

Nurserymen take class to close language gap

By JACKIE SCOTT

Correspondent, The Oregonian

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East county nurserymen who rely heavily on Spanish-speaking employees to plant and harvest their trees have found a new way to bridge the communication gap. Several have enrolled in a Spanish class designed to teach them how to direct their workers in the field.

Two-dozen persons, representing at least eight nurseries in the Gresham-Sandy area, are involved in the 12-session course taught by Bud Cockrell, a sales representative for the Massey-Ferguson Co.

Cockrell, 33, served with the Peace Corps in Venezuela and has taught Spanish at the high school and college level. He volunteered to teach a special class for nurserymen when he learned that several of them were seeking a better way to communicate with their employees.

"We sold a fellow some equipment," Cockrell said, "and he happened to mention that he needed to know Spanish. And then somebody else found out I knew the language, and we took it from there.

"The basic purpose of the class," he added, "is to help nurserymen give directions, but they will naturally pick up words and phrases that help them understand their employees, too."

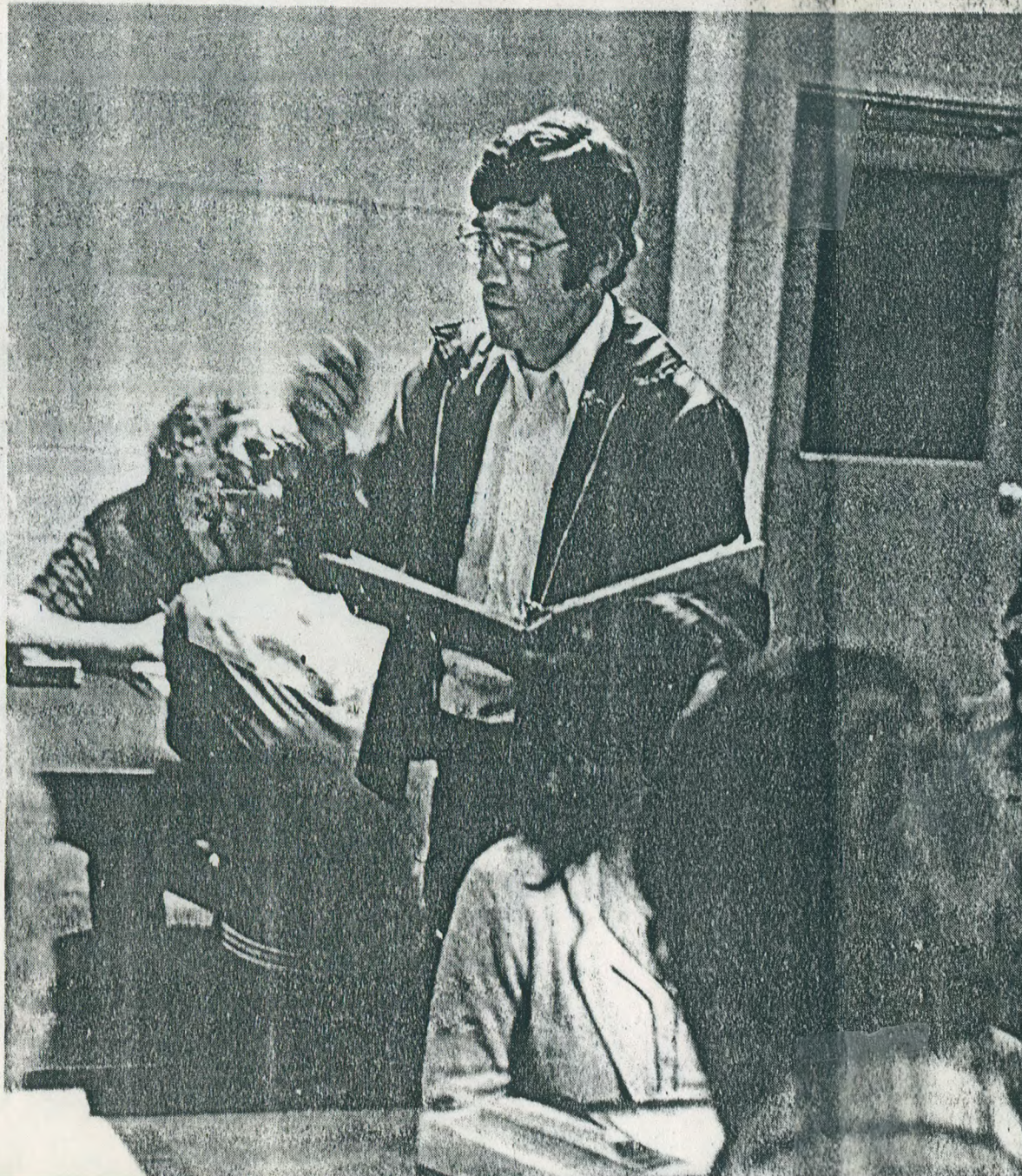
Upon completing the class, nurserymen should be able to translate the following typical questions and commands into spoken Spanish: "Go to the office," "Where are the pruners?" "Do you know how to graft?" and "Check the water and oil."

Numbers, colors used

"We will be able to direct them where to go in the field and tell them what to do," said Bill McCoy, owner of McCoy's Nursery near Sandy. "We have spent a lot of time learning how to say numbers and colors in Spanish, since we use them so much in our business.

"The fellows I have working for me speak a little English and are willing to help me with the words I am trying to pronounce in Spanish," he added. "I don't expect to be proficient when I am through with the class, but I hope to know enough words so that if someone comes in who doesn't speak English and he wants to apply for a job, I can talk to him."

Cockrell, who admits his curriculum would cause "a professor to tear out his hair," skips the finer points of grammar and concentrates on showing the nurserymen how to communicate in Spanish.



"I asked them to write down on a piece of paper the kinds of things they wanted to learn, then I constructed the phrases (in Spanish) that would meet that need," he said. "We work on dialogue that is likely to take place between the employer and the employees."

The class has the approval of the Mount Hood Chapter of the Oregon Association of Nurserymen. Chapter President Lance Lyon, sales manager for the Femrite Nursery Co. of Aurora, is taking the class. His nursery employs 15 Mexican-Americans who plant, dig, prune and stake trees as well as drive tractors and perform other tasks.

"We've had a very positive reaction from our Spanish-speaking employees," Lyon said. "At least we've got a start with a better form of communication. It beats sign language."



LESSON TIME — Bud Cockrell teaches basic conversational Spanish to east county nurserymen to help them communicate with field workers. Cockrell skips finer points of grammar.

Photo by JACKIE SCOTT

business briefs

OUT. 6 AUG. 1983

Benner wins state post

A Reynolds Metals Co. employee has been elected as the first woman president of the Purchasing Management Association of Oregon.

Joan R. Benner, certified purchasing manager, has been a member of the group for eight years, and is a 27-year veteran of the aluminum company, which has a plant in Troutdale.

The association has 438 members, and is affiliated with the National Association of Purchasing Management. The Oregon chapter's goal is to further educate its members.

Dick Davis, of Wagner Mining Equipment, was elected as second vice president.

New pizza place opens

Greshamites have a new place to quench their pizza appetites.

Dona Maria's, 2830 NE Hogan Road, Suite A, is serving a bread-dough crust pizza with Tony Herrera's special sauce that is simmered for four hours. Dona Maria's opened about six weeks ago in the College Square shopping center.

The restaurant is owned by Herrera and his wife, Kathy, of Gresham; and his parents, Juanita and Dennis Herrera of Troutdale.

The eatery is open from 11:30 a.m. to 10 p.m. Monday through Thursday; 11:30 a.m. to midnight on Friday and Saturday, and 4 to 10 p.m. Sunday.

Pizzas are priced from \$4 to about \$13, and the menu also includes sandwiches, a salad bar, and scooped ice cream with serve-yourself sundae toppings.

Natural clinic opens

A new community-oriented natural medicine clinic has opened in Fairview. The Family Chiropractic and Natural Health Center, 1560 NE 223rd Ave., opened Aug. 1. The center is open from 8 a.m. to 6:30 p.m. Monday through Friday. Other times are available by appointment.

The staff includes two doctors of chiropractic: David Rodgers and Charles Simpson; Martin Lavell, a naturopathic doctor and registered nurse; and Lyle Cornforth, a family counselor who has a doctorate in education. They are assisted by June Stromme, office manager; Daniel Stromme, X-ray technician; and Marsha Longanecker, chiropractic assistant.

Services include physical therapy, family counseling and the natural medical therapy. The center will also sponsor community-involvement classes including stop-smoking

clinics and health-awareness education sessions.

Addition ready to fill

A new building has been built in the Meadowland Shopping Center at Southeast 174th Avenue and Powell Boulevard.

The still-vacant section joins an Albertson's and a Bi-Mart store that have been open for more than a year. The work was done by Sutter Hill Corp., a California development firm.

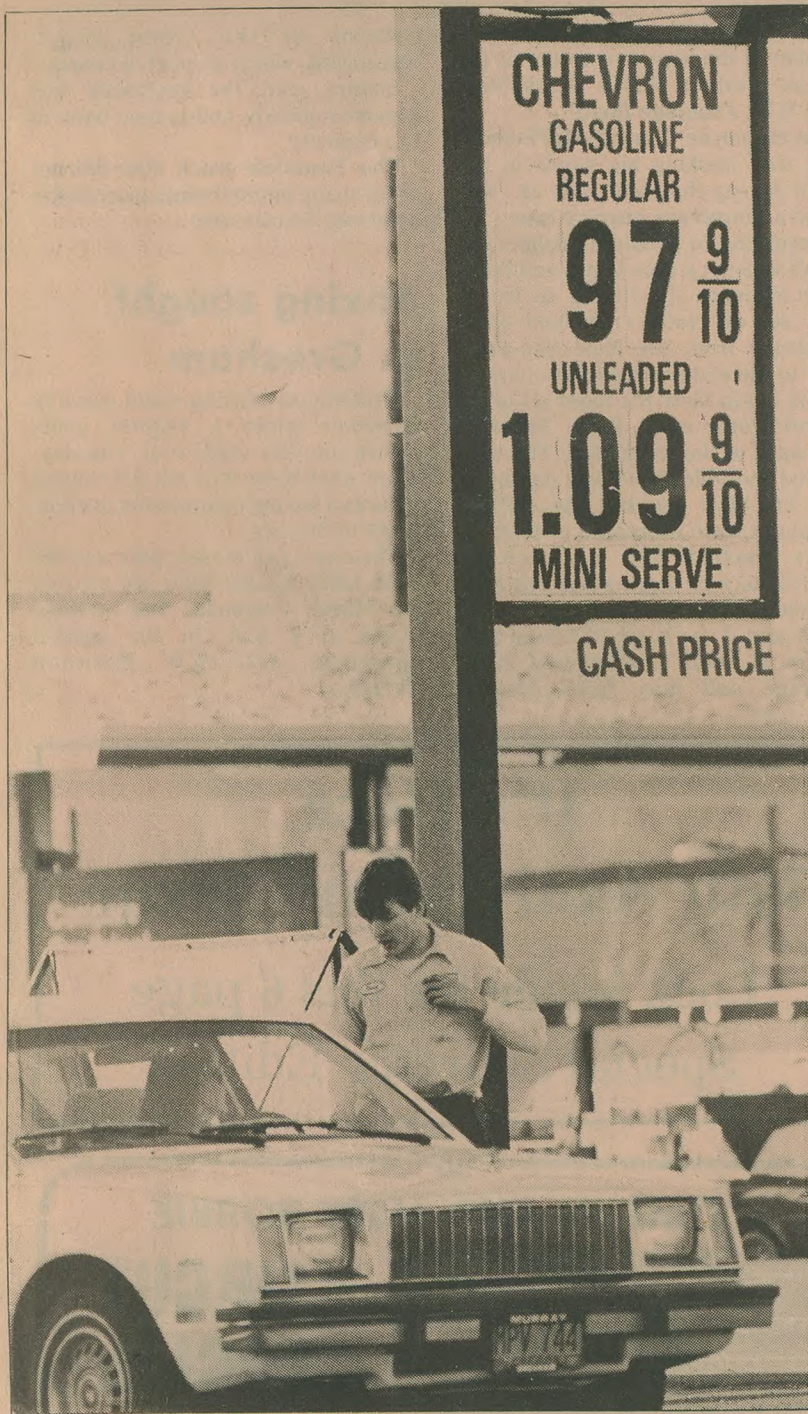
The development company is in the process of filling the seven retail shop spaces, but hasn't signed any contracts yet.

Magazine wins award

Oregon Business Magazine, which is operated by publisher Larry Walker of Gresham, has captured top honors in the Association of Area Business Publications awards contest.

The magazine won the most-improved magazine contest. Association judges compared 1981 issues with 1982 editions in awarding the prize, said Walker. The association includes about 75 members who submitted magazines and newspapers that deal with business.

business



Staff photo by Terry Farris

Gasoline prices have started to drop in Gresham and local fuel dealers say they may reach 80 cents a gallon for regular.

Gas prices plunge to three-year low

by SCOTT MAGUIRE
of The Outlook staff

Almost as if warm weather thawed previously frozen gasoline prices, they are hitting lows not seen since 1979.

East County fuel dealers say the low prices — down to 92 cents a gallon for regular — are the result of lower prices from the refineries.

"We're the end of the line. We just pass the prices on through," said Bill Felker, owner of Mount Hood Oil, 2176 S.E. First St. "It all started with England and the Arabs."

Petroleum-rich nations in the Middle East have boosted production to compete with the increases of production by the English. That puts more fuel on the market and forces the price down, Felker said.

"The market is flooded with crude oil and there's a surplus supply," said Felker, who distributes oil for Union Oil Co.

Jim Pliska, one of the owners of Space Age Fuel, 2019 S.E. First St., said influxes of Canadian and Mexican oil are triggering the price drops. He is seeing a drop of a penny or two a day.

"It started in the last 15 to 20 days," Pliska said. "Consumers will see it on the pumps more soon as some of these guys use up their inventory," he said.

When asked where the falling prices will land, Pliska responded: "The oil companies don't tell you where it will stop. Diesel has been dropping for a month and I thought it would stop sooner.

"I don't see an end," he said. "We may see retail prices of 80 cents for regular. It is hard to say how far it will go down."

Prices in Gresham were noted at a low of 92.9 cents for regular and 97.9 for unleaded.

"It's been 1979 since its been that low," said Brian Ray, a driver for Oilco Eastern, 150 N.E. 242nd Ave.

Others said it had dropped to the low 90s as recently as 1983.

"Some people say it has bottomed out," Ray said. "Some say it will go a bit lower. It could drop until summer or end in March."

Ray's uncertainty is shared by most people in the gasoline industry. "It's a crazy time," Felker said. "And it's a good time. When the price is going down I have to pay less. I like to be able to sell the product for less."

However, Felker falls back on economics to see into the future.

"Will the price rise again when summer arrives? When Labor Day arrives and people stop traveling the dealers make less and they drop their prices. You can set your watch by it. And when Memorial Day hits and there's more demand, the price will go up."

Right now the glut of gasoline is fueled by another annual trend, Felker said, that of the refineries switching from heating oils to gasoline as the travel season begins.

"As consumption goes up the price firms up," Felker said. "It's an economic function that follows year after year."

Gresham retirees assist small businesses to develop, thrive

by JAN COOLEY
of The Outlook staff

Greshamites Howard Stone, Pete Akse and Ross Fanning may be retired but they are not out of business.

The three men put the experience and knowledge they have gained during decades in the working world to help small businesses develop and thrive. The three local men volunteer at SCORE, or Service Corps of Retired Executives, a program sponsored by the U.S. Small Business Administration.

They offer free counseling to owners of small businesses that are struggling to survive or to people who want to go into business for themselves. The counselor is matched to the business by way of his or her background.

Stone is a retired retail manager with more than 40 years experience. He might help the owner of a clothing store or some other type of retail business.

Small businesses often have problems unique to their size. For example, they might not have the money to purchase inventory in large quantities, thereby getting a discount on merchandise. Stone may be able to direct the owner to a different supplier.

"It's hard for a 'little' guy to compete against a quantity purchaser," he says. "The only way you can compete is with good management."

Sometimes the problem is not easily solved, such as a poor business location. But it is nice to know you gave it a shot, says Stone.

Fanning, who owned a car dealership, works with automotive-related businesses such as wrecking yards, auto service shops and used car lots. His advice runs the gamut from setting up a bookkeeping system to how to research zoning requirements.

"We don't go into tax or legal advice," says Fanning. "But we do tell them what is generally expected."

Financing is the primary concern

of people wanting to start a business. Fanning can tell them where they can apply for a loan, but he does not recommend specific financial institutions. "I can tell (them) about avenues of finance," he says.

Whether he is talking to established business owners or people thinking of taking the plunge, it does not take an old hand like Fanning long to assess the situation.

"You pretty well know in the beginning whether it's going to go or not," he says.

Too often, a person will decide to go into business for the sake of a job. "Some people are out of work," says Fanning. "They're just trying to get a job, and this is one way of doing it."

They do not always have the experience they need. A mechanic who wants to open a car repair shop knows "a little about the business of business," he says.

But a used car dealer should not look for success by opening a grocery store. "He's got no business in that," Fanning said. "If he hasn't got a basic knowledge, he'd better stay out of it. It's too damn competitive."

The second prerequisite is an ability to manage money. The way a person handles credit cards is a good indicator. "A lot of people, I find, are up to their neck in debt," says Fanning.

People going into business often need advice in other areas as well, says Stone. They need to learn how to set up records, how to balance their

inventory, what to look for when choosing a site, how to arrange displays, how to advertise and, in some cases, how to interview and manage personnel.

Sometimes all the advice in the world does not help. Akse, who retired as office manager of the former Olympic Manufacturing Co. after 30 years, knows the disappointment of seeing a business owner he has counseled close down shop.

"Some we help, and some have gone too far off the track," says Akse. He advises business owners to seek help at the first sign of trouble.

SCORE could use help, too. It has about 150 volunteers in the metropolitan area. But there is room for more.

Serving as a SCORE counselor does not have to take a lot of time, says Akse. As active as he is — he has served as treasurer for the organization and often works in its office — he volunteers an average of one day a week.

"Sometimes just a morning," he says.

SCORE needs volunteers with expertise in various fields, says Stone.

Businessmen who have not yet retired are eligible to volunteer for ACE, or Active Corps of Executives.

People who wish to volunteer or business owners seeking counseling can call 221-3441 or visit the Small Business Administration Office in Room 676, 1220 S.W. Third Ave., Portland.



Peter Akse, left, Howard



Staff photo by Terry Farris

stone, right, and Ross Fanning, seated, share their expertise.

Rockwood merchants weather the changes

by BARBARA BROWER
of The Outlook staff

Outlook - Feb 28, 1987
For many Rockwood entrepreneurs, hands-on involvement has helped them weather such storms as light-rail construction, zoning changes, annexation, sewers, high crime, layoffs and leaner budgets.

Entrepre

"I'm glad to be here. It's a growing area, and there's talk of a lot more growth in the Sandy Boulevard area," said Mike Stout, owner of The Deli Barn in Rockwood Shopping Center.

"Rockwood has more businesses than I think most people realize. The growth is exciting," said Stout, a former teacher who lives in Gresham.

"I got into business because I wanted to be my own boss. I always looked at the area as needing a deli. It's a challenge every day. You're everything from janitor to cook to employer," he said.

Being a business owner in Rockwood has its opportunities as well as its problems.

"I'm a little disappointed in the quality of the area and the negative slant the economy has forced on all of us. Crime and other negatives keep increasing and I can't get a grasp of what to do about it," said Therese



Staff photo by Terry Farris

Therese Stevenson stands in auto shop.

Stevenson, owner of Stevenson's Automotive on Southeast Stark Street.

"I'd like to be here forever, but I'm really wrestling with the issues," she said.

One issue that must be considered is the relatively inexpensive price and rent of commercial property in the area. That's an advantage that convinced Ron Buchholz to keep his business in the Rockwood area, where he lives.

"For the money spent on space, it's the best deal around," said Buchholz, owner of All-Ways Warm Fireplace and Patio. He added that the economy has affected his business

and he must deal with high taxes and the state's regulations on wood stoves through the Department of Environmental Quality.

Like many Rockwood business owners, he diversified. His wood stove business now includes fireplace equipment and furnishings and patio furniture for off-season income.

Buchholz, like most of Rockwood's small business owners, laughs at the notion that there is a lot of money to be made as entrepreneurs. They talk of long hours, the virtues of patience and the luxury of control.

"As a business owner I have the

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Mike Stout, owner of the Deli Barn, says he sees new growth coming.

Staff photo by Terry Farris

Rockwood

Continued from Page 6.

potential for increased profit. I have more freedom and personal satisfaction," said Stevenson, who sends bi-monthly newsletters to her customers "about driving, fuel and recalls to let them know I care about them and their cars."

"You can make your life as miserable as you want, or you can turn a negative into a positive and go with it — make the best of what you're given to work with," said Grant Lowrey, owner of Rockwood Liquor Store.

Lowrey, who was forced by declining profits to relocate when light-rail construction began, also diversified his business to include Gift 'N Post and Plaza 181, the small center where both are

'I'm here because of the community and the people. They were supportive of me, and rather than move out of the area I wanted to stay and give something back. My business belongs to the people here.'

— Grant Lowrey

located.

"I'm here because of the community and the people. They were supportive of me (during light-rail construction), and rather than move out of the area I wanted to stay and give something back. My business belongs to the people here," Lowrey said.

Lowrey, like many other business owners, supports the area Little League and is a member of the Rockwood Merchants Association and Eastside Up.

Gresham Glass, located in Rockwood, lost 17 percent of its business and two entrances to light rail.

"But now that construction is complete and MAX is running, it gives us just that much more



Staff photo by Barb Brower

Ron Buchholz has diversified his business in Rockwood.

visibility," said Jerry Duncan, co-owner and East County resident.

Duncan and his partner, Conrad Miller, admit the take-home pay is not what most people imagine it to be, especially considering the hours spent. But money is not all of what being an entrepreneur is about.

"We're not scraping after the dollars. The best thing about owning your own business is the control. We can run the business the

way we want to. There's more flexibility. We have more freedom to take time off with our families. That's important to both of us," said Miller, a Gresham resident.

"We're just a 'ma and pa' business. We put in a lot of hours, and the public deals directly with the owner. I think they like that," Duncan said.

Turn to ROCKWOOD, Page 8.

Sales please retailers

East county shops report an increase in holiday business

By **ERIC GORANSON**
of The Oregonian staff

GRESHAM — Good weather and a strong economy added up to brisk Christmas sales for East Multnomah County retailers this year. Most reported that cash registers were ringing up more sales than last year.

Among the fastest selling items were Nintendo electronic toys. Both G.I. Joe's and Best Products officials said they couldn't keep shelves stocked with enough items to meet demand.

Tom Dietz, manager of G.I. Joe's Gresham store, called sales "unbelievable."

Through Dec. 9, sales were up 60 percent, he said, noting that rechargeable tools and exercise equipment were popular.

Other store personnel said cedar dog beds, which rid canines of fleas, sold well, and the store couldn't keep enough in stock.

Arlana Pate, sales manager for Best Products in Gresham, said 1989 Christmas sales were above those a year ago, with jewelry, Teen-age Mutant Ninja Turtles, toasters and drip-coffee percolators selling fast.

Raymond Miller, manager of the Town Fair Emporium, now in its third holiday season, echoed Dietz. He said sales were up in the "double-digit" category.

However, an official at Ross Dress for Less, in the same shopping center, was less euphoric.

"It's a slower Christmas than I expected. People are watching their money a little more," said personnel manager Raymond Shafe.

Downtown Gresham merchants, however, were enjoying the benefits of a booming economy.

Gordon Stone of Stones, a clothier, said he was "delighted" with Christmas shoppers. He said customer traffic was not up as much as the volume of sales, but people were more serious and buying more.

Stone said he was pleasantly surprised by the "modest gain," in view of downtown Gresham losing its long-time anchor, W.R. Hicks. He contrasted it with the closure of J.C. Penney. At that time business declined, he said.

At the Toy Bear, owner Pat Fiedler said she was swamped with customers.

"It's my best Christmas ever," she said.

Max and Joy Markland of Unique Specialties estimated business was up 25 percent over last year. Marty Bell lithographs, porcelain dolls and German crystal were popular with customers.

Sales at the Silk Bloomer, which sells silk and dried flowers, were up 20 percent, said Nan White, a veteran clerk.

Geri Van Zyl, owner of downtown Gresham's largest women's clothier, The Glass Butterfly, also said business was up, but she wasn't sure how much. Petite items were fast sellers, she said.

Van Zyl attributed the growth to good weather, but Cal Auvil of Larry's Sports Center blamed a drop in business on the weather.

Ski rentals are "zero," and ski equipment and clothing sales are off 50 percent because of the lack of snow in the mountains, he said.

Handgun sales have declined because of a new law, and fishing tackle sales are off because the lack of rain produced no runoff to lure steelhead to the streams, Auvil said.

At the recently opened J.J. Newberry, store manager Debbie Petty termed sales lower than expected, although basic items such as stationery, pillows and cleaning items were doing well.

Compared to businesses in huge shopping malls like Clackamas Town Center, free-standing stores such as Newberry were not enjoying as great a success, she said.

Building to house shops, offices

Downtown structure remodeled

by ROBIN FRANZEN
of The Outlook staff

Several local investors who believe that downtown Gresham will become the hub for all East Multnomah County are converting a partially vacant downtown building to a retail-office complex.

Neil Riegelmann, owner of Riegelmann's Appliances at 301 E. Powell in Gresham and a principal with Mt. Scott Investors, said Tuesday that he and the other investors are sinking \$80,000 to \$100,000 into a structure they own at Northwest First Street and Miller Avenue.

One reason for the investment, he said, is the evidence that the once depressed downtown area seems to be picking up.

"I think it will be a big improvement for downtown Gresham," Riegelmann said. "We really decided to do it once it was decided that the (regional) library was coming in."

"We felt that the time was right," Riegelmann added, noting that Mt. Scott Investors owns four other buildings in the Gresham area. "We think that Gresham will do nothing but grow — it's going to be the financial hub."

Construction work is in progress at the building, which once was used as McIntire's Athletic Club. The interior of the building, which was built in 1971, is being gutted and remodeled, and decorative detailing is being added to the exterior to give the building a more up-to-date appearance, Riegelmann added.

About 5,800 square feet of usable space has been added to the building, which Riegelmann said would be "perfect" for a sporting goods store, beauty shop, real estate offices or other small retailers. In total, the building has 16,000 square feet and already houses a number of operations in-



Staff photo by Steve Gibbo

Harold Fox, left, of Davis and Fox Printing looks over renovation plans with Neil Riegelmann, owner of a building at Northwest First Street and Miller Avenue. Fox's business is a tenant in the building.

cluding Davis and Fox Printing, Gresham Book Exchange and the Dan Anderson Karate School. About four additional businesses can be accommodated as a result of the remodeling project.

Already, he said, a significant amount of interest is being expressed in the building by people who recognize the downtown area's potential. Riegelmann and associates hope to have the building ready for occupancy by mid-December.

Riegelmann said that interest in the downtown area is so great that some inquiries also have been made about the building where he operates his Riegelmann's Appliance store.

Riegelmann is not the only business person who is excited by recent indications that the downtown area is on an upswing.

Julie Perkins, co-owner of Accuprint by Julie, said on Friday she also is convinced that she was smart to get a foothold in the

downtown area. She has moved and expanded her printing shop several times within the downtown area in a short time.

"Maybe it has something to do with the (regional) shopping center (being proposed for Gresham), maybe it's the library, I don't know," Perkins said. "A lot of people see this as a dying area, but it isn't that way."

Although the downtown area still has vacant buildings, empty spaces are more likely to fill quickly these days, Perkins said.

Gresham City Manager Wally Douthwaite was excited, but not surprised, that investors are becoming more willing to sock dollars into downtown Gresham.

Douthwaite said the general consensus has been that, when a proposed 20,000-square-foot library is built at Third Street and Miller Avenue in the near future, the entire Miller Avenue commercial area will become more viable. That area includes the Franz Bakery site

and Prairie Market.

"I am real pleased that someone agrees and has decided to invest more money in the downtown now that the library is going in," Douthwaite said.

Douthwaite said that city projects — including street, sewer and water improvements — also may lead to more development in the downtown area since developers will have to pay a lesser share of those improvement expenses.

Specifically, Douthwaite mentioned the road improvements made to Kelly Avenue and the future work that will be done on Miller and Main avenues in the next several years.

The ground breaking for a regional library in downtown Gresham, which will replace the old branch library at 410 Main Ave., is expected to take place as early as January. The new library, which downtown business owners sought to keep in their area, is scheduled for completion by January 1990.

Gresham economy booms as two

No end is in sight to the flood of jobs that are springing up

By ERIC GORANSON

of The Oregonian staff

GRESHAM — The past year saw a surge in new jobs and development in East Multnomah County.

Two new major employers — Albertson's and Fujitsu Microelectronics — launched operations in Gresham.

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Albertson's opened its first semi-automated warehouse in August and by the end of the year had 400 people employed handling groceries for distribution to about 100 North-

west stores out of the \$50 million plant. The result, the company said, was a new \$12 million payroll in East Multnomah County. Albertson's also has started work to move its Tigard Northwest Division office to the site, near the intersection of Northeast 181st Avenue and Interstate 84.

Startup of Fujitsu's \$100 million plant in September brought an electronics company with annual sales in excess of \$14 billion to Gresham. The company makes semiconductor chips. At year end it employed 150 people with a potential to have as many as 1,500 producing dynamic random access memory chips by 1991 if the electronic industry continues to boom, according to Matami Yasufuku, company president.

Oregon Employment Division officials reported area job orders for the year at an all-time high. However, low paying jobs were going begging, officials said. Job orders for the year ending June 30, said state employment analyst Taylor Waage, were 8,387, up for the fourth straight year and up from 7,082 for the year ending June 30, 1987.

There is no sign the situation will change, said Kathryn Craft, assistant manager of the East Multnomah office of the Oregon Employment Division. However, she noted placements for the 12 months ending Nov. 30 were 2,579, down from 3,641 a year earlier because of a big drop in the need for agricultural workers.

Part of that drop stemmed from an influx of Mexican migrants, she said, and part from the shutdown of Lewis Packing of Gresham. Lewis accounted for one-third of the state's raspberry pack and employed 200 people, according to state extension

THE OREGONIAN, THURSDAY, DECEMBER 29, 1988

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new plants begin operations

and employment officials.

Boeing, Gresham's biggest employer, had 1,875 working in around-the-clock production of key plane parts during 1988, according to company officials.

The Seattle-based company had a record year-end backlog of 1,080 planes that will keep the Gresham plant humming three years, according to Boeing's Arnie Payne.



The Oregonian/ROGER JENSEN

Jim Christner hauls lumber last week while working on the largest apartment complex approved for construction in Gresham this year. The \$3.48 million, 17-structure complex by C.B.H. Co. of Portland will include 112 rental units and is expected to be finished in March 1989.

The project, at 2400 N.E. Myrtlewood Drive, is between North Hogan Drive and Red Sunset Park. It will include a street easement for public access to Red Sunset Park. Gresham has issued permits for 202 apartment units worth \$5.82 million this year.

Gresham core survives changes

by DAVE PINSON

of The Outlook staff — Mar 4, 1988

Main Street in downtown Gresham just isn't what it used to be.

The main arterials of the city are now Powell Boulevard, and Hogan and Burnside roads. Most particularly Burnside Road, where economic development has steadily advanced during the past dozen or so years.

Simply put, Main Street just isn't so main anymore. In fact, Main Street isn't really a street. It is formally called Main Avenue.

But, street or avenue, it's not like the old days — the days when folks traditionally drove in from surrounding villages and towns to do the weekly shopping.

Business owners from long ago and the present say the Main Street area of downtown is indeed slower than when it was the center of town. But, they say, it's still active and playing a vital role in the community.

"I think they are doing OK," said Pauletta Ewalt of Gresham, who opened Pauletta's clothing shop in 1948. "I still go downtown to shop."

People have been going to Main Street Gresham for some time. In 1852, a Kentuckian, Jackson Powell, followed an Indian trail east from Portland and chose a land claim under the federal Donation Land Claim Act. His claim and the claim of his brother James Powell made up much of what is now

downtown Gresham.

Another Powell, Dr. John P. Powell of Missouri, came to Gresham and claimed more downtown property. He later became the Multnomah County coronor.

According to information in the city's Historic Resource Inventory Report, a post office called Camp Ground was established near the intersection of Powell and Main in 1884. The name came from a nearby Methodist camp.

Also in 1884, the town received a grant from U.S. Postmaster Walter Quinton Gresham for a new post office — this one called Gresham.

During the following decades, the town's population grew sporadically. In 1911, the town of Gresham boasted about 1,000 residents. Thirty years later, in 1940, there were just 1,951 citizens.

By July 1 of this year, a much larger Gresham will include about 63,000 residents.

Through it all, however, there has always been a Main Street area of town. In fact, Main Street was the dividing line between James Powell's property to the east and Dr. Powell's claim to the west.

Ross Fanning, who operated a Chevrolet dealership in downtown Gresham from 1947 until he moved it eastward in 1964, said recently that the biggest change to downtown Gresham and the Main Street area came when Powell Boulevard was widened to four lanes. Numerous buildings were torn down,

he said, adding that it changed the appearance of the town's center.

Main Street nowadays is a lot different than it used to be, Fanning said.

"The local people who own the property (and businesses) are the backbone of the town," he said.

Corporations from outside the area do not care about the downtown area, and when Burnside Road was widened several years ago, Fanning said, it took the heart out of the Main Street area.

"When they widened Burnside, that ruined downtown Gresham," he said.

Ewalt, who refuses to shop at shopping centers, also feels that recent traffic pattern changes affected the Main Street area.

"They don't have enough people coming in to Gresham downtown," she said. "That's the biggest problem. They don't have the flow of traffic."

That was not always the case, said Jim Bergeron, one of the owners of W.R. Hicks and Pacific Crest clothing outlets. In the 1960s, Bergeron said, downtown Gresham was a thriving place.

"Main Street in 1960 was more of a small-town Main Street," he said, listing the many businesses. "We had a butcher, three grocery stores, three drug stores, a J.C. Penney's, two hardware stores, two five and dime stores and four barber shops."

Ewalt added that downtown business



Staff photo by Steve Gibbons

Pat Matisheck serves coffee to Chuck Hayes at the M & M Restaurant.

owners were successful because they worked together and knew each other.

Bergeron said the changes over the years have forced Main Street stores to become more specialized.

"Mainly, it's a sign of the times," he said. "You specialize, you do one or two things really well, instead of doing many things in a mediocre way."

All in all, however, the Main Street area is in pretty solid shape, he said.

Hesitating because he did not want to sound negative, Fanning said he does not see a bright future for the Main Street area of downtown. Outside business people are not likely to invest money in the area, he said.

On an upbeat note, Bergeron said that the Eastman Parkway and Third Street extensions are bringing more and more traffic through the Main Street area.

"I think it's coming back," he said.

'Main Streets' still can provide a place

Outlook - Mar 4, 1989

This section of Vista focuses on the "Main Streets" of Gresham-area communities — those streets where the first formations of organized towns began to take shape.

In early years, those streets may have been nothing more than muddy wagon tracks next to a rail line. But over the years, and with the domination of the automobile, they grew into vibrant business centers serving the farming and logging communities

around them.

In more recent times, of course, nearly all of these business communities have fallen into decline. Stores in downtown Gresham, Boring and Troutdale all have felt the crunch of competition from suburban shopping malls. And the main streets of some towns have watched as new highways have been built, relegating them to the status of sideroads.

It might seem, then, that these former main streets are headed down an expressway to oblivion. But a closer look reveals that their destination is not so certain.

And that closer look is what The Outlook is trying to take with this section of Vista. In researching their stories for this section, our reporters have found that the main streets in this area still reflect much about

to come together

the communities around them.

For the most part, the automobile dealerships, farm-supply stores and department stores have moved away. But moving in are shops and restaurants that cater to the ever-growing suburban population. In between the vacancies and the trendiness, however, a person can still find old-timers sipping coffee and reading newspapers in the corner cafe or barber shops where the air is more

likely to be heated by conversation than by blow dryers.

Those cafes, barber shops and other survivors from a different era have helped to hold the downtowns together as the old has been gutted for the new, or often for nothing at all. And as rustic gives way to quaint, they are likely to remain because they offer something that any real main street should — a place to come together.

Years of Service

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1 YEARS	All States Mortgage Co. Benj. Franklin Bldg. Gresham 665-5469 "Real Estate loan professionals with 50 yrs. experience"	3 YEARS	Barton & Mullins Coffee Roasters 19 N.E. Roberts Gresham 665-3214 "Authentic European Flame Roasted Coffee"
1 YEARS	Mockett Construction 666-8157 "No job too small - 20 years experience" Serving East Multnomah County	3 YEARS	Kut-Right Salon & Tanning 19201 SE Stark Portland 669-0816
1 YEARS	Powell Valley Lawn & Garden 29909 SE Orient Dr. Gresham 663-9647 "Sales & Service - New & Used Pick-up & Delivery Available"	3 YEARS	Jazzman Records 403 E. Powell Gresham 667-8970 Everything from Rock to Metal to Bach Buy • Sell • Trade
1 YEARS	Mr. C's BBQ 855 E. Powell Gresham 661-3557 "Louisiana South"	4 YEARS	East County Commercial Real Estate 1217 NE Burnside, Suite 202 Gresham 666-1669
1 1/2 YEARS	Nostalgia Antiques & Collectibles 19 N.E. Roberts 661-0123 "26 Dealers and growing! Located in old J.C. Penney's building"	4 YEARS	All Fence Co. 4220 S.E. Troutdale Troutdale 661-4884
2 YEARS	Gresham's Mt. Hood Honda 540 NE 2nd St. Gresham 667-5019 "Former Newberg Honda for 12 years"	4 YEARS	Troutdale Thriftway 26942 SE Stark Troutdale 667-8362 "Part of your Community"
2 YEARS	Huggy Bear Day Care Center 8523 S.E. Stark Portland 253-8932 "We give quality care and love to your little ones"	4 YEARS	The Stork's Nest Baby Boutique & Maternity Clothing 227 N. Main Gresham 666-6289
2 YEARS	Prestige Honda 675 E. Burnside Gresham 667-7077	4 YEARS	Schnitzel & Strudel Inn 155 SE Vista Gresham 665-7215 "German dining in a Gemutliche (cozy) atmosphere"
3 YEARS	The Medicine Shoppe 1855 N.E. Division Gresham 669-0473 "Low cost prescriptions" On corner of Hogan and Division	4 YEARS	Movie House Video 3250 S. Troutdale Rd. 17990 NE Glisan Troutdale/Gresham 665-5746/669-5353
3 YEARS	Donut World, Inc. 720 N.E. Burnside Gresham 665-3791 In The Little Red Barn On Burnside	4 YEARS	Izzy's Pizza Restaurant 225 E. Burnside Gresham 667-7972 "Pizza Plus A Whole Lot More"

Years of Service To E

VISTA, Gresham Outlook, March 4, 1989

4 YEARS	Sub Shop No. 23 181st & Burnside Plaza 181 665-7235 Sub Shop No. 29 3030 NE Hogan Place College Square 666-7827 "Join the Club, Eat a Sub"	6 YEARS	C&J Nursery 4001 NE Division Gresham 661-5957
5 YEARS	20/20 Properties 16502 SE Division Portland 760-2020 "Celebrating our 5th year in the Gresham Community"	6 YEARS	Hair Barn 455 NE Burnside Gresham 661-4000 "Beauty from head to Toes"
5 YEARS	KMHD 89.1FM Radio 26000 SE Stark Gresham 667-7633 "Full Spectrum of Jazz" "Listener Supported Service of MHCC"	6 YEARS	Karen's Kottage of Beauty 130 SE Dora Troutdale 661-7254 "Pleasing you pleases us"
5 YEARS	Accuprint 295 NE 2nd Gresham 667-3100 "Quality Printing, Typesetting & Graphic Design"	6 YEARS	The Hair Studio 1171 NE Division Gresham 666-4200 Full Service Salon - Tanning & Sportswear
5 YEARS	The Dent Mender 1209 SE 190th Portland 665-9356 "You bend them, we mend them"	7 YEARS	Chinese Happiness Restaurant 1655 N.E. Division Gresham 667-4566 "Cantonese & Northern Cuisine"
5 YEARS	Wok Heaven 182nd at Powell (Next to Safeway) Gresham 666-6620 "The finest in Chinese cuisine"	7 YEARS	The Toy Bear 121 North Main Gresham 665-5310 "In Old Downtown Gresham, Durable toys that teach and entertain"
5 YEARS	Walden Books 2433 E. Burnside Gresham 661-4533 "America finds it at Walden Books"	7 YEARS	Main Street Grocery 120 N. Main Gresham 661-7877 "Restaurant, grocery, & bakery"
6 YEARS	The Curlery Beauty Products 2007 E. Burnside Oregon Trail Shopping Center Gresham 666-8685 "Professional Beauty Products For Your Entire Family"	8 YEARS	Beta Automotive 200C N.E. Victory Gresham 666-1050
6 YEARS	Suburban Ford East end of Sandy Sandy 668-5511 "Quality Commitment" plus "Country Dealer . . . Country Prices!"	8 YEARS	Brown's Accounting & Tax Service 28080 SE Haley Rd. Boring 663-1038 "Tax services all year round."
6 YEARS	Truffle Hunter 225 West Powell Gresham 667-8224 "Homemade bread and desserts"	8 YEARS	Herbs & I 311 NE 2nd at Hood Gresham 666-7575 "Helping others help themselves"

ast County Citizens

VISTA, Gresham Outlook, March 4, 1989

8 YEARS	Homefolk Realty 1025 E. Powell, Suite 3 Gresham 661-0300 "For all your Real Estate needs"	10 YEARS	Close Chiropractic Center 27333 S.E. Orient Dr. Gresham 663-3622 "Old-fashioned gentle Chiropractic Care"
8 YEARS	Look 'N' Good Barber & Style Shop 2775 E Powell Valley Rd. Gresham 661-0213	10 YEARS	Doris Adams Bookkeeping & Tax Service 255 NW 23rd St. Gresham 666-8597
8 YEARS	Piano City, Bob Blomdahl, Owner SE 160th & Division Close to Gresham 761-1668	10 YEARS	Gresham Book Exchange Gresham Mall Service & Western Union 20 & 30 NW 2nd St., Gresham 667-8805, 661-0600
8 YEARS	Soak Tubs - Where It's Always Summer 1024 NE Division Gresham 666-4591 "Spas, Saunas, Pools & Accessories"	10 YEARS	Jerry's Custom Paint 2427 NW 11-Mile Ave. Gresham 666-8280 "Quality is our name"
8 YEARS	Storie Steel & Wood Products 244th N.E. Halsey Wood Village 667-0607 We wood serve you	10 YEARS	Nancy's Floral 2015 N.E. Burnside Gresham 661-0911 "Artistic designing with you in mind"
8 YEARS	Twice Is Nice 853 E. Powell in Gresham Plaza Gresham 661-6507 "Quality Resale Men's, Women's & Children's Clothing"	10 YEARS	The Golden Hammer Body Shop 820 NE Cleveland Gresham 661-0325 "Quality Works"
9 YEARS	Ben's Denture Center 38565 Proctor Blvd. Sandy 668-8914 "For a better smile"	11 YEARS	Caleb Liem, MD, PC 2498 NE Division Gresham 667-8111 Obstetrics, gynecology, infertility
9 YEARS	Kight Photography 1410 E Powell Blvd. Gresham 667-0937 "Because the memories are important"	11 YEARS	Gresham Glass 19040 S.E. Stark Portland 667-8282
9 YEARS	Pip Printing 811 N. Main Gresham 661-3848 "Pip Can Do It!"	12 YEARS	Cascade Athletic Club 19201 SE Division, Gresham 9260 SE Stark Portland 665-4142, 257-4142 "Commit to get fit!"
10 YEARS	Charley's Drop Shop 494 NE 219th, located in Clearcreek Business Park Gresham 667-2636 "Specializing in Street Suspension"	12 YEARS	Crunch Co. Auto Body 432 W Historic Columbia River Hwy. Troutdale 666-6066

Years of Service To

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33 YEARS	Benj. Franklin Savings & Loan 123 E. Powell Blvd. Gresham 665-3158	42 YEARS	Burns Bros. Truck Stop & Restaurant, Lounge and Motel 790 N.W. Frontage Rd. Gresham 666-1588
34 YEARS	Stan Wiley Inc; Realtors 1105 E Burnside Gresham 666-9566 "Thanks A Lot, Stan!"	42 YEARS	Gresham Sanitary Service, Inc. Gresham 665-2424 "Your garbage is our bread and butter"
35 YEARS	Dea's In & Out 755 E. Burnside Gresham 665-3439 "Make a short stop for a Long Burger!"	43 YEARS	Kelly Temporary Services 4160 S.E. International Milwaukie 771-1783 "Nobody puts temporaries to the test like Kelly's"
35 YEARS	Mountain View Credit 2540 E Burnside. Gresham 665-8185 "Full banking services for the community"	43 YEARS	J.J. Walker Realty 19043 SE Stark Portland 665-4145 "Invest in the west"
36 YEARS	Flowers by Malcoms, LTD. 202 NE 2nd Gresham 665-9101 "Flowers Delivered Worldwide"	43 YEARS	Marcus Realty, Inc. 1450 SE Orient Dr. Gresham 38720 Proctor Blvd., Sandy 667-1200 - 668-4131
39 YEARS	Burns Feed Store 29215 S.E. Orient Dr. Gresham 663-3246	43 YEARS	The Lariat Tavern 17238 SE Division Portland 760-4454 "Home of the famous Lariat Hamburger"
41 YEARS	Fred's Sound of Music 1111 E Powell Blvd. Gresham 667-4444-Service 665-5555 "Audio - Video - Service"	46 YEARS	Key Bank of Oregon 234 N. Main St. 390 W. Burnside - Mall Office Gresham 667-0444, 666-1546
41 YEARS	Oregon Realty 10005 E. Stark - 3039 E Crown Pt. Hwy. Portland- Corbett 254-0100 - 695-2222 "The Home Team"	50 YEARS	Fancher Auto - Truck Parts 255 NE Hogan Gresham 665-8118 "Thanks to you, we are now celebrating our 50th anniversary!"
41 YEARS	Oregon Realty 1025 SE Sunnyside Rd. Clackamas 652-2260 Mt. Country Branch 167294 Hwy. 26 Welches	50 YEARS	Stone's 40 N.E. 2nd St. Gresham 665-2015 "Quality men's & women's apparel & shoes"
42 YEARS	Bergh Machinery 282nd & Orient Drive Gresham 663-4353 "Serving the Northwest since 1947."	52 YEARS	Sandy Post 17270 SE Bluff Rd. Sandy 668-5548 "Serving the community for more than 52 years"

East County Citizens

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55
YEARS

Gresham Liquor Store
2414 N.E. Burnside
Village Shopping Center
Gresham
665-9327

99
YEARS

Miller Paint & Wallpaper
18311 E Powell
Gresham
666-9018
"You need a good coat in the Northwest"

57
YEARS

Stark's Vacuum Cleaner Sales
240 NW Division
Gresham 661-0128

"Now located just around the corner from Gresham Town Fair."

100
YEARS

First American Title Insurance of Oregon
857 E. Powell Blvd.
Gresham
667-1333

58
YEARS

Scenic Fruit Company
7510 SE Altman Rd.
Gresham
663-3434
"Serving the Gresham area since 1931"

122
YEARS

JK Gill Stationers
2430 E Burnside
Gresham
667-5465
"Your Business Store With More"
Since 1867

59
YEARS

Gresham Ford
243rd & S.E. Powell Blvd.
Gresham
665-0101
"The dealer with a heart"

59
YEARS

Moller Nursery, Inc.
3519 SE Lusted Rd.
Gresham
663-3515
"Wholesale Shade Tree Nursery"

61
YEARS

Waldrad Insurance Agency
105 NE Roberts
Gresham
667-4171
"Serving the area since 1928"

62
YEARS

Walker Travel Service
1005 North Main
Gresham
666-3700
"Oregon's largest vacation travel agency"

67
YEARS

United Finance
52 NE Division
Gresham
661-5626
"Loans for any worthwhile purpose. We offer investment certificates"

78
YEARS

Clackamas County Bank
2482 Proctor Blvd., Sandy
2482 E. Burnside
Gresham
668-5501, 665-9444

78
YEARS

Gresham Outlook
1190 NE Division
Gresham
665-2181
"Serving the community for more than 78 years."

**THESE
EAST COUNTY
BUSINESSES
THANK YOU
FOR YOUR
CONTINUED
PATRONAGE
AS THEY
LOOK FORWARD
TO ANOTHER
SUCCESSFUL
YEAR.**