



Virginia Murphy

Since 1949 Pauletta's has been proud to serve the Gresham area with a quality line of women's clothing.

Continued growth through the years brought about our most recent move to the beautiful new Ide Building in downtown Gresham.

Pauletta's complements its excellent clothing selection with personal service from people who know their customers.

With its new, more spacious store, Pauletta's has updated its "Missy" line with more coordinates to allow customers to mix and match each season with skirts, pants, tops and blazers. From casual to dressy.

Pauletta's features large selections of dresses, coordinate groups, lingerie, all-weather coats, both long and short, and accessories. Pauletta's also is well-known for its fine selection of blouses and knit tops.

We're glad to be here — bigger and better than ever, but with our same friendly, personal service.

PAULETTA'S
209 N. Main - Ide Bldg.

BUILDING EAST COUNTY FEB 29 1984

***Look Back
to See How Far
We've Come***

since those horse and buggy days! Look forward to see where we're going . . . and the sky's the limit! Ours is a town on the move, thanks to vision, determination, and just plain hard work on the part of our local businessmen.

Past history is fun to contemplate, but a rosy, prosperous future is nicer yet, don't you think?

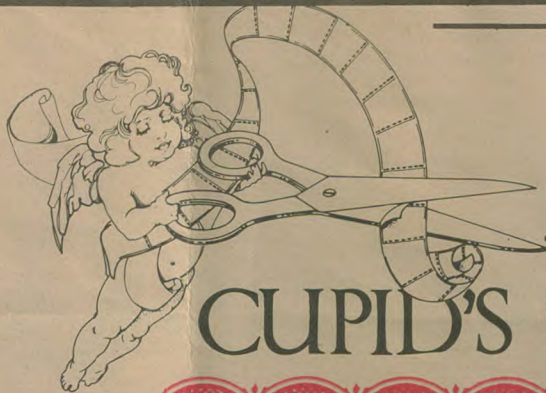
PAULETTA'S

"FRIENDLY PERSONAL SERVICE"

111 N. MAIN

665-2303

Outlook - July 1, 1979



Choose your favorites from
our bright new spring
collection and save! A
perfect gift idea for
your Valentine - or yourself!

CUPID'S COUPON

With This Coupon

\$10⁰⁰ FF

Any Purchase of

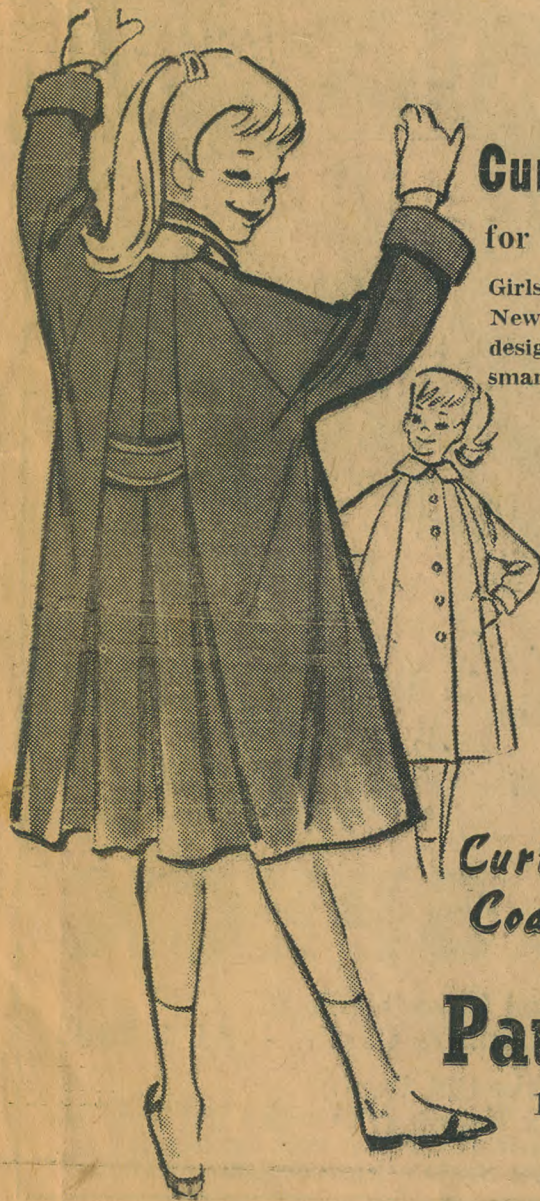
\$35 or more

Hurry! Offer Expires on
Saturday, February 14



Pauletta's

"Friendly Personal Service"
209 N. Main, 665-2303



Curtsy Coats

for Back-to-School

Girls' and Teen-Age

New fine quality fabrics
designed with new and
smart fashion touches.

Linings are guar-
anteed for the life
of the garment and
they have "growing
hem and sleeves."

*Curtsy
Coats*

Pauletta's

111 N. Main
Gresham
MO 5-2303

OUTLOOK JULY 23, 1959

OUTLOOK FEB. 29, 1984

End of Winter

SALE

Get ready for Spring!

WED.-THURS.-FRI. & SAT.

**20%
OFF**

**All Regular Priced
Merchandise**

(Includes our new Springlines)

1 Rack Miscellaneous
Items. Includes

Dresses, Pants & Skirts

\$5 to \$20

PAULETTA'S

"Friendly Personal Service"

209 N. Main (Ide Bldg.) 665-2303

Downtown dress shop closes after 40 years

by SHARON NESBIT
of The Outlook staff

Gresham's oldest dress shop will close its doors this week.

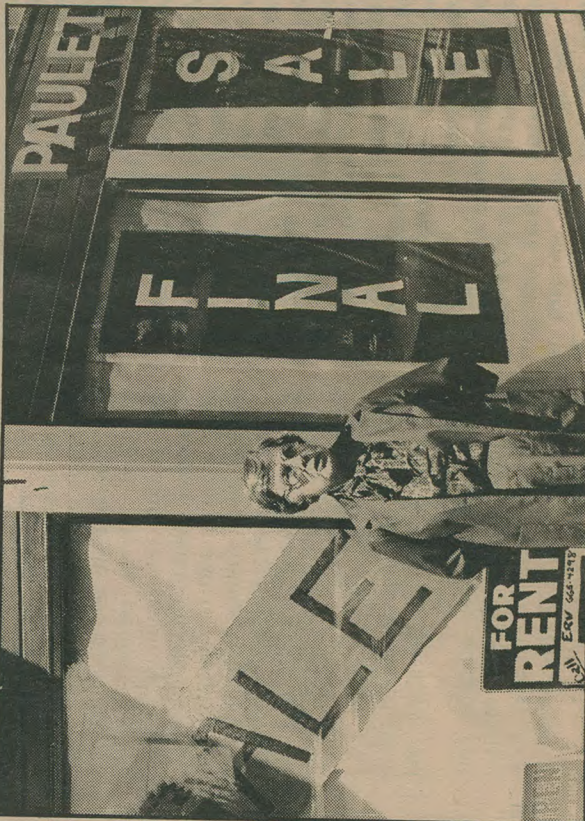
Pauletta Ewalt, founded in 1947 by business, doomed by declining trade at its Main Avenue location and the loss of two popular clothing lines to a clothier in the Town Fair shopping center.

"And I am 75 years old and I've never had a vacation," adds Pauletta's owner, Virginia Murphy.

Murphy who has spent the last 15 years on her feet selling clothing now plans to spend her retirement hiking the trails in the Columbia River gorge.

The closure of the store, where the final sale began last Wednesday, came as a surprise to many Gresham residents. Murphy says she has been considering the action since the first of the year.

"I had hoped to keep on until the first of next year, but I was losing money and summer was coming, and would like to work in my yard," she said.



Pauletta Ewalt will take the first vacation of her life when she closes her dress shop.

Staff photo by Steve Gibbons

The store, which once also carried a line of children's clothing, was previously at 205 N. Main Avenue. Four and one-half years ago, Murphy moved a block north to the Ide Building.

Trade has declined since. Murphy blames part of the problem on lack of traffic on Main Avenue. A good deal of the problem, she says, is due to the

building of Town Fair. Subsequently, she lost two of her most popular clothing lines to a competing store in the center. She tried staying open on Sunday to catch the occasional straggler coming out from Portland on MAX, but said the light-rail system did not provide enough traffic to make it worthwhile.

"I'm old and tired, and it just seemed like a good thing (to go out of business)," she said. She added that had business been better, she would have tried to sell the business rather than close it.

The closure puts saleswoman Dorothy Ogle out of work. Ogle worked at Pauletta's for 24 years. She was employed by Ewalt before Murphy bought the dress shop in January 1974. During peak periods, the store has employed as many as five people.

Murphy, who previously was manager of the Retail Credit Association in Gresham, bought the store from Ewalt after working for her a year. She inherited Ogle as an employee.

"God knows what I would have done without her," says Murphy of

their long association. A third clerk, Betty Gentry, retired in January.

Customers spotted the sale signs and wandered dismayed into the store Saturday and again Monday as Murphy sold out the last of the store's stock along with racks and bags of hangers.

A 1931 Gresham high graduate, Murphy intends to stick close to her native city.

"I don't want to travel," she announced, "I want to be home in my own house when night comes."

"I've worked all my life and never had a vacation. I didn't even get maternity leave because my three sons are adopted. It's time."

A lover of the Columbia gorge and a dedicated hiker, she plans to cover all the gorge trails she has traveled before. She also will volunteer as a museum host for the Troutdale Historical Society and at Vista House.

"Maybe," she says, "I can offer good advice to some of those people who go out on trails in the gorge and get in so much trouble."