

GRAND OPENING

BEN FRANKLIN STORES IN GRESHAM

9 A. M. SATURDAY 9 A. M.

10-8-1951

Plan now to attend the big grand opening sale of our new Ben Franklin Store in Gresham! We have joined the nation-wide organization of over 2,600 independently owned Ben Franklin Stores and we're ready to serve you in our new, modern store in which everything has been done to make shopping pleasant and

easy for you.* Only through our cooperation with hundreds of other Ben Franklin merchants in large quantity buying could we offer the outstanding values in this circular and the many other special values you'll find at the store!

PURE SILK
HOSE

2
Pair
\$1.00

55¢
pr.

Orange SLICES

Fresh and
Delicious

8¢
Lb.

PEANUTS Lb. 10¢

SLIPS

Bias cut,
34 to 44

EACH

39¢

3-pc. CRYSTAL
BOWL SET

25¢
Set

Dish Pans

14-quart
trade size

EACH

25¢

46-inch
Oil Cloth

Limited

19¢
yd.

KIDDIES, PRINT
FROCKS

Sizes
3 to 6

25¢

STICK-ON
SOLES

9¢
pr.

Curtain Rods

Single

Double

9¢

19¢

Reserve right to limit quantities of Merchandise

FREE BALLOONS FOR KIDDIES

5c
and
10c

BEN FRANKLIN STORES

INDEPENDENTLY OWNED

R. E. SCRIBNER, Prop.

On Main between 1st and 2d

\$1.00
and up

**GRAND OPENING OF
BEN FRANKLIN STORE**

—o— 1951

Saturday, October 8th marks the grand opening of the new Ben Franklin store in Gresham, an event that has been anticipated by the people of this territory for several weeks while the building has been in process of being made ready.

This store specializing in merchandise in the 5c to \$1.00 range is one of the finest independent stores in the community. It will be owned and managed by R. E. Scribner who with his family have recently moved to Gresham.

The people of this community have watched with much interest the developments as they have taken place in this store. First of all the old front was completely removed from the building which is owned by Mr. Palmquist and formerly housed the Palmquist Harness shop. Then a fine new standard Ben Franklin store front was installed. This front is the most modern and outstanding in Gresham.

After the front was completed the interior of the building was entirely redecorated. The most outstanding feature is a complete factory-built fixture job. These fixtures, consisting of counters, shelving, cases, etc., were constructed by the Store Kraft Mfg., company, specialists in Variety store fixtures. They represent the very latest developments in fixtures and the entire store is arranged to make shopping easy and pleasant.

Although the store is independently owned and operated it is affiliated with the great Ben Franklin league of real stores a voluntary organization consisting of over 2600 members located in every state in the union. The merchants pool their buying power with Butler Brothers, national distributors of general merchandise who in turn provide them with the syndicate merchandise at prices to compete with even the largest chain stores.

Mr. Scribner extends a cordial invitation to everyone in this section to visit his new store on opening day. Many special merchandise offerings have been arranged for this event and he states that it will be profitable to take advantage of these offerings.

The entire surrounding territory as well as Gresham proper, has been covered with a four page circular listing hundreds of items that will be offered during the first week of business. Also on page 4 of this issue of this newspaper will be found the announcement of the formal opening.

This newspaper joins the other business firms of the community in welcoming this very worthwhile addition to the ever-growing business section of Gresham.

THE "BEN FRANKLIN VARIETY STORE" OWNED AND OPERATED BY VIOLET AND RAYMOND SCRIBNER WAS OPENED FOR BUSINESS IN THE SAM PALMQUIST BUILDING AT 127 N. W. MAIN STREET IN SEPTEMBER OF 1938. THE BUSINESS REMAINED IN THIS LOCATION UNTIL NOVEMBER OF 1951 WHEN IT WAS MOVED TO A LARGER BUILDING OWNED BY LUCILLE MENTZER ON THE CORNER OF N. W. SECOND AND MAIN STREETS. THIS BUILDING WAS RENOVATED AND MADE MODERN TO HOUSE THE NEW BEN FRANKLIN STORE. IN MAY OF 1953 MR. AND MRS. SCRIBNER SOLD THE BUSINESS TO THE CORPORATION KNOWN AS "WHITESIDE VARIETY". THE STORE IS NOW KNOWN AS GRESHAM VARIETY.

IN JANUARY OF 1952 MR. AND MRS. SCRIBNER OPENED A DRESS SHOP KNOWN AS "MODE O' DAY" IN THE SAM PALMQUIST BUILDING AND STILL OPERATE THAT STORE.

VIOLET SCRIBNER

Violet Scribner

New Variety Store To Open Saturday Morning at 9 a. m.

Ben Franklin Establishment
Locally Owned by R. E.
Scribner, New Resident

NEW FRONT INSTALLED

Merchandise Ranges in Price
From Nickel to Dollar;
Local Help Hired

Saturday, October 8, marks the grand opening of the new Ben Franklin store in Gresham, an event that has been anticipated by the people of this territory for several weeks, while the building has been in the process of being made ready. The time is 9 o'clock in the morning.

This store, specializing in merchandise in the 5 cent to \$1 range, is one of the finest independent stores in this community. It is owned and will be managed by R. E. Scribner, who with his family has recently moved to this city.

Developments Watched

The people of Gresham have watched with much interest the developments as they have taken place in his store. First of all, the old front was completely removed from the building, which is owned by Sam Palmquist and formerly housed the harness shop. Then a new standard Ben Franklin store front was installed. This front is one of the most modern and outstanding in town, and many compliments are being paid to the Morehouse Glass company, which handled the job.

After the front was completed, the interior of the building was entirely redecorated. An outstanding feature is the factory-built fixture job. The fixtures represent the latest developments, and the entire store is arranged to make shopping easy. The shelves were installed by Allen's Woodworking shop of Gresham, and Earl M. Boice, local painter, painted the windows, walls, ceiling, and standards. The paint was furnished by Pankratz Paint and Wallpaper store.

Patronizes Local Business

The gas heater was installed by the Peterson and Morlan Plumbing and Heating company, and Bjur Electric store put in the wiring.

Fifteen girls have been working all week on two eight-hour shifts to get the store ready for the 9 a. m. opening Saturday. By Saturday night Mr. Scribner expects to know which of the girls will make the most efficient and permanent sales-girls.

Although the store is independently owned and operated, it is affiliated with the great Ben Franklin league of retail stores, a voluntary organization consisting of over 2,600 merchant members located in every state in the union. These merchants pool their buying power with Butler brothers, national distributors of general merchandise, who in turn provide them with the syndicate merchandise at prices to compete with even the largest chains.

Specials on Saturday

Mr. Scribner invites everyone in this section to visit his new store Saturday, and many special merchandise offerings have been arranged for this event.

The Outlook joins the other business firms of Gresham in welcoming this addition to the ever-growing business section.