

TOWN & COUNTRY REVIEW

Reader Ads in This Section Prepared and Copyrighted 1963
By DENNIS KASUM

WOOLSEY'S FIRESTONE TIRE SERVICE

This well known tire company is located at 601 E. 2nd in The Dalles. Phone CY 6-3805. This firm realizes that quality is as important to everyone as price. They stand behind their products and you can be assured that the tires you buy here are of the highest quality. (If you need truck or tractor tires, this is the firm to go to. They have tires for all makes of tractors.) They also feature tire service.

When they recap a tire, you can be assured that the job done on it is complete. You can count on their tires. Have the tire recapped today. There are many miles of good service left in the tire if it is properly recapped. This is the firm to take all your tire repairing needs.

For any size tire, see this firm in The Dalles today. You will be well pleased with the courteous

service that you will receive here, regardless of the size of the order.

This firm has served the people of this section well in the past, and they will, no doubt, continue their fine business policy in the future. We, in this Town and Country Review wish to highly recommend this reliable firm in The Dalles to you for all your tire needs. Remember they are located at 601 E. 2nd in The Dalles.

SUNSET MOTOR COMPANY

The Sunset Motor Co. is located in The Dalles at 523 E. 3rd. Phone CY 6-2166.

The Chevrolet is considered by many to be the most outstanding car of the year. Be sure to drive a new Chevy and you will immediately see why.

This is your authorized Chevy dealer and they are qualified to

render a complete service on all models. They carry a comprehensive stock of parts for late models as well as older models in order that you may keep your automobile in tip top shape.

Remember that a motor analysis by this firm gives your car that green light, stepaway leadership. Here you will find a complete re-

pair department that is capable of handling any job quickly and efficiently.

Maintaining a car in good repair will make it last longer and increase its resale value. Have that old car serviced at the Sunset Motor Co. in The Dalles or trade it in on a new Chevy. The motto here is "Friendly Service."

THE DALLES PHARMACY

Where pharmacy is a profession. This store is located at 300 E. 2nd in The Dalles. Phone CY 6-3928. They are well known in this area for fine service and the best in drugs.

It has been said that a druggist to have a complete stock of popular drugs, including the patents,

as well as standard drugs, would need 25,000 items or more. We'll not stop to count these valuable items, but for service that equals this, see The Dalles Pharmacy in The Dalles.

The prescription from your Doctor will be scientifically filled to his exact order. A registered

pharmacist is on duty at all times to see that the proper drugs are compounded and who understands how to read any prescription.

Quick Service is their motto, so if you live in the rural district just ask for your order to be sent by the postman and it can be in your mail box the next day.

TRI-K DODGE

Tri-K Dodge is your authorized dealer for the popular Dodge automobiles. They are located at 315 West 3rd in The Dalles. Phone CY 6-5461.

The new Dodge is the motorist's dream come true. It gives you those advantages of driving comfort, safety, efficiency of operation and handles easily. Treat yourself to a ride in a new Dodge. You will agree that it has beauty, roominess and plenty of pep. The new Dodge is a product of many months of planning by some of the finest engineers in the auto-

mobile manufacturing business.

This firm is completely equipped to service any and all makes of automobiles. Enjoy your car by keeping it in first class condition. The mechanics at this firm are experienced and will give your automobile the best of care.

In this 1963 Town & Country Review, we are happy to recommend Tri-K Dodge to all our readers. You can be sure of a square deal by trading with this popular firm in The Dalles. They also have the 5-Year or 50,000 Mile Warranties.

HOTEL DALLES COFFEE SHOP

Located at 112 W. 2nd St. in The Dalles. Phone CY 6-5111. This restaurant is recognized as a center for motorists and the public in general. It is also known as headquarters for "good food."

Their culinary department is provided with the most modern equipment and utensils and everything is kept perfectly clean throughout.

At the Hotel Dalles Coffee Shop people can be seen from every walk of life, who make this popular coffee shop their down-town eating place.

In this section there is not another establishment that surpasses this place in service and satisfaction.

And last but not least, the courtesy of the attendants is a feature that receives more than passing notice from the customers.

In making this 1963 Town and Country Review of the city we are pleased to give the Hotel Dalles Coffee Shop commendation for the excellent service they give and for the leading position they hold.

CRANDALL ELECTRIC

The Crandall Electric located at 218 E. 12th in The Dalles specializes in house wiring, commercial wiring contracts and lighting fixtures and they have the equipment and experience to complete any job. No job is too small and no job is too large for this well known firm.

At this firm are lighting and power specialists who will know exactly how to contend with your wiring problems. They have proved their ability during the time they have served this entire community. No electrical contractor in this section has met with more success than this outstanding firm of contractors.

Their policy has been fair to all without sacrificing quality. Know you are receiving the best that is offered and call Crandall Electric in The Dalles the next time you are building, remodeling or whenever you have the need of first class electrical contracting work.

This Review Features the Leading Business Concerns in The Dalles

Dollars are saved where the inexperienced person would waste both time and money. It can rapidly be seen that this concern is very important to the farmer, the stockman and the community in general.

They are also specialists in the Concrete Contracting Field.

For reasonable prices and for getting work done when promised, we refer R & B Construction Co. to our readers.

R & B CONSTRUCTION CO.

R & B Construction is located at 1920 E. 14th in The Dalles. Phone CY 6-9286.

They are equipped with the best mechanical devices for all classes of work consisting of land clearing, road work, pond building, land leveling and ditchwork of all kinds.

Any one needing any work done of this nature can do no better than call the R & B Construction Co. They have had years of experience in this line of work.

LANCE APPAREL

"FASHION CENTER OF THE MID-COLUMBIA"

Located at 309 E. 2nd St. in The Dalles where quality reigns and style is paramount in ladies wear. Phone CY 6-2874.

Here they feature individual and distinctive garments and accessories for the most fashionable ladies at reasonable prices. Their quality dresses are the very latest in smartness and their styles will distinguish the wearer as a well dressed woman. This shop has long been known to the women of this section as the place where they can obtain their every need in nationally advertised brands. Complete bridal service. For any one firm to assume the

fashion responsibilities of this section is rather a large undertaking, but through their desire to represent only the finest and best has become known as fashion headquarters for ladies in this section. The principle upon which this store is operated is that of furnishing individual and distinctive garments and of meeting any and all competition in quality, style and price.

We wish to compliment Lance Apparel located at 309 E. 2nd upon their policy of maintaining merchandise of quality and the latest styles in ladies garments. Phone CY 6-2874.

THE DAIRY QUEEN STORE

For just the right treat during hot summer days, go to your Dairy Queen Store located at 421 Union in The Dalles. Phone CY 6-5353.

There they featured delicious Dairy cream served in cones and sundries. You will enjoy the smooth texture of this Dairy cream and find that flavor better than any you have ever tasted.

You will find that this firm has a spotless room from which their customers are served. Sanitation is of the utmost importance to all of us who want to stay

healthy, and the Dairy Queen Store has made a special effort to have clean machinery and sanitary working conditions for their employees.

Not only can you buy Dairy Queen products to eat immediately, but you can also buy your Dairy cream by the pint or quart; to take home and serve to the family at any hour of the day. Stop in today and see for yourself why everyone is saying, "It's the best I've ever tasted." Remember they are located at 421 Union in The Dalles.

HERMAN'S MENS STORE

Herman's Mens Store is located at 401 E. 2nd St. in The Dalles. Phone CY 6-5230.

Men and young men who are seeking up-to-date styles and fabrics in suits will find exactly what they are needing at this popular men's store. In making their bid for the trade of the well-

with an excellent stock of work clothes.

If you are going to purchase clothing, you certainly cannot afford to overlook the outstanding values now being offered at Herman's Mens Store. Their stock includes both the latest styles and the more conservative patterns.

gressed men, this store has selected a wide range of fabrics, styles and patterns—clothing that is styled for this season and priced for your season's clothing budget. They also feature Western Wear for the complete family along

In this review, we wish to point out Herman's Mens Store at 401 E. 2nd in The Dalles to the men and young men of this section. If you are economy and value wise you'll let them serve you for all of your clothing needs. Phone CY 6-5230.

INDUSTRIAL MOTOR PARTS

This prominent firm in The Dalles is located at 800 N. Frontage Rd. Phone CY 6-3871 for information concerning any automobile part or machine shop work. They supply garage owners construction interests and filling stations with a wide variety of auto parts such as: rings, fuel pumps, gears, gaskets, bearings, etc. Commercial and Industrial Motor Parts in The Dalles for all parts. Their stock is one of the largest and most complete in this territory.

The twentieth Century has often been referred to as the "Ma-

chine Age". The modern machine shop is an integral part of this age. This well known machine shop has had years of experience in Engine Rebuilding and can be depended upon to give you excellent workmanship. Due to their completely equipped machine shop, they can turn out more work for their customers in a shorter length of time, and at a reasonable price.

In this 1963 Review we highly recommend this dependable firm in The Dalles for their service and supplies. Phone CY 6-3871.

DIELSCHNEIDER'S INC.

Dielschneider's is the "Do-It-Yourself" headquarters in The Dalles on the E. Columbia River Hwy. Phone CY 6-9134.

Be sure to visit this well-known hardware store soon. They carry a complete stock of home and farm hardware, tools, garden equipment, paint and electrical supplies. These and many other types of merchandise are offered in a wide variety of colors, sizes and grades.

Whether you're building a cabinet or laying linoleum, these expert men will help you choose the correct tools and supplies. Their long experience in this

work has qualified them as the "One Stop" Do-It-Yourself store in The Dalles.

The management is courteous and accommodating and believes that the best way to keep you coming back year after year is to give you highest quality merchandise at reasonable prices. This aim has developed for them a long and lasting friendship with the people in this entire trade territory.

Dielschneider's is located on E. Columbia River Hwy. in The Dalles. Phone CY 6-9134. In this 1963 Review, we recommend this firm to all our readers.

FARMERS INSURANCE GROUP

"BILL BRASSFIELD — DISTRICT MANAGER"

Located at 411 Washington in The Dalles. Phone CY 6-9345.

There is no institution that is conducted in the area, which is more deserving of more favorable comment than this well known firm. Today the value of insurance is more than ever recognized each year as shown by the ever increasing number of policies that are written, and when you need anything in the insurance service you can do no better than to take your problems to this reliable firm.

Their service is a credit to the community and a tribute to their progressive and reliable policies. The people of this area realize

that they cannot afford to take a chance on their property, therefore by paying a small insurance fee or premiums the financial loss of property is avoided. They meet the needs of the people in a most straightforward and business-like manner.

We in this 1963 Review take pride in pointing out this foremost insurance company and heartily recommend our readers to discover for themselves the real satisfaction in their services.

Remember the Farmers Insurance Group is located at 411 Washington in The Dalles. Phone CY 6-9345.

GRIFFITH FORD

The Griffith Ford is located at 118 E. 3rd in The Dalles. Phone CY 6-6191. They are the dealers for the popular Ford automobiles.

The motor car and truck buyer of today is a more critical purchaser than the one of years past. The remarkable progress in engineering and construction year after year in this industry has created an enormous market for the best in transportation and comfort at the lowest price.

The new Ford affords riding qualities and visibility that have never before been experienced in

any automobile. People of this vicinity will find it to their best interest to visit the Griffith Ford and see the new Ford before making a purchase.

The service department of this dealer can handle anything from the smallest repair to completely rebuilding or overhauling your car. They can service any and all makes and models.

Also, the Griffith Ford has a complete stock of good reconditioned used cars for your convenience. Stop in the next time you are in The Dalles shopping.

EIGHTY-EIGHT CENT STORE

Here they carry a complete stock of notions, toilet articles, clothing, housewares, dishes, hardware items, stationery, in fact almost any item a well-stocked variety store should carry. It is a pleasure to shop at Eighty-Eight Cent Store, located at 419 E. 2nd in The Dalles. Phone CY 8-1210. The customer feels that he is welcome to browse around and look for articles that he might need.

The Eighty-Eight Cent Store always has a wide variety and a large selection from which to

choose. It saves going from store to store. This convenience is appreciated, in this day when one's time is an important item to consider.

The merchandise is of a good quality at The Eighty-Eight Cent Store and is arranged so that it is easy to find just what you want.

Mr. Ed Streff, the manager, invites all the folks from Sherman County to visit the Eighty-Eight Cent Store the next time you're in The Dalles shopping. Phone CY 8-1210.

STADELMAN BONN HARDWARE CO.

The Stadelman - Bonn Hardware Co. located at 406 E. 2nd St. Phone CY 6-5411 offers the people of this community a complete line of household and hardware equipment, guns and ammunition.

Whatever your needs may be, you will find just what you want at this well-known firm in The Dalles. They feature household furnishings, power and hand tools, garden equipment, glassware, etc.

Sooner or later, all of us need to patronize a hardware store for something we need. To get the best in quality go to Stadelman -

Bonn Hardware Co. in The Dalles.

Whether you need a large or small item, you are given the same courteous service here. You are invited to come in and see their merchandise any time for they are happy to have you and will advise you on anything you care to ask about in hardware.

A firm such as this is always welcome in any community and in this 1963 Town and Country Review, we would like to commend them on their square business dealings. Phone: CY 6-5411.

MARKS MARINA

Marks Marina at 1318 W. 2nd St. in The Dalles is the authorized sales and service for the well known Mercury outboard motors and Honda motorcycles. They carry a complete stock of accessories and replacement parts. Phone CY 8-1161.

Honda motorcycles cannot be matched for their fine performance and low operation expense. Whether you want it for business or pleasure you can't go wrong on a Honda.

Marks Marina have first class mechanics that give prompt and dependable service for any make

or model at the most reasonable rates.

If you are in the market for a good used boat, outboard motor or motorcycle they now have on hand a good selection, that are all guaranteed.

You are invited to go in when in The Dalles and look over their assortment of new and used equipment, if it's parts or accessories you need, you can remember that Marks Marina stands behind every sale they make and that their standards of service is the highest. Phone: CY 8-1161.

STATE WIDE PAINT CO.

"VERN CAMPBELL & JACK NULL"

Many fine homes within a wide radius of The Dalles have had their painting work done by the State Wide Paint Co. located at 1205 E. 12th. This firm, since its establishment, has gained a reputation second to none and affords its clients with the very best in painting work.

The owners have a background of years experience and are craftsman of unusual skill and ability in painting. Only the best of materials are used on all jobs contracted for and the work when

completed is truly perfect. Anyone contemplating building a home would be smart to contact him for advice and estimates without obligation on painting work.

Such a firm as the State Wide Paint Co. is a decided asset to the community for they provide finer and more liveable homes and it is with pleasure that we recommend this firm for painting work. They can be reached by telephoning CY 6-3977 or CY 6-5293

PETROLANE COLUMBIA GAS SERVICE

The Petrolane - Columbia Gas Service located at 403 W. First St. in The Dalles, Phone CY 6-3797 is headquarters for all and propane fixtures. They carry a large stock of parts and accessories for all these fixtures.

Propane gas has been a lifesaver for folks in the rural community. Many prefer to use propane even when other types of gas are available. For propane to really be satisfactory and desirable you must have fixtures of a good quality and this well known firm in The Dalles makes it a special point to handle only the best quality fixtures in order to

better satisfy their customers. It is to your advantage to buy fixtures of the better quality because in the long run they are really cheaper. This firm has a large stock of these fixtures which they will be happy to show you. Stop in the next time you are in The Dalles shopping.

The Petrolane - Columbia Gas Service has the equipment and experience to properly service all your propane gas burning equipment. Be sure to call them for all your needs of this type. Phone CY 6-3797 for information or service.

HI-WAY HOUSE

"R. C. WRISTEN — OWNER-OPERATOR"

For a meal that is delicious and a price that is friendly, go to the Hi-Way House located on E. Columbia River Hwy. in The Dalles. Phone CY 6-9041. Here you will find a homelike atmosphere together with courteous service that you will like.

The Hi-Way House features dinners of tender meats that are cooked to suit you, served with vegetables, salad and desert. They also have delicious steaks cooked to order and served in your favorite manner. If it's just a snack

you want, you will find sandwiches, salads and soups here that are just the thing to take away that hungry feeling.

If you are a person who wants the best in food when you eat out, you'll find that the Hi-Way House is the place to go. In this 1963 Town and Country Review we suggest that you take your family out to the Hi-Way House on E. Columbia Hwy. the next time you are in The Dalles shopping, and judge for yourself. Phone CY 6-9041.