

1964 Hermiston Business Guide

This Section Compiled By Eleanor and Marsden Haynes

BURNHAM'S DEPT. STORE, INC.

Conveniently located at 193 Main in Hermiston, phone 567-5233, this firm bears the name which is both familiar and popular with our people and is a place where you can feel at home while you are in Hermiston shopping. Its friendly atmosphere which predominates at all times has placed this store in an individual class by itself and can well be termed "Shopping

Headquarters for our area." That much discussed word, "SERVICE," finds true expression in the friendly atmosphere that envelops every customer of this popular store. Each department is superintended by those well trained in the need of the department and the merchandise is well handled so that all goods will be the latest quality that the market

affords in style, design and material. We call the attention of our readers to the advantage of having a store like this which has maintained the best in service to the public. This policy should guide one to do business with this reliable firm which has the interest of every customer at heart.

UMATILLA FORD TRACTOR CO., INC.

STAN TURNER, OWNER

When in the market for farm implements, be sure to go to the Umatilla Ford Tractor Co., located at 1461 N. 1st in Hermiston, phone 567-6529.

This fine company features the famous New Holland line of farm machinery, which has stood the test of years of rugged usage and has proven satisfactory in every phase of the rancher's life. They are distributor for New Holland covering Morrow, Umatilla and Gilliam counties. Mr. Lee Wallace who

is well known to many of our readers, is the field man and will be pleased to be of any help to users of farm machinery.

To be efficient, a piece of farm machinery must be built to stand the rough use necessarily involved in the working of farm lands. The Umatilla Ford Tractor Co. also features a complete parts and repair department so that when your equipment needs overhauling as all machinery at various times, they can give you the best service in the shortest

time at the least possible expense to you.

Be sure and contact Umatilla Ford Tractor Co. first when in the market for any type of farm equipment. Just phone 567-6529 for information or stop in at their office the next time you are in Hermiston and let one of their representatives show you the advantages of using Ford or New Holland equipment to put your farm on a really paying basis.

FOLLETT'S PIONEER MEAT COMPANY

DAN "BUD" FOLLETT, OWNER

Follett's Pioneer Meat Co., located on Hermiston-McNary Dam Highway in Hermiston, phone 567-6651, are distributors of Frontier Brand meats and meat products.

Pioneer Meat Co. is enjoying an ever increasing patronage from this part of the state, and they feature custom slaughtering on the farm or ranch with cutting and wrapping, smoking and quick freezing. They are especially noted for the delicious hunters sausage that they will make for you from your deer and elk meat.

Because of the great volume of business transacted through their extensive wholesale and retail establishment and because of their up-to-date business methods and high-quality products. They have gained a commercial prestige as an excellent market for retailers, restaurants, hotels and the general public that could be gained in no other manner.

Pioneer Meat Co. works under the most sanitary conditions and are checked regularly by the various health departments.

If you wish to buy a quarter or half of beef, they will cut it to your specifications and wrap it for your home freezer. Be sure and see "Babe The Blue Ox," 2500 pounds of fine steer on the hoof. He is on display at the plant and eating them out of house and home.

We in this 1964 Hermiston Review issue wish to compliment them on the valuable service they are rendering this community. Phone 567-6651 for complete information.

FIRST FEDERAL SAVINGS & LOAN ASSN. OF PENDLETON

BILL PARKER, BRANCH MANAGER

A great many of us have had a yearning to invest in a home of our own but money problems seemed to make it impossible. This community is fortunate to have in its midst a firm which can make just such a thing possible.

The First Federal Savings and Loan Assn., is located at 115 Main in Hermiston, phone 567-6468.

Come in or call and talk your problems over with them. The

management has always had at heart the best interests of the community and has done its best at all times to serve the people.

This fine company also offers an excellent savings service. Many of us have promised ourselves again and again to start saving, but somehow we never quite get started. Don't wait any longer! Tomorrow morning go to the First Federal Savings and Loan Assn. in Hermiston and open your savings account with

even the smallest amount. Then add to it regularly and watch it grow. The current dividend on savings here is 4% compounded semi-annually and all deposits in your savings account from the first of the month to the 10th, draw interest from the first.

We take great pride in pointing out this foremost concern and heartily recommend our readers to discover for themselves the real satisfaction in their services.

M & M AUCTION

BILL MOBLEY, AUCTIONEER

The M & M Auction is located one mile north of Hermiston on McNary Dam Highway, phone 567-5345.

This well-known auctioneer has served the farmers and town folk of this community faithfully and honestly in years past and for many years to come.

They sell complete stocks of merchandise at auction and will assure you of more money for merchandise. They have years

of experience in this business and know how to conduct a profitable and interesting sale.

To be successful, an auctioneer must be well liked by the people in the community where he works. The men connected with this firm are well thought of and very popular in the surrounding counties. Remember this, when you have merchandise you would like to sell, be

sure to contact the M & M Auction in Hermiston.

In this Review issue, we would like to draw your attention to the need of a successful and reliable auctioneer in every community. In our section it is the M & M Auction.

Auction days are Saturday and Wednesday at 7 p.m. each week and they are open for consignments from 8 to 5 each day.

VALLEY BUILDING SUPPLY CO.

DON SHANAFELT, MANAGER

The Valley Building Supply Co., located on old Hermiston-Umatilla Highway in Hermiston are suppliers of a complete line of lumber, building supplies and builder's hardware, phone 567-6487.

This company has long been considered to be one of the leading dealers in lumber and building materials, and offers you a complete "One Stop Building Service."

This firm has been an important factor in the expansion

growth and development of this area, and the policy of this firm has always been a determination to supply the highest grade of lumber and building materials at a reasonable price. Contractors and the public in general have learned that whatever they desire in the lumber or builders supply line can be obtained from this firm.

In this 1964 Hermiston Business Review, we are pleased to assure our readers that at the hands of this firm, they will



receive the best service, and they extend a personal invitation to the people of this section to call at their office at any time to discuss proposed building plans. Estimates are gladly given at no charge and terms on all purchases are available.

UMATILLA READY MIX COMPANY

HAROLD GOSNEY, OWNER

Umatilla Ready Mix Co., located at 330 N. W. Elm in Hermiston, offers you prompt and dependable service in ready mixed concrete. They also have plants at Umatilla and a plant at Heppner under the management of Mr. Howard Keithley, who will be pleased to be of service to his many friends in this area. The phone in Heppner is 676-9702.

This up-to-date concern furnishes a complete service of high quality ready mixed concrete for

building construction. They are prepared to supply out-of-town orders, real estate men, subdividers and home builders on short notice. They have a fleet of modern trucks for transporting and mixing concrete in any quantity desired. This is a real convenience in building as it eliminates delay and assures a high quality, hard setting concrete.

The best of service is provided the public of this community. No matter whether you have a

large or small amount of concrete work to be done, you will find it more convenient and far more economical to use the service of Umatilla Ready Mix instead of buying sand and cement separately and then hiring a mixer and paying labor costs. We wish to say that this firm has more than justified its existence as its service in this field has proven an essential necessity to this community. Call 567-6173 in Hermiston for details.

L. A. MOORE, FURNISHER OF HOMES

Doubtless you plan some improvements in your home this season. If so, this brief message will point the way to an easy satisfactory solution to your furniture buying problems. We are referring to L. A. Moore, Furnisher of Homes where new and beautiful styles and patterns of over-stuffed furniture, occasional pieces, lamps, and accessories await your inspection.

This furniture company specializes in nationally advertised lines of furniture with complete delivery and installation facilities. In short, this progressive store offers the maximum of customer satisfaction with the finest

in furniture and service.

For many years, L. A. Moore, Furnisher of Homes has served the people of this area reliably and well. By stocking only items manufactured by well established home furnishing concerns, they have won and held the confidence of their many patrons. Through rendering prompt and courteous service, such as free estimates, on-the-spot delivery and satisfactory installation of carpets and kindred items, they now serve an ever-growing clientele of satisfied customers.

Stop in and see them at 215 Main in Hermiston or phone 567-2121 for information on furniture.

SHELCO ELECTRIC INC.

Industrial, commercial and residential wiring are a specialty with the Shelco Electric located at 2150 N. 1st in Hermiston, phone 567-5532.

This firm is well known in this territory for fast and dependable wiring service. They have been in this type of business for many years and have the know-how to handle any job. Experience does make a difference in the electric contracting field. Reasonable bids can only be made when the contractor you call is familiar with the problems involved. You can rest as-

ured that the Shelco Electric will be reasonable in all dealings. They are also headquarters for repair and rewinding of all types of electric motors of any size.

Their popularity has increased each year they have been in business and they are now recognized as leaders in the field of wiring. The writers of this Review recommend them to all in this section who have wiring of any type to be done. Remember the name Shelco Electric of Hermiston.

WALT'S RICHFIELD SERVICE

WALT McKITTRICK, OWNER

This first class station is located at 1361 N. 1st in Hermiston, where they will wash, lubricate, oil change and fill your car up with the best in Richfield gasoline.

There is more to lubricating a car than appears on the surface. Sometimes certain lubrication points are almost hidden from view by dirt or placed in a difficult position to reach. When you have your car lubricated you want to be sure that you get a complete job and all those points to be greased are found. There is one way you are sure to get a good job and that is to take your car to a dependable station. The Walt's Richfield

Service is just such a station. They have built a fine reputation for excellent service and their competent employees care for your car as the manufacturers prescribed.

(Walt's Richfield Service is a complete one stop service for your car. They are experts in wheel balance, front end alignment, brake adjustment, lubricating, and they carry a fine line of Goodrich and other brands of tires and batteries.)

Know you are getting proper lubrication and the best in petroleum products and stop in at this popular station in Hermiston. We recommend them in this Review.

NITE AND DAY LAUNDROMAT AND CLEANERS

DENNIS AND CLEO GETT, OWNERS

This well known coin operated laundry and cleaners is located at 1400 N. 1st in Hermiston, phone 567-8734.

When you bring your clothes here to wash them, you can be assured they will be washed in soft water that will get them clean no matter how dirty they might be. You will not only find your washday much easier, but it will take less time as well as at a reasonable cost. The Laundromat is open 24 hours a day for your convenience.

In the cleaning department,

there is an attendant on duty from 9 a.m. to 6 p.m. each week-day and all you have to do is leave your cleaning and go on about your shopping and your clothes will be ready, all cleaned and pressed for you to pick up at your convenience. The cost is very low, 8 pounds for \$2.00 and the pressing at small extra cost. We believe that once you try this fine laundry and cleaners in Hermiston you will find it a pleasant place to use very often. It is highly recommended by many people from our area.

HAMILTON SHEET METAL

WAYNE HAMILTON, OWNER

This firm is located at 2121 N. E. 1st in Hermiston, phone 567-6641.

This is one of the best sheet metal works in this section and will give you estimates on any job, large or small. There is no concern more worthy of extended mention than this well known firm.

All branches of sheet metal and tin work are featured, including gutters, spouting, and other specialties of the trade. When it comes to installation of heating equipment, plumbing of all kinds, heat pumps, and carrier air conditioning, you can't do better than to place the matter in their competent

hands. They know by experience how this work should be done on a scientific basis, just where the furnace should be placed to secure regular and perfect heat in all kinds of weather. They carry such brands as Williams Oil-O-Matic and Carrier Air Conditioning.

They have filled many contracts over this section, in the way of public buildings, residences—in fact, in all kinds of buildings.

Plans, inspection and price estimates are given free to all those who desire them. Their prices are standard and compare favorably with all others anywhere.

KARL AICHELE REALTY CO.

KARL AICHELE, BROKER

This prominent firm is located at 207 Main in Hermiston. Phone 567-6621.

This is one of the most up-to-date real estate firms in this entire area, offering all kinds of city and country real estate. Your best investment today is real estate, regardless if you invest in a homestead or business location. This firm has many listings of really worthwhile real estate for one who is interested in making a good investment.

If you have any real estate you would like to turn into cash,

get in touch with this reliable firm and they will sell the property or rent it for you, if you wish.

The Karl Aichele Realty Co. extends an excellent service to the people of this section with their understanding and interest in the growth of our area.

We are more than glad to give them extended mention in this 1964 Hermiston Business Review. See them on your next trip to Hermiston, regarding any real estate problems that you may have.

TRANER'S PLUMBING & HEATING CONTRACTORS

LEALAND TRANER, OWNER

Located on Hermiston-McNary Dam Highway in Hermiston, phone 567-5670.

Superior to the vast majority of plumbing and heating shops, and surpassed by none, either in general excellence of work or superiority of materials used. This popular firm has continued its successful career for many years because the management and assistants are among the most efficient plumbing and heating craftsmen in this part of the state.

Traner's Plumbing and Heating Contractors offer you the best in both commercial and res-

idential plumbing and heating installation. Repair jobs are given prompt attention at a fair price.

If you are figuring on any work, let them help you make up your plans. You will find that your consultation there will save you money.

Traner's Plumbing and Heating Contractors has gained an excellent reputation for giving prompt and courteous attention to every job.

In this Review we are glad to compliment them and to refer them to all of our readers when desiring work or information in this line. Call 567-5670.

EDWIN'S SHOES

RALPH AND VERA HECTOR—OWNER, MANAGER

Located at 164 Main in Hermiston, phone 567-6124.

You will find that shoes purchased at Edwin's Shoes will give you longer wear, more comfort, more attractive style than any that you have ever worn. They have the largest selection of fine shoes to be found in our area. For men and young men there is the famous Rand and Rand-craft line. For women and young ladies there is Trim Tred and Smart Set, and the kids know how Poll Parrot shoes wear. In the work shoe department, there is a complete line of Star Brand shoes and boots.

They know that it is bad business to sell a pair of shoes that does not entirely please the customer.

We recommend that you make this store your back-to-school shoe center for the family and join their long list of satisfied customers. No matter what kind of a shoe you need, it will pay you to look over their stock. The new fall fashions are in and more arriving each day at Edwin's Shoes in Hermiston. Mr. and Mrs. Hector invite everybody to come to Edwin's Shoes first and then see the fair in real foot comfort.

JONES RADIATOR SHOP

DAVID E. JONES, OWNER

Jones Radiator Shop, located at 2105 N. 1st in Hermiston, phone 567-6916, specializes in a complete service for radiator repairing, recoring and cleaning.

This is a firm that has had years of experience in radiator and cooling system work. They specialize in radiator recoring on all types and models of cars, trucks, and engines that are cooled with liquid coolant systems.

There is no firm in the community worth more to truck, tractor and car owners than this

establishment which is stocked with a very complete supply of radiators and parts for repairing of all kinds of radiators.

They are distributors for leading makes of radiator cores and radiator parts, and are your local "Authorized" repair station. So for the highest quality, best service and the most reasonable prices, we are happy to recommend to you Jones Radiator Shop at 2105 N. 1st in Hermiston, phone 567-9616. You are invited to try their service.

AVALYN'S CAFE

MARY A. FONTAINE, OWNER

There is a good reason for Avalyn's Cafe being so popular. The short orders served here have real "pulling power" and draw lovers of fine food for many miles around. It's better than eating at home.

At Avalyn's Cafe located at 1492 N. 1st in Hermiston, phone 567-8718, you will find a friendly atmosphere. Your orders will receive prompt attention and everything served you will be of the best quality. It isn't often that we can find a cafe serving

such delicious food at such fair prices. Try them for real service and good food, and we are sure you will tell your friends about them.

Mary Fontaine, the owner, is proud of the establishment and has good reason to be because of the excellent food and service.

We suggest that you stop here for a good meal the next time you're in Hermiston shopping. Remember they are located at 1492 N. 1st in Hermiston.