

1965 PENDLETON BUSINESS REVIEW

(This Section Compiled By Eleanor and Marsden Haynes)

FEDERAL LAND BANK ASSOCIATION

B. C. TELYEA—MANAGER

The Federal Land Bank Association of Pendleton serves Morrow and Umatilla Counties in making long term farm loans.

Thousands of America's ranchers and farmers utilize the money-making potential of Federal Land Bank Loans: to buy land, livestock or equipment, to construct buildings, install irrigation or improve land, to pay taxes or refinance. Land Bank Loans are preferred for low interest, long terms, full prepayment privileges.

Land Bank Loans can be made for any type of agricultural enterprise and for many other worthwhile purposes.

Get the facts from the Federal Land Bank Association office located at 702 S. W. Dorion Ave. in Pendleton. Phone 276-7361 for information.

DAWN'S LADIES APPAREL

EULA ALBORN—RUTH THORNE

Dawn's Ladies Apparel is located at 27 S. E. Court in Pendleton. Phone 276-5752.

Here they feature the latest styles in modern dress design. They carry a complete line of dresses suitable for the college girl, business woman, or housewife. This shop caters to the discriminating woman in this area, and carry some of the finest brand names in woman's apparel.

In this shop in Pendleton you can find just the right accessories to complete your new outfit. Also they can show you an array of sport clothes, play suits, slacks, skirts and blouses.

will really like. Depend upon them to furnish the clothes you will need. Whether it is a suit or dress you will find it at Dawn's Ladies Apparel.

If you have not visited this modern up-to-date dress shop, you are cordially invited to do so. Eula Alborn and Ruth Thorne are well known to many of our readers and they have certainly done a fine job of giving our entire area a style center where our ladies can find all that is new style, fabrics, and fashion.

We would like to suggest that you stop in soon and see a beautiful display of ladies apparel for spring and summer 1965.

RICH'S CAFE

MRS. PATRICIA KASER—OWNER

For a meal that is delicious and a place that is friendly, go to Rich's Cafe located at The Junction of the La Grande-Walla Walla Highway in Pendleton. Here you will find a home-like atmosphere together with courteous service that you will like.

Rich's Cafe features dinners of chicken and sea foods that are cooked to suit you, served with vegetables, salads and your favorite beverage. They also have delicious steaks cooked to order and served in your favorite manner. If it's just a snack you want, you will find sandwiches, salads, and soups here that are just the thing to take away that

hungry feeling.

If you are a person who wants the best in food when you eat out, you'll find that Rich's Cafe in Pendleton is the place to go. In this 1965 Pendleton Business Review, we suggest that you take your family out to this fine restaurant the next time you are in Pendleton shopping, and judge for yourself. We have noticed that they have become a very popular place to meet for good food and good conversation, and you will probably find many of your friends here. For the convenience of their customers, Rich's Cafe is open 24 hours a day seven days a week.

SIDNEY'S PINK POODLE

SIDNEY HUFFMAN

CLARICE HESS

Where quality reigns and style is paramount in ladies wear you should always think of Sidney's Pink Poodle in Pendleton. Here they feature individual and distinctive garments and accessories for the most fashionable ladies at reasonable prices. Their quality dresses are the very latest in smartness and the styles will distinguish the wearer as a well dressed woman.

For any one firm to assume the fashion responsibilities of undertaking, but through their desire to represent only the finest and best, they have become known as fashion headquarters

for the ladies of Eastern Oregon. The principle upon which this store is operated is to sell individual and distinctive garments and to meet any and all competition in quality, style and price. We in this 1965 Pendleton Business Review, wish to compliment Mr. Huffman and Clarice Hess and to suggest to our readers that they pay a visit to their store, located at 25 S. E. Dorion in Pendleton. They are open six days a week 9:30 a.m. to 5:30 p.m. and right now they have a most complete and beautiful stock of spring 1965 ladies ready-to-wear. They are "specialists in fashion."

FORD'S TIRE SERVICE

FORD ROBERTSON—OWNER

In bringing this annual business review to our readers each year, we strive to recommend the fine business houses who are serving our entire area reliably and well.

Ford's Tire Service is recommended highly by people from all over eastern Oregon, who have found this complete tire, tube and recapping headquarters a place that you can depend upon to give real dollar value for the money that you spend in keeping your car equipped with safe, dependable and long lasting tires. First, they are distributors of the popular and highly recommended General Tire and always carry one of the largest stocks in Oregon, from the smallest foreign car size, to

tires for the heaviest construction equipment. Secondly, they have a complete recapping plant and you can be sure that your tires recapped by Ford's Tire Service will be guaranteed second to none in retread tires. With summer driving soon to be here, you are invited to stop in at any of the conveniently located, (Pendleton, La Grande and Heppner), stores and see for yourself the advantages that they can offer you in prices, guarantee, superior tires and retreading service. The Heppner store managed by Bud Peck is at 441 N. Main and the phone is Heppner 676-9481. Be sure and ask about the new 100% OK credit plan that offers weekly, or monthly terms or the harvest note basis for yearly payments.

THE FRANCES SHOP, INCORPORATED

WILLIAM C. AND FRANCES STRAM

The Frances Shop, Inc. is located at 245 S. Main in Pendleton. Phone 276-4652.

At the Frances Shop they feature a beautiful display of the finest in ladies apparel. They have kept right in step with the tastes of the women in this section and carry some of the finest names in women's apparel. For the basic hostess gown or cocktail and evening gown you will find this exclusive shop the style center for Pendleton and

Eastern Oregon. Depend upon them to furnish the clothes you will need whether it is sportswear, suits or dresses.

If you have not visited this modern up-to-date dress shop you are cordially invited to do so. They have a rear entrance mall for convenient parking. It's our pleasure to recommend this fine store to all our readers. Stop and shop at The Frances Shop, Inc. on your next visit to Pendleton.

PERCY E. JELLUM CONTRACTOR INC.

This well known company, located at 29 S.E. Court with shop at Pend-Air Hts. in Pendleton are contractors for streets, parking lots, etc. They feature asphalt paving, and are noted for many contracts over all of Eastern Oregon.

When you have a paving laid, you want one that will be durable and last for years. There is a great deal of skill required to lay paving properly. When you contract with the Percy E.

Jellum Co. to do any work you can be assured of an expert job and only the best in materials. Their jobs extend from city street paving, and highway building to private driveways, residential paving and many types of paving. Mr. Jellum will be pleased to do estimating and design and is available by just calling Pendleton 276-5281 or 276-1192.

If you have a dirt driveway that is always muddy when it

rains, and hard to get in and out of, call them in Pendleton and contract with them to have it laid with asphalt paving that will last.

In this 1965 Pendleton Business Review we take great pleasure in highly recommending the Percy E. Jellum Company to all our readers. They have been serving Eastern Oregon for more than 25 years and have certainly helped to make our area grow and prosper.

HILL'S FURNITURE WAREHOUSE

B. E. HILL—JOE HILL—DON HILL

Hill's Furniture Factory will furnish your home at moderate prices. This firm is located at the Airport Junction in Pendleton.

It is the purpose of this reliable establishment to successfully and comfortably furnish the family home at moderate prices. Through their years of business they have rendered a most valuable service to the people of this area. They are custom builders of the very best in upholstered furniture including

rockers, davenports, chairs and sectionals. The entire staff invites you to stop in and see the complete building of a set of upholstered furniture. They build furniture of the better grade, a quality that is durable and one you can depend upon to give you maximum service. They have anticipated your possible needs and their stock is composed of a large selection of tasteful, practical and inexpensive furniture from which to make your selection. Their slogan is "Direct to you from manufacturer."

Hill's Furniture Warehouse has also a fine selection of beautiful carpeting at the lowest possible prices and expert installation is available. We would like to recommend this firm as one of the finest in our area and we believe that a visit to the store in Pendleton will show the reason for their many satisfied customers from as far away as Washington and California. For personal service just call Pendleton 276-7033.

HAMLEY'S

AMERICA'S FAVORITE WESTERN STORE

This 1965 Pendleton Business Review would certainly be amiss without recognition of the name of Hamley's. Here is a fine store that has been a part of Eastern Oregon since 1905 and a name that is known over the world where there is a demand for the finest in Western Saddlery, leather goods and accessories. Of interest to our readers is the fact that this fine store is under the managements of the third

generation of the Hamley family and has grown and modernized as Eastern Oregon has grown and expanded. They carry a full line of the famous Pendleton sport clothes for men and women, ladies casual and sport clothes of the latest and of course in the most exclusive brands and high style. The western style department is always complete with men's

shirts, hats, coats, pants, western style clothes for the ladies, and the tack room has on display all the many saddles and riding accessories that has made the Hamley name so well known over the years. We would like to recommend that on your next trip to Pendleton you stop and visit this fine store. We believe that you will find it a pleasurable experience.

UMATILLA DISTRIBUTING CO.

ANDY ECHANIS—OWNER

The Umatilla Distributing Co. located at South East 9th in Pendleton are distributors in this area for the well known and popular beverages—Blitz, Bohemian Club and Schlitz.

Call for an ice cold bottle of any one of these fine brands when you want a real treat. The people of this area have preferred this beer for a long time.

The brewers have done everything in their power to provide you with beer that you will like and continue to drink. The brewers of these popular beers are leaders in their field and have discovered just the right process to place their beer in a class by itself. Try a bottle today or better yet take a case home and treat your friends. This 1965 Pendleton Business

Review desires to point out the fine business reputation that the Umatilla Distributing has built for themselves. They are the leaders in supplying refreshment to our merchants in Eastern Oregon, and have certainly taken part in every endeavor to help Eastern Oregon to grow and prosper. This company is recommended by all who do business with them.

ARCTIC CIRCLE DRIVE-IN

ARTHUR KOSANKE—OWNER

The Bright Arctic Circle insignia has become a very familiar sight almost anywhere you may travel in Western America, and right here in Pendleton is one of the best representatives of this sign of delicious hamburgers, flavorful ice cream dishes, southern fried chicken and french fries. Probably the best you have ever tasted.

This excellent drive-in is located at 704 S.W. Emigrant in Pendleton and in this 1965 Pendleton Business Review, we would like to recommend that you stop in for a cool refreshing fountain drink and your favorite sandwich the next time you are in town shopping.

Just drive in and park and you will be well pleased with the efficient courteous service right to your own car. The menu is varied, with many specialty dishes that are not available anywhere else and you are sure to enjoy anything that you may order.

Be sure and try the Arctic Circle Drive-in in Pendleton the next time you want good food well prepared and at very popular prices. Mr. Kosanke invites our readers to stop in and get acquainted.

YARN SHOP

MARY ROBERTSON—MANAGER

This message is particularly addressed to the ladies of our area who enjoy the interesting and rewarding "pastime" of knitting, and also to the many who have been thinking of learning to knit. The Yarn Shop located at 151 S.E. 1st in Pendleton specializes in catering to the members of both groups. They carry at all times a fine stock of yarn in all the beautiful colors and in the many types such as mohairs, worsteds, bulky and baby yarn. There are all the needles, knitting accessories, books on patterns, books of instructions—in fact for the expert or the beginner, here is a convenient headquarters for everything necessary to help you turn out sweaters, knit dresses and the myriad of articles that are so popular today.

Mary Robertson has certainly tried to have everything in stock but if there are items that you need and she does not have it, she will get it for you if it is at all available. On your next shopping trip to Pendleton stop in at the Yarn Shop and look over the many new ideas in knitting that are gathered here.

Pendleton Painting and Decorating Co.

CLIFF ADAIR—OWNER

Many fine homes, business places and commercial facilities in Eastern Oregon have had their decorating and painting done by Mr. Cliff Adair, located at Rt. 2, Box 82A in Pendleton. Phone 276-4963. They have gained a reputation second to none and afford their clients the very best in painting, decorating, and wall finishing.

The owner has a background of years experience and is a craftsman of skill and ability. Only the best materials are used on all jobs contracted for and the work when completed is truly perfect.

Regardless of whether you are remodeling or building a new structure, this is the firm to see for all painting work. You will find them just as courteous on a small job as on a large one. They do the same expert work and will stand behind their workmen to assure your satisfaction. In this 1965 Pendleton Business Review we would like to recommend The Pendleton Painting and Decorating Company to our readers as a company that you can put your trust in to do a painting and decorating job that will please the most particular person.

OVERHEAD DOOR CO. OF PENDLETON

VERDO RINEHART—OWNER

When you are in need of a door for your garage, factory or warehouse, be sure to contact the Overhead Door Co. of Pendleton. They are conveniently located at 715 N. W. 12th or you may phone 276-3555 and they will have one of their experts stop out and solve your problem on the spot.

This company builds doors that are the finest manufactured anywhere. When you consider their ease of operation, attractive designs and trouble-free service, you know that these doors are quality built to

last as long as the structure itself. Doors can be made in any size and in your choice of aluminum, steel or wood.

For your convenience they have trained men to install these doors and if you wish, you may have reasonable terms in your purchase with low monthly payments. Remember, when you need a door, call Overhead Door Co. or stop in. They will be glad to help you.

This 1965 Pendleton Business Review would like to recommend this fine company to our readers.

ROY T. FRENCH

WELL DRILLING

Roy T. French in Pendleton is completely equipped to drill you a water well promptly and efficiently. Phone 276-2081 in Pendleton for free estimates on any water well that you want drilled. Mr. French has had years of experience in drilling and repairing wells. Many in this area have had occasion to call on him many times in the past. He has always offered efficient and reliable service at a fair price. When you think of drilling a

new well or repairing your old one, think of Roy French, as most people in Eastern Oregon do. In this 1965 Pendleton Business Review, we feel that we can highly recommend the reliable service offered by this water well driller, and suggest that you call him and get estimates before repairing any well drilled or repaired. The new address is 1315 S. W. Frazer in Pendleton and Mr. French is happy to be of help to his many friends in our area.

D and B MEAT SERVICE

DON AND BARBARA VILLENEUVE—OWNERS

The D & B Meat Service located at Riverside one mile east of Pendleton, phone 276-5568, are distributors of fine meats and meat products such as beef, pork, lamb and delicious hams and bacon.

D and B Meat Service is enjoying an ever increasing patronage from our area because they strive to give their customers a really outstanding service in custom cutting and wrapping and insist on furnishing a grade of meat that is going to please you.

Because of the volume of business transacted through their wholesale and retail establishments and because of their honest business methods and high quality products, they have

gained a high regard by many people in our area who buy meats for locker and freezer. Mr. Villeneuve has had considerable experience in the grading and processing of meat, having covered our area for several years for the large meat companies.

D & B Meat Company works under the most sanitary conditions and is checked regularly by the various health departments. If you wish to buy a quarter or half of beef, pork, or lamb, they will cut it to your specifications and wrap it for your home freezer.

We in this 1965 Pendleton Business Review wish to compliment them on the valuable service they are rendering this community. Phone 276-5568 for complete information.

DOCTOR WILLIAM C. STRAM, OPTOMETRIST

The ideal hearing aid has often been defined as one which would allow the individual using one to hear as clearly as if his hearing were not impaired. This is a misleading statement. No hearing aid can make a person with a hearing impairment hear perfectly. However, in many cases the correctly prescribed hearing aid can almost accomplish this ideal.

The definition of an ideal aid must be limited to the following: A device which would assist the individual to make use of his or her impaired hearing to the fullest extent for certain specific purposes—speech, enjoying music, control on one's own

voice, etc., with a definite setting of the control for each purpose.

For many years various laboratories have been perfecting a hearing aid that measures up to the above statement as nearly as possible. As a result the Zenith hearing aid comes as near giving perfect performance as is possible.

If you have a hearing impairment, consult your physician, then see Dr. William C. Stram, Optometrist at 225 S. Main in Pendleton, or phone 276-7124 for complete information and demonstration of Zenith's remarkable ability to help the hard of hearing.

HEY CULLIGAN MAN!!

RODNEY WOLFE—OWNER

The Culligan water conditioning service for our area is located at 1612 S. W. Emigrant in Pendleton. Phone 276-6013 and just say "Hey Culligan Man."

Since the beginning of time water has been as important to man as any other one substance. Our bodies carry a higher percentage of water than all other elements combined. Needless to say, good water is essential to good health. Soft water free of minerals and chemicals is the surest way of knowing that you are protecting your home and family. This firm in Pendleton will be glad to explain the many advantages to

your health and comfort by using Culligan water service.

This review issue would like to take this opportunity to stress the importance in having a service of this type available in our community. They will be glad to install and service a soft water system in your home. We suggest you not wait another day, but telephone 276-6013 in Pendleton, and receive complete information on the soft water service this firm can offer you. They also offer repair service on all soft water systems.

This 1965 Pendleton Business Review recommends this service to every family in Umatilla and Morrow counties.

BOB'S PENDLETON SHELL SERVICE

BOB RICHARDS—OWNER

This first class station is located at 105 S.W. Dorion across from the Pendleton post office, where they will wash, lubricate, oil change and fill your car up with the best in Shell 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. There is one way you are sure to get a good job and that is to take your car to a dependable station. Bob's Pendleton Shell Service is just such a station. They have built a fine reputa-

tion for excellent service and their competent employees care for your car as the manufacturers prescribed.

Bob's Pendleton Shell 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 tires and batteries.

Know you are getting proper lubrication and the best in petroleum products and stop in at this popular station in Pendleton. We believe that you will be pleased with Bob's courteous attention.

DEL BROWN SHOE CO.

The Del Brown Shoe Co. is located in Pendleton at 225 S. E. 2nd. Many of our neighbors in Eastern Oregon claim this factory rebuilt shop to be their regular stop for all their family shoe repairing.

This is the reason why: Mr. Del Brown has had over 50 years of experience in this business and is an expert in all shoe repairing, factory rebuilding, and re-dyeing. You will always find him courteous and accommodat-

ing and he will tell you the best way in which your shoes should be repaired to give you the longest amount of wear out of them. The Del Brown Shoe Company also manufactures a fine line of custom cowboy boots, and "The Pendleton Packerman" a line of work shoes. Here again is a Pendleton product that carries the fame of Pendleton Oregon to far places in the world. Orders for Del Brown Pen-

dleton shoes come from South America, Europe and all over the U.S. This 1965 Pendleton Business Review is proud to present to our readers the facts about the business places of Pendleton such as The Del Brown Shoe Company, facts which we are sure are of great interest to everyone. In orthopedic problems we would also like to recommend that you check with this fine company.