



ELECTRONIC SPECIALTIES

LEE "Happy" HOPKINS
DEAN WEBER

Many people have come to rely upon the service performed for Eastern Oregon by Electronic Specialties, located at 123 S. E. 2nd, in Pendleton, or phone 276-5885.

This progressive firm has grown and expanded greatly in their service to our people and have become a leader in the

electronics and commercial 2-way radio field.

Electronic Specialties, specializes in the sales and service of radio, tape recorders and stereo, carrying such brands as KLR, Ampex and the famous line of Fisher stereo. They are experts in communications with 2-way radio and are headquar-

ters for Motorola and E. F. Johnson, 2 way equipment, and are a good company to talk to before investing.

They are headquarters for almost everything in electronics and their sales and service extends to sound systems, built-in and console, communication equipment, speaker systems and many other services for home, school, and business.

This 1967 Pendleton Review would like to highly recommend this company for bringing a much needed service to our area, especially in this electronic age.

Dean and Happy invite your inquiry on any electronic problem and will endeavor to give fast, efficient service in design, service, and sales of all electronic equipment.



PENDLETON BOTTLING COMPANY

DALE AND LOLA DIXON—OWNERS

America today is certainly the "Pepsi Generation." Every one of every age, is quick to appreciate a good soft drink. The invigorating qualities, healthful refreshment and satisfying flavors of Pepsi-Cola and Diet Pepsi has made them the favorite of man and pop, the teenagers, and the kids.

The Pendleton Bottling Co. located in their fine facilities in Pendleton, is serving our part of Oregon with the finest in

bottled beverages. The next time you are thirsty, try a bottle of Pepsi or Diet Pepsi. You will be delighted with the exquisite flavor, and now with summer coming on, be sure and keep a good supply on hand for parties, picnics and all the warm weather fun ahead.

For variety, then try those favorites of the young at heart, Mountain Dew and Diet Root Beer.

To withstand the test of public performance, a bottling company must produce drinks of even goodness throughout the year.

The Pendleton Bottling Co. has met these qualifications, and in this review, we wish to recommend their products and service to you. Phone 276-5395 for refreshment service in your location. This fine company is certainly doing its part to help our part of Oregon to grow and prosper.



PERCY E. JELUM CONTRACTOR, INC.

PERCY E. JELUM—OWNER

This well known company, located at 29 S. E. Court with shop at Pond Air Hts. in Pendleton are contractors for streets, parking lots, and also building every type. They feature general contracting and building, and are noted for many contracts over all of Eastern Oregon.

When you have a paving job, 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. Jelum 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. Jelum will be pleased to estimate and design and is available by just calling Pendleton 276-5281, or 276-2222.

If you have a dirt driveway

that is always muddy or dusty, and hard to get in and out of, call them in Pendleton and contractor with them to have it laid with asphalt paving that will last.

In this 1967 Pendleton Review we take great pleasure in highly recommending the Percy E. Jelum 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.



FARMCO OF OREGON, INC.

LEE HORNE—OWNER

The Farmco of Oregon, Inc., located on the Airport Road in Pendleton, phone 276-3211, features pre-fabricated steel buildings such as grain tanks, air water equipment and many others. These buildings are available now at a low cost and they are easy to erect.

Some of the outstanding features of these buildings are: low upkeep, termite proof, weatherproof, watertight, fireproof, durable, and attractive. You will be pleased to know that easy financing and building services can be arranged.

The Farmco of Oregon, Inc., features the famous names in steel buildings — The Butler Steel and The Bethlehem Steel. They have all sizes and you can get the one which best fits your needs.

Don't delay contact this fine company soon. We recommend this firm to all our readers in this 1967 Pendleton Business Review. We believe that they will be able to solve that special building problem that may be yours. We would also like to

mention the fact that "Farmco" has many services devoted to the rancher of the area, among which are the custom cleaning and treatment of seed wheat, and you will also find a complete stock of farm supplies, including fencing, posts, rods, nails, paint, pipe, the largest selection of structural steel in Eastern Oregon, feathering fires in every size—in fact, everything for farm, ranch and home.

We recommend that you stop in at Farmco of Oregon, and let Lee Horne show you around.



PENLAND BROS. TRANSFER CO., INC.

EVAN LARSEN

DAWVELL LARSEN

Mayflower agents are independent representatives, established business people in their community with outstanding records of service and organization. Penland Bros. Transfer Co., Inc., at 102 S. E. 2nd in Pendleton, and also with five new offices at 2222 N. 1st in Hermiston, are your local Mayflower agents.

No matter where you plan to go, Penland Bros. Transfer Co. will be pleased to see that your furniture is delivered to you

carefully packed and transported. They will make the necessary arrangements for famous Mayflower service, and you can count on them to see that your move is handled according to their high standards.

Penland Bros. Transfer has excellent warehouse facilities for either permanent or temporary storage at their fine warehouse in Pendleton and Hermiston, and they invite you at any time to come in and look over the modern warehouse and storage

facilities that they have provided for their friends and customers. For that next moving job, whether it be a suitcase or a van load of furniture, and for that personal friendly service, we can sincerely recommend Penland Bros. Transfer Co. Remember when the time comes to move, just call 276-3121, in Pendleton or 567-8332, in Hermiston, and they will do the rest. "Home of the Happy Movers" is more than just a slogan, it is a fact.



PENDLETON DIESEL SERVICE

J. A. "Jerry" SCHEUBERT—OWNER

Here is a company in our area that specializes in the rebuilding, repairing and replacement of diesel trucks and industrial diesel engines of every make.

Having equipped their shop with the latest tools and machinery, it enables this establishment to acceptably and economically service your diesel equipment. This is the time of year to have your truck inspected thoroughly and to have all needed repairs attended to, and their repair service on all makes

of engines will assure you of better work at reasonable prices.

Before you take your equipment anywhere else, be sure to drive in here and get their estimates upon that repair or overhaul work. The mechanics here know their business and with their modern tools, can put your machinery in first class condition at low cost.

Diesel is a different "breed of animal" than a car, and we know that many of the firms,

ranches and equipment operators of Eastern Oregon, have found that the Pendleton Diesel Service, can save them money and time with their specialized service.

Heavy parts are available for most diesel equipment, and expert mechanics. The shops and office are located 2 blocks past the bridge on the Walla Walla Hwy near Riverside. Everyone here is "at your service" and a phone call to 276-6338 will put them on your job.



Round-Up Brand

W. A. "Pat" PERKINS

The Hill Meat Company, located at McKay Creek in Pendleton are producers and packers of the famous Round-Up Brand meat products. Their modern plant is always open to the public for inspection and school groups and individuals are cordially invited to visit. They plan to under the supervision of the U.S.D.A. and the F.S.D.A. and you can depend on getting the most pure and wholesome of good meat products.

This meat packing establishment is one of the most modern and up-to-date packing houses in Eastern Oregon, and is equipped with the latest equipment, and expert men to use it.

They furnish a ready market for the farmers and stock raisers of Eastern Oregon, and to our cattle raisers, it will be worth your while to get their prices before selling. The next time you are grocery shopping, reach for Round-Up Brand meat

products. Serve your family the best. It costs no more.

Hill Meat Company also does custom slaughtering, cutting, wrapping and curing, and if you are a baker or freezer user, it will pay you to check with "Wally" or "Pat" on these services, as well as letting them furnish you with quarters or halves (or more) of beef, pork or lamb.

You can depend on getting meat that will be mighty tasty and tender.



MONTGOMERY WARD & COMPANY

JEAN HARR—PENDLETON

ED BRULAWN—HERMISTON

Through the many years of serving the people of America with the best in merchandise, and at the lowest possible price commensurate with high quality, Montgomery Ward and Company has become a household word. They have become one of the largest department store chains in the world, and yet each store has retained that friendly personal touch with the people of its locality. Here you will find all your shopping needs fulfilled. They carry a most complete line of farm and garden equipment, plumbing

and electrical supplies, furniture, clothing and shoes for the entire family, appliances and hardware, dress and automotive supplies—in fact, you name it, and it is probably available through Montgomery Ward and Co.

The beautiful spring and summer catalogue has over 1200 thousand items of every description, and a call to the catalogue department in Pendleton or Hermiston can give you fast delivery on anything from A to Z. (These phone numbers could be quite handy for you—

567-5546 Hermiston, and 276-2925 in Pendleton.)

Any item purchased from Montgomery Ward and Co., is satisfaction guaranteed or money back, and you are invited to inquire on the convenient mail-order plan available.

The management and staff of the Pendleton and Hermiston stores invites our Morrow county people to stop in at 507 S. Main in Pendleton, or 229 Main in Hermiston, and try the friendly, courteous service that they feel their customers deserve.



BUD HUEY SHELL SERVICE

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

There is more to lubricating a car than appears on the surface. Sometimes certain 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 there is one way you are sure to get a good job and that is to take your car to a dependable station. Bud Huey Shell 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.

Huey Shell is a complete one stop service for your car. They are experts in wheel balance,

minor tune-up, brake adjustment, lubricating, and we would like to recommend that you take Bud about the 40,000 mile guarantee on the new Radial Michelin tires.

Know you are getting good service and the best in petroleum products, and stop in at this popular station in Pendleton on your next visit.

By the way—you will also get \$ & B Stamps with every purchase.



ED and CLAY'S APPLIANCE CENTER

ED SELLING

CLAYTON BREER

Many families have reason to appreciate the services performed for Umatilla and Morrow counties by Ed and Clay's Appliance Center. They are located at 207 S. E. Court in Pendleton and the phone is 276-2270.

This progressive firm has been doing business with the people of our area for some time, and has gained them a wonderful reputation and many friends. They specialize in the sales and service of all small and large

appliances including washing machines, ranges, refrigerators, dish washers, air conditioners, and dryers, and feature the same known to everyone—General Electric.

Ed and Clay's Appliance Center is the headquarters for all electric appliances for our area, because they have free delivery and installation to your home and a courteous and efficient service department on call at all times to see that you are

pleased with your purchase. Their slogan is "Where the warranty has meaning."

Mr. Selling and Mr. Breer would like to invite our Morrow county residents to drop in and look over the complete selection of merchandise that this firm carries. The combination of General Electric's name, the low prices, the large selection, the easy terms, and Ed and Clay's pleasure in serving you, make this a mighty good place to shop for appliances.



THEWS SHEET METAL, INC.

CERTIFIED DEALER

ERNEST HENDRICKS—OWNER-MANAGER

Thews Sheet Metal is located at 1007 S. W. Court Place in Pendleton, or phone 276-6751. This company supplies air conditioners and heating for homes, stores and industries.

Now that it is spring, we think of air conditioning, and now is the time to call Thews Sheet Metal for free estimates on your air conditioning needs. Whether it is a large or small home, a large or small office, these competent men can tell

you what it will take to do your job properly and they can guarantee your satisfaction.

Prompt service at the most reasonable prices possible has been the guiding influence of the policies of this firm for over 25 years, and has brought trade for them from all of our part of Eastern Oregon.

Contact Mr. Hendricks at any time for any information you desire on estimates or problems you may have in heating or

cooling, including installation.

They carry a full line of Lennox, the finest air conditioners and furnaces that you can buy.

This 1967 Pendleton Review would like to recommend to you this reputable company for the best in cooling, heating and complete sheet metal work.

When the weather begins to get warm, we can truthfully say "happiness is a Lennox air conditioning system from Thews Sheet Metal of Pendleton!"



THE TAPADERA

EMIL LINNENBUR—OWNER HOST

Here is certainly one of the finest restaurants and coffee shop facilities in all of Eastern Oregon.

The Tapadera features delicious steaks, prime ribs and real hot tasty sea foods as well. They are under popular management who invite our Morrow county people to visit.

When the appetite loses its edge, and the commonplace ceases to amuse, just drive to Pendleton and to the luxurious Tapadera for dinner. They have prepared something novel in gourmet dining and you are sure to enjoy an evening spent here. They cater to the people who enjoy good food served in

quiet luxury and of course, cocktails are served in the adjacent lounge.

For shoppers, business men, and people "at a hurry," the Tapadera is always ready to give you the same fine service and food for breakfast, lunch or dinner. The dining room is open from 8 a.m. to 11 p.m. (the lounge until 2:30 a.m.), and we know that to many people from Eastern Oregon—the Tapadera is the "only place to dine," when in Pendleton.

The banquet room can cater to groups and parties, and for reservations, just call 276-3288 in Pendleton—The Tapadera, of course!



COLE'S ELECTRIC MOTOR SHOP

JOCK COLE—OWNER

We believe that 20 years of furnishing good service in rewinding and repairing electric motors of every size for the ranchers, farmers, home owners and commercial companies of Eastern Oregon, speaks better than we can of Cole's Electric Motor Shop in Pendleton, but we should mention some of these things that you may not know about Cole's Shop.

First—they carry one of the largest stocks of new electric motors in Eastern Oregon in fractional sizes on up to commercial horsepower, and in the brands you know such as Century and Dayton.

Secondly—you can find many parts, brushes and "hard to get" replacements for many brands of electric motor equipment that is not available elsewhere.

Thirdly—Jock Cole has had much experience on repair and service of irrigation pumps and motors, and is ready to give you quick service when needed.

All in all—if you have never called on Cole's Electric Motor of Pendleton for expert service, we can sincerely state that you have been passing up the quickest way to get your electric motor back in operation.

276-6782 is the number to call in Pendleton to put Cole's Electric Motor Service "on your job".

1967 Pendleton Business Review

This Section Compiled By

MARSDEN HAYNES

ANTIQUE ALLEY and McCONNELL ELECTRIC

224 S. E. COURT PENDLETON

Phone 276-3154

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VEDA V. BILAK—OWNER

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