



Wasatch Hollow Community Council

Interview Summary and Index - 002

Interviewee: Wayne Horner

Interviewer: Melvin P. Thatcher

Date: August 22, 2017

Location: Salt Lake City, Utah

Summary	
<p>Wayne Horner is a second generation business owner and operator in our neighborhood. In this interview, his memories and observations show the evolution of businesses, services, and customer relations over seven decades. He talks about the businesses and proprietors at 17th and 17th since 1948 when his father Ferris started the family business, a Phillips 66 gas station. He notes changes on the corner and in the family business which is now Horner’s Chevron Service. He highlights the local orientation of the businesses and the close knit relationship that prevailed between owners, their families, and customers. He closes noting the impact of changes in customer lifestyles and attitudes and in technology on the family business.</p> <p><i>Note: This interview was conducted at the service station where background noise can be occasionally heard.</i></p>	

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Time	Brief description
00:00	Introduction.
00:36	Businesses at 17th and 17th. [Southeast corner]: Original family business Horner’s Service, a Phillips station. Barbershop owned by Ingenvar Brunswick, assistant barber Collins Fullmer. Beauty shop run by Ingenvar’s daughter. Beacon Cleaners, Lee Bollschweiler. [Northeast corner]: AG Food Town, Golden Baxter. [Southwest corner]: Early years a nursery. Variety store, Ray Watrous. Ski equipment. Kids sold pop bottles at Ray’s and filled bike tires at Horner’s.
03:11	Family business. Started by father [Ferris] after WWII. Hired local boys. Relationship between store owners. Ray Watrous, Golden Baxter. Plowed snow free for neighborhood churches. Help your neighbor philosophy included jobs for kids. Bill Farley, Rex Lee.
06:50	Changes. 1964 Ray Watrous sold location to Chevron. Horner switched to



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	Chevron. Ingenvar closed barber and beauty shops. Collins Fullmer. Later Lee Bollschweiler sold to Colonial Cleaners. Station on [SE] corner continued.
09:40	Changes (cont.). Neighborhood carwashes – LDS and Presbyterians youth fundraisers. Full service stations. Hired neighborhood high school students up to 2004. Self service stations.
11:07	Business orientation local. Keith Wallen. Businesses tried to stay local. Services changed with the times.
13:57	Close knit business community. Kids of business owners keep in touch. Carolyn [Watrous] Taylor. Dr. Kim Taylor. Customer enabled purchase of station in 1979. Father came every day from 1948-2004. Friends with customers and owners. Relations with Shop ‘N’ Go owners.
16:50	More changes. Last cleaning business closed 2006. Old AG Food Town torn down. Had been scout room of [Wasatch Presbyterian Church].
18:00	Looking ahead. Business-city relations. Impact of technology changes.
19:44	Customer base. Now 50 percent local. Before knew everyone in 10 block radius. Former residents return. Services and people change.
21:57	Changes in family business. Types of services, attitudes of people.
24:03	Changes in family business (cont.). Hiring local youths. Computerization and cars.
28:44	End time