Companion are sending to every subscriber whose subscription (\$2.50) is paid for 1922 a Calendar for the new year. The tablets are printed in red and dark blue, and besides giving the days of the current month in bold legible type, give the Calendar of the preceding and succeeding months in smaller type in the margin. The Companion Home Calendar has been published in standard form for many years and is everywhere in quest because of its convenience and novelty.

HIGH SCHOOL GIRL LEAVES SCHOOL TO WED

Miss Grace Millard, sister of Mrs. Jack Lynch and student of union high school, was married Monday noon to C. F. Gossett of Boring. The bride is the daughter of Mr. and Mrs. J. R. Millard of Estacada. The groom is employed with the Portland Railway Light & Power company. He is the son of Chas. E. Gossett of Mabery station on the Bull Run line.

A Want Ad. is a telegram to the reading public. It is hard to pound sense into an easy mark.

GARAGES OF TERRITORY ARE WELL EQUIPPED

Gresham is well provided with a number of first-class garages where residents and travelers can secure new and second-hand machines at reasonable prices, and where the best of mechanics are ready to serve home or transient needs with promptness and courtesy. Owing to comparatively low rents and low taxes both for business and residence purposes the Gresham garages can and do attract customers from afar, and by treating them on the square, for which Gresham dealers in all lines are noted, they come back, and thus Gresham is becoming an automobile center. Our garages obtain their machines and supplies at the best rates possible in the state and fear no honest competition. Tourists passing through the country will always find Gresham shops and mechanics with large stocks of supplies ready and willing to serve them.

Strangers considering settling in this vicinity will be wise to take into consideration this feature of Gresham business enterprise. The automobile has come to stay as a part of social, business and farm life. Gresham is second to no center and here can be found anything from a spark plug to an engine.

In Gresham we have Raker & Son, with one of the best garages in the county and the largest outside of Portland. This firm makes a specialty of the famous Ford machine and has a large repair shop and a full line of authorized supplies.

The Smith Motor Car Company is another large and well appointed supply and repair firm making a specialty of the docile and popular Chevrolet.

The Gresham Garage, under the management of the Southards, father and son, handles the famous and sturdy Dodge machine with parts and supplies for it.

The Gresham Overland Company, W. A. Hessel, agent, makes a specialty of the graceful and durable Overland, and has sold many of them to residents in Gresham and eastern Multnomah and Clackamas counties. The Willys-Knight machine is also handled by this firm.

The Sherman McCarter Garage specializes in Chevrolet repairs and supplies.

The Main Street Garage makes a specialty of repairing.

Sam's Auto Top Shop carries on a special line under the management of S. E. Palmquist.

Then there are dealers in tires and supplies, including the Gresham Storage Battery Company; the Gresham Tire Company, handling the Fisk tires and other makes; the Camplin Tire Shop; the Bentley Vulcanizing Shop with Mason's tires; C. E. Osburn & Company, making a specialty of the Philadelphia Battery.

Outside of Gresham we have on the Powell Valley road the Ide Garage, west of Gresham, and the L. Christensen's Garage to the east; Ohmet Brothers at Pleasant Home; the Salzman and the Roy Parsons Garages at Springdale; Perret Bros. and R. S. Smith at Sandy; Walker Quisenberry and the Krosfky Bros. at Rockwood; Fred Hosner at Corbett; Cook's Garage; Jess Coons and the Mickley & Pleasant Garage at Troutdale and Walter Metzger's shop at Boring.

Others are being started from time to time along the main lines of travel in eastern Multnomah and Clackamas counties, and as the era of good roads continue to augment its realms there will be others established.

All the standard makes of oils and gasoline are supplied by truck service and the prices compare favorably with those at the regular stations in the city of Portland. Travelers and tourists are not plunging into a wilderness when they turn their machines toward Mt. Hood and leave Portland to the westward as they seek scenery, natural beauties of hill and field and the ozone that has made Multnomah county famous.

One of the largest supply stations outside of the city of Portland is maintained in Gresham by the Standard Oil Company embracing tanks and buildings valued at many thousands of dollars. This gives the community the advantage of supplies always near at hand, with a number of employees assisting to add to the activities of the community.



Advertisement for Pearl Oil, featuring the slogan 'The right fuel for your oil heater' and 'PEARL OIL HEAT AND LIGHT'. It includes the Standard Oil Company logo and contact information.

Advertisement for S. E. Palmquist's Christmas gifts, featuring an illustration of Santa Claus and the text 'MERRY CHRISTMAS' and 'See Palmquist for AUTO GLOVES, AUTO ROBES'.

Advertisement for Homan & Sons' painting services, featuring an illustration of a car and the text 'PAINTING' and 'AUTO-SIGN-HOUSE PAINTING'.