

TUESDAYS  
AND  
FRIDAYS

# GRESHAM OUTLOOK

TWICE  
A  
WEEK

VOL. 16, NO. 83

GRESHAM, MULTNOMAH COUNTY, OREGON, TUESDAY, DECEMBER 14, 1926

\$1.50 Per Year



## Building Year Old Entirely Outgrown

The new home of the Buick and Chevrolet agency for Gresham and vicinity was opened to the public on December 10, 1925, by Walter W. Metzger, at Fourth and Main streets, Gresham.

In less than a year the business has grown to such proportions that it has been necessary to build an addition to accommodate the increasing trade. The new addition, which is now occupied, is of reinforced concrete construction like the original building, and two stories in height. On the main floor there are 3,250 square feet of space, the greater part of which is used for service work. There is a commodious parts room, a large wash rack, an 8-hour potential battery charger, besides the usual garage equipment used for servicing fine motor cars.

The parts room contains a complete stock of Buick and Chevrolet genuine parts neatly stored in steel bins. The battery charger is of the motor and generator type and will charge ten batteries at once, any battery being completely recharged in eight hours.

A large runway or ramp leads to the second story where the regular shop work is done. In one corner of the shop a sealed room, 20 x 20 feet in size, houses the Duco refinishing equipment. In this paint room all cars to be repainted are first sanded down to completely remove all paint and rust. A priming coat is then applied, then four or five coats of color, each coat being sanded to remove all rough spots. The Duco is applied by a spray process through a motor and pump working on the same plan as an air compressor. Each coat is in this way applied thinly which allows the paint to soak into the pores of the metal.

The shop on the second floor is completely equipped for work on any make of car. There is a 40-ton press for straightening axles or bent frames. A valve refacer, run by electric motor, gives a perfect valve grind and in quicker time than the ordinary grinding by hand. An acetylene welding and cutting outfit repairs fenders and body parts in a short time. Valve reamers, a cylinder hone, cylinder boring equipment, piston pin and connecting rod aligner, brake band riveting jig and electric drills are also included in the list of equipment. Other equipment of the best grade are being added from time to time.

The show room, which was formerly 30 x 50 feet in size, will comfortably accommodate ten Buick and Chevrolet cars, the floor space having been increased nearly half as much again.

At the head of the organization is Walter W. Metzger who has built up good will and good business from the time he started a repair shop in Boring over seven years ago. Four salesmen, E. A. Riehl, R. L. Baker, W. E. Beagle and W. G. Booth, are employed. H. E. "Cap" Everts heads the shop and service division. Carl Gregson, Ed. Mink, C. G. Brown, A. I. Kruger, Leo Hefford and Carlitos Strebins give excellent service in the shop. H. E. Andrews has charge of the parts division, while Ray Metzger, Sam Gregson and Frank Abel are employed in the Duco room.

"The future of Gresham is assured," says Mr. Metzger, "and it must keep pace with its neighboring city, Portland. With the Multnomah county fair grounds permanently established here, there will be a lot of trade drawn this way. With the wonderful berry and farming community adjacent to town, Gresham will get its share. These and many other reasons have shown me that my investment here is constructive."

Sales for the past year have been very gratifying and Mr. Metzger and his sales force are looking forward to a good automobile year in 1927 and are planning accordingly.

Two Outlook phones, on private line, at your service. Call 1561.

The Outlook's bargain counter on page 2.

## Hessel Implement Co. Sixteen Years Old

W. A. Hessel began his career as a Gresham business man in 1910, farm machinery and implements being his staple line at that time. Ten years ago, sensing the possibilities of the rapidly developing automobile industry, he added in his salesroom a line of well-known makes of cars. The Overland was the first machine carried, the Willys-Knight was added nine years ago and the Chrysler in 1924.

A year and a half ago Mr. Hessel received into partnership his brother John Hessel who came here from Minnesota. The latter had been engaged for years on the road as a commercial salesman and was well fitted for the responsibilities of his new position.

It is the intention of the firm to build during the coming year on their ground west of the First State bank building. The structure which is being planned will be 90 x 200 feet in dimensions and will provide ample space for the increased handling of cars and farm machinery.

In addition to many makes of used cars the Hessel Implement company carries an extensive line of used implements and machinery. These include tractor plows, separators, drills and stump pullers. This second hand machinery is all guaranteed to give satisfaction. A line of auto accessories is kept for the convenience of customers.

The Hessel brothers report this has been an all around satisfactory year both in automobiles and implements. They have enlarged their territory until now their sales extend as far as Mt. Hood, Cascade Locks, Portland and the Clackamas county boundary line.

There are now nine employees of the Hessel Implement company besides the two members of the firm. H. S. McMurry is the shop foreman, Albert Welty a mechanic, and Frank Welty, Sr., is employed in various ways around the place. Five automobile salesmen are employed, R. H. Confrey, Frank Welty Jr., W. O. Shaver, Harold Barr and A. Hartshorn. J. H. Hartford is an accountant who spends a part of each month taking care of the book accounts of the firm.

Don't forget the advertisers when you need anything in their line.

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM



## The Ransom of a Prince Could Buy No More Princely Gift

Give golden moments and hours of restful, easeful transportation, this Christmas. Give princely luxury and beauty. Give a Buick!

The ransom of a prince could buy no gift more certain to win the heart of every member of the family.

The Greatest **BUICK** Ever Built

Walter W. Metzger

Phone 1801 Sales and Service Gresham

## Salzman Brothers Praise Star Action

Winter touring and winter weekend trips are becoming as popular in this section as summer tours, according to Salzman Bros., Star dealer for eastern Multnomah county.

A recent report issued by the American Automotive Tourist's association, brings out the fact that throughout the United States, winter motoring is greatly on the increase.

A short time ago it was the custom for the average motorist to lay up his or her car for the winter. Those who did use their cars during the winter months restricted their driving to business only. But today, it is quite different.

Good roads everywhere, a more efficient motor, a more comfortable car and the increasing popularity of closed models, all combine to make winter touring attractive.

With the advent of snow in the mountains, thousands of Pacific coast motorists make it a practice to visit the snow country at the earliest possible moment. There is a "big parade" to the levels where winter sports can be enjoyed while the golf courses are temporarily deserted and the yachts are in dry-dock.

Among these western-owned cars there are many Stars of various types; and those perform as well in the mountain snow as they do in the mud of the bottom lands and the sands of the desert. Reports from throughout the Pacific coast region indicate that the Star car is showing an increase in sales despite the advent of the winter months, according to Salzman.

"At this season many owners of open cars decide to enjoy winter touring in one of our enclosed models. Hence, our November business has been beyond our expectations and we look forward to a gratifying volume of sales through the entire winter."

### Xmas Cards.

Buy your Xmas cards early. We have a beautiful selection to choose from. Priced from 1c to 25c. Gresham Drug Co., the Rexall store.—Adv.

Add to your income, subtract from your losses, multiply your returns, divide your expenses, by using Want Ads.

## Walrad & Wright Have Large Truck Fleet

One of the busiest concerns of Gresham is the transfer service of Burten Walrad and Ted Wright who began business here nearly two years ago. They erected the service station at the corner of Third and Main streets, but about a year ago disposed of that to D. D. Smith who came here from Spokane, and since then have devoted their time entirely to their transfer business.

They now have six trucks and two trailers in their fleet and these are kept busy a good part of the time with general hauling and the handling of sand, gravel and cement. In addition to that they do contract hauling and excavating. A good sized contract which they handled during the past year was at Crescent City, California, where they traveled nearly 30 miles of road on a portion of the Roosevelt highway.

Walrad & Wright closed a deal during the past week for the leasing of twice their original space in their Portland warehouse. They had been occupying half of a building there, but have now increased their space to 16,000 square feet. They sub-lease part of their space to a number of brokerage concerns.

Three of their trucks are maintained in Portland and the remainder in Gresham where they retain an office in the service station of Mr. Smith. Reuben Peterson, Geo. Ball and Paul Wilson handle the Gresham trucks.

Walrad & Wright have a contract for all the hauling of the Oregon Pickle & Canning company.

**States Must Grow Timber.** State rather than federal activity in forest conservation must be looked to for the main progress in timber growing from now on, according to W. B. Greeley, chief forester, United States department of agriculture.

For real estate loans see or call B. W. Thorne.—Adv.

## STATE MOTOR ASSN. TO MOVE OFFICES

The Oregon State Motor beginning about December 15 will occupy new quarters in the new Terminal Sales building, at Twelfth and Morrison streets, one of Portland's finest skyscrapers, according to an announcement in the December issue of the Oregon Motorist.

While it is expected that the association's new home will be ready for occupancy some time around the middle of December, it is planned that the official opening will be held about the first of the year, by which time all the fittings will be in place and the office in proper running order.

With the opening of the new headquarters in the Terminal Sales building, members of the Oregon division of the A.A.A. will no longer have occasion to feel ashamed or find it necessary to apologize to visitors to this state because of the shabby, crowded appearance of the main office of their home motor club, as has been the case with the quarters at 101 North Broadway street, the Motorist says.

## Geo. H. Lewis & Son

wish their friends and patrons

A Merry Christmas and a Happy Prosperous New Year.

Geo. H. Lewis & Son  
Base Line-Powell Valley Stage

## Garage Business Good Under James Babcock

James Babcock purchased the equipment of the Main Street garage in June of this year from Henry Tilgner. He has a 45 x 50 shop which is well-equipped for repairing of all makes of cars. An improved type of brake-lining machine, and an acetylene and valve grinding apparatus are a part of his appliances in the shop. In addition he handles gas, oils and accessories.

Mr. Babcock states he has done well since taking possession of the place. He is an industrious young man and exerts himself to do repairing that shall be a drawing card for other work.

Users of the Want Ad column are urged to pay cash with order and avoid sending bills for small amounts.

## ESSEX COACH SIX LOWEST OF 'EM ALL

As a result of its recent price cut, the Essex coach has become not only the lowest priced of all six cylinder enclosed cars, but has stepped definitely into the price field heretofore held exclusively by "four", according to M. C. Webster, distributor.

"When the Essex six was first introduced three years ago," said M. C. Webster, "the thought was sensational that a six cylinder closed car could be offered the public at less than \$1,000. Now the list price is less than \$700, yet the car is far superior in every way.

"Essex has made just less than a third of a million coaches on its six cylinder chassis in the three years since its introduction.

Don't lay down the paper till you have read the Want Ads.



Hear the joy bells ring  
And the angels sing  
Peace on earth, good will to men.  
Each heart must raise  
Its song of praise  
For Christmas time is come again!

## SAM'S AUTO TOP SHOP

S. E. PALMQUIST

Gresham



Phone 1801



A Merry Christmas to All  
and a  
Happy Prosperous New Year

# Walter W. Metzger

SALES SERVICE  
Repairing Accessories

## A Completely Equipped Shop

for your automobile work

The Members of This Organization Join in Christmas Greetings

E. A. RIEHL	H. E. "Cap" EVERTS	CARLITOS STREBIN	RAY METZGER
R. L. BAKER	C. G. BROWN	CARL GREGSON	SAM GREGSON
W. E. BEAGLE	A. I. KRUGER	ED. MINK	FRANK ALBEL
W. G. BOOTH	LEO HEFFORD	H. E. ANDREWS	