



THE TAPADERA

PAUL LINNEBUR—YOUR HOST

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

The Tapadera features delicious steaks, prime rib and really 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 "in 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 6 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!!



FRED'S FURNITURE

FRED and DIXIE VERSTOPPEN—OWNERS

This Review each year strives to bring to your attention the business houses of Pendleton who try to add that extra something in personal interest in their customers and who appreciate the fact that your family budget can be badly bent by purchases that are not within that budget.

Fred's Furniture of Pendleton and the entire staff is here, not to sell you furniture, but to help you in choosing furniture, rugs, draperies, and appliances, that will blend with the decor of your home, furniture that you will be proud of.

Over the years they have found the styles that fit your qualifications, and you will find provincial, transitional, and

American traditional, as well as the famous brands such as Zenith TV and Kelvinator appliances.

This policy of "personal interest" includes liberal trade-ins, terms to suit you with small down payment, free delivery, service on your warranties, and estimates and interior decorating ideas are gladly given.

You are invited to stop at the new modern store located at 1810 S. W. Emigrant in Pendleton and look over the beautiful array of furniture and appliances for 1968. Open hours are 8:30 a.m. till 5:30 p.m., Monday through Saturday, and your BankAmericard is always welcome.

SIMPSON'S AUTO ELECTRIC SERVICE

"Since 1929"
Specializing in Motor Tune-ups & Carburetor Repair
GENERATORS—CARBURETORS
IGNITION & FUEL SYSTEMS
MAGNETO & ELEC. MOTORS

Modern Electronic



ELLIS SIMPSON—OWNER

276-3841

227 S. E. Court Ave. Pendleton, Oregon

GEMMELL BROS. MACHINE SHOP

1842 S. W. COURT

PENDLETON 276-5451
WELDING — Farm Equipment
REPAIR — Ornamental Iron
WORK — Plow Shear Sharpening

Precision Lathe and Millwork

GEMMELL BROTHERS WILL JUST NATURALLY SERVE YOU BETTER



FARMCO OF OREGON, Inc.

LEE HORNE—OWNER

Here in Pendleton is one of the fine Farm Supply Houses of Eastern Oregon, rendering an important service in supplying the farmers and ranchers of our area with custom cleaning of seed wheat, ranch, farm and industrial hardware of every description, and many other supplies necessary to operate a farm or ranch efficiently.

Some money could be saved by buying inferior goods, but this establishment adheres to

the best standard of service and quality that is possible to reach. Through the strict application of furnishing only the best to their customers, Farmco of Oregon is depended upon by the majority of farmers and ranchers in this part of the state. You will find a complete stock of fencing posts, tools, nails, paint, pipe, Seiberling tires in every size, and the largest selection of structural steel in Eastern Oregon.

This company strives to deserve the confidence that is placed in them. In this 1968 Pendleton Business Review we would like to mention the many years of service to our people, and we believe that you will find "Farmco" a good place to do business. They are located on the Airport Road in Pendleton and a phone call to 276-3311 will give you information on the many services and products available here.

1968 PENDLETON BUSINESS REVIEW

This Section Compiled by MARDEN HAYNES

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.



ROUND-UP KIRBY COMPANY

SIDNEY and MARGARET HART—DISTRIBUTORS

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.

We would also like to announce to our Morrow county people that the Round-Up Kirby of Pendleton is now sales and service headquarters for the very famous and popular White and Elna sewing machines and our ladies are all invited in to look over and try out one of these amazing machines.

While you are there we recommend that you look at the new 1968 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 1968 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 or sewing machines that you may desire.

THE GLASS SHOP

CLIFFORD AND KATHERINE JONES—OWNERS

The Glass Shop, located at 1911 S. W. Court Place in Pendleton, has been long recognized as the leading glass concern in this area, featuring glass for every need and requirement. They are always pleased to have you stop in and inquire about your glass problems, whether for residential or commercial use. This fine company is also headquarters for the finest custom made aluminum storm windows, storm doors and aluminum screens. They fully guarantee their products and workmanship, which is so important in this business and our readers are invited to call 276-6724 for free estimates on glass work, including auto, home or business, and equipping your home or business with storm doors or windows. Be

sure and see the beautiful selection of mirrors, also.

It is wise to have your insurance man check with "The Glass Shop", when you find you have an insurance claim, having to do with glass.

Of interest to many of our readers is the fact that Mr. Jones is well experienced in the design, estimating, and installation of fine store fronts and commercial canopies, and is available at any time to be of help to the people of Morrow and Umatilla counties in this type of work.

We of this 1968 Pendleton Review feel sure that you will be pleased with their work, and would like to recommend that you call them whenever you have a need for aluminum or glass work of almost any kind.

CITY CENTER UPHOLSTERY

DALE and BETTE BENNETT—OWNERS

One of the new business houses of Pendleton is the City Center Upholstery, located at 212 S. E. Emigrant.

Here is a company that is new and modern in every respect and have all the new 1968 ideas and fabrics to take care of upholstery work on furniture, automobile and boats.

Pick up and delivery service is available for our Morrow county people and a call to 276-0714 "will put them on the ball" for you.

In the line of general upholstery and furniture repairing they have a distinctly superior service. Many people do not realize that the furniture they now have may be of better construction than most new furniture. Upholstering these pieces is the best investment to be made. There is a complete line of upholstery fabrics to suit your choice and you can match any color scheme you desire.

In this 1968 Pendleton Review, we wish to refer this new business to you and to forward an invitation from Dale and Bette Bennett, who, by the way, are from our Heppner area, to give them a try on your next upholstery job. Free estimates of course.



MEDICAL CENTER PHARMACY

RAY LEE—OWNER

This 1968 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, 276-1531.

THE FRANCIS SHOP

WM. C and FRANCES STRAM—OWNERS



From hostess or cocktail gowns to sportswear, coats, suits or lingerie—every line speaks 1968.

The brands are names that you know and the prices are competitive and right. The next time you shop along Main Street in Pendleton, take a long look in this distinctive store.

Mr. and Mrs. Stram would like to take this opportunity to thank you for your past patronage and to invite you to view the beautiful display of spring and summer fashions now in stock.

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

good selection in sizes, patterns, The Francis Shop of Pendleton is certainly one of the well known stores that try to serve our Morrow county people well.

We know that many of our ladies have made the Francis Shop their own "Shopping Center" for ladies wear and for good reason. You can always depend on getting the very latest styles. There is always a and colors and they are exclusive.

FIRST FEDERAL SAVINGS and LOAN OF PENDLETON

R. L. ELLIOT—EXECUTIVE VICE-PRES.



This 1968 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 been thinking about your savings plan lately, it would be well worth your time to stop in at The First

Federal Savings and Loan and visit this most modern Savings and Loan institution in Oregon.

Here is a beautiful functional building with 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 complete-

ly local company and every dollar 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 180 N. E. 2nd in Hermiston, and, of course, the main office at 109 S. W. Court in Pendleton.

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. By the way, "a word to the wise" to you 1968 high school graduates—the summer classes begin June 18, and you are invited to call 276-1748 for more information.

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 authorized dealer for the John

FRONTIER MACHINERY

ROBERT BLANC—OWNER-MANAGER



ELECTRONIC SPECIALTIES

LEE "Hoppy" HOPKINS

Many people have come to rely upon the service performed for Eastern Oregon by Electronics Specialties, located at 123 S. E. 2nd, in Pendleton, or phone 276-5855.

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.

Electronics Specialties, specializes in the sales and service of radio, tape recorders and stereo, carrying such brands as K.L.H. Ampex and the famous line of Fisher stereo. They are experts in communications with 2-way radio and are headquarters

ers for E. F. Johnson equipment that is made "to order" for business men, ranchers and other people who want clear channel radio with no skip or cross talk.

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 1968 Pendleton Review would like to highly recommend this company for bringing a much needed service to our area, especially in this electronic age.

"Hoppy" invites your inquiry on any electronic problems and will endeavor to give fast, efficient service in design, service, and sales of all electronic equipment.

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 and industrial wiring contracts and electric heating and they have the equipment and experience to complete any job. No job is too large or too small for the Pendleton Electric and Bob Hale welcomes the opportunity to give estimates on

your electrical work. As many of our Morrow county people know, the Pendleton Electric specializes in electric heating, and Bob recommends the Federal-Pacific Electrical Heating as the best type of heaters and furnaces for our Eastern Oregon climate.

Federal Pacific has the only "guarantee for the life of the building", guarantee that he has

been able to find, and you surely can't ask for much better protection than that.

We in this 1968 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.

COLE'S ELECTRIC MOTOR SHOP

JACK COLE—OWNER

We believe that 20 years of furnishing good service in re-winding 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—Jack 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, easiest and least expensive way to get your electric motor back in operation.

276-7781 is the number to call in Pendleton.



FEDERAL LAND BANK ASSN. OF PENDLETON

"The Federal Land Bank gives you credit for being a farmer"

To the ranchers, farmers and cattlemen of America, the Federal Land Bank Assn. is as much a part of agriculture as the crops they raise to feed the people of the world.

It takes money to irrigate land, to feed cattle, to buy seed and fertilizers, and to reap the ripening crops, and The Federal Land Bank Assn. has provided that money to American agriculture for more than 50 years.

They provide long term, low cost, no prepayment penalties, credit to farmers and ranchers and this in turn has helped American agriculture to expand to fill the needs of our growing population.

The Federal Land Bank Assn. of Pendleton, located at 702 S. W. Dorion has served our Umatilla and Morrow county agriculture for many years and the manager, Mr. Robin Fletcher, and the staff welcome your inquiry.

The phone number is Pendleton 276-7361.