

Then and now: Ads reveal bygone businesses

These ads were culled from mid-1960s issues of the *Tahoe Daily Tribune* saved by "Old Long Skiis" who comments frequently here on *Lake Tahoe News*.

These were popular long-time local businesses we probably thought we'd always see:



The Outdoorsman (now the Grocery Outlet building in South Lake Tahoe) ultimately expanded to Round Hill, Truckee, Carson City, and (do I recall correctly?) Reno. All stores closed in the 1980s.

Tahoe Valley Texaco site, until the 1970s, was near where the recently-moved Grass Roots now stands at the Y (It was built as a Blockbuster Video location.) We have no Texaco station in the region now; Texaco merged with Chevron in 2001.



“OLD TIMERS”
 Your Reward of 2,000 GOLD BOND STAMPS Is Waiting

Simply compliment a friend with a **FREE** cable hookup, and you'll receive 2,000 Gold Bond Stamps absolutely **FREE!**



“NON SUBSCRIBERS”
 Simply present the “Old Timers Certificate” countersigned by the Old Timer and you'll receive a **FREE CABLE CONNECTION.** Ask one of your friends already on the Cable to present you with the certificate. He can have more for the asking. Offer expires June 1st.

CALL 544-3484
 FOR YOUR CABLE TV HOOK-UP

TAHOE TV CABLE
 Bal Bijou Rd. 544-3484


Tahoe TV Cable was locally owned and operated in the block building still standing on Bal Bijou Road behind Pyramid Peak. Charter now has the cable TV franchise for South Shore.

The Tahoe Drive-In Theater (second edition after original 1940s Stateline site) had a long dirt driveway which was the origin of Glenwood Way in Bijou. It was open every summer. It closed in 1984.

TAHOE DRIVE-IN THEATRE
 BIJOU HWY 50 CAL

THURS.

almost a love story!



COLUMBIA PICTURES PRESENTS
WILLIAM WYLER'S
the collector
 WITH TERENCE STAMP
 SAMANTHA EGGAR

PLUS

With BOB HOPE and JANE FONDA
BANCROFT
 Present **FINCH** and **MASON**
The Pumpkin Eater

BOX OFFICE OPENS 7:30
 Show Starts at Dusk

Two Stores To Serve You
 U.S. Highway 50 At Bijou and At The Y in Tahoe Valley

VALUES CORNET VARIETY

BOTH STORES OPEN
 9 a.m. - 9 p.m. SUNDAYS 9 a.m. - 7 P.M.

Sale Starts Thursday, September 23

BIG VALUES

End-Of-Summer CLOSE-OUT SPECIAL CHAISE LOUNGES
 ASSORTED STYLES - WITH PADS



REGULAR \$24.88
\$14.99

Reg. \$8.88 Reg. \$11.88
 \$13.88 \$17.88

Chaise Lounge Pads
 Inexpensive Comfort
 Reg. \$11.88
\$5.99



BOY'S SHIRTS
 Long and Short Sleeved
 Discolored Neckbands
 Broken Sizes
 Values to \$1.99
Now Only 37¢ Each

— Tahoe Valley Store Only — — Tahoe Valley Store Off —

The two Cornet stores – Bijou and the Y – closed about 1970.

(In most cases, a left-click on each image will enlarge it.)

– *Bill Kingman*