

TWICE  
A  
WEEK

# GRESHAM OUTLOOK

TUESDAYS  
AND  
FRIDAYS

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## AUTO DRIVERS NEED CONSTANT REMINDERS

When the first automobiles appeared on the streets and country roads they were regarded as dangerous playthings, and while people rushed to see them they kept at a safe distance. Teams along the highways became frightened or were guided into the ditch to be well out of the way of the dangerous usurper of the road.

As with vice, "familiarity breeds contempt," so with the automobile. Now that about one in seven of the population in Oregon owns an automobile neither horses or people are "scared" by them into keeping always at a safe distance when the machines speed hither and yon and crowd the streets and roads. The result is frequent avoidable accidents.

### Drivers to Blame.

Perhaps the drivers are partly to blame. Driving the modern cars becomes so easy that carefulness is forgotten, and pedestrians "ought to keep out of the way."

The avoidance of accidents has become a serious problem in all our large cities. In Portland the serious accidents run from 150 to 200 a month, and the fatalities average from one to two a day. This is leading authorities to take drastic means to curb and punish careless driving.

Perhaps the severest reminder imposed upon persons convicted of reckless driving, adopted recently in some cities, is to take the culprits to the morgue to view the mangled and lifeless forms of the victims of their heedlessness.

### Danger Increases.

Apparently the danger has increased with the increase in number of machines. What will it be when Oregon has double the number of machines it has today? At the present rate of increase that will require only four or five years.

It is safe to say that the public in general has reached about the maximum of precaution. Has the auto driver reached the maximum of care in driving? Is there not room for improvement here?

Careless drivers work a hardship on themselves and others. Restrictions will of necessity become more and more severe and the innocent will suffer with the guilty.

### Education Needed.

The increase in automobiles has been so rapid it is hard for human ideas and customers to keep pace with the new order of things. Education along lines of safety is needed. Accidents result from either willful or thoughtless carelessness or from inexperience. Some are naturally careless. They show it in other ways than when driving an automobile. They should be educated—in childhood, in youth—and not granted a license to drive until they show they have learned the lesson full well.

Why not require the inexperienced to go to school, as it were, to someone competent to teach them to handle a car with reasonable safety?

The Outlook repeats its recent sug-

gestion that in the interest of greater safety more unpaid deputy sheriffs be appointed with authority to warn or make complaint against those who show recklessness in driving and that such drivers be called before the court and officially warned or put under parole until they learn to obey the law with reasonable consideration for the rights and safety of others.

Sam A. Kozer, secretary of state, who has charge of the automobile license department, has made a strong appeal to drivers based on principles of religion and humanity. He borrows the idea of the Ten Commandments of Scripture and the greatest commandment of the Great Teacher, "Love thy neighbor as thyself," and deduces what should be the motorist's moral code, as follows:

1. Thou shalt not run over and kill thy neighbor.
2. Thou shalt not covet thy neighbor's automobile or any part thereof.
3. Thou shalt give thy neighbor one-half of the road at all times.
4. Thou shalt always drive in a careful and prudent manner that thy neighbor may extol thee.
5. Thou shalt permit thy neighbor to pass thee on the highway when he is in a hurry.
6. Thou shalt love thy neighbor's dog, his ox, his servant and his automobile, and avoid injury to them.
7. Thou shalt approach a railroad crossing with fear and trembling when thy neighbor rideth with thee.
8. Thou shalt not blind thy neighbor with glaring headlights whilst approaching him from the opposite direction.
9. Thou shalt not bear false witness against thy neighbor in case of accident.
10. Thou shalt secure an appropriate license for thine automobile each year and prudently conduct thyself in the operation thereof as the law may require so that thy neighbor may observe thee and go and do likewise.

### California Claims Highest Motor Registration.

California now is claiming the lead in motor car registration for the United States. The Los Angeles chamber of commerce has issued a statement saying that the present total of which is in Los Angeles county, third of which is in Los Angeles county. On January 1, the registration of cars in New York state was reported as \$12,031. The increase of cars registered this year in California is set at 30 per cent over last year. Californians declare that this percentage is a greater ratio than ever before achieved by any state in the Union. The extraordinary increase may be attributed to a combination of good roads and a climate which permits touring the year round.

### AGENCIES IN GRESHAM FOR SIX MAKES OF CARS

Six well known makes of automobiles are represented in Gresham by local garages or dealers. They are, Fords, Chevrolets, Overlands, Buicks, Willys-Knights and Gardners. Their popularity, based on the number of licenses issued, is about in the order named.

## Garages, Auto and Accessory Dealers of Gresham and Vicinity.

### GRESHAM

RAKER & SON, Ford and Fordson Dealers and Service.  
SHERMAN McCARTER GARAGE, Chevrolet, Willard Battery.  
GRESHAM GARAGE, Southard & Southard.  
C. E. OSBURN GARAGE, Philadelphia Battery.  
GRESHAM OVERLAND CO., Overland and Gardner.  
MAIN STREET GARAGE, Buick.  
BENTLEY'S TIRE SHOP.  
GRESHAM TIRE COMPANY.  
GRESHAM BATTERY STATION, Westinghouse Battery.  
GOTTLIEB FUDICKAR & SON, "Gresham" Tires.  
S. E. PALMQUIST, Auto Top Shop.

JOHN IDE GARAGE, Linnemann.  
LOUIS P. CHRISTENSON GARAGE, Powell Valley.  
DAMASCUS GARAGE, Damascus.  
SYCAMORE GARAGE, Sycamore.

### ROCKWOOD AND BASELINE.

WALKER QUESINBERRY GARAGE, Rockwood.  
B. & B. SERVICE STATION, Base Line.

### TROUTDALE.

MICKLEY & PLEASANT GARAGE, Troutdale.  
LARSSON'S GARAGE, Troutdale.  
COOK'S GARAGE, Chevrolets, Troutdale.

### BORING AND SANDY.

WALTER METZGER GARAGE, Buick, Chevrolet, Ford, Boring.  
SMITH'S GARAGE, Chevrolet, Sandy.  
PERRETT'S GARAGE, Ford, Sandy.

### CORBETT AND SPRINGDALE.

BELL'S GARAGE, Corbett.  
RICKERT'S GARAGE, Corbett.  
COLUMBIA HIGHWAY SERVICE STATION, Springdale.  
PARSONS & NORTHWAY, Springdale.

### DRIVING WITH BRAKES FOUND COMMON FAULT

The greatest fault with American drivers today is that they drive with their brakes, according to George H. Hannum, president and general manager of the Oakland Motor Car Company, Pontiac, Michigan.

"It may be due to the fact that life in America is speeded up to a dizzying pace," explains Hannum, "that our great cities are congested with automobile traffic, and that the brakes are actually built so mechanically sound that even in spite of the abuse they are subjected to they stand up under the strain.

"Every time you hear a traffic officer's whistle in a large city you almost immediately hear a crunching of brakes and scraping of dry tires on the pavement.

"And even in long cross country drives, where hilly country is encountered, some drivers constantly jam on their brakes when slowing down instead of allowing their cars to slow down before the brakes are applied. Every tire mark on the pavement costs some automobilist money, sooner or later.

"The motorist should take things easy in driving, whether in a crowd or out of a crowd. Fast driving between short city blocks, followed by a sudden jamming on of the brakes, gains little time and is expensive, both in the wear and tear on the tires, the burning out of the brake lining and injury to the brake and other mechanical parts of the car. Never put more pressure on the brakes than is absolutely necessary to stop at the point you wish.

"There is no question at all that brakes are extremely important for the purpose for which they are built, but simply because they are efficient, reliable and the easy way to drive is no reason for their abuse—abuse which results in damage to other parts of the car as well."

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### RIGHT LUBRICATION IS SECRET OF STARTING

Discovered—the secret of easy starting and flexible operation during the winter months!

So claims Fred Southard of the Gresham Garage.

"And it really isn't a secret after all," he says, "it's merely a matter of using an oil that stays fluid in cold weather."

Southard, who is thoroughly posted on matters pertaining to the correct lubrication of the modern automobile, says that motorists are finally beginning to appreciate the importance of using a low cold-test oil in winter.

The cold test of an oil is the temperature at which an oil congeals and ceases to flow.

"If the cold test isn't sufficiently low, the oil will not remain in a fluid condition during the cold weather," says Southard. "Because of the congealed oil film on the pistons and bearings, the engine is hard to start. Also, oil too thick to flow freely cannot be pumped or splashed to all bearing surfaces. This may cause burned out bearings, scored cylinders, and ineffective piston seal with consequent loss of power."

"We recommend Zerolene Nos. 1, 3 or 5 for winter motoring," concludes Southard, "it has the lowest cold test of any oil we have discovered. It flows freely in freezing weather, and safeguards the engine under all conditions."

### GRESHAM OVERLAND CO. HAS PROSPEROUS YEAR

The name of "Hessel" has become famous throughout this part of the state, being always thought of in connection with farm machinery and Overland automobiles. To these lines, handled by the Gresham store, have been added the Willys-Knight and Gardner automobiles.

Mr. Hessel, known to everyone as "Will," reports a good year of business and is making plans to meet an increasing demand in all lines which he is confident is coming with the steady upbuilding of eastern Multnomah.

## STANDARD OIL KEEPS PACE WITH GROWTH

It was in the summer of 1914 that the Standard Oil Company, with its usual vision into the future of thriving communities, decided that Gresham was the proper place to install a sub-station. Mr. Balsley, then district sales manager for Oregon, visited Gresham for the purpose of securing a suitable location. It was through Mr. Geo. Page, a personal friend of Mr. Balsley's, that the present location was decided upon.

The station was erected with a small capacity of storage for the various products, which at that time was thought to be ample for many years to come. October 15th, of that year Mr. C. A. McCarty assumed charge and alone with two horses and a tank wagon, was the entire force. Nearly any time of the day and night Mr. McCarty could be seen making his way through the mud, which covered the now paved and hard surfaced roads, delivering Red Crown gasoline to the few dealers and Pearl oil to the remote farm houses.

As was contemplated by the Standard Oil Company, and as only could be in such a progressive community, business expanded so rapidly that it became necessary in June, 1917, to replace the old team and wagon with a modern auto tank truck having a capacity of 1000 gallons.

From this point on the demand increased so rapidly that an additional tank truck of the same capacity, a 1-ton Ford truck, for emergency deliveries, and a Ford roadster were added to the equipment. The tank trucks were assigned regular routes covering a certain territory each day, therefore offering the public the best possible service.

In the meantime additional storage was added, garages built and a clerk added to the force.

The year 1922 has been the peak year with the addition of two men and the establishing of a regular route to Mt. Hood. The trip to Mt. Hood has been real pioneering, requiring from twelve hours to three days for the round trip. Next year undoubtedly there will be another tank truck added to our equipment for the purpose of taking care of this run. Also a larger truck will replace the small Ford truck in order to more adequately give prompt service.

H. O. Bone, special agent, has been in the employ of the Standard Oil Company for nearly 10 years, and in the oil game for 14 years. Starting as a roustabout in the Santa Maria oil fields of California, he advanced through subordinate positions to the present one. Mr. Bone was transferred to Gresham in January of this year from Manteca, California, where he had held a similar position since being discharged from the army.

J. W. Judy was appointed assistant special agent at Gresham May 23 on account of increased business at this point. He has been in the employ of the Standard Oil Company for almost three years and was advanced from service station salesman at Medford, Oregon, to his present position. Mr. Judy, wife and son reside in the Westell home on Second street and take a very active interest in business and social affairs in and around Gresham.

Fred Hoss, senior tank truck salesman, is a local man, having been reared and educated in Gresham.

A. Simonsen, junior tank truck salesman, is also a Gresham man and has just recently completed a new modern house on Powell Valley road east of Gresham.

Roy H. Gibbs, chief clerk, is another local man who has confidence in the

future of Gresham. He has erected a small house on Main street, and expects to replace this next year with a modern dwelling that will do credit to the town.

E. A. Hengstler, package truck salesman, has been a citizen of Gresham for over 10 years. Mr. Hengstler has proven his confidence in the future of the locality by allowing Dan Cupid to capture him in July of this year. Mr. Hengstler is also considering the erection of a new home.

The total payroll aggregates upwards of \$1000 per month, and is expected to reach the \$1500 mark in a very few years. Each employe of the Gresham Standard Oil Company has a keen interest in the development of Gresham and the surrounding community, and it is their desire to take this means of expressing their wishes for a Merry Christmas and a Happy and Prosperous 1923 to every one.

### "FOURTEEN POINTS" OF MOTOR VEHICLE LAW

1 Every motor vehicle must be licensed, excepting those owned by the United States government, fire departments, and farm tractors.

2 Upon the purchase of a motor vehicle already licensed application to the Secretary of State for transfer of license must be made at once.

3 No motor vehicle shall be driven upon the highways of this state at a rate of speed exceeding 30 miles per hour.

4 No motor truck of over five tons rated maximum load carrying capacity shall be operated upon the highways of this state.

5 No person, other than an officer, shall climb into or upon another's motor vehicle and attempt to operate such vehicle without the consent of the owner.

6 Every person operating a motor vehicle for hire, whether transporting passengers or commodities, shall register as a chauffeur.

7 The license of a chauffeur or operator may be suspended for cause upon the recommendation of a sheriff, chief of police or magistrate when such action would be in the interest of public safety.

8 A non-resident owner of a motor vehicle is granted the same privilege as to license and display of number plates, in this state as his state shall grant to a resident of this state.

9 No person shall throw or deposit any glass or other substance likely to injure another, or another's property, upon the highways of this state.

10 Every motor vehicle shall be equipped with adequate brakes, headlights, and rear light to denote danger and identify the license number plate at night.

11 No person shall buy or sell a motor vehicle whose manufacturer's serial number or other distinguishing numbers have been removed, altered or defaced.

12 No motor vehicle shall be operated upon the highways of this state without having attached thereto, at front and rear the number plates provided by the Secretary of State.

13 No person shall drive or operate a motor vehicle who becomes, or is, intoxicated while engaged in driving or operating such motor vehicle.

14 No person shall employ another to operate a motor vehicle who is not 18 years of age, nor shall anyone operate a motor vehicle who is not 16 years of age.

### Send It In.

If you have a bit of news—send it in. Or a joke that will amuse—send it in. A story that is true—an incident that's new.

We want to hear from you—send it in. Don't wait a month to do it—send it in.

Don't let 'em beat you to it—send it in. Something serious or a jest—just whichever you like best—

The Ed. will do the rest—SEND IT IN

### Piano Tuning.

Satisfaction guaranteed, \$3. Fred B. Jones, 2625 East 49th street.

MERRY CHRISTMAS

SEE PALMQUIST FOR

AUTO GLOVES  
AUTO ROBES

They make a Nice Christmas Gift for someone in the family

**S. E. Palmquist**

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See Palmquist for Auto-Tops and Curtains for all makes of cars

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**Mt. Tabor Garage**

"ZIM'S SERVICE"

Wish you a Merry Christmas and A Happy New Year

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O. R. ZIMMERMAN

50th and Hawthorne, Portland  
Phones: Tabor 3392; Gresham 2491