

**ANOTHER EXAMPLE** *Tues. Feb. 23/60*

# How MAYOR BEN HANSON FIGHTS for TACOMA PROGRESS

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## THE BIRTH OF THE SHOPPING CENTER

In the face of powerful opposition, Mayor Ben Hanson fought almost a full year to obtain the huge new shopping center soon to be constructed on the freeway.

## PROVIDES NEW REVENUES

1. The multi-million-dollar improvement will produce new taxes from an unproductive virgin area.
2. The improvement of the shopping center site will encourage development of surrounding areas.
3. The looming project will give dramatic notice to freeway travelers that Tacoma is waking up to the times.
4. The modern center will attract shoppers to Tacoma and will keep our own business within the city.
5. The competition will put our downtown merchants on their toes.
6. This location will tend to stop the stifling ring of shopping centers growing up outside our city limits.

## "BIG JOHN" OPPOSES

"Big John" was one of the five who persistently opposed this project while Mayor Ben Hanson fought to keep it alive until he finally succeeded in gaining sufficient votes for its approval.

**Continue Tacoma's Progress**

**RETAIN**

**MAYOR BEN HANSON**