

# Welcome to Ritzville (vol.II)

by Harland Eastwood



## COLUMBIA BASIN HIGHWAY

After nearly ten years of planning, the Columbia Basin first opened through Ritzville in 1939. This highway was later known as US-10, and today as I-90. This cross-state highway brought numerous business opportunities to area residents and entrepreneurs. One of the most prolific business upstarts was the service station. This was in an era when the cleanliness of your restrooms, or your selection of automotive accessories might make the difference between making a sale or seeing your potential customer pull into the gas station across the street or on either side of you. Reports of a gas station on every corner still flourish among the older generation.

Other business opportunities included café's, restaurants, roadside diners, hotels, motels, auto courts, tires stores and others. A great collection of historic photos have been assembled to depict these businesses and more. They will provide the reader with a pictorial overview of one of Ritzville's most interesting periods of growth and history.



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