After the Lon C. Hill Town & Improvement Company platted the town of Harlingen in 1906, lots 1-12 on the south side of East Jackson Avenue in Block 58 had various owners. The lot numbers started with 1 at 1st Street and progressed to 12 by 2nd Street. Lots 1 and 2 were owned by Raymond Dickson, deed filed 1/26/1909. Lot 3, 11/3/08, was owned by Osco Morris, who would later do well as a Harlingen business man and civil servant. Lots 4, 5, 6, 7, and 8 were owned by C.T. Ryab et al. by 2/19/09. Lots 9, 10 & 11 (2/15/09) were owned by Hill's son-in-law, Homer N. Morrow, who operated a Harlingen lumber business. Lot 12 was deeded to J.W. Gross on, 1/26/09; he also owned lots 3, 4, 5, & 6 in Block 55 further east. Dickson, Ryab, and Gross are not to be found in the 1910 US Census of Harlingen. They may have been absentee attorney friends of Hill.

As might be expected the lots closest to the railroad tracks were commercialized before those at a little distance. Block 58 was only a block and half east of the tracks. By June 1919 lot 3, or later to be numbered 204 E. Jackson, had a large structure with unknown use covering the whole lot. Lot 9 or 216 had four mostly smaller structures on it. No use was noted on the Sanborn Fire Insurance Map.

By February 1925 the situation was unchanged except the map noted a very small structure fronting Jackson on lot 1, address 200.

In the July 1929 Sanborn map, numerous changes were to be found. Lots 1 & 2 had been consolidated and the building erected on them divided for commercial use. Three stores taking half the lots now faced Jackson including a printing company. Three more stores facing 1st Street now occupied the back half of the lots with the south most one being a Western Union office.
Lot 3 or 204 now had a store filling the whole lot. Lot 4 was vacant. Lot 5 or 208 had a drug store with its building filling two-thirds of the lot. Lot 6 or 210 had a store the same length as its neighbor.
Lots 7 & 8 had been combined and housed a large store while the remaining lots (9, 10, 11 & 12) to the east were yet undeveloped.

By the issuance of the 1930 Harlingen Telephone directory, the nature of the subject block has changed, but it isn't recorded how. At 222 E. Jackson is the Harlingen Gospel Tabernacle. The following year the Rev. A.N. Bostrom will be listed as its minister. No other entities are listed in the directories street indexing.

In the 1931-32 directory Aunt Betty's Bakery is to be found at 210 and the Griffin Grocery-Iverson's Market at 212.

By 1935 at 206 are J.B. Leisure and H.A. Lile operating the L & L Clinic. Leisure is a physician-surgeon. He and his wife Edna S. reside in the Plaza Hotel. Lile is also a surgeon. Now in 208 is the Morning Glory Bakery. 210 is filled with the Ingram Paint
and Glass company owned by Hill F. Ingram, who with his wife Gertrude lives at 917 E. Filmore. The grocery store at 212 has changed hands by this year and is now operated by Weber's RGV Grocery and Market and also houses Wiggam's A S Enterprise Market.

In 1937-38, site 202 has hatter J.W. (Doc) King in it. He and his wife Mary reside at the Parkview Apartments likely situated on Wichita. 206 has been renamed the Medical Arts Clinic and is now served by Drs. Lile, Utley and Davis. All are physician-surgeons. R.E. Utley lives at 401 E. Harrison. L.M. Davis with wife Frances and one child lives at 1117 E. Jackson.

The year 1939 sees the Hertz Style Shop Inc. in 202. E. Hertz is the v.p and manager of this ladies ready-to-wear store. He, his wife Wilhemena and one child live at 1004 E. Tyler. The Medical Arts Center continues to see patients at 206. At 208 is the Lamberth and Finch Grocery and Market. C.C. Lamberth Jr., wife Maudine and two children reside at 1110 E. Monroe. R.E. Finch, wife Mildred and two children live at ¼ mile New Combs Road.

The 210 site is filled by two entities. One is Louis Seligman's Valley Paint and Wallpaper Co. while the other is the May-Tee Beauty Salon of Edna Bell Farrar. Seligman and his wife Florence together with one child live at 101 E. Pierce Avenue. Edna Bell resides at 509 N. A Street.

In 212 is still Weber's RGV Grocery. George Weber and spouse Anna reside at 1503 W. Harrison.

New this year is the Jitney-Jungle Shop at 216. At 222 is Weber's Root Beer Stand. It also has a lunch room under Mrs. C. M. Hamilton.

By 1941 Hertz at 200 is sharing the space with the House of Beauty run by Sunshine Baldridge and Mrs. Johnny Janes together with the Roselle Millinery. At the Medical Arts Center Utley has moved on as has Lile. Dr. Davis is now partnering with physician-surgeon Dr. William R. Turner. Turner and his wife Della K. live at 7 Monroe Apartments.

At 208 is Jessie's Bake Shop of Mrs. S.F. Sandlin, whose husband operates an auto repair shop. The May-Tee Beauty Salon is still in 210 along with the paint company. Next door at 212 is the D & R Bakery of B.W. Daugherty. He, his wife Helen, and one child live at 322 E. Tyler. The Jitney-Jungle continues in 216. Weber's Root Beer Stand, run by F.C. Walgren at 222, now offers drive-in service.

In 1942-43 The Downs' Style Shop has superceded Hertz in 200. Its owners are E.H. and R.O. Downs who have employed F.L. Paschell as manager. Drs. Davis and Turner continue at 206 while A.J. Murphy operates a vegetable stand at 208, Jessie's Bake Shop is now listed as being in 210. In 212 is now Gregory's Grocery and Market. It is owned by Chris H. Gregory, who with his wife Marie, lives at 1102 E. Filmore. The D & R Bakery is now listed at being in 214. Restaurateur W.C. Anderson has taken over 220-222 and renamed it Andy's Drive Inn. He and wife Ola with four children live at 714 S 7th Street.
In 1944 the directory listing for Jitney-Jungle at 216 and has been re-listed as the J J Grocery Market, Don Mounts manager.

In 1944 tenants at 200 remain the same as does 206, however the latter has also added Conrad E. Broden, who operates the clinical laboratory at the site. He, his wife Minnie Lee, and two children live at 3-4 Mile New Combs Road. 210 is vacant this year. Gregory's Grocery and Market continues to occupy 212. A new tenant at 214 is Matz Electric and Radio Company. It is owned by old-time Harlingen resident, electrician E.O. Matz. Together with his wife Eleanor, who will become prominent in civic affairs, are two children residing at 801 E. Madison. The name Jitney Jungle returns and Andy's does good business at 220-222.

There are a number of changes in the block by 1946. Paschall's has now acquired the style shop at 202-204. Drs. Davis and Turner continue to see patients at 206 where Broden does lab work. New to the block is the Western Union Telegraph Company in 208. Also new is Brady's Style Shop, owner H.O. Brady, at 210. He and his wife Ruth reside at 106 W. Buchanan. 212 also has a new occupant – this being Null's Grocery and Market operated by Forrest M. Null. He lives with his wife Alice at 1412 S. 1st. Matz, Jitney and Andy continue in place.

In 1948 Paschall's is sharing its space with the House of Beauty salon. 206-208 has been purchased and is called the Hodge Building. The Medical Arts Hospital and Broden are still its tenants. New at 210 is Engnehl's Dry Goods. A. W. Engnehl and his wife Dorothy live at 305 W. Pierce. At 212 Welden's Jewelry begins its long occupancy here. W.F. Hankins is its president and G.H. McCall its secretary-treasurer. Hankins and his wife Ruth reside at 1117 E. Van Buren while G.H. and his wife Nadine are at 519 Austin. Matz remains at 214. While Jitney Jungle is still in 216-218, Singer Sewing Machine with G.L. Wade as its manager has moved into 220, and Andy's Drive-Inn is no more.

The 50s will prove to be busy years for the merchants on Jackson Avenue as the Harlingen Air Force Base comes into being. In 1950 Paschall's has new clientele at 202-204. Its new neighbor at 206 is Dorfman's Jewelers with W. M. Morstrom as its principal. The Medical Arts Hospital Inc. indicates that it is now a corporation. Conrad E. Broden is its president and Lavinia Stinson sec-treas. 208 remains the home of Western Union and the occupants of 210, 212, 214, and 220 remain the same. 216-218 sees the introduction of a national grocery chain in the guise of the Piggly Wiggly of Harlingen. Don Mounts, one of its principals has previously been involved with the Jitney Jungle. He, his wife Delsie and two children live at 222 W. Pierce. His partner is Earl A. Tabor, who with his wife Eleanor and one child, lives at 507 E. Madison then by 1952 have moved to 802 E. Parkwood. In a few years the fast-expanding Howard E. Butt will buy out the Piggly Wiggly stores in Harlingen.

In 1952 Paschall's continues to roll along at 202-204. A national chain jewelry company, Zale's Jewelry, replaces Dorfman's at 206. Irving M. Melitz is its manager. Also at this site is the Ruston Optical Company with David J. Ruston, optician. The rest of the block remains the same though Matz now calls itself Matz Electric-Gift Radio Company.
By 1954 the son of a long established dry goods family, Leo Adolph, is running Leo's Department Store at 202. F. L. Paschall has moved east to 224 and larger quarters. He and his wife Irene reside at 2018 Parkwood Drive. Ruston is gone from 206 but other than that the occupants of 208, 210, 212 and 220 remain the same. Into 214 has come Robby and Lyn specializing in children's apparel. This will become a very popular upscale store. Its owner, R.P. Roberts, wife Ethel, and two children live at 514 W. McKinley. Into 216 has moved Valley Shoe Salon. With James (Jim) W. Weber as manager. He, wife Bertha, and two children live at 110 W. Wilson. New to 218 is the Luggage Shop. It is owned by W.R. Gorrell, who with wife Ruth, lives in the Clift Addition.

Two years later in 1956, all tenants remain the same except for the addition at 222 of Schvab's Jewelry Store. Owner Otto Schvab and his wife Thelma M. live at 218 E. Coolidge.

1958 sees a few changes. Alongside Zale's at 206 has become established another optical company, Douglas Optical. Into 216 is the Hatbox of Harlingen, Grace E. Neff, owner. She resides at 616 S. 16th. The Singer Sewing Center at 220 has a new manager, Robert B. Shaw. He, his wife Eva, and two children live at 1105 Grimes.

By 1959 the Adolph family has pulled up their longtime Harlingen stakes for greener pastures in California. Now at 202 is the Cannon Shoe Company, Tony Munguia, manager. At 204 is Fry's Ladies Sportswear. Entrepreneur Gus Fry is its owner. With wife Lennie and two children he lives at 410 E. Polk. While 216 is vacant all the other businesses remain unchanged. Welden now advertises itself as Welden's Credit Jewelry.

Two years later, in 1961, Zale's will see yet another optical company, Lee's Optical. With the apparent death of Mr. Engnehl the department store takes on a new characteristic, Engnehl's Fabric Shop under his widow's guidance. Into 216 Herman R. Bupp has established Bupp's Gift Shop. He and his wife Majorie reside at 1122 E. Jackson.

In 1962, 204 is vacant, but the rest of the block remains unchanged.

By 1965, 204 is filled by the American Plan Corp. (loans) with Paul W. McQuillen as manager. Other than this change the block stays unchanged.

In 1966 Robby and Lyn vacate 214 for a new shopping mall location. Bupp's has also moved on from 216, so both sites are vacant as they will be into 1969. In 1969 the 204 finance company becomes the American Finance System, and by 1971 it will also serve the American Tax Service.

By 1971 the changes that have ensued are that at 214 is the House of Uniforms with Mrs. Delfina Medina as manager; 216 is Prescott's C. M. Showroom (coins) operated by H. Warren Prescott; 216 also has Curtis Mathes Stereo HI-FI with Prescott as manager; 220 with Singer gone; and 224 has lost Paschall's.
1974 In 202 is Monterrey Fabrics; 204 American Finance; 206 Zales; 208 Western Union; 210 Engnehl's Fabric Shop; 212 Weldens; 216 Roberts; 220 Casa de Novia; 222 Schvabs; and 224 Forstners Zenith and Forstner's Corner.

1975 sees pretty much the same tenants except now in 208 is the Reliable Insurance & Capital Company Mutual while now in 214 is Atlas TV Sales and Rental. Filling the once vacant 218 is Charlie's Mens Wear. Western Union is no more along this strip after many a year there.

1976 finds Lack's Jewelry with Guy Leggett Jr. as its manager in 202. 208 has yet another change as Capital Co. Mutual joins Reliable. Other strip tenants remain the same.

By 1978 the R & A Music Center has rented 204. This is the first year we have of record of the Simon Sandwich Shop in 208. Joining Atlas in 214 is Nip and Tuck Drapery.

Tenants of the strip in 1979 remain the same as previously with the exception that the long vacant 218 is filled by Morse Sewing Furniture.

1980: At 202 is Lack's Jewelry and in 206 Mission Jewelry. 208 is vacant, but Welden's is steady in 212. In 214 is the American Little League that operates in Pendleton Park. Sharing this address is Nip-n-Tuck Drapery Manufacturing, Laura Correll, owner. 216 houses Roberts Jewelry with B.L. Roberts its owner. 218's occupant is Morse Sewing Furniture and Appliance Inc # 2, having J.A. Huerta as manager. At 220 is Casa De Novia (bridal shop). Schvab's continues doing business at 222. Now in 224 is Fostner's Zenith Corner. 1981 sees no change of occupants.

In 1982 Alexandre Jewelry replaces Lack's at 202 and into 224 moves Microwave Cooking and Palm City TV.

1983 finds a new addition, that of the Christmas Shoppe in 208 along with Simon.. Into 210 has come a storefront church – La Hora Christiana. Joining Schvab's at 222 is Taxcos Jewelry.

1984 finds most tenants unchanged, however the B & W Finance Co. now occupies 218. The following year, 1985, sees few changes except into 206 has come Commerce Jewelry and into 208 Stinnett's Jewelry. All remain steadfast in 1986.

For 1987-88 all remain unchanged with the exception of 208 which is now rented by Juan M. Pena, Attorney. The situation remains stable in 1988-89 though upstairs at 214 ½ is noted the Jackson Street Gym and at 220 the Parra Loan Company.

1990-91 finds few changes. At 208 another store front church, El Princip Y El, is to be found and Dan Looney is noted to be pastor at adjacent 210's La Hora Christiana. The strip's situation remains unchanged in 1992 with the exception of a new pastor, Don McLuan, in 210.
1993 sees Teegarden Jewelry take over 212 while elsewhere stores remain unchanged. 224 however appears to be vacant. In 1994 it is filled by the short-lived Giovanna’s Italian Restaurant that is gone by the next year.

1995-96 finds only one new tenant on the strip, that of Guns and Goods in 212. 224 is once again vacant.

1996-97 sees no changes except the World Finance Corp. is sharing space with Casa de Novia in 220.

1998-99: at 204 Simon now lists itself as the Simon Yogurt Shop and shares space with the Ken Soles Auction Co. Into 206 has come Commerce Jewelry and Loan and into 208 Bargains Galore. Budget Loans is in the previously vacant 224. Occupancy matters are stable in 1999-2000.

2000-01 find Amigo Pawn and Jewelry in 206 and Flowers by Jesse and The Gift Connection in 208. 212 now has The Promise Antiques, otherwise tenants are the same.

2002 has only one change, that of, Timeless Treasures in 206.


2004 has Albert and Ninfa Salinas as owners of Casa de Novia. The next year will see them sharing space with Custom Jewelry and Manufacturing, and the World Acceptance Corp.

2005 finds Ann Phipps having taken over the shop at 212 from her daughter Page and renaming it The Lime Green Store but also retaining The Big Event. Into 222, along with A & C Finance is Delta Management then for two years the site remains vacant over an ownership dispute.


The years 2007 through 2010 see a number of vacancies in occupancy in the commercial strip. Among those lacking renters at times are 206, 210, and 220. 222 is filled by a Karate Studio until October 2011. By 2008 Casa de Novia will have moved to 109 E. Jackson.

In 2011 The Lime Green Shop closes its doors at 212, but the site is then occupied by The Bod Squad Training. Other occupants this year are 202 Alexandre’s Jewelry and
Watch Repair; 204 Java Café; 206 Lupita's Bebozos having moved from across the street in September 2010; 208 Jesse's Flowers and Gifts; 210 Janine Marie Photography; 214 Nip N Tuck Draperies with owner Steve Aune filling a spacious apartment upstairs; 216 Robert's Jewelry whose co-owner, Douglas Nelson, will die in November 2011; 218 B & W Finance; 220A Rustica; 220B Gracie's Goodies new in July 2011; 222 empty and for rent in November; and 224 Budget Loans.