

TOWN & COUNTRY REVIEW

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

FEDERAL LAND BANK ASSN. OF THE DALLES

The Federal Land Bank Assn. of The Dalles is located at 120 E. 4th St. in The Dalles. Here you will find loans for agricultural purposes, including farm or ranch land, livestock and equipment or improving your land. Phone CY 6-2468, if no answer call CY 6-5645.

Through this widely known institution many people of this community have been enabled to own

their own farms and ranches. This concern has probably contributed as much toward the development of this community as any other organization. It's service is positively indispensable to the comfort, success and progress of this section. If you plan to purchase or improve land in the near future, see the Federal Land Bank Assn. of The Dalles.

They offer a way for farmers and ranchers to secure loans in

a business-like manner, without being imposed upon in any way. You will be more than pleased with this efficient and modern establishment.

Payments are based on the amortization plan over a long period of years. There can be no better way to secure funds for your agriculture needs than to visit the Federal Land Bank Assn. of The Dalles. Phone CY 6-2468 or CY 6-5645.

SMITH TRAILER HOMES

When in need of this service, call on this firm and you will be more than glad to do business with them. They are located at W. Columbia River Hwy. in The Dalles. Phone CY 6-5158. They feature new and used trailers, trailer parts and repairing. That much discussed word, "service," finds true meaning in the friendly atmosphere that envelops ev-

ery customer of this popular firm because service is interpreted in so many ways that it may well be said to be the sign manual of the institution.

Fair and honest business methods at all times along with individual service to every patron has established for this firm a trade that has extended throughout the surrounding territory. We wish to take this oppor-

tunity to congratulate the management of this reliable firm on their policy of fair dealings. We call the attention of our readers to the advantage of having a Metropolitan service at their very door which has maintained excellent service to the public. Go to Smith Trailer Homes at W. Columbia River Hwy. in The Dalles. Phone CY 6-5158.

EUGENE COURTNEY AGENCY

For all kinds of insurance call the Eugene Courtney Agency in The Dalles located at 406 Washington St. Phone CY 6-2015.

The Eugene Courtney Agency is looked to for insurance service by a large number of people in this community. They represent some of the largest companies and are ready to serve you in every need.

There are so many things over

which we have no control, both of a personal and property nature. So many today are willing to risk their family's future security by not insuring them of some protection in case of accident.

When in need of insurance, be sure to consult the Eugene Courtney Agency in The Dalles. Go over the ground with them as you do your lawyer and they will be able to assist you in selecting

the kind of insurance suited to your needs.

The Eugene Courtney Agency has made a study of insurance problems and will help you determine what your need is, and how best you can meet that need at a minimum cost. In this 1963 Town and Country Review we feel a sense of satisfaction in recommending this firm in The Dalles for insurance of all kinds. Phone CY 6-2015.

ODD FELLOWS CEMETERY

Situated among beautiful surroundings, the Odd Fellows Cemetery is regarded as a dedication in itself, to the beautification of the community. The Odd Fellows Cemetery is divided into beautiful sections.

In a great measure, we are judged as to the extent of our love for those who have passed before us, by what we do in their commemoration. The first thing of consequence is the selection of the estate, and, in this vicinity

when you select in the Odd Fellows Cemetery you have paid to the deceased your highest tribute.

To build a memorial park for the rapidly growing city requires a large amount of capital and a competent organization to keep it up. This modern burial ground is one of permanent beauty that will endure throughout the ages. A special fund, to insure this perpetual care, is set aside from the sale of every lot.

Every effort is made to soften

the sorrow of the bereaved. Every precaution is taken to allow families to conduct burial services in conformity to their religious beliefs and family traditions.

There are many advantages in choosing the family memorial estate before the time of need. Beautiful Odd Fellows Cemetery will make these advantages possible. They have two mausoleums, 35 acres and keep duplicate records. Phone CY 6-3557 for complete information.

CLIFFORD AND MARTIN AMUSEMENT DEVICES

Clifford and Martin are located at 715 W. 9th St. in The Dalles. Phone CY 6-3198 or CY 6-2956 for service on all types of coin operated machines. They specialize in coin machines and are well known in this territory.

This firm in The Dalles is known in this section as one firm that will do exactly what they

agree to do. They have proved themselves reliable in all business dealings.

In this 1963 Town and Country Review issue we are happy to recommend Clifford and Martin on the reputation they have built for themselves for reliability and efficiency. They appreciate your business and will try their utmost

to please you. Your coin machine troubles are over when you put them into the hands of Clifford and Martin in The Dalles at 715 W. 9th St.

If you've been thinking of installing coin machines these are the people who can answer your questions and give you any information you desire. Phone CY 6-3198 or CY 6-2956 for service.

MULLER FARM EQUIPMENT

This well known firm located at 621 E. 2nd in The Dalles, in Moro Phone JO 5-3652, and is the dealer for Case, Harris, Calkins, and New Holland farm implements.

Be sure you see this firm first when you buy farm equipment. They have had years of experience in furnishing just the right machine for the job.

They have one of the finest repair shops in this section for fixing any part of your tractor. They have men in their employ

who are experts on machinery repair work. These men have had years of experience in this line. Whenever you have a breakdown with your farm machinery, or are in need of parts, see this firm.

We, in the Town & Country Review wish to point out the fine reputation Muller Farm Equipment has built. Trade with a firm you can depend upon. They are located at 621 E. 2nd in The Dalles, in Moro Phone JO 5-3652.

MONTGOMERY WARD Catalog Store

Located at 416 E. 2nd St. in The Dalles is this progressive firm. Phone CY 6-2361. They are your local Montgomery Ward store in The Dalles offering big city shopping in this area.

No review of the business, agricultural and industrial interests of this section of the state would be complete without prominent mention of this company which aids in no little measure to the progress and prosperity of this section.

It is a well known fact that there is no one institution in this community that has met with greater favor with the public than

this well known establishment. By reason of the fact that the management has had wide experience in every feature of catalog store operation this firm has continued to increase the number of their patrons.

There are no more public-spirited citizens in this community than the management of this firm and in making this business review of this section it is natural to compliment them and to direct your attention to this business as one of the reliable establishments which has added to the development and progress of this part of the state. Phone CY 6-2361.

GENERAL AUTO SUPPLY CO.

"AFFILIATED WITH THE N. A. P. A."

Located at 516 E. 2nd, Phone CY 6-9103 in The Dalles.

This is one of the most completely stocked and reasonable priced stores in this section. They carry auto supplies, tools, paints and parts of all kinds.

This is one of the up-to-date auto accessory firms in this section of the state.

When you seek information from them you don't get a curt or hurried reply. A courteous response with comprehensive knowledge is returned to every request and you are not obligated in any way.

Regular and new customers are invited to visit the store when in The Dalles and look over their many items. They always have given maximum service. We wish to compliment the General Auto Supply Co. on their extensive line of accessories and supplies. Phone CY 6-9103.

This Review Features the Leading Business Concerns in The Dalles

SIGMAN'S FLOWERS By Mary Van

Located at 306 Court in The Dalles. To have flowers sent by wire phone CY 6-2171 and you will be happy with their splendid service.

Always remember that flowers make a perfect gift for congratulations, anniversaries, birthdays, the sick room and many other occasions.

Flowers are among nature's most beautiful gifts to man. For any occasion it is always proper

to "Say It With Flowers."

Sigman's specializes in funeral and wedding flowers, and their corsages are praised by many. For a floral service that is noted throughout this section as "the best," see this firm in The Dalles. In this Town and Country Review issue, we take pleasure in recommending Sigman's to all our readers. See them the next time you need flowers for any occasion.

KALO KAM HOUSE OF BEAUTY

"CAROL & SAMIE OLMSTEAD — OWNERS — OPERATORS"

The Kalo Kam is located at 205 Washington in The Dalles. They specialize in permanent waving, hair styling and a complete beauty service. You'll appreciate their personalized service. Phone CY 6-4545 for an appointment.

You not only feel at home in this attractive and refined beauty salon but the work here is so satisfactory that once you visit this establishment your return is assured. You'll want to become a regular patron of the Kalo Kam.

The hair stylists at this salon have made a close study of hair

types. They are well able to advise in these matters, realizing that each individual type must be met in the styling and dressing of hair. They style your hair as best suits your type, the contour of your face and your personality. They give you the style you prefer.

No where will you find service better qualified to apply all the touches of feminine attractiveness than the Kalo Kam in The Dalles. Call them today. Phone CY 6-4545. We in this 1963 Review recommend this house of beauty to all our readers.

SHAMROCK CLUB CAFE

The Shamrock Club Cafe is located on W. 2nd St. West of the post office in The Dalles on Hwy. 30. Phone CY 6-9180.

The seeker of good food must indeed be satisfied at this restaurant. Whether at lunch or dinner in the evening, you will find their food of the highest quality, that will please the most jaded appetite. Among the many things the Shamrock Club Cafe is noted for, their service is unexcelled and they feature Chinese - American food and entertainment 7 nights a week. Try their food, then you will know why it is

the talk of the town. All these enticing foods on the menu and their fast service makes this a pleasant place to stop when in the Dalles shopping.

When you don't feel like preparing a meal at home and you don't feel like dressing up to go into a restaurant; the Shamrock Club Cafe will solve your problems. They will also prepare any order to go. Phone CY 6-9990 and allow 15 minutes.

We are pleased to compliment the high character of the management, who is rendering a much needed and highly appreciated service to the public.

HONALD INC. SIGNS

"GERRY & BARNEY HONALD — OWNERS"

HonalD Inc. of 513 Union St., The Dalles, Phone CY 6-4138 specializes in the manufacture of attractive exterior Neon Signs for all kinds of stores restaurants etc. as well as for all other types of business buildings. Most unusual and attractive Neon signs are designed here by experts in beautiful colors and effects that will command attention on any business street. A beautiful and attractive neon sign is one of the best assets any business can possess. Special letterings, figures, trademarks, script, and special features, canopies and spectacular

displays are artistically worked out. Orders are handled in any size signs whether building length or any other size. Phone CY 6-4138 and a representative of the company would be glad to submit sketches of proposed signs executed by men endowed with great artistic ability. The price is reasonable and the service rendered is prompt, efficient and courteous. For neon signs, business concerns should not fail to get in touch with HonalD Inc. at 513 Union St., The Dalles Phone CY 6-4138 for a representative to call.

RECREATION LANES

When you feel the need of exercise or recreation the Recreation Lanes is the place to go. It is located at 213 E. 2nd St. in The Dalles, Phone CY 6-6202.

Bowling is so popular now that men, women and children alike are finding this an enjoyable pastime. It not only is fun and entertaining, but good exercise as well. It loosens up your muscles and makes you feel young again. If you are inexperienced don't feel embarrassed, because many people are now learning and you will find it is easy and fun to do

and they have free instruction by qualified instructors.

Not only can you bowl, but a snack bar is featured at Recreation Lanes and while you are waiting, or when you have finished, you will find just what you want to satisfy your appetite.

In this 1963 Town and Country Review issue, we urge you and your family to visit this bowling alley and find a new and exciting way to enjoy your afternoons and evenings. Remember they are located at 213 E. 2nd in The Dalles.

JENSEN MARINA & SPORTING GOODS

"RALPH JENSEN — OWNER"

Sportsmen from this entire section make Jensen Marina & Sporting Goods at E. Columbia River Hwy. in The Dalles their headquarters for all sporting goods, boat and motor needs, skin diving equipment, fishing tackle, tennis equipment, athletic equipment and all needs for the outdoor man.

Each of us should engage in some type of sport. Too many today are caught in the hustle and bustle of our 20th century living and forget the healthful value of active sports. Actual participation in sports relaxes the mind, stim-

ulates the body, and makes you regain that young feeling again.

This sporting goods house in The Dalles has stocked their store with only quality merchandise. They know their customers want first class equipment and supplies and they endeavor to have only the best to satisfy their many customers. This Review suggests you go to Jensen Marina & Sporting Goods the next time you are in the market for sporting goods. Here you will find courteous service and quality merchandise for reasonable prices.

KENNELLY GLASS CO.

This firm, located at 1210 Kelly Ave. in The Dalles, Phone CY 6-3818, carries everything in the way of glass including plate and mirror. You will find here the most up-to-date mirrors for console, buffet and many other uses; also glass for windows, either double strength or plate. They will cut it to any desired size and fit it for you. They are equipped to cut glass most efficiently and employ only skilled cutters.

They feature only the highest quality materials in all their products and specialize in store front installations. Service is one of

the guiding influences of this firm and the people and merchants alike have learned this and rely upon them for superior qualities in glass and supplies such as aluminum windows, storm sash etc.

In making this 1963 Town and Country review we wish to compliment the Kennelly Glass Co. and direct the attention of all our readers to them as one of the reliable business firms of the community which has added to the development of this part of the state. Phone CY 6-3818 for complete information and estimates:

MAYFLOWER FARMS

The Mayflower Farms located at 1000 N.W. Frontage Rd. in The Dalles, phone CY 6-9172, is the home of grade A pasteurized dairy products. Say Mayflower when you want the best pasteurized milk with fresh milk flavor.

When you buy buttermilk, cream, milk or ice cream, make it a point to call for Mayflower and taste the difference. You will be pleased with the grand flavor of their products. Their plant is more sanitary than the law pro-

vides; therefore, you are assured of receiving clean, healthful food when you buy Mayflower Products.

You can obtain all these products at your grocer, drug store or restaurant, so don't fail to ask for Mayflower the next time you buy dairy products.

They also offer a valuable market for the milk products of our farmers and dairy men in our section. Call CY 6-9172 for information.

THE DALLES BOWL

The Dalles Bowl is located at 1142 N.W. Loop, Westgate Shopping Center in The Dalles. Phone CY 6-5124.

Any person interested in the great sport of bowling will certainly find it a real pleasure to bowl on these modern lanes. The management has provided a large selection of balls in various weights and all equipment is up-to-date in every respect and you can purchase any equipment you need. No matter how good you are, or how poor a bowler for that matter, you can certainly improve your game by bowling here as they have qualified instructors.

The management deserves to be complimented upon the manner in which the business is conducted. It is playing a very important part in the sports interests of this district and extends an open invitation to all bowlers to make these alleys their headquarters.

We are pleased to recommend these alleys to our readers. Remember you are always welcome here whether you come in to bowl one line or to spend the entire evening. Bowl for health at The Dalles Bowl located at 1142 N.W. Loop in Westgate Shopping Center.

ADAMS PAINT STORE

Adams Paint Store is located at 101 E. 3rd in The Dalles.

A small amount invested in paint will beautify your property and, at the same time, help to preserve it. A well-painted house lasts years longer than one which has been neglected.

Adams Paint Store not only sells the best in paint and other kindred items, but they stand behind all the products sold in their store.

If it's wallpaper you need,

Adams Paint Store has it. Their large stock of wallpaper and paint will make it possible for you to find just what you want at a price you can afford to pay. Possibly you will want to do the work yourself. If you cannot spare the time, Adams Paint Store can suggest decorators who are sure to please the most particular customers. For any information in paint or wallpaper phone CY 6-3622 and they will be happy to assist you.

BUNTING'S ALIGNMENT SERVICE

"HARRY BUNTING — OWNER — OPERATOR"

This eminent firm is located at 1425 W. 2nd St. in The Dalles. They feature expert brake and wheel balancing and alignment service. Phone CY 6-6601.

Don't be one of the persons who says, after the wreck, "I wish I'd had good brakes." Countless lives are lost each year due to faulty brakes. Protect yourself and your family by letting Bunting's Alignment Service in The Dalles make your car safe with good brakes.

Wheels out of line and out of balance cost the car owner many unnecessary dollars. Tires are expensive, wheel balancing is very reasonable. Be wise, economize by letting this firm align and balance the wheels on your car.

In this 1963 Town and Country Review issue, we wish to commend Bunting's Alignment Service at 1425 W. 2nd St. in The Dalles upon the splendid services rendered the people of this section. Phone CY 6-6601.

KARGL ELWOOD AND GEIGER INC.

Leaders in real estate, located at 212 E. 4th St. in The Dalles, phone CY 6-2127.

They are altogether familiar with all details indispensable to the real estate business. They have developed an acute sense of values through their experience in buying and selling real estate properties.

Both city and rural properties have been listed for your convenience. Suppose you are living in the rural district and wish to move into town, just get in touch with this concern. They have a very attractive list of city prop-

erties and it will be to your advantage to get in touch with the Kargl Elwood and Geiger Inc. in The Dalles.

They are also agents for all types of insurance. Their success in the insurance field can be seen by the great number of policies that they have written for so many people in this section.

When you wish to buy real estate or insurance you can be assured of personal attention from the Kargl Elwood and Geiger Inc. See them today or phone CY 6-2127.

B-Z BEE CAFE

The B-Z Bee Cafe located on the Country Club Road in The Dalles, Phone CY 6-9605 is one of the best dining places to be found in this section. Their patrons consist of not only people from The Dalles, but from the entire territory for miles around.

In this 1963 Town and Country Review we feel it is our duty to comment on some of the outstanding features of this restaurant. Regular dinners for the working men and women are specialties of this restaurant along with their home made pies and home cooking. The B-Z Bee Cafe is known

as the favorite dining establishment for many who find that it is both economical and time saving so dine out. When eating at the B-Z Bee Cafe you will find a variety of tempting dishes listed on the menu. They welcome everyone and make him feel right at home.

Mrs. Zumwalt, the owner of this restaurant has had extensive experience in cafe management and invites everyone to dine with her regularly. The B-Z Bee Cafe on the Country Club Rd. is the place to go. Phone CY 6-9605.

UNITED FARM AGENCY

The United Farm Agency is located at 1123 W. 2nd St. in The Dalles. Phone CY 8-1921. Have you a home, farm or ranch for sale—business property or realty of any kind to sell or exchange? Do you desire adequate and full protection to properly safeguard your interests? If so, you want action plus protection. This applies to buying a home, farm, ranch, business property, or any transaction that you could possibly make of this nature.

Whether you are interested in real estate for an investment, business or a home, every deal should be fully investigated by someone with experience extensive enough to insure you that there is no deceit of any nature

and both parties receive dollar for dollar value.

For the best interest of any readers contemplating selling or buying we honestly believe that the wisest preliminary step would be to consult with the United Farm Agency, located at 1123 W. 2nd St. in The Dalles. Phone CY 8-1921.

This firm can be relied upon for astute judgement as to value of all types of property for miles around. At the same time, they have established a reputation for fast action on buying or selling and completing transactions.

It's with pleasure that we are able to bring them to the attention of our friends in the 1963 Town and Country Review.