

Heavy equipment from Alegis Construction made short work demolishing the former Midnight Roundup Saloon over the weekend at the corner of Northeast Eastman Parkway and Burnside Road. An Illinois company is constructing two buildings in its place.

OUTLOOK PHOTO: JOSH KULLA



# Busy intersection sees demolition

*Mattress store, restaurants destined for new buildings*

A year after buying the 1.2-acre site at the corner of

Northeast Eastman Parkway and Burnside Road, an Illinois company has started work on redeveloping the property.

Over the weekend Alegis Construction demolished a building that last housed the Midnight Roundup Saloon. In

its place Quattro Development of Oak Brook, Ill., will construct two 5,000 square foot buildings, according to Mike Liyeos of Quattro. The company specializes in small shopping centers.

One building will face Burnside and house MOD Pizza, a boutique pizza company from

Bellevue, Wash., and Killer Burger, a new Portland-based chain.

The second building will face Eastman Parkway and house a Sleep Train mattress store.

Quattro hopes to have all three stores open this summer, Liyeos said.

The company bought the property a year ago. Midnight Roundup closed in April when its lease ended. The property sat vacant since then while Quattro worked on building design and permits, Liyeos said.

— Quinton Smith



OUTLOOK 21 SEPT. 2002

# Hazelwood colors in plants at M

BY SHARON NESBIT  
of The Gresham Outlook staff

## Letter to the Editor, Gresham Outlook, Sept. 18, 2002

*"I don't know who takes care of the flowers on Powell Boulevard and First Street in the triangle in front of Miller Paint, but I would like to thank them. Every morning I drive past them and it puts a smile on my face."*

**Zathoe McBeth, Gresham**

**I**t takes a paint store to put color in a flower bed, plus a lot of fertilizer.

The vivid triangle of bright blooms on Powell Boulevard is a gift to Gresham motorists from Miller Paint, which annually budgets for a landscaper to care for the Gresham site, as well as plantings at seven other Miller Paint stores in the area.

"We're a seasonal company," says Miller Paint manager David Baher. "The summer season happens to be the time of year that most people paint. ... The guys I work with like it and the customers love it."

Baher, a Corbett resident, takes no credit for the triangle beyond supporting the budget request to Miller Paint head offices. He admits he is such a garden klutz that when he gets out the weed whacker, his wife, Dennell, goes on red alert.

"I'm awful at it. My wife is wonderful at it," he confesses.

The mastermind of the triangle is another Corbett/Sandy resident, David Hazelwood, owner of David Hazelwood's Nursery and Landscaping.



**David Hazelwood, left, along with his daughter, Katherine Bender, take care of the large display of flowers on Thursday, Sept. 19. Paul Baher, center, is the store manager who oversees the annual project.**

Hazelwood is a landscaper, gardener and handyman who spends about 25 percent of his working year maintaining the Miller Paint sites. The rest of the year he does odd jobs and small repairs, roofing, gutter cleaning and other "honey-do" work. His dual address is the result of living in the Aims area, which straddles the county line.

The secret to beauty of the Miller Paint triangle, he says, is a 50-pound bag of fertilizer every month.

"The area is 110 feet by 109 feet by 113 feet," he says. "Technically, that requires about 45 pounds, but fertilizer comes in 50-pound bags, so five pounds more won't hurt."

The triangle, the site of a machine shop that was torn down about eight years ago, begins with a show of daffodils in early spring. Hazelwood plants the outside edge with showy annuals in April. He likes lobelia, pansies, lemon-drop marigolds and sometimes petunias, often in Miller Paint's signature colors of blue and yellow. He puts in 42 flats of 72 plants each. Do the math and that's slightly more than

3,000 annuals.

Regulars in the triangle, either perennials or annuals that easily reseed, are day lilies, columbine, California poppies, Iceland poppies, nasturtium, Shasta daisies and seed or patio dahlias.

The plantings are beginning to fade. Hazelwood will wait until a hard freeze, likely in January or February, and then use a lawnmower to mow the whole thing down.



# Miller Paint site



FLINT CARLTON - THE GRESHAM OUTLOOK  
ers at Miller Paint in Gresham

The seed dahlias seldom die, he says, and he has 15 to 19 garbage cans of seed to give away each year.

Hazelwood is a seed saver. He comes up with 5 gallons of columbine seeds and knows, after eight years, that it is time to divide the day lilies as well.

"Basically, I can't throw seed away," he says.

Hazelwood mulches the flower bed early in the year, starts planting in mid-April and relies on Miller Paint employees to water the flowers.

Throughout the summer he weeds, and once a month goes through the area picking up garbage — an ugly assortment of pop and beer cans, paper, cigarette butts and worse — tossed by drivers.

The garden, he says, is not as expensive as it looks. Because weeding and maintenance would be necessary in any event, he calculates that it costs perhaps 15 percent more than an ordinary shrub bed.



# Print shops pu

## *Minuteman purchases Prestige Printing*

BY SHANNON O. WELLS  
staff writer

David Hushbeck's interest in broadening services at his print shop led to a novel solution: buy a business that offered what his Minuteman Press franchise did not.

Hushbeck's goals happened to mesh perfectly with those of Cyndi McKenna, who operated Prestige Printing in Gresham for 25 years. With her husband, Dan, McKenna worked up a seven-year "exit strategy" to spend less time at work and more with family and traveling.

"I think there's going to be more than putting ink on paper for me," McKenna said, sitting next to Hushbeck in her former office. "I want to be able to volunteer my time and make myself available for other opportunities."

The result is a merger of Minuteman and Prestige at the latter's location of nine years, 1200 N.E. Eighth St. The Prestige

name will be phased out, but its four employees will remain and be augmented by three production workers.

### **Best of both worlds**

With Minuteman's high-speed, high-volume digital design and printing services and Prestige's graphics, color press and mailing capabilities, Hushbeck has all the ingredients for a full-service print shop. The combined shops have a client base of 700.

"It's taken two successful businesses and made one larger successful business," he said, noting that the new Minuteman has more than 100 years of experience under its roof. "We're seeing some synergy around the two entities coming together."

A testament to a successful transaction is the fact that Hushbeck, 51, and McKenna became friends through the process. McKenna showed her shop to four prospective buyers before settling on Hushbeck and Minuteman.

"A few didn't have any experience," she said. "David assured me he was going to keep the employees. That was a key to



# Together perfect transaction

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STAFF PHOTO BY JIM CLARK

**Cyndi McKenna, left, recently sold her business, Prestige Printing, to David Hushbeck, center, of Minuteman Press.**

to treat customers were pretty similar," she said.

Getting the best deal for a customer, particularly when they don't have a tremendous amount of money to spend, is part of that

philosophy.

"No matter what they're doing, I try to help them do it the best way," he said. "If a guy comes in and says 'I really can't afford it,' I'll say let's figure out how to get you out there."

## A passion for print

Hushbeck worked closely with McKenna during the sale and handover process in late October.

"Cyndi's been great through the transaction. She's been very helpful."

A Portland resident, Hushbeck took over the Gresham

process," she said. "I like to see something start with creation on to the end product."

She worked her way up and ended up forming a partnership with her husband and her parents, Dave and Marge McCool. McCool Enterprises opened Cool Printing in Sandy and, in 1983, Prestige Printing at the Hood Center on Division Street. Cool Printing will remain open with its two full-time employees.

"Since we started so small, I learned the whole business as we've grown it," she said. "I learned it all."

## Sign of the times

McKenna and Hushbeck say the prevailing economic crisis had no influence on their business transaction. The bustle at the Eighth Street shop on a recent afternoon bolsters Hushbeck's contention that the economy hasn't noticeably diminished the printing business so far.

"People may be ordering less, but there's not less print jobs," he said. "We handle everything from Joe plumber to CPAs. We really do have a customer base that's a full spectrum."

her selling point was on good, old-fashioned service.

philosophies about how

an Press at 1180 N.E. St. two and a half years diverse career encompassing engineering, finance, and plenty of corporate

ired of being in the cor- world — the six-coun- even-days thing," he was looking for a fran- was interested in learn- to build my own busi-

na's passion for printing k to her days at Sandy cool, where she took a class.

ked the production



outlook 23 JAN. 1969



Ed Robison, long-time Gresham resident and area high school graduate, is the owner of the new Mobil station at the Gresham Mall. The station is adjacent to Albertsons in the Mall at Main and Burnside, Gresham. Robison recently sold the Mobile station on Roberts to the First National Bank of Oregon. He now welcomes all his customers to the modern facility at its new location. Robison said a big surprise promotion is planned for Jan. 31 which will be announced in the Gresham Outlook Jan. 30.



## New Upholstery Shop Opens Here

A new upholstery shop--Modern Custom Upholstery-- is opening this week at 319 N. Main, Gresham.

The owner, Lloyd Oliver, has been in the upholstery business off and on since 1926. He lives here in Gresham with his wife; all their children are grown.

Among the many features at the new store are custom-made furniture, unpainted furniture, Finch contour chairs for which the firm is East County agent, and facilities for repairing, recovering and restyling.

1-15-69



OUTLOOK

JULY 23 -19 59

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Greg Moen's grandfather started the family business in 1947.

## Moen Machinery Co.: Grandson set early goal

**A**s a boy, Greg Moen grew up at the equipment business begun by his grandfather, but he worked his way to the top by starting at the bottom.

"I've grown up down here, sweeping after school and working in the parts department on Saturdays. This is what I've always wanted to do and where I set my goals from the start," says Moen from a small, simple office tucked in between walk-behind mowers and chain saws at Moen Machinery Co. in Gresham.

Its walls are adorned with reminders of the business' roots and heritage, black-and-white photographs of early downtown Gresham and of his grandfather, George, who established the business in 1947 on Powell Boulevard. There are pictures of his father leaning on a tractor, and snapshots of his 3-year-old daughter and nephews.

"Grandpa was a people person. Service is where his roots were,

and his customers are loyal. This is a family business. My mom has worked in the office since the early 1960s, and my sister works in the office, too," says Moen, a tall, lean man with kinky blond hair.

"When people walk in and see a Moen here, it keeps the ties that they built when they dealt with Grandpa. You need to be here when you own your own business. That way you can run things the way you think it ought to be run," he says.

Moen Machinery was primarily a farm equipment dealership in its early years, and has evolved to include lawn and garden equipment as well as light-industrial machines.

As Gresham grew up, the Moen family and their business also grew. After 27 years on Powell Boulevard, the business moved to Northeast Hogan Road in the summer of 1974.

Today, Moen Machinery employs 14 full-time employees and several part-time employees.

"A major area of expansion for us has been in light-industrial

equipment and lawn maintenance and landscaping. Part of that comes from the fact that people today have less time to take care of their lawns," Moen explains.

"What we do here is treat people fairly and offer them the best products we can, then back them up with parts and service," he says.

"You never sit still and stay around. Things change around you and if you don't change with the times, you don't stay in business," says Moen, who has seen the business change as Gresham changed.

He continued to work part time after graduating from Gresham High School in 1976, and while earning a degree in business administration at Portland State University. He began working full time after graduating in 1981.

"I have had opportunities here that I would not have had somewhere else. I also have 10- to 12-hour days and work six days a week, but enjoy working with my family," says Moen, who runs the business with his father, Howard.



## BUSINESS

# Moen Machinery t

▼ *Longtime farm, lawn equipment shop is golden*

BY BRIAN MARTIN  
of The Outlook staff

Walking into Moen Machinery Co., the customers are so comfortable in the store that it can be hard to tell who works there.

That's understandable. After 50 years, you tend to walk around as if you belong.

Moen Machinery Co., which started with a farm implement emphasis, opened in 1947 to serve the farm-dominated Gresham area.

The family-owned business celebrated five decades in business Saturday.

George Moen started the company at 633 E. Powell Blvd. with partner Harold Barr, who was bought out a few years later.

His son, Howard Moen, handled things for many years. Now Greg Moen, Howard Moen's son and George Moen's grandson, is president.

"It's very much a family business," Greg Moen said.

Although having a Moen running the show is the same, the company, now located at 268 N.E. Hogan Ave., has adapted over the years to change with the times.

As the Gresham area became more urban, the store switched to carry more lawn tractors and home-related machines. That left no room for large farm implements.

"We started changing in the late '50s and early '60s, going into lawn and garden," Greg Moen said.

The store carries a wide selection of items for the homeowner and larger tractors for construction or light industry.

The store grew, Greg Moen said, as the Kubota line of tractors grew.



BRIAN MARTIN / THE OUTLOOK

**Greg Moen and sister Cindy Luebbers show off the distinctive vertical sign at today's Moen Machinery Co., which turns 50 this year.**

That line started with three tractors and now includes about 60 lawn mowers and many other devices.

"Now we are pretty diversified," Moen said. "We can sell somebody coming in here looking for an electric trimmer or we can sell somebody

a 100-horsepower tractor."

He said he could not identify one factor for why the store has been around so long. But Moen said his family has been in the area a long time and concentrates on customer service.



# urns the big five-oh



CONTRIBUTED PHOTO

**A 1947 photo shows Moen & Barr Inc., located on Powell Boulevard, which was the first incarnation of Moen Machinery Co.**

"I think we have had a reputation of a good place to do business with. You know, honesty, integrity," Moen said. "I guess we do what we say we are going to do."

That customer service, he said, should help the business survive competition from the big home improvement chain stores.

"I don't fear the competition from Home Depot," Moen said. "When people come in here and they start asking questions about lawn mowers ... they are talking to people that know."

The store's stock fills up the lawn and space they have rented next door, even though the Hogan Road location seemed cavernous when they located there in 1974.

Besides lawn mowers, the place is full of Moens, including Greg's sister, Cindy Luebbers, and his wife, Vicki.

That is the scene 50 years after the business started. By 1947, George Moen had worked at Hessel Implement Co. (located in downtown Gresham at the current location of Cloutree & Sun) for several

years, said Hazel Moen, his wife.

Then they started the store, in part with money she saved while working at Gresham Rexall Drug, she said.

"George was always mechanically inclined," said Hazel Moen, 90.

She said the family has always gotten along "beautifully." And George, who died in 1984, would have expected the store's continued success.

"He had a lot of faith in his son and Greg," she said. "I think he would have expected it to be like it is."



1993

# Tradition.

*You can hear it in jazz.  
You can see it in our business.*



**M**

oen Machinery is a business well-founded in the same traditions that have made the Mt. Hood Festival of Jazz a cultural success.

Founded in 1947 by George Moen, our firm provides for its customers a wide selection of the number one tractor and power equipment available, and backs those products with knowledgeable personnel in its parts, service and sales departments.

Forty years later that tradition continues under the leadership of Howard and Colleen Moen, his son Greg and daughter Cindy.

Kubota and Moen Machinery have the field covered with dozens of diesel tractors. From 10 horsepower lawn and garden tractors to 85 PTO horsepower turbo charged farm tractors.

And while they vary in size, all are built by Kubota to exacting quality specifications. All are powered by Kubota designed engines.

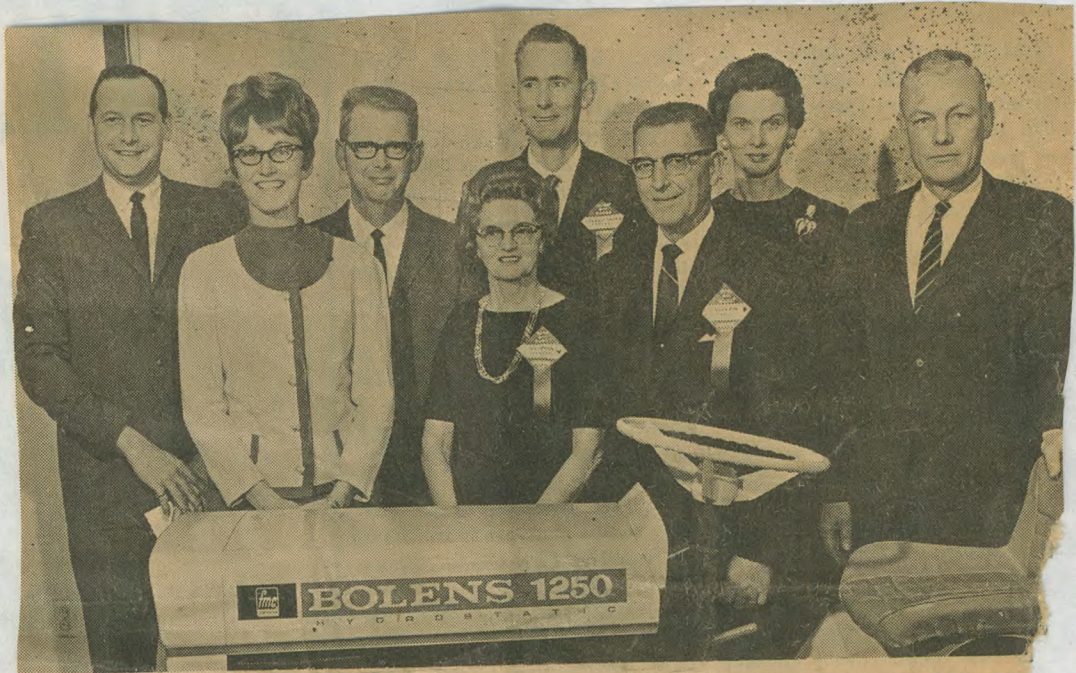
Moen offers a full-line of Kubota tractors and lawn equipment; Honda power products and lawn and garden equipment; Stihl chainsaws and brush cutters; Kioti tractors; and Bolens lawn and garden tractors.

When you deal with Moen Machinery, you can be assured of always receiving quality service and products at a fair and honest price.



268 NE Hogan Rd.  
Gresham  
666-9159





MR. AND MRS. HOWARD MOEN, Mr. and Mrs. George Moen and Mr. and Mrs. Richard Peterson of Gresham are shown at Port Washington, Wis. where they stopped for a plant tour at the Bolens Division of FMC Corporation while in route to San Juan, Puerto Rico as the guests of R. Wade & Co. and Bolens. On the tour of the plant, George Walker (right) Bolens' general sales manager and Knight Carson (left) Bolens' division manager explained the manufacturing program.

## Moen receives

Howard Moen of Gresham has received Kubota Tractor's highest volume dealer award.



Howard Moen

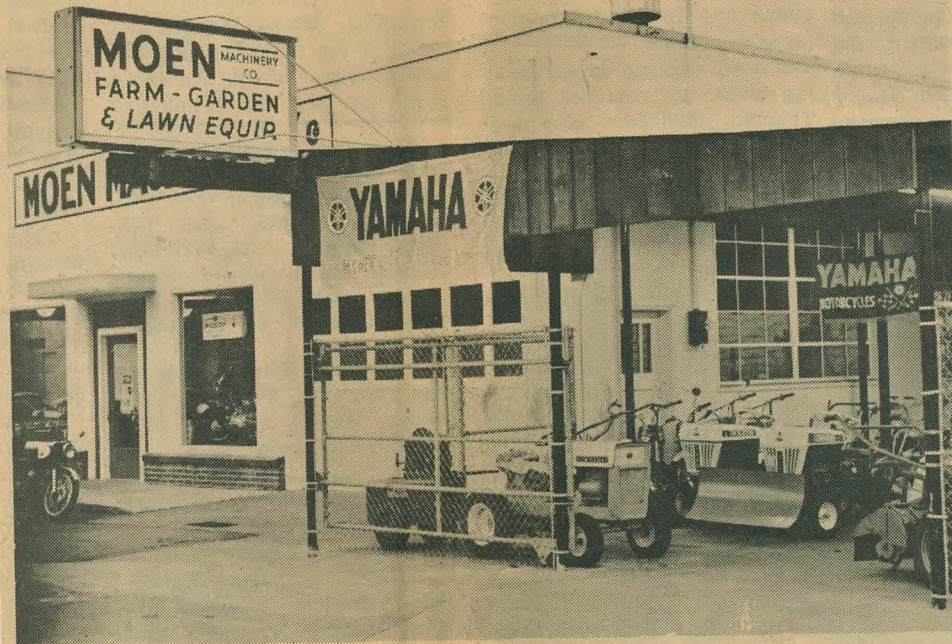
The owner of Moen Machinery in Gresham received the award, given annually, at a dinner in Long Beach, Calif.

The award is presented to the dealer who sells the most Kubota tractors in the nation. There are 900 dealers in the U.S.

Moen, who started his business in 1947, also won the national award in 1976 and was top volume dealer in the firm's western division the following year.



JAN 14, 1964 OUTLOOK



Moen Machinery, Gresham's largest home and farm implement business, added a new outdoor salesroom last year as part of the firm's expansion service for the Gresham-East Portland-Sandy area. As a result of the additional space, Moen now carries and displays more lawn mowers, garden tools and farm equipment. Lines carried by Moen include Toro lawn equipment, McCulloch saws, Bolens mowers and tractors and Howard rotovators. Moen's also offers a complete air-cooled motor repair service for any make home and farm equipment and saws. The firm is operated by a father-son team, George and Howard Moen, and was established in 1947. In addition to the main store at 633 East Powell in Gresham, Moen Machinery last year also acquired a branch in Sandy.



OUTLOOK 12 JAN. 1966



Professional Answering Service, "Mohawk East" opened July 9, 1965 at 13 N.E. 1st St., Gresham, to answer a critical need for Eastmont area business folks in a "24 hour live" answering service, the first in this area. Owned and managed by Marion McKeown, formerly part owner of radio station KRDR, Gresham, who has been a resident many places in the world, but much prefers Gresham. Her daughter Tobe attends Gresham Union High. The board is manned by efficient courteous capable operators. The phone number is 665-4111. Give them a call. An unanswered telephone means lost dollars.

25K COTTON BOOK RECYCLED



OUTLOOK 29JUN-85

# Montavilla sews up new store

## *Family opens new sewing center in Gresham*

BY KELLY MOYER-WADE  
staff writer

Growing up in the family business has its perks. For Jason Moore, manager of the new Montavilla Sewing Center in Gresham, those perks include an intimate knowledge of sewing machines and all their accoutrements.

"I know how to sew, I've grown up around it, but I don't sew," Moore says.

The 28-year-old can repair sewing machines, though. And he can tell you how to use them.

He gets these traits naturally.

Moore's grandfather, Ed Moore, opened the first Montavilla Sewing Center on Stark Street east of Mount Tabor (the neighborhood, Montavilla, actually stands for Mount Tabor Village) in 1949.

Ed's son Richard Moore, Jason's uncle, took over the family operation after Ed died in the 1970s, and Richard's son Brett Moore now owns

kept the Fabric Depot spot, calling it "the annex."

A few years later, they opened a Montavilla Sewing Center in Beaverton to meet customer demand west of Portland.

When Bill Fellows offered to sell Cynthia's Sewing Center in Gresham, the Moores jumped on the opportunity to expand east.

"Bill's mom, Cynthia Fellows, used to teach at our original location, and then she opened this store in 1979," Jason Moore says.

The new owners took possession of the Gresham store on April 22 and have implemented a few key changes. Meeting a changing market is one thing the Moores have always been good at.

"Today, sewing is more for hobbyists," Moore says. "And hobbyists will spend more on a machine. If they were doing it to mend clothes, or out of necessity, they wouldn't buy an \$8,000 machine."

Today's sewing machines are computerized super machines. For the right price, they'll do it all.

The Gresham shop features an \$8,000 Husqvarna Viking with a touch screen that allows users to do



**Bonnie Davenport, office manager and seamstress, puts finishing touches on her sawtooth quilt us sale priced at \$4999.95. The machine is computerized and does embroidery as well. Surveys show t lar in the Northwest than any other region of the country.**

trates mainly on the new and used machines, sewing machine tables and one-on-one lessons.

"The lessons are a huge part of why people come here rather than going to, say, Sears, or online," Moore says. "Every machine, new and used, comes with free lessons for the lifetime of the machine."

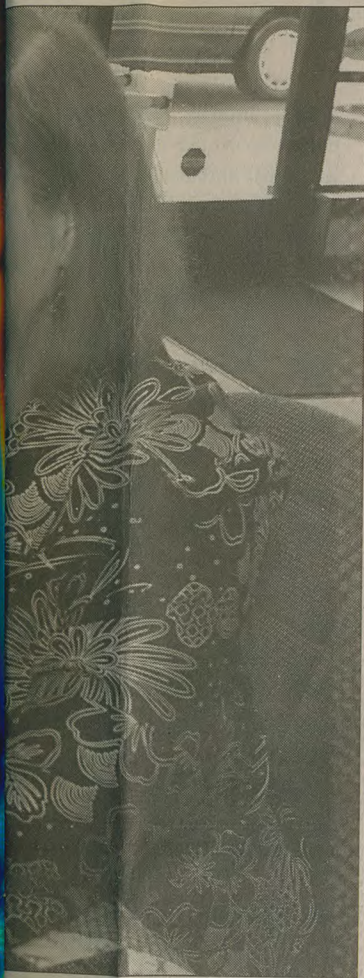
If you buy a Pfaff at Montavilla and have a question 10 years down the road, just stop by, and a staff member will help you out.

Open sewing lessons — for people who have specific project questions such as "How do I sew in a zipper?" — are offered on Thursdays at the Gresham center

but could be expanded, depending on demand.

The new store is open from 10 a.m. to 6 p.m. Monday through





STAFF PHOTO BY CAROLE ARCHER

ing a top-of-the-line Pfaff 2144,  
that home sewing is more popu-

Saturday. For more information,  
stop by the Montavilla Sewing  
Center at 971 N.E. Kelly Ave. or visit  
[www.montavillasewing.com](http://www.montavillasewing.com).

all four Montavilla Sewing Centers.

The Gresham store, located in the old Cynthia's Sewing Center at 971 N.E. Kelly Ave., off Division Street, makes Moore's family's company the largest independent sewing center in the Pacific Northwest and possibly — according to what Jason Moore has heard — the nation.

The expansion, which didn't happen until 50 years after Ed Moore opened the first sewing store, was prompted by fire.

The original Montavilla Sewing Center burned down in the late '90s, and the family moved into a space in a nearby Fabric Depot until they could rebuild.

"We had our best year ever, after the fire," Moore says, smiling. "The Fabric Depot location was able to support itself."

When the family reopened in their original Portland location, they

everything from quilting to embroidering a design they created and then scanned into the machine.

The Husqvarna Vikings are one of five brands the Gresham store carries. The Pfaffs are the top-of-the-line machines and are some of the most popular items sold at the sewing center.

Other brands include Babylock and Janome — two Asian-built, user-friendly brands that Moore says give a user "great machines for the money."

The store deals with Singer and still carries a few Bernina machines left over from Cynthia's. Customers can spend as little as \$169 or as much as \$8,000 on a new machine.

Whereas Cynthia's carried many accessories (there's a whole row of bra expanders that aren't selling, even at 70 percent off), the Montavilla Sewing Center concen-



## BUSINESS

OUT. MAY, 24, 00

# Longtime Portland restaurant quietly pens doors in Gr sham

BY ANNE ENDICOTT  
of The Outlook staff

The Monte Carlo Restaurant, a Portland icon since 1927, quietly opened its doors to east Multnomah County diners on Monday, May 15, in the location formerly occupied by the Columbia Gorgebrewing Co.

The historic Portland eatery's move to Gresham without much fanfare was intentional, owner John DiGregorio said.

"I wanted to iron out any kinks before we got too busy," he said, laughing.

Overcoming opening jitters should come easily to DiGregorio, who rescued the financially foundering Monte Carlo four years ago without



CAMERON HARDY / THE OUTLOOK

Monte Carlo owner John DiGregorio has moved the longtime

1154



"I bought the Monte Carlo with more heart than head," he said. "I grew up going there, my parents went there. When it came up for sale, I just wanted it."

A salesman with Platt Electric for 21 years, DiGregorio had begun to yearn for a less stressful profession.

"I needed a change," he said. "I wanted to get into something that could genuinely make people happy."

DiGregorio, 42, admitted that taking on the oldest Italian restaurant in Portland was initially intimidating. Maintaining the establishment's reputation, coping with an antiquated facility and learning the art of restaurant management was a struggle.

But when the building and land on Southeast 10th Avenue and Belmont Street were sold last fall, DiGregorio saw an opportunity to put his spin on the Monte Carlo.

"I looked around Portland and couldn't find anything," he said. "I saw (the Columbia Gorgebrewing Co. location) in the paper and just carried the ad around for a couple a weeks because I didn't know that much about Gresham."

After a few trips to scout the area and meetings with building owners Frank and Bill Hartner, DiGregorio signed the deal in January and began the task of moving the Monte Carlo to Gresham.

Each dining section has its own artwork theme. Floral prints dot the walls above the stone entry in the lobby, abstract paintings are in the banquet room and what DiGregorio calls "the boy/girl room" is in the lounge featuring black-and-white prints of couples.

The only remnants from the original restaurant are the red dining booths and two murals, which have

## Fast facts

### The Monte Carlo Restaurant

**Address:** 333 N. Main Ave., Gresham.

**Hours:** 11 a.m. to 9:30 p.m. Sunday through Thursday and 11 a.m. to 10:30 p.m. Friday and Saturday. The lounge will offer jazz and piano bar entertainment beginning next month. To-go orders are available.

**Phone:** For more information, call 491-4996.

been given a new lease on life. Additionally, DiGregorio salvaged black lido booths from the Lido Restaurant, which once shared the block with the Monte Carlo.

Even the splashy red, orange, green and blue walls are hardly the ambiance veteran Monte Carlo customers are accustomed to seeing.

"This is totally me," said DiGregorio, "because I got to design it. This is what I wanted the Monte Carlo to be but couldn't do before. The color scheme and layout is entirely different. I wanted to make it more festive and upbeat."

New restaurant equipment — computerized cash registers and ordering systems — as well as a more updated building has taken some getting used to for DiGregorio.

"With these high ceilings, when the espresso machine gets used, it sounds like all the pipes are rum-

bling," he said, laughing.

Traditional Italian fare associated with the Monte Carlo can still be found on the menu. Adding chef Jerry Palermini to the kitchen has allowed lunch and dinner offerings to now include burgers and pasta.

"(Palermini) makes almost everything from scratch," said DiGregorio. "It's like you're eating at home. This isn't a fast food operation."

Diners will be able to order beer and wine with their meals in June when DiGregorio expects his liquor license to be issued. He is also awaiting approval from the Department of Alcohol, Tobacco and Firearms so he can fire up the brewing equipment for a venture into microbrewing. Former Columbia Gorgebrewing Co. master brewer Bill Lundeen has been hired to oversee the brewing operation.

DiGregorio said he feels right at home in Gresham, so much so that he'll become a resident as soon as his southwest Portland home sells.

"Every day I'm out here, I can't wait to get out here all the time," he said. "This has been great because the local community welcomed us with open arms and they're real excited. If there's a storybook finish to (the Monte Carlo's) story, this is it."



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## MONTGOMERY WARD 5-POINT CONSUMER PROTECTION PLAN

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'Way back in 1872, Wards was the first company to offer you complete satisfaction. We felt that you, the customer, come first. We still do today—see page 966.

*What could be more convenient than shopping from the comfort of your own home with a telephone, a Wards catalog and a Wards credit card—from our broad assortment of good value merchandise with "Satisfaction Guaranteed" and your choice of shipping direct to your home or convenient pick-up at one of our local units. It's the modern time-saving, money-saving way to shop.*

Wards is getting into the spirit of



Dear Wards Customer,

As we approach the celebration of America's 200th Anniversary, we at Wards are proud to be a part of our country's history. In 1872, Aaron Montgomery Ward established the first mail order company, to deliver needed goods to families of America at reduced costs...and with "satisfaction guaranteed."

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Because, in America we still have the highest standard of living, the highest per capita income, the greatest abundance not only of needs, but also of conveniences and even luxuries of any country in the world. Most important, we have our basic freedoms—including the freedom to be critical.

Now and for the future, we at Wards rededicate ourselves to looking at the positive side of America, and we look forward to playing our part in increasing her economic growth under the free enterprise system. We will continue our efforts to bring you quality merchandise at the lowest possible prices, and with "satisfaction guaranteed."


It's the best way we know to say, "Thank you, America!"

Sincerely,

Sidney A. McKnight

President and Chief Administrative Officer  
Montgomery Ward and Company

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folds out to an authentic oldtime poster**





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## BICENTENNIAL INDEX

Planning to add a new touch of old America

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You'll find many of the great looks of

Americana right here in your Wards Catalog.



Bedsprads.....	1171	Heaters, Colonial.....	1031
Boots, Men's Brigade.....	326	Lamps.....	1216, 1217
Canister Sets.....	1071	Lanterns, Outdoor.....	742, 743
Clocks, Grandfather.....	1199	Lighting Fixtures.....	738-739
Curtain Rods.....	1288, 1289	Mailboxes.....	725
Curtains.....	1303, 1304	Material.....	
Draperies.....	1322	Bunting, Red/White/Blue.....	275
Dinnerware, Ironstone.....	1238	Tweed, Upholstery.....	1266
Doors, Exterior.....	822, 823	Men's Brigade Boots.....	326
Fireplaces, Franklin.....	817	Paint, Ceiling White.....	835
Flags.....	904	Pantryware.....	1071
Furniture.....		Pumps, Hand.....	769
Babies.....	563	Rods, Traverse.....	1288, 1289
Bedroom Suites.....	1130, 1131	Shower Curtains.....	1236
Beds, Brass.....	1148	Slip Covers.....	1270
Chests, Cedar.....	1105	Stereos.....	1004, 1005
Desks.....	1114	Throw Covers.....	1281
Dining Sets.....	1116, 1117	Traverse Rods.....	1288, 1289
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Headboards.....	1149	Upholstery Fabric.....	1266
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Occasional.....	1099	Weather Vanes.....	722
Ready-to-finish.....	1133-1137		
Tables, Occasional.....	1102		
Hand Pumps.....	769		

Wear the same great fashions as the U.S. Olympic Team! Wards is proud to offer you exclusive men's and women's outerwear which we commissioned Halston to design for the 1976 Winter Olympics. See pages 8-11.

See Wards 5-point consumer  
protection plan on back page



Oregonian, June 2, 1948

# Montgomery Ward

AT 8161

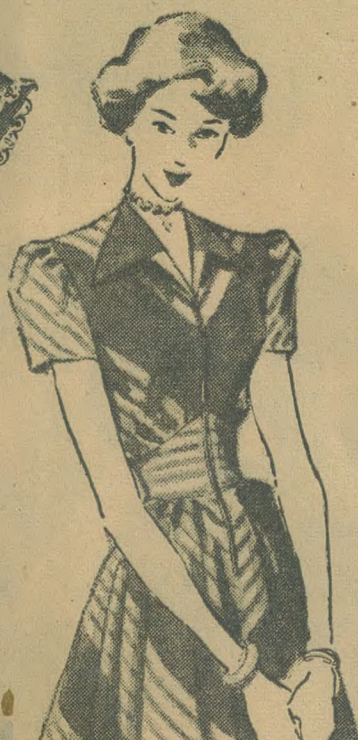
27TH AND VAUGHN

Take your pick...

Every dress is washable...

Cool, Wiltless Rayons and Cottons

Your choice **598**





## Gresham woman gets regional manager post

Dora Jansen of Gresham has been promoted to Northwest regional manager of

Motherhood Maternity Shops Inc.

She will supervise store operations in 12 states.

Mrs. Jansen joined Motherhood Maternity Shops in 1974 as manager of the store in Lloyd Center. The company is the nation's largest specialty retailer of maternity wear, with 276 stores in 39 states.



Dora Jansen

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*Outlook Thursday June 14, 1979*



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OUTLOOK 23 FEB. 2006

Bob Sletten (left) and Tom Nelson install the beds for 24 new lanes at the Mt. Hood Lanes bowling center, scheduled to open this spring at t

# These alleys aren't dark or scary

A sport that has struggled ove

By CATHERINE TREVISON  
THE OREGONIAN

When Vera Peters and her husband built a bowling alley at the intersection of Powell Boulevard and Burnside Road 45 years ago, cows grazed across the street and bowling glued the community together so well that the Peters thought they knew every face in Gresham.

Now, the owners and managers of a successful Wilsonville bowling alley are restoring the game to the old building, with an all-new interior from the lanes to the restaurant.

The response has been, "I've heard you're opening", "When are you opening?", "I can't wait till you're open — I used to bowl there!" said Doug Greenlee, who will be the manager of the new Mt. Hood Lanes when it opens in April.





he site of the former Eastmont Lanes in Gresham.

## r the years is getting a new start

When the original Eastmont Lanes opened in the fall of 1961, Gresham had about 4,000 people and little in the way of commercial entertainment. The city's mayor and beauty queen helped out at the groundbreaking, and local business and political leaders played the first match.

Vera and John Peters were used to a packed house, often with 100 or 200 players at a time, she said. They had children's leagues, a teachers league, clubs of Elks and Eagles. Players could grab lunch or dinner at the restaurant, and park young children in the nursery.

Women's morning leagues didn't begin until the end of September because in a berry town like Gresham, "the gals all worked at the cannery until the packing was over with," Peters said.

Typically, Peters started work at 7 a.m. and wouldn't be

Please see **BOWLING**, Page 6





## Bowling: Changes have transformed the business

Continued from Page 1

home until midnight. Once a week, Peters and her two children stayed until the wee hours of the following day, so smelter workers on the late shift at Reynolds Metals could get their lane time in.

But to Peters, the center sometimes seemed cursed. The hurricane-strength winds of the 1962 Columbus Day storm bashed in the south wall, collapsing the roof, destroying the bowling lanes and terrifying the 30 people inside, who escaped with minor injuries. The entire center had to be rebuilt.

The following year, the center was burglarized at night. As police investigated hours later, Vera's husband, John, had a stroke. He died later at the hospital at age 44.

In 1969, a fire consumed the center while it was unoccupied, leaving \$250,000 in damage and no trace of the cause.

In 1973, Peters sold the business to Buz and Lois DeBogart. Bowling was still in its heyday, said their son, Steve DeBogart, who bought the business from his parents in 1989. Like other center owners, the DeBogarts had to deal with a drastic decline in league bowling, which had once been the industry's mainstay.

Leagues grew from World War II to 1980, when 9 million people bowled at least once a week, said Mark Miller, spokesman for the



Photo courtesy of VERA PETERS

**The Columbus Day storm in 1962 blew in one wall of Eastmont Lanes, two weeks after the bowling center's first anniversary.**

United State Bowling Congress. But leagues have declined every year since, leaving only 2.9 million weekly bowlers today.

Women's daytime leagues declined as more women started working outside the home. Fewer people were willing to show up every week for six months. And there were fewer opportunities to bowl, as real estate values transformed centers into grocery stores and strip malls. There were 11,000 bowling centers in 1962; there are 5,700 today.

The changes transformed the business of bowling centers. In the past, they had little time to spare for open, recreational bowling. Now, that kind of bowling makes up more than half of a center's play, Miller said.

The DeBogarts, like other centers, started wooing children's birthday parties and late-night games, and promoting it as family entertainment.

"There's no other recreation you

can do with all of your family members," Steve DeBogart said. "My grandkids were going there when I owned the place, and my father would bowl with them also. We're talking a 3-year-old, and my dad was 80 years old. All our generations could bowl at the same time ... that's what makes it so enjoyable."

As decades passed, Eastmont's wooden lanes became a thing of nostalgia. Producers filmed a commercial for arthritis medicine in the alley because of its retro appeal, DeBogart said.

The DeBogarts had to close the business in 2004, when they were unable to agree with the building's owner on the terms of a new lease. All the fixtures, including the old wooden lanes, were removed and scrapped.

The new tenant, Mt. Hood Lanes Inc., is owned by Lamb's Thriftway owner Bob Lamb, Greenlee said. Fourteen years ago, a bowling alley that leased space





Photo courtesy of VERA PETERS

**Matching shirts and skirts unified members of a women's league at Eastmont Lanes in the mid-1960s. Women's leagues didn't start until late September in Gresham to accommodate those who worked at the berry cannery during the summer, Eastmont founder Vera Peters says.**

from Lamb in Wilsonville went out of business. Lamb brought in managers to start Wilsonville Lanes.

Wilsonville Lanes made family entertainment a specialty, and was one of the first centers to ban smoking, Greenlee said.

The new fixtures and equipment at Mt. Hood Lanes are designed for several different niches.

Experienced bowlers will appreciate wood approaches to the new synthetic lanes. Synthetic surfaces can vary in stickiness, and a predictable wood approach helps good bowlers perfect their technique, Greenlee said.

Parents will like bumpers that can rise from the gutters when it is a young child's turn to bowl.

Late-night bowlers will get glow-in-the-dark balls, pins, lanes and carpeting. A cutting-edge entertainment system will allow some patrons to watch music videos on the screens above them, while others look at sports.

But the real secret, Greenlee

said, is making everyone feel welcome, including children.

In bowling, "the biggest thing is little kids," he said. "That's the future — as it is in any sport."





Bill Felker became the new owner of Mt. Hood Oil Co., Inc., distributors of Union Oil products throughout Eastern Multnomah and Clackamas county in July, 1963. He was associated with Union Oil Company for 10 years in various sales capacities. Felker returned to the scene of his childhood and early manhood, having grown up working summer vacations on his dad's peach orchard, known to many as Hilltop Orchard, located near Sandy. He recently purchased a home in Gresham. Felker offers his customers a full line of petroleum products including lubricating oils, grease, gasoline, and the finest in heating oils. Mt. Hood Oil Co., Inc., is located on Bull Run Road. Hours are 8 A.M. to 1 P.M., Saturdays 8 to 12 noon. A call to MO 5-2188 will bring you prompt, courteous service.



OUTLOOK JUL. 23, 1959



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Bull Run Road - Gresham

OUTLOOK



# EAST METRO

## Board formed as Gresham bank

By ERIC GORANSON  
of The Oregonian staff

**GRESHAM** — Two board members of Mount Hood Security Bank, a Portland attorney, two officials of Rainier Bancorporation and an executive from Lincoln Savings & Loan Association will make up the board of a Portland bank to be formed when the three financial institutions complete their merger.

Stockholders of Mount Hood Security Bank are expected to give their approval of the merger during a special meeting at 7 p.m. Wednesday in the Gresham bank's headquarters, 200 E. Powell Blvd. If approved, the merger between Gresham's only locally owned bank and Rainier, Washington state's largest bank, is expected to be completed before 1987.

Joining the new board of Rainier Bank Oregon will be Adolf Hertrich, president and owner of Vanport Manufacturing Inc. in Boring, and J. Frank Schmidt Jr., owner and president of J. Frank Schmidt & Son Nursery in Orient.

Also on the new Rainier Bank Oregon board will be Betty Roberts, former Oregon Court of Appeals judge; Harry E. Mangan, president of Lincoln Savings; and two executive vice presidents of Rainier National Bank, John R. Cockburn and Allan D. Nichols.

Cockburn is in charge of business development and will be the chairman of the new board, which will run Rainier Bank Oregon. Nichols is in charge of branch banking for the \$8.3 billion Seattle-based institution. Acquisition of Lincoln is about complete.

Approval is needed by two-thirds of the outstanding shares of Mount Hood Security Bank stock.

If the bank's 309 shareholders vote for approval, the merger will

give each about a half-share of Rainier stock for each Mount Hood Security Bank share they own — about double the asking price for the stock when the merger was first announced this spring. Based on stock prices, the purchase is valued at \$3.7 million.

Acquisition of Security also is expected to bring new benefits to Security's 21 employees in the form of a pension plan, while allowing the new Rainier bank to expand its services and increase its loan limits and branches.

Under the merger agreement, Mount Hood Security Bank's top two executives — Bruce G. Bryant, 39, president, and George James, 45, senior vice president — are guaranteed continuation of their salaries for the first two years after the merger is completed.

Mount Hood Security Bank has been one of Oregon's healthiest small banks. Except for 1980, it has shown a profit in all seven years it has operated, with peak earnings of \$126,673, or 67 cents a share, coming in 1983.

The Gresham bank has shown steady growth each year in income, while total deposits and loans have increased every year. Over the five-year period ending Dec. 31, 1985, the average annual growth was 11.3 percent for assets and 12.4 percent for deposits.

As of June 30, Security had deposits of \$19.26 million, while loans totaled \$12.2 million, up from \$11.6 million at the end of 1985.

First-half figures for 1986 show the bank with its best six-month net income ever, totaling \$92,000, or 44 cents a share, compared with \$35,000, or 17 cents, in the same period of 1985.

A merger prospectus distributed to the bank's stockholders said that



The Oregonian/ROGER JENST

**Mount Hood Security Bank board members J. Frank Schmidt Jr. (left) and Adolf Hertrich will join the board of Rainier Bank Oregon that will arise out of the merger of the Gresham bank, Lincoln Savings and Loan and the Rainier Bancorporation.**



# pursues merger

only in 1985 had income from interest been affected by major losses on loans. Last year the bank wrote off \$126,000 in bad loans, compared with \$29,000 in 1984. The previous high for bad loans was \$75,000 in 1981. Deductions for bad loans in the first six months of 1986 also were up sharply, totaling \$77,000.

But according to the Federal Deposit Insurance Corp., Mount Hood Security Bank had the lowest percentage of problem loans — less than 1 percent — of all 18 Oregon banks at the end of the first quarter.

The prospectus shows that on July 31, 1985, it had loaned just under \$1 million, or 48 percent of its equity capital, to board members and executive officers. A total of 66 loans were listed as having been made to "insiders" by the FDIC. Two major loans last year were to board members or their immediate interests.

John V. Tragis, chairman of Northwest Bookbinding Inc., and his interests were issued a \$353,605 loan, while Scenic Fruit Co., owned by board member Dean Bredenkamp, received \$250,000. For the past 18 months, loans to board members, bank executives and their associates, in aggregate, have been as high as 29 percent of Security's equity capital.

Although there are more than 300 stockholders, 11 own more than 24 percent of the 211,629 shares outstanding. All are board directors or the top two executives who run the bank's daily operation.

As of Dec. 31, 1985, Security's deposits of \$17.5 million represented 6.3 percent of the total commercial banking deposits in the Gresham area. Its competition consisted of six commercial banks, six savings and loan associations, and credit unions, brokerage firms and finance companies.

## Stock held by officers, directors

GRESHAM — As of June 30, Mount Hood Security Bank's 11 directors and top officers held 24.67 percent of all stock shares outstanding, including shares for which they held options and are expected to exercise before completion of the merger.

The value of the transaction is expected to represent \$17.60 per share of Mount Hood Security Bank stock. At the time the merger was announced in May, the local bank's stock was trading for about \$9 a share.

Gary M. Moller, 50, owner and president of Moller's Nursery Inc., was the largest stockholder with 11,375, or 5.14 percent of the total. Included are 3,280 shares held by Moller Nursery's profit sharing trust.

Holdings of the other directors and top three bank officials are:

- Adolf Hertrich, 52, owner and president, Vanport Manufacturing Inc., 8,324 shares, 3.76 percent;
- J. Frank Schmidt Jr., 67, owner and president, J. Frank Schmidt & Son Nursery, 8,160 shares including 3,645 held by his wife, 3.69 percent;
- Bruce G. Bryant, 39, bank president and chief executive officer, 7,765 shares, 3.51 percent;
- George James, 45, bank senior vice president, 3,753 shares, 1.69 percent;
- Neil A. Riegelmann, 61, owner and president, Riegelmann's Inc., 3,647 shares, 1.65 percent;
- John V. Tragis, 67, owner and chairman, Northwest Bookbinding Inc., 3,363 shares, 1.52 percent;
- Dean Bredenkamp, 67, owner and president, Scenic Fruit Co., 2,830 shares, 1.28 percent;
- K. Milton Erickson, 64, Realtor with E.R.A. Freeman & Whistler, 2,642 shares, 1.19 percent;
- David W. Hansen, 64, owner and president, Walrad Insurance Agency Ltd., 2,237 shares, 1.01 percent;
- Ron Shoemaker, 37, bank vice president, 520 shares, 0.23 percent;



# Mount Hood Security 'l



Staff photo by Cheryl Blanker

Bob Williams, manager of Mount Hood Security Bank's branch at Southeast Stark Street and 242nd Avenue, looks forward to a Monday opening.



# anks' on new branch

by SCOTT MAGUIRE  
of The Outlook staff

As the sawdust settles, Mount Hood Security Bank plans to open its branch at Southeast Stark Street and 242nd Avenue on Monday morning.

Workers are still putting the branch together, but President Bruce Bryant has been assured by his builder that the site will be ready for a ribbon cutting Monday.

The branch is moving from Southeast 233rd Avenue and Stark Street, where it has operated for about three years out of a trailer. The new location puts the branch closer to the College Square shopping center, and the future site of Gresham Community Hospital and several medical office buildings.

Located on the site where many East County residents used to stop for fresh produce, the bank will have two reminders of the heritage of the land. One is a large photograph of a bowl of strawberries, surrounded by the plant's leaves and a blossom or two. The other is a photograph of rows of strawberry bushes receding into the background, with Mount Hood punctuating the skyline. Both are photographs by Kay Caldwell,

and will be displayed on the walls of the new branch.

The intersection where the branch was built is heavily traveled, Bryant explains.

"A lot of people who are knowledgeable in traffic patterns say this is the best area for future development," Bryant said. "I've been out there a lot during construction. There are cars heading in all directions."

Mount Hood Security Bank will use the branch opening to launch a new service. Customers will be able to use a "Cash-24" automated-teller machine when the bank is closed. The machine will be tied into a state network of 30 locations which includes Oregon Banks and other independent banks.

Customers from both offices of Mount Hood Security will be able to make deposits at the new branch's teller machine. They can make withdrawals from the affiliated banks.

In October, the teller machine will be connected into the national and international network called VISA-Electron. Bryant is also looking into other regional bank machine networks. Customers from the

downtown branch can use the automated tellers as well as branch customers.

Construction took about 90 days, and the project cost \$330,000, Bryant said. That's more than he had estimated, even though the building costs came in low. The additional expense was caused by city-required improvements to Stark Street and 242nd Avenue, Bryant said.

The building was constructed by Western Modules, a Gresham firm owned by Lyle Cumming. Three prefabricated wall sections were used in the bank, which sped up construction.

Bob Williams, branch manager at the 233rd Avenue and Stark Street branch, will take charge of the new facility. He will double as loan officer there. He has been with Mount Hood Security for a year and a half, coming from The Oregon Bank.

The branch will have four other employees, and will feature in-bank services, the teller machine and two drive-up teller windows.

Bryant plans a grand opening celebration all week. He invites all of the bank's customers and neighbors to stop in for a visit and refreshments.



EARLY 1980's  
1st in growth

General Telephone Co. of the Northwest is the fastest growing company within the GTE telephone system and is expanding at twice the average rate for the entire telephone industry, according to a report in its employee publication.

GTNW is growing at a rate of 9.7 percent and now ranks fourth in the GTE system in terms of number of telephones serviced.

## Bank plans new branch

Mount Hood Security Bank will open its new Twelvemile Corner branch on Jan. 21, President Dick Green has announced.

The branch will occupy 400 square feet inside Zim's 12 Mile Store, 223rd and Southeast Stark Street. It will be open for business from 10 a.m. to 8 p.m. Monday through Saturday, Green said.

Manager Parm Reece and Assistant Manager Lori Wade will be able to help customers open savings or checking accounts, or to obtain timed certificates of

deposit, money orders, traveler's checks or installment loans. Four teller windows will keep customers moving quickly through transactions.

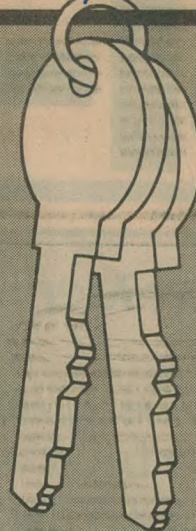
"We're trying to expand our market service area on the north side of Burnside and in the Fairview-Troutdale areas," Green said. "We want to identify with Zim's because it is a well-known landmark in East County."

Green said the bank would be leasing space from Zim's.

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MAIN BRANCH: 200 E. Powell, 667-6555  
242nd & STARK BRANCH: 24150 S.E. Stark, 661-5200



## DIRECTORS

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Bruce G. Bryant  
PRESIDENT  
Ray E. Crites  
K. Milton Erickson  
G. Adolf Hertrich  
Gary M. Moller  
VICE CHAIRMAN OF THE BOARD  
Neil A. Riegelmann  
SECRETARY  
J. Frank Schmidt, Jr.  
CHAIRMAN OF THE BOARD  
John V. Tragis

## OFFICERS

Bruce G. Bryant  
PRESIDENT  
George James  
VICE PRESIDENT  
Robert A. Pingle  
VICE PRESIDENT AND CASHIER  
Tom Mardock  
ASSISTANT VICE PRESIDENT  
Edward C. Trachsel  
ASSISTANT VICE PRESIDENT  
Marlys Dugger  
ASSISTANT CASHIER  
Lori Wade  
ASSISTANT CASHIER

### 242nd & Stark Branch

Robert Williams  
ASSISTANT VICE PRESIDENT AND MANAGER  
Pat Baird  
OPERATIONS OFFICER

MAIN BRANCH: 200 E. Powell, 667-6555

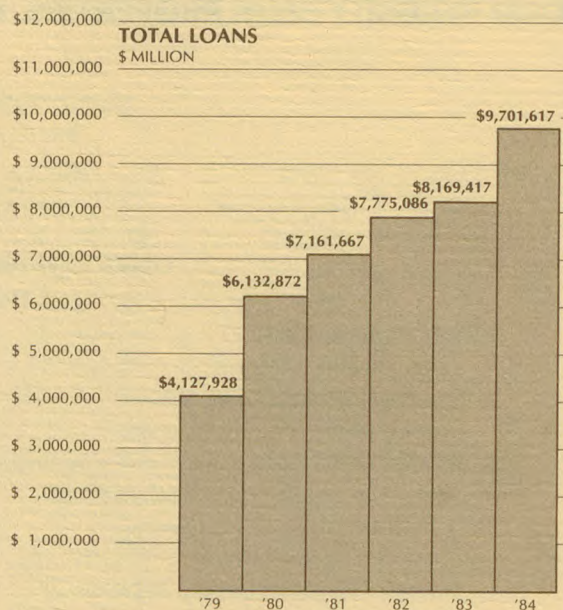
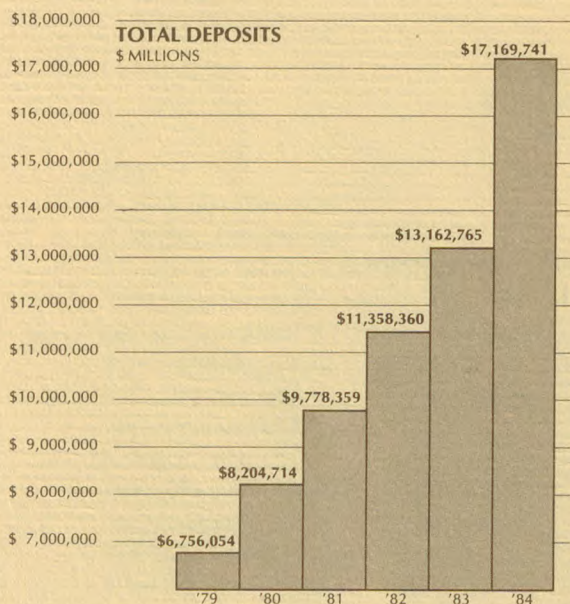
242nd & STARK BRANCH: 24150 S.E. Stark, 661-5200

# STATEMENT OF CONDITION

December 31, 1984







#### A MESSAGE TO OUR STOCKHOLDERS, CUSTOMER, AND FRIENDS . . .

1984 represented the largest period of growth in the bank's history. Total deposits increased over 30% and total assets increased over 24% with the loan portfolio increasing in excess of 18%.

1984 also represented an additional investment in the future of the bank with the opening of a permanent branch at 242nd and Stark. Significant expenses in relocating this branch reduced overall bank profits in 1984. However, we believe this branch will contribute greatly to the future growth and profitability of the bank.

In December, 1984 the Board of Directors authorized payment of our third consecutive cash dividend amounting to \$.12 per share. With the improving economic conditions in the area, we look forward to a continued period of growth in the bank and related growth in profitability.

The above graphs show the enthusiastic support of the bank from the Gresham and surrounding areas. We are proud to be the fastest growing bank in the area and pledge our commitment to continue providing professional financial services for your individual and business needs in a personal way.

As always we invite your comments and suggestions in the operation of the bank and look forward to serving you in the coming years. It is a standing invitation and we want you to take it personally!

Sincerely,

**Bruce G. Bryant**  
President



# business

## Mount Hood Security issues



Mt. Hood Security Bank president Bruce Bryant has watched the institution come of age.

by SCOTT MAGUIRE  
of The Outlook staff

A landmark is occurring Jan. 31 for the Mount Hood Security Bank.

It amounts to 12 cents a share — the first cash dividend in the bank's four-year history — that will be paid to the 325 stockholders.

The bank was formed by 26 Gresham business people who wanted a community bank, said Bruce Bryant, president.

"There was a need for a local bank that would be responsive to local needs and that would be supported by the community," Bryant said.

In November 1977 efforts began to charter the bank. Banking officials approved the venture in January 1978, and construction began in spring that year.

Nine of the organizers were elected to a board, and plans were drawn to build the bank at 200 E Powell Blvd. The doors opened Dec. 22, 1978.

Growth of the bank has continued throughout its infancy. After the first eight days of operation, the bank registered deposits of \$1.1 million. At the end of 1979, deposits totaled \$6.7 million. In 1980, the bank grew to \$8.2 million; in 1981 it rose to \$9.8 million and at the end of the past year, deposits totaled \$11.3 million.

Bryant credits the steady growth to having a strong financial base in the Gresham community.

"For a bank of our size we have a considerably wide holding of stock," he said.

"That's a strength. No one stockholder owns more than 5 percent of the stock. An 90 to 95 percent of them live within 15-mile radius of the bank."

"Our real philosophy is that we are here to serve the small to medium businesses and the individuals of the area," he explained.

Being able to pay a stock dividend is good sign, Bryant said.

"The real indication that we are doing well is being able to pay a cash dividend after four years of operation, particularly given the economy," he said. "Our growth in assets and deposits has been continuous. In 1981 the net income was about \$70,000 and in 1982 pre-tax income was about \$129,000."

John Olin, state superintendent of banking, says Mount Hood Security Bank of officials and board members are really sticking together and doing a good job.

"They are running a tight ship, a conservative ship," Olin said. "The stockholders can breathe easy. The officers and directors are doing a good job in very trying times."

Olin compared the bank's growth to other banks. At the end of 1981, the Gresham bank was 64th largest bank in the state. It registered a 19 percent growth in deposits while state commercial banks averaged a 3 percent growth in deposits and national banks had an average of 1 percent deposit growth.

Using September 1981 to September 1982



# initial dividend

figures, Mount Hood Security's deposits grew 21 percent, compared to a 4.5 percent growth for state commercial banks and a 1.3 percent increase for national banks. At that time it was ranked 54th largest in Oregon.

"I'm pretty happy about it," Olin said. "I look at a lot of other bank's figures and pale. Mount Hood has good management."

Besides the economy, the only other setback suffered by the bank was the death of its founding president Richard Green.

He died suddenly in September 1981, leaving the bank without a chief for about a month. Bryant, who has worked for the

bank since before it opened, was appointed to fill Green's post.

"Dick played a key role in getting the bank organized," Bryant said. "He built a strong foundation for us to carry on. Dick's death was a major personal loss, too."

Bryant feels the future in the Gresham area will be much better.

"Gresham and the surrounding area has an excellent future," he said. "Times are not great, but it is exciting to consider the coming of Tektronix and the development of the Rogers property. All of the factors are there for continued growth."

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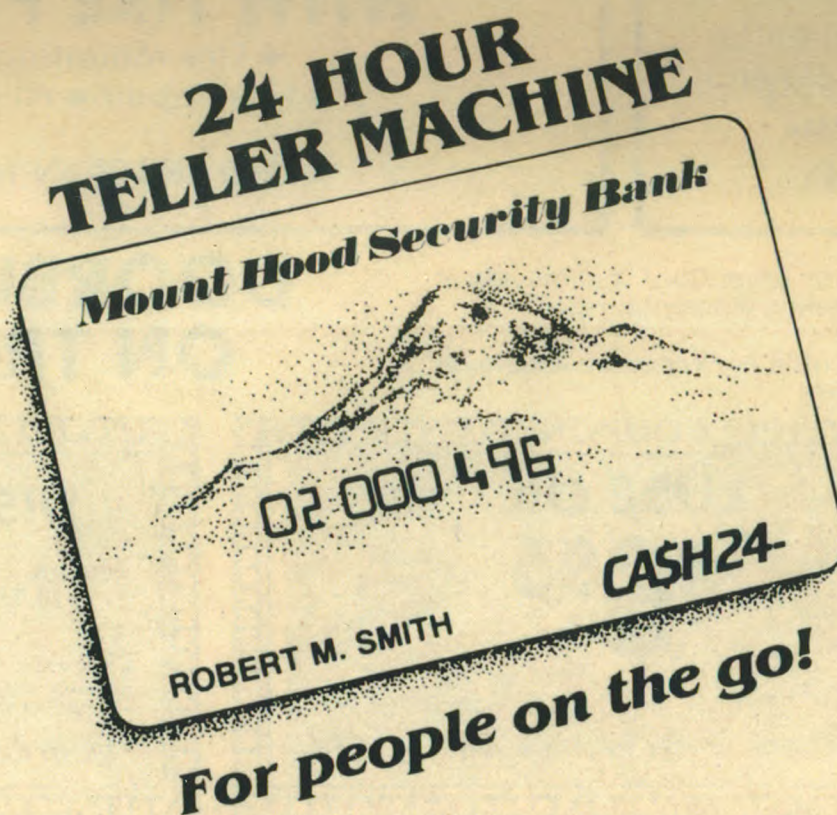
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# ALMANAC



CAMERON HARDY / THE OUTLOOK

## Marquee players

The Mt. Hood Theatre, 401 E. Powell Blvd., is replacing its old 800-pound steel marquee. Heath Signs workers took down the delapidated and rusted marquee on Tuesday afternoon and a new neon marquee is scheduled to be erected on either Wednesday or Thursday.



# Old theater celebrates 50th with new sound

▼ Mount Hood Theatre  
prepares for 21st century  
with surround-sound system

BY CURTIS D. SMITH  
of the Outlook staff

The 50-year-old Mount Hood Theatre is ready for the new millennium.

The 800-seat movie theater recently updated its sound system to include two new sound systems.

One system uses Digital Dolby (DD) and the other uses Digital Theatre Systems (DTS). The type of film used by the movie company determines which system the theater uses during a given show.

Plus, the theater has undergone an interior facelift.

Improvements include painting and resurfacing the interior walls, repairing some of the 800 original seats and installing acoustical panels.

Plans to bring back a onetime cry room are being considered, too.

But the sound improvements are the most glaring, General Manager Shane Epperly said.

The theater has gone from one large speaker behind the screen to 30 speakers mounted throughout the theater. The surround-sound feature uses 24 speakers down both sides of the theater and six speakers, including three sub-woofers, behind the screen.

Epperly said the \$70,000 revamp was done as a service to Mount Hood's loyal customer base.

"Our pledge has always been to give them the best show possible," he said. "Some of our customers have never experienced digital sound yet because they've



RYAN GARDNER / THE OUTLOOK

**Shane Epperly, Mount Hood Theatre general manager, leans on the single speaker that will become obsolete with a new sound system.**

been so loyal."

The DD and DTS systems have been competing for dominance in the theater sound system and they are neck-and-neck. Epperly compares it to the Beta-VHS battle from years past.

But the past is something he hopes to leave behind

## Theater

CONTINUED FROM Page 1A

with the new sound system.

"Some of the 'tent-pole' pictures (popular films that bolster film companies' annual income) didn't do as well for us because of the sound," said Epperly. "But it helped encourage us to continue down the path to get a new sound system."

Though a few of the big-budget films ("Armageddon" and "Godzilla") are using a high-end eight-track system for sound, Epperly said digital will do for now.

"The sound has been lacking," he said, "and that's one area we've been saving (money) to improve."

The DD system, less expensive than DTS, reads digital tracking data off the film itself.

The DTS system uses a computer to synchronize the visual and audio similar to a computer's CD-ROM drive.

Both systems, the speakers, wiring and other hardware cost about \$50,000.

Another \$20,000 was spent on remodeling.

Epperly said business has remained fairly steady at the theater since he began working there about 17 years ago. But he hopes the recent improvements will bring more customers in.

"We've got a real good built-in client base," he said. "We want to be ready, so when we do have that big film, the customers will come see it."

Curtis D. Smith covers business for The Outlook. He can be reached at 492-5119.

TURN TO THEATER,  
Page 3A





In 1939, Harry Moyer Sr. and his wife Rose brought the big-screen exploits of Rochelle Hudson to Gresham in "The Country Beyond." By then, prices had "soared" to 25 cents.

### On Friday, see today's films at yesterday's prices

Even if you aren't dying to see any of the movies playing at the Rose Moyer Cinemas this Friday afternoon, you have to acknowledge one thing — the price is right.

In celebration of the company's 60th anniversary, prices at all **Moyer Theatres** (which include the Rose Moyer in Gresham, the Grand Parkway in Wilsonville and the Vancouver Mall) are being rolled back to 1933 levels.

From opening to 4 p.m. Friday only, adult tickets will be 15 cents and children's tickets just 10 cents. Coca-Cola will be 10 cents and popcorn will be a nickel.

"We had done it once before, on our 50th anniversary," Chris Moyer, vice president in charge of finance, says. "We decided we wanted to do something for our 60th anniversary and the response was so good 10 years ago, we decided to do it again."

More than the ticket and snack bar prices have changed in the 60 years that Moyer Theatres has been a family-run business, however.

For years, a fraternal rivalry between Larry and Tom Moyer had driven the Portland exhibition scene, with both companies building and expanding. When Act III Theatres bought out Tom Moyer's Luxury Theatres and continued to expand, the smaller Moyer Theatres operation was in the position of having to make do with many fewer screens.

"We try and compete with service," the 34-year-old Chris Moyer says. "I think that's probably the only way we can compete against a company of their size."

One survival strategy that seems to have worked for the company was entering the video end of the business in the early '80s with its First Stop Video stores.

"We felt that no one really knew where the theater market was going to go when the video market opened up," Moyer says. "We decided why try and



8-17-85

## Moyer Theaters plan expansion

Moyer Theaters has received approval from the Multnomah County Planning Commission to build a 490-space parking lot at the Rose Moyer Cinemas as part of a plan to add six more theaters to the complex.

Larry Moyer, president of Moyer Theaters, said no decision has been made on when the six-theater complex at 16501 S.E. Division St. would be expanded to 12 theaters. But he said the company wanted to have zoning permits approved so work can start as soon as the decision to build is made.

A vacant 4.4 acres just north of the cinemas was approved Monday by the commission for off-street parking. A 10-foot wide strip with a concrete fence and landscaping must be built on three sides of the lot to provide a noise barrier for nearby residences.

The additional 490 spaces would increase parking capacity to 1,140 spaces for the estimated 4,500 seats in the proposed 12 theaters.

A planning commission staff report said no major impact is expected on Southeast Division Street traffic from the expansion.





FLINT CARLTON - THE GRESHAM OUTLOOK

Fred Ghaffari has opened Mr. G's Bakery in College Square on Hogan Drive in Gresham.

## New bakery owner doesn't loaf about

BY JILL FOREMAN  
of The Gresham Outlook staff

If you're awake at 5 a.m. and want fresh bread, Mr. G's Bakery is open at the crack of wheat, er, dawn.

The new bakery in College Square on Hogan Drive opened in May and is owned by longtime Gresham resident Fred Ghaffari.

The 15-year computer consultant is drawing experience from his early days as a doughnut store manager.

"I started way back with Winchell's in the 1980s," he said. "They taught me everything, how to make a quality doughnut and customer service."

A quality doughnut, he added, is one that is cut and proofed right. Proofing doughnuts is bakery jargon for allowing the yeast to warm to the correct temperature.

However, Ghaffari stressed that doughnuts are just a small part of the bakery's lineup. Scones, muffins and cinnamon rolls are sold, and he is quite proud of its bread selection, which includes French Provence, German Siebenfelder, olive, cranberry and San Francisco sourdough.

"Good bread is part of every-

one's diet," he said. "Good, wholesome bread." Loaves range from \$2.95 to \$3.95 and are made fresh daily.

Ghaffari's business philosophy about opening a bakery is that any good product is a moneymaker.

"It can be bread, it can be services," he said. "Literally, there are not that many good bakeries, quick bakeries, where people can come in and get good bread fast."

The surge of traffic along Hogan Drive attracted Ghaffari to the site, as well as it being near a residential area of new subdivisions and schools.

"The city planning commission was really helpful throughout the process of getting permits," he said. Ghaffari joined the Gresham Area Chamber of Commerce. "Word of mouth can be very helpful," he said.

The real challenge of the new business for the moment is balancing customer flow and product, he said.

"We try to make enough for the day since we want to have fresh product ... and it comes down to cost control," he said.

Mr. G's Bakery is open from 5 a.m. to 7 p.m. daily at 2830 N.E. Hogan Drive.



# Old Outlooks tell local Chevy story

8-21-75

Bob Murray, president of the Mt. Hood Community College Foundation, came across some interesting facts while browsing through old issues of the Gresham Outlook at the college.

Murray traced the history of his Chevrolet dealership in the bound editions of The Outlook

recently donated to the MHCC Foundation by Burton and LaVerne Walrad of Gresham.

Murray Chevrolet began in 1916 as Ed Osborn Chevrolet and Blacksmith Shop. The Chevrolet dealership was the first in Gresham and was located at 2nd and Main Street.

The dealership was sold and the new owner moved to 4th and Main and called it Walter Metzger Chevrolet. The dealership changed hands again after a few years and was called Shearer Chevrolet.

The next owners moved to the old familiar location on Powell and Roberts in downtown Gresham. Over the years it was known as Fieldhouse-Shearer Chevrolet, then Fieldhouse and Fancher, and Fieldhouse Chevrolet.

From 1947 - 1973 Fanning Chevrolet was busy selling vehicles to Greshamites. After a move to 243rd and Powell, the dealership went to Bob Murray.

Of the 55 Murray Chevrolet employees, four are 20 year employees and 11 are over 10 year employees.

Murray himself has been serving the Portland-Gresham area for the past 26 years selling General Motors products. He came to Gresham in 1958 for Murray-Newell Pontiac.



OL-14 JUNE 1986

## CONGRATULATIONS GRESHAM OUTLOOK

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OUTLOOK SEPT. 22, 1975



# Musashi offers Japanese fare

by SCOTT MAGUIRE  
of The Outlook staff

Musashi Japanese Restaurant, 25 N.W. First St. in downtown Gresham, serves as a reminder that other cultures play a role in the East County community.

The restaurant depicts the simple yet sophisticated art of the Japanese. The storefront, which used to proclaim Crepe Heaven Restaurant and the Sweetbriar Cafe, was remodeled by a Japanese carpenter to reflect his homeland, said Shig Kobayashi, one of the owners of the restaurant.

The interior is painted white with a simple black trim. Paper lanterns and paintings of dragons tell of Japanese folklore. Paper partitions and potted trees complete the scene. Dim lighting and piped-in Japanese music add to the relaxed setting.

Kobayashi, his father, Saburo, and his mother, Toshiko, opened the restaurant in mid-June.

They all do the cooking, said Shig, who serves as family spokesman. They moved from the Coos Bay-North Bend area on the southern Oregon coast where they operated Kuni's Express for six years.

"The economy there is pretty bad," said Shig. "Lumber is failing. Japanese food was not well recognized there."

That caused the Kobayashi family to seek more profitable pastures. "Gresham has a lot going for it," he said. "Light rail is coming. Fujitsu plans to build here. We just thought we would get in earlier than them."

The family considered the Portland west side, but chose East County because of Fujitsu and the strong Japanese community here. There are many Japanese who settled in the Gresham area to farm. Gresham also has a sister-city relationship with Ebetsu, Japan, which has kept the local Japanese descendants active.

Musashi uses recipes developed from Toshiko Kobayashi's home cooking, said Shig. They have

been modified some, mostly to meet different tastes here.

Food in eastern Japan is seasoned differently than food cooked in western Japan, Shig said. "We are from Tokyo, and we use more soy sauce. There are a lot of people who came here from eastern Japan — Osaka. The people now are also more conscious of their health, more conscious of salt, so we've changed things some."

Each meal is prepared when it is ordered, so the Kobayashi family can prepare items differently for people on diets, he said.

Chopsticks are provided on each table, but forks are available on request.

The family has migrated to the United States during the last dozen years. Shig moved to Ontario, Ore., in 1974 to stay with another Japanese family while their daughter was attending college in Japan. He earned a bachelor's degree in marketing from Boise State University in Idaho.



8-17-85



**MUSASHI**  
JAPANESE RESTAURANT



Photo by Ricki Kosakow Cooper

The Kobayashi family, Sabvro (left), Ichiro, Toshiko, Kim and Shig at Musashi Restaurant in Gresham.



OUTLOOK 19 JUN. 2002

## Dillon corrals a new stable for Mystic Pony in Gresham

*Windhorse owner sticks with equine theme in new store*

BY ANNE ENDICOTT  
*of The Gresham Outlook staff*

In an ethereal sense, the Mystic Pony has pranced into town.

Brainchild of Windhorse Clothing and Gifts owner Gary Dillon, the store promises a peaceful respite in the storefront formerly home to Cloudbtree and Sun on Main Avenue in Historic Downtown Gresham.

Amid soothing music and earthy scents, customers will be able sit a spell, peruse a wide selection of life-enhancing books and feed the body, mind and spirit.

"The point is to relax," Dillon said. "For the body, there's warm fleece. The mind food is the books and audio tapes and we'll have some organic coffees and aroma



FLINT CARLTON - THE GRESHAM OUTLOOK

**Gary Dillon, owner of the Mystic Pony, installs a new fan on Tuesday, June 18, in the ceiling of the business which will open in the old Cloudbtree and Sun site in Historic Downtown Gresham.**



Known for his trademark equestrian fleece outerwear and blankets, Dillion named the store for a chenille fabric featuring ponies and stars. Scheduled to open by July 4, Mystic Pony will further Dillon's vision to soothe senses through the influences of the spirit of the horse.

"I liked the name Mystic Pony" he said. "It fit well with Windhorse, but it isn't the same. Windhorse is actually a Tibetan/Eastern mystical kind of spirit of positive energy. There are so many sources for people to awaken their senses and spiritual awareness, and I think people can benefit from that here."

Soft wall colors butt against wooden trim work in the store, which will have an espresso and seating area where a cooking station once stood. Dillon retained the old interior brickwork and exposed wooden posts, which will soon surround free-standing water walls common in Dillon's two other stores.

"(Water walls) give such relaxing music with the water moving," he said. "It's soothing. We're trying some different things in here with color to make it warm and inviting."

Despite firmly established Windhorse Clothing locations in Gresham Station and downtown Troutdale, Dillon had been eyeing the Main Avenue storefront as a potential expansion candidate for quite a while. When plans to reshape his Troutdale store fell through, he opted to close it and pursue Mystic Pony.

"There were some things that I wanted to do that I couldn't do in Troutdale," he said. "So the plan is to move the Troutdale store up

here, but with a different concept. I didn't want two Windhorse stores so close together."

Taking up residence in a space once occupied by the forward thinking Mary Jo Hessel, who owned Cloudbtree and Sun for almost 31 years, isn't intimidating to Dillon. It's a blending of karma, he said.

"This is an incredibly unique space," Dillon said. "I was looking at it for a long time. I think the Mystic Pony is a great follow-up to what's always been here."

According to Pat Fiedler, owner of Toy Bear Ltd. and former president of the Historic Downtown Gresham Boosters, addition of the Mystic Pony will complement the eclectic and diverse retail offerings within Gresham's core shopping district.

"This is something different for

Gresham," Fiedler said. "What I like is that Gary's not trying to replace Cloudbtree. He's got his own vision."

The storefront has been vacant since October when Hessel retired. Fielder said the financial effect from the empty retail space hadn't been felt by the Toy Bear until recently.

"Our sales were actually up for the fourth quarter," she said. "It wasn't until after Spring Break that we began to feel the fact that the storefront was vacant. So we're really excited to have someone in that space again. We're very happy to have company, neighbors again."

*Reporter Anne Endicott can be reached at [aendicott@theoutlookonline.com](mailto:aendicott@theoutlookonline.com) or by calling 503-492-5116.*

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