

**Treat the family
to a
MICHIGAN VACATION!**



**Take factory delivery of your
new Oldsmobile . . . help pay
your way on what you save!**

**SAVE
UP TO
\$188⁰⁰**

No need to stretch that savings account to enjoy your vacation this year! You can help pay your way with what you save by taking delivery of a "Rocket" Engine Oldsmobile at Lansing, Michigan! Stop in for details! Pick your favorite Oldsmobile—then pack up the family for the most exciting, most economical vacation you ever had!

SEE YOUR NEAREST OLDSMOBILE DEALER

FANNING CHEVROLET CO.

258 East Powell, Gresham

Phone MO 5-3186

OUTLOOK JUNE 13, 1955

JUN 14, ~~1964~~ 1964

OUTLOOK



Surely one of the biggest improvements to come to the Gresham area in years is the new Fanning Chevrolet complex at 1980 E Powell and the accompanying McRobert Ford operation across the street. The Fanning building, shown here, represents an investment of \$350,000 and culminates 17 years of growth for the Gresham firm. The new building has 25,000 square feet and features a spacious showroom, the most modern service facilities, a big parts department and complete bookkeeping offices. The body shop is in a connecting building while on the other side, is a huge used car lot. Ross Fanning, the owner, describes it best as the affirmation of "our faith in Gresham's future."

Auto Dealers Report on New Building

A progress report on their new buildings was given to Gresham Chamber of Commerce members Monday by auto dealers Ross Fanning and Chet McRobert.

And encouraging word it was . . . word that their new buildings on E. Powell blvd., would be open on schedule in mid-September.

The two new, 25,000-sq. ft. buildings will, when completely outfitted, represent an investment of some \$750,000.

Both Fanning and McRobert spoke, relating how their respective factories (Chevrolet and Ford) had told them existing facilities in downtown Gresham

were inadequate.

After the decision to move was made -- McRobert's obviously was speeded by a fire in June, 1963, which wiped out his plant -- surveys were made and the East Powell location came out No. 1.

The property adjacent Eastmont Lanes was acquired last fall by Bill Hessel, and Hessel and Fanning now own all of the property except that on which the bowling alley is located.

McRobert then acquired the property across the street.

Hessel also plans ultimately to build in the same complex but told the Outlook this week that his plans are "still pretty far off.

We have nothing in mind for the present."

McRobert indicated just how much the two dealerships mean to Gresham when he said that together they handle about 100 cars per day -- sales, services, etc., and sell some 2,000 new and used units per year.

"And we expect a 30 per cent increase when our new buildings are opened," he added.

Other highlights:

*The two firms currently employ 72 people and will expand to about 110.

*The problem of finding qualified personnel is extremely difficult. About 60 stalls for repair

work will be available in the new buildings and both Fanning and McRobert report a desperate need for mechanics.

*Parts inventory will be about \$50,000 at each dealership.

*A shuttle bus into downtown Gresham is planned by Fanning and McRobert to accommodate customers who have left their cars for service work.

Fanning also said that the two firms were planning to widen Powell to 60 feet in the vicinity of the new buildings. The state was asked to do the job but pleaded "no money."

The City of Gresham is, however, putting in new storm sewers.

OUTLOOK - 8-20-64

OUT 23 NOV. 1972

FANNING CHEVROLET CO.



WHERE
MEANS
IN WRITING



Look for the  Warranty Sticker

'72 Malibu Sport Coupe only \$2995

307 V-8, turbohydramatic transmission, power steering, radio, full wheel covers, body side mouldings, plaser gold with black vinyl interior, 7200 miles and Factory Warranty.

'72 Malibu Sport Sedan only \$2995

307 V-8, turbohydramatic transmission, power steering, power brakes, air-conditioning, tinted glass, A.M. radio, white striped tires, full wheel covers, beautiful spring green with white vinyl trim. O.K. Warranty.

'72 Nova Coupe only \$2595

Economy 6 Cyl. engine, automatic transmission, power steering, radio, custom interior, exterior decor package, white striped tires, full wheel covers, beautiful mulsane blue with white roof. O.K. Warranty.

'72 Caprice Sport Sedan only \$3695

400 cu. in. 2 barrel V-8, turbohydramatic transmission, power steering, power disc brakes, air-conditioning, tinted glass, power windows, power lock doors, rear window defroster, remote control rear view mirror, deluxe bumper with vinyl insert and front bumper guards, A.M.-F.M. stereo radio, lite silver with black vinyl roof, O.K. Warranty.

'72 Impala Sport Sedan only \$3595

400 cu. in. 170 H.P. V-8, turbohydramatic transmission, power steering, power disc brakes, air-conditioning, tinted glass, special suspension, white striped tires, full wheel covers, electric clock, A.M. radio, convert tan with saddle vinyl interior, balance of Factory Warranty.

'71 Caprice Sport Coupe only \$2895

400 cu. in. 300 H.P. V-8, turbohydramatic transmission, power steering, power disc brakes, tinted glass, radio, beautiful tuxedo black with white vinyl roof, 20,450 miles and O.K. Warranty.

'71 Ford Galaxie 500 only \$2495

Sport coupe with V-8, automatic transmission, power steering, radio, new tires, lite blue with blue vinyl interior and vinyl roof, clean! O.K. Warranty.

'70 Mazda R100 Coupe only \$1695

4 spd. transmission, rotary engine, radio, 20,700 miles, lite blue.

'70 V-W Transporter Wagon only \$2295

4 Spd. transmission, 3 seats and deluxe trim, beige with white roof, very good condition. O.K. Warranty.

'70 Ford LTD Sport Coupe only \$2295

390-265 H.P. V-8, automatic transmission, power steering, radio, beautiful ebony black with white roof, O.K. Warranty.

'70 Olds Cutlass Supreme only \$1995

Sport Coupe with V-8, automatic transmission, power steering, lite yellow with saddle vinyl interior. O.K. Warranty.

'70 Impala Custom Coupe only \$2495

400-265 H.P. V-8, turbohydramatic transmission, power steering, power disc brakes, radio, tinted glass, beautiful champagne gold with white roof and gold vinyl interior, 27,580 miles. O.K. Warranty.

'70 Malibu Sport Coupe only \$2495

350-250 H.P. V-8, turbohydramatic transmission, power steering, radio, misty turquoise with black trim. O.K. Warranty.

'70 Impala Sport Coupe only \$2095

350-250 V-8, turbohydramatic transmission, power steering, power brakes, radio, tinted glass, turquoise with dark green vinyl roof and green cloth interior. O.K. Warranty.

'70 Ford Galaxie 500 only \$2195

Sport coupe, 351 V-8, automatic transmission, power steering, air-conditioning, tinted glass, radio, medium green with green vinyl interior, O.K. Warranty.

'70 Impala Sport Sedan only \$2495

350 - 300 H.P., V-8, Turbohydramatic transmission, power steering, power brakes, tilt wheel, radio, medium blue with blue vinyl roof. Air-conditioning. O.K. Warranty.

'69 Mustang only \$1695

289 V-8, automatic transmission, power steering, radio, red with black vinyl trim, O.K. Warranty.

'69 Impala Cust. Coupe only \$1795

327 - 230 H.P., turbohydramatic, power steering, radio, lite blue with blue cloth seats, a beauty! O.K. Warranty.

'69 Torino Sport Coupe only \$1895

351 V-8, automatic transmission, power steering, air-conditioning, tinted glass, power brakes. O.K. Warranty.

'68 Mustang only \$1495

6 cyl. engine, automatic transmission, radio, yellow with black trim, sharp!

'68 Pontiac Grand Prix only \$1795

Sport coupe with air-conditioning, tinted glass, power steering, power brakes, radio, tilt wheel, gold with gold interior and strato back front seats, black vinyl roof, O.K. Warranty.

'68 V-W Squareback only \$1495

4 Spd. transmission, radio, extremely clean. O.K. Warranty.

Qualified and Experienced Salesmen to help you
Bank Financing

FANNING



Chevrolet



MEANS

More Car Money For Your Money Car

1980 East Powell

665-0141

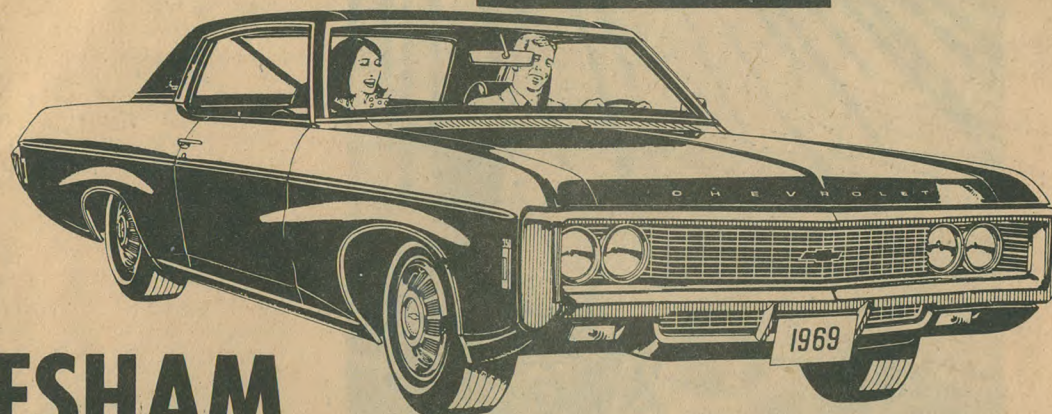
Gresham, Oregon

THEM NOW IN GRESHAM

RD^A AND '69 CHEVROLET



**SHOP
THEM
BOTH
IN EASY
SHOPPING GRESHAM**



**Working, Hundred's In Stock Now, Relaxed
at Atmosphere, Low Country Prices**

Shopping for your new Ford or Chevrolet in Gresham. We're only 10 minutes from 82nd
can park just once and see both of the 1969 Chevrolet and Ford lines. We think our
service and easy access will enhance your selection of a new car. See us both soon.

**PRIZES
GALORE**

FF WIG

Fanning Chevrolet and McRobert Ford are giving away, free, a full wig
with the purchase of each new Ford or Chevrolet purchased during Octo-
ber. These are human hair wigs in any color, styled in any manner from



Ford . . . you're paying too much



Serving
Satisfied
Customers
Since
1930

Gresham

NO. 1 DEAL FROM THE NO. 1 DEALER

Fanning Chevrolet

IN GRESHAM — 1980 EAST POWELL

RENTALS & LEASING

PHONE 665-0141

OPEN Evenings
and Sunday



Cutback
12/19/63

A Christmas Story

'Twas the night before Christmas and all over the lot;
Not a car was stirring from any one spot.
The cars were placed in long rows with care
In the hopes that business would soon come there.
The salesmen were loafing, with dreams of soft beds
While visions of bonuses danced through their heads.
And the boss in his office, and I standing near
Had just settled our wits from a very hectic year.
When out on the lot there arose such a clatter
I sprang from my desk to see what was the matter.
Away to the lot I flew like a flash,
Tore past a Ford, and stopped by a Nash.
When what to my wondering eyes should appear
But an old, old car, and eight tiny reindeer.
With a little old driver, so lively and quick
I knew in a moment it must be St. Nick.
More rapid than eagles, his coursers they came, and
He whistled, and shouted, and called our cars by name.
Now, Pontiac! Now, Chrysler! Now, Valiant! Now, Chevy!
Now, Plymouth! Now, Prefect! Now, Olds! Now, Caddy!
So onto the lot, the coursers they flew
With the car full of toys and St. Nicholas, too.
As I ran between cars and was turning around,
Out of the old car came St. Nick with a bound.
He was dressed all in fur from his head to his foot
And his clothes were all tarnished with oil and soot.
A bundle of car parts he had flung on his back
And he looked like a peddler just opening his pack.
He spoke not a word, but went straight to a car;
Filled out an order, the best deal by far.
He sprang to his new car, to the team gave a whistle
And away they all flew, like the down of a thistle.
But I heard him exclaim, ere he drove out of sight,
"Hooray! Hooray! Hooray! Hooray!"

Merry Christmas & Happy New Year!

from

Fanning Chevrolet Company

258 E. Powell Blvd. ,

CHEVROLET

MO 5-3186

Ross Fanning

Charles Nash Sales Manager

J. W. Clark

Bert Fundingsland Asst. Mgr.

Ren Scott

Tinis Wall

Chas. Ready

Don Johnson

John West

Neal Cotty Used Car Mgr.

Joe Ackers

Fanning Gets National Award For Car Dealership, Service

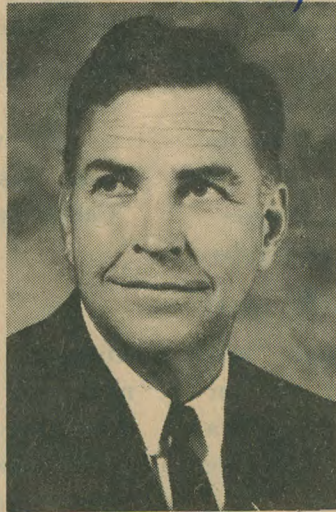
1-16-69

Ross Fanning of Gresham has been named one of 27 national winners of the Benjamin Franklin Quality Dealer Awards for 1969.

The Franklin Awards which annually honor America's outstanding automobile dealers are sponsored by The Saturday Evening Post Company, publishers of Holiday. The Saturday Evening Post and Status. The awards were established in 1960 with the co-operation of the National Automobile Dealers Association.

Announcement of Fanning's selection as a 1969 winner was made by Stephen E. Kelly, vice-president and publisher of The Saturday Evening Post Company.

Fanning, owner of Fanning Chevrolet Co., 1980 East Powell Blvd., was chosen for the Franklin Award, according to Kelly, because of his



ROSS FANNING

outstanding record as both an automobile dealer and as a leader in civic affairs and contributions.

OUTLOOK - 10-24-63



The series of advertisements by Gresham auto dealers has won a honorable mention (equivalent of a second prize) in a state-wide advertising contest sponsored by Oregon newspapers. The series, which has appeared regularly in *The Outlook*, was prepared by Walter C. Taylor, right, *Outlook* co-publisher. Others in the picture are: left

to right, Bill Hessel, Plymouth-Chrysler; Ross Fanning, Chevrolet; Larry McKeel, Mercury. Other dealers participating are: Frank Newell, Pontiac-GMC; Dale Bergh, Jeep and Chet McRobert, Jr., Ford. The prize-winning award is held by the group above. Only one other Oregon weekly was so honored.