



PIKE PLACE MARKET NEWS

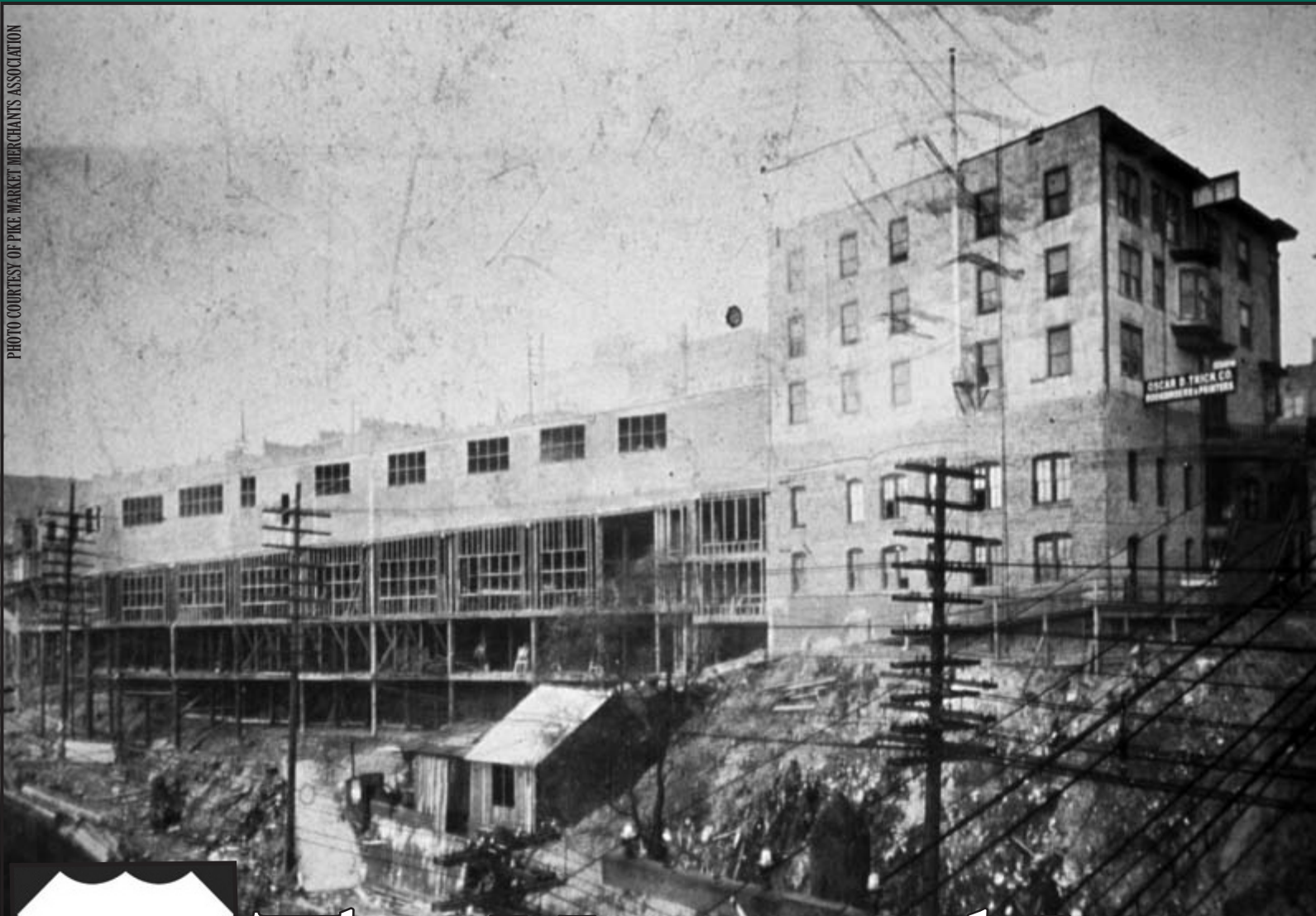
FREE!

Volume 34, Issue 8
August 2008

Our Nation's Oldest
Farmer's Market
Seattle, WA 98101

MARKET MAP & DIRECTORY ON BACK PAGE

PHOTO COURTESY OF PIKE MARKET MERCHANTS ASSOCIATION



The Historical Issue

This month the Pike Place Market celebrates it's 101st Birthday with a bodacious birthday party (see details on page 2), Being the longest continuously operating Farmers Market in the country, there is a heap of history to celebrate!

Read more about our distinguished history inside...

A Look Back at "Business in the Market" Loback's Meats

*Have you ever wondered about some of the old neon signs around the Market?
There are no new ones...*

Heres a look back at the history of the glowing Loback's Meat sign:

THIS ARTICLE ORIGINALLY RAN ION THE JANUARY 1975 ISSUE OF THE PIKE PLACE MARKET NEWS

Loback's has long been a familiar name in the Pike Place Market. The present Loback's Meats has been in the same location at the bend in the Main Arcade since 1946 when Dave and Lois Loback began to build their chain of meat markets.

David A. Loback at the age of 16 was already a full-fledged meat cutter with the Safeway chain, and quickly became manager of meat departments for the firm. By the early 1940s David had married Lois Uhrich, had four children and seemed safely implanted in the management line of a major corporation.

But, like so many others, the war

changed the lives of David and Lois Loback. Both of the Lobacks became deeply involved with the Civil Defense program., volunteering many hours of their time, taking Lois out of the home. For the first time, she came to realize the potential of her own abilities, and decided to seek full-time employment.

In 1943, Lois Locback became to only woman cab driver in Seattle. Saving her earnings, she suggested to David that they invest in their own business, and they purchased a small meat market in the Greenwood district. In the next three years the Lobacks acquired eight more meat markets. Next came a packing house in Eastern Washington and

a wholesale outlet in Seattle.

Then in 1946, at the age of 34, Dave Loback suffered a serious heart attack. On the advice of his doctors, the Lobacks sold all of their meat holdings, disposing each meat market to its current manager.

But a few months of forced retirement were more than enough for David Loback. Unable to tolerate inactivity, he returned to the business he knew so well. For his re-entry he bought the old Rainier Market in the present Pike Place Market location [near where Chukar Cherries is now] and in 1946, at the age of 35, he and Lois started building their second chain of meat

LOBACK'S continued on page 11

Fresh This Month

EVERYTHING

After a slow start, the very best of the Northwest is available now from local farmers & highstalls.

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Next Month

Market Music

Highlights and information about the Buskers Festival & other noises in the Market

Heres's How To Find It!

The Market Information Booth is located on First and Pike, just east of the Market Clock. Ask about discount show tickets & insightful visitor information

ATM Machines

1. West end of Information Booth;
2. Inside South Arcade past World Class Chili, by Brewery;
3. North Market, inside by Emmett Watson's and The Souk
4. Down Under Level 4, by Sunshine Jewelry;
5. Inside Rotary Grocery, past Bakery under Clock;
6. Inside Pike Place Grocery/Deli, next to Taxi Dog
7. Inside Local Color, on Pike Place
8. Inside Pike Place Bar & Grill

Rest Rooms

One flight down from Clock, or down ramp near City Fish (see map).

PDA Office 682-7453

Down stairs, one level below Main Arcade, just south of Best Flowers and Pike Place Fish.

Security 682-2253

Two flights below Pike Place, below LaSalle Apts. and PDA Office. SEE SECURITY FOR LOST & FOUND