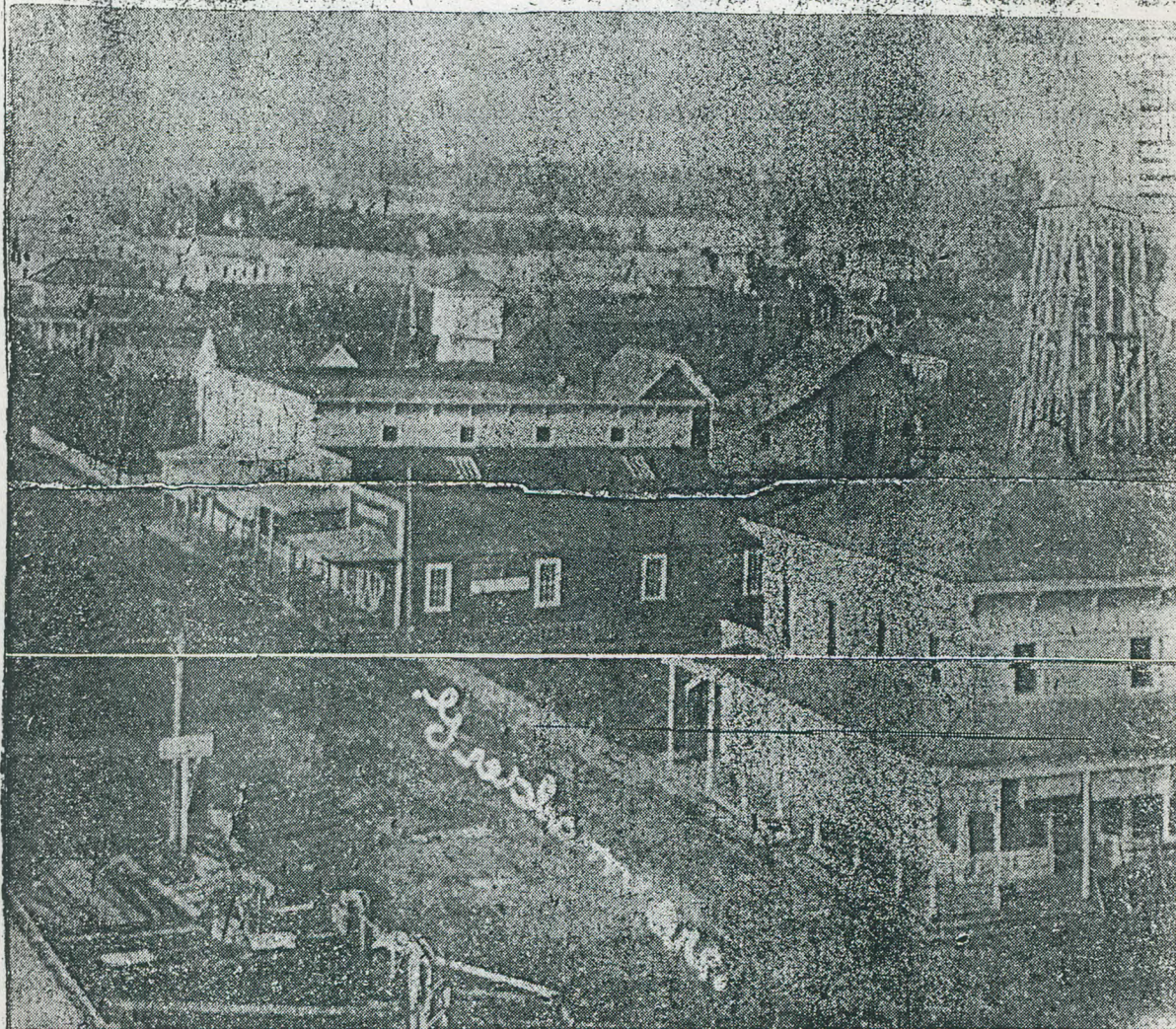


# City Chartered 50 Years Ago; Growth Rapid in First Decade



Gresham Main Street in 1905, When First Charter Was Issued

Fifty years ago tomorrow, Friday, the City of Gresham was officially chartered, and the main street of this new city appeared as above.

The photo, property of B. Harry Johnson, apparently was taken from tower of windmill on Ford Metzger building on southwest corner of Main-Powell intersection. The windmill tower here and on J. H. Metzger building across intersection are listed in historical account of city as the 2 principal sources of water for use by bucket brigade in protection of downtown business area against fire at that time.

In photo above, the John Metzger store on opposite corner is on site of the present Gresham Rexall Drug, and in its day served as drug and grocery store as well as post office. At northern end of the block is the former Shattuck building, which was destroyed by fire in 1914, burning out several business firms.

In left foreground of photo is city's first bank building just under construction. Built by Archie Meyers, it became the First State Bank of Gresham.

The first "business" building at this main business section of Gresham is believed to have been started in 1884 by Benjamin Franklin Rollins with the help of his stepfather, Samuel Metzger, and Mr. Metzger's 2 sons,

Harvey and John. It was a general merchandise store.

Considerable business development came to Gresham in the decade following 1905, as may be observed in lower photograph, taken in 1918 judging by license plates on early model autos in photo. Rebuilding had been done on site of Shattuck building destroyed in 1914, and the building which appears to be fore-runner of present W. R. Hicks Co. store on corner of 2nd and Main is evident in background. West side of Main street includes 2 banks — First State Bank at Powell intersection and Bank of Gresham at corner of First and Main.

Building on the corner at right had become Gresham Drug Co., and sign of Dr. Will Ott, Dentist, is displayed on West side of street just beyond First street bank building. (Dr. Ott retired from practice in same location just last year). Other buildings appearing in this 1918 photo which are still standing are those now housing Gresham Variety, Gresham Cafe and Guy Mathews Real Estate, and Amilton's Gresham Furniture Co. The Gresham Variety building was a garage at time of photo, others are unidentified as to occupancy.

Noticeable among improvements along Main avenue at time of 1918 photo are the concrete sidewalks, though streets are still unsurfaced.



## PROFILE: GRESHAM

8/7/58

# Berries, Aluminum—\$\$

By Tom Humphrey

Journal Editor-at-Large

This is the fourth of five articles analyzing the Gresham area—its historic past, its community leadership, its city government, schools and churches, its business, industry and agriculture, its accomplishments and problems.

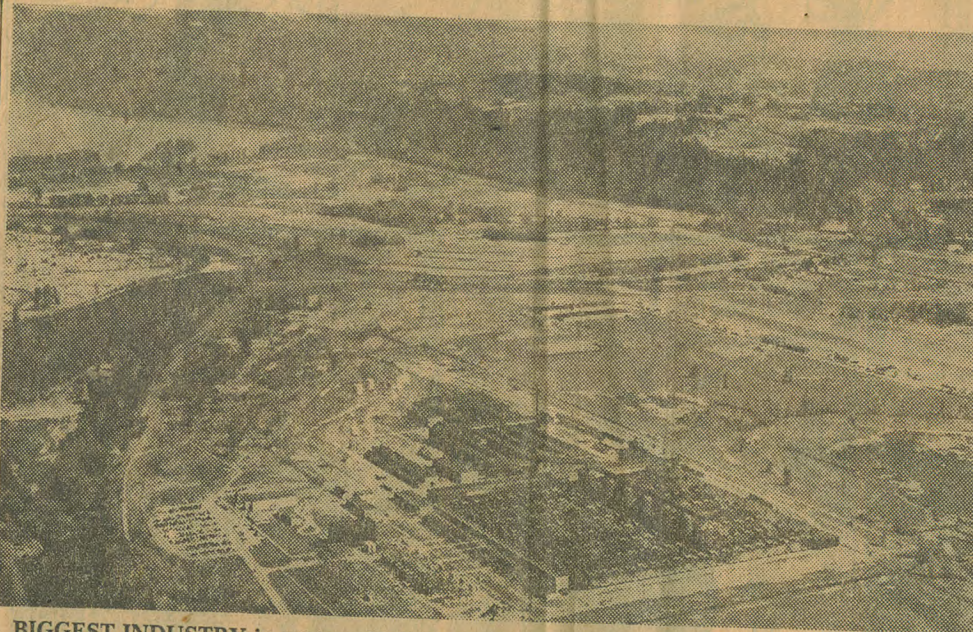
The business story of Gresham—from Ben Rollins' first general store in 1884 and the first berry farms of 1911 to the new streamlined Hicks department store, the sprawling Gresham Berry Growers processing plant and the giant Reynolds Metals plant at nearby Troutdale—can be told in two words: Steady progress.

This eastern sub-center of the Greater Portland area is at once the trading center for 50,000 people, the principal way point to the Mt. Hood playground and the recipient of multiple benefits (and problems) resulting from the relentless eastward flow of suburbanites into eastern Multnomah county. It simply can't quit growing.

Its economy is fed by a rich agricultural back country (nurseries, berries, vegetables, dairies) and payrolls from 20 industrial plants within a radius of three miles. Its 150 retail outlets do an annual business of around \$20,000,000—almost exactly matching the \$20,600,000 agricultural in-

## Exclusive

come of the area embracing eastern Multnomah and north-eastern Clackamas counties.



**BIGGEST INDUSTRY** in eastern Multnomah county (Gresham-Troutdale area) is Reynolds Metals aluminum reduction plant, shown in this Delano airview. Expansive multi-million-dollar plant pours \$18,000,000 annually into state's economy.

**IN GENERAL** about half of Oregon's nursery business now centers in eastern Multnomah county. The trend is down on strawberries, boysenberries and loganberries, up on vegetables and blackberries.

New subdivisions, highways and commercial and industrial projects are taking more than 1000 acres a year out of agricultural production, but tonnage continues about even.

Speculation largely determines the value of Gresham area agricultural land. Top red raspberry land (it's limited) goes for \$1500 to \$2000 an acre — if it's available. Other good agricultural

implement volume; our Chrysler agency (oldest in Oregon) is in the black. We're selling a lot of equipment, new and used, east of the mountains and all over Oregon. We'll soon be built up solid between Gresham and Portland. We'll grow faster in the next five years than we have in the last five."

**CURTIS L. STRAW**, manager, West Coast Telephone Co., Gresham: "There has been a tremendous increase percentage-wise in our business. In 1945 we had only 1259 subscribers; now we have over 6000, all with toll-free numbers."

Gresham has the greatest future—greatest in the entire area. Business, industry and residential development are coming our way. We have growing room."

**CARL ZIMMERMAN**, Zim's shopping center at 12-Mile corner: "We had to double the size of our building last year. We started here with a 30 by 42 building 20 years ago, did \$7.50 worth of business the first day. Now we have 52 employees and 41,000 feet of floor space altogether. The future for Gresham area—and all Oregon—looks wonderful. The better we all do

is down like Portland's. The future of Gresham is very good, so good we recently bought more property for future expansion. I think eastern Multnomah county is as good as any area of the United States."

**DAVID HANSEN**, partner in Walrad Insurance, president of Gresham Area Chamber of Commerce: "Our total business volume is up despite the recession; we haven't been hurt too much. Our merchants pull together on projects, such as the new municipal parking lots. We're selling Gresham as a fine place to live. A lot of Portland people are moving into the area. Hicks' new store, the new Fred Meyer Rockwood shopping center and Bil' Luther's shopping area are evidence of our confidence in the future."

**CARL F. GRAF**, manager, First National bank: "This area is growing rapidly. Most merchants report gains over a year ago. Our deposits are around \$10,500,000, our loans over \$4,000,000 with discount type loans handled in Portland running another \$2,500,000. Retail business is stable despite the 'recession.' We're very optimistic about the future—witness our own \$100,000 expansion program of last year."

**FRITZ HERMAN**, vice president-cashier, Gresham State bank: "The business trend around here is constant increase. There's some holler-



GRESHAM with its pleasantly rolling countryside and mild climate, also is becoming a mecca for rest homes—with 11 in operation and others projected.

Sharing, as it does, in the phenomenal growth of the lower Willamette valley, Gresham's transportation needs are served by the Portland Traction company railroad and numerous truck and bus lines. The Port of Portland and Portland International and Troutdale airports are readily available. Located on U. S. highway 26, part of the Mt. Hood loop, Gresham is only 25 minutes away from Portland by way of Powell boulevard, Division, Stark, or Burnside extension on the Banfield expressway.

Power is by Portland General Electric, telephones by West Coast Telephone company with direct dial service to and from Portland.

**FINANCIAL** service is provided for a widespread area by First National and Gresh-

am State banks and by Powell Valley and Public Finance companies.

Largest industrial payroll in the Gresham area is that of Reynolds Metals company's aluminum reduction plant. Its 900 employes earn \$5,200,000 a year. It spends \$4,800,000 a year for goods and services, pays around \$500,000 a year in state and local taxes and buys \$3,400,000 worth of BPA power annually. This with the \$4,400,000 it pays for in-and-out freight means an annual outlay of \$18,300,000 for Oregon's only aluminum production plant.

Next largest industry is Gresham Berry Growers, which is processing 18,000,000 pounds of fruit and vegetables this year under its own "Flav-R-Pac" label. Its annual payroll for 35 year-around and 750 seasonal employes runs approximately \$425,000. Its 475 co-op growers receive \$3,500,000 for their berries and vegetables—95 percent of them going into frozen food lines sold nationally by Safeway, A&P, First National, Kroger and others. Foreign shipments go

ranges from \$400 an acre up.

**HERE ARE** some typical reactions:

**JACK MURTON**, Gresham division manager for PGE: "There's an almost unbelievable expansion in the Gresham area. We had 8037 customers in this division in 1943; at the end of April, 1958, we had 21,477. We're adding about 1000 a year, which means 4000 new people coming in each year. We're building a new \$75,000 shop and garage and by 1960 we'll have a new \$350,000 service center on Hogan road at Burnside, with 100 employes. The long-range trend is so good we can hardly keep up with it."

**W. A. HESSEL SR.**, of Hessel Implement on E. Powell and Chrysler agency on W. Powell, plus John Deere distributorship in Portland: "What slump? Our 40 employes are very busy. We're 40 per cent ahead of 1957 in

company is the fastest growing utility in the Northwest. The future? It's wonderful."

**W. R. HICKS SR.**, Hicks department store: "I started business in Gresham in 1923 with one man and a girl. Now we have 25 employes. Our new store (\$140,000 plus site) has shown a nice gain over 1957 and previous years since we moved in February. Business is good in the whole area; we're holding our own or better. I feel very optimistic about the future; if I weren't, I wouldn't have invested so much money in new facilities."

**ROSS L. FANNING**, Chevrolet-Olds and farm machinery agency: "The automobile business is dull, of course, but we're not as hard hit as Portland. We started here 12 years ago with 9 employes, now we have 34. Business in Gresham area has shown an annual increase until this year; it's down a little. But we're all making a little money."

**HAROLD BUSHUE**, manager, Gresham Berry Growers: "Our strawberry crop in Gresham area was about 50 per cent of last year, but cane fruit looks good. We're doubling our vegetable pack to offset the short berry crop. In the long range view, things look good. We've shown a steady growth since our big fire in 1921. We built a new office in 1953, spent \$250,000 last winter for new cold storage space and modern equipment, now have an investment of \$1,840,000. Our trend is toward more vegetables and more packing for the large chains."

**C. A. McROBERT**, Ford, Ford tractor and farm machinery dealer, director for Oregon of National Automobile Dealers Assn.: "I started here in 1930 in the Model A days with 12 employes, now have 35. And our business is holding up, April being the best April since 1956, though the town's automobile volume

the better I do. about the short berry crop, but we're up \$200,000 since the first of the year. Savings are going up. Our deposits have hit \$2,750,000, loans \$1,225,000. The possibilities of the Gresham area are tremendous."

**HENRY SHARKEY**, manager, Safeway: "The food business is good. We're holding our own despite the recession and additional competition. The area is growing. We can't miss."

**R. B. BACHELDER**, manager, J. C. Penney store: "Gresham is a very good business town, as good as most towns of 10,000. It's a nice town to live in, too, close enough to Portland without Portland's drawbacks."

**STAFFORD DOWSETT**, Gresham Drug Co.: "Gresham's a stable business town. Business is very good, about like last year."

As the man says, Gresham can't miss.

**TOMORROW:** Summary and conclusions.

**OTHER** sizable payrolls are provided by Marckx bakery with 210 employes, PGE with 85 employes and a \$500,000 payroll, Olympic Veneer Mfg. Co. which employs 50, Cascade Mfg. Co., which employs 150 on hydraulic lift assemblies, Columbia Brick Works with 50, Carl Zimmerman's shopping center at 12-Mile corner with 52 employes, and Hicks' department store in downtown Gresham with 25.

Other payroll contributors include Playcraft Toy Products, Lewis Packing company, the pioneer Hessel Implement company, and Oregon Bulb Farms and Walter Marx Gardens, nationally known nurseries. Firestone Rubber Co. also is establishing a large new plant in the new Union Pacific industrial park.

Nurserymen of the county now do an \$8,500,000 business. Potatoes and truck crop growers are second with a \$6,750,000 income, while strawberries, cane fruits, tree fruits and nuts have brought only \$1,330,000 a year in the past two short-crop years. The average is nearer \$3,000,000. Dairy products are next, \$1,550,000; followed by livestock and poultry, around \$800,000 each and \$350,000 worth of grain, hay and forage.

About \$4,000,000 worth of fresh fruit and vegetables go direct to the Portland market without processing.



# Business Dates to Century Turn

OUTLOOK JULY 23, 1959

Several Gresham area business firms date back to around the turn of the century or shortly after, a review of old files of the Gresham Outlook shows.

Credited with being "the firm with probably the most years of business behind it under the same head" is Gresham (Rexall) Drug Co. It had already been in existence several years before it was purchased by the late Arthur Dowsett from Mrs. Ione McCall, postmistress at the time. A Joseph Patenaude joined Dowsett in the business in 1906, and upon his death, his interest was purchased by Stafford Dowsett, son of Arthur. The firm now is a partnership between Mr. Dowsett and Eugene Welling.

Tom Howitt started a meat market in 1899, later leased it to A. J. W. Brown, who also had operated an earlier market here. Eventually the business reverted to Howitt family management, and still continues in operation.

In 1905 Columbia Brickworks was founded by A. Klose and Frank Olbrich, and it has developed into one of Gresham's longtime "industries."

Carl Dahl, proprietor of Gresham Shoe Shop, started his business in 1910 on East Powell, and it still continues.

Hessel Implement Co. was opened for business here in 1908 by John C. Hessel, fresh here from Minnesota. He later was joined by sons John and William, and the business, plus Hessel's Chrysler-Plymouth, is under 3rd generation management by W. A. Hessel Jr. and Jack Hessel.

The Metzgers and Aylsworths, Lindseys and Shattucks were among other early business names here, and more details of these can be found in early Gresham history done by George Metzger and reprinted elsewhere in this issue.

A few highlights of other business developments in the area are found in excerpts from the Outlook files:

**June 10, 1921** — The Berry Growers Packing Company, Inc., which was recently organized and incorporated, have leased the cannery building temporarily from the Rupert Company and are using it for a shipping and receiving point for the strawberries they are handling. They have been getting about 300 crates a day.

**Feb. 3, 1925** — The wool pulchery, which is located in Troutdale near the O. W. R. and N. depot, is nearing completion and it is thought that by the first of March everything will be in shape to begin operations. The most of the baled wool, also the sheep slates, as the hides are called, will be sent to Boston and other eastern markets. The business will be managed by the Bissinger company who operated the same plant at Sellwood.

**Sept. 8, 1925** — Illicit moonshine distilleries have been discovered from time to time in the Gresham vicinity and summarily destroyed. However, the first legal alcohol distillery of any magnitude in Oregon and one of the largest on the Pacific coast is nearing completion in a well chosen location on south Main street between Powell and the P.E.P.'s depot. The plant, which will represent an investment of \$250,000, has a still which has a guaranteed output of 50 gallons of 188 proof alcohol per hour. The alcohol is for commercial purposes only — not a drop to drink.

**Sept. 28, 1926** — The new Brown building on East Powell street, which has just recently been completed at the approximate cost of \$25,000, will be formally opened to the public on Oct. 1. The public is invited to inspect the new up-to-the-minute meat market and the 4 handsome store buildings which occupy a 100-foot frontage on Powell just east of Main street.

**Sept. 28, 1926** — The Gresham Produce company of which D.L. McKillican is the manager, has purchased a 100x200 tract at the corner of Cleveland avenue and E. Powell road. The erection of a group of buildings which are expected to be occupied in the coming spring has begun.

**Nov. 5, 1926** — A deal has just

been consummated by which the Multnomah and Clackamas County Mutual Telephone company has become a part of the Oregon Telephone company. This announcement will come as quite a surprise to the 1100 and more subscribers of the local telephone system who have watched the transition of the former independent mutual company from a stock sharing corporation to private control.

**April 10, 1928** — A new industry has come to Gresham in the form of the General Refrigerating and Manufacturing corporation. They have installed machinery in the former Beaver State Motor company buildings, and plan the manufacture of electrical refrigerators.

**April 12, 1928** — The stockholders of the Berry Growers Packing company passed a resolution at its 7th annual meeting yesterday to change the name of the corporation to the Gresham Berry Growers, Inc., as soon as the Gresham Fruit Growers association is dissolved.

**Aug. 27, 1929** — The tearing down of the old wooden structure which has housed the Gresham Drug company for the past 25 years is in the march of progress to make way for a new touches the emotions of Gresham modern building. Its destruction am residents who were here when it was built 33 years ago.

**Feb. 18, 1930** — Safeway stores, said to be the largest chain store in the west selling foodstuffs, will open their new store in Gresham on Friday. The store is located on the 60 x 90 foot lot on north Main between the Gresham Funeral parlor and the Henry Sell building.

**Feb. 28, 1930** — Thursday, March 13, is the date tentatively set for the opening of the J. C. Penney store in Gresham, according to an announcement made by W. R. Wion who has been appointed as the manager of the store in this location.

**Sept. 20, 1930** — T. B. Mercer contractor and builder, has begun the erection of a building facing First street just west of the First State National bank building which will be owned and used by the Hessel implement company of this city.



**Sept. 27, 1930** — The room formerly occupied by the post-office in the First State bank building will be used by the Portland Gas and Coke company for a branch office. The branch store was established here in site of the growing value of the Gresham territory.

**April 10, 1931** The Gresham Theater is going to have talking pictures. D. H. Van Deusen, proprietor of the theater, announced that the theater will be closed this weekend for the installment of sound-picture equipment. A new sound screen will also be installed.

**April 4, 1933** — Saturday, April 1, was the opening day for the First National Bank of Portland affiliated in Gresham. The newly remodeled banking house, located at the corner of Powell and Main, was a surprise to all who were acquainted with the arrangement of the location when formerly used as the home of the First State bank.

**Dec. 12, 1935** — A. W. Metzger Co. has announced plans for the construction of a theater and store building on Powell Valley boulevard adjoining that company's present holdings on



Among early Gresham "industries" was this Oregon Pickle and Canning Company, started in 1921. Eventual fate of the enterprise is not known, except that it apparently was consolidated into other local food processing operations. Others started here but no longer in operation include a starch factory, for use of local potato tonnages, and world war II-inspired life raft plant, which burned in a spectacular fire during war years.

the corner of Roberts avenue in Gresham.

**May 7, 1942** — Before the end of the month, the government's aluminum reduction plant at Troutdale will be in actual operation for the reduction of aluminum. Plant Superintendent George R. Stout estimated Tuesday.

**Sept. 19, 1946** — Gleaming, pink-tinged molten aluminum will again start pouring from the pot lines of the big government-owned aluminum plant within the next week, according to E. J. Appel, assistant vice-president and plant manager for the property which will resume operations under lease by Reynolds Metal company.

(For other Business Highlights, see Headline History.)

## Headline History (From The Outlook Files)

**April 15, 1938** — Visions of a Little Sandy river restored to its former pristine glory were dreamed this week by countless sportsmen in Multnomah county when word reached their ears that, for the first time in several decades, the Sandy river was starting to flow over the long dry river bed. Reason for the diversion of the river was the nearly-completed 800 foot rip-rap dam, complete with 9 foot bulkheads that crosses the main channel where the Little Sandy channel steers off at a northwest angle toward the Columbia river.

**June 9, 1939** — Design for the new \$75,000 Gresham post office building has been selected from among 10 winning drawings submitted in a nation-wide competition for a small postoffice building held in June of 1938, according to Postmaster Ivan Swift. The design was drawn by Theodore Ballew White, Philadelphia architect, who won one of the 10 \$1,000 prizes offered by the federal government.

**Sept. 8, 1939** — Gresham will be the only municipality in Multnomah county whose budgeted tax rate will boast a decrease for 1940, it was revealed Wednesday night in the city council chambers as the councilmen made preparations for a special session Tuesday night to put the finishing touches on the city's budget.

**July 19, 1945** — Gresham's population in the last 5 years has jumped from 1,951 residents to 2,723, an increase of 39½ percent, it was revealed today following unofficial tabulation of figures in a census conducted here during the week. The net gain was 772.

**April 18, 1946** — Establishment of a sheriff's precinct in eastern Multnomah county to be manned by 16 officers was recommended to the board of the county commissioners last week by Sheriff Martin T. Pratt. In his letter to the county commissioners, Sheriff Pratt recommended the establishment of the precinct at the 12-Mile Corner of Base Line road.

**April 17, 1948** — The Sheriff's Precinct No. 1 station and County Health Station at 12-Mile corner had their formal opening with an open house for residents of the area.



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V. THE COMMUNITY OF GRESHAM - GRESHAM CENTRAL BUSINESS DISTRICTA. General

Located some twelve miles east\* of the downtown Portland central core, the city of Gresham serves as the most important trade center for eastern Multnomah County and a portion of adjacent Clackamas County. The city was founded in 1852 by the Powell family, who had much to do with the development of the area, and was, in 1884, named for Walter Quinton Gresham, a United States Postmaster General. Municipal incorporation occurred in 1905 with the city's population then at 365.

Today, Gresham's population is estimated at slightly more than 6,000 persons, and the community is being gradually absorbed into the urbanized portion of the Portland metropolitan area. Expressed in other terms, Gresham is, more and more, becoming a suburban "bedroom community" of Portland and now includes a growing proportion of its population whose interests and work lie beyond the confines of the city and its immediate trade area. This role of the community is stimulated also by the comparatively recent location in eastern Multnomah County of much new industry. The employees of this industry, as well as those who work in other portions of the metropolitan area, are finding Gresham a desirable place to live and raise a family.

Accordingly, new residential development is rapidly occurring in and around Gresham, particularly to the north and west. It is probable that this pattern of development will continue during the next five years as the urban expansion of Portland continues, and Gresham grows as a suburban community.

It is apparent that the "economic base" of Gresham is changing. Whereas agriculture (berries, fruits, vegetables, nursery products, etc.) has played the most important economic role in community growth, this role is decreasing, giving way to one of urban dimensions. Such alteration of a community from a largely agricultural-rural orientation to one of metropolitan-suburban character often presents many problems, not the least of which is the effects of rapid growth. Previously adequate community shopping, sewage access, and public facilities are quickly outmoded with the influx of new people. For the city's



# **Store Sold; New Cafe, Lounge Due**

4-26-62  
Sale of the former Butler Variety building in Gresham and plans for a new restaurant - cocktail lounge were announced here this week.

The property at the southwest corner of 2nd and Main was purchased by Clifford J. Eberhart and Michael Tomasini, partners in The Pastime at 11 W. Powell.

They announced plans to modernize the property and to build a restaurant, cocktail lounge and recreation room. Architects already are working on plans for the 50 x 90-ft. establishment.

## **Work Due Soon**

Tomasini said they hoped to get work under way by early June to be finished in 2½-3 months. A liquor license at the new location has been approved, subject only to meeting the usual sanitation requirements.

Former owner of the property was Mrs. Lucille Mentzer of Portland. Both parties in the transaction were represented by Paul Pfiefer of Snyder Real Estate, Gresham.

The Tompkins Drug location also is included in the building purchased from Mrs. Mentzer but none of the changes will involve the drug store which will remain as at present. A covered parking stall immediately west of the building also is included in the sale.

## **Here Since 1951**

Eberhart has been in business here at The Pastime since 1951 while Tomasini came in 1957.

A variety store currently occupying the location will move by June 1.



7-28-62

# Set for Sidewalk Sale



Wayne Adams  
Adams Shoes



Jim Hayley  
Gresham Linoleum



Gordon Stone  
Stone Clothier



R. B. Bachelder  
Gresham Penney's

test features two divisions—over 12 and under 12. Prizes in each are: \$10, \$7.50 and \$5 merchandise certificates, good in any Gresham store. Winner will be determined on a 10-minute eating period. Gresham Boosters, sponsors of Sidewalk Days, are looking forward to "one of the largest clearances

ever put on during one city-wide sale." These merchants won't be **SITTING** on the sidewalks come Friday and Saturday, but look around and you'll find them **ON** the sidewalks, ready to help customers take advantage of the sales event.

(Outlook photos)



# Gresham Merchants S



**Bill Amiton**  
Amiton Furniture



**Al Popick**  
The Man's Shop



**Dick Hicks**  
Hicks Store



**Loren Walker**  
Betsy Joy

These merchants, holding up their wares, are just a few who will participate in Gresham's first annual Sidewalk Sale days Friday and Saturday. Sidewalks will be jam-packed with merchandise, ranging from Bermuda shorts to appliances. There'll be bargains inside the stores too. Local busi-

nessmen turn weathermen and predict excellent conditions for the sale—not too hot nor too cold to save money! To top off the selling spree, a giant watermelon eating contest is scheduled at 6:45 p.m. on Friday at the new blacktopped city parking lot, located at 3rd and Miller. The melon con-



## EXISTING INDUSTRY

Industry now located in the Gresham trade area ranges from food to aluminum processing, and from a one-man research plant to some with over 1,000 employees. Major among these are:

Reynolds Metals Co.  
Electronic Specialty  
Cascade Corporation  
United Growers Ins.  
Oregon Bulb Farms  
Gresham General Hospital  
Firestone Tire & Rubber Co.  
Oliver Corporation  
Walter Marx Gardens  
Columbia Brick Works  
Libby McNeil & Libby  
Precision Products  
Essex Wire Corporation  
Olympic Veneer Mfg.  
Gates Rubber  
John Deer Co.  
Marsh Fur Farms

The growing web of transportation facilities has diversified the attraction to industry. Moreover, industry is beginning to cast its eye eastward from Portland.

## AGRICULTURE

Agriculture is tremendously important in the Gresham area. Recent estimate was that about 3 million dollars worth of berries go to market from Gresham each year, plus another 4 million dollars worth of fresh fruits and vegetables. The nursery business is estimated at about 8.5 million dollars annually. Trees, shrubs, bulbs and flowers find a ready market nationwide even world wide in some cases. A fortunate combination of soil and climate lend substance to East County claims that it is the "Nursery Capital of the U.S."

## RECREATION

The finest available anywhere - mountains, seashore, fishing, skiing, swimming all close at hand. Air conditioned comfort 365 days per year.

## LOCATION

Gresham, located 13 miles east of Portland is the trading center of Eastern Multnomah County. A major highway (U. S. 26) goes through Gresham.

## POPULATION

Estimated population in the trading area:  
(1955) 31,910 (1960) 39,800 (1965) 50,750

## CLIMATE

Gresham has a mild climate. The temperature averages 42.6 degrees in winter, 64.3 in summer. Annual rainfall averages 41.62 inches. Relative humidity is fairly high, particularly during the winter months.

## GROWTH POTENTIAL

The Gresham area is the most rapidly growing area in Multnomah County, and will be for at least the next 10 years. Forecasts predict an increase to nearly 70,000. The three fastest growing census tracts in Multnomah County for 1960-1975 lie within the Gresham area. Over 68% of the total potential residential sites in the area are undeveloped.

## RETAIL TRADE

Gresham is a major shopping center for East Multnomah County. It serves over 50,000 people in a  $7\frac{1}{2}$  minute time contour. Retail sales continue to grow making the future look bright. Gresham has 197,750 square feet in retail area, greater than Oregon City, Beaverton, Milwaukie or Tigard.

## MEDICAL FACILITIES

Gresham General Hospital (accredited) opened in 1959 financed by private enterprise. It has a bed capacity of 137. Due to these fine facilities we are blessed with a wide variety of medical professional offices.

## NURSING HOMES

Gresham has the largest concentration of nursing homes in the Northwest, 11 in the immediate area.

## CLUBS AND ORGANIZATIONS

The Chamber office has current listings of 42 active clubs and organizations.



## SCHOOLS

Enrollment of the elementary schools within the Gresham Union High School district is 8,561, for the two High Schools 3,373. The district stretches from the Lynch district on the west to Orient and Boring on the east. If consolidated into one big school district, it would be the fourth largest in the state-surpassed only by Portland, Salem and Eugene. Parochial schools also serve the Gresham area.

Night courses are offered at the Gresham Union High School Building. East Multnomah County will soon have a Community College. An education district has been established and a bond issue passed for operational costs.

## CHURCHES

There are 18 churches within the city limits of Gresham, 42 more in the adjacent suburban and rural areas.

## NEWS MEDIA

Gresham is served by a locally-owned weekly newspaper and a radio station.

## BUILDING AND CONSTRUCTION

The relatively flat terrain east of Portland has been among the fastest growing areas in the U.S. in the past decade. New subdivisions are popping up where not many years ago big harvests of strawberries and raspberries were being taken.

Gresham is experiencing a steady and orderly development of fine new homes. In 1964 there was over 12 million in new construction.

Gresham area building permits:

(1954) 250      (1959) 449      (1964) 733

## TRANSPORTATION

Gresham is located on U. S. Highway 26 and also has rapid access to Highways 30 and 99, offering modern roadways in all directions. It is conveniently accessible to all forms of transportation, served directly by a rapidly-expanding network of roads and by 5 major railroads and 8 airlines.

## STORY OF GRESHAM

Gresham was founded in 1840 by Dr. John Powell and James Powell, who came west on the Oregon trail after participating in the California gold rush. Powell's great grandson is now Gresham's postmaster. The town itself was named after Walter Q. Gresham, soldier-statesman and postmaster-general in the Cleveland administration. Gresham was officially incorporated in 1904 and has progressed steadily since. At present it is the largest raspberry producer in the world. There also are several specialized manufacturing plants.

An increased number of residents find the pleasant suburban atmosphere attractive, and are proud of their city.

## BANKS

We have four commercial banks in our trade area, with deposits of approximately thirty million. There is one savings and loan facility with another one being formed by local businessmen.

## PUBLIC LIBRARY

The Gresham area is served by the Gresham Branch-Multnomah County Library and a branch in Rockwood two miles away. Bookmobile service is available.

## UTILITIES AND MUNICIPAL

Utilities serving the area are Portland General Electric, Northwest Natural Gas, West Coast Telephone, Pacific N.W. Bell.

## MUNICIPAL

Modern water and sewage disposal, garbage collection, zoning code for building, 24 hour police protection, efficient fire protection. Gresham is proud of its municipal government, and particularly of its sewer system which provides service throughout a wide area in East County. The system currently is being extended to a wide area north and east of town and will open up many new acres for development.

## TAXES

Oregon has no sales tax no cigarette tax. Local levies come from property taxes.



## Young Attorneys Open Law Office in Gresham



Hanging up their licenses and opening a new law practice in Gresham last week were two young attorneys, Kenneth E. Wildman, left, and Stan Adams, who've been chums since their boyhood days in St. Francis, Kans.

(Outlook photo)

Two attorneys who've been friends since their boyhood days in a small Kansas town opened a law office in Gresham last week.

The lifelong friends are Stan Adams and Kenneth E. Wildman, two men in their early thirties who were grade school chums in St. Francis, Kansas, a town of 2000 in the northwest corner of the wheat state.

Both practiced briefly in Kansas after graduating from law school, then the climate and opportunity they found in Oregon lured them here. Wildman received his bachelor's and legal degrees from Washburn University in Topeka and Adams is a business administration and law graduate of the University of Kansas.

Their idea of going into law pre practice together goes back almost as far as their friendship. And although they went to dif-

ferent high schools and colleges, they kept in touch through the years.

Adams went into the Army during the Korean War and Wildman served in the Navy. Neither knew what part of the world the other was in for a time. So where should they meet up but at a Japanese

Japanese port where both their ships were docked.

Their new office is at 140 E. Powell Blvd., in a former furniture store adjoining the Metzger feed store. They picked Gresham as the place to start a practice because of the great growth potential for the area.

Wildman and his wife and two children live in the Rockwood area. Th Adams and their two youngsters have moved into a home in Gresham. He practiced with another Gresham attorney until recently.

ST. FRANCIS - AP-23-64



# New Firms Locate in Gresham, Taking Space Along East Powell

2-4-65  
outlook

Three new businesses are being established in Gresham as branches of Portland operations while commercial activity along E. Powell gains pace.

One is Stylecraft Auto Upholstering, which has opened at 1041 S. E. Powell in a building owned by Mrs. Marjory Martin of Portland.

The Gresham manager, Raymond Chavers, says business generated by the firms newly located in Auto Row -- McRobert Ford and Fanning Chevrolet -- prompted establishment of a branch.

"There is a definite demand for work from those dealers," he said. "They used to bring cars to the shop in Portland and now we serve them in Gresham."

James Hill is owner of Stylecraft, with the shop at 9736 S. E. Stark.

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Another firm to open soon is a lawn mower service owned by Marion Hassfurther, with operations now in the Kenton district of Portland. He will open at 1045 E. Powell.

"So many Gresham customers were coming in to Portland that we felt we should open a branch," Hassfurther said.

"We have more than 150 coming from Gresham, and we feel we can serve them better

with a shop right in Gresham."

Gresham manager will be Earl Shelley. The shop will handle the Jacobson line of mowers, the Camp line of sewage sanitation chemicals and offer parts and repair service.

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A branch from a third Portland firm is Vanguard Associates at 1205 S. E. Powell, where Chuck Hawes is manager. He heads a staff of five salesmen of early - warning fire - detection equipment. That firm has a Portland office at 2500 S. E. Clinton.

Another new tenant in that building is a dentist, Norman

R. Norquist, who has moved from 223 E. Powell to 1221 E. Powell.

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Although still under construction, the Maxwell building at E. Powell and Cleveland has installed some federal tenants.

Moving from the Fun Center building in Gresham are offices of the soil conservation service, the farmers home administration and the agricultural stabilization and conservation service.

H. B. Maxwell, building owner, says half the new building is still vacant. Completion is expected by March 1.



OUTLOOK 13 JAN 1966



Have you noticed that Milt Erickson Realty is now located where the former Dept. of Motor Vehicles had been, 820 E. Powell, Gresham, having moved in November 1, 1965. Milton Erickson has been in real estate business since 1953. O. B. Williams, salesman, has recently joined the firm and ably assists Mr. Erickson. Whether you need a home, a lot, a farm, or wish to list, drop by or phone 665-1106.

OUTLOOK 13 JAN. 1966



John Miller's Chevron opened June 19, 1965 at 12-Mile Corner, 22221 S.E. Stark St., phone 665-4822. John Miller and his staff, Coy Cluck, Mike Bell and Paul Tolvstad are proud of the service they offer the Eastmont area. Complete automotive service. Free pickup and delivery. Their motto, the Chevron slogan, "We Take Better Care of Your Car." Often while servicing your car they spot trouble in time for you to avoid it. John Miller has had 14 years of automotive experience. Drop in soon. You'll be glad you did.



# Drs. Fisher, Macy Moving Thursday

After next Monday, there will be three less trailers in downtown Gresham.

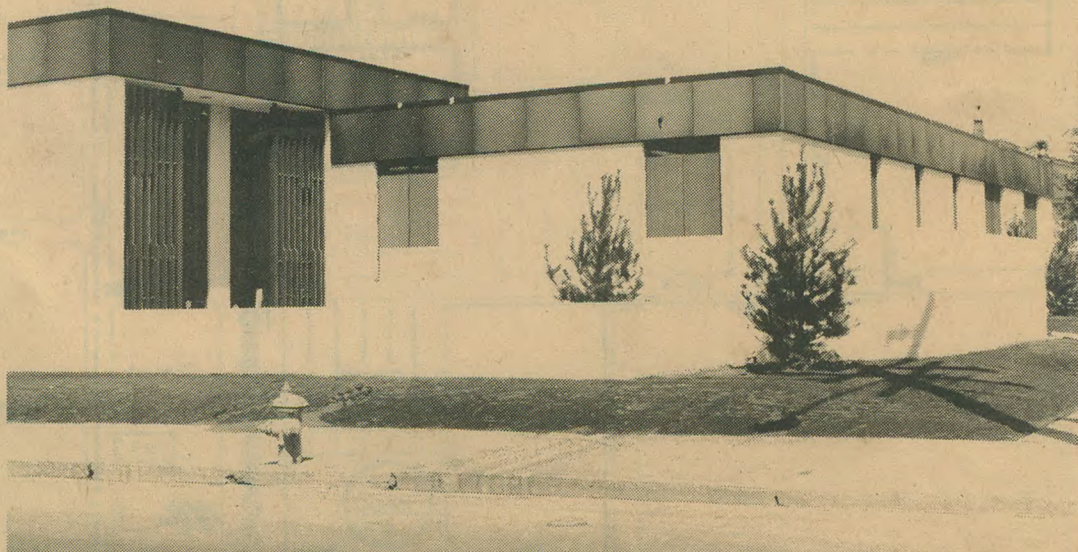
The three trailers are now connected and serve as offices for Drs. Alan Fisher and Dean Macy. They are located on property owned by Dr. Fisher between 4th and 5th on Roberts.

The two doctors plan to move Thursday from the trailers where they have maintained their practice since March 1967, to a gleaming new building situated just south of the trailers. The trailers will go back to the leasing company and an old house fronting on Roberts will come down to make way for a parking lot for the doctors' offices.

Construction of the 4,500 square foot building began in December. A building permit for \$140,000 was issued at that time.

First phase of the building will be completed Wednesday and Thursday is moving day for the doctors.

The one-level building, with office space for three doctors, was designed by Stanton, Bowles, McGuire and Church of Portland. George A. Moore, also of Portland, is the contractor.



A MOVE-IN IS THURSDAY to this new office at 4th and Roberts for Drs. G. Alan Fisher and Dean Macy. Designed by Stanton, Bowles, McGuire, and Church of Portland, the structure was built by George A. Moore, Portland contractor. First phase on construction, begin in December, was completed Wednesday. Dr. Fisher is owner of the building.

7-25-68 (Outlook photo)