

MARGARET M. DUNNE/The Outlook

12-Mile touchup

Stan Hood of Heath Oregon Sign Co. applies paint to the landmark Zim's sign Friday at the corner of

Stark Street and Eastman Parkway. The paint job took three days to complete.

Zim's Red Apple Market to close

■ Shoppers are saddened at the news that the 92-year-old institution faces the end

By ERIC GORANSON
of The Oregonian staff

9-29-1993

GRESHAM — Zim's Red Apple Market, a 92-year-old East Multnomah County institution, is closing.

Associated Grocers of Seattle is selling off all the goods in the grocery store and closing it, unable to find a new tenant for owner Ada Zimmerman.

Kathie Yeager, operator of the grocery store at 22301 S.E. Stark St., was unable to meet financial obligations since her husband, Donald, 50, was killed in June 1992 when he was hit by a car while crossing Interstate 5 near Woodland, Wash.

"It's a sad day," said shopper Lucille Worsham of Corbett. "I hate to see it close."

Today shoppers are flooding to the store to buy items marked down 30 percent to 50 percent. Other tenants in the building are continuing to operate but are uncertain of their future.

Stephanie Davis said she planned to continue Zim's Pharmacy inside the building, but Wendi Thomas, owner of The Mutt House, a newly opened a dog-grooming business, and longtime tenants Pat and Carey Gardner of Carey's Unfinished Furniture are uncertain.

The Gardners' lease runs out in six months. Thomas just signed a five-year lease.

"We've survived fires and floods in the past, we'll survive this, too," Carey Gardner said.

The store was launched in 1901 as a country general store and retained that atmosphere throughout its history, despite evolving into a modern-day supermarket that also served

food, rented moving trucks and operated as a post office.

Carl and Ada Zimmerman bought the store in 1938 and ran it until 1969 when they leased it to Charles Gaylord who, in turn, subleased it to the Yeagers about two years ago. Gaylord has filed for protection from creditors under federal bankruptcy laws.

The Zimmermans were innovators, doing years ahead what today's supermarkets do.

At one time or another, it operated 24 hours a day, selling everything from hardware to appliances to school supplies — and offering delivery service.

Over the years, the store had several names but was known most of the time as Zim's 12-Mile Corner.

The Zimmermans were more than just store operators.

During World War II, when Japanese-American farmers were shipped off to internment camps, the Zimmermans kept their goods in the store's basement and returned them when they were released after the war.

"We were all friends; we were like a community," said Ada Zimmerman who still owns the building and continued to run it 10 years after her husband died in 1959.

During the 1948 flood that wiped out Vanport in North Portland, the Zimmermans brought coffee, rope, goods and their trucks to help people forced out of their homes.

During the 1962 Columbus Day storm, the Zimmermans stayed at the store all night to attend the needs of people who could not get home because the streets were blocked by fallen trees and utility poles.

The Zimmermans ran a thriving business but were not adverse to helping those in need. Their reputation as honest tradesmen with a



ROGER JENSEN/The Oregonian

Ada Zimmerman hopes Associated Grocers can find a new tenant to replace Zim's Red Apple Market.

heart helped business grow.

That heart included extending credit, even taking goods in trade from those without cash. Some people took advantage of their generosity.

"I could paper my wall with all the bad checks we got," Zimmerman said.

Now, Zimmerman hopes Associated Grocers can find a new tenant.

"I've a lot of cries with my friends over it," she said. "I feel terrible. It's almost like a nightmare. I want to thank the loyalty of everyone who worked and shopped at Zim's."

OUTLOOK 20 AUG. -05

Crews dismantle Zim's

Dealership will save sign for Zimmermans

BY KELLY MOYER-WADE
staff writer

One of Gresham's most notable buildings will be gone by the end of next week, but the space-age sign on top is being preserved.

Crews started demolishing Zim's Shopping Center, also known as Zimmerman's 12-Mile Store, at the corner of 223rd Avenue and Stark Street on Friday, Aug. 19. The demolition makes way for a new Weston Kia car dealership, which

should be open within six months.

Jan Weston, owner of the car dealership, said demolition crews salvaged at least 10 old-growth wooden beams from the building. He added that the sign on top — a symbol of Gresham's history — would be saved for the Zimmerman family.

The property has been known as Zimmerman's 12-Mile Store since the late 1930s, when Ada and Carl Zimmerman leased the shop from Edward and Minnie Aylsworth.

The Zimmermans bought the store in 1943 and expanded it into the area's first supermarket.

In the 1950s, Carl Zimmerman installed

the futuristic sign, which used to be neon and spin like something out of "The Jetsons" cartoon.

According to a history of the market, written by *Outlook* reporter Sharon Nesbit, the "crazy whirling neon sign ... was the talk of the countryside."

Weston said the sign would be removed by the end of next week.

The Weston car dealership, which has been in business in Gresham for 30 years, sits kitty-corner to the 12-Mile Store. Weston said his company has "run out of room," and will have a full showroom along with sales and service departments at the new location.



STAFF PHOTO BY CAROLE ARCHER

Demolition of the old Zim's Shopping Center is underway to make way for a new Kia car dealership. The retro sign will not be destroyed.

Resources to search for a better location
BUT LOOK 20 AUG. 05

No longer Zim's corner

A final physical reminder of the unforgettable Carl Zimmerman will fall when one of East Multnomah County's most recognizable landmarks comes crashing down.

Zimmerman's 12-Mile Store, built in 1943 at the intersection of Stark Street and what is now 223rd Avenue, was East County's first supermarket. The crazy whirling neon sign perched on a tower above the store proclaimed to all that this was Zim's corner. Probably a majority of East County residents today don't know the origins of that sign or the story of Zimmerman — who was an entrepreneur and savvy marketer before those terms came into common usage.

Zimmerman once pitched live turkeys from atop his store to people who wanted a free turkey dinner. Santa Claus came to Zim's corner in a helicopter. And after a heavy snowfall, the grocer named an especially large drift "Mount Zim" and offered prizes to whoever could predict when it would melt.

Zimmerman died in 1959, but his wife, Ada, continued to run the supermarket, which survived in a rapidly changing grocery world for another 30 years or so.

In recent times, Zim's corner has been home to numerous businesses, but the building has deteriorated to the point where it honestly could be called an eyesore. The decision by Weston Pontiac Buick to acquire the property and level the site is a welcome one. It's still a highly visible corner. Any future use will be an improvement over the current dilapidated structure.

Longtime East County residents may feel a hint of nostalgia as the store's old tower and neon sign disappear from the landscape. But it's the same entrepreneurial spirit that brought Carl Zimmerman to his corner some 60 years ago that is now driving the overdue demolition and coming changes at the site.

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ROGER JENSEN/THE OREGONIAN

John Sayles of Konell Construction uses a track hoe to bring down the old Zimmerman's 12-mile store, a Gresham institution for more than 60 years.

Final chapter of a local retail legend

By CATHERINE TREVISON
THE OREGONIAN

GRESHAM —

People remember Zimmerman's 12-mile store for its spectacular promotions in the 1940s and '50s: Thanksgivings when the owner threw live turkeys from the roof. Summers when he offered pony rides in the parking lot. The year he displayed a live buffalo, and later served it on buns at the soda fountain. The year he displayed a caged lion and later gave it to the zoo.

Heavy equipment started tearing down that piece of Gresham history Friday, making way for the expansion of a nearby car dealership. The giant Zim's Shopping Center globe that towers over the northeast corner of Southeast Stark Street and 223rd Avenue will be saved and stored for later use.

The family always wanted to keep the land they inherited from Carl and Ada Zimmerman, the couple who made the store a landmark. The Zimmermans' descendants tried for several years to find new tenants for the large, aging building.

The decision to sell the land "was gut-wrenching," but the corner needed something else, said the Zimmermans' daughter, Carolyn Shonk of Beaverton. Family members already owned some land near the southwest corner of the intersection; as part of the sale, they will receive more, bringing their holdings there to about 6 acres.

The northeast corner has boasted some kind of small store since the late 1800s, according to "Gresham: Stories of

The site of Zim's Shopping Center, a Gresham landmark for decades, is demolished for a car dealership

Our Past," published by the Gresham Historical Society. But they were nothing like what the Zimmermans brought after Carl Zimmerman bought it in 1938.

Couple worked as team

Ada Zimmerman was the businesswoman, Shonk said. Carl Zimmerman was the people-oriented promoter who knew how to grab attention.

The store was the first in town with lights in its parking lot. Before modern air conditioning, a large roof-mounted swamp cooler kept it cold. He installed the rotating globe that doubled the store's height, and lit it with neon. An electronic carillon played tunes through loudspeakers mounted on the globe.

Carl Zimmerman was always looking for opportunities, his family said. When he was drafted to serve at Fort Lewis, Wash., in World War II, he bought cars from departing soldiers and drove them to Gresham, where his wife resold them. When he had to plow a giant snowfall to clear the parking lot, he christened the snow pile "Mount Zim" and offered free groceries to whoever guessed when it would melt.

But people also remember the Zimmermans for other reasons. Some store owners shunned Japanese American fam-

ilies during World War II, but the Zimmermans stocked favored traditional Japanese foods. When some Japanese families were forced into relocation camps, the Zimmermans guarded their belongings in the store's basement. When the Columbus Day storm knocked out power for days, the family let other families keep food in the tightly insulated locker plant, which stayed cold even without power.

By the 1950s, the store was one of the biggest businesses in the area, doing \$1 million in sales every year, Shonk said. It offered groceries, hardware, appliances, a feed store, a gas pump and a soda fountain. The locker plant butchered and stored meat for shoppers and for hunters who brought in their game.

Organizing pony rides

Shonk grew up riding her scooter through the grocery aisles when the store was closed, organizing "pony wheels" with Shetland ponies raised on the family farm, and figuring out supper from a cupboard full of mystery cans that had lost their labels.

"We were huge. We were really huge," Shonk said. "Somebody told me that we cashed more payroll checks than the bank did. We were a big business."

When Fred Meyer opened a store in

Rockwood, Carl Zimmerman hired a plane to tow a welcome banner — from Zim's Shopping Center — over the opening.

After bouts with ill health, Carl Zimmerman died of a heart attack in 1959. Ada Zimmerman ran the store herself until the late 1960s, then sold the business but kept the land. The building was a grocery until the mid-1980s and a motorcycle store until 2001.

The family corporation, including Shonk and her children, now owns and manages the property.

Plans for Kia service

Weston Pontiac Buick GMC and Kia has owned land east of the old Zimmerman store since 1987. It also owns a Kia showroom at the southwest corner of the intersection; that land will go to the Zimmerman descendants as part of the deal.

The dealership wants to put the Kia showroom and a service area where the store used to stand, said Jan Weston of Weston Pontiac Buick GMC and Kia.

The expansion to one of the busiest corners in the area should be a good move for the dealership, said Weston, who remembers trips to Zim's when he was a child.

"It was like going to the fair to go to Zim's — it was like going to the carnival," he said. "They always had something going on — ponies in the parking lot, rides . . . things like that. The big huge ball seemed a lot bigger then."

◆
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'At least we see each other'

Husband-wife t

outlook 6 APR. 8 1972



Unlike the Mealeys and the Marcuses, who admit to "taking their work home with them," John and Murle Fuqua, say when they walk out of their Zim's Country Store, at night, they leave the business behind.

"We seldom take the worries of business home," John said. "I've learned to do that from experience."

The couple, who has owned the store at 12-Mile for two and a half years, only recently began to share business responsibilities.

"Of course I always knew what went on at any store that John managed," Murle smiled. "I came to work here because my name was on the dotted line, too."

Most recently at Park 'n Shop in Portland, John has managed several stores in Washington and Oregon.

The Fuquas divide up responsibilities with Murle taking care of the courtesy corner, variety section and hardware while John looks after the grocery section. The twosome does the buying together for the estimated 150,000 items they sell.

"We start buying for Christmas in June," Murle sighed. "It's difficult to judge every item down to the last dozen, but we've really haven't got stuck on anything yet." (She knocked on the wooden desk.)

Asked if couples who work together usually vacation together, the Fuquas chorused:

"Vacation? What's that?"

IT'S A family affair at Zim's Country Store owned by John and Murle Fuqua. John takes care of the grocery side of the business and Murle manages the variety

section, although the couple does the buying together. They have had the business on 12-Mile Corner for two and a half years.

(Outlook photo)

WE SERVE OUR CUSTOMERS



As the Gresham/East County area grows, so does Zim's IGA. In the early 1900's Zim's was just a one room store and it has grown from that over the last century to what it is today. Zim's now offers one stop shopping, giving you more goods and services than it's early founders ever dreamed possible. The 12 Mile Corner Merchants offer so many services. You'll find a grocery store, a hardware store, a postal substation, a pharmacy, a bulk foods department, a delicatessen, fresh seafood counter, a shoe repair shop, a locksmith and much more. Through all these fine businesses, we can truly be your one stop shopping center.

HIGH QUALITY

In Zim's meat department, you'll find USDA Choice meats and poultry and seafood. Tony Mertens makes it a point to provide only top quality meat for your family. Be sure to visit our specialty meat case, too. Choose from the finest cuts of filet mignon, the leanest steaks and the tastiest roasts...and it's all fresh from the meat department at Zim's.



LOW PRICE



TY



Pat and Chuck Gaylord, owners of Zim's, take pride in owning a business in a town they live in and care about. Keeping their prices low and their quality high is one of the most important things to them because they care about their customers and want to offer them the best value possible. Having Zim's totally family owned and living in the community they serve is an asset to the Gaylords, for they are better able to assess the needs of area residents.

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OUTLOOK 24 AUG. 05

Right top:
Carl
Zimmerman
took over the
12-Mile Store
in 1938 from
Edward and
Minnie
Aylsworth.
Right below:
During
Thanksgiving
time, Carl
Zimmerman
threw live
turkeys off
the roof and
once had a
lion cub on
display.

PHOTOS COURTESY OF
THE ZIMMERMAN FAMILY



A Landmark Corner

Zim's once reigned at 12-Mile site

BY SHARON NESBIT
staff writer

The old Zim's store is going down
at 12-Mile Corner.

Not since 12-Mile House burned in
1938 has there been so much com-
motion at the corner of Stark Street
and Southeast 223rd.

People like their landmarks, and
12-Mile Corner, named because it is

On Page 3A

Read about the Zimmerman
family's plans for the land
diagonal from 12-Mile corner.

12 miles down Stark from the county
courthouse, has always had some-
thing showy to help folks get their
bearings.

First it was 12-Mile House — a
notorious roadhouse where bever-

ages were served (wink-wink) in cof-
fee cups. It came to 12-Mile in 1906,
a leftover building full of frills and
curlicues from the Lewis and Clark
Exposition. It sat on the southeast cor-
ner of the intersection. Just across the
street was a little store where Joseph
Engles sold a few supplies to farmers.

That store was the seed of Carl and
Ada Zimmerman's zany, wonderful
enterprise — a true supermarket
with promotions, specials, nutty con-
tests, a few wild animals and an S&H

TURN TO **ZIMMERMAN**, PAGE 3A

OUTLOOK 3 SEPT. 05

End of an Era



STAFF PHOTO BY CAROLE ARCHER

Workers take down the famous sign Thursday, Sept. 1, that sat on top of Zim's 12-mile Corner at 223rd Avenue and Stark Street. The sign will be stored by the Zimmerman family and may appear again across the intersection on land the family intends to develop.

Zimmerman: Sold chocolate ants, grasshoppers

CONTINUED FROM Page 1A

Green Stamp redemption center. Everybody's grandma knew how to get there.

In the early days, the community was called Terry, but the name 12-Mile stuck to the corner like one of those Green Stamps, and then Zim came along and tricked it up with a great whirling sign and a carillon that played songs such as "Easter Bonnet."

George Page probably first used the name 12-Mile Store at his corner emporium. He sold hay, feed and grain, and Red Crown gasoline, according to a history of the store written for the Gresham Historical Society by Susan Shonk List, granddaughter of Carl and Ada Zimmerman. She wrote in "Gresham Stories of Our Past," that in 1938 her grandfather leased (though some family members say that was the purchase date) the market from Edward and Minnie Aylsworth. That was the same year 12-Mile House burned down, leaving an opening for a new landmark at the corner. Zimmerman named his place Zimmerman's 12-Mile Store.

By 1939 he persuaded Ada Fenwick to marry him on Christmas Day, the only day the store was closed.

Despite his bad eyes and missing left thumb, Carl was drafted into the U.S. Army, and, in a rare example of the military matching a man to the job, became a supply clerk at Fort Lewis. Ada ran the store alone, butchering her own chickens to keep the operation going.

Their daughter, Carolyn Zimmerman Shonk, was born in 1944, now a witness to her dad's promotions and ambitions that bloomed in the postwar boom.

She wrote in a recent reminiscence: "When I was 2 and one-half, we went on vacation to California. I would not get off the pony ride in Long Beach, so Dad and Mom decided I needed

Family legacy to continue on diagonal property

BY MARK GARBER
Staff writer

As Gresham resident Ken Shonk puts it, his family has said a "long goodbye" to the property made famous by his grandparents, Carl and Ada Zimmerman.

But the story of Zim's 12-Mile Corner won't conclude with the demolition of the old Zim's Shopping Center this week. The family, which sold the property to the Weston Pontiac Buick Kia dealership, plans to continue its entrepreneurial legacy on a 6-acre site diagonally across the street from its original store.

Shonk is chief operating officer of Zimmerman's Inc. — the family-owned corporation that was formed in 1968 to manage the 12-Mile Corner properties and grocery store. The sale of the original Zim's site on the northeast corner of 223rd Avenue and Stark Street has enabled the corporation to reassemble land on the southwest corner of the same intersection. Once the Weston

recently come to accept as inevitable.

The property across the street represents a "new beginning for that corner and for us as a corporation," Shonk says. "We're excited for the new beginning for the whole thing. Yes, it's sad to see something go."

Other uses considered for Zim's

Shonk and his family didn't intend for it to happen this way. They tried for six or seven years to find a suitable use for the building that Carl and Ada Zimmerman first developed more than 60 years ago. They explored the possibility of a skate park. They put a BMX track in the location during the 1990s and early 2000s. They considered an X-Games facility, but the city said the building would need a sprinkler system and that the zoning was for retail.

The site wasn't quite large enough to attract a national retailer, but Shonk says the

to a large retailer. The 6-acre site could accommodate a national tenant along with smaller shops.

"We have to acquiesce somewhat to what's happening at (Wood Village Town Center) and Gresham Station," Shonk says.

Neon sign could re-emerge

As Zimmerman's Inc. contemplates the opportunities on the southwest corner, it still has at least one piece of unfinished business across the street. The swirling, ball-shaped neon Zim's sign that was the talk of the town for decades is being preserved during the demolition. Shonk would like to see it become part of the new development if possible. Back in the 1980s, the city of Gresham considered, but decided against, giving the sign a historic designation.

Yet the sign has sentimental and historic value — not just for the family, but also for the community.

a pony. They bought a farm and then a whole herd of ponies."

Zim used the ponies for promotions. He had a knack for using animals. The Thanksgiving he threw live turkeys off the roof is the stuff of legend. Once a buffalo promoted buffalo burgers at the fountain. And in an "in like a lion/out like a lamb" contest, Carolyn Shonk remembers, "we actually had a real lion cub on display for a month."

It was donated to the zoo at the end of the contest. The lamb ended up on the winner's table via the butcher shop."

Shonk grew up in the store, pedaling her scooter down the aisles, sneaking up on the roof for views, sipping milkshakes at the counter, playing with the new chicks and ducklings in the feed store and watching Eisenhower win the presidency on a television set in the appliance store in 1952.

In addition to gourmet foods such as chocolate-covered ants and grasshoppers, Zim was progressive. He had a lighted parking lot and air conditioning. In one of his frequent expansions he hired architect Pietro Belluschi to redesign, creating the barrel roof and landmark tower.

In post-war East Multnomah County, Zim's was one of the stores, along with the Troutdale General Store, that welcomed Japanese-Americans back to the community.

"Mom and Dad stored household goods for some of those families," Shonk writes in her reminiscence. "When they returned, not one of their things was missing, and we had friends and customers for life."

In 1958, Zim's store was doubled in size to 33,000 square feet. In 1959, the ebullient Carl Zimmerman was struck down by a heart attack. Many eulogized him as the mayor of 12-Mile Corner. Ada Zimmerman ran the store for

Kia dealership relocates across the street, the 6-acre parcel will be available for development.

Shonk and other family members — including his mother, sister, brother and father — have yet to decide what they want to build at the site. But Shonk says the goal is to develop a commercial use that East County residents desire.

"Like Grandma said, 'Find a need and fill it,' " Shonk says.

Currently, his brother, David Shonk, is heading up a community garden on a portion of the property.

"We want to do what we can do to reconnect people with the community," Shonk says.

That community connection was strong when Zim's was in its heyday. The store and its tower helped form an identity for Gresham, giving people a beacon on their way to Mount Hood. The demolition is a sad day that Shonk and other family members never wanted to see, but had

city preferred a single large user rather than a group of smaller businesses.

"We were working for change at that corner," Shonk says, adding that the corporation spent \$10,000 to \$40,000 on architectural drawings to try to come up with another use for the site. In the end, city rules and the property's constraints made it virtually impossible to proceed, and that realization led to the sale to the Weston dealership.

National tenant a possibility

Shonk, whose other role is as a minister of a Foursquare church in Sellwood, laments the fact that Gresham is losing many of the larger family-owned stores that contribute to a community's fabric. National retailers are displacing local businesses. The area is undergoing "monumental changes," Shonk says.

But he also recognizes that Zimmerman Inc.'s remaining property might be attractive

For now, the sign will be placed in storage. Shonk, however, hopes that it once again will be part of Zim's Corner.

"We would really like to do that," he says.

At first blush, Gresham Community and Economic Development Director Ed Gallagher also likes the idea of incorporating the sign into a new development.

"That would be very neat if they were able to use that," Gallagher says when asked about a possible sign relocation. The sign probably wouldn't meet current codes, but Gallagher says this is "a unique situation."

"It's not just a sign, it's a symbol," he says.

And while Zim's corner won't be the same after the old building and sign are removed, Shonk believes the intersection will remain an important one for Gresham's image.

"We still hope that this will be one of the gateways to Gresham," he says.

another 10 years before selling it to another grocer.

But she cherished its memory and that of her husband for the rest of her life.

She died Aug. 27, 1998, still hoping her fam-

ily would keep the old store alive. They will keep the sign, hoping to see it go up again.

"She knew this day would come, but she didn't want to live to see it," said her grandson Ken Shonk.

Since as far Gre

A coffee shop,
feed store,
western store,
postal sub- station,
pay station for local
utilities, hardware
department, photo
finishing, frozen
food lockers, hunt-
ing and fishing
licenses.

Thanks for letting
is serve you.



Zim's 12-Mile Country Store's variety section makes it convenient to round off your grocery shopping. You'll find all your household items, and at discount prices too.

Whenever you
shop at Zim's
12 Mile Country
Store you will
not only find
consistent savings,
but many other
benefits you are
sure to appreciate.

Among these are
personal, friendly
service.

back as 1890 . . .

sham's Pioneer Store .

★ Fast, Friendly Service

★ Large Selection of Famous Brand Foods

★ Many Money Saving Bargains Each Week



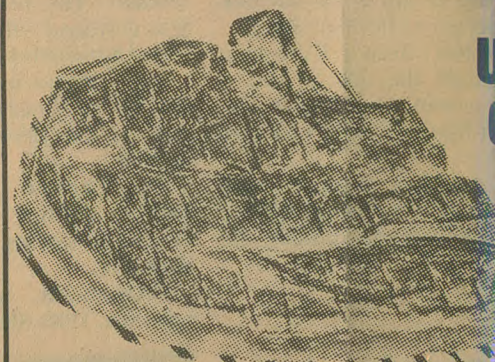
Zuma COUNTRY STORE



Fresh Daily
GROUND BEEF

10 Lb. Bag

\$ **6.99**
by the lb. 73¢



CHUCK STEAK

U.S. Choice Beef

Swiss Steak lb.

\$1.39

Lynden Oregon Grown

Cut-Up Fryers lb.

69¢

Fresh, Extra Lean

Ground Chuck lb.

\$1.09

USDA Choice

Round-Bone Roast Lb.

98¢

Sweetheart, Fully-cooked

Boneless Ham Lb.

\$1.49

Young Turkeys Lb.

69¢

Darigold

Cheese

Sweetheart

Fruit

Reser's

Salsa

FROZEN FOODS

DINNERS 89¢



TORE

D.A.
oice

69^c

Lb.

All
Cuts 10% off

ll-beef or Reg.

S 12-Oz. Pkg. 69^c

S 36-oz. Size \$1⁰⁰

Kraft
Macaroni & Cheese
DINNERS

Campfire, 16-Oz., Reg. 69^c

Marshmallows

Reg. \$1¹⁹, 100 count

Paper Plates

Nabisco, Reg. 74^c, up to 10-Oz.

Snack Crackers

Reynolds, 25-Ft., Reg. 47^c

Aluminum Foil 3/

Heinz, 16-Oz., Reg. 83^c

Bar-B-Q Sauce

Lady Elberta, 29-Oz., Reg. 77^c

Sliced Peaches

SPA, 4-Pak, Reg. 79^c

Toilet Tissue

59^c

99^c

66^c

\$1⁰⁰

69^c

Sliced
&
Halves

Three
Pack
Reg.
89^c

SAVE
40^c

59^c

69^c



ZIM SAYS -

Here's your Ski Map of the world-famous South Slope area of Mount Hood. I hope it will make your trip more pleasant by providing you with information about and location of the finest ski runs and trails on the mountain.

And incidentally, we shall be glad to help make your skiing excursions happy and care-free events if you make it a habit to stop at Zimmerman's 12-Mile Store for those last-minute supplies, or for a refreshing cup of coffee and a sandwich at our popular fountain lunch.

More and more visitors to Mount Hood are finding Zimmerman's 12-Mile Store an ideally convenient "one-stop" shopping center on the way to or from the mountain playground.



ZIMMERMAN'S 12-MILE STORE

Corner Base Line and Fairview Roads
Phone 3131 Gresham, Oregon

**Your "One-Stop Shopping Center" on the Way to Mount Hood
Corner Baseline and Fairview Roads -- Gresham, Oregon**

0911

4-4-63

Photos Show 25-Year Growth at Zim's



Fryers were a popular item when Zim's opened its doors at 12-Mile Corner in 1938, year this picture was taken.



By 1944 Zim's had grown much larger as war industries brought more people to work and live in the Gresham area.



Major modernization program added new front and tower to Zim's and some much needed room to provide for the expanding business. This photo was made in 1950.



Twenty-five years of growth and change has kept Zim's 12-Mile store in tune with the times. It's now a complete shopping center, as photo shows.



Twelve-Mile Corner is developing a new, bigger and brighter look as construction and paint-up projects get under way. Latest in parade of beauty is Zimmerman's Store, which has just completed an exterior painting project, with store remodeling to follow. A Chevron service station was recently constructed at the northwest corner, under operations of John Miller, and Ernie Beers is to have a new Shell station on the southwest corner.
(Outlook Photo)

Thurs., April 4, 1968 (Sec. 1)



IN 1950 ZIM'S COUNTRY STORE at 12-Mile had taken on a definitely modern look. A continual program of building and remodeling to better serve its customers was followed. Three employees worked the store in 1938 and the number grew to 38 in 1952 and has remained between 35 to 40 from then until now.





THE 30-YEAR ANNIVERSARY has brought this look to Zim's Country Store at 12-Mile. Just recently completed was extensive remodeling to the inside at a cost of about \$50,000. New coolers, freezers, dairy and frozen food cases were installed and a new entrance at the northside of the building. Next step for Zim's Country store is a completing shopping complex for which architectural plans are already finished. It will include a laundry, beauty shop and barber shop.



THIRTY YEARS AND many remodelings ago this was Zimmerman's Country store at 12-Mile. These next two weeks will mark the store's anniversary celebration, highlighted by special sales and merchandise give-aways. This original building, bought by the late Carl Zimmerman in 1938, is still part of the complex which mushroomed around it in subsequent remodelings. It is used as a back storage room.



HERE IS ZIM'S 12-Mile Country Store which will have a grand reopening this weekend. A major remodeling job has been completed on the interior of the store and a whole host of

new features added. See back section of this week's Outlook for four pages of advertising telling about the "new" Zim's 12-Mile Country Store.
(Outlook Photo)

12-14-67

Zim's Celebrates Opening Of Modernized Quarters

Zim's 12-Mile Country Store is celebrating this weekend, celebrating the grand opening of its elegant new quarters.

The inside of the store has been completely gone over and new, modern facilities installed throughout.

Some of the new features include:

- *A meat department relocated and greatly expanded. The huge new meat cooler is three times as large as before.

- *New, wide aisles designed for unhurried, pleasant shopping.

- *A much larger produce department, relocated near the entrance to the store.

- *A brand new dairy case.

- *Hundreds of new items in the hardware-variety department.

- *An expanded soft-goods department, four times larger

All told, there are about 20,000 square feet of shopping space. Much additional space was made available with removal of the S and H Green Stamp redemption center last summer.

There has been a store at 12-Mile Corner since the early 1900s but the late Carl Zimmerman took over the store in 1938. Successive expansions, about every five years, have brought the store to its present size. Zimmerman died in 1959 and his wife, Ada, has operated the store since.

In addition to the new features, Zim's 12-Mile Country Store still offers such things as a post office, money order service, fishing and hunting licenses, payment office for utility bills etc.

The feed and seed portion of the business was sold about

three years ago to Herb Fenwick Mrs. Zimmerman's brother. He has enlarged and expanded the department, still located at the northwest corner of the building, and handles all lines of feeds, seeds, garden products, insecticides etc.

Some 500 frozen food lockers also are available, both in 7 and 9-cu. ft. sizes.

The fountain lunch counter is open from 9-6 p.m. daily except Friday and Saturday when it remains open until 8 p.m.

Paul Garmo, veteran grocery man, has supervised the remodeling program. Jerry Leuthold is store manager.

Mrs. Zimmerman pointed out this week that lack of high overhead costs (Zim's owns its own property, for instance) enables the store to give the popular S and H Green Stamps and still remain competitive with any other store.

Zim's Red Apple store going out of business

□ Associated Grocers
takes over; future of
building uncertain

by LYNN NAKVASIL
of The Outlook staff

Zim's Red Apple is closing soon, and neither the store owner nor the building owner know what will happen to the building.

Associated Grocers Inc. has taken over the store, located at the corner of Stark Street and 223rd Avenue, from Kathie Yeager and is selling off all merchandise in the store, said spokeswoman Annette Otis.

"What happened is that Kathie Yeager, who is the owner, lost her husband a year and a half ago. She had a real, real tough time from the outset. We have been working with her constantly to do what we could,"

Otis said.

Yeager decided not to continue operating Zim's and Associated Grocers sought a new owner, but to no avail.

"We haven't been able to locate anybody, so we are in the process of selling the stock," Otis said. "Our desire is to keep the store open if at all possible."

The company sent out representative Tom Reed to supervise the sale, which will continue until all products are sold, she said.

Otis did not know what would happen with the other tenants of the building, nor did Ada Zimmerman, the building's owner.

Tom Renn of Greene and Markley, Yeager's lawyer, said, "At this point the leases are current. It's really uncertain what will happen."

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Outlook, 9/25/93, p1A

Greenham history file
Yeager



Zim's

Continued from Page 1A

Zimmerman declined to discuss the situation on the advice of her lawyer.

years, Zim's Red Apple was called Zim's 12 Mile Store and Zim's IGA.

Grocers have operated at the site since the turn of the century, and the late Carl Zimmerman, Ada's husband, bought the store in 1938. Over the

The Outlook was unable to reach Yeager. Renn said that Yeager was working with creditors to settle debts incurred from Zim's.

November 20, 1997

New owner bringing Zim's store back to glory

■ Although Dan McVey sells vehicles and not groceries as the Zimmermans did, he's keeping the name and the flavor

By STANFORD CHEN

of The Oregonian staff

The red-and-orange neon globe announcing Zim's Twelve-Mile Store once lit up east county skies and could be seen for miles. The rotating sign was a beacon for one of the larger, newer grocery stores in the metro area 40 years ago. For children, Zim's meant ice cream and pony rides.

Owner Carl Zimmerman was a dreamer. He never met a gimmick he didn't like. The spinning neon globe. The carillon bells. Thanksgiving turkeys tossed from the roof. Santa arriving in a helicopter. Turning a large pile of snow into "Mount Zim."

His wife, Ada, made sure the bills were paid. They were a balancing act.

But it didn't last. The glory days gave way to sorry days.

Now a new tenant with a penchant for the past may return the building at 22301 S.E. Stark St. to its early prominence — but not as a grocery store.

Dan McVey sells motorcycles, all-terrain vehicles, snowmobiles and personal watercraft. He kept part of the original name for his business — Zim's Yamaha Sports Plaza — and has spent about \$100,000 to bring the old barnlike landmark up to code.

He is fascinated with the history of Zim's and plows the profits back into the building.

"I know Ada's disappointed that it isn't a grocery store," he said. "That's why I try to keep it as nice as possible and bring it back the way it was. People come in and look



Dan McVey now sells motorcycles and all-terrain vehicles in the building that once housed Zim's Twelve-Mile Store, a landmark in east county at 22301 S.E. Stark St. McVey has spent about \$100,000 bringing the building to code.

MARV BONDAROWICZ/The Oregonian

at toys instead of groceries. I want to bring back the fun and excitement of the past."

He plans to get the old soda fountain operating again — it's used to display satellite dishes now — and he promises to relight the Zim's globe, which was erected in 1956.

McVey, 45, likes the old traditions and has made sure that Zim's carillon bells that blare out from loudspeakers mounted below the globe

will play Christmas tunes. The amplified bells, installed in late 1956, were a gift from Carl to Ada, a collector of bells.

A native of Seattle, McVey moved to the Gresham area in 1973 to sell sewing machines door to door and soon switched to assembling motorcycles at Country Yamaha on East Powell Boulevard. He moved up the ladder and became a partner in 1981 at an existing motorcycle dealer-

ship.

In 1986, he bought Country Yamaha and changed the name to Yamaha Sports Plaza. After Zim's Red Apple market closed in 1993, Les and Karen Sundstrom leased the 31,000-square-foot building to turn the space into a mini mall but couldn't meet city code for sprinklers. McVey stepped in in 1995. Now he has the largest motorcycle showroom under one roof in the North-



ADA ZIMMERMAN
Former owner of Zim's

west. McVey also owns a dealership in Oregon City.

□

The 12-mile corner in east Multnomah County marks the distance from Portland's City Hall, and a store has been at that Stark Street location since 1901. The Zimmermans leased a small market at that spot from Edward and Minnie Aylsworth in 1938 and purchased it five years later.

In 1946, they hired well-known architect Pietro Belluschi to design what is now today's building with an acre of space under one roof and a three-story corner tower.

Zimmerman loved promotion, and his weekly grocery ads included a "Zim Says" column that boosted local businesses. When Fred Meyer opened its Rockwood store in 1957, he hired a plane to tow a long trailer reading: "Fred Meyer, Welcome to Our Community."

When food supply was low during World War II, he invited the less fortunate to the market and tossed live

lays

rkeys from the roof. Zim's had cirses, music shows, threshing bees and barbecues.

Zim's was ahead of its time. In addition to groceries, the store sold hardware and appliances. It had a post office and a community room.

Families used to stop there for 10-cent ice cream cones before heading to the greyhound track up Fairview Avenue.

"Carl was always ahead of his time," said Ada Zimmerman, now in her 80s. "His wheels never quit running day or night."

He kept a caged lion in the store as a watch dog. A breeder of Shetlands, he started a pony farm next door and gave rides to kids.

Carl Zimmerman died at age 47 from lung embolism. His death in 1959 left a pile of bills for his widow to handle. For the next decade, Ada worked 12 hours a day, seven days a week until she was "just about done." But everything was in the back.

The Zimmermans were known for their good deeds. During World War II when Japanese-Americans in the area were sent to internment camps, they kept their belongings in the store basement and returned them after the war.

"We were all friends," said Ada Zimmerman. "We were like a community."

In the 1948 Vanport floods in north Portland, the couple brought money, rope and food to the people forced out of their homes. When the sewer was knocked out in the 1962 Columbus Day storm, she stayed at the store to cook food on the gas stove for stranded families.

He's still active today, driving his Cadillac past Zim's every day, giving them heck for not keeping it clean," referring to the parking lot, McVey's store.

After all, she has a reputation to maintain.

METRO-EAST 11 MAR 1999

Zim's new generation making plans

■ If Ken Shonk can follow through, Southeast 223rd and Stark will look the way it did in his grandparents' heyday

By HENRY STERN

of The Oregonian staff

GRESHAM — There's a lot of history at the corner of Southeast 223rd and Stark Street, and a grandson of the couple who made the site a landmark wants to draw on that legacy to make some new memories.

Ken Shonk's grandparents were Carl and Ada Zimmerman. Their fame in Gresham dates to 1938, when they began leasing the corner market then known as Twelve-Mile Store. The name came from the grocery's location 12 miles east of City Hall in Portland.

The couple added their name after they bought the place in 1943. For area residents, Zimmerman's quickly became a community touchstone and, thanks to its tower with its carillon music and oversized neon globe, a geographic reference point that became known by all as Zim's.

In the decades that followed, Carl and Ada Zimmerman never lacked for promotional ideas as



Carl and Ada Zimmerman probably had no idea in 1938 when they began leasing a small corner market known as 12 Mile Store that the spot would one day become a Gresham landmark. This family photo is from 1938, well before the couple expanded the store to include a corner tower with carillon bells and giant neon globe.

their corner store expanded into a supermarket that filled the four-acre lot.

Thanksgiving meant a turkey toss from the roof. Heavy snowfalls led to the creation of a large snow pile in the parking lot. Patrons could then guess the date that "Mt. Zim" would melt.

Carl Zimmerman died in 1959 at age 47, but Ada Zimmerman kept the place going by herself for the next decade. She had helped out in her father's grocery store in Hood River at age 6, and she managed Zim's for two years when her husband was stationed at Fort Lewis during World War II.

Running Zim's after her husband's death, she would get home from work some nights as late as 2 a.m. During the Columbus Day storm in 1962, she stayed in the store for a week to offer locals the chance to freeze their goods until power was restored. She also cooked meals in the store and took care of storm repairs.

"I've been at the store every day since we opened in 1938 except for taking time off when my daughter was born 20 years ago," she said in a 1965 newspaper interview.

She finally decided to lease the building in 1969. Shonk said those tenants often didn't live up to his grandmother's standards.

"Grandma never wanted to sell the store because it was our heritage, our history," Shonk said.

"She was the greatest businesswoman, but wanting to be friends with everybody got in the way. Unfortunately, in today's world, people take advantage of you. She knew she worked hard, and she trusted that other people would work just as hard."

Ada Zimmerman died in August 1998 while out trimming bushes at her home. She was 86. Survivors included her daughter, Carolyn Shonk of Beaverton;

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METRO-E. 11 MAR 1999

Zim's: Promotions kept corner lively

■ Continued from Page 1

and three grandchildren, Ken, David and Susan.

Lighting the globe

The most prominent reminder of Zim's past renown is the oversized globe atop the corner tower that looms over what's now Zim's Sports Plaza. The plaza is a 31,000-square-foot dealership for motorcycles, all-terrain vehicles, watercraft and satellite dishes. The building also has two smaller tenants.

Shonk wants to begin the Zim's renaissance by highlighting the globe again. He estimates the cost of restoration at upwards of \$30,000.

"We'd like to relight the ball, do some sprucing up of the place," Shonk said. "We would like to at least get floodlights on it this summer. It's kind of fallen into some disrepair, and we want to dress it up."

"We want people to know where Zim's corner is again."

Dan McVeigh, the owner of Zim's Sports Plaza, is enthusiastic about Shonk's plans. McVeigh said that optimism represents a change from the past year and a half, when he fought often over upkeep with Les Sundstrom, the last person to lease the space from Ada Zimmerman.

Sundstrom agreed to a property swap this year with Shonk to get out of the Zim's deal. McVeigh and Sundstrom agree about little in recalling their four-year business relationship.

McVeigh said he moved in with the idea that he ultimately would buy the site, which intrigued him with its unique history and location. He estimated pumping in about \$100,000 into the building, paying for remodeling, carpeting, lighting and signage.

"I have no problem staying here now," said McVeigh, who also owns smaller dealerships in Oregon City

and Federal Way, Wash. "When people are calling from Portland, I tell them we're at the old Zim's shopping center. And half, if not better, know where that is."

Sundstrom said he never promised to sell a building he didn't own. And he said he kept up his end of the deal on maintenance, spending \$60,000 to \$70,000 on improvements to electrical panels and furnaces, for example.

Sundstrom said he thought about buying the building himself but that Ada Zimmerman was never interested in selling.

"It's a great location. It just needs a lot of tender, loving care," Sundstrom said. "I couldn't imagine a world without it."

Maintaining a legacy

Shonk never knew his grandfather, but he draws on a treasure trove of family lore to describe Carl Zimmerman as "very jovial, a friend-of-the-world kind of guy." Old black-and-white photos of Carl show him laughing at the soda fountain with his wife and daughter against a backdrop of signs touting S&H Green Stamps and seed packets.

Shonk's memories of his grandmother are sharp. And he speaks of her with reverence.

"She was always full of adages like 'A quitter never wins, and a winner never quits,'" Shonk said. "Boy, she used to say that all the time when I was out raking leaves."

Shonk, 32, said he plans to bring that work ethic to the job managing his family's property.

"For us, this is our baby," he said. "Grandma didn't give us a lot of money when she passed away. But she gave us a lot of potential."

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12-Mile Corner store grows with east county

By SARA JOHNSON
Correspondent, The Oregonian

GRESHAM — When Ada Zimmerman came to 12-Mile Corner in 1939 as a new bride, she thought she had “come to the end of the world.”

“I could count the businesses between 82nd Avenue and 12-Mile on one hand. The rest was berry patches and filbert orchards. It seemed like forever from Portland.”

It may have seemed the end of the world to her, but to her husband, Carl Zimmerman, 12-Mile Corner was a place of beginnings.

The year before he had become the new owner of the one-room 12-Mile Store, which he promptly renamed Zimmerman's 12-Mile Store.

Friends cautioned him about trying to make a go of it “out there in the country,” but Zimmerman had no intention of living out his days as a country grocer at Zim's, as it also was called.

From the start he was convinced that the little crossroads 12 miles east of Portland would one day be part of a growing East Multnomah County community.

Built in the late 1800s by Joseph Engles, the store is the oldest continuing business in the Gresham area. In the early 1900s, George Kinney took over as storekeeper and then sold it to George Page in 1919. Page lost the store to Edward Aylsworth in 1932 during the Depression. In 1938, Zimmerman bought the store and almost immediately embarked on the first of many enlarging and remodeling projects.

Measuring 6 feet 2 inches and weighing over 200 pounds, the Gresham-raised Zimmerman was a big man with big dreams. Known jokingly as the “Mayor of 12-Mile Corner,” he took an active part in making the store a hub of east county activity.

“He had something going all the time,” said Ada Zimmerman, who, worked at her husband's side until his unexpected death in 1959, when she took over running the store on her own. “His wheels never quit turning day or night.”

Carl Zimmerman was famous for his promotional pranks.

“One Thanksgiving, he went and bought a truckload of live turkeys and then took them up on the roof and threw them off and let people scramble for them,” Ada Zimmerman recalled.

Another time it was a circus, or a music performance, or a parade, or a barbecue, or a threshing bee. Once he “hired” Santa to arrive at the store by helicopter. For a year or so he even kept a caged lion in the store as a “watchdog.”

A breeder of Shetland ponies, Carl Zimmerman started a pony farm next to the store and offered pony rides for children. Groceries sometimes were delivered to customers in a pony cart by the Zimmermans' only child, Carolyn.



Carl Zimmerman's store was also a family affair. His daughter, Carolyn, and wife Ada, shown in this undated photo, spent many hours there with him.

During one of his many store remodelings he had a loudspeaker system installed, and he loved to boom greetings to customers while surveying the store from his second-floor office.

A cigar-chewing Republican, he would holler good-natured political barbs down to his Democrat friends when they entered the store.

In the mid-1940s, Zimmerman hired well-known Portland architect Pietro Belluschi to design the present store building with its massive corner tower. Zimmerman later topped the store with a giant spinning neon globe, which shone bright orange and red for miles across east county.

For his wife, who collected bells, he added carillon chimes, which still sound above the busy corner every hour.

While building his store, Zimmerman continued to promote the growth of east county. He was instrumental in getting local rather than long-distance telephone service to Portland and helped get city waterlines to the area.

When Zimmerman died in 1959 of a lung embolism, his wife took over the store.

Because she was left with large debts from the latest and most extensive remodeling, friends and business associates told her that she would have to declare bankruptcy.

But, like her husband, Ada Zimmerman was confident that the store could survive and make enough money to pay the debts. She had run the store alone for two years while her husband was in the Army and knew she could do it again.

She even came up with a few promotional gimmicks of her own, including two baby chimpanzees that she dressed and took to the

store with her each day.

But after 10 years of working 12 or more hours a day, seven days a week, Zimmerman said she “was just about done in.”

She leased the store in 1969 to John Zupar and Chuck Gaylord. Three years later Gaylord bought out his partner's share of the business.

The efforts to update still continue, such as a recent move to electronic checking, but under Gaylord's management the store continues to be a family business.

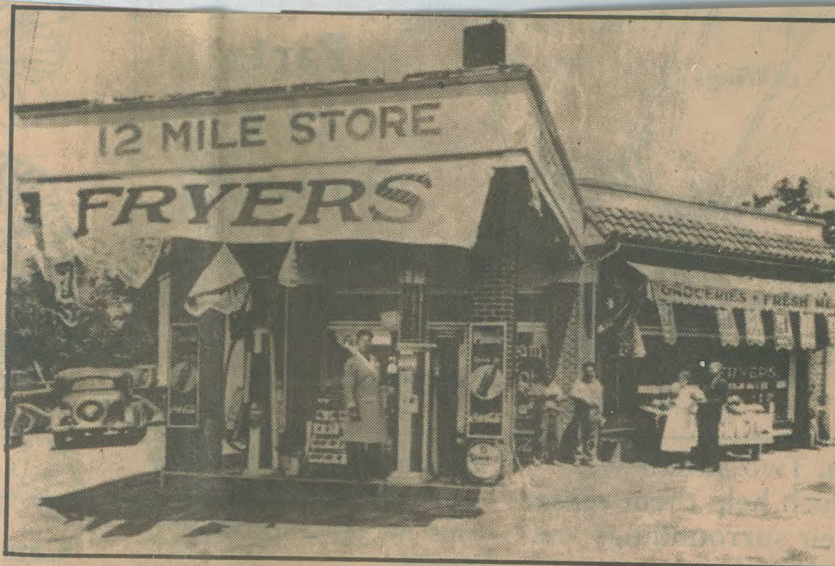
His wife, Pat, operates the service counter which still features a utility pay station and post office drop. His son Craig is manager; his daughter, Kelly Covington, is the bookkeeper; son Ken works in the meat department and the youngest son, Cary, works in the store whenever he is home from college.

In an effort to retain some of the store's history, Craig Gaylord put up a series of historic photos on loan from Ada Zimmerman in the store's lunch counter.

“No matter how many times it's been remodeled, if you look around the store, you can still find history peeking out,” Craig Gaylord said.

In the upstairs office he points out the antique safe whose door was blown off in a store break-in long ago and the bars that went up on the windows soon after. There's the miniature keyboard that still operates the old chimes and murals of romping pigs, chickens and cows in what was once the butcher room and is now the “bottle room.”

And there's still the landmark neon globe. In need of continuous repair and bracing against the east wind, it no longer spins, but it still provides shoppers with a familiar beacon on windy east county nights.



This 1938 photo shows Carl Zimmerman standing in front of his store.



A photo taken about 1946 shows the evolving size of the store.



By 1987, the area has developed greatly and the intersection of Southeast Stark Street and 223rd Avenue has grown up around the store.

New owners take

Landmark independent store to be known as Zim's Red Apple

by J. DANA HAYNES
of The Outlook staff

When Kathie Yeager was a school girl and spent her summers picking berries in East Multnomah County, she could always tell when it was noon by the tolling of bells from the whirligig tower at Zim's 12 Mile Store.

Now she and her husband, Don Yeager, own the landmark store at Southeast Stark Street and 223rd Avenue. The Yeagers took over Sunday and have planned for a July grand opening of the newly renamed Zim's Red Apple.

And while some things will change, the star-burst over the tower and the carillon bells will remain, the Yeagers said.

There has been a store at 12 Mile Corner since the early 1900s and the site has been known as Zim's since Carl Zimmerman bought the place in 1938. His widow, Ada Zimmerman, still owns the building. Chuck and Pat Gaylord have run the site, under the name Zim's IGA, since 1979.

For the Yeager's, leasing the store is a matter of coming home. Don Yeager was raised in St. Helens, while Kathie hails from the Portland area. The couple has been running grocery stores in Southeastern Washington and Northeastern Oregon for the past several years.

"I've been in groceries since I started as a box boy in St. Helens," Don Yeager said. The couple bought their first independent store in Milton-Freewater in 1978 and later opened a store in the small town of Touchet, Wash., near Walla Walla. They still own that store, although they are moving to East County to run Zim's.

The new name of the store, Zim's Red Apple, reflects the corporate name of the Yeager's wholesaler, Associated Grocers of Seattle. There are two other Red Apple stores in the metro area, located in Portland and St. Helens, Kathie Yeager said.

The store will receive a paint job but few other major changes, the Yeagers said. "We plan on keeping the same staff. Customers will see the same familiar faces as always," Don Yeager said.

The courtesy counter, with its Western Union and post office, will remain and will be run by Pat Gaylord.

Chuck Gaylord just laughs when asked why he has sold the store. "I'm goin' fishing, of course."

Gaylord has been connected to Zim's for 18 years. He said the high level of competition with bigger stores doesn't mean the death of the small, independent grocers. "There's something special about the small stores, I think. We sponsor a Little League team. In the fall, we offered a parking lot dance and we've got barbecues all summer long," he said. "As long as the independents are around, they're going to take better care of the customer."

It's the customers, not the daily grind of running a store, that makes his retirement from the grocery business bittersweet, Gaylord said. "I've always enjoyed being down on the floor with the customers. I mean, there are people who've been trading here since Ada (Zimmerman) ran the place. You see those two rides, the horse and the rocket, down there? I've got adult customers who say they remember riding them when they were kids."

The Yeagers agree that being independent doesn't mean being beaten up by the large, well-financed chains. "The secret of being an independent is having a good, strong wholesale (distributor), like Associated Grocers," Don Yeager said. "They keep you up to date on prices and trends."

One change soon to be noticed is the sound of the bells in the tower, which haven't rung in many years. Don Yeager said Ada Zimmerman was quite specific about wanting the bells returned to working order and they soon will toll on a regular basis.

"We're not sure what the neighbors think about all that but it's what Mrs. Zimmerman wants," Don Yeager said, adding, "This store is her little baby. When we leased it, she told me she raised it from a pup."

Ada Zimmerman was unavailable for comment.

Grocers at 12 Mile Corner date back to the turn of the century, including one-room stores. A larger building was constructed in 1928 and the current site incorporates portions of that building. After Carl Zimmerman died in 1959, his wife ran the shop until 1969.

over Zim's 12 Mile Store



MARGARET M. DUNNE/The Outlook

athie and Don Yeager have taken over the former Zim's 12 Mile Store.

The distinctive neon sign above Zim's no longer rotates, but its bright lights can be seen throughout much of the area.



Zim of



Zim's 12-Mile Store is still a family business. From left are Ada Zimmerman, Craig Gaylord, Kelly Covington

n's: A place beginnings



Ken Gaylord, Pat Gaylord and Chuck Gaylord.

The Oregonian/ROGER JENSEN