

Who's Who and Why in Gresham

Continued from page 2

so many people are trying to do and cannot quite manage it for they do not know where to have their clothes made, where they use quality, material and expert workmanship. They do not know where to send and keep them in shape after the first cost. If you will let Mr. Peter Lenard attend to all your tailoring work you will be assured of lasting clothes as well as that they always will look right. Best known woollens are used by him exclusively and a suit made of his cloth will keep its shape and wear many ready-made suits of inferior quality. Mr. Lenard, the proprietor of this up-to-date tailoring shop has been in the business for years and he knows the tailoring game from one end to the other. He is capable of doing anything necessary to either men's or women's clothes. Give him a trial and you will be convinced that he has "handled clothes before." Another feature of Mr. Lenard's is the expert remodeling, cleaning and pressing he does. How long has Mr. Lenard been in this business? Does he do French Dry Cleaning?

(9) What is the name of the sales agency in Gresham that is well known for the class of service they give the people as well as the makes of cars they sell? They are distributors of the well known and well made Chevrolet. The new model Chevrolet is a beauty to look upon and this is not all, they have the same sure and dependable power plant under the hood. The 1923 "edition" changed everything but the price and many good advantages, such as the gas tank in the rear, with a vacuum feed; barrel headlights and a complete body change, radiator and hood improvement, worm steering gear, curtains open with doors. You must see these new cars to be able to appreciate them and the management of the Sherman McCarter Garage is ready to show you and explain the advantages of owning a Chevrolet. These cars have broken sales records throughout the country.

The proprietor of this agency is well known in Northern Oregon and is known to be pleasant to transact business with. They also have some very good buys in second-hand cars, if you are looking for one—see what they have to offer. What is the price of a Chevrolet Sedan delivered? What batteries does this firm handle? What is displayed in their salesroom?

(10) This paragraph is about the man behind the camera, but not behind the time. Now, as one looks down the streets and sees the many large and reputable establishments, you can't help but feel proud that you live in such a progressive community. For each one in his line is a highly representative of standing in the business world. In this instance, we wish to speak of a studio, operated by persons who do "photographic work of the better class." It is conceded to be the best place anywhere near here to take the kiddies to have their pictures taken. They are fond of children, and it is an easy matter for them to take their pictures. The answer to this that the children like them. At the Maxwell Schneider Studio they also do high-class portrait work. The ability to put the finishing touches on a picture after the camera has done its duty is indeed an art, and the work done by this studio is known for its quality. What is the phone number of this studio, at what hours do they take pictures? What is the best picture displayed in reception room?

(11) Are you waiting until your home or your store burns down before looking after your Fire Insurance Policy? Are your household goods insured? If you drive a car and are not carrying general insurance on it wake up to the fact before it is too late. Go tomorrow to this convenient Insurance Office. This man knows Insurance, Talks Insurance, Sells Insurance and is the man with whom you should get acquainted. Call on him and get him at his office in the Regner Bldg., and let him figure with you on that next policy. He is prepared to offer you some exclusive advantages that are well worth investigating. We want you readers to tell

what he insures? How long he has been in business here and what he sells besides insurance? Who is the oldest real estate and insurance man east of Portland? Who has paid the largest number of insurance losses in Multnomah and Clackamas counties? What agent is backed by over one hundred and twenty million dollars?

(12) The "What do you know about Gresham" feature would not be complete without a test of what you know about Osteopathy. Dr. D. J. Fasching says that "Osteopathy emphasizes the structural integrity of body mechanism as the most important single factor for the organism's well being. It is a system of healing which emphasizes: first, the diagnosis of disease by physical methods; second, the treatment of disease by scientific adjustment, good habits, correct thinking and clean living; third, the operation of mechanical and operative surgery in setting fractures and dislocated bones, repairing lacerations, and removing abnormal tissue growths dangerous to organic life." Members of the osteopathic profession did heroic work during the flu epidemic, and it was then undeniably demonstrated that the treatment was successful where other methods proved unavailing. And, despite the most strenuous adverse criticism osteopathy is coming into its own; those who have upheld its standards have made a good fight. Where is Dr. Fasching's office located? What is his phone number? Does he treat patients at night? Do Osteopathic physicians treat pneumonia? Do Osteopathic physicians treat laryngitis and flu? Do Osteopathic physicians take care of maternity cases? Do Osteopathic physicians treat women's diseases? Do Osteopathic physicians treat children's diseases?

(13) The Ford organization is the greatest distributing force in the world in the automobile industry. It goes forward with its own momentum. The Gresham representatives of this vast organization Raker & Son are one of the most vigorous and efficient ingredients of the mighty mechanism that distributes the output of the great Ford plant—Fords, Fordsons and Lincolns. The firm is more than a mere sales enterprise—it is a great public service. It strives to do the right thing, to please the public and satisfy its own conscience. The public is earning that the Ford service in Gresham means efficiency and satisfaction. The salesroom is both unusually capacious and well appointed. The equipment of the shop is a marvel for a small city. It is surprising to see the implements, the tools, the machines designed to avoid lost motion and insure promptness. This firm also does storage battery repairing and recharging, starter and generator work. System is everywhere obvious. Much of this is due to the proprietors who are live wires and willing workers in behalf of public improvements and civic betterment. State the reasons for the popularity of the Fordson tractor? What were the new and used local car sales for 1922? What kinds of tires do they sell? What's the best oil to use?

(14) This firm we are writing about is one of a nature that requires moving to be a success, and it is successful. This firm does general trucking of all kinds and will haul Anything Anywhere Anytime. It also handles coal and briquettes and is the home of the daily bus service to Portland. Its trucks are here, there and everywhere throughout the community every day in the week, conveying freight, household goods, baggage and other articles to and from homes of residents. In fact it has a truck for every kind of work. This modern transfer company has proven and been to the people of Gresham in many ways, especially to the newcomer and those who desire absolute safety in the handling of their goods. Special attention is given every order large or small. The company is fully equipped to take the greatest care of your fine furniture, your piano and your hauling problems. Long distance hauling of household goods is one of their "long suits." Only men who know the business and are competent from every angle are employed. What is the name of this organization? What is the phone number? What is the best briquette for brooder? Who handles it? What kind of coal do they sell?

(15) If you readers are not familiar with the store we have in mind you are overlooking a good bet. "Anything in Household Goods," is what they specialize in. They are prepared to Buy, Sell or Exchange anything "from a chair to a carload." Perhaps you have some extra pieces of furniture, a stove, range or other household articles or perhaps you are moving your residence to some other town. The wear and tear of moving, high freight rates, will hardly pay you for the trouble. Why not call at this store and let them make you an offer. They pay the highest cash prices and you are assured of a Square Deal. If you are looking for anything to outfit the home, they are pretty sure to have it and at money saving prices. This store is located on Powell street next to the Gresham Garage. Tell us the name of the proprietor and his correct address. The proprietor is determined on Honest Prices and Fair Dealings in their Policy—and are well worthy of your

patronage. Who is the proprietor? What kind of linoleum does he handle and what kind of repair work does he do?

(16) No matter what may be said, groceries above all kinds of merchandise must be fresh and pure. With this in mind, The Walrad Mercantile Company is strong for pure groceries and fresh vegetables, and fruits, and will handle no other. If you are desirous of obtaining the best in pure foods pay this grocery a visit and you will be convinced that they not only offer quality merchandise, but service as well. The kind of service that is dependable and can be relied upon. Just call and watch their delivery service act quickly. This store also is known as "The House of Quality." Their stock of canned goods contains the best known brands in the market. Here you will also find the leading brands of high grade flour, in fact, a well selected stock of both staple and fancy groceries, as well as dry goods, notions, etc. No store in Gresham will give you better quality and service. The general appearance of this store is very inviting and deserving of the best patronage. How long has this store been established? When do they deliver? What slogan does this store use? What line of hostility do they handle? What kind of canned goods?

(17) In every town there is an outstanding establishment that is never quite satisfied with following the lines of least resistance. In Gresham there is at least one such establishment and it is the home of the famous Westinghouse Battery. This Westinghouse Battery Service station is one that you can trust to the utmost. You will receive courteous attention whether you buy or not. They like to know your battery problems and will help you solve them. It is not the object of this write up to give the merits of this establishment for they are too well known for this to be necessary. Our work is to tell the story of Gresham. We do want to say, however, that the management will never send you away from his shop without giving their personal OK to their work and seeing that you get Real Service and Satisfaction. When you are in need of work or advice in the battery line talk it over with these "Live Wires." A trial will convince you. They also test and fill all makes of batteries without charge. Give us the name of the proprietor. What are the two advantages of The Westinghouse Battery over others.

(18) When the people of Gresham think of Furniture, their minds revert automatically to the Leading Furniture store conducted by J. E. Metzger. This live progressive store has anticipated your wants in a carefully selected stock of the newest and Best in furniture, household furnishings, paints, oils, draperies, rugs, stoves, and ranges, heaters, etc. "Where is Everything for the Home" at Money Saving Prices. They also buy and sell used Furniture and other Household Furnishings, paying the highest prices. You are assured of Honest Methods and Fair Dealings at all times. The proprietors pride themselves upon the courteous and attentive service shown each patron, and you will find shopping here a real pleasure as well as profitable. You of course, know of where we are writing and know that besides handling furniture Mr. Metzger is a licensed Mortician and at your service any time of the day or night. In their funeral parlors they have a lady assistant and give to our loved ones after death the same care we ourselves would. What is the name of this progressive organization? What line of phonographs and records, vacuum sweepers and electric washers does it handle? What is the phone number for the undertaker? What are the predominant features of their line of phonographs over other makes of phonographs?

(19) Gresham indeed is fortunate and happy that it was picked to be the home of the progressive institutions in the big chain of stores conducted by the Twentieth Century Grocery Company. The success of this firm has been built upon their guarantee that prices always must be the lowest consistent with quality. These stores always have given their customers the benefit of modern principles in merchandising and the savings they make by buying in big quantities are passed right along to their patrons. They carry a most comprehensive line of staple and fancy groceries as well as fresh fruits, vegetables, nuts, etc. These stores are operated with a view to supplying the needs of the busy and particular housewives and a visit to this establishment will convince you of the quality of their merchandise. You also will find that prompt and courteous treatment awaits you here no matter whether your purchase is large or small. The local manager is one of those big-hearted congenial, accommodating fellows that you will like to deal with and you will find him always on the job and seeing to it personally that all your orders are delivered and filled promptly. Who is this manager? What line of canned goods do they feature? What have they in their warroom?

(20) In writing of the leading business institutions of material development and progress of Gresham, our records would not be complete with-

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out extending reference to one that plays an important part in the business activities of this community. Such is the Meat Firm we have in mind. The meat you eat should be selected with infinite care. The fact that all meats sold by this firm are Government inspected, should be of the utmost importance to the discriminating buyer at this market of which A. J. W. Brown is proprietor. You are assured of absolutely fresh meats at all times, that are kept under conditions that are as near perfect as it is possible to get them. This shop is clean, sanitary and inviting. What is the name of this enterprising establishment? When was the business established?

(21) Did you ever have a fit? Excuse the seemingly impertinent question, but it is made from a shoe man's standpoint. Here we introduce a well known establishment where you not only can buy a new pair of shoes but also can get your old shoes made like new while you wait. This establishment can throw you into a "fit" that will please you. They can fit any feet that come along—fit them right in quality, size and price. Besides carrying some of the best known brands Mr. Dahl's shop is equipped with all modern appliances. You will find him a courteous, painstaking workman. If you do not wish a new pair of shoes just now bring your "tired shoes to this shoe hospital." They dye shoes, put on half soles or new heels and specialize in sewed soles. We bespeak for Mr. Dahl the hearty cooperation of the good people of Gresham. We want you to tell us the full name of the proprietor. What kind of rubber heels does he sell? Why should you have your shoes repaired?

(22) "Let electricity help with the housework" is antiquated advice for most of us, but many housewives today are still without an electric range and vacuum cleaner. Hasten the day when the women of every household will know the joy that comes from letting electricity wash and iron the family's clothes, sew, clean house, wash dishes and attend to other numerous burdensome duties and perhaps this is why The Floyd L. Mack establishment is so interested in "the Home Electrical needs," that the name is synonymous. Among their highly recommended articles are Hot Point products or any other standard makes of electrical appliances. Stop in at the display rooms and meet this enterprising licensed electrician and you will find him ready to show and tell you of his prompt and reliable service for electric light, heat and power—or if it is radio supplies or services you will find both here. This live hustler specializes in contract work. You readers who contemplate building will do well to see him about your electrical work first. What make of electric range has he on display? What make of fixtures? What make of hand spot lights? What make of vacuum cleaner?

(23) The success of this progressive store has been built upon their guarantee that prices must always be the lowest consistent with quality. This store has always given its customers the benefit of modern principle in merchandising. They carry a most comprehensive line of staple and fancy groceries as well as fruits and vegetables. This establishment is operated by Cecil Metzger with a view to supplying the needs of the busy housewife. Its motto is, "Good goods, courteous treatment, fair prices and intelligent service." Their extensive stock consists of such staple and popular lines as Wadham & Co, Swift & Co, Barton & Co. In connection with the grocery they also carry a complete line of vegetables, fruits and nuts. What is the name of this grocery? What well known brands of coffee does he feature? When was this pres-

ent business established? What does Diamond W stand for? Why is Diamond Flour our leader? What is it you get at this store, you get very few of at any other store? What is our leading lard? I will give special prize to the person turning correct answer to my questions.

(24) For a more pleasant working condition on your farm we have in mind a firm which handles farm machinery and implements, water systems and pumps. They have the machinery that saves you time, hard work and money, and you get more enjoyment than you have been getting. Don't let hard work get the best of you. It can be avoided. Equip your farm with hand machinery. The time you waste in mopping your brow and worrying will pay for the cost in a short time. The proprietor of this big implement firm, W. A. Hessel, stands back of what he sells. Every article gives thorough work and you get more efficient results and enjoyment out of your labor by using their machinery. The owner ranks with the top-notchers when it comes to helping any movement for Gresham or the country. He is a substantial citizen and successful business man. Being a leading citizen and live business man has entitled him to be placed on the roll of honor of "Who's Who in Gresham." Name this firm. What line of agricultural implements? What cream separator?

(25) Dealers in lumber and building material hold an important position in the advancement and development of any community for it is to them that the builders look for material. The contractor and builder would be of small importance if the dealer in lumber and building material was not on the job. You who contemplate building should consult the Jones Lumber Co., a branch of the Jones Lumber Co., who has their plant in South Portland and which now is working three eight-hour shifts. Gresham is fortunate in possessing a live concern, headed by progressive business men who are responsible for the rapid development of this business. This has been business methods, unflinching courtesy and fair dealing. Service is paramount with them and one of the essentials on which the proprietors pride themselves. Their large stock includes, besides lumber, an extensive line of all kinds of building material, including paint. Who is the local manager? Tell us when this business was established. What kinds of paint do they feature? What is their slogan? How many trucks have they on the road now?
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COUNTY COUNCIL TO MEET THURSDAY EVE.

The Community Council, which comprises the residents of Lusted, Orient, Victory and Cottrell districts, will hold a meeting Thursday evening, February 8, at the Methodist church parsonage in Pleasant Home which is the home of the president of the council, the Rev. G. C. Berreman. The meeting was called for the purpose of discussing plans for the year's work.

SANDY BLUFF

Mrs. T. H. Pitts expected to leave for Portland last Monday evening. Mr. Pitts is at Milwaukie sanitarium instead of at the Portland sanitarium as was formerly announced. He is gradually improving and the doctors speak very encouragingly of his complete recovery. Mrs. Pitts, before leaving, expressed her sincere thanks and appreciation of the many courtesies and consideration which friends and neighbors have shown during the illness of her husband.

The Bank of Gresham pays 5 per cent interest on time deposits.—Adv.

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Hoes, Sprayers, wedges, hay and potato forks, shovels, 3 crow bars.

2 sets double harness, 1 set single harness, 200-gal. water trough, 50-gal. water tank, 75 feet rubber hose, some barbed wire and chicken wire, grindstone, 2 logging chains, saddle and collars, 2 cross cut saws, hard-wood wagon tongue, 4 tons hay, 2 tons baled straw.

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