

OIL COMPANY HAS YEARS OF STEADY PROGRESS

Eleven years ago the Standard Oil company, with its usual vision and pioneering spirit, erected a distributing plant in Gresham. Then it was a very insignificant affair, consisting of small tanks and warehouse, a stable for two horses and a tank wagon. For several years it was a one-man station under the direction of Mr. McCarty. At all hours of the day or night it was a common sight to see McCarty driving the mucky, rutty roads delivering petroleum products wherever they were needed.

Today is seen a modern plant with facilities equal to the service requirements of 450 square miles of territory. The plant and equipment now include three 20,000-gallon storage tanks, three tank wagons, 2 1/2-ton package trucks, a four-stall garage, warehouse and office. Territory served is now bounded by Barker road on the west, the Columbia river on the north, Damascus and Boring on the south and Crown Point and Government Camp on the east. Up to last year all the trade along the Columbia River highway as far east as Cascade Locks was served out of Gresham, but with the thought in mind of easing working conditions and improving service, the company saw fit to construct a station at Cascade Locks, thereby shortening the haul out of Gresham to Crown Point.

"Service and quality products" are conceded to be the reason for the

phenomenal success of the Standard Oil company, which has had a real pioneering spirit, all of which hinges around service. There is no road that will afford traction on which Standard Oil equipment is not a familiar sight. At times a tractor or a span of mules had to send assistance, but delivery of needed supplies was always made. Some of the men still remember the 16 to 18 hour drag to Sandy and Government Camp, a trip that now can be made in eight hours.

In contrast to the one-man station of 11 years ago, the present personnel is six men, which number is increased to eight during the spring and summer months. The salary disbursement for the past year approximated \$13,000.

In the way of personal relations, the Standard Oil company has always had a liberal, commendable policy. After 30 years of service, an employee is eligible for a pension at 75 per cent of his annual salary. For each year of service he also receives life insurance in an amount that increases yearly up to 12-months salary should he die after 10 years of service.

Should a Standard Oil employ become sick his full salary is continued for two weeks after one year of service, up to 26 weeks for 10 years of service. Finally, every employ after one year's service is eligible to participate in the company's stock investment plan which is optional. Out of approximately 20,000 employees, fully 15,000 are now participating.

For every dollar the employ invests, the Standard Oil company adds 50 cents.

The following local employees, all of whom live in Gresham, join in wishing one and all a Merry Christmas and a Happy, Prosperous New Year: W. P. Tuerck, special agent; Al Simonsen, Tony E. Hengstler, and Everett L. Bartholomew, area salesmen; E. L. Stafford, warehouseman and clerk; Joe M. Comstock, package truck driver.

TAKING ACCOUNT OF DEPRECIATION

The salesman had just finished describing the various units of the car his fair prospect intended purchasing. "Now, is everything quite clear?" he completed. "Nearly," replied the lady, "though you haven't told me about the depreciation, when it needs oiling and so on."

Motor car dealers base the depreciation values on reports received from various trade bodies. Hence, at the present time the first year's depreciation is 40 per cent, the second year, 15 per cent, the fourth year, 10 per cent, and the fifth year, 5 per cent.

For instance: A car listing at \$1,000 would at the end of the first year be worth about \$600; at the end of the second year \$400, and the third year \$250. Now this costs the owner \$1,200 delivered, with all accessories. That car operated for one year, say 6500 miles, and sold for \$600, has cost the owner \$600, plus maintenance, gas, oil, etc. If sold at the end of the second year, the cost of the 1300 miles would be \$900 exclusive of gas, oil, tires, etc. Hence, the economical motorist sells at the end of the second year, or the third or fourth year—never at the end of the first year. After the second, third or fourth year the machine has passed its critical mileage and it pays to sell. Critical mileage is that point at which repairs are so common, and fuel consumption so great, that the cost per mile is far beyond the car's standard.

You have often heard a man say: "I trade my car in every year because I don't want to be bothered with repairs." And this man, whether he knows it or not, is paying as high as 30 cents a mile to run his one year car. He could use a taxi for less money.

The fellow who sells the first year and accepts the 40 per cent or more depreciation on the list price, must add to that loss the freight and war tax he originally paid. It operated for at least one more year, or even two years which is still better, then his depreciation is spread over a big mileage and the cost per mile is reduced. The wise boy forgets about

RAKER & SON

wish their friends and patrons

A Merry Christmas and A Happy and Prosperous New Year

Lincoln **Ford** Fordson
CARS—TRUCKS—TRACTORS

GRESHAM, OREGON

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TIRES—FISK—TUBES

VULCANIZING AND RETREADING

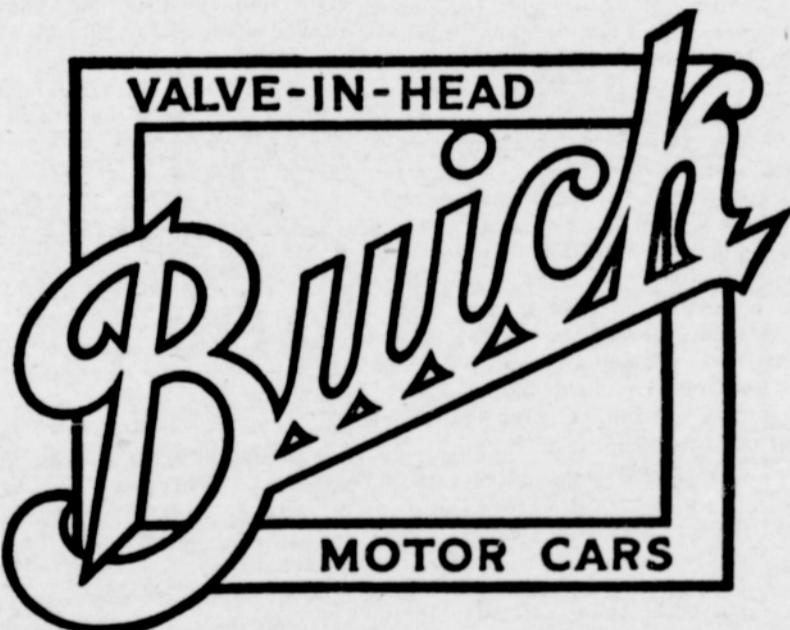
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Gresham Tire Shop

GEO. A. BRANDT, Prop.

Phone 1471

Gresham, Oregon



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Boring, Oregon

SALES—SERVICE

WISHES YOU

A Merry Christmas

AND A

Happy, Prosperous New Year

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407



time and thinks in terms of speedometer mileage.

If you are about to sell your car stop and think. Has it been operated over sufficient mileage? Will the new car you intend purchasing do more for you than the one you have now? Of course if you are one of those birds that demand style and don't care about the cost, then trade regardless, but if you are a chap who wants low-cost transportation and style afterwards, think twice before you sell, then don't sell, and be money in your pocket.—By Erwin Greer, President Greer College of Automotive Engineering, Chicago.

CHILDREN'S FARM HOME WORTHY OBJECT FOR GIFT

Among the various worthy enterprises desiring aid at the Christmas season, foremost is that of the Children's Farm Home at Corvallis, which is mothered by the state W. C. T. U., which represents all the local organizations.

What home means to the average American child who has fond parents to anticipate every necessary wish, this roof means to the dependent children who are sheltered by its care. The children are well cared for and happy. Those so fortunate as having been able to pay a visit to the institution say that it lacks the atmosphere of a regular orphanage and is as near the requirements of a really and truly home as it is possible for an institution to be where strict discipline must be maintained and where things move along with clocklike precision.

The ladies present at the state W. C. T. U. convention which was held at Hood River in October of this year were deeply touched when a telegram was read from one of the boys at the home sending greeting to the convention as follows: "We want to thank you for our happy home."

At this time the various local unions throughout the state, including the one at Gresham, are sending out appeals for toys, books, tools, canned and dried fruit, in fact anything that would contribute to the happiness of the ordinary child. Mrs. H. S. Clow is in possession of the list of things that would be acceptable at this time. Mrs. J. A. Bushong has announced that she would call for contributions for the Home that could not be brought in person to the A. W. Metzger store, the place selected as the depository for gifts to be sent.

The Christmas Seal.

"Christmas seal time is here again, and you are already doubtless familiar with the design of the 1925 seal. It shows two candles set in the traditional holly and mistletoe of the holiday season below a red double barred cross, the official emblem of the anti-tuberculosis crusade throughout the world.

"About 300 years ago Shakespeare wrote in the Merchant of Venice about a candle throwing its beams like a 'good deed in a naughty world.' Many are the conditions that have changed



Stamp Out Tuberculosis with this Christmas Seal



Give the Car a Present This Christmas

and pick it out from our large stock of

SAVAGE

and

KELLY-SPRINGFIELD

TIRES

We have on hand at all times all the most used sizes, in high-and low-pressure tires. Our prices are as low as possible, considering quality.

WE HANDLE

Lubricating Gas
Gallon 20c

Red Crown Gas
Gallon 21c

Eastern and Western Oils. All grades from the lightest to the heaviest.

IVY FILLING STATION

Corner Roberts and Powell

Gresham

PSALM OF LIFE.

(Henry Wadsworth Longfellow.)

Tell me not in mournful numbers
Life is but an empty dream,
And the soul is dead that slumbers
And things are not what they seem.

Life is real, life is earnest
And the grave is not its goal
Dust thou art, to dust returnest,
Was not spoken of the soul.

Not enjoyment and not sorrow
Is our destined end or way
But to act, that each tomorrow
Finds us farther than today.

Art is long and time is fleeting
And our hearts though stout and brave

Still like muffled drums are beating
Funeral marches to the grave,
In the world's broad field of battle,
In the bivouac of life

Be not like dumb driven cattle,
Be a hero in the strife.
Trust no future, how'er pleasant
Let the dead past bury its dead
Act! Act in the living present.

Heart within and God o'erhead,
Lives of great men all remind us
We can make our lives sublime
And, departing, leave behind us
Footprints on the sands of time.

Footprints that perhaps another
Sailing o'er life's solemn main,
A forlorn and shipwrecked brother,
Seeing, shall take heart again.

Let us, then, be up and doing
With a heart for any fate,
Still achieving, still pursuing,
Learn to labor and to wait.

Maybe what you don't need some
one else wants. Try an ad in the
classified.

DANCE, DEC. 18

with the melody masters of
Springers

Gresham Masonic Hall

Have you read Walter Ramser's tire ad, in the Automobile Section?—Adv.
A Want Ad will do it for you.