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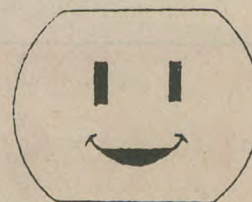
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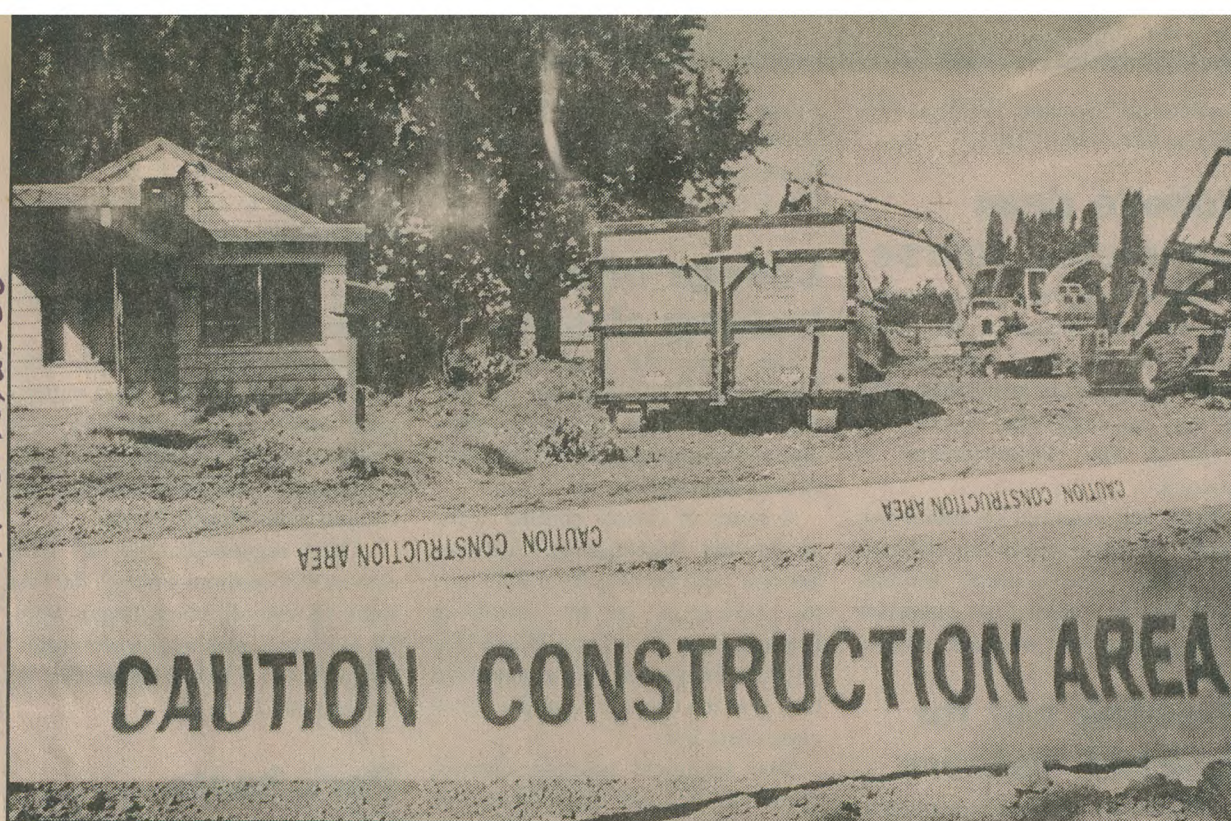
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GALLAGHER



ELECTRIC

OUT. MAR. 3, 1990



FLINT CARLTON / THE OUTLOOK

Gallagher Electric, a business owned by Gresham City Council member Jack Gallagher, has moved and its former two-acre site on Northeast Division Street will soon become a condominium complex.

Gallagher Electric site being turned into condominiums

BY ANNE ENDICOTT
of The Outlook staff

Bulldozers began clearing land on a two-acre site on Northeast Division and 13th streets recently to make way for a new 20-unit condominium complex.

For Jack Gallagher, owner of Gallagher Electric, which occupied the site until two weeks ago, the impending demise of the funky little building that housed his business is humorous.

"They're finally going to tear that ugly building down," he said, laughing.

Gallagher moved his company to its new location at 22 N.E. Fourth St., Gresham, behind Mt. Hood Ballet.

He has also entered into a limited liability contract with the developer, Canby-based Walter West Construction, as a silent partner.

Property owner Wayne Shinn filed for land use permits earlier this year to combine the three tax lots at 2895 N.E. Division St. and allow for construction of the condominiums.

The new complex will contain five buildings, each with four three bed

room, two-bath units, garage parking and decks. According to West, selling prices will start at \$139,000 for the 1,370-square-foot condos.

Plans call for two open space areas, one with a multi-activity play structure for children, landscaping and varying facades on the street frontage buildings.

To meet planning regulations with Gresham, developer West had to include the extension of Northeast 13th Street to an intersection with Northeast Division Street with his construction plans.

Neighbors bordering the new complex voiced objections to the street's addition, citing increased traffic from motorists wishing to avoid the intersection of Northeast Division Street and Kane Road.

In letters to the city, neighboring residents expressed concern about children playing on the long dead-ended street, requesting the city consider speed bumps or other traffic control devices to keep speeds reduced.

This is not West's first Gresham development. His company built the Emerald Valley condominiums on East Powell Boulevard and 174th Avenue. According to West, the new units are fashioned after Emerald Valley's three-bedroom condos, only larger.

The complex is slated to open in the spring of 2001.

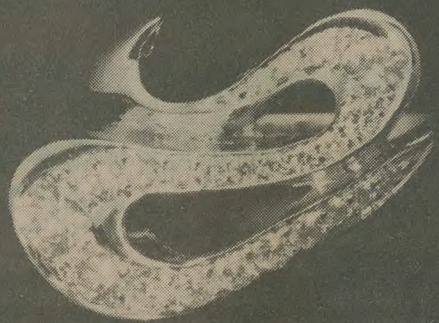
Reporter Anne Endicott can be reached at aendicott@theoutlookonline.com or by calling 492-5116.

OUT MAY 18, 88

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A combination of wood is carefully chosen for its strength and responsiveness to carving.

Each horse is skillfully carved to emphasize the muscles and elegant features of a well-proportioned horse.

Paint is artfully applied in stages with techniques that emphasize durability, depth, and lifelike colors.

The mane and tail are made from actual horse hair and each horse is equipped with handcrafted tackle that is securely mounted in place.

"Thirteen years ago our son received a Gary Mark rocking horse. The horse, affectionately named Strawberry, has provided years of enjoyment to our children and many others. We look forward to the day when our grandchildren will experience the joy of our rocking horse, Strawberry."



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Dedicated to our daughter Lisa, dearly loved, whose prayers and support encouraged me to invest in the gifts and talents God gives to fulfill a dream.

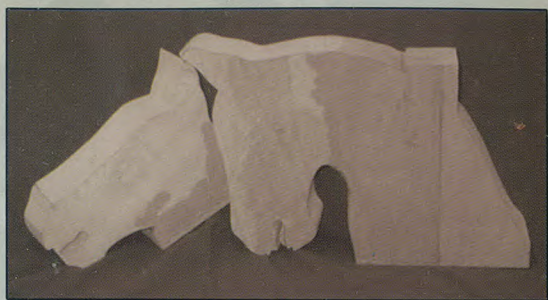
Gary Mark



Handcrafted rocking
horses worthy to be an
heirloom enjoyed for
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Each rocking horse created by Gary Mark is a result of a detailed yet artful process fine-tuned over a lifelong career of carving and painting. Although the rocking horses contain the beauty and elegance of a fine piece of art, they are also made with strength and durability to provide admirers and riders enjoyment for generations.



The body of the horse is made out of bass wood, known for its stability yet receptiveness to carving. Hardwood, such as maple, oak and alder, is used for the legs and stand.



Once the general shape of the horse has been formed from blocks of wood, the sections of the horse's body are joined together. At this point the details of the horse are shaped and carved so that the musculature and handsome curves of the horse are emphasized.



Painting each horse involves a series of steps mastered by and unique to Gary Mark. First, the horse is smoothed through several stages of sanding. Next, the horse undergoes multiple primer treatments in preparation for painting. The paint treatment incorporates multiple layers and techniques to create an appearance with outstanding depth and realism. The quality and application of the paints ensures the finish will maintain its luster for future generations.



Once the horse is painted, it is time for the finishing touches. Only real horse mane and tail are used—providing a very lifelike affect. Saddles are made from top quality leather and are securely attached for safe riding. Leather bridles and martingales coordinate with saddles and are fully adjustable. Lastly, the horse is securely bolted to a handmade stand.



Gary Mark's rocking horses are available in a variety of colors and wood finishes. Tackle is available in both English and Western styles.

Your rocking horse can also be personalized with a brass plaque recording the year and recipient of this special heirloom.



10-21-65

Music Store Planned Here

Another new business is coming to Gresham--a Gresham office for the Gateway Music Co. of Gateway.

Partners Jim Schultz and Chuck Krzmarzick are expanding their operation to Gresham with a store in the Metzger building, Powell and Roberts. It will be open Nov. 1.

The store will feature rentals, band instruments, other standard musical instruments, repairs and lessons. They also will have sheet music and a complete line of records.

Future plans call for a stock of pianos, organs, hi-fi and stereo sets. Partners Schultz and Krzmarzick have been in business in Gateway for five years.

Gentry's Plans Store Building *outlook - 9-10-64*

Plans for another new building in Gresham were announced this week by Mr. and Mrs. John Gentry of Gentry's Hardware and Appliance.

The 9,000 sq.-ft. building will be located at 200 N.E. 2nd, just east of the First National Bank's parking lot-drive in window. It will house an enlarged and expanded Gentry's operation as well as two rental units.

The building will be 100 feet wide x 90 feet deep. Gentry's will occupy half the frontage with the two rental units dividing the remainder. An announcement will be made shortly as to the two tenants.

Work will get under way in the near future with Dec. 1 the target date for completion.

Gentry's will have about 50 per cent more space for their operation. They have been in business here for nine years, coming here from Roseburg, and plan to broaden considerably the lines carried in the store.

Service facilities also will be expanded with additional personnel plus two-way radios for radio-dispatched service trucks.

The building will be of concrete block and cement construction. Space will be provided in the rear for parking 25 cars. The property was acquired from Carl Cochrane. A building permit for \$80,000 was issued for the project.

Gentry's are planning a number of events in connection with opening of the new store. Details will be announced at the time.



Mr. and Mrs. John Gentry in new store at 200 N.E. 2nd, where grand opening will continue through Saturday, Feb. 6. Store, stock bigger than in old location

Grand Opening Now at Gentry's

Grand opening festivities are under way at Gentry's Hardware & Appliance store, 200 N. E. 2nd.

The owners, Mr. and Mrs. John Gentry, say the event will continue through Saturday, Feb. 6, when as grand prize a Speed Queen dryer will be given.

The winner, to be decided by a drawing, need not be present to qualify, Gentry said. The event will be handled over a KRDR remote broadcast at 4 p.m. Saturday.

The store has moved into larger quarters -- from 236 N. Roberts -- and has expanded shop activities, said Gen-

try.

Gentry is owner of the building, which he had constructed for this purpose. Another tenant is Snyder Bros. Real Estate.

The store had been at the N. Roberts location eight years.

OUT LOOK 13 JAN. 1966



Gentry's Hardware & Appliance, 200 N.E. 2nd, Gresham, 665-2210. Opened January 1, 1965 in their very own building, expanded to serve the growing community better. John and Alice Gentry have been in business since 1956. Authorized franchised dealer of Gibson appliances, Sylvania TV's (both color and b&w), stereos, radios, Speed-Queen and Easy washers and dryers. Sales and radio dispatched service. Come in and see their many gift items, the Gentry's will gladly help you in any buying problem.

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14 - GRESHAM (Ore.) OUTLOOK Thurs., Dec. 13, 1973 (Sec. 1)

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GRESHAM

Front End Alignment
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Our new Bear Alinement Rack will accom-
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Plus 1/2 and 3/4 ton trucks.

Mr. and Mrs. George Lintner

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**Bus Route
1944**



**GEORGE'S
ALINEMENT**
890 N.E. Hood
GRESHAM

Front End Alignment
and high speed balancing

Complete Front End Repair — Shocks

Our new Bear Alinement Rack will accom-
modate small cars, as well as larger models.
Plus ½ and ¾ ton trucks.

Mr. and Mrs. George Lintner

*Bus Route
1944*

*George
"Tiller of
the Soil"*



Small business, big impact

VISTA, Gresham Outlook, March 4, 1989

Risks, sacrifices pay off

Starting at home, they've built floor-covering firm

by SHARON NESBIT
of The Outlook staff

Dustballs collecting in closet corners were responsible for putting Will and Sue Gilford in the floor-covering business.

"Life is a matter of circumstance," says Sue Gilford, relating the story of how she and her husband started Gilford's Floor Covering in Gresham 14 years ago.

The two East County residents were young parents on a limited budget when they first carpeted their

'We robbed Peter to pay Paul, but we were young. It was absolutely the best thing we have ever done.'

— Sue Gilford

home in the 1960s. To save money, they skimped and left the closet floors bare.

"And then the dustballs started rolling so I went into Crown Carpets to buy a remnant of carpeting to put in the closet. I saw a fellow there stitching carpet and I asked him how he learned to do that," Sue Gilford remembers.

Will Gilford, then a machinist at Electronic Specialties (now Boeing), was never happy as a machinist, his wife says. "He needs people."

So when she learned of an apprenticeship program for carpet layers, she approached her husband saying, "I have a great idea."

The Gilfords had to live on half their normal wages during the three-year apprenticeship. Will then got a job with a floor covering company but was laid off during a recession in the mid-1970s.

"He collected unemployment twice and came home and said to me, 'I can't do it. I just can't stand in that line.'"

Starting slowly, and getting by partly on income from Sue's home typing job, the Gilfords launched their own business. They rented a 12-by-12-foot warehouse for carpet samples and worked from their home phone.

Six months later they moved into a spare corner in Gentry Appliance building on Second Street in Gresham.

"During those first four or five years I was adamant about staying home and raising our boys, but gradually I took over hours at the store. You could see that the business was growing," Sue says.

In late 1979 the pair moved to their own building on Northeast Second Street, just a block off Powell Boulevard. Will Gilford stood in his new building and looked toward Powell Boulevard where a ramshackle old grocery store stood.

"Before long, we'll be there," he said.

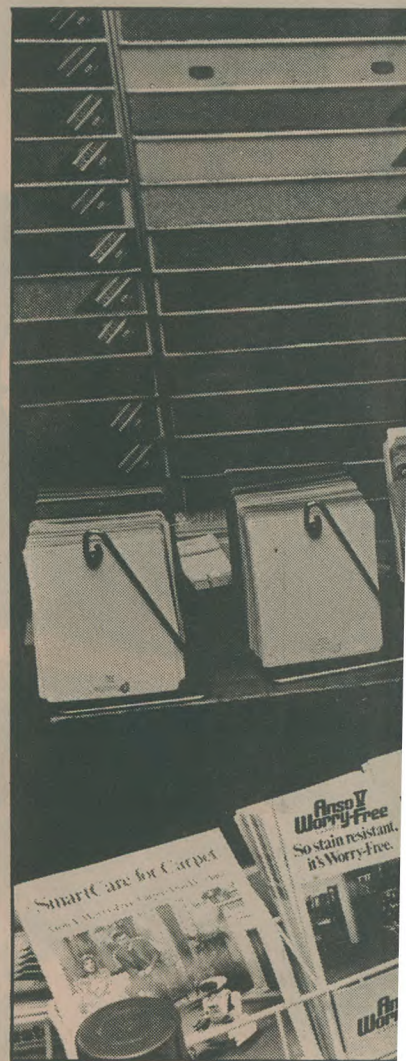
In three months the grocery store building went up for sale and the Gilfords faced the most serious business decision of their lives. Even though a city building inspector joked that the 50-year-old structure should be condemned, the Gilfords went out on a limb to buy and remodel it. They stripped their savings, borrowed on their life insurance and took a chance.

"We robbed Peter to pay Paul, but we were young (ages 40 and 38). It was absolutely the best thing we have ever done," Sue remembers.

The Gilfords never planned on a giant business. They wanted to keep Gilford's Floor Covering small and personal. It remains today a three-person enterprise.

Their once-dilapidated building has been spruced up with siding and a new roof treatment. A warehouse addition has expanded their space to 3,300 square feet, plenty of room for samples. And there is another 1,800 feet in the basement. These days the company does between \$275,000 and \$325,000 in business a year.

Will Gilford, aided by the couple's only employee, Todd Ehliert, installs linoleum, carpeting, counter tops and



Sue and Wil Gilford launched the

tile. Sue Gilford runs the sales room and keeps the books.

"If you have any smarts you can do it," she says, admitting that she's never had a day's bookkeeping training in her life.

Gilford's is the kind of place where you can drop in on a cold, rainy day and warm yourself at the woodstove. Sue Gilford's other daily chore is keeping the fire going.

"It's product plus a service that we sell. And a good reputation," Sue Gilford says.

"When Will goes out to do a job, he's totally responsible for it. You work extra hard when it's your own business."

She counts rapport with the customers and the individual atten-

ff for the Gilfords



Staff photo by Steve Gibbons

ir own floor-covering business when he needed a job change.

tion she can give as positive aspects of a small business.

"No matter what size job people have, we're delighted when they come in the door," Sue Gilford said.

As a result, the Gilfords have begun with young couples just getting started in their first homes and stuck with them as they moved up the

economic scale. Most of their work is done within a 10-mile radius of Gresham, despite competition from some half-dozen floor covering companies.

After a day on his hands and knees stretching carpet, Will Gilford likes to take his wife square-dancing for

fun. And the Gilfords like to travel. The good part of owning a small business, they say, is putting a sign on the door saying that they have gone on vacation.

"If we can't afford to take vacations, then we should be working for somebody else," Sue Gilford says.

2003



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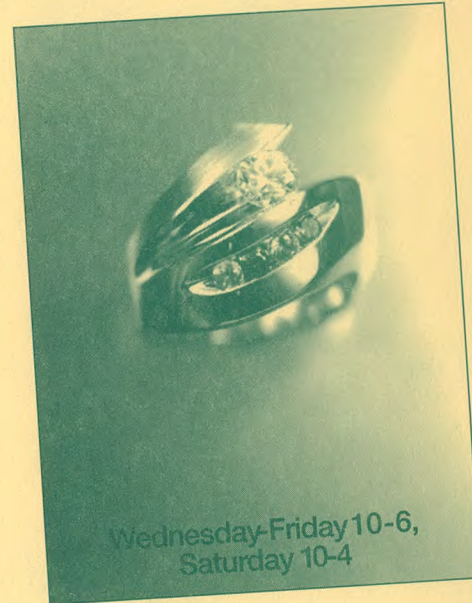


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Greg Grokett
designer goldsmith

Paula Grokett
designer



Wednesday-Friday 10-6,
Saturday 10-4

Big Motel 3-1-62 To Open

Gresham at last has a big, luxurious motel, and it's right in the heart of town.

The Golden Knight Motel has scheduled an open house for this weekend—Saturday and Sunday from 10 a.m. to 8 p.m.—to introduce the three-level motel units and permanent apartments to the community. Location is 750 E. Powell at Juniper.

McMinnville Investment company of Portland owns the facility, which was built by a companion firm, Pacific Development Co. Mr. and Mrs. Lewis V. Marsh are resident managers.

Swimming Pool

A fenced, heated swimming pool in a furnished lounging area is a special feature which will be open to both apartment residents and motel dwellers.

Motels and apartments—15 of each—alike boast wall-to-wall carpeting, television, draw drapes, ceramic tile baths and electric heat with individual room controls.

Special Features

Motel units have planted feature windows curtained for privacy, bathroom heat lamps and some have kitchenettes. Some units are expandable to offer groups three individual bedrooms and baths.

Apartments are available in bachelor, one-bedroom and three-bedroom types. Each has assigned parking space in the rear of the building, and all have patio doors leading to covered porches with a view.

Motel Opening Due Jan. 31

1-4-62 The new, 31-unit Golden Knight motel on Gresham's East Powell tentatively is scheduled to open about Jan. 31.

Work on the \$275,000 structure is proceeding about on schedule. Sixteen of the units are intended as more permanent apartment-type dwellings while 15 will be for motel use.

The Golden Knight also will have a resident manager's apartment plus a swimming pool for guests.

Leasing information can be obtained from Rex Buzan at CA 3-2149.

OUTLOOK JULY 5, 1997

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Hrs: 12-6 Sunday
9:30-6 Tues. ... Thurs.
9:30-9 Mon. ... Fri.
9:30-6 Sat.

The Goodwill store on Northwest Fairview Drive plans to relocate just down the street to Northeast Burnside Road in 2008.

PHOTO BY JOHN KLICKER



OUTLOOK 3-10-2007 Gresham Goodwill on the go

Charity planning spring move to old Stuart Anderson site

BY CHAD ABRAHAM
staff writer

Gresham's Goodwill outlet is changing locations, and the non-profit will turn from renters to

landowners, organization officials said.

The current location on Northwest Fairview Drive will close in spring 2008. The new store is expected to open the next day in a larger space a few blocks away on Northeast Burnside Road, said Dale Emanuel, Goodwill Industries of the Columbia Willamette spokeswoman.

Goodwill will own the new spot,

which once housed a Stuart Anderson's steak house.

"It's a much better position to be in," Emanuel said. Goodwill is investing \$2.6 million in the deal.

The new site will be 22,000 square feet, including 12,000 square feet of retail space alone; the current space, which Goodwill has occupied for 14 years, is 13,000 square feet.

TURN TO **GOODWILL**, PAGE 3A

Goodwill:

CONTINUED FROM Page 1A

"It's smaller than we would like," Emanuel said of the current space, noting that Gresham has grown considerably in 14 years.

Customers seemed nonplussed by the news Friday, March 9. Bob Roberts of Gresham was shopping with his wife, Linda, for a tie at the store.

He said he was aware of the impending move and had no problem with it.

"I think it's just right down there," he said outside the store, pointing east down Burnside.

Indeed, Goodwill isn't going a great distance. But the new site will offer better access and visibility, and be more suitable for retail sales, said Mike White, store manager.

"People driving by will certainly know about the new location," he said.

The new store will have a grand opening featuring fresh merchandise, White said. Current items will be marked down and whatever's left will then be transferred to Goodwill outlet stores.

"We relocate stores all the time," White said.

The store's 55 employees will be transferred to the new location; no staff changes are expected. The new store will also have a donations drive-thru and a job

THE SCOOP

What: Goodwill's Gresham location is changing.

Where: The current site, 1776 N.W. Fairview Drive, will close. The new site is 413 N.E. Burnside Road.

Why: Allows the charity to own the property instead of rent.

When: Spring 2008.

connection center.

Goodwill has served the Gresham area for 26 years, according to a company press release. The first local store had a mere 5,000 square feet.

"Nearly 92 cents of every retail dollar provides vocational opportunities — including jobs, vocational training and job-placement services — to people with barriers to employment," the release says.

"We're not the world's largest garage sale," Emanuel added. "We know what communities need in terms of job services."

Last year, Goodwill Industries of the Columbia Willamette provided services to more than 15,300 people. The regional charity runs nearly 40 stores in Oregon and Southwest Washington.

Goodwill officials hope to break ground Sept. 1, Emanuel said.

Stone, 70.

"People seem to prefer shopping centers to small towns," adds his wife, DJ, who offered to help out temporarily 30 years ago and finally gave up her nursing career to do the office work.

Gordon Stone remarks that a fellow approached him since the store's closure was announced and asked where he would buy his clothes. "He wasn't wearing a single thing that he bought in our store and I hadn't seen him in three years," Stone says. That and the fact that the elder Stone announced he was moving into retirement five years ago and never quite got out the door are reasons to end what is almost an institution in Gresham.

It means that the store's eight employees, including sons Marty and Randy, will be looking for other jobs once the sale is over. Kristy Hicks has worked there since 1978. The walls of the office are covered with Outlook ads from the mid-1970s when Hicks and the Stone brothers (a third brother, Rick, left to start the Hallmark store in Gresham Rexall Drug) posed in polyester shirts with wide lapels for fashion pictures.

Randy Stone remembers the heat of competition when small retailers could successfully battle big stores. "I remember when Britannia was hot we would take the store van up to the warehouse in Seattle, load it up, bring it back, sell it all in a week and go up again for more. If you waited for a rep to come by, it took months," he says.

"Independents all gave quality and service. People have got used to not having service anymore," he notes.

Aylsworth operated the original business for more than a decade, taking in partner Ray Martin in 1923. Martin hired Gordon Stone to work for him at age 15, a couple years after selling the youth a bargain eighth-grade graduation suit. Stone, whose father was killed in a woods accident near the Larch Mountain mill town of Palmer in 1944, lived with his mother and brothers in Gresham.

After World War II, Stone and three partners bought the business. Eventually the partnership sorted itself out as Quicksall and Stone and when Ray Quicksall sold his share in 1960, it became a family business.

The Stones' sons were put to work at about age 10 cleaning the bathroom, brushing the felt hats that lined one wall and sweeping the sidewalk and

floors.

"It's been said before, but Gresham was the first town in the state to have a sidewalk sale. As kids, our biggest thrill was being allowed to sell saw hats on the sidewalk," says Marty Stone.

DJ Stone, a native Gresham resident, keeps a photo record of the store's move in 1971 from Powell Boulevard to Second Street. The Stones combined their shoe and clothing operation into a single unit by knocking out the concrete walls that opened to stores on either side. Their former neighbors, Riegelmann's Appliance Store and Rollie and Bill's TV Repair, had just moved to a building on Powell, making the expansion possible. The Stones took a 1950s structure, added a facade and a new front, hired a store designer to do the interior and opened with a champagne party.

Later they built a store in Sandy, which closed in 1988.

In a tiny windowless back office of the store, its walls a nasty mustard color and the shelves lined with old Christmas gift wrap — "You don't

make any money in the back of the store," Gordon Stone quips — the couple lean over the photo album remembering those days.

DJ Stone took pictures of all the bouquets that lined the walls.

"That was a different Gresham," Gordon Stone muses. "It was a Gresham where people met and knew each other on the street. That was the old Gresham. Every business in town sent flowers."

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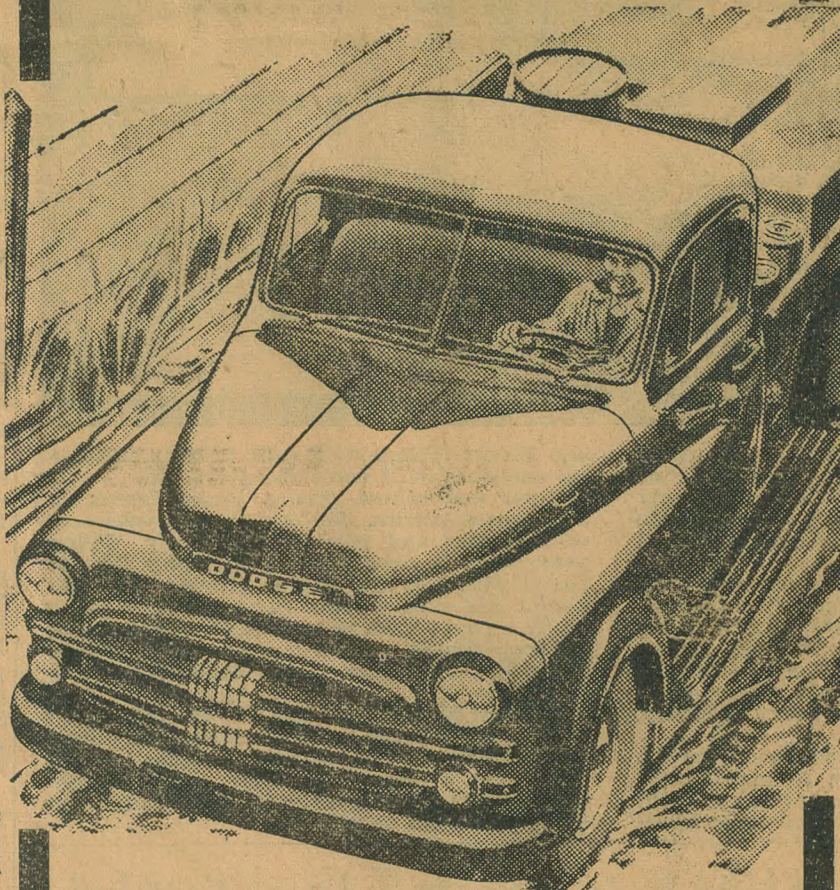
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Proceeds will be
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DODGE - PLYMOUTH HEADQUARTERS

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GRESHAM, OREGON

Phone 207

OUTLOOK OCT. 4, 1951

OUT 15 FEB. 1968



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BUSINESS

The Outlook Tuesday, June 9, 2015

Boring family takes swing at business

Golf pro parlays passion into recent purchase of nine-hole course

By SHANNON O. WELLS
The Outlook

For most professionals, “career path” is a metaphorical term that describes the experiences that lead to making a satisfying living.

Boring native Scott Shields, however, could describe his career path more literally as the East Multnomah County roads that led him to embrace golf as a profession as well as lifestyle.

Southeast Kelso Road figures prominently, as the meandering, pastoral country lane near his boyhood home is where Shields discovered his passion for the links and later turned it into a multifaceted career opportunity, first as a junior golfer at Mountain View Golf Course and most recently as the new proprietor of Greenlea Golf Course, located just down the road.

The first-time businessman purchased the 36-acre grounds and facilities at 27636 S.E. Kelso Road in March from Sharon Brandt, daughter of Greenlea founders Walter and Muriel Markum.

“We worked out a deal,” explained Shields, 46, noting that the managers the family hired were ready to shed their responsibilities to enjoy travel time. “We have really good

relations with Sharon. Her family, mine and my wife’s go back quite a long ways.”

Shields, with assistance from his wife, Nicole, their kids and friends from the local golfing community, reopened Greenlea for the season on Thursday, April 16.

After weeks of maintenance challenges, the gift of sunny opening days provided much-welcome relief.

“We had 75 golfers on opening day, 60 on Friday, 92 on Saturday and 89 on Sunday,” he said. “When I saw that, I said, ‘OK, this can work.’”

Going beyond his experience zone as a golf instructor and mentor proved daunting, however.

“The maintenance end is a whole other world,” he said. “I’m still learning. It’s a challenge, for sure.”

Greenlea started life in the 1930s as a nursery, which morphed into a nine-hole, approximately 1,600-yard golf course in the late 1970s.

It was among the courses where Shields, as a boy, worked, played and determined what he would be doing when he grew up.

“I started playing when I was 11,” he said. “I was at Mountain View all day, every day, playing 54 holes a day. I knew I wanted to be a golf pro.”

By 1985, the teenaged Shields landed on the Gresham Golf Course payroll. After graduating from Sandy High School, Shields went to Portland State University on a golf scholarship. In 1991, he was named the club’s PGA program assistant and took on the role as head golf pro in 1998.



OUTLOOK PHOTO: JOSH KULLA

Scott and Nicole Shields are first-time business owners who recently took over ownership of Greenlea Golf Course in Boring.

After years of teaching and mentoring golfers of all ages, Shields wondered what it would be like to run his own show, albeit on a smaller scale than the 18 holes at Gresham or Mountain View courses.

“I’d always looked at this golf

“We had 75 golfers on opening day, 60 on Friday, 92 on Saturday and 89 on Sunday. When I saw that, I said, ‘OK, this can work.’”

— Scott Shields, new co-owner of Greenlea Golf Course

course as a fun opportunity to own and operate,” he said on a recent afternoon from the patio outside Greenlea’s small clubhouse and pro shop. “I thought, being a smaller golf course, this would work well. Financially, this worked a little better for me.”

Welches resident Linda Rogstadt, who was winding down on a recent afternoon of nine holes, said she’s always enjoyed Greenlea’s lush landscape and laid-back atmosphere.

“I love it. I love the nursery effect,” she said of Greenlea’s initial incarnation. “It’s an easy course for amateurs. I’ve been playing here for years.”

While still shaking off the jitters of first-time business ownership, Shields looks forward to growing into his role as entrepreneur and benevolent lord of his own course.

“Obviously, this could be a really good retirement for us,” he said of him and Nicole. “And if we do it right, it can almost run itself.”

“But for now,” he added, “we’ll put as many hours in as we need to.”

BUSINESS BRIEFS

TUES., JUNE 9, 2015

Chic Rider Designs offers road-tested fashions

Vivian Gardner recently opened Chic Rider Designs, at 1119 N.E. Hogan Drive, specializing in motorcycle-oriented fashions and accessories.

On the shop's website, Gardner said she started making accessories in 2009 "because I could not find what I needed or wanted that realistically worked well in a true riding environment. I wanted accessories that do their intended job well, but look feminine at the same time, adding a touch of class."

Noting that personally, she road-tests all products, she said she is "passionate about riding and know that it is important to have the proper apparel on the road."

For more information, visit chicriderdesigns@aol.com or 503-665-1119.

Extension offices moving to Portland

June
1972

By HUGH GALE
News Editor

The Gresham Agricultural Extension office is moving to Portland.

It will be located in the Division of Continuing Education Building on the Portland State University Campus. The Portland 4-H program located at Couch School will move into the same office and combine with the county 4-H program.

The move was made necessary because the county cut the extension budget from \$50,000 to \$28,000. The total budget was more than \$300,000 but most of the money comes from state and federal funds.

Because there is a cooperative agreement, when one fund source is cut the other sources are reduced proportionately.

The staff will also be reduced. The seven agent staff will be reduced to four and the secretarial staff from five to three.

Agents who will be staying are Fremont Sprowls, chairman-agriculture; Tod Hamilton, home ec; Dave Adams, ornamental horticulture, (He will not report until Aug. 1), and John Mellott, 4-H.

Those who will be leaving are Marilyn Lunner, home ec; Barbara Harris, home ec and 4-H, and Willard Lighty, turf management and 4-H.

Sprowls said that programs will need to be cut back but all

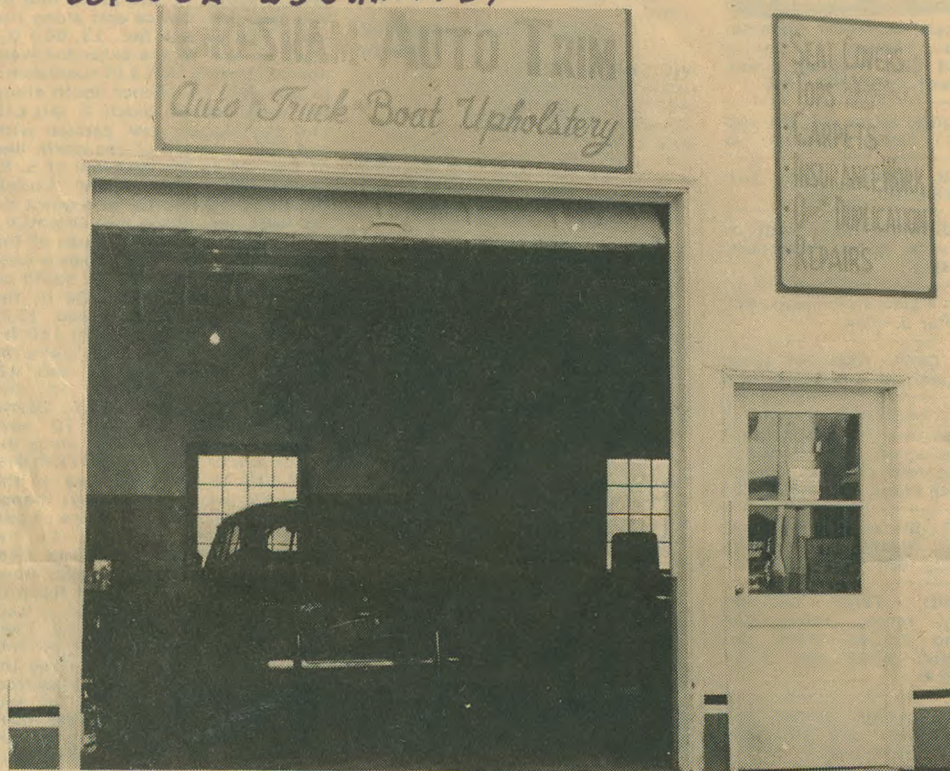
will be retained, though on a lesser scale.

It will mean that more volunteers will be needed. The time is crucial because of the county fair coming up soon. Some programs will need to be postponed but they will not be cancelled, Sprowls said.

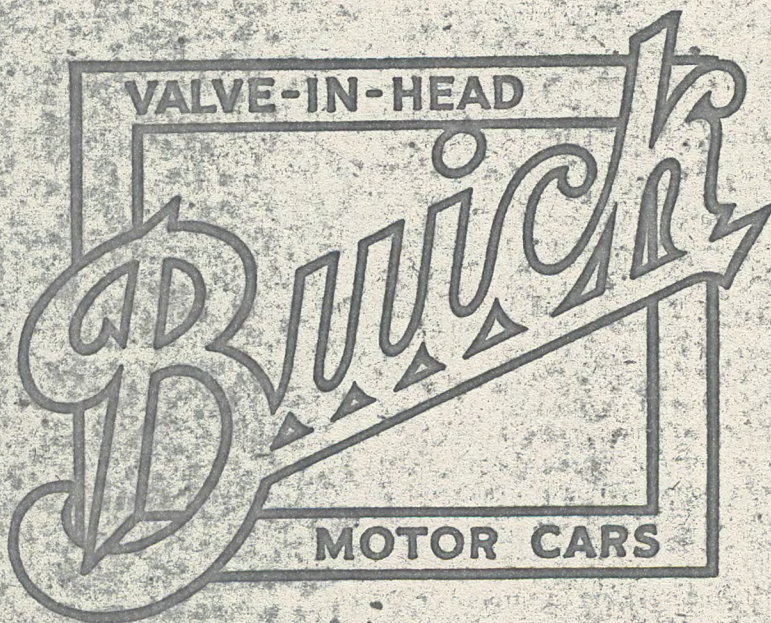
The contractual agreements will be continued. These include the expanded nutrition program at 1929 SE Hawthorne, the 4-C (community coordinated child) program, the home ec program at Mt. Hood Community College, and the training of nutritional aides for the state public health service.

Because these programs do not come from the county budget they can be continued.

OUTLOOK 23 JAN. 1969



Gresham Auto Trim, 424 E. Powell, across from Hood Theatre, opened last August and does quality work at affordable prices. Ray Chavers is the owner and offers complete upholstery service for automobiles, boats or trucks. Ray, formerly with Stylecraft Upholstery, has over 10 years experience and asks that you stop in to discuss your seat cover, convertible top and other upholstery needs with him. Free estimates are given and Ray says "no job is too little or too large and all work is guaranteed." Week-day hours are 8 to 5 and Saturdays until noon.



TELEPHONE

GRESHAM

1801

WALTER W. METZGER

Gresham, Oregon

Boring, Oregon

SALES---SERVICE

WISHES YOU

A Merry Christmas

AND A

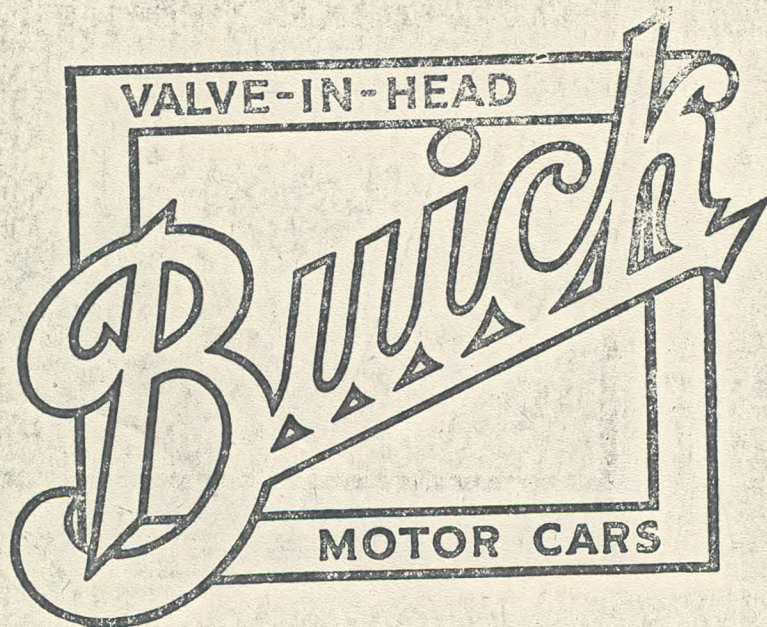
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TELEPHONE

GRESHAM

407





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OUT. MAR. 2, 1985

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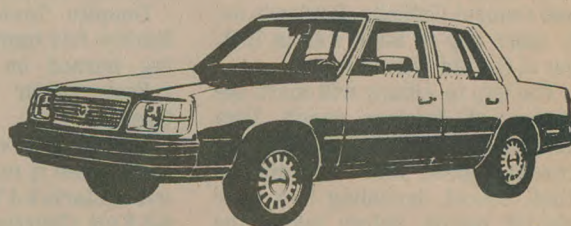
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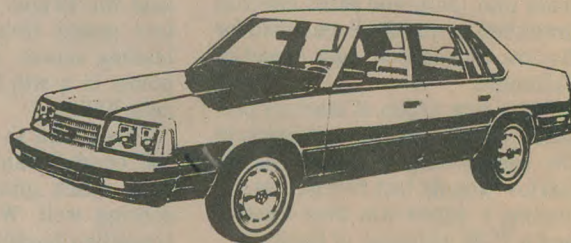

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Dealership unveils new look,

*The dust has settled
at Gresham Chrysler
Dodge Jeep Ram*

By ANNE ENDICOTT
The Outlook

Anybody who has taken on even a minor remodel of a home knows you have to be flexible during the process.

But when you remodel a functioning business, you really need a sense of humor.

"It was a lot like Murphy's Law," said Jason King, parts manager at Gresham Chrysler Dodge Jeep Ram. "This has been sort of like the blind leading the blind, with people working in a lot of different places, but now, it feels like we went from 1974 to 2014 almost overnight."

The last few months may have been a test of patience for staff at Gresham Chrysler Dodge Jeep Ram, but like a Phoenix rising, the dealership has emerged with a new look to accompany its expanded vehicle lines.

The low-rise once-earth-toned building now sports an arched main entrance, framed by a pristine exterior and windowed façade. Service and parts departments have been updated and modernized and a larger lounge area for customers features USB ports for mobile device charging.

The remodel at Gresham Chrysler Dodge Jeep Ram, which cost in the neighborhood of \$2 million, wasn't simply a facelift. It also represents a sign that the American car industry is still alive and producing.

Dorian Boyland opened Gresham Dodge in 1987 on a 2.9-acre parcel, once home to a lighting business. The dealership was one of several in the area that for years represented the "big three" American auto manufacturers — General Motors, Ford and Chrysler.

But when the economy tanked in 2008, hundreds of dealerships across the country closed as the auto industry struggled to reorganize finan-



OUTLOOK PHOTOS: JIM CLARK

Paul Suvanvej, general manager of Gresham Chrysler Dodge Jeep Ram, said the dealership's overhaul was part of an arrangement to acquire the Chrysler Jeep line of vehicles. Gresham Chrysler Dodge Jeep Ram is now the only multi-line dealer in Multnomah County for Chrysler.

bankruptcy in 2009, followed by GM a year later. Gresham Chrysler Jeep, which had been on East Powell Boulevard for decades, shuttered its business in 2008, leaving no authorized local dealer for its customers.

But in June 2013, Gresham Dodge learned it had been awarded the Chrysler Jeep line of vehicles. Construction on the dealership began in earnest in September.

"Part of the arrangement with the new cars was to remodel the facility," said Paul Suvanvej, general manager. "We are now the only multi-line dealer in Multnomah County for Chrysler."

What sounded like a simple expansion and updating process quickly spiraled into a scenario resembling a television comedy, King said. Fifty-one employees were displaced for nearly six months, while walls were rearranged and new flooring was installed.

Sales people worked from two portable trailers on the back of the property, with little heat during the winter and pipes that constantly froze. During business hours, they camped out under dining canopies in the parking lot so customers would know the dealer was open.

Business office staff and department managers took up residence across the street in space supplied by Central Source Mortgage Banking. ADP provided secure wireless

Things to know

WHO: Gresham Chrysler Dodge Jeep Ram.

WHERE: 855 N.E. Burnside Road, Gresham.

WHAT: New and used car sales and service for Chrysler, Dodge Jeep and Ram trucks; Express Lane services for all makes and model vehicles.

OPEN: Hours for the sales department are 9 a.m. to 8 p.m. Monday through Saturday, and from 10 a.m. to 7 p.m. Sunday.

MORE INFO: Call 503-666-2277.

computer servers so paperwork for customers could continue to be processed.

"(Central Source Mortgage) was awesome to let us use a couple extra rooms, but we were pretty crowded," King said. "Basically, it was like moving your desk into a closet and trying to work from there. We also only had one working rest room on site — a portable toilet like you have on an airplane — it froze and one time, it blew over in the parking lot during the wind."

The remodel expanded the building's footprint by approximately 3,000 square feet, Suvanvej said, most of it to the showroom. Customers continued to trickle in during the dust and confusion, but business has definitely picked up since the new signage went up.

"It's created a lot of awareness for Jeep customers, be-



Gresham Chrysler Dodge Jeep Ram's remodel increased the building's footprint by nearly 3,000 square feet, mostly to the showroom. Construction costs ran in the neighborhood of \$2 million and displaced department managers and business office staff for nearly six months.

and serviced Jeeps," Suvanvej said. "The whole showroom was completely remodeled. used to be a four to five car showroom. Now, we can park about 15 cars in there."

The dealership also is ramping up its sustainable business practices, as a participant in the city of Gresham's GRE/Business Program, with concerted efforts in recycling and energy reduction.

"We're using way less energy than we ever did before," King said. "All our lighting is LED now and we're reaching out to the community so you can purchase recycled materials when it's possible. We are already recycling cardboard, paper and (service) fluids."

Suvanvej said the dealership hopes to hold a grand reopening sometime in June, but right now, he'd really like to get rid of the boxes in his office.

"Our staff has been really good about all this and so have our customers," Suvanvej said. "But everybody was glad

line of vehicles



July 23, 1959
GRESHAM OUTLOOK

OREGON

CENTENNIAL 1859-1959

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600 N.E. 8th

(Across from Gresham Berry Growers Cannery)

MOhawk 5-2501

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SERVICE

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AUTOMOTIVE: Gasoline, auto and truck lubrication, Pacific heavy duty motor oils and greases, Pennzoil, kerosene, solvent, white gas, tires, tubes, batteries.

FARM HARDWARE: Plumbing supplies, electrical and wiring supplies, galvanized or plastic pipe and fittings, galvanized steel roofing, bolts, nuts, nails, wire, clippers, insulation, Chatillon dial scales, fencing, barbed wire, binder twine, electric fences and supplies, gasoline and oil storage tanks and pumps.

PLUS: Gates V-belts and fan belts, berry supplies, Kem-Glo and Super Kem-Tone paint, composition rolled roofing, rental equipment—5-foot grain drill, 5-foot fertilizer spreader, corn planter.

CHEMICALS AND FERTILIZERS: Golden Harvest fertilizer, Pacific dust and spray chemicals, Miller Products garden chemicals, Hudson sprayers and dusters, Camp septic tank chemical cleaners.

MINERALIZED SUGAR LIME: Delivered and spread by our own trucks.

FARM OR GARDEN: Tools for farmers, gardeners, and mechanics, garden and field seed, cover crop seed, Green grape hoe tractor attachment, berry supplies, Bar-A alfalfa hay pellets.

SURPLUS

One five-dollar share of stock entitles you to membership and participation in patronage refunds at the end of the year.



BUT 19 DEC. 1963



Season's Greetings

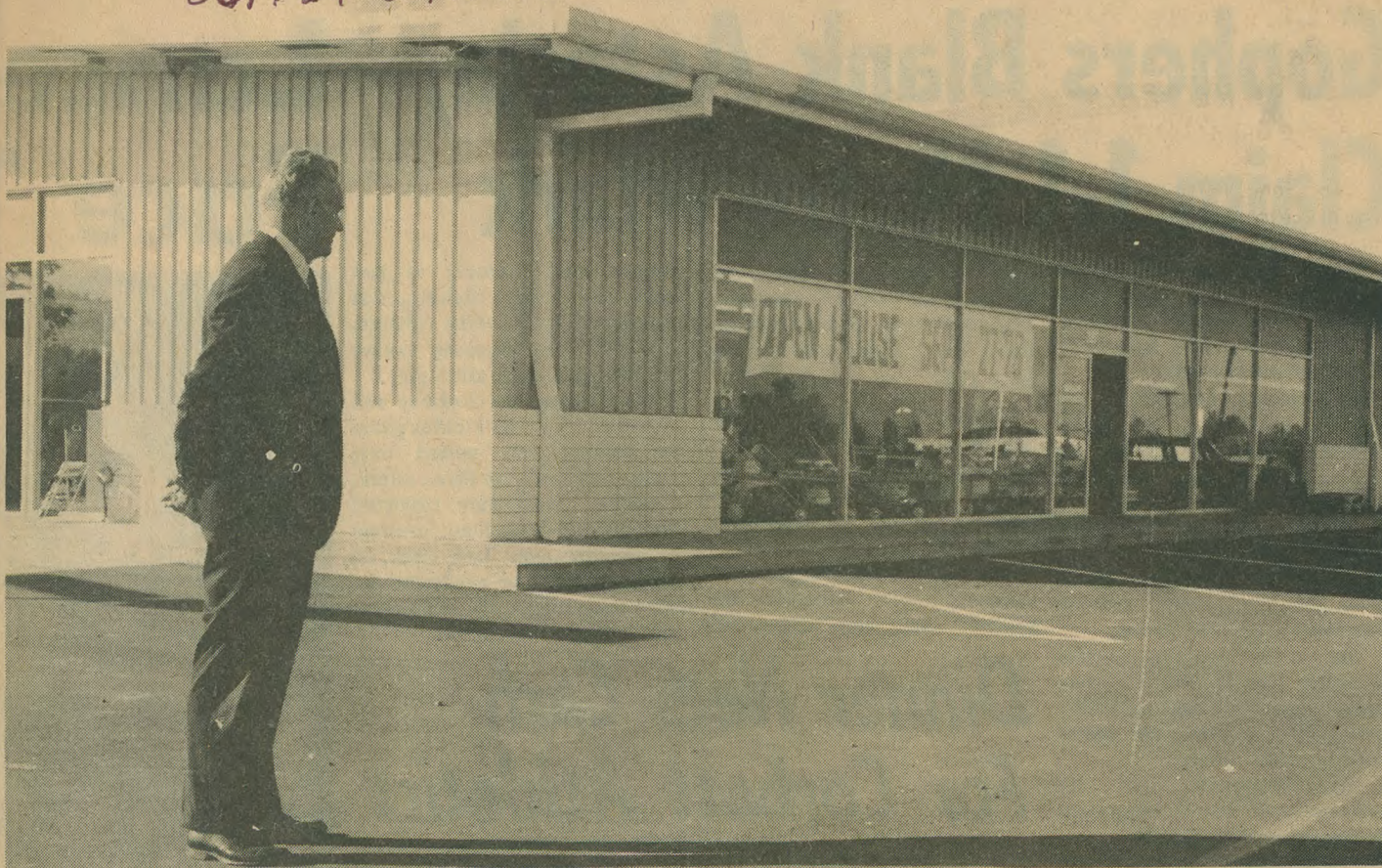
FROM

GRESHAM CO-OP

575 N.E. 8th

MO 5-9151

OUT. 24 SEPT. 1968



R. H. (Dick) WILCOX, secretary-manager, admires the new home of Gresham Co-Op. "Open House" at the building, located at 325 NE 242nd Dr., will be Friday and Saturday, Sept. 27 and

28. Events at the two-day celebration include prizes, refreshments and a live KRDR radio broadcast. (Outlook Photo)

Co-Op Celebration Due This Weekend

Gresham Co-op will initiate its new building with two days of "Open House" -- Friday and Saturday, Sept. 27 and 28. Hours at the farm service center, located at 325 NE 242nd

Dr. (also known as Hogan road between Burnside and Powell), will be 10 a.m. to 9 p.m. Friday and 10 a.m. to 5 p.m. Saturday.

Special events at the two day celebration include prizes refreshments and a live KRDR radio broadcast from the store with Heck Harper Saturday from 11 a.m. to 1 p.m.

A tire making machine will be in operation both days--tires will be made from start to finish and some will be given away.

Future Farmers from Gresham and Sam Barlow high schools will man the gasoline pumps and will receive a commission for all their sales.

Prizes include a \$400 riding lawn mower which features a 7 hp Briggs engine, 3-speed auto-type transmission, pivoting front axle, and independent blade clutch.

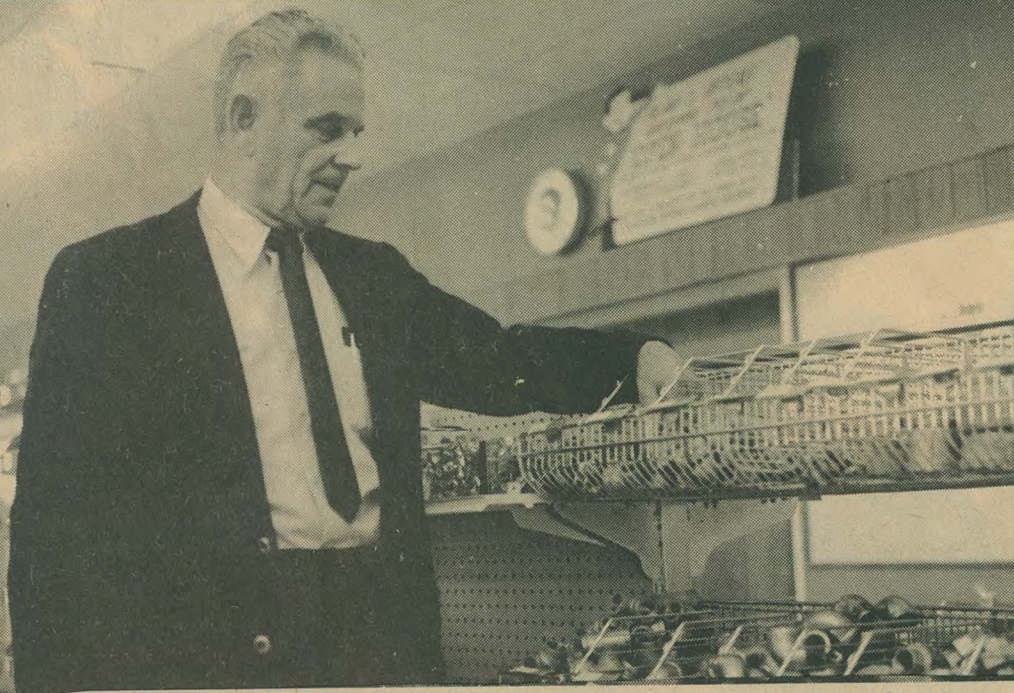
Tours of the new facility are scheduled throughout Friday and Saturday.

Officers and directors of Gresham Co-Op are: William Strebin, president, Rt. 2, Box 1105, Troutdale; Jack Ickler, vice-president; Rt. 2, Box 1047, Troutdale; Duane Mohn, Rt. 1, Box 398, Troutdale; Kenneth Innis, Rt. 1, Box 58A, Corbett; Robert Thompson, Rt. 1, Box 68, Boring; John Liepold, Rt. 3, Box 228, Boring.

David Tillstrom, Rt. 3, Box 870, Gresham; Lester Johnson, Rt. 3, Box 762, Gresham, Carl Lyski, 1161 SE 223rd, Ave., Gresham.

Employees are: R. H. (Dick) Wilcox, secretary--manager; Jim Hendricks, assistant manager; Victor Johnson, store and lime salesman; Robert Wall, store and lime salesman.

Al Marschmann, petroleum truck salesman; Ray Carlson, serviceman; Lorette White, bookkeeper; Kola Fellman, fieldman; Gene Marschmann, store salesman; Russ Kirk, Keith Savage and Doug Walker, lime



R. H. (Dick) WILCOX, secretary-manager of Gresham Co-Op, dips into fittings baskets that line the walls of the new building at 325 NE 242nd Dr. A special "Open House" for the public to view the new store is scheduled this weekend, Sept. 27 and 28. (Outlook Photo)

OUT. 26, SEPT. 1968

Vol. 57 TWENTY-EIGHT PAGES GRESHAM, OREGON, THURSDAY, NOVEMBER 30, 1967

Single copy 10c

NO. 48

Work Begins on Co-Op Building

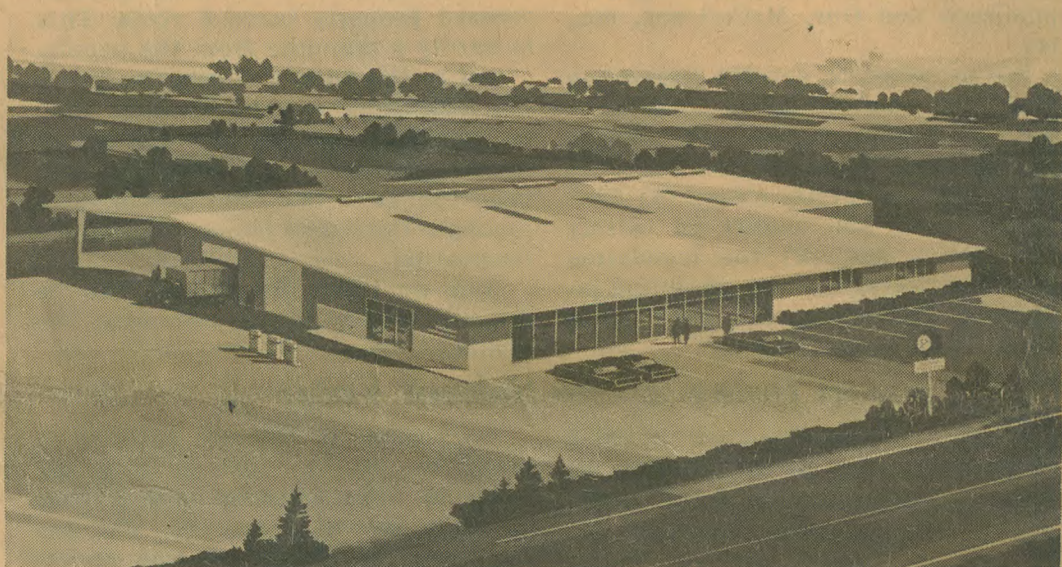
Work began Tuesday on the new Gresham Cooperative plant, to be located on Hogan road between Powell and Burnside.

Completion date for the \$130,000 project is set for next spring. It will provide roughly 17,000 square feet, compared to 9,000 at present.

The building will include space for the Co-op store, the warehouse and office facilities. The project originally was authorized at the annual membership meeting three years ago.

The building will be of all-steel construction, built by Pascoe Steel Corp., and erected by Christal and Grady of Portland. About 120 days will be required to complete the job, indicating an official opening early next spring.

As well as being almost twice as large as the present quarters



HERE IS AN ARTIST'S rendering of the new Gresham Cooperative plant, to be located on Hogan road between Burnside and Powell. Work on the new building got under way Tuesday and will be completed next spring. It will represent a \$130,000 project.

at 575 N.E. 8th, it will have easy access from the Burnside extension. Space will be provided for a two-bay service area for lube work, tire changes, truck repair etc. The building will face on 242nd.

Gresham Coop has been in its present location, on property leased from Gresham Berry Growers, for the past 20 years. The Coop itself has been in

since January, 1953.

The exterior of the building will have brick veneer trim. Robert Sulser is the designer.

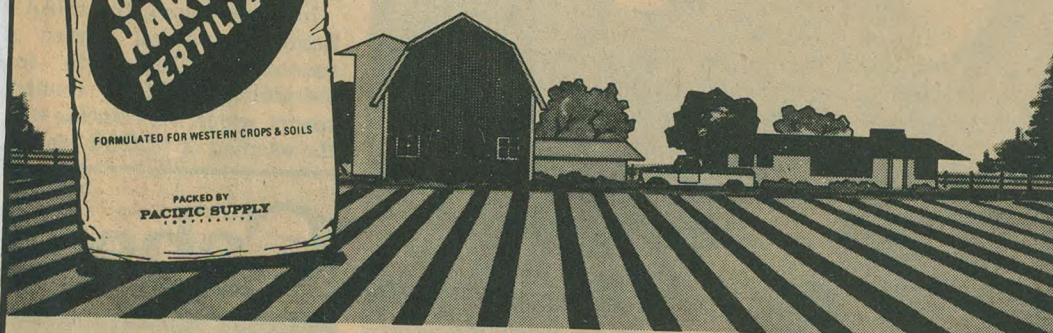
Financing for the initial \$120,000 needed to launch construction has been obtained. Additional financing for operating capital has been assured.

A progress report on the building program and the 19

business year is being readied for the next annual meeting in March, 1968.



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Gresham Cooperative

325 N.E. 242nd Dr.

665-9151

ODYLOOK MAR. 11, 1971

OUTH BOOK 23, JAN. 1969



Gresham Co-Op, a company that has been doing business in this area for a long time, moved into their new spacious location the first of July this year. The new address is 325 NE 242nd drive. The facilities are adequate now to store large supplies of general hardware, power tools, lawn mowers and equipment, chemicals and fertilizers, tires, batteries, and many other useful items for farmers and non-farmers. The Gresham Co-Op has been serving the Gresham area for over 30 years. Dick Wilcox is the manager, Jim Hendricks the store manager, plus 10 other employees.

Gresham Dental Group all smiles at shiny new location

*Trent Westover
relocates practice to
renovated Burnside
Road building*

By **SHANNON O. WELLS**
The Outlook

Going to the dentist's office — with its whirring drills, scraping tools and hovering hygienists — is traditionally considered an activity most people don't look forward to.

Dr. Trent Westover of the Gresham Dental Group, however, believes creating a soothing, aesthetically pleasing environment with state-of-the-art equipment goes a long way toward lessening the negative notions associated with his profession.

To that end, Westover and partner Dr. Andrew Broadsword recently unveiled their new Gresham Dental Group practice in the former Marie Callender's restaurant building at 315 N.W. Burnside Road. They relocated from the practice's 23-year location at Northwest Fifth Street and Hood Avenue to occupy the back half of the one-story building, increasing the former's 2,500 square feet of space to around



Dr. Trent Westover, left, recently opened a new Gresham Dental Group office with his partner Dr. Andrew Broadsword. Registered dental hygienist Erica Wilson, right, is one of the group's 15 employees.

FOR MORE INFO

To learn more about the relocated Gresham Dental Group, visit greshamdentalgroup.com or call 503-666-5484.

4,000 in the process. In a project that started in spring 2014, the structure was gutted and remodeled to accommodate Westover, Broadsword and likely one additional dentist at some point down

the road. The result is a gleaming facility that invites patients to relax with its high ceilings, natural light and features including ceiling-mounted TVs in exam rooms, a gas fireplace in the lobby and striking murals of local landscape features such as Mount Hood.

"We were going for a comfortable environment with the latest in digital technology and patient entertainment," said Westover, 52. "We want to provide better care for our pa-

tients, and this allows us a place to grow.

"Nowadays, with digital technology and X-rays, the (previous) rooms are not big enough for that," he added. "This is set up much more ergonomically."

Westover, who lives in Damascus, declined to say how much the project cost, but emphasized it took years of preparation — financial and otherwise.

"It takes a lot of planning," he said. "We've been saving



The waiting room of the new Gresham Dental Group practice is more akin to a living room, complete with a fireplace.

for a lot of years."

He is seeking a tenant to occupy the front section of the building that faces Burnside Road.

"We're going to lease it out and see what we come up with," he said. "There is a lot of interest."

Westover acknowledges that an increasingly competitive dental marketplace played a significant role in his decision to go all-out.

"Health care is changing radically," he said. "It's good to be in a competitive position. If you aren't constantly improving, you risk going the other way."

With corporate-based dental practices increasingly part of the local landscape, Westover touts the comforts of the locally based practitioner.

"You can step out of the office and see two of them," he said of his deep-pocketed competition. "There's definitely

been a change, but people really still do appreciate private care. That's what we provide."

Broadsword, who joined Gresham Dental Group four years ago, praised the concept and Westover's planning.

"He had a really great vision for this," the Happy Valley resident said. "The designers he worked with really knew what they were doing. I think it makes the patients' experience smoother and more enjoyable. There are more chairs, and the wait time is less."

Count patient Michell Ericksen, a Portland resident, among those who appreciates the new office's design and overall feel.

"When you walk in, you don't feel nervous," she said while waiting for a cleaning on a recent afternoon. "You kind of calm down when you come in here."

swells@theoutlookonline.com

Outlook
10-15-64

Flea Market To Open Here

A flea market, one of Europe's age-old ways of selling goods, will be opened in Gresham next week.

One of the tourist attractions of many European cities, a flea market is simply a place where secondhand articles are sold. There are many sellers and many buyers--but no fleas.

Gresham's flea market will be located at 325 N. Main St., in a part of the Marckx bakery building.

Operators of the new venture will be Mr. and Mrs. Paul W. Cain of Eagle Creek.

They explained that people with goods to sell will bring them to the shop, pay a small fee for rental of a table, lay out and price their own goods on a Monday morning, then sell them all day Monday and Tuesday. These will be the only days the flea market will be in operation.

The couple will be at the shop Friday, Oct. 16 from 2 to 7 p.m. (and in and out on Saturday and Sunday) to explain how it will operate.

Sellers are to bring in their goods between 8 and 10 a.m. on Mondays, with hours of the sale to be from 10 a.m. to 9 p.m. Mondays and 9 a.m. to 9 p.m. Tuesdays.

Clubs may use the flea market to raise money, housewives may dispose of odds and ends through it and of course everyone is welcome to buy or browse, the operators pointed out.

Mrs. Cain operates the Oregon School of Massage in Estacada.

JUN 14, 1965

OUTLOOK



The Gresham Flea Market opened Oct. 19, 1964, and it is open for selling, buying, and "just looking" Mondays and Tuesdays from 10 a.m. to 9 p.m. There is no admission charge, of course. The Gresham Market is in a large building at 325 N Main, where tables are rented to people who want to sell something—new or used, antique or hobby items. It is a good place to trade surplus things for cash. Tables rent for \$5 for one day or \$8.50 for two days. It is also a good place to buy puppies, dog food and furniture and miscellaneous. When Mr. and Mrs. Paul Cain opened, there was only one other Flea Market in all Oregon. When in Gresham be sure to stop at the Gresham Flea Market.



Gresham Ford takes first 'Golden Whisk' award

Claudia Stewardt of Gresham Chrysler/Dodge created cookie wheels for Dodge "trucks" made of fried Twinkies.



Bess Wills, above, of Gresham Ford introduces her "Tacos Tacos, built Ford tough" which won her the Golden Whisk award from the Gresham Area Chamber of Commerce during Tuesday evening's Try Local First event at Riegelmann's Appliance on East Powell Boulevard in downtown Gresham. She competed against two other car dealers — and admitted non-chefs — Claudia Stewart of Gresham Chrysler/Dodge and Josh Weston of Weston Kia Buick GMC.



Laura Gonzales of Weston Kia serves crab cakes she created with Josh Weston on Tuesday at the Try Local First cookoff held at Riegelmann's Furniture in Gresham.

OUTLOOK 8 JAN. 2003

New ownership at Gresham Ford

Gresham Ford, 1940 E. Powell Blvd., has a new owner.

Bryan Bickmore, owner of Bryan Bickmore Dodge in Beaverton, sold the business to Silvestre Gonzales on Nov. 1, 2002. Gonzales owns several car dealerships in California, where he lives.

It's a new owner and a new outlook, according to Office Manager Monica Madsen, who added, "We're definitely upbeat" about the sale.



**SILVESTRE
GONZALES**

Gresham Ford has about 55 employees.

To celebrate its new ownership, Gresham Ford has expanded its parts and service hours to 8 a.m. to 5 p.m. Saturdays.

Oregonian, Sept 4, 2012

A new lease on life and business for Murray

■ **Murray Chevrolet and Mazda's president, Steve Murray, retired July 31, making way for new digs for Gresham Ford**

By ANNE ENDICOTT
The Outlook

For nearly 40 years, the Murray family has been putting wheels under the feet of local residents.

But the Murrays also put wheels under the city of Gresham. Robert "Bob" Murray and his son, Steve, were forward thinkers as the city began to grow and establish its identity. They advocated for superior medical care, world-class jazz and high-quality education. They helped pave the road Gresham took on its journey to become the fourth-largest city in the state, by believing and investing in their community.

Steve retired July 31. He has been in the driver's seat at Murray Chev-

"We're honored to continue our business where the Murrays have served the community for so many years in such a generous way."

Bess Wills, general manager for Gresham Ford

rolet and Mazda, following the death of his father in the early 1980s, continuing a tradition of service to his customers and his neighbors. The longtime landmark on Powell Boulevard soon will be the home of Gresham Ford, whose owners and employ-

ees are equally as passionate about supporting the community.

Murray declined to be interviewed, but friends say he's filled his father's shoes admirably in his service and dedication to the city. They describe him as a private man, with an off-beat humor and passion for fishing. They also say there was never any question Murray would join the family business, but as a young man, he received no breaks as the owner's son.

"He started from the ground up," said Doug Walker, owner of Walker Travel in Gresham. "He didn't just come in as vice president and then president. His dad made him learn how to change oil and wash cars."

Walker served in the Gresham Rotary Club with the elder Murray,



Bess Wills will be moving her Ford dealership to the Murray Chevrolet facility now that Steve Murray has retired and closed his business.

OUTLOOK PHOTO:
JIM CLARK

who was president from 1977-1978. When the former Gresham Community Hospital outgrew its facilities, Bob established the Mount Hood Hospital Foundation and lobbied then-Gov. Vic Atiyeh for a new medical facility. He also formed a capital

campaign committee to raise money for the hospital's construction.

"He was the lead donor to the campaign," Walker said. "He knew everybody, and if he met you once,

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Parade welcomes Little Leaguers

Gresham Little League will host a welcome home parade for its Gresham National all-stars, who went to the Little League World Series this summer.

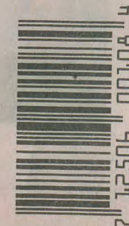
The parade will proceed down Main Avenue at 7 p.m. Friday, Sept. 7, with a ceremony and autograph session to follow at Main City Park.

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OUTLOOK 9/04/2012

Murray

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he remembered your name. His heart was always in the community."

When Legacy Mount Hood Medical Center was formally dedicated in November 1983, it was done in Bob Murray's memory.

Retired Gresham podiatrist Tom Robertson has been Steve Murray's fishing partner-in-crime for more than a decade. The pair spent many years chasing halibut and salmon in Alaska and British Columbia.

But what Robertson always admired was Steve's quiet resolve to make a difference without being noticed.

"He did a lot of things in the community that people didn't know he was involved in," Robertson said. "He was always donating to school auctions and was very supportive of the auction at Mt. Hood Community College. He was also very involved in getting the (Mt. Hood) Jazz Festival off the ground. He spent hours and hours and a lot of money making that thing go."

New home for Gresham Ford

While Steve commemorated his retirement with a fishing pole in his hand earlier this month, Bess Wills and Gresham Ford were beginning the transition to the dealership's new digs across the street.

Wills approached Steve about leasing Murray's facilities months ago, when Steve's retirement was confirmed. Gresham Ford's current lease with Bryan Bickmore expires the end of October, and the slightly larger new location will allow Gresham Ford to expand not only its inventory but the services it will offer.

"Not only will we be a full-service Ford dealership," Wills said, "but we will also be putting in a Quick Lane Tire and Auto Maintenance Center. The Quick Lane store will make it possible for us to work on all makes and models and continue

to service the General Motors and Mazda customers who used to go to Murray Chevrolet."

The Quick Lane facility is a recently developed franchise concept through Ford, Wills said, offering customers a one-stop-shop for tires, oil changes, alignment, brakes and batteries as well as light maintenance. Gresham Ford absorbed several certified mechanics from Murray Chevrolet to staff the Quick Lane center, which should begin seeing customers by mid-October. Additionally, Wills said, eight diesel mechanics, who serviced motor homes at Murray Chevrolet, are bringing their expertise to Gresham Ford.

"This will allow us to grow our motor home business," Wills said. "One of the great things Murray did was service motor homes, and we will be able to continue that service for customers."

Wills said Gresham Ford plans to invest nearly \$1 million in a remodel to meet Ford's standardized design requirements, which will take close to a year to complete. And additional lot space on the Murray site gives Gresham Ford an opportunity to expand its product line.

"We are looking at other alternate fuel vehicle franchises," Wills said. "We will have the Ford Fusion and the new CMAX, which are both electric, but we're looking at more too."

Customers have adapted well to the transition between buildings, Wills said, and even offered to help move the dealership's mechanics and employees. While plans for an "excuse our dust" party are tentatively scheduled for mid-October, Wills said it won't be as much a grand opening as an acknowledgment of the Murray family's ongoing presence.

"It's a blessing to be part of this community," Wills said. "When we came here 10 years ago, I was very cognizant of learning about McRobert Motor Company and talked to Gussie about how they helped the community (as a business). We're honored to continue our business where the Murrys have served the community for so many years in such a generous way."

A century of putting the pedal to the metal

Ford Motor Company maintains its community presence in Gresham Ford



Gresham Ford opened a Quick Lane feature last fall, when the dealership moved across the street to a building formerly occupied by Murray Chevrolet. Bess Wills, general manager for Gresham Ford, says the Quick Lane offers light maintenance for all makes and models of vehicles, as well as new tire purchases.

"But I believe this is more than just a business to sell vehicles. Henry Ford once said, 'A business that makes nothing but money is a poor business.' So as a business person, I take that to mean it's also a responsibility to give back to the community."

The Latourells most likely had no idea their early "car sales agency" would establish a corporate alliance with the community that is now, as old as the hills. They sold their interests in Ford to another father-son duo in 1917 and went on to live quietly in the cozy gorge community bearing their family name.

In 1920, World War I veteran, Chet McRobert Sr., walked into the car agency looking for a job. McRobert immediately went to work as salesman. Ten years later, he was sole proprietor of the franchise, as well as his own business, McRobert Motor Co.

But Ford's local ties weren't limited to Gresham. The company also had an assembly plant on Southeast 11th Avenue and Division Street in Portland. Vehicles rolled off the line in Portland and were driven to McRobert's showroom in Gresham. Consequently, it's possible that when the Columbia Gorge Highway opened to motor traffic in 1916, some of the Model T Fords driven along the new highway may have been purchased in Gresham. Ford closed the Portland operation in 1934.

McRobert Ford served customers from the storefront on Powell Boulevard until June 4, 1963, when fire destroyed

Story by Anne Endicott

Spotlight, July 2013

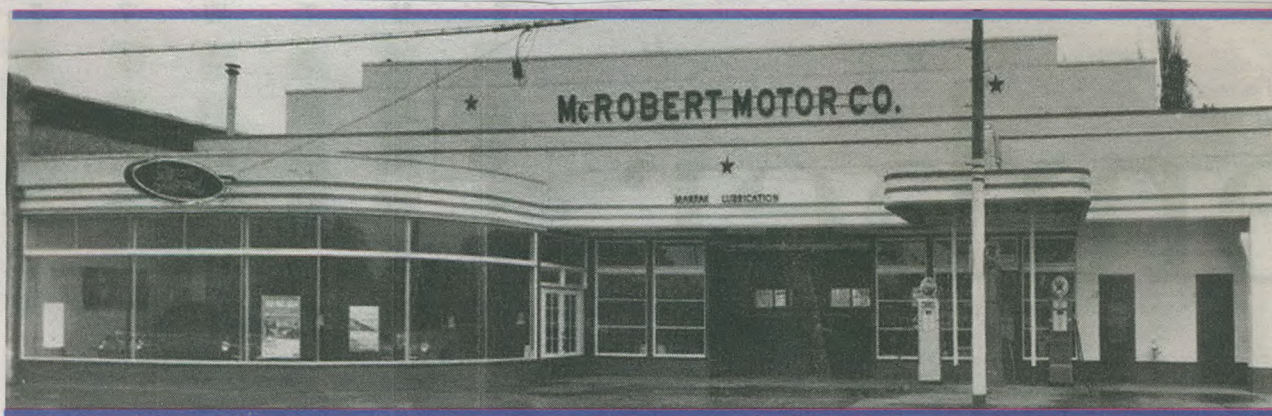
In 1908, Charles Latourell and his father, Henry, opened the first automobile sales company in the newly incorporated city of Gresham. The Latourells sold Fords from a storefront near the only major thoroughfare through the city at the time — North Main Avenue and Powell Boulevard.

Latourell & Son's Gresham Auto Supply Co., may have changed names and owners a few times in the decades that followed, but it still puts wheels under the feet of local residents a mere mile away from where it all started.

Ford has evolved over the years in response to customer needs, said Bess Wills, general manager for Gresham Ford, but the company has never compromised the principles established by its founding father.

"Even though we service all makes and models of vehicles, so many things are still the same," Wills said. "We still have the finest lineup of vehicles and Ford has always been on the cutting edge of technology and sustainability."

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the business. Chet McRobert Jr., had joined his father's business in the early 1960s and together, they teamed up with Gresham businessman Ross Fanning, who was looking to build a Chevrolet dealership. The pairing yielded a "two-fer" of sorts, when Portland architects agreed to design and build two new car dealerships simultaneously, across the street from each other. Price tag was \$750,000 for two facilities with showrooms, offices, service shops and sales lots covering nine acres.

On an overcast Friday the 13th in 1964, Gresham's "Auto Row" officially opened, marking the first time two major American car manufacturers were represented in the city. Fanning sold the Chevrolet dealership to the Murray family in the early 1970s, who operated the business until Steve Murray retired last year. The building became the new home of Gresham Ford in October 2012.

Wills and her husband, Bob Avila acquired the McRobert Motor Co., through a stock purchase in 2003. They

retained the historic McRobert Motor Co., name for the corporation, but by the time the transfer of ownership was complete, the business was operating under the name Gresham Ford.

Wills said moving into a building once occupied by such highly respected community advocates and business people was akin to addressing the ghosts of Christmases passed. Momentos of the Murray family's legacy of community contributions were everywhere, but spoke to Wills as validation that a business can do more than simply sell a product or service to the community. A dedicated community advocate herself, with passions for several causes, Wills considers it a privilege to uphold the example set for giving back by the previous owner of the property.

"We are very proud and humbled to be in a building that has done so much for the community," Wills said. "This building has a lot of history with the Fanning and Murray families. They're great role models to live up to."

Wills and her husband, Bob Avila acquired the McRobert Motor Co., through a stock purchase in 2003. They retained the historic McRobert Motor Co., name for the corporation, but by the time the transfer of ownership was complete, the business was operating under the name Gresham Ford.