



**The Times Journal
PICTORIAL**

*Let's Get
Acquainted*

**WITH THE
Greater
SOUTH-END
Merchants**

LET'S GET ACQUAINTED

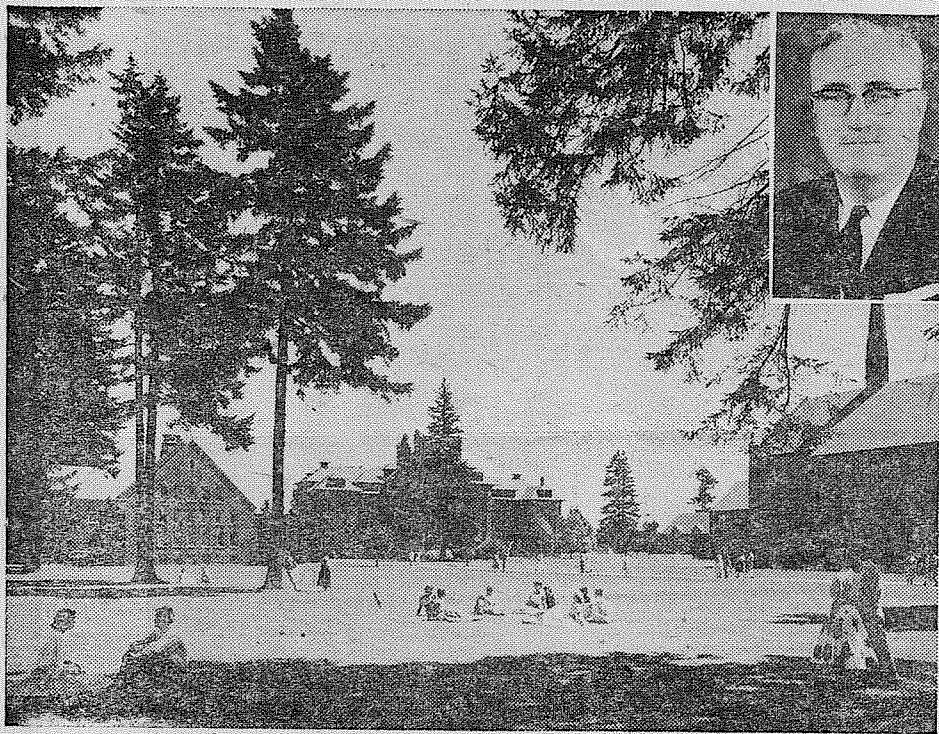
oh! how we've grown . . .

This special section of The Times Journal is brought to you this week with a definite purpose in mind. To illustrate graphically just how extensive are the goods and services available to you right here in your own home community.

The South-End business districts have been growing rapidly the past few years. Living here, you may not be too conscious of this growth. But many persons, visiting here after being away for a time, express wonderment at the changes that have taken place within the last decade. The business districts, like

most of the residential areas surrounding them, have grown up.

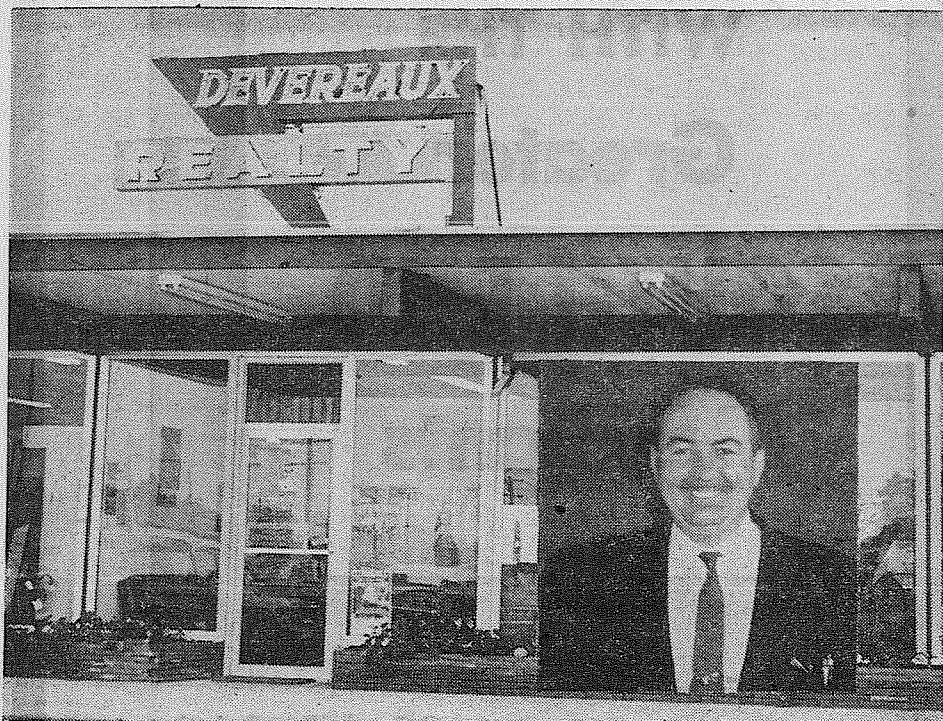
We suggest that you save this section as a handy reference to the extensive goods and services available in the South-End. Here is dramatic proof that you can enjoy the ease of shopping close to home and all of your needs are as handy as your telephone. Study this section carefully and you may discover you have been missing an opportunity to get acquainted with your local merchants and avail yourself of services tailored to meet your needs and your pocketbook. Shop at home and watch your community grow.



PACIFIC LUTHERAN UNIVERSITY is one of the oldest members of the Parkland family of institutions and businesses. PLU will celebrate the 70th anniversary of its founding the weekend of October 14 to 16. This fall the institution returned to its original name of 1890 and set up six academic units. These include the college of arts and sciences, the graduate school of business administration, education, fine and applied arts and nursing. Under the leadership of Dr. S. C. Eastvold, president (above) the university has grown from 144 students in 1943 to 2,330 students in 1959-60. The operating budget this year is \$2 million and the annual payroll is one million dollars.



KELLER FLOOR COVERING is located at 11000 PACIFIC AVENUE. Mr. and Mrs. Robert Keller offer buyers a large selection of Mohawk carpets and Armstrong Congoleum linoleum. The store hours are from 8 a.m. to 7 p.m. on week days and until 9 p.m. on Mondays and Fridays. The Kellers have been in business in the Parkland area for 19 years. — LE 7-7881.



DEVEREAUX REALTY deals with real estate in the "Greater South End of Tacoma." Situated at 11002 PACIFIC AVENUE, Dick Devereaux Realty specializes in homes, farms, and business opportunities. A reputable realtor, Dick is a member of the Tacoma Real Estate Board and the Multiple Listings Service. A 17 person staff is on hand from 9 a.m. to 9 p.m. seven days a week to give you capable and complete service. — LE 7-8659.



PARKLAND CLEANERS, 11004 PACIFIC AVENUE, is one of the oldest cleaning establishments in Parkland. Owned and operated by Mrs. Evelyn Kramer, the Parkland Cleaners give you fast service and free pick up and delivery. Knit ware and draperies receive special consideration as well as raincoats and other fine fabrics. Open from 8 to 6 Monday thru Saturday. — LE 7-3221.

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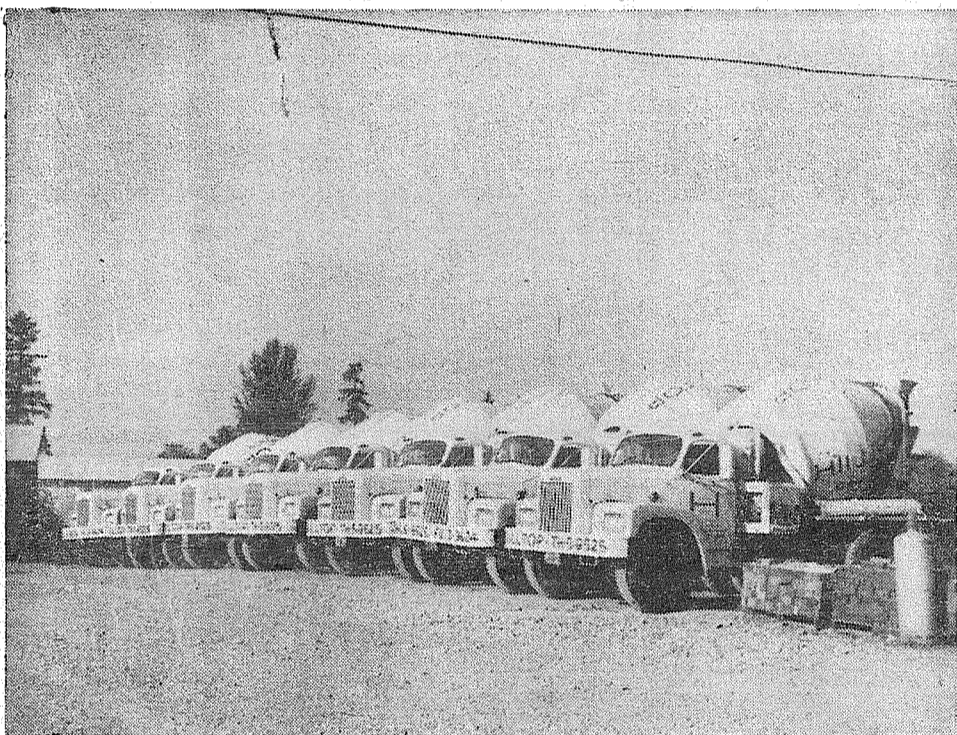
With These Greater South-End District Merchants and Firms



HILLSIDE INN RESTAURANT... 3203 MOUNT TACOMA DRIVE... is owned by Anni R. Adams and Mrs. Don Williams features German dishes and home-cooked American foods. Specialties include Sauerbraten and Weiner Schnitzel. A special German dish is featured on the menu every day. Open Monday through Saturday 6 a.m. to 10 p.m. Hours 8 a.m. to 10 p.m. — JU 8-1613.



RURAL REAL ESTATE... 14403 PACIFIC AVENUE... owned by William C. Black has helped Parkland home owners since 1941. Rural Real Estate specializes in homes, suburban properties, and businesses. Large farms are shown by air. To assure you of service when you need it the telephone is monitored twenty-four hours. Open Monday through Saturday 9 a.m. to 5 p.m. — LE 7-5440.



HILLTOP CONCRETE COMPANY, 2223 23RD. AVENUE SE, has a fleet of 10 trucks to give you speedy and complete service. Hilltop deals with Drainfield gravel, washed sand and gravel, crushed rock, and concrete. Store hours are from 7 a.m. to 5 p.m. with deliveries on Saturday until noon. Owner-managers Chuck Klinker, Gene Brown, and Ed Berg can be reached by calling TH 5-9525 or FU 3-3624. Hilltop offers ready mix service.



TIMES-JOURNAL NEWSPAPER, 14620 PACIFIC AVENUE, is the only media which gives complete news coverage in the Parkland area. Established 16 years ago, the Times-Journal has been owned by Jack Brown since 1949. Two other Times-Journal publications are the McChord Observer and the Northwest Flyer. The latter is distributed throughout the northwestern part of the United States. The Times-Journal staff is made up of Jack Brown, publisher; Floyd Fessler, editor; and Darrell Dugan, Esther Goddard, Gail Lotshaw, Chet Chamberlain, Dave Hibbard, Dolores Brown, and Wes McKewen.



TACOMA PUMP AND WELL DRILLING COMPANY, 14621 Pacific Avenue, specializes in water well drilling, irrigation, water conditioning, and water pumps. Open from 8 to 5:30, the company also has in stock a complete line of Berkley Water Systems. Managers Marvin Hansen and Harold Hillman have been in the water drilling business for over 8 years, and the Tacoma Pump and Well Drilling Company has been in business for almost 25 years. — LE 7-7281.



LA PERGOLA INN... 14522 PACIFIC AVENUE... owned and managed by Doll and Jack Busenius features Italian Dinners, Pizza Pie and Steaks. Orders to go accepted. Hours 5 a.m. to 10 p.m. Tuesday, Wednesday and Thursday. Open Friday and Saturday from 5 a.m. to 2 a.m. Hours 2 p.m. to 10 p.m. on Sunday. Closed Mondays. — LE 7-4742.

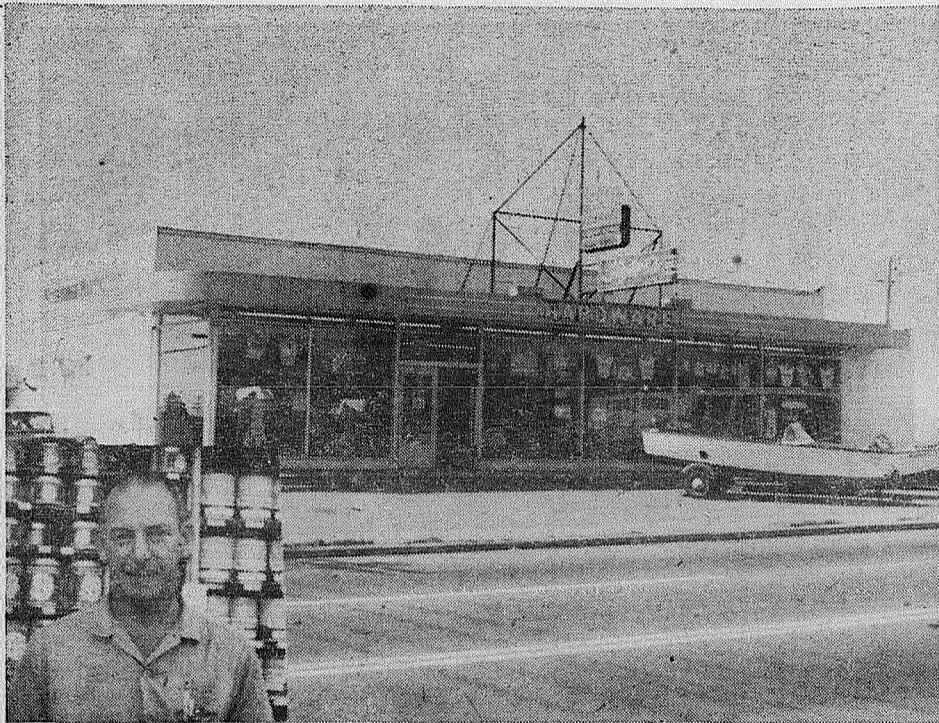
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With These Greater 84th Street District Merchants and Firms

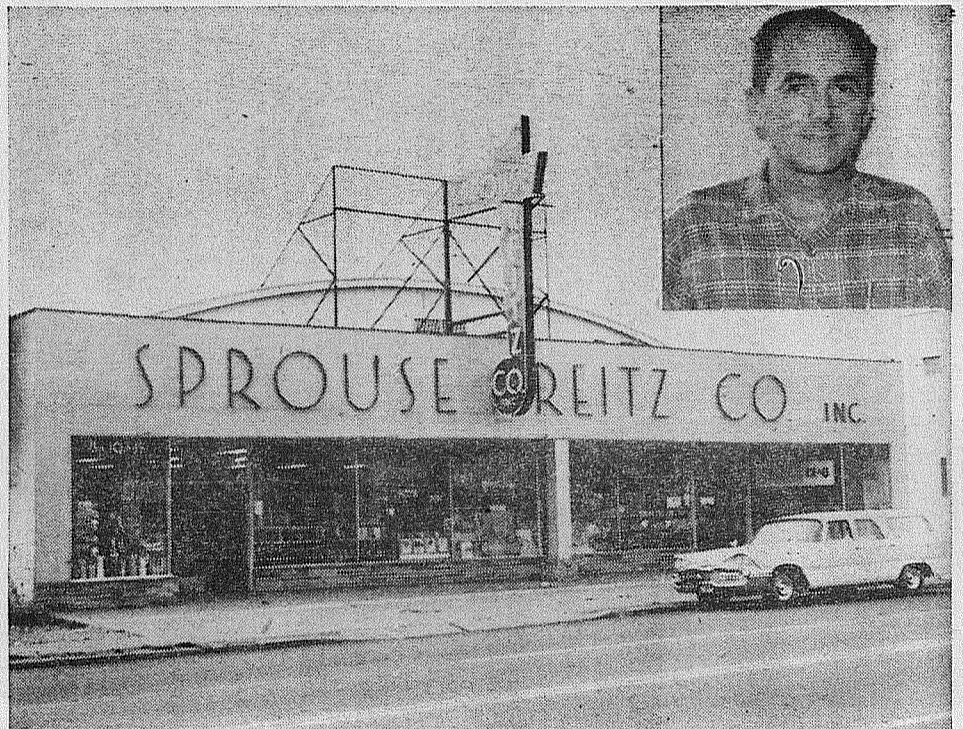
SHOP GREATER 84th STREET



KING KOHL KREAMERY, 8038 PACIFIC AVENUE, is owned, and operated by LeRoy P. Kohl. Kohl after 20 years in the Air Force, now settles down in Tacoma to open his "Kingdom of Ice Cream." Kohl features no less than 30 different flavors of ice cream. No order is too small or too big. Light snacks of tasty sandwiches are also served. Hours 11 a. m. - 11 p. m. Closed Tuesday.



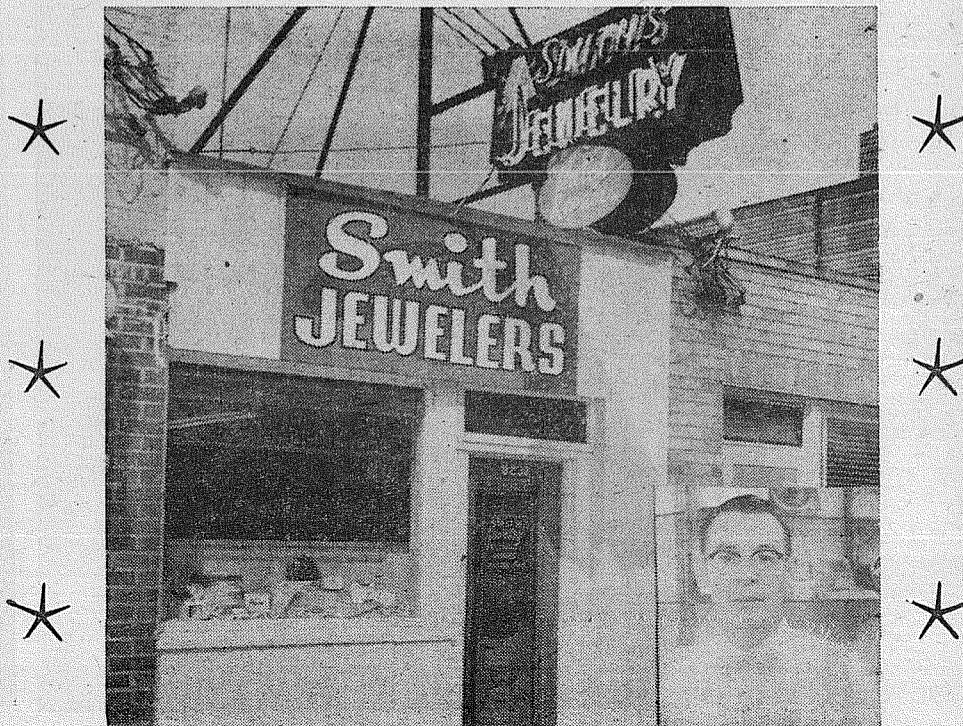
SIGLER'S... 8044 PACIFIC AVENUE... owned by Irving R. Sigler is your south-end Evinrude dealer. Features outboard motors, boats, trailers, accessories, and Pittsburgh paints. Repairs outboard motors. Open Monday through Saturday 9 a.m. to 6 p.m. — GR 2-4123.



SPROUSE-REITZ, located at 8218 PACIFIC AVENUE, offers buyers the best in school supplies, stationery, glassware, and other dry goods. Managed by Jess Holmes, the store is open from 9 a.m. to 9 p.m. Monday thru Saturday and from 12 to 6 p.m. on Sundays. A friendly and competent staff is on hand at all times to give you expedient and helpful service. — GR 2-9762.



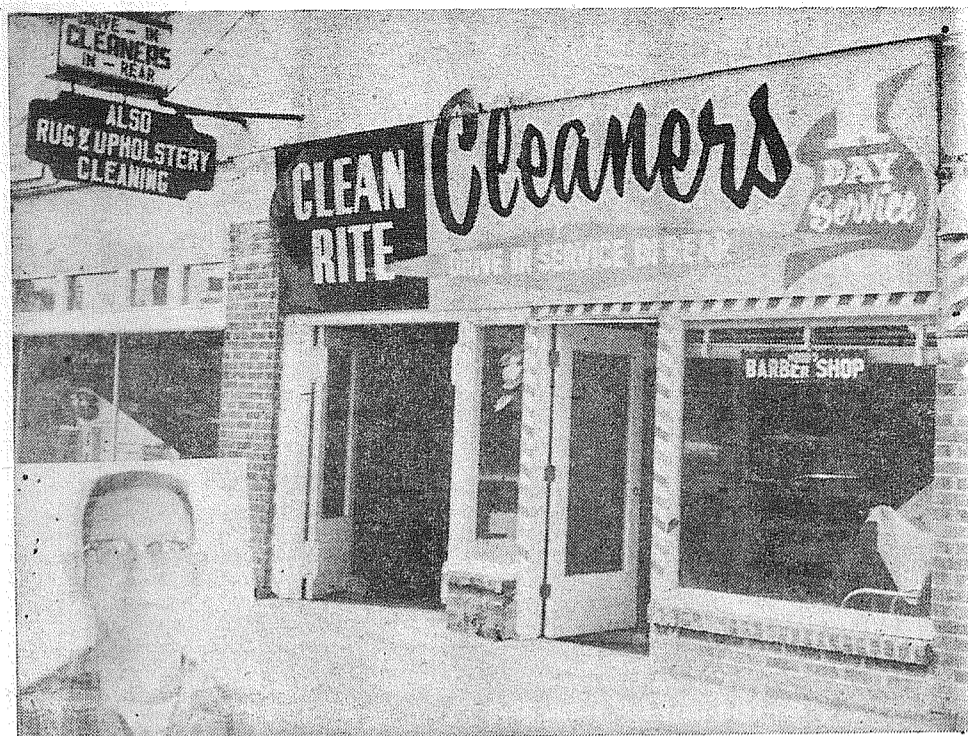
AMERICAN SEWING CENTER... 8232 PACIFIC AVENUE... is owned by Marvin L. Helvig and Calvin Lee Dial and managed by James Jones. Features Brother machines, Morse vacuum cleaners too! American Sewing Center handles a complete line of sewing machines and vacuum parts and supplies. Services all makes of sewing machines and vacuum cleaners. Open Monday through Saturday 9:30 a.m. to 5:30 p.m. — GR 4-0651.



SMITH JEWELRY... 8238 PACIFIC AVENUE... has served the community for fourteen years under the ownership of A. C. Smith. Features Hamilton and Elgin watches, costume jewelry, engagement sets, First Love bridal sets, and a watch repair shop. Open Monday through Saturday 9 a.m. to 5:30 p.m. — GR 2-2351.

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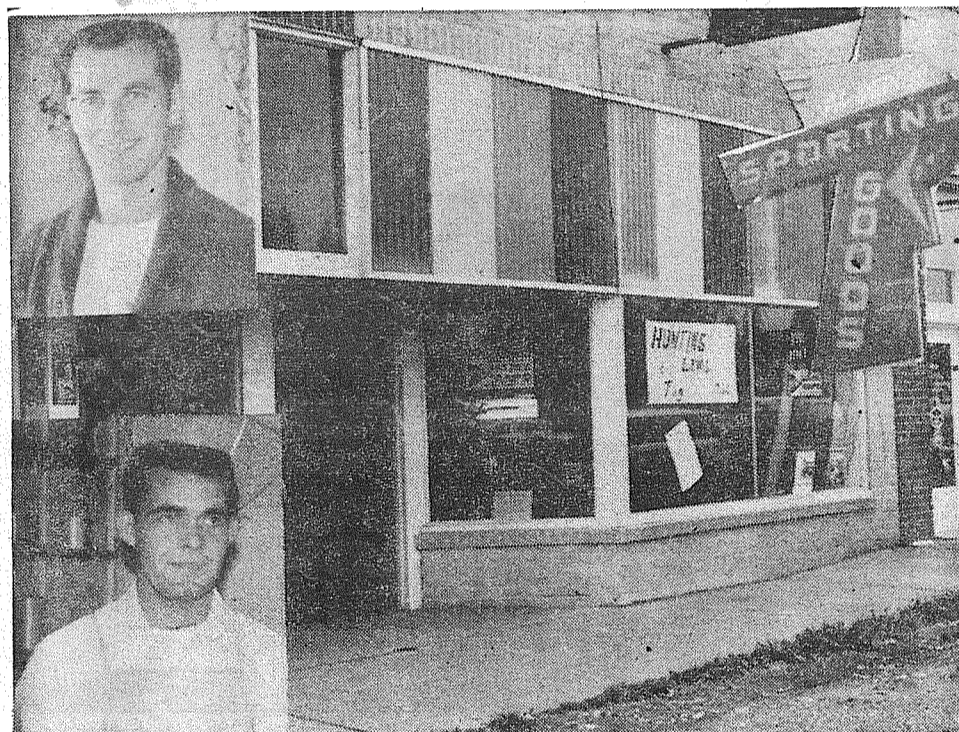
With These Greater 84th Street District Merchants and Firms



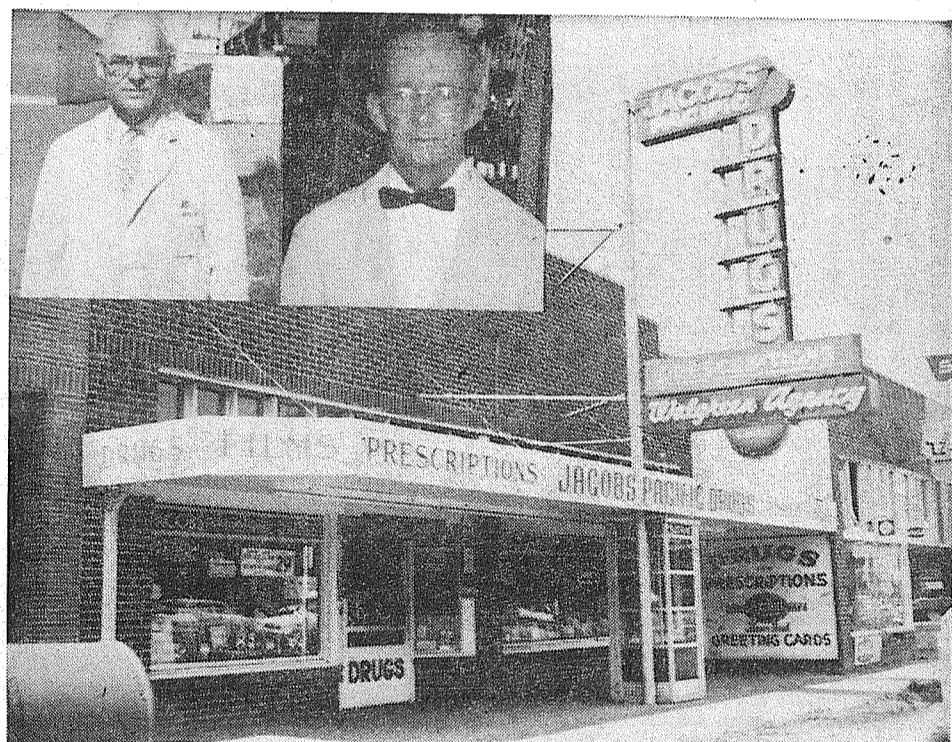
CLEAN-RITE CLEANERS... 84th & PACIFIC AVENUE... owned by Louis F. Strega features a complete dry cleaning service. Everything is pre-spotted to prevent setting of stains. Specializes in draperies, rugs and upholstery. Discount for cash and carry. Open Monday through Friday 9 a.m. to 6 p.m. Hours 9 a.m. to 4 p.m. on Saturday. — GR 4-5213



WEBB ELECTRIC COMPANY... 8240 B PACIFIC AVENUE... owned by Arthur J. and Grace D. Webb carries a complete line of electrical supplies and specializes in installing electrical heat. Electrical contracting and Industrial and Commercial house wiring are other services available. Open Monday through Friday 8:30 a.m. to 5 p.m. — GR 2-2902.



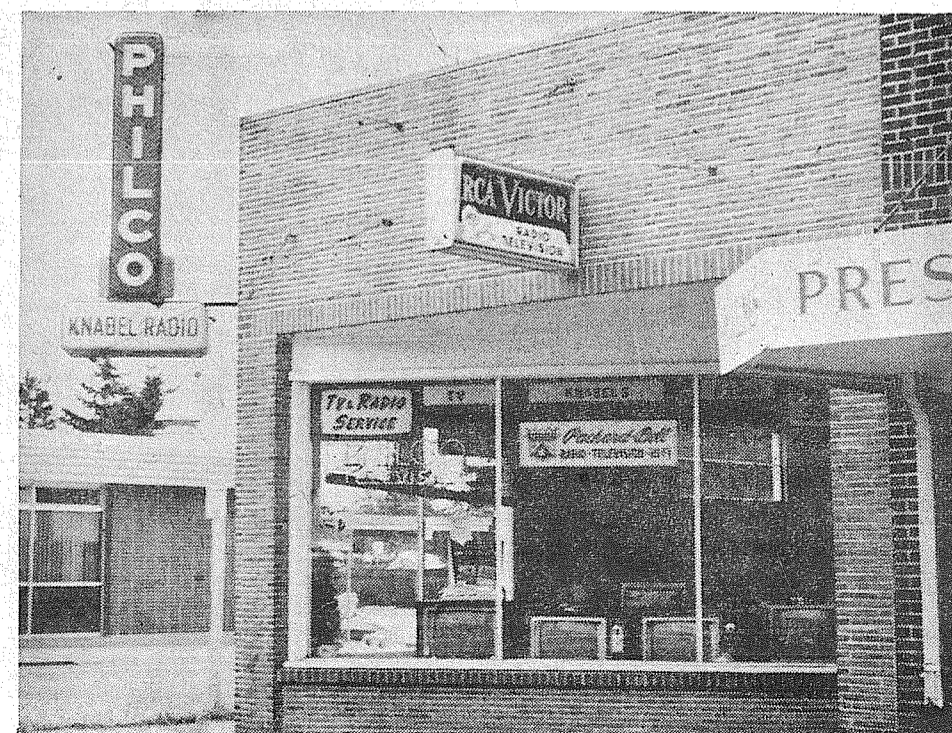
AL DERITIS SPORTING GOODS... 8242 PACIFIC AVENUE... owned by Darryl Deritis and John Armstrong features hunting and fishing supplies, water skis and rentals. This shop has the only authorized reel repair and parts service shop in the State of Washington and specializes in fly fishing. — GR 2-2725.



JACOBS PACIFIC DRUG... 8248 PACIFIC AVENUE... owned by Howard L. Jacobs has served the South End for the past ten years with fast, efficient service. Services include: Complete prescription service, Insulin—fresh and refrigerated, Revlon cosmetics, Agency Whitman's candy, Walgreen Agency, Light and water pay station, and school supplies. Hours 9:30 a.m. to 9:30 p.m. Monday through Saturday. Open Sunday 10 a.m. to 6 p.m. Hours 10 a.m. to 2 p.m. on Holidays — GR 2-6445.



TINCHER'S PHARMACY... 8227 SOUTH PARK AVENUE... is owned by Theo O. (Ted) Swanson and features plenty of off-street parking in the Park Avenue Shopping Center. Tincher's Pharmacy specializes in prescription filling, money orders, and a telephone pay station. Open Monday through Saturday 9 a.m. to 9 p.m. Hours 10 a.m. to 6 p.m. on Sundays — GR 4-3344.



KNABEL RADIO AND TV... 8250 PACIFIC AVENUE... owned by Harold V. Knabel features a repair shop. Some of the brands available are Philco, RCA and Packard Bell. Open Tuesday through Saturday 9 a.m. to 6 p.m. Closed Mondays — GR 4-5942.

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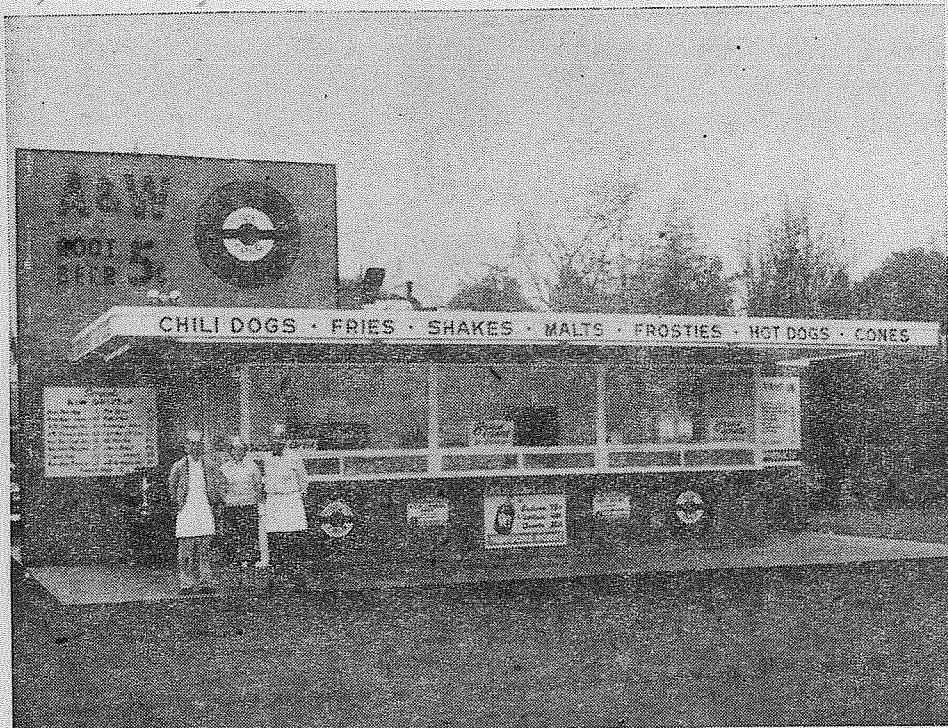
With These Greater 84th Street District Merchants and Firms

84th Street District

Historical 84th Street is known throughout the state of Washington as Historical State Road No. 1—a wagon trail for the early home-steaders who crossed the Cascade Mountains on their way to Steilacoom. "Washington's oldest city." Today the 84th Street District is known for its many fine business establishments, each with ample parking space at the front door. In the area shoppers will find an ice cream parlor, large variety store, jewelry store, complete sewing center, cleaner, pharmacy, two radio companies, two very fine restaurants, lumber company, drive-in, floor covering, the oldest automobile company in the city, etc. In fact you'll find everything to satisfy your shopping needs. All the family shopping in one place means there is time and money left for family fun—when the wise shopper shops historical 84th street district.



PUGET SOUND NATIONAL BANK, 84th and Pacific Branch, is managed by genial Ralph Hubbard. Ralph says you don't have to dress up to do business with his bank . . . he says "come in as you are." There's plenty of free parking, and the 84th and Pacific office offers complete banking services, including safety deposit boxes. You'll enjoy banking here . . . partly because of its handy location . . . partly because the folks at this bank are so friendly. Open Fridays until 5:30 p.m.



A & W ROOT BEER DRIVE-IN, 8442 PACIFIC AVENUE, is owned by Mr. and Mrs. Fred J. Sargent. A & W specializes in root beer, orange, soft ice cream, sandwiches of all kinds, burgers and french fries. Plenty of parking space in paved lot. Open seven days a week. Hours 11 a.m. to 11 p.m. Open until 12 a.m. on Friday and Saturday nights. — GR 2-0224.



TELEVISION SERVICE CENTER, 8431 PACIFIC AVENUE, is owned by Ed Terrien and Bob Villont. Well known in the community for their reliable service, Ed and Bob are proud of the fast service they can offer with radio-dispatched trucks. Television Service Center serves the Parkland and greater Tacoma area. Open Monday through Saturday 9 a.m. to 9 p.m. — GR 2-3386.



COOLEY'S CUSTOM FLOORS, 8415 PACIFIC AVENUE, is owned by Gene Cooley. Open from 9 a.m. to 6 p.m. five days a week, Cooley's has a complete stock of Armstrong, Congoleum linoleum, drain boards, ceramic tile, and plastic tile. Cooley's has been serving Tacoma's floor needs for the past 7 years.—GR 2-2748.



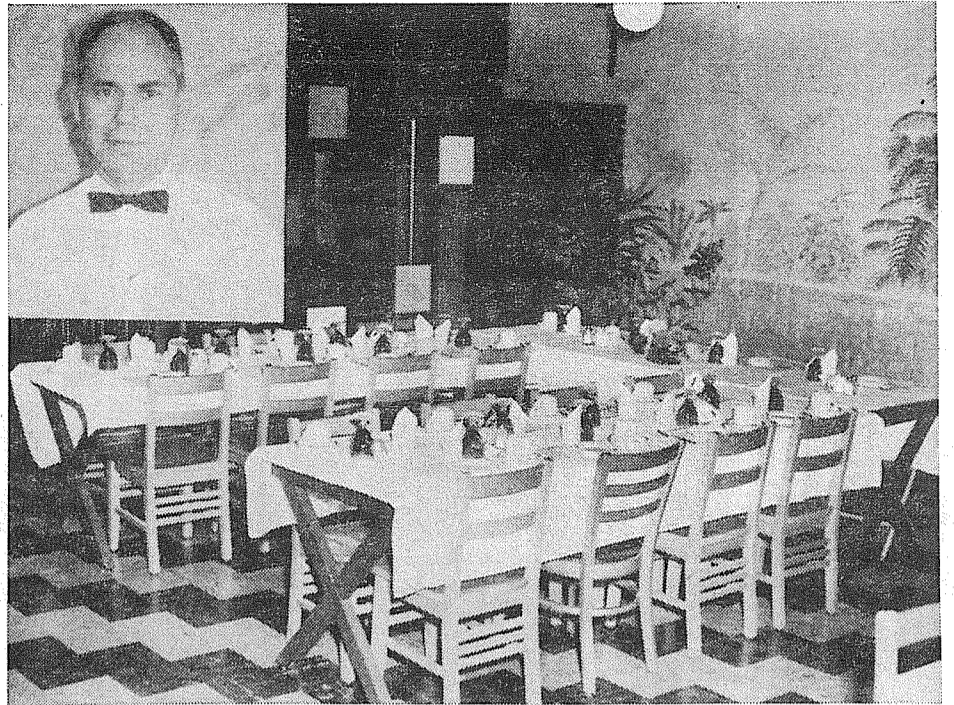
BRANDING IRON RESTAURANT . . . 8413 PACIFIC AVENUE . . . owned by Paul V. Zarelli has served the area for the past five years with delicious Italian spaghetti, seasoned to perfection, and home-made pies, made daily. You are invited to come in and try the tender steak dinners featured at \$1.35. Open Monday through Sunday 11 a.m. to 8 p.m. — GR 4-6711.

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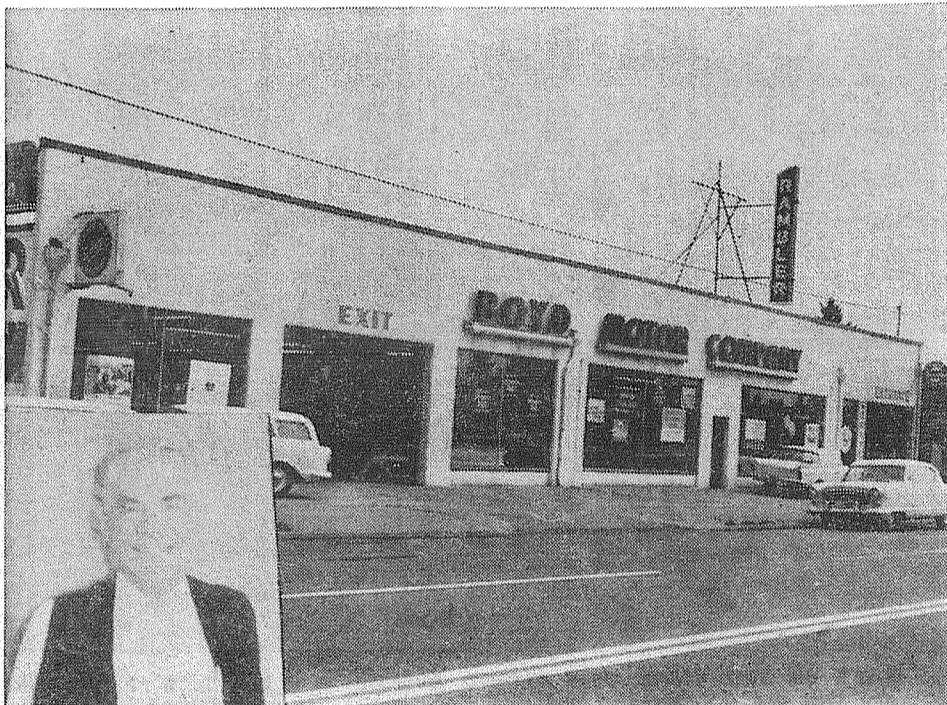
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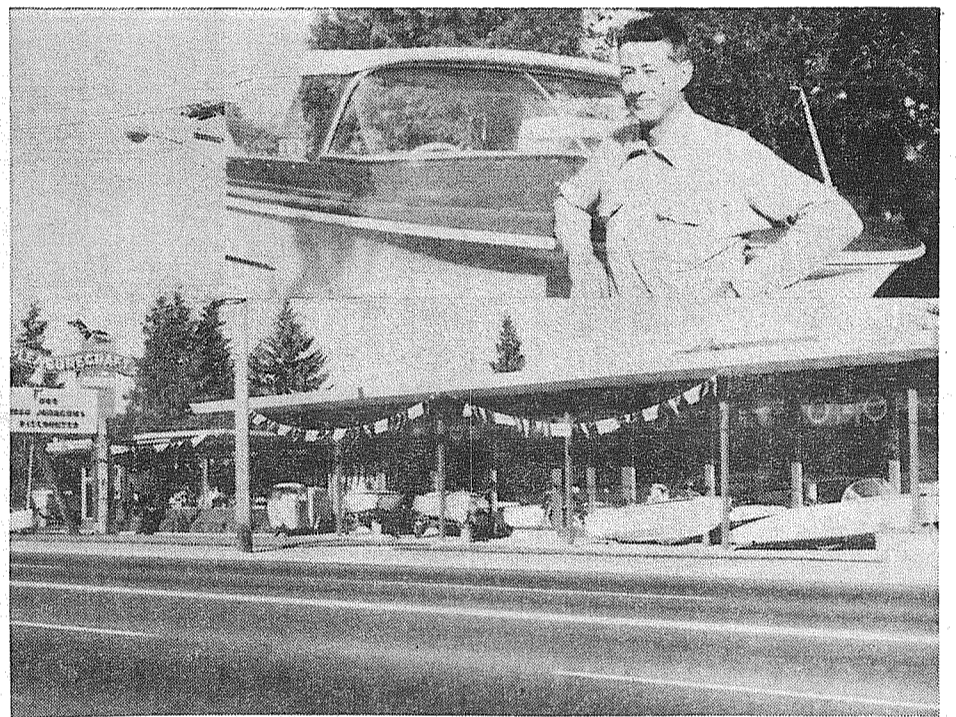
VAUGHAN'S LUMBER... 84th & PACIFIC AVENUE... owned by Burt L. Vaughan is your fencing headquarters, and is well known in the area for its courteous, personalized service. Vaughan's Lumber features include a cabinet shop, free delivery, a monthly payment plan, lumber, millwork, and builder's hardware. Local dealers for Wepeco pre-hung aluminum storm doors. Open Monday through Saturday 8 a.m. to 5:30 p.m. — GR 4-9515.



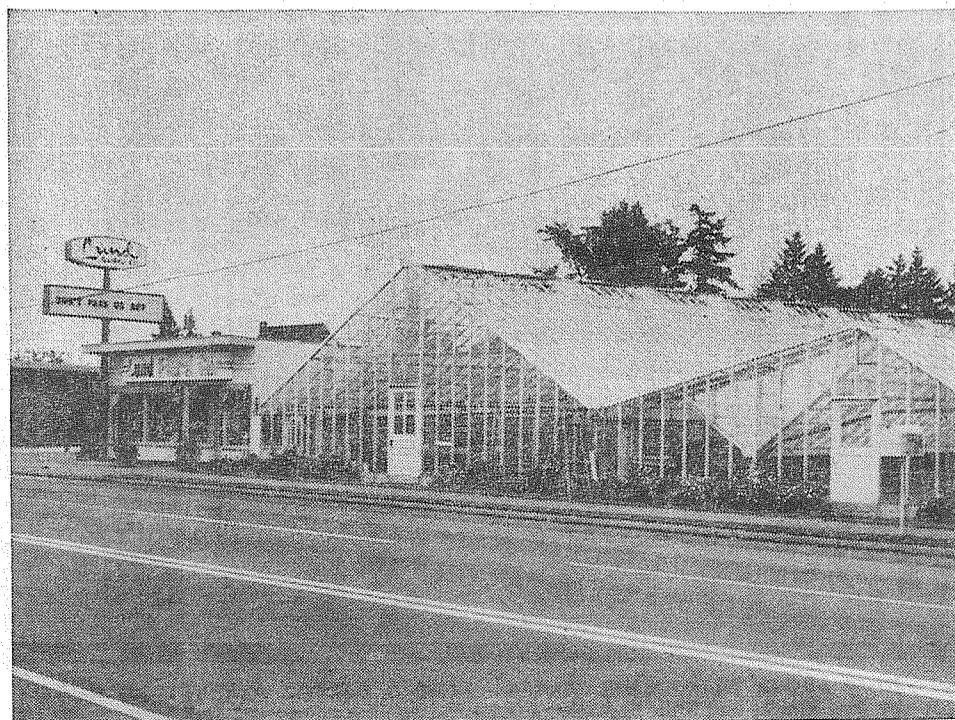
RICHARDS' CAFE... 8201 PACIFIC AVENUE... owned by E. W. and Barbara Richards features delicious home-cooked meals, char-broiled Top Sirloin steaks, and a wide variety of sea foods and chicken. The beautifully decorated Banquet room is available to clubs, parties, receptions, etc., and seats up to fifty-five persons. Open Monday through Saturday 7:30 a.m. to 9 p.m. — GR 4-2063.



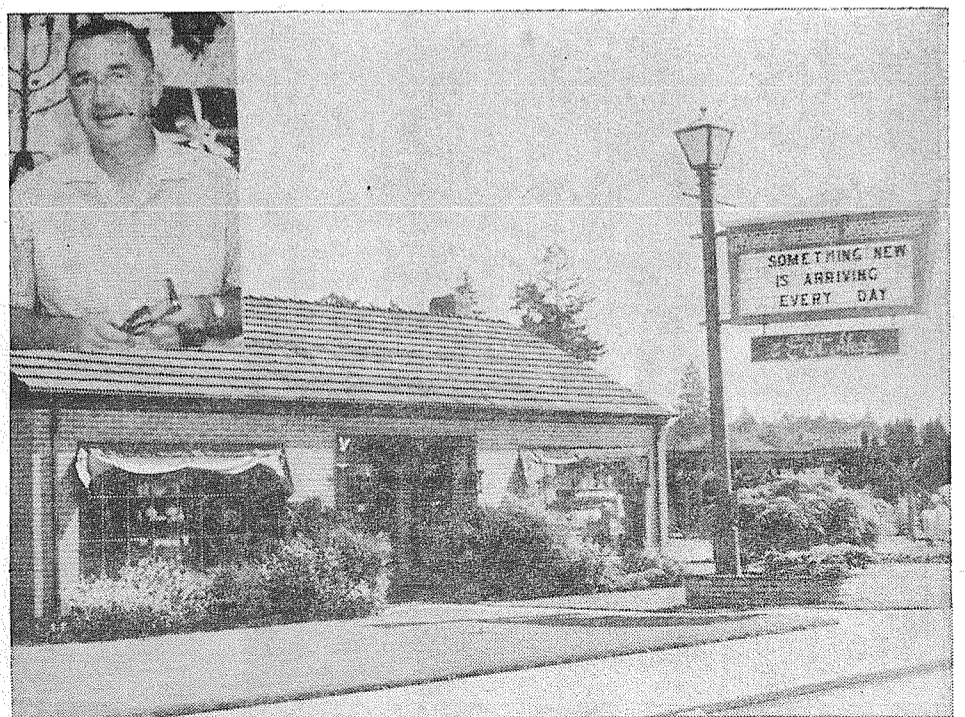
BOYD MOTOR COMPANY... 8223 PACIFIC AVENUE... owned by Boyd H. Shirley is the Rambler headquarters for sales and service. Boyd has been a dealer for the past thirty-eight years and is well known. Night and Sunday towing. Open Monday and Friday until 8:30 p.m. Hours weekly 8:30 a.m. to 6 p.m. Closed Sunday — GR 4-8431.



PLEASURECRAFT MARINE, 9001 Pacific Avenue, has a complete line of boats and motors including Bell Boy Boats, Johnson Motors, and Teanie Trailors. Dick Williams has been in the boating business for 14 years, and has a 6-man staff on hand to give you excellent service in boat and motor sales and repair. Pleasurecraft Marine is open from 8:30 to 5:00. — GR 4-0573



LUND FLORAL COMPANY, 9021 PACIFIC AVENUE, owned by Nils A. Lund specializes in wedding flowers, gifts, and potted plants of all varieties and kinds in season. Open Monday through Saturday 8 a.m. to 6 p.m. — GR 4-8414.



PUGET SOUND NURSERY AND GIFT SHOP, 9201 PACIFIC AVENUE, is Tacoma's oldest and largest nursery and gift shop. Owners Mr. and Mrs. L. H. McGuire have served the South End since 1922 with prompt, courteous service. Mr. McGuire's ten acres of nursery stock offers customers a great variety of plants and shrubs from which to choose. The gift shop is recognized for fine gifts. Just come in and browse. You will be delighted with the imported and domestic gifts and cards. Specializing in landscape design, "We plan and plant!" — GR 2-2151.

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With These Greater South-End District Merchants and Firms



ASH MOTOR COMPANY, 9415 Pacific Avenue, gives you the best buys in used cars and trailers. Ash Motors also has a wide selection of pick up trucks, canopies, and Chinook campers. Ash Motors is open from 9 to 9 on weekdays and 8 to 6 on Saturdays. The manager is Larry Beisel. — GR 4-5100.



ELMER'S FURNITURE, 9440 Pacific Avenue, buys and sells new and old furniture of all makes and descriptions. At Elmer's, you also get free estimates and free deliveries on all purchases. Elmer's is always "right in price" and specializes in custom deluxe upholstery. Owner and manager Mr. Washburn also has a wide variety of divans and sleepers in stock. — GR 2-3087.



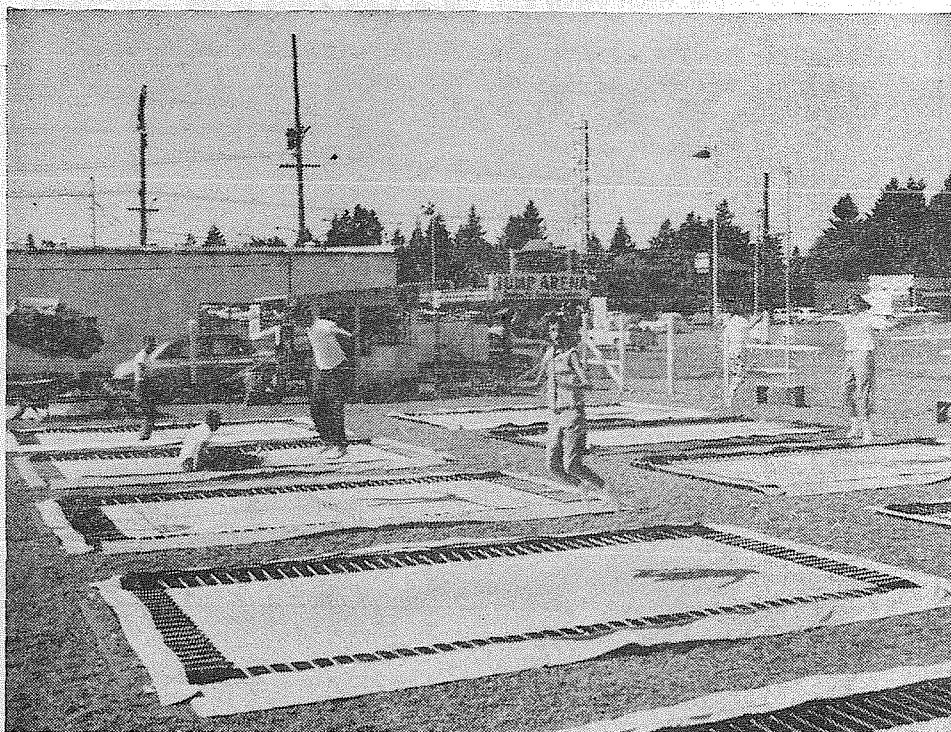
AL GUY SPORTING GOODS . . . 96th & PACIFIC AVENUE . . . owned by Al and Ruth Guy specializes in the needs for the fisherman, hunter, and archer. Hours 8 a.m. to 9 p.m. Monday through Friday. Open 8 a.m. to 8 p.m. on Saturday. Open 8 a.m. to 8 p.m. on Saturday. Open until noon every Sunday. — GR 2-8524.



RAY'S OK TIRE STORE, 9639 PACIFIC AVENUE, specializes in B. F. Goodrich new tires and O.K. recapping and used tires. Nationwide unconditional money-back guarantee. "Tires are our business, not a side line," says owner Ray Manning. Open Monday thru Friday 8:30 a.m. to 6 p.m. Hours 8:30 a.m. to 5 p.m. on Saturday. — LE 7-7355.



FLETCHER'S TEXACO STATION, 9827 PACIFIC AVENUE, is equipped to give you complete car service 24 hours a day. Maurice Fletcher carries a complete line of Texaco products and honors Texaco credit cards. He also has a well-trained staff on hand at all times to give you friendly and complete service, as well as tune-ups, brake jobs, and general repair work. — LE 1-2442.



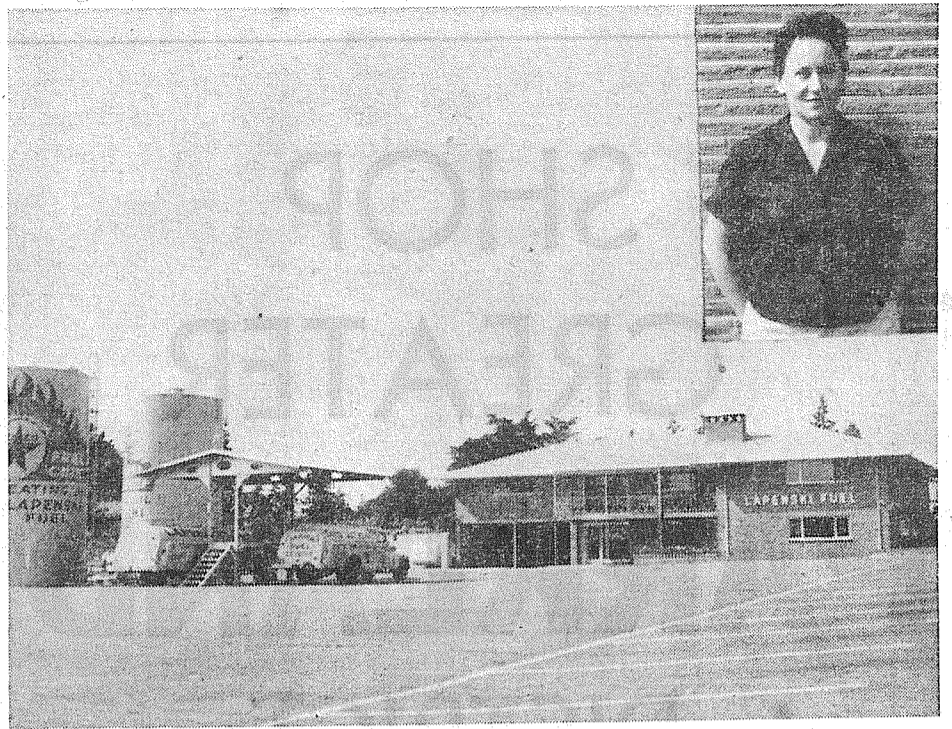
JUMP ARENA TRAMPOLINE CENTER . . . 99th & PACIFIC AVENUE . . . is operated by Dan Martin and Stan Fenimore. Trampolining is a sport—rebound tumbling to be exact. We have brought this activity within the reach of every youngster and adult. Here they can have fun with a perfect outlet for their energy. Very shortly the center will be roofed. Dealers in home trampolines. Open Monday through Thursday from 3 p.m. to 10 p.m. Open until 12 midnight Friday. Hours 12 noon to 12 midnight Saturday. Sunday hours 12 noon until 10 p.m. — LE 1-1330.

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PARK-N-SHOP... 9662 PACIFIC AVENUE... owned by Otto Marth and John Bussanich is open 365 days a year. Shop for your every day food needs. Park-N-Shop features groceries, meats, and produce Departments, a variety and drug department with a registered pharmacist on duty at all times, a frozen foods department, diabetic foods, a self-service meat department, and a complete drug store prescription service. Hours 8 a.m. to 12 midnight —



LAPENSKI FUEL COMPANY... 9910 PACIFIC AVENUE... owned by Frank and Mary Lou Lapenski is a distributor for Texaco fire chief heating oils. The plant is the has serviced homes with solid and liquid heating fuels since 1934. The plant is the most modern privately owned plant in Pierce County. Filters and water separators are a part of the installation and they assure the cleanest heating fuel on the market. Storage capacity 54,000 gallons. Open Monday through Saturday 8 a.m. to 5:30 p.m. — LE 7-8173.



MEL'S AUTO CLINIC, 10321 PACIFIC AVENUE, is owned by Mel L. McGaughy, who previously owned the Airport Road Service. Mel knows his business when it comes to automobiles. Motor tune-ups and general car repairs are the specialties of Mel's Auto Clinic. Hours 9 a.m. to 6 p.m. weekdays, open until noon on Saturday. — LE 1-2311.



ADVANCE AUTO UPHOLSTERY, 10323 PACIFIC AVENUE, is owned by Bill B. Larsen and features Perfect-Fit seat covers. Services include free installation, auto interior work, auto and boat cushions and convertible tops. Open Monday through Friday 8:30 a.m. to 5:30 p.m. Hours 8:30 a.m. to 1 p.m. on Saturday. — LE 1-2727.



KIMBALL'S BODY AND FENDER SHOP... 10325 PACIFIC AVENUE... owned by Morton Kimball features a complete auto-body repair shop, painting, front end alignment, brake service, and radiator repair. The front-end and brake shop is open until noon with seven skilled employees to serve you. Open Monday through Friday 8 a.m. to 5:30 p.m. — LE 7-8131.

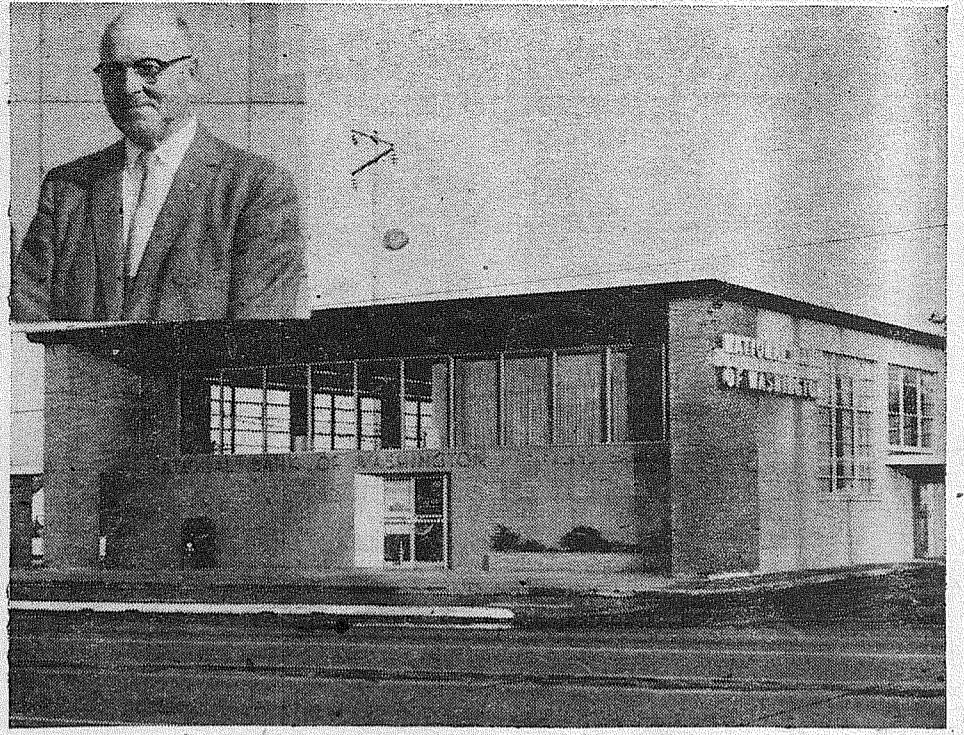


PARADISE BOWL... 10707 PACIFIC AVENUE... owned by Art T. Unkrur features fully automatic pin setters, housewife's leagues in the day-time, leagues in the evening, sells bowling shoes, offers a complete line of bowling equipment and supplies, and free instruction. Certified instructors are available for instruction. Call for reservations. Open every day 9 a.m. to 2 a.m. — LE 7-6012.

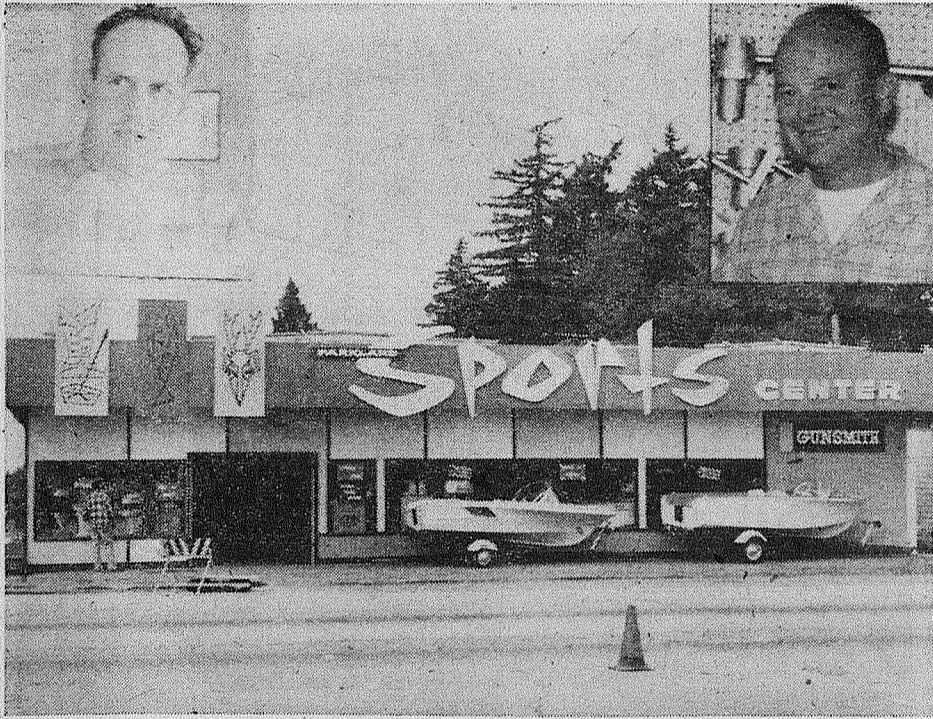
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SHOP GREATER PARKLAND DISTRICT



NATIONAL BANK OF WASHINGTON, SOUTH 112TH and PACIFIC AVENUE, first opened its Parkland branch on July 18, 1949. The bank offers complete banking services including checking and savings accounts, safe deposit boxes, and loans. Banking hours are from 10 a.m. to 3 p.m. Monday thru Fridays with extended hours on Friday from 4 to 5 p.m. Among the officers at the bank are Arthur G. Swindland, manager; C. I. Becklund, assistant cashier; Earl H. Dryden, assistant cashier; and Dale A. Phillips, assistant cashier. There is always plenty of free parking space available. — LE 7-8601.



PARKLAND SPORTS CENTER, 11122 PACIFIC AVENUE, is owned by S. M. Rust and I. L. Olsen. The Sports Center features a complete gun shop and gun repair with a custom gunsmith on duty full-time. General athletic goods, a complete Ski department, and a Boat department specializing in Mercury motors. Open Monday through Saturday 9 a.m. to 9 p.m. — LE 7-5677.



PARKLAND ELECTRIC, owned by Claude Mulkins is located at 312 SOUTH 112TH. Parkland Electric specializes in electric heat, commercial, industrial, and residential work. This is a new location for the electric company which has been in business for 3 years. A 10-member staff is employed to give you convenient service. — LE 7-0397.



IGA FOODTOWN INC., is independently owned and operated by John A. Schriber and T. Bert Croshaw. As builders of the community, "Foodtown gives you the best this land has to offer." Open Monday through Saturday 9 a.m. to 10 p.m. Hours 10 a.m. to 7 p.m. on Sunday. — LE 7-3266.



BOB'S PLACE is located at 1005 SOUTH 112TH STREET. Bob's Place has a complete line of Texaco products on hand including Quaker State Oil. Ray Bartley is the owner and his station has a complete repair shop where both domestic and foreign cars are repaired. Bob's Place is open from 6:30 a. m. to 8 p. m. and honors Texaco Credit cards. — LE 7-3395.

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SUBURBAN REALTY is located at 11302 PACIFIC AVENUE. This real estate company deals primarily with homes, farms, and businesses. Owner Ernest S. Harmon is a member of the Tacoma Real Estate Board, the Multiple Listings Service, is a former Toastmaster president, now serving as area governor and a Pacific Lutheran University graduate. Suburban Realty has a 15 member staff on hand and has a new branch office in Summit. — LE 7-8638.



PARKLAND HEATING COMPANY ... 755 SOUTH 108th STREET ... is owned by Roy W. and June Marshall. Parkland Heating Co. sells and installs heating equipment (Gas-Oil-Electric), lighting fixtures, Chinook campers, and furnaces. Special for the month of October—Lighting fixtures and door chimes at a discount. Open Monday through Saturday 8 a.m. to 9:30 p.m. — LE 7-4045.



SILER'S TV AND APPLIANCE ... 11230 PACIFIC AVENUE ... owned by Jack W. Siler features a complete line of Motorola radio, stereophonic, hi-fidelity, television, Hotpoint appliances, a complete radio-TV-stereophonic service department, and a complete small kitchen appliances service department. For faster service trucks are radio-dispatched. Open Monday through Friday 9 a.m. to 9 p.m. Hours 9 a.m. to 6 p.m. on Saturday. — LE 7-8634.



VERNE ASHFORD INSURANCE AGENCY, 11901 PACIFIC AVENUE, has served the community for six years. Verne Ashford specializes in fire insurance and small commercial risks. Open Monday to Friday 9 a.m. to 5:30 p.m. Hours 9 a.m. to 1 p.m. on Saturday. — LE 7-8647.



McKEWEN STUDIO, located at 11812 PACIFIC AVENUE, is owned and operated by Mr. and Mrs. W. C. McKewen. Specializing in portraits and commercial work, their studio is open from 10 a.m. to 5:30 p.m. Monday thru Saturday. — LE 7-3833.



PARKLAND FUEL OIL ... 12002 PACIFIC AVENUE ... owned by Marv Tommervik specializes in Standard heating oils, Montag furnaces, Chevron service station accessories and lubrication, and oil burner service. Hours 7 a.m. to 8:30 p.m. Monday through Saturday. Open Sunday 9 a.m. to 8:30 p.m. — LE 7-0256.

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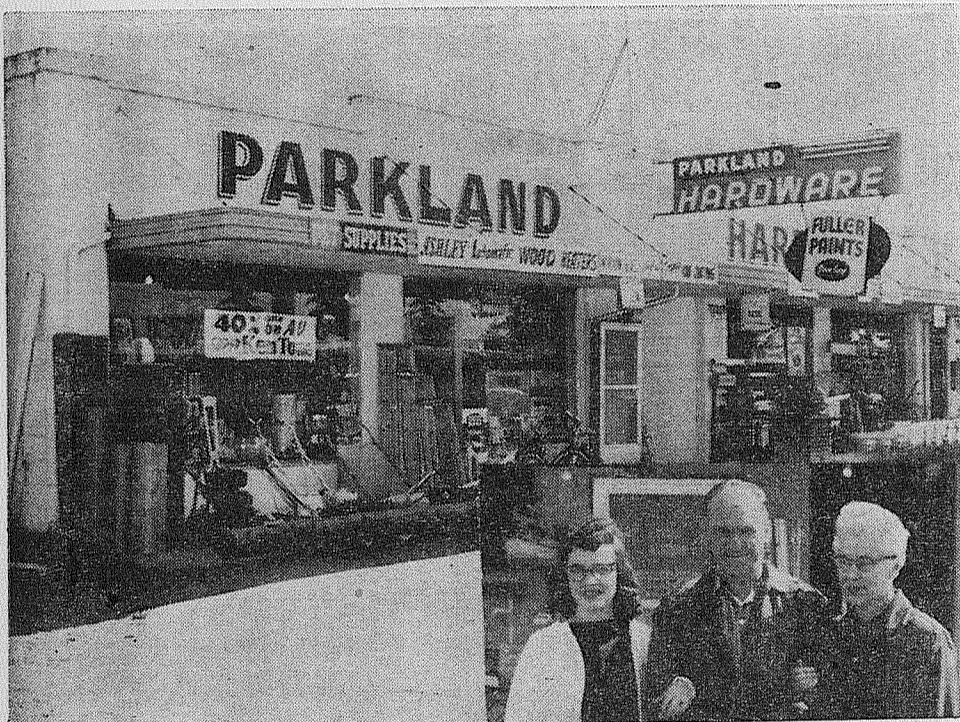
With These Greater Parkland District Merchants and Firms

Parkland

Since its pioneering days, Parkland has grown and become an important part of Pierce County. Not only does its schools and churches reflect this growth, but it can be seen everyday in the establishments of new businesses. A large selection of fine shops line the streets of Parkland offering the people quality and good service in everything they buy. Furniture, jewelry, optical lenses, shoes, oil, and flowers are just a few of the stores specialties. Featured names in clothing, appliances show the residents of Parkland the care in which the owners order for their customers, choosing well-known brands which reflect expert styling and workmanship. Large parking areas is another convenient feature offered by the merchants of Parkland. One of the most popular community-wide events in Parkland is the annual Parkland Round-Up. With the merchants going western and participating in the gala festivities, it is an attraction that draws visitors from all over the state and riders from all over the Northwest. Riding clubs also show community-wide interest. The greatest educational advancement in Parkland is Pacific Lutheran University. An important part of the community, Pacific Lutheran University brings together students from all sections of the United States. Parkland merchants will welcome you into this friendly and happy community, where all your shopping needs will be satisfied with courtesy and competence.



A welcome and long needed addition to this area is the PARKLAND SEWING CENTER, located in the Parkland Theatre Building, 12143 PACIFIC AVE. Combined with the Commercial Sewing Service Co., it offers to Parkland and the surrounding communities, a complete sewing center. Starting with a complete service dept. for all makes and types of machines, the store added dressmaking, tailoring, alterations, and sewing lessons, along with yardage and notions. They have a complete line of new and used sewing machines and vacuum cleaners, and do the service work for the schools on the Morse and White sewing machines. Charlotte Taylor — dressmaking, sewing lessons, and alterations. Sena Larson, her assistant. Ralph "Barney" Barnes, service manager. Steve Pierce, bookkeeper and office manager. Jim Cline, sales and commercial dept. manager. — LE 1-2000.



PARKLAND HARDWARE, 12169 PACIFIC AVENUE, is the Fuller paint headquarters in the Parkland area. Owners Harry and Maxene Newkirk are proud to feature Ashley thermostat-controlled wood stoves, Spark oil burning heaters, general plumbing and electrical fixtures, garden supplies, a complete line of hardware, Toro lawn mowers and Columbia bicycles. Open Monday through Saturday 8 a.m. to 6 p.m. — LE 7-3171.



PARKLAND LAUNDROMAT ... 12171 PACIFIC AVENUE ... across from Piggly Wiggly, is owned by Mr. and Mrs. J. W. Christensen. Customer service is open Monday through Saturday 9 a.m. to 6 p.m. Metered service is open twenty-four hours every day of the week. White shirt and dry cleaning services are open twenty-four hours a day. — LE 7-9970.



STELLA'S FLOWERS, 12173 PACIFIC AVENUE, owned by Stella S. Jacobs has served the community with a complete floral service for twelve years. Stella's Flowers features free delivery to Tacoma and surrounding areas for funerals, weddings, corsages, hospital bouquets, and floral arrangements. Open Monday through Friday 9 a.m. to 5:30 p.m. — LE 7-0206.



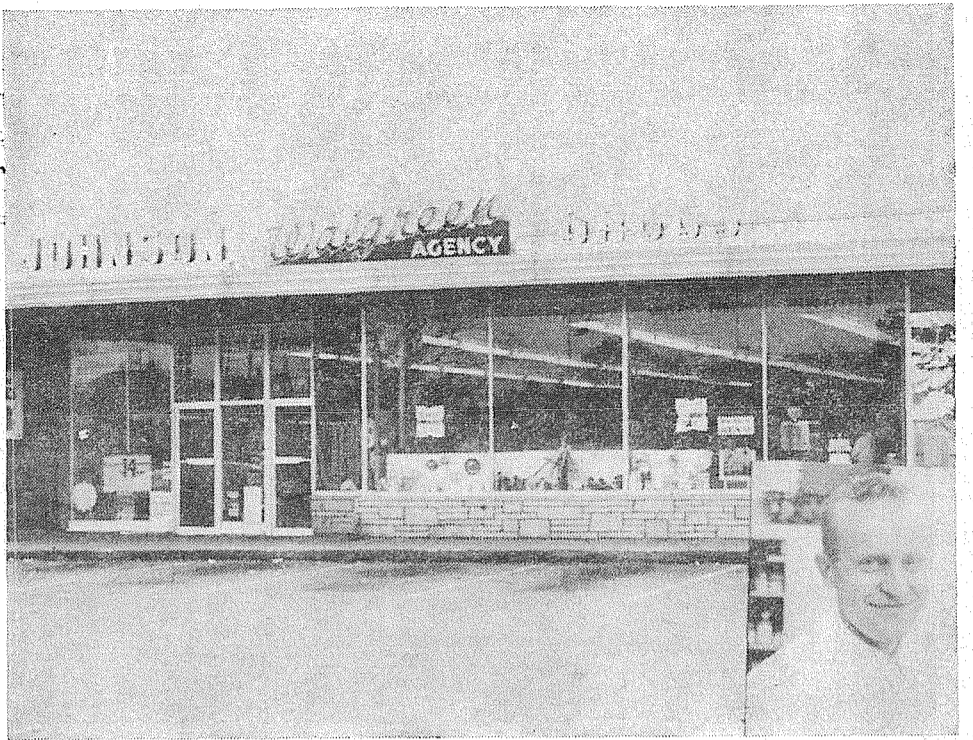
PARKLAND SUPER MARKET, 12208 PACIFIC AVENUE, owned and operated by Carroll Ruby and Robert Sebo is "Parkland's independent store, where the owners are there to greet you and appreciate your business." Open seven days a week, 9 a.m. to 10 p.m. — LE 7-8550.

LET'S GET ACQUAINTED

With These Greater Parkland District Merchants and Firms



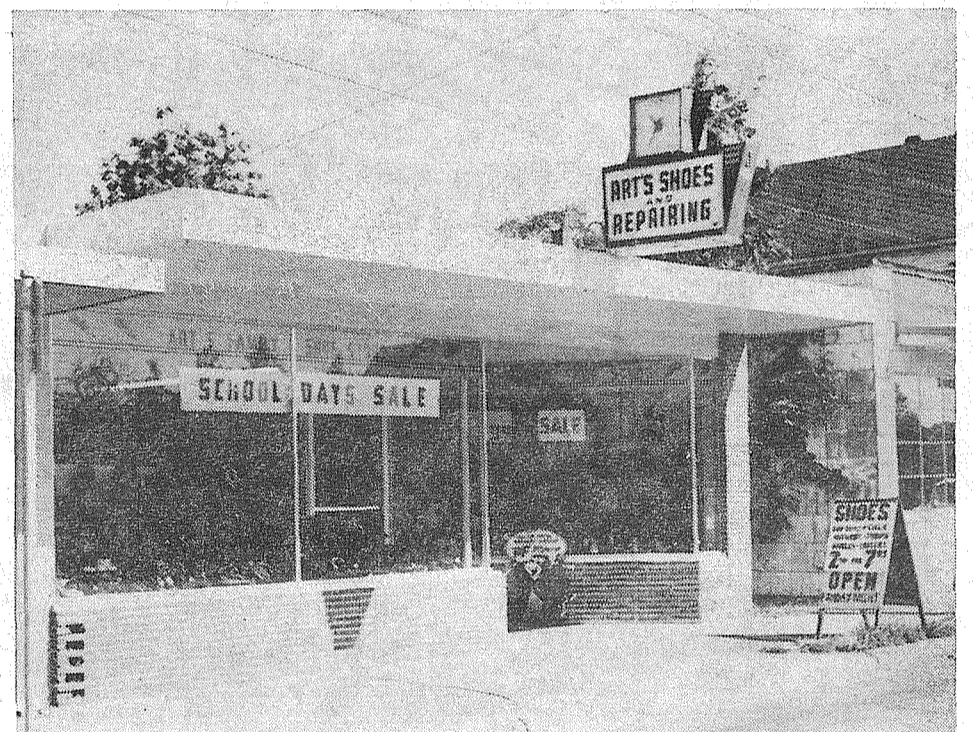
PIGGLY WIGGLY SUPERMARKET, located at 208 GARFIELD, is owned by Chester A. Hogan. Open from 9 a.m. to 10 p.m. daily, this supermarket is complete with meats and groceries, dry goods, drugs, hardware, and has a hair-care center. Bob Meyer is the new meat department manager, and Ellis Whittman is the store manager.



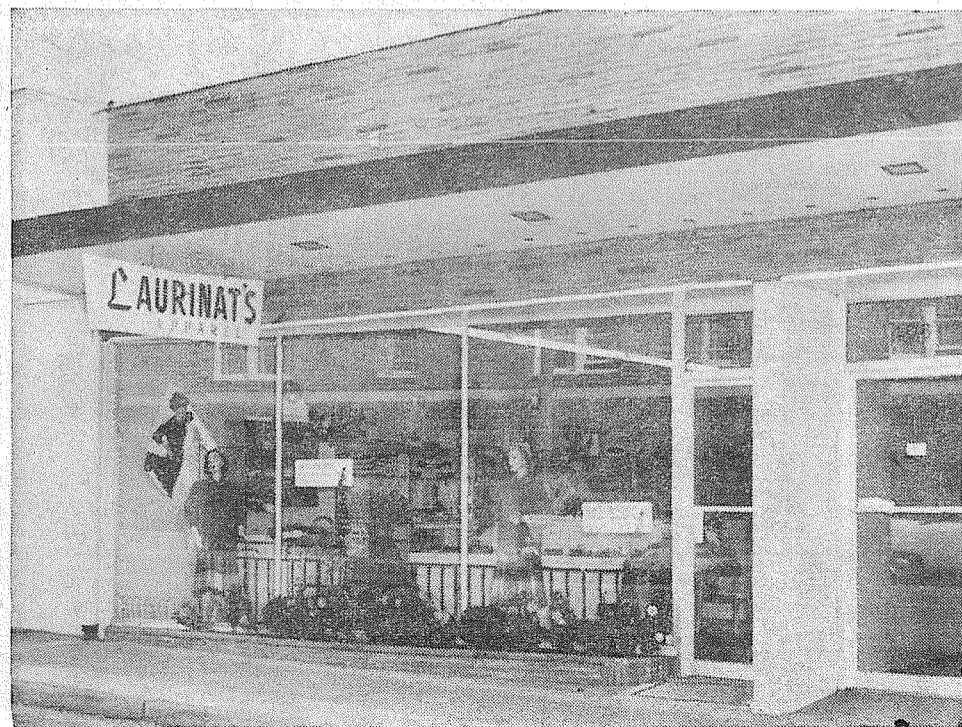
JOHNSON DRUG... 210 GARFIELD STREET... is owned by W. D. Johnson and managed by Web Saugen. Features free delivery, photo supplies from complete Camera shop, Dorothy Gray, Coty, Revlon, American greeting cards, and a film processing department. Open Monday through Saturday 9 a.m. to 10 p.m. Hours noon to 8 p.m. on Sunday. — LE 7-0221.



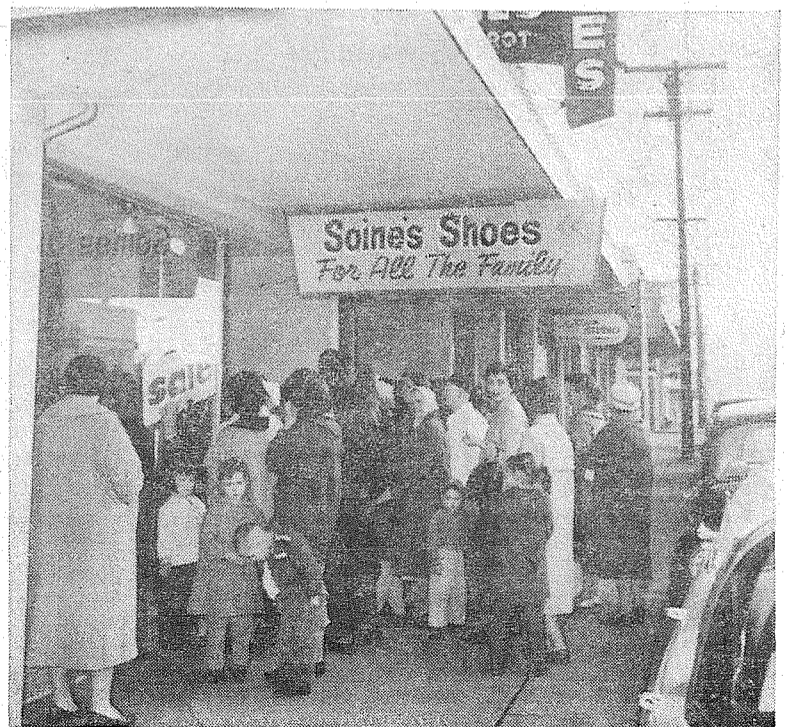
JENNIE L. GRODVIK d/b/a PARKLAND REALTY... 302 GARFIELD STREET... is located next to Piggly Wiggly in Parkland. Jennie started her office in Parkland on January 31, 1941, and enjoys serving old and new clients. Call her for individual help with your home hunting problem. Open Monday through Saturday 9 a.m. to 5 p.m. Hours 1 p.m. to 5 p.m. on Sunday — LE 7-8609.



ART'S FAMILY SHOE STORE... 315 GARFIELD STREET... opposite the post office... managed and owned by Arthur T. and Vivian Berntsen is a shoe store and a shoe repair store combined. The shoe store carries a complete line of shoes for every member of the family. Such famous brands for children's growing feet as: Classmate and Step-Masters. Other brands for the men include: Weyenberg, Wolverine and Chip-pewa. Open Monday through Saturday 9 a.m. to 6 p.m. Friday nights until 9 p.m. — LE 7-8771.



LAURINAT'S APPAREL, 406 GARFIELD STREET, owned by Thelma L. Laurinat features the following brand names — Jantzen, Pendleton, White Stag, and Johnathan Logan. Come in and see the latest fashions and new fall shades. Open Monday through Saturday 9:30 a.m. to 5:30 p.m. — LE 7-5317.



SOINE'S PARKLAND SHOE STORE, 411 GARFIELD STREET, is owned by Al and Malcolm Soine. The crowds gather at Soine's Shoe Store for guaranteed fitting of better quality shoes. Open Monday through Friday 10 a.m. to 6 p.m. — LE 7-3526.

LET'S GET ACQUAINTED

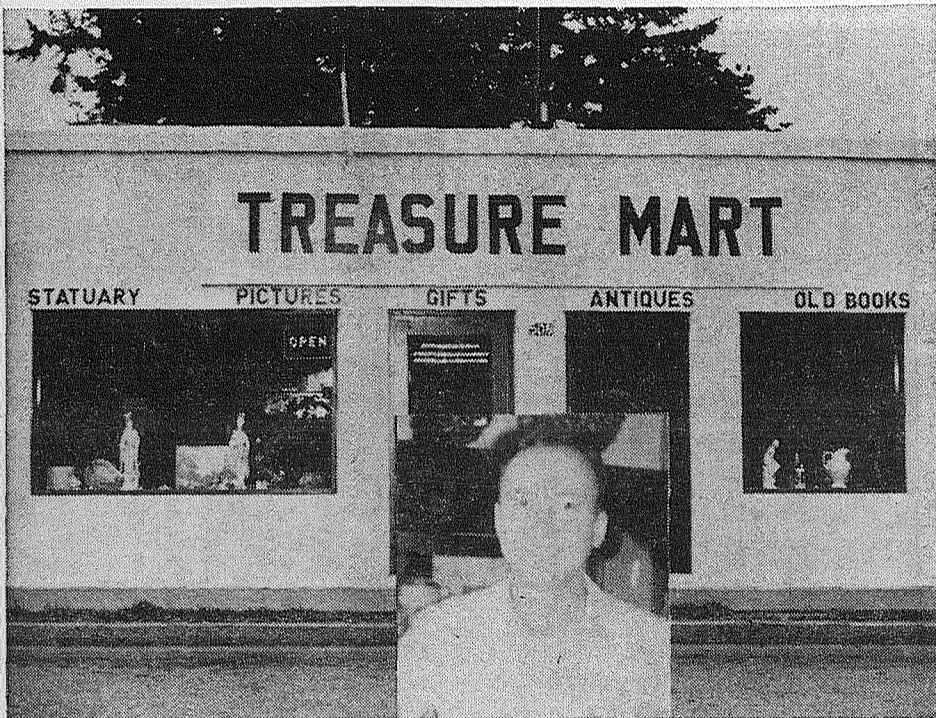
With These Greater Parkland District Merchants and Firms



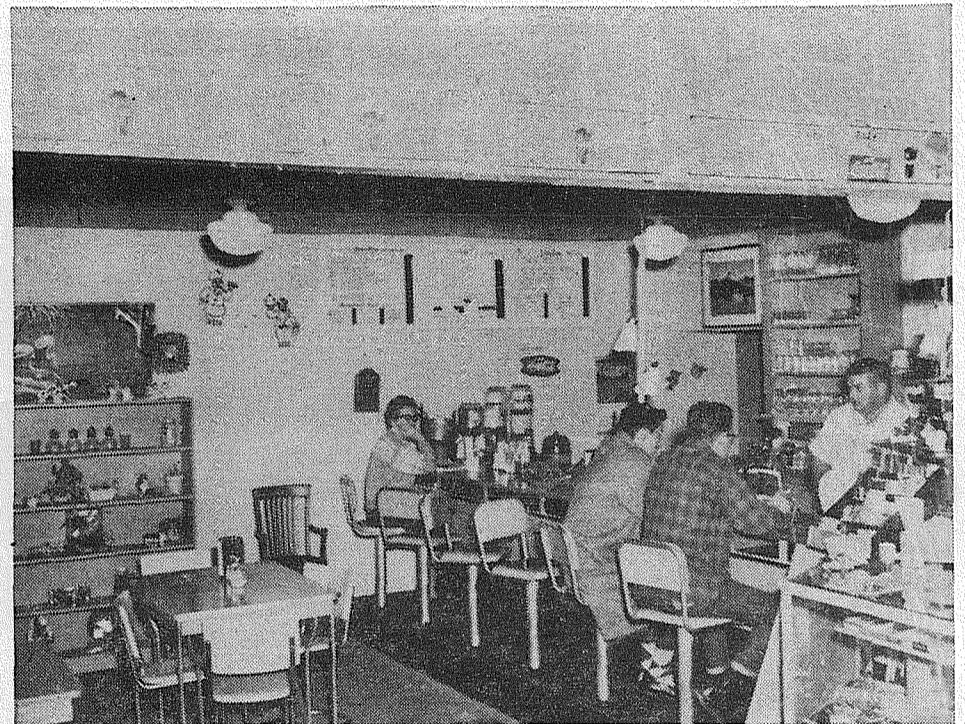
THE PARKLAND TAXI COMPANY is owned and managed by Mr. and Mrs. Roy W. Smith. Located at 11513 SOUTH PARK, the Smith's offer 24 hour ambulance and taxi service. Established in 1956, the company provides nation-wide ambulance service and country taxi service. — LE 7-3322.



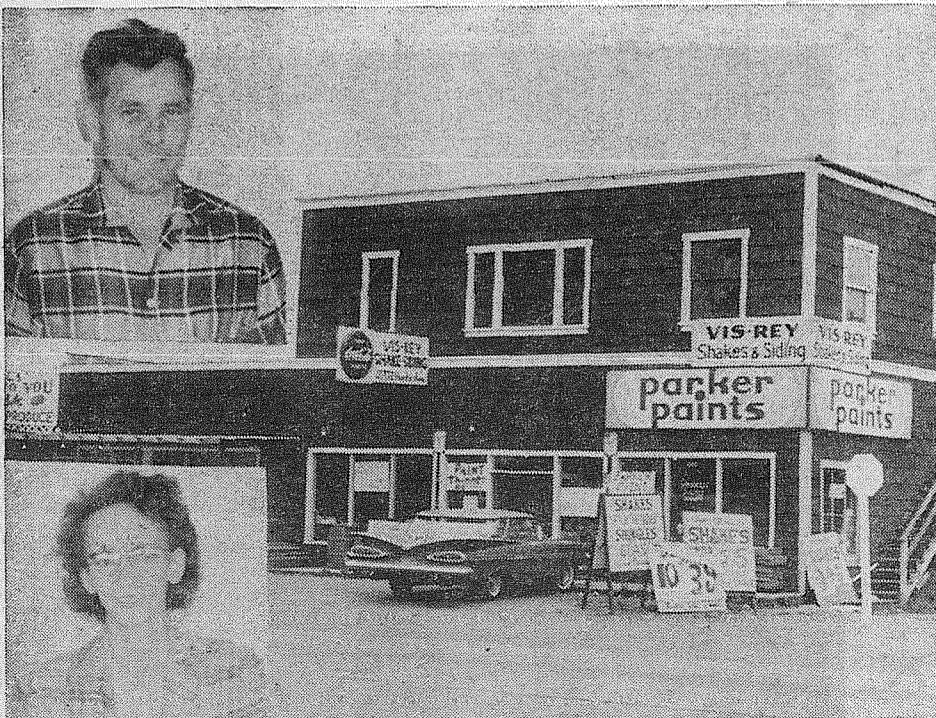
CENTRE CLEANERS, 415 GARFIELD STREET, owned by Mr. and Mrs. R. B. Summers, specializes in good cleaning. "Jo" Summers guarantees perfect fit for sweaters and knit suits. Hours 9 a.m. to 6 p.m. weekdays, open until 5 p.m. Saturday — LE 7-4300.



PARKLAND TREASURE MART... 508 GARFIELD STREET... (is located 1 1/2 blocks off Pacific Avenue in Parkland) owned by John F. Smith started as Parkland wallpaper and recently changed its name to Parkland Treasure Mart. Merchandise includes gifts, antiques, pictures, stationery, and old books. Antiques sold on consignment. Open Monday through Friday. Hours 9 a.m. to 6 p.m. every day. Wednesday open until 9 p.m. — LE 1-0300.



PARKLAND GRILL, 528 GARFIELD STREET, is owned by Mr. and Mrs. Carl L. Bonfoy (their friends know them as "Dutch" and "Dee"). Specialties that have made them famous include: Monday Special — T-Bone Steak Dinner for \$1.10, Merchant's Lunch for 85c, Homemade soups and pies, and the Traveling Chuck Wagon. Open Monday through Friday 7:30 a.m. to 7:30 p.m. — LE 7-5135.



VIS-REY SHAKES AND SIDING, 12702 PACIFIC AVENUE, is owned by Harold C. Reynolds, and carries a complete line of the latest styles, shades and materials in shakes and sidings. Open seven day a week for your convenience. Hours 8 a.m. to 6:30 p.m. — LE 7-4080.



Larry Langevin's **HAND OUT DRIVE-IN** specializes in take-out orders. Just call LE 7-9945 for service and pick up your orders at your convenience. Located at SOUTH 129TH AND PACIFIC AVENUE, the Hand Out Drive-In is open from 11 a.m. to 12 p.m. on Monday thru Thursday, 12 noon to 11 p.m. on Sunday, and 11 a.m. to 1:30 a.m. on Friday and Saturday. Hamburgers are the specialty of the house.

LET'S GET ACQUAINTED

With These Greater Parkland District Merchants and Firms



BIG BEAR ELEVEN STORE is located at 13320 Pacific Avenue. Open from 9 a. m. to 11 p. m. daily and 9 to 9 on Sundays, Big Bear offers buyers a good selection in meats, produce, canned goods, dry goods, magazines, hardware, and soft goods. The store manager is Robert Weller.



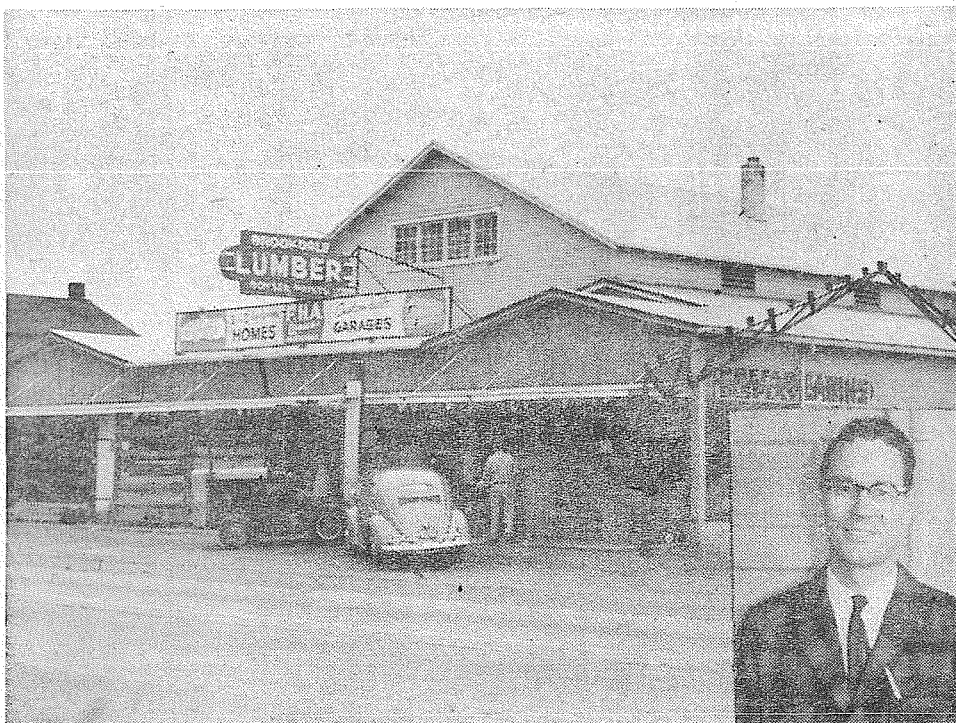
SHOP-ETTE VARIETY, Store No. 2, 13322 PACIFIC AVENUE, is located next to the Big Bear Store in the Big Bear Shopping Center. Owner Arthur Wing and manager Carl W. Reed are there to greet you with friendly dependable service. Shop-Ette Variety Store carries a complete line of school supplies and stationery, candy, toiletries, sewing notions, and children's dry goods. Open weekdays 10 a.m. to 9 p.m. Hours 10 a.m. to 6 p.m. on Saturday. — LE 7-5244.



MAMA BEAR LAUNDROMAT is located at 134th Street and Pacific Avenue. Mama Bear Laundromat is coin-operated and there are 30 washers and 15 dryers to give you fast and convenient service. Mama Bear specializes in washing Shag rugs, and is open 24 hours a day. Owner Dave Kelly has been in business for one and a half years.



PARKLAND GLASS . . . 13719 PACIFIC AVENUE . . . owned by Lloyd and Lael Headley, specializes in a complete glass service, house and auto glass, and builds aluminum storm windows. Open Monday through Saturday 9 a.m. to 6 p.m. — LE 7-4991.



BROOKDALE LUMBER COMPANY, 13602 PACIFIC AVENUE, is owned by Orville Torgeson. Retail building materials are the specialty of Tacoma's largest builder of small homes and garages. Open Monday thru Saturday 8 a.m. to 5:30 p.m. — LE 7-8669.



POCHEL DISTRIBUTING COMPANY, 14001 PACIFIC AVENUE, distributes Mobil gasoline to fourteen Mobil gas stations in the area. Owners Ray Pochel and Tom Moore are proud of the following features: Zenith television, Frigidaire appliances, Pittsburgh paints, and automotive parts. Also, Pochel delivers Mobil home heating oils. Open Monday through Friday 7 a.m. to 8 p.m. Hours 7 a.m. to 6 p.m. on Saturday — LE 7-8624.

LET'S GET ACQUAINTED

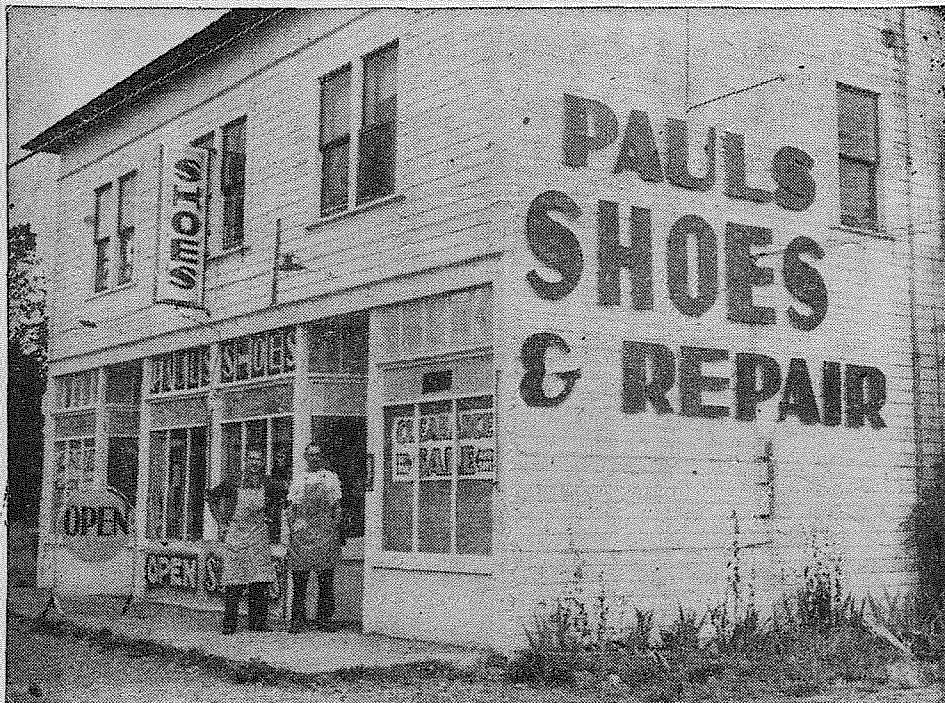
With These Greater Spanaway District Merchants and Firms

Spanaway

With all the zeal of pioneers Spanaway merchants keep their stores well - stocked. The Spanaway district, located around beautiful Spanaway Lake is very proud of its well kept beaches and lovely residential homes. Not only is Spanaway Lake known for its beauty, but for good boating and recreation. In the early 1880's Spanaway was noted for its railroad terminal into Tacoma that provided turn-about shopping. The pioneer community was well-settled because of the rich farming land that was open country at that time. Today, Spanaway is one of the fastest growing communities in the area boasting many new businesses. The owners and managers of Spanaway businesses are noted for their helpful and courteous service. All visitors are welcome to Spanaway, where there are many warm and friendly people to greet you, and plenty of free parking spaces for shoppers. Make your shopping pleasant by shopping in the Spanaway district.



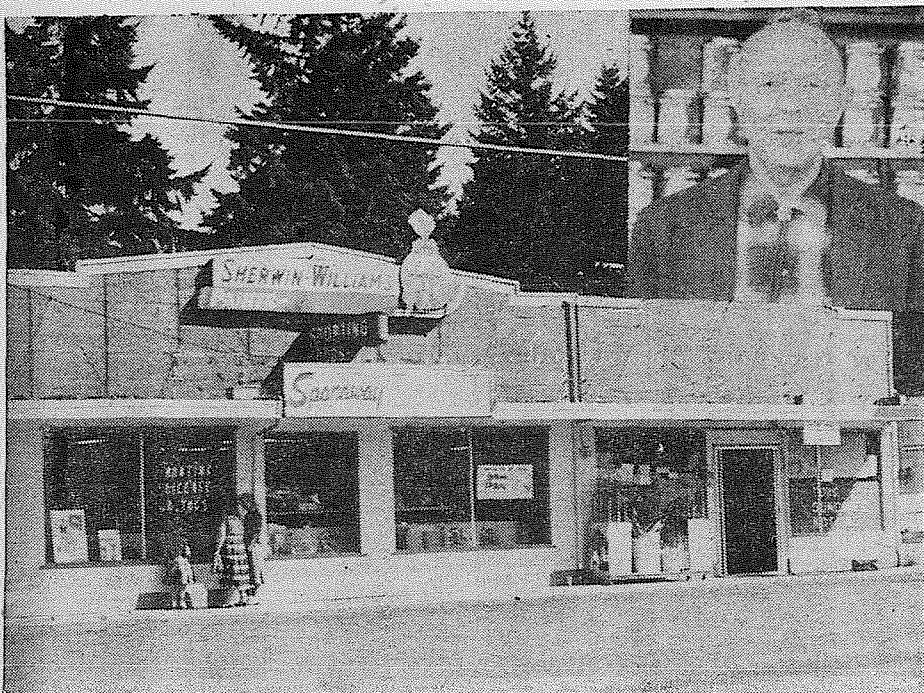
BARGAIN BASKET, owned by Mr. and Mrs. Nelson, is located at 16618 PACIFIC AVENUE. This complete grocery store has 7,000 square feet of room, a paved parking lot, and a newly enlarged frozen foods department. A new ice-machine has been added to provide party ice in plastic bags and complete clothing, hardware, meat, produce and sundries departments are available. The Bargain Basket has been established for over 13 years and is managed by Wes Drake — LE 7-3371.



PAUL'S SHOES AND REPAIR, S. 161ST AND PACIFIC AVENUE, is owned and operated by Paul W. Chalk. Having served the community for 14 years Paul is well known for his fast, efficient service. Services include repair, refinish dyeing, and new shoes. All work is guaranteed. Open Tuesday through Sunday 9 a.m. to 6 p.m. Open until 9 p.m. on Friday. — LE 7-0552.



GIBBONS GROCERY STORE is located at 162 Street in Spanaway. Martin and Charlotte Gibbons have been in the food business for over 40 years and have been serving Spanaway's every need in the food line for over 20 years. Gibbons Grocery has a complete line of meats and produce, and has free parking facilities. The store hours are from 8:30 to 6:15 six days a week. — LE 7-7429.



SPANAWAY 5 & 10, 165th and PACIFIC AVENUE, has a large selection of items for the buyer. Complete hunting equipment can be bought along with material, gift items, clothing, hardware, sewing notions, toys, paint, and jewelry. Owner-manager Theodore F. Stansbie has a well-trained staff headed by Naomi Clark to help you in your selection and buying. For most of your family needs, shop Spanaway 5 & 10 from 9 to 9 weekdays and 11 to 6 on Sundays. — LE 7-8322.



SPANAWAY CLEANERS... South 165th & PACIFIC AVENUE... owned by Charles L. and Hannelore Garner specializes in Military uniforms, drapes, sweaters, knit suits, coats, and shirts. Open Monday through Saturday 9:30 a.m. to 6 p.m. — LE 1-2812.

LET'S GET ACQUAINTED

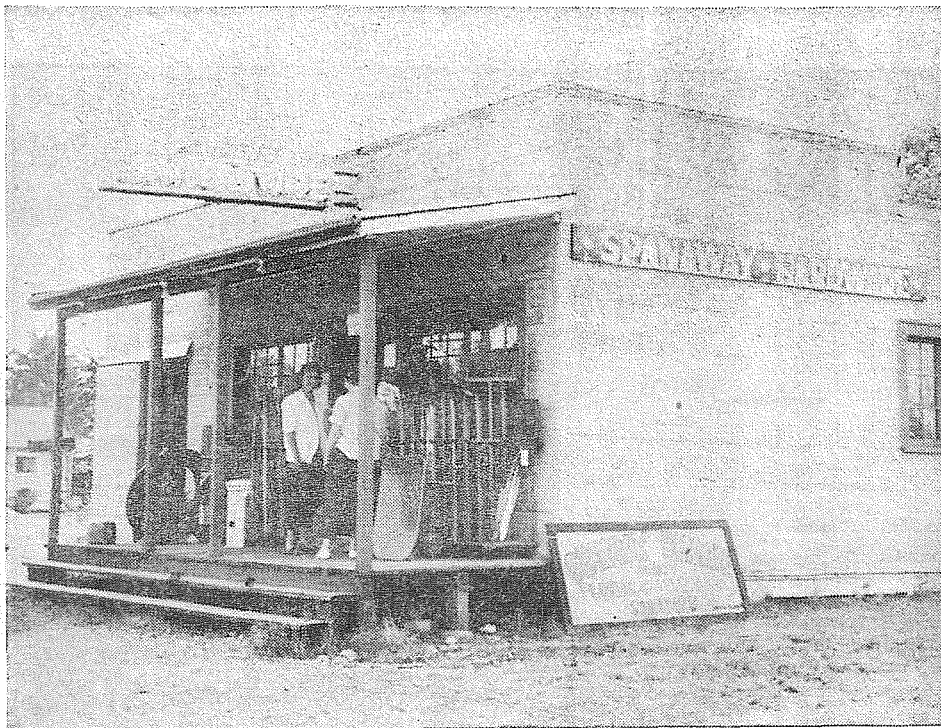
With These Greater Spanaway District Merchants and Firms



LITTLE PARK CAFE . . . 171ST & PACIFIC AVENUE . . . managed by Mrs. Josephine Stockmeyer has served the Spanaway area with fast service and good food for the past three years. Specialties include home-baked pies, home-cooking, and the Little Park Special — Tenderloin at \$1.95. Open seven days a week 6 a.m. to 8 p.m.—LE 1-1343.



HERMAN'S FOOD STORE, 162ND AND PARK AVENUE, has served Spanaway since December, 1937. Herman R. Fuchs, owner and manager is proud of the fine selection of foods. One of the best meat departments in the State can be found here, specializing in locker beef. One stop pay station for Puget Power & Light — Spanaway Water Co., plus money orders may be purchased. Fine feed department featuring General Mills and Blue Ribbon feeds. Sack coal and prestologs may be purchased. Open 8 a.m. - 7 p.m., Monday thru Saturday. — LE 7-8213.



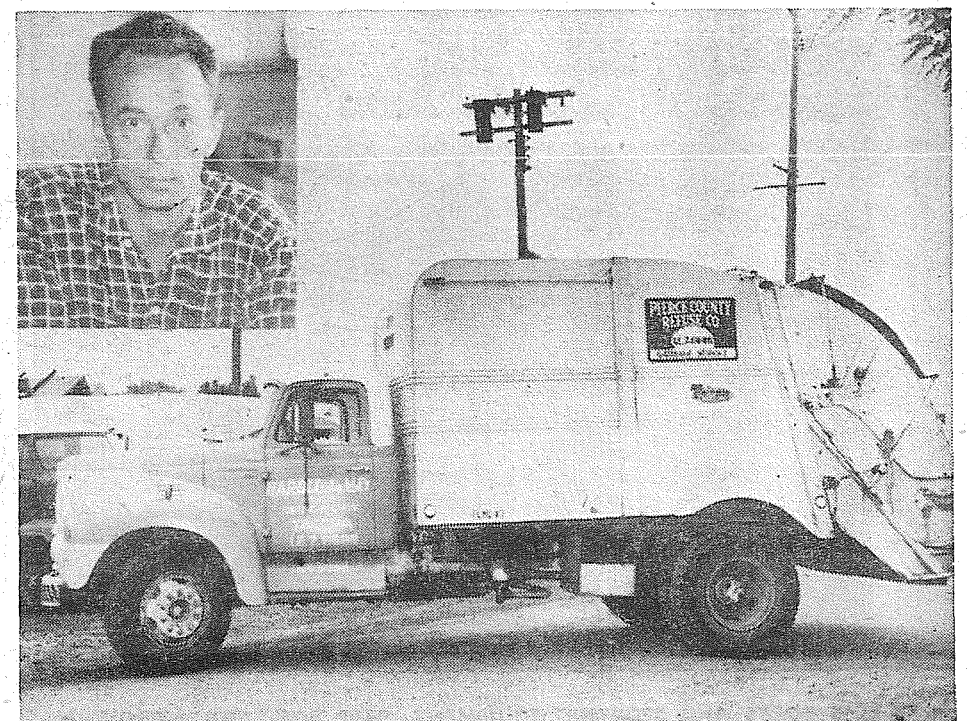
SPANAWAY HARDWARE . . . 170th & PACIFIC AVENUE . . . owned by Mr. and Mrs. Leslie D. Rohr specializes in plumbing and electrical supplies, cement, garden tools, and general hardware items. Open Monday through Saturday 7:30 a.m. to 6 p.m. Hours 8:30 a.m. to 1 p.m. Sunday. — LE 7-8378.



SOUTH END PLUMBING AND HARDWARE, SO. 185th AND PACIFIC AVENUE is owned by William and Dorothy Righetti and managed by Art Miller. South End Plumbing and Hardware carries a complete line of housewares, cleaning supplies, tools, garden supplies, electrical and plumbing fixtures, building supplies and Schorn paints. Open seven days a week, 8 a.m. to 6 p.m. Hours 8 a.m. to 4 p.m. on Sundays. — LE 7-4100.



TRUCK PARTS & EQUIP., INC. 1406 PACIFIC AVE., TACOMA, WASH. Trucks, Trailers, Machinery, Logging and Contractors Equipment, Truck Brake Lining, Drums and Hubs, Winches, Cable, Motors, Rear Ends, Chain, Hardware, Civilian & Army Truck Parts, New and Used. — LEnox 1-2424.



PIERCE COUNTY REFUSE . . . 13502 PACIFIC AVENUE . . . owned by Harold E. LeMay and managed by foreman Maurice L. (Morry) Jorgensen has served the south end district for nineteen years. Moderate prices and efficient service have earned the appreciation of the area. — LE 7-8688.

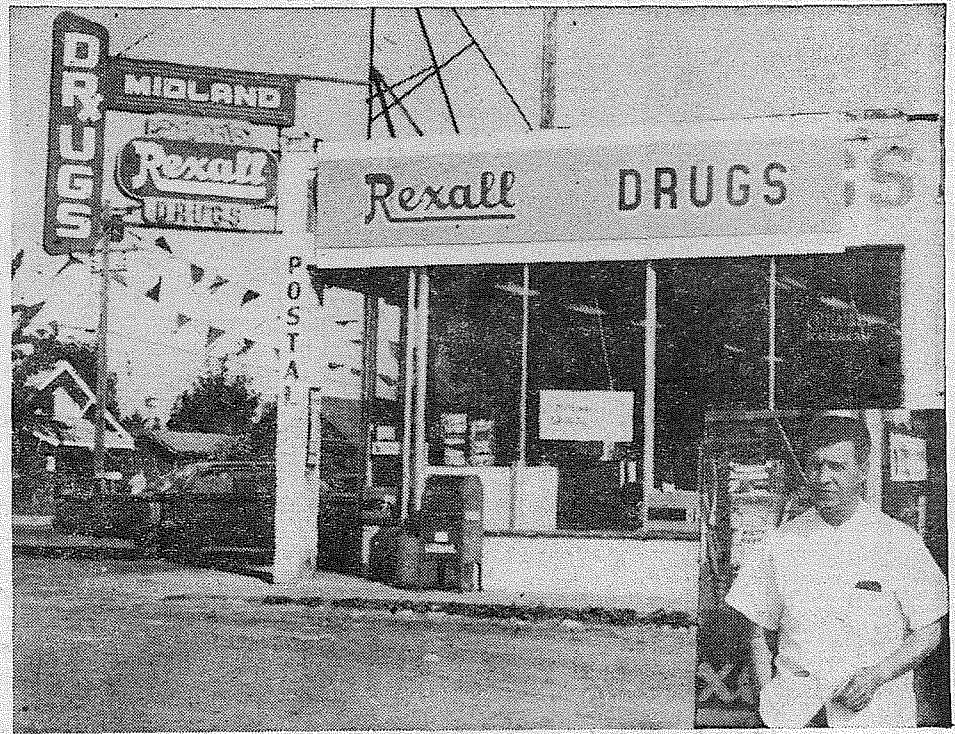
LET'S GET ACQUAINTED

With These Greater Midland District Merchants and Firms

SHOP GREATER MIDLAND MERCHANTS

Midland

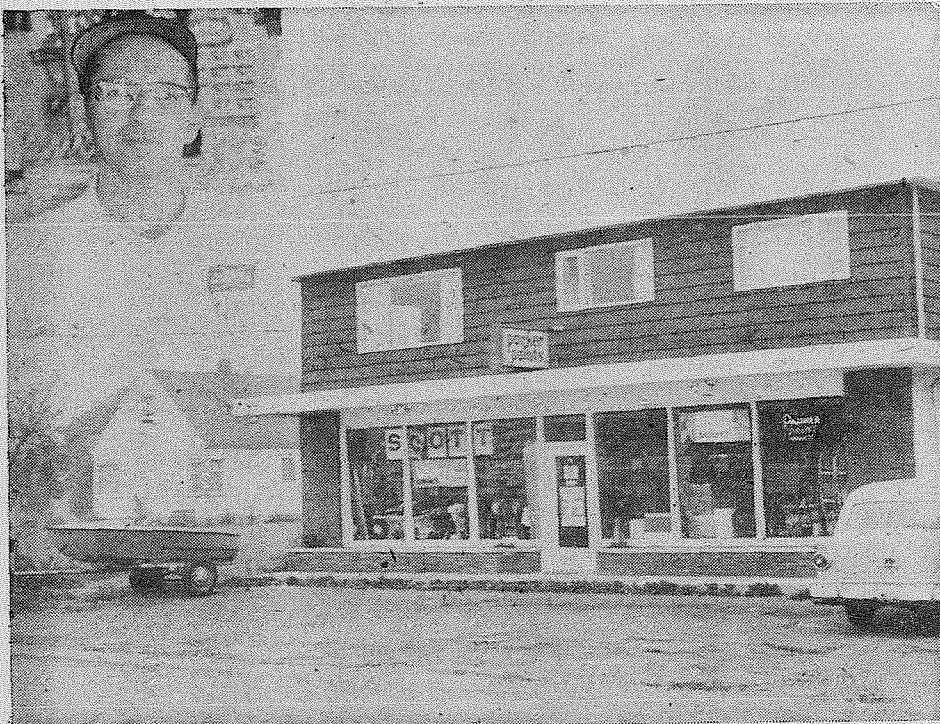
Midland, a fast growing business and residential area, prides its many fine businesses. With the Midland Beauty Shop, Auto Wrecking, Oil Sales, Hardware, Locker, Gas and Fuel, Drug, Garage, Home, Food Center, and many more, the residents have many well-stocked stores to choose from. The Midland merchants are always friendly and courteous toward their customers, and have experienced, well-trained clerks on hand to give expedient and complete service. Ample parking is provided by all merchants to give further convenience to Midland shoppers. Midland merchants say "Come on in and see us. We give top quality for reasonable prices! And always good service!" Midland shoppers know this, too, because they patronize their businesses, and feel sure that only the best is sold in Midland! Midland merchants are known throughout the area as the Progressive Merchants.



GENE'S MIDLAND REXALL DRUGS, MIDLAND. Gene Boyle, owner and manager is always available to assist your every need. Gene's features American Greeting cards, Coty cosmetics, photographic supplies, complete baby supplies. Gene has been a pharmacist in the Tacoma area since 1954. People of the South-End have found prescription specialists when dealing with this pharmacy. Midland Post Office, and Utility bills can be made in one stop. Free Prescription Delivery. — LE 7-3305.



MIDLAND FOOD CENTER . . . 1701 EAST 99TH . . . located in Midland shopping district, is locally owned and managed by John Bussbnich. Complete one stop food market. Open Monday through Saturday 9 a.m. to 9 p.m. Hours 10 a.m. to 7 p.m. on Sunday.



GAY-LINE BOATS AND SPORTING EQUIPMENT, 9412 PORTLAND AVENUE, is owned by Mr. and Mrs. Gaylund W. Harkey. Harkey's have been in business a total of 15 years, the last 3 in Midland. A complete line of sporting goods, model supplies, and Parker paints may be found. Gayline boats, Scott's Sales and Services, plus Gayline truck campers are also available. Come in today. Hours 9 a. m. - 7 p. m. Monday through Saturday. — LE 7-4755.



CANYON READY-MIX is located at 5203 EAST 72ND. For fast, dependable, and experienced concrete work just call LE 7-3943. Canyon Ready-Mix is owned and operated by Otis Sawyer. The store hours are from 7 a.m. to 5 p.m. daily. LE 7-3943.

LET'S GET ACQUAINTED

With These Greater Midland District Merchants and Firms



A-1 TELEVISION AND RADIO SERVICE, 1424 EAST 72ND. AND PORTLAND AVENUE, gives you fast, dependable, and guaranteed service on all types of radios, televisions, and Hi-Fi sets. Gerald Youngedyk is the manager, and his business is licensed by the Television and Radio Electronics Institute of the State of Washington. A-1 also offers free tube testing, experienced antenna installation, and good service. A-1 is open from 9 a.m. to 7 p.m. daily and until 9 p.m. on Mondays and Saturdays. GR 5-0658.



Buy — the Best Buy G.E.
for Less — at
WEIR'S
Your G.E. Corner
8419 Portland Avenue
Open — 9 till 9 — Sat. till 6 p.m.



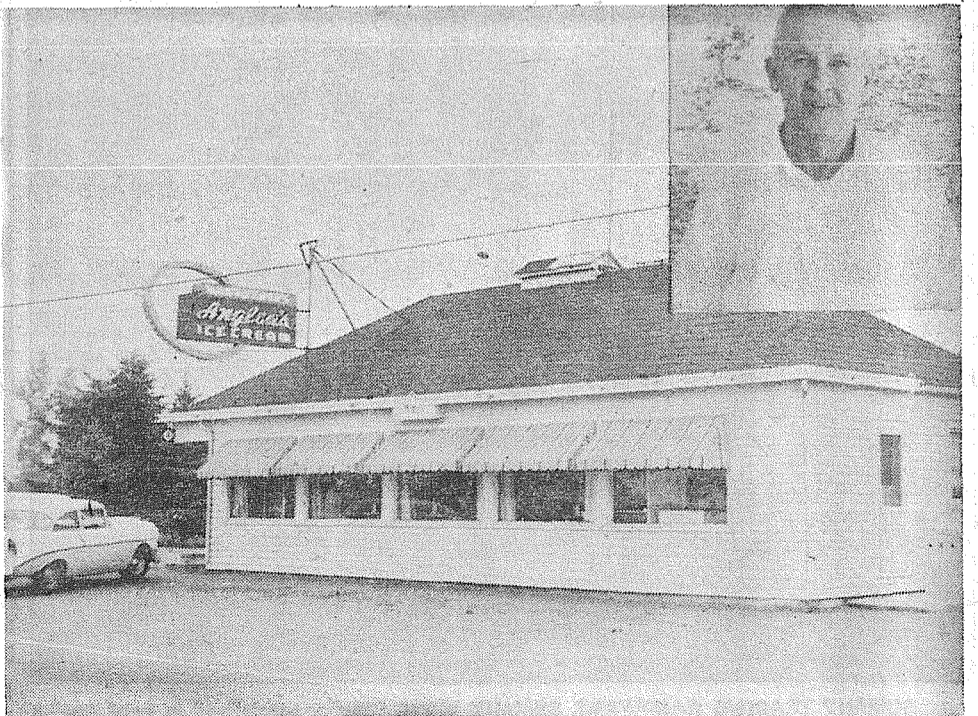
LINDSTROM FURNITURE AND SHAFFER FURNITURE, two separate stores occupying the same building at 8019 PORTLAND AVENUE, deal in furnishings for the home and for babies. Howard Shaffer has a complete Crib and Cradle Shop where he sells juvenile furniture, baby supplies, and toys. He also handles high quality merchandise for reasonable prices. A complete line of Fischer and Dante modern and contemporary furniture is also in stock. Al and Jane Lindstrom own and manage a complete maple and carpeting shop, a television appliance shop, plus house trailers and vacation trailers. Open from 9:30 a.m. to 5:30 p.m. daily, both shops stay open until 9 p.m. on Monday night for convenience of their customers. — LE 1-2300.



MIDLAND OIL SALES is located at 1161 EAST 9TH. Owned and operated by George Lind, the company services the entire Tacoma area with automatic stamped meter service. Midland Oil deals in Veltex Oil products, and has been in operation for the past 6 years. George Lind has been a resident in the Midland area for over 30 years, and is well known for his courteous and reliable service to the people of that area. — LE 7-8722.



MAJOR HEATING OIL COMPANY, 7517 PORTLAND AVENUE. Top meter service is yours when you buy your oil from the Major Oil Company. Owned and operated by Cliff, "Wyn", and Bill Jenne, the company was established in 1945. For convenient Richfield Oil service the company hours are 8 a.m. thru 5 p.m. — LE 7-3644.



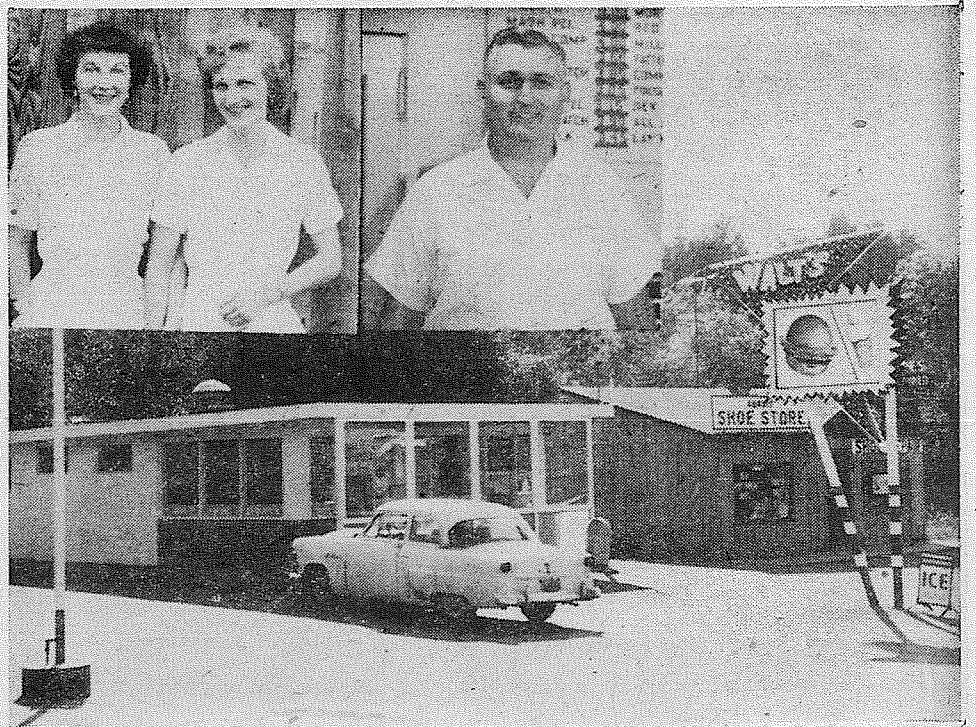
ANGLEA'S RESTAURANT, 7511 PORTLAND AVENUE, gives you homemade ice cream at its finest. Mr. and Mrs. Anglea have been in business for 14 years. A large variety of ice cream can be bought at Anglea's, along with their delicious hamburgers and fries. They also specialize in take-home gallon packs of ice cream for your freezer. — LE 7-9962.

LET'S GET ACQUAINTED

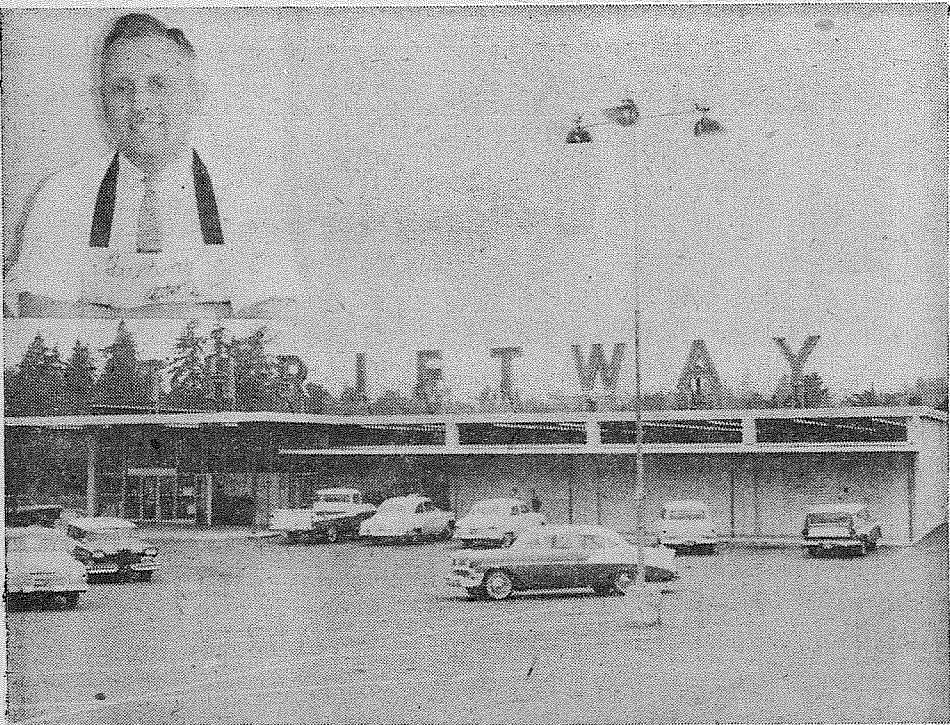
With These Greater Summit District Merchants and Firms



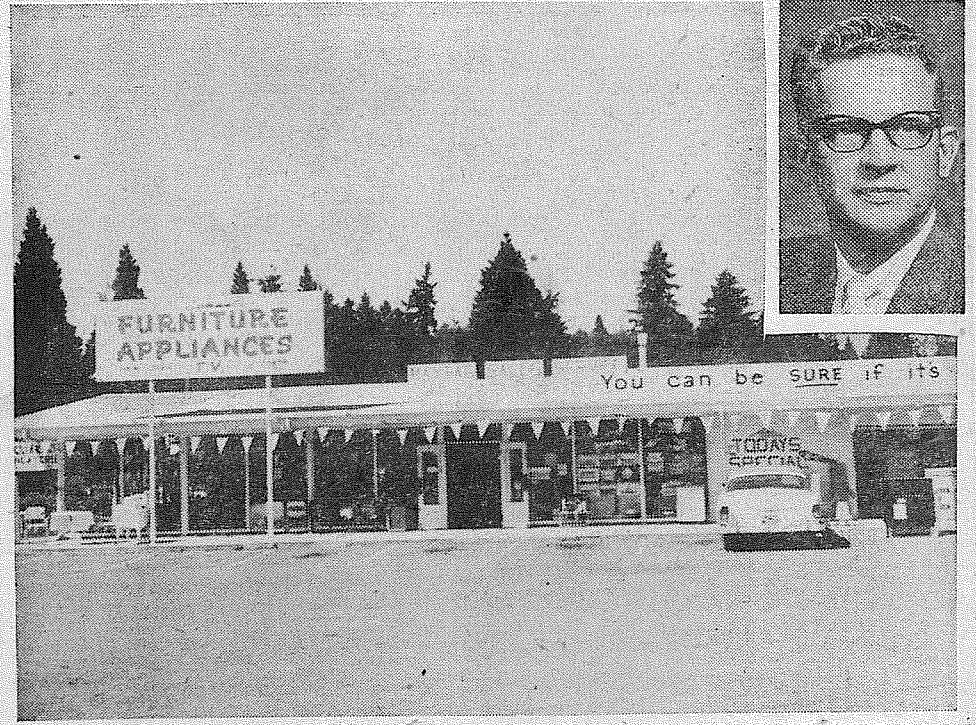
McAULEY'S SUMMIT DRUGS, AIRPORT AND CANYON ROADS. After 16 years experience in Tacoma, registered pharmacist Nelly McAuley moved to her present location. Newest Revlon, and Coty Cosmetics, plus Brown & Haley candies, Money orders, Hallmark, American Greeting cards are at your disposal. Large camera department including Splicers, projectors, photo bar lights, meters, wink lights, cases. Remote power control slides, for Argus projectors. Veterinary Supplies. Open 6 days a week. Hours 9-9. — LE 7-0668.



WALT'S DRIVE-IN, 5310 EAST 112TH, has a variety of good food on hand for his customers. Whether you're in the mood for fish and chips or burgers and fries, you'll find the best at Walt's. Open from 11 a.m. to 11 p.m. on weekdays and Sundays and until 1 a.m. on Friday and Saturday nights, Walt has a five girl staff to give you speedy and complete service. Walt says thanks to customers for past business, and hopes to see many new customers in the future. — LE 1-0553.



SUMMIT VIEW THRIFTWAY, 112th AND CANYON ROAD. "Every day low prices" is the motto of this complete supermarket. Manager Cleet Christanson has a competent staff on hand every day including Bob Lodge in the meat department and a well-qualified butcher Frank Gintz. Store hours are from 9 to 9 daily, 10 to 7 on Sunday. For all your needs in produce, dry goods, magazines, drugs, soft goods, meats, and clothing, shop Summit View Thriftway. — LE 7-4144.



SUMMIT FURNITURE & APPLIANCE, AIRPORT AND CANYON ROADS. Managers Russell Frick and John Franz specialize in sale of Colonial and Danish Modern furniture. They also have on hand a complete line of Maytag and Westinghouse appliances. Store hours are from 9 to 6. As an added convenience, the store is open until 9 p.m. on Monday and Friday nights. — LE 7-8676.



SUMMIT TRADING HARDWARE, SUMMIT VIEW. "We've specialized in good service for 41 years," says owner-manager O. W. Carlson. Established in 1919 the enlarged shop carries a complete line of Dutch Boy paints, building and regular hardware, nails, variety, housewares, cleaning supplies and men's work clothing. For those who care for the best let Mr. Carlson's many years of experience be your guide. Summit is open from 9 to 9 Monday thru Saturday. LE 7-5848.



SUMMIT TRADING COMPANY, managed jointly by Elmer Bergman, Grocery Dept., and Robert Carlson, Meat Dept., is located at 10409 CANYON ROAD. Serving the area since 1920, Summit Trading Company has a complete line of groceries, meats and produce. A competent staff is on hand at all times to give you complete, friendly and courteous service. Store hours are from 9 to 9 daily, and 10 to 7 on Sunday. — LE 7-5848.