

The frances shop

WILLIAM C. AND FRANCES STRAM

The Frances Shop, Inc. is located at 245 S. Main in Pendleton. Phone 276-4632.

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. We believe that you will be well pleased with the service and quality available here.

ST. ANTHONY HOSPITAL AND NURSING HOME

This 1966 Pendleton Review would not be complete without recognition of the exceptional service and important position that the St. Anthony Hospital and Nursing Home fulfills for Umatilla and Morrow counties. Here in Pendleton is certainly one of the most modern, well staffed, complete facility hospital and nursing homes to be found in the west. The rooms are pleasant, with subdued lighting, television, automatic beds, comfortable seating for visitors and an atmosphere of security that can take away much of the pain of "being in the hospital". The aides and nurses—in fact the entire staff, are friendly and efficient, and are dedicated to seeing that the patient gets the care that is needed.

St. Anthony Hospital has all information necessary on medicare and is well able to take care of medicare patients. You are invited to call for any information desired.

Eastern Oregon is very fortunate in having a nursing home such as St. Anthony, and where a person does not need the services of a regular hospital, their service can certainly help save on financial strain. Many of our readers can attest to the outstanding service provided by both St. Anthony Hospital and St. Anthony Nursing Home, in Pendleton.

The new building was dedicated in 1961 and more new construction is now in progress, which is proof of their desire to give the people of eastern Oregon the very best of care and help when called upon.

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 1966 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.

PENDLETON ELECTRIC CO.

BOB HALE—OWNER

The Pendleton Electric Co. located at 1802 S. W. Emigrant St. in Pendleton, phone 276-2672, specializes in house wiring, commercial, industrial wiring, contracts and electric heating and they have the equipment and experience to complete any job. No job is too large for this well known firm. They would be pleased to provide an estimate on your job.

This firm has lighting and power specialists that will know exactly how to contend with your wiring problem. No electrical contractor in this area has met with more success than this outstanding firm.

Their policy has been "Fair dealing to all without sacrificing quality" and they invite your inquiry.

We in this 1966 Pendleton Business Review highly recommend the Pendleton Electric Co. for all commercial, residential and industrial electrical contracting requirements. Mr. Hale is known to many of our readers and will be pleased to be of service when needed.

HARRIS PINEYARDS

The Harris Pine Yards located at 135 S. W. 20th in Pendleton, and also in Pilot Rock, are suppliers of a complete line of plywood, wall paneling, building supplies and builders' hardware. The phone in Pendleton is 276-1341, and at Pilot Rock 443-2241.

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

This firm has been an important factor in the growth and development of eastern Oregon, and the policy has always been a determination to supply the highest grade of building materials at a reasonable price.

Contractors and the public in general have learned that whatever they desire in the builders supply line, can be obtained from this firm in Pendleton or Pilot Rock.

In this 1966 Business Review, we are pleased to assure our readers that at the hands of this firm, they will receive the best of service, and the management extends a personal invitation to the people of Morrow county to call at their office at any time to discuss proposed building plans. We know you will be pleased with the courteous service, the low prices and the quality products that are all a part of Harris Pineyards exceptional service to their customers.

ANTIQUE ALLEY AND McCONNELL ELECTRIC

224 S. E. Court Pendleton
Phone 276-3154
Call Day or Night
VEDA V. ELAM—OWNER



FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION OF PENDLETON

R. L. ELLIOTT—EXECUTIVE VICE PRESIDENT

The First Federal Savings and Loan Association at 109 S. W. Court in Pendleton. Phone 276-3421.

A strong savings and loan association instills confidence in a community. This company not only is able but willing to care for every reasonable need of its customers.

Our readers will find the First Federal Savings and Loan Association a friendly institution, providing all the facilities, together with a personal interest

in each and every customer. Be prepared to take advantage of this opportunity by depositing a reserve with this association. When you are contemplating making an investment of any kind, it is a safe plan to consult the officers of this association before you make the investment.

A great deal of credit is due the efficient officers and personnel of the First Federal Savings and Loan Association who certainly take a great interest in

the growth of eastern Oregon. The officers and personnel of this association are public spirited people who believe in this community and they feel that there is a secure future ahead for people who work with a plan backed by sound judgment and reasoning. We are pleased to commend this fine company in Pendleton for the services performed in this section. They also have offices at Hermiston and Milton-Freewater for your convenience.

PENDLETON BOTTLING CO.

DALE AND LOLA DIXON—OWNERS

America today might justly be called a "soft drink nation." Both young and old are quick to appreciate a good soft drink. The invigorating qualities, healthful refreshments and satisfying flavors of the soft drinks of this firm in Pendleton tend to place them as leaders in this business.

The Pendleton Bottling Co. located at 240 S. E. 3rd in Pendleton, serves this territory with the finest bottled beverages. They are distributors for our area for these national favorites, Nesbitt's Orange, Pepsi

Cola, Teem, Squirt, and of course Hires Root Beer.

The next time you are thirsty try a bottle of "Pepsi." You will be delighted with its exquisite flavor and tell your friends what a wonderful drink it really is. This is the "Pepsi Generation."

To withstand the test of public performance, a bottling company must produce drinks of even goodness throughout the year. This firm has met these qualifications and in this Review we wish to recommend their products to you. (P.S. Have you tried that new one—Good



old "Mountain Dew"??? It's a hit). Phone Pendleton 276-3381 for refreshment service in your location. You will be dealing with a company that is striving to help eastern Oregon grow and prosper as it should.

Rambler

Dodge

RON BALDWIN CO.

"THE GIANT KILLER OF A DODGE BOY"

Eastern Oregon's newest and finest automobile dealer located at 435 S. E. Court Ave. in Pendleton.

Here, gathered in one convenient location, is one of the most modern and complete automobile facilities to be found in Pendleton with new car show room, sales offices, complete repair department, waiting room, in fact everything to make you welcome and to make your visit a pleasure to you.

There is a beautiful display of the 1966 Rambler in every color and style imaginable, an impressive review of the stylish Dodge, and of course the famous Dodge trucks.

To the ranchers and truck users of our area, you are particularly invited to look over the complete selection of Dodge pick-ups and other trucks in all sizes, styles and varied horsepower engines.

Mr. Baldwin has gathered here an enlarged service depart-

ment, a courteous and knowledgeable sales department, in fact a group of men that collectively have a total of 269 years of automotive experience and all "At your service."

We would like to recommend that you stop in on your next trip to Pendleton and look over the exceptional new cars that Rambler and Dodge have built this year. Rambler's slogan—"Quality built in—not added on!" is truly not just an idle boast.

VAN PETTEN LUMBER CO.

JOHN CLAGUE—MANAGER

The Van Petten Lumber Co., located at 604 S. W. Dorion in Pendleton, always carries a complete supply of lumber and building supplies.

Are you among the many persons planning to remodel or repair your home or business establishment this year? If so, the firm to contact is the Van Petten Lumber Co. of Pendleton. They are always willing to lend a helping hand to persons with building problems.

There is no need to live in a home that is in need of repairs when it is so easy to have it remodeled and repaired to fit your needs and comfort. The Van Petten Lumber carries in stock at all times, most items necessary for remodeling, such as plywood, cement blocks, as-

bestos siding, roofing materials, paints and varnishes and household hardware items.

Regardless of whether your building or remodeling problems are large or small, you will receive courteous attention from the employees here. There is no use putting off building that extra room or repairing your home when you can get it all done at a reasonable price, when you consult the experienced men at Van Petten Lumber company. They can not only furnish all the necessary supplies, but also have good men available to do your roofing and siding work if you so desire.

They are as near as your phone, and the number to call is 276-5611 in Pendleton.

PENDLETON FLOOR COVERING, INC.

"FOR THE BEST IN FLOORS"

In this 1966 Pendleton Business Review, we would like to compliment the Pendleton Floor Covering, Inc. for the 20 years of fine service and the superior merchandise that they are bringing to the people of our area.

Many of our readers have found that for carpeting, rugs, linoleum and tile, custom draperies, and for the installation of these items, the Pendleton Floor Covering has become one of the leading centers for Umatilla and Morrow counties.

They always have on display a good complete line of samples of top brand rugs, carpeting and draperies, and of course, new shipments of the very latest colors and styles are constantly arriving. If you would like to see how it is possible

to match the decor of your home in your rugs, carpeting and draperies, just call 276-4491 in Pendleton and they will be pleased to stop by with samples and estimates, and of course with no obligation to you.

Pendleton Floor Covering has served eastern Oregon reliably and well, and their friendly, courteous service has been recommended by many people in our area. You will find here a most complete store and service, that will take care of your interior decorating, and including a good selection of Schorn paints and enamels, window hardware, and all the accessories. On your next shopping trip to Pendleton, stop at 338 S. Main and see one of the best home decorating displays in Oregon.

B and C RENTALS and SALES, INC.

This 1966 Review would like to salute this fine company as one of the most complete rental and sales centers in all of Oregon. Here in one location is practically everything for rent or sale that you can mention.

For example, you can rent or buy lawn mowers, garden tractors, power tools of every description, welders, post hole diggers, floor sanders, polishers, and scrubbers, heaters or coolers, crutches, automotive repair tools, wheel barrows, concrete mixers and all types of lawn building equipment. If you need it, they will probably have it.

They are exclusive dealers for the famous McCulloch line of chain saws and outboard mo-

tors, they are dealers for the "Tule Trooper" trail bike, with prices as low as \$249.00 and also exclusive sales and service on Jacobson power mowers. They can rent or sell any of these items and you will find their prices mighty competitive.

For your vacation this year, they have a good supply of travel trailers for rent or sale and you can get anything from a one-way rental trailer to the finest set contained 30 ft. Thunderbird by Coachcraft or the famous Winnebago.

They are now in their new store at 1852 S. W. Court and you are invited to stop in and look over the complete display. The phone number is 276-3680.

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 mortgage 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 favorable interest rates, long terms, full prepayment privileges with no penalty charges.

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.

HOME FINDERS REALTY

TOWN AND COUNTRY
EUGENE P. RODEN—REALTOR

Located in Pendleton at 18 S. E. Court Ave., or phone 276-1331.

The active real estate firm of today is one that meets the demands of conservative people of this day and age, where all are seeking investments that not only are increasing in value, but where a permanent income is assured. This firm is doing more than their share to meet that demand in Umatilla and Morrow counties.

Here the public has at its service a firm that has studied the development of eastern Oregon, having been very closely identified with this section in growth and expansion. They offer both the buying and selling public the highest type of service. Dealing in orchards, farms, ranches, commercial, industrial and residential properties. Home Finders Realty also has a com-



plete insurance department and is "at your service" at any time. Do not hesitate to consult with Mr. Roden in any matter concerning real estate or insurance. You will find at this office a personal interest in each client, and a continually active concern for the best interests of the public. If you wish any information in the matter of any kind of real estate, you will always find it cheerfully given at this office. You are invited to make Home Finders Realty of Pendleton your real estate headquarters.

ROUND-UP KIRBY COMPANY

SIDNEY HART—DISTRIBUTOR

The Round-Up Kirby Co. located at 417 S. Main in Pendleton is your vacuum cleaner dealer and authorized repair headquarters for Umatilla and Morrow counties. They are the sales, parts, and repair center for every brand of vacuum cleaner and are also the distributor for sales and service of the famous Kirby home renovation systems.

If you have a vacuum cleaner that you are having trouble with, we suggest you take it in to Round-Up Kirby Co. and let them put it in running order for you. Any brand or style—you will get quick efficient service.

While you are there we recommend that you look at the new 1966 Kirby Sanitronic. It is really something new and different. In all our area, there is no store with such a large selection of new and used vacuum cleaners, parts for all machines, and an efficient and courteous service department, headed by Donald Cole, who is known to many of our readers.

This 1966 Pendleton Review recommends that on your next shopping trip that you stop in at Round-Up Kirby, and get acquainted with the friendly staff and the superior service offered. Call 276-7638 for any information on vacuum cleaners that you may desire.

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A-1 UPHOLSTERY

"First in Everyone's Book"
613 S. E. Emigrant
Pendleton
Phone 276-4781

NICKOLA "Nick" HICKS—
OWNER

Truck and Tractor Cushions
Metal and Canvas Awnings
Patio Covers

Over 17 years serving Pendleton in Automobile and Furniture Upholstery. Guaranteed to please.

HUEY SHELL SERVICE

BUD HUEY—OWNER

This first class station is located at 712 S. E. Court in Pendleton, where they will wash, lubricate, oil change and fill your car with the best in gasoline.

There is more to lubricating a car than appears on the surface. Sometimes certain lubrication points are almost hidden 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. Huey Shell 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.

The Huey Shell Service is a complete one stop service for your car. They are experts in wheel balance, tune-ups, shock absorbers, brake adjustment, lubricating, and they carry a fine line of Goodyear tires, Delco batteries and are able to furnish the brands that you want.

On your next shopping trip to Pendleton stop in and try the good service that they feel their customers deserve.

We also give S & H Green Stamps with every purchase.

Don't forget... every litter bit hurts



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