



**VAUGHN'S
ELECTRIC SERVICE**

CHARLES WHITE—OWNER

City and county ordinances affecting electric wiring of all buildings and homes are definitely strenuous. The purpose, however, is evident. Many disastrous fires and home accidents are the result of defective wiring. For these reasons, it is imperative that everyone needing electrical wiring, insist upon the services of a competent, licensed electrician, who is qualified to do the work.

Vaughn's Electric is a local firm of licensed electricians, who have served Umatilla and Morrow county for more than 60 years. Few companies in this line of work can boast of so many years of competent and skilled service to the residents of this area. They have estab-

lished an enviable reputation throughout the entire field of electrical contracting and have proved themselves worthy of the faith and patronage of our people. For all your electrical problems as well as power, commercial and residential wiring, including electric heat and air conditioning, see this firm located at 117 S.W. 18th in Pendleton, or phone 276-6545 for information or estimates. They are a member of the N.E.C.A., and this guarantees you the service of a highly qualified contractor.

This review each year strives to recommend Pendleton business houses that deserve and appreciate your trade, and Vaughn's Electric fits that description to a "T".

**1967 PENDLETON
BUSINESS REVIEW**



**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, asbestos, 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. (By the way, they are open until noon on Saturdays for your convenience.)

It is the purpose of this review to bring to our readers attention the prominent firms of Pendleton who are helpful in bringing needed service to this area.

This Section
Compiled
By
MARSDEN
HAYNES

**ZEPHYR
ELECTRIC, INC.**



W. F. "Mike" ZIMMERMAN—OWNER

The Zephyr Electric, located at 332 S. E. Emigrant in Pendleton, specializes in house wiring, commercial and industrial wiring contracts, and electric baseboard heating, and they have the equipment and experience to complete any job. No job is too large for this well known firm, and Mike Zimmerman 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. And you can depend in getting high standard work, quick service, fair prices, and terms if desired.

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

We, in this 1967 Pendleton Review, highly recommend the Zephyr Electric, for all commercial, residential and industrial electrical contracting requirements. Phone 276-6921 in Pendleton for information desired.



**FEDERAL
LAND BANK ASSN.
OF PENDLETON**

ROBIN A. FLETCHER—MANAGER

The Federal Land Bank Association of Pendleton is a local privately owned organization with lending and operating policies established by a locally elected board of directors, and this year they are observing their 50th year of serving our agricultural interests.

Thousands of America's ranchers and farmers utilize the money-making potential of Land Bank Loans. Among the many purposes for which you can get a Land Bank Loan: 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. Mr. Fletcher would be pleased to sit down with you and go over your financial plans and arrangements for any projects that you have in mind. The Federal Land Bank Assn. of Pendleton could very well be the help you need to successfully carry your plans to fruition.

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



**FIRST FEDERAL SAVINGS and LOAN
OF PENDLETON**

R. L. ELLIOT—EXECUTIVE VICE-PRES.

This 1967 Business Review would certainly be remiss in not bringing to your attention, the First Federal Savings and Loan of Pendleton.

Here is a company that over the years of serving our growing counties, has grown and modernized to become one of the leading financial centers of Eastern Oregon.

If you have not been to Pendleton lately, it would be well worth your time to stop in at The First Federal Savings and Loan and visit this most mod-

ern Savings and Loan institution in Oregon.

Here is a beautiful functional building with comfortable counters, a pleasant atmosphere and courteous people to be of all help possible in making your savings plan one that will give you security and growing worth.

They are, of course, members of the Federal Savings and Loan Insurance Corporation and accounts are now insured up to \$15,000.

This institution is a completely local company and every dol-

lar of invested money is invested in the homes and business houses of Eastern Oregon.

The First Federal Savings and Loan is recommended highly by Oregon people and we would certainly advise that you inquire on the complete Savings and Loan Service available here. There is an office at Milton-Freewater and the very convenient facility at 115 Main in Hermiston, and, of course, the main office at 109 S. W. Court in Pendleton.

The frances shop

WM. C. and FRANCES STRAM—OWNERS



Where quality and style is paramount in ladies wear, you should always think of The Frances Shop of 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 Eastern Oregon, is rather a large undertaking, but through their desire to represent only the finest and the best, they have become known as fashion headquarters for ladies of our area. The principle of The Frances Shop is to furnish only individual and distinctive styles, and to meet any and all competition in quality, style, and price.

We in this 1967 Pendleton Review wish to compliment The Frances Shop, and they would like to take this opportunity to thank you for your past patronage and to invite you to view the beautiful display of 1967 spring and summer fashions now in stock.

The store is easy to find at 245 S. Main St. in Pendleton, and there is always plenty of parking at the rear of the store. (By the way, your BankAmericard is "mighty handy" here).



UMATILLA DISTRIBUTING CO.

ANDY ECHANIS—OWNER

The Umatilla Distributing Co., located in Pendleton are distributors for the well known and popular Blitz Beer.

Call for an ice cold bottle of Blitz when you want a real treat. The people of Oregon have preferred Blitz for a long time. The brewers have done everything in their power to provide you with a beverage that you will like, and 112 years of fine

brewing speaks "louder than words" of their acceptance by western people. They are leaders in their field and have discovered just the right process to place their beer in a class by itself. For your next patio party, barbecue or picnic, just be sure that there is plenty of Blitz on ice and your guests are sure to vote you the "Hostess with the Mostess".

This fine beverage is always available at your favorite market or your friendly tavern and you will find six pack, cases of 12 or 24, and other types of packaging.

The Umatilla Distributing Co. is a prominent business house of Pendleton, and is highly recommended by Eastern Oregon merchants who do business with it.



**SHAFER
RADIATOR SERVICE**

HANK THOMPSON—OWNER

The Shafer Radiator Service is located at 105 S. W. Dorion across from the post office in Pendleton. They clean, repair and re-core all makes and sizes of radiators, and all work is guaranteed. Leaky radiators demand their service — see that yours gets it.

This is indeed an age of specialists and when you have radiator trouble, it just makes good sense to call on a radiator specialist for fast efficient service.

Shafer Radiator Service makes a specialty of re-coring and re-building your radiator which can do away with the expense of getting a new one. This well known concern appreciates your business, and is only too glad

to do the kind of work it guarantees.

Of interest to our readers, especially with summer coming on, is the fact that here also is headquarters for the famous Mark IV air conditioning for cars, and they have a complete department devoted to the sales and service of automobile air conditioning.

This 1967 Pendleton Review would certainly recommend the Shafer Radiator Service for the many years of good service to our people and we believe that you will get better work, faster service and save money by calling on Hank Thompson for his radiator and air conditioning experience. Just give them a try and see if we're not right!



EMERY'S TRANSMISSION SERVICE

EMERY B. BRONSON—OWNER

Here is a well known Pendleton business and they specialize in the very intricate and important service of repairing, adjusting and servicing of automatic and standard transmissions on every type of car. We are speaking of course, of Emery's Transmission Service located 2 blocks off Walla Walla highway on Riverside Drive.

You can always depend upon them for fast service (one day if necessary), pick-up and deliv-

ery of your car, towing, if needed, 100% financing on approval of credit, BankAmericard accepted, and of course all work is guaranteed. As most people know, an automatic transmission is a very intricate piece of mechanism, and it definitely does not pay to let an amateur or inexperienced mechanic try to repair or service them. To do so, can very often be a very expensive "savings".

Emery's Transmission is not-

ed throughout Eastern Oregon for their excellent work, for their fair prices and this 1967 Business Review would like to recommend that if you should have trouble with your transmission, you will find Emery Bronson ready to serve you well and quickly. The phone number, by the way, is 276-7634, and estimates are gladly given. You will be mighty pleased with the friendly attention accorded you here.



HILL'S FURNITURE WAREHOUSE

BERNARD HILL—JOE HILL—DON HILL

Hill's Furniture Factory will furnish your home at moderate prices.

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, davenport, chairs and sectionals, and they also carry a beautiful selection of drapery materials and top brand rugs

and carpeting. 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 added a good selection of fabrics such as orlon bonded knits, cotton bonded knits and cotton prints, all just ready for you to turn into spring and summer dresses, blouses, and such. 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, or shop 7 days a week, 5 Sundays after church until 5:30 p.m.



**J & M TOWING
and WRECKING**

JOHN BLEDSOE—MEREL SALLEE

This well-known firm in Pendleton has one of the largest stocks of new and used auto and truck parts in this section. They are located on Tutuilla Road, and the phone is 276-1186.

The 1967 Business Review wishes to compliment Merel and John on rendering the people of Eastern Oregon new and used auto and truck parts at reasonable prices. They also will pay the highest prices for wrecked cars. You can get expertly rebuilt generators and starters here. They also have a line of auto glass, gears, transmissions and axles, and if the part you need is not on hand, their hot line service will find it quickly.

Remember the name, J & M Towing and Wrecking, when in need of anything in the automobile or truck line, parts that is. We have found that many of our larger car and truck dealers depend on this fine firm for their truck and auto parts, and they are at your service.

We also should mention that the "J & M" is also towing headquarters for our area (AAA), and are one of the few companies in Oregon that are equipped to tow anything from Volkswagen size up to the largest trucks and buses. The phone, 276-1186, is a 24 hour phone. A call will bring them to your aid in short order.



**MEDICAL CENTER
PHARMACY**

RAY LEE—OWNER

This 1967 Business Review would like to again bring to your attention the Medical Center Pharmacy of Pendleton.

Many of our Morrow county people have found that here is a pharmacy that gives a little more in service and products, that you normally will not find elsewhere. For instance, they have the drug tax system that makes it convenient to keep track of deductible items.

They carry a complete stock of hospital supplies such as: crutches, wheel chairs, hospital beds, and these items can be either rented or bought. Prescriptions are mailed to our

Morrow county people postage paid, and special efforts are made to give you fast service. Prices are kept as low as possible and products are always of the known and accepted brands.

These and many other exclusive services offered by the Medical Center Pharmacy have made them popular with Eastern Oregon people and we recommend that you stop by 1100 Southgate, at the top of the hill in Pendleton and prove to yourself that here is a pharmacy that will serve you well. When necessary call collect, 276-1331.



**GEMMELL BROTHERS
MACHINE SHOP**

RAY GEMMELL—BOB GEMMELL

Located at 1842 S. W. Court Ave. in Pendleton, or phone Pendleton 276-5451. This machine shop is important to the progress of Eastern Oregon, for the services rendered are of great assistance to farmers, contractors, ranchers, and garage men in this section.

Many times, a part can be made or repaired in much less time than a new one can be obtained, thus saving many dollars annually.

They have the very latest machine shop equipment to be found anywhere, which enables them to execute all classes of work with promptness and dispatch, regardless of the size of the job.

The shop is convenient for the people of the surrounding territory, and is recognized as the mechanical and welding headquarters for this entire section of the state.

They also have portable welding equipment to do on-site welding. Just call Ray or Bob in Pendleton for service and estimates. In this 1967 Pendleton Review, we would like to recommend Gemmell Bros. to you, and to say that they provide excellent service at reasonable rates. The many friends and customers throughout Umatilla and Morrow counties speak better than we can of Gemmell Brothers' good service and superior work.



FRONTIER MACHINERY

E. C. WERT—MANAGER

Frontier Machinery does its part to further the agricultural interests of our area by supplying the well-known John Deere line of farm machinery at the lowest prevailing prices and by rendering an exceptional repair service to their customers. They are located on the airport road in Pendleton.

They do not feel that their obligation to you ceases with the sale of farm equipment. They endeavor to see that you receive

satisfactory service from items which you purchase.

The great John Deere Company has done a great deal to develop the United States and has always provided the latest improved farm machinery that will do the work in the least time, at the lowest cost.

They have invented and improved much of the labor saving farm machinery that has advanced farming and ranching to its present day.

Frontier Machinery is the au-

thorized dealer for the John Deere line of farm machinery and spares no expense to see to it that you have the right equipment and also carry a complete stock of genuine factory replacement parts for this line. You are cordially invited to stop in and look over the fine display of all types of equipment provided here, and all in the new 1967 line, or call 276-6341 and Mr. Wert or any of the staff will be glad to give any information possible.



**PENDLETON
COLLEGE OF
BEAUTY, INC.**

G. B. and MAXINE PALM—ADMINISTRATORS

The Pendleton College of Beauty is located at 326 S. Main in Pendleton. They provide a way to dignified employment for many people in our area.

One of the fastest growing and most important professions in the U. S. today is Beauty Culture, and there is always a demand for people who are gifted in this work. Beauty training is very important and most people agree that the Pendleton College of Beauty is the best place to get your schooling. Their supervision and training is backed by years of experience and award winning work, and after graduation you are able to be a part of "this wide world of cosmetology" anywhere in our 50 states.

This Beauty Culture school features reasonable rates and will also give help in finding a suitable opening after you graduate. All beauty service is provided and you are invited to drop in for a shampoo and set and talk with them about enrolling in the school. The beauty profession is well paid and many men and women of Eastern Oregon have found good positions throughout America.

If you are thinking of a career in beauty work, we are very sure that it would be well worth your time to talk with the management at this fine beauty college in Pendleton. Call 276-1748 for any further information you would like.