

1968 HERMISTON BUSINESS REVIEW

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

This Section Compiled By MARS DEN HAYNES

MODE O'DAY DRESS SHOP

HESTER LOW—OWNER

Where quality and style is paramount in ladies wear, you should always think of The Mode O'Day Dress Shop of Hermiston.

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 upon which this store is operated is to sell individual and distinctive ladies apparel and to meet all competition in quality, style, and price.

We, in this 1968 Hermiston Review wish to compliment Hester Low and she would like to take this opportunity to invite old friends and new to visit and look over the complete display of 1968 fashions in coats, suits, lingerie, sport clothes, dresses and accessories now in stock.

The store is easy to find at 222 Main in Hermiston, or call 567-6614.

THE CARAVAN BROILER

JIM and WINONA TAGGART—YOUR HOSTS

Located in the Sands Motel at 835 N. 1st in Hermiston, this is the place to go if you want the very best in prepared foods. The chef is noted for his fine touch in preparing fine food—and their dining room presents an atmosphere you will enjoy.

The management of this modern restaurant has done everything in its power to provide a place to which you will want to return. You can be assured the food here will be as delicious as it is possible to prepare. Their steak, chicken, or seafood dinners are sure to please you, and they are also open for breakfast and lunch.

You will find ample parking space and efficient service at this delightful restaurant in Hermiston.

We, in this 1968 Review, wish to commend the management, and chef, Chuck Adkins. We suggest you drop in for dinner the next time you are in Hermiston and also try the fine cocktails served in the Camel Room. We believe that you will see why the Caravan Broiler has become the center of fine dining for our entire area.

You are invited to make the Sands Motel and the Caravan Broiler your "home away from home."

DODSON MOVING & STORAGE



GREYHOUND VAN LINES, INC. GEO. DODSON—OWNER

We, in this 1968 Hermiston Review, wish to compliment the Dodson Moving and Storage upon their fair dealings and efficient business methods rendered to the people of Umatilla and Morrow counties. As you may know, they are our local agent for the famous Greyhound Van Lines service and many of our Morrow county people who have become residents and are from distant parts of the world will attest to the feeling of security in entrusting their furniture and irreplaceable possessions to "Greyhound."

Dodson Moving and Storage has a modern storage warehouse located at 140 S. W. 11th in Hermiston, and you are invited to inspect the fine facilities that are available to you. Remember that the extra service, the extra care, in fact, all the extras that go with Greyhound Van Lines service do not cost any more than regular moving service.

If you have moving to do—across the country—across the state, or across the world, just call 567-5175 Hermiston or Pendleton 276-1357, The Dodson Moving and Storage, and we can guarantee that it will be the "best move" you have ever made.

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HERMISTON DRUG

"GIB" GETTMAN—OWNER

"YOUR FAMILY DRUG STORE"

Located in Hermiston at 114 E. Main or Phone 567-3072. Here they feature drugs, cosmetics, sundries and prescriptions.

This is one of the most modern stores in Northeastern Oregon and offers the people of Umatilla and Morrow counties the best service obtainable. Since this well-known firm has been engaged in the drug business until it is known by practically everybody in Umatilla and Morrow counties and has won for itself a well merited reputation for honest and fair dealings. For the convenience of patrons

they have taken on lines of products that are known the world over and recognized by everyone for excellence. These famous lines embrace toilet articles of every kind, veterinary supplies, cosmetics, Kodak supplies, and they have the most complete record department in Hermiston with everything in records from "pop" to classical. At Hermiston Drug only the finest drugs are used and prices are very reasonable. They have been faithful to their many customers and this record of service is a positive guarantee to

you for your satisfaction of any purchase made here. We should mention the fact that graduation day is at hand and you can imagine the many fine gift ideas that are available at the Hermiston Drug. Like most of the stores listed in this review, the Hermiston Drug's special low prices and extra service available are bound to please you. This 1968 review would like to recommend the Hermiston Drug as one of the most modern and beautiful stores in Northeast Oregon. We think you will agree.



EDWIN'S SHOES of HERMISTON

RALPH and VERA HECTOR—OWNERS

This 1968 Hermiston Business Review is mighty pleased to bring to your attention again this fine shoe store. Edwin's Shoes of Hermiston, is one of the most complete family shoe stores east of the Cascades.

You will find dress shoes, flats and heels, slippers, tennis shoes, handbags, hosiery, socks—you name it—they will probably have it.

The styles are all the latest for 1968 and the brands are the ones you know. There is Handcraft and Crosby Square for the American Girl, Miss Wonderful, California Cobblers and others, for the ladies, and of course Poll Parrot and Active Age for the kids. There are Texas Boots for the entire family. You can see that it is almost a cinch that there will be some-

thing that you'll like. This is an invitation to our Morrow county people from Ralph and Vera Hector, to visit soon and to "look us over". They will certainly try to please you with good fitting, stylish, fair priced shoes and accessories. As you probably know, the store is at 164 Main in Hermiston, and your BankAmericard is always welcome.



LES'S RICHFIELD SERVICE

LESLIE CRUME—OWNER

Les's Richfield Service is located at 200 N. 1st in Hermiston and is the place to take your car to make sure you are getting the best in service.

We all like to feel certain we are giving your automobile the best in care. The next time you are in Hermiston shopping, drive your car to this new and modern service station for complete servicing while you shop. The attendants at this station know their business from A to Z and you can be assured that a lube job here means more than a quick greasing to "get through". Actually, the men here are "Certified car conditioning" service men and have

had the training to take care of your car as it should be. (They are open 7 days a week.) Les's Richfield Service also features those famous Richfield oil products that have proven their excellence for your automobile, and you can get tires, wheel balance, muffler, brake relines, shock absorbers, car wash and even minor tune up. ("S & H Stamps, too.")

If you enjoy having your car serviced by experts who sincerely appreciate your business, just drive in to Les's Richfield Service of Hermiston next time and say "fill 'er up", (P. S.—or ask about any of the other services available).

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JONES RADIATOR SHOP

DAVID JONES—OWNER

The Jones Radiator Shop is located at 1315 N. 1st in Hermiston, or phone 567-6916. 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.

The Jones Radiator Shop makes a specialty of re-coring and rebuilding your radiator which can do away with the expense of getting a new one, and they are only too glad to do the kind of work they guarantee.

Of interest to our readers, especially with summer coming, is the fact that they also are headquarters for Hayden transmission coolers, and many other services to keep your car running cooler and more efficient.

This 1968 Review, would certainly recommend The Jones Radiator Shop for the many years of good service to our people and we believe that you will get better work, and save money by calling on "Dave" for his radiator experience.

TRANER'S PLUMBING and HEATING, Inc.

LEALAND TRANER—PRES.

Traner's Plumbing and Heating specializes in hot water heating, home heating and cooling, and plumbing of every kind. They give personal and prompt attention to each job. Prompt service alone is worth many dollars to a person when he needs a plumber. If you can be assured that the plumber you engage will finish your job in a short time and do it well, it means a lot. We are happy to say that when you call the Traner's Plumbing and Heating of Hermiston—you can be sure of expert workmanship, done in a short time, and for a very reasonable amount of money.

If you are planning any new construction, remodeling or alteration work, call 567-5670. Let them help you make up your plans and select your fixtures. Mr. Traner will be pleased to give information on any plumbing problems.

This 1968 Hermiston Review joins with the many friends and customers of Traner's Plumbing and Heating in recommending them to you.



NORTHROP STEEL FABRICATING CO.

CAROL AND HELEN NORTHROP—OWNERS

The Northrop Steel Fabricating Co. is located in Hermiston, north of town on Hermiston-McNary highway, or phone 567-5757.

They maintain a steel fabricating shop that is unsurpassed in service, workmanship and supplies and wish to extend to the people of Morrow county appreciation for their patronage.

This company is the headquarters for Umatilla and Morrow counties for iron work fabricating and all kinds of welding. They employ fitters and welders of ability, and this shop is noted for prompt and efficient service and in having work

ready when promised. Their charges are reasonable, and if any article is beyond repair, they will promptly tell you so. Of importance to this area is the fact that this company specializes in designing and fabricating steel of any type, and are particularly known for the building of truck bodies and for the manufacturing of steel tanks in any shape, design and size that you may need for your special project. They are equipped with their own steel forming press and steel shear, and are able to do work that formerly had to be sent to Portland or Spokane.

Something new they are now building is a steel pick-up tool box that is a dandy, and is custom built to fit any size pick-up bed. By the way, a dealer is needed for these boxes in our Heppner area and anyone interested is invited to get in touch with The Northrop Steel Fab. in Hermiston.

They are also sales and installation headquarters for Eaz-Lift Trailer hitches, and we can guarantee that their prices are the lowest in our area. We recommend that you give Northrop Steel of Hermiston a "Try."

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HARRY PHILLIPS CO.

HARRY PHILLIPS—OWNER

Conveniently located just north of Hermiston on the Hermiston-McNary Dam road, or phone 567-5982.

This popular concern carries a complete line of boats, motors and accessories, and through their fair prices constantly offered, they have won an enviable reputation throughout all of Eastern Oregon.

The people of this territory have come to know that they can depend on Harry Phillips Co. for everything in boating.

They feature the popular Starcraft, and fiberform boats in every size, the E-Z loader boat trailer, and are headquarters for the famous Mercury boat motors. You will find here a complete service, including sales, parts, repairs, and a friendly staff that will be pleased to serve you. By the way, this company is also the Datsun distributor for our area and you are invited to take a demonstration ride in this popular car.

One of the essential features of any product is that it will stand the wear of the years. The same is true of the reputation of any business firm, and that is why the Harry Phillips Co. enjoys an ever increasing volume of business and popularity.

This 1968 Business Review certainly recommends them highly and we invite our readers to look over one of the best boating facilities in all of Eastern Oregon.

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GOOD SAMARITAN CENTER

KARL and HELEN BERG—ADMINISTRATORS

This 1968 Review would like to bring to your attention again, what we believe to be one of the finest nursing and homes for the elderly centers in Northeast Oregon.

As you perhaps know, we are speaking of The Good Samaritan Center, that is located at 970 Juniper Ave. in Hermiston. Here is a completely equipped facility to take care of patients and guests in truly modern, refined and the most pleasant surroundings that we have ever seen. If general hospital, medical, and surgical facilities are not needed, much money can be saved by using the fine services offered here.

Everything is offered, including nursing, convalescence and retirement and facilities for occupational therapy.

If any of your family has been thinking of rest home retirement, we recommend that

you accept the invitation of the administration at Good Samaritan Center to visit.

We are sure you will be mighty impressed with this gracious home.

They are members of the Oregon State and the American Nursing Home Association and are recommended highly by Eastern Oregon people. (The phone number is Hermiston 567-8337).

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PEARSON MOTOR COMPANY

WALT PEARSON—OWNER

The Pearson Motor Co. is our authorized dealer for the popular 1968 Plymouth, Chrysler and Dodge motor cars, and also our headquarters for the famous Dodge trucks. They are located in their fine offices and showroom at 125 N. 1st in Hermiston.

The new Chrysler-Plymouth and Dodge are motorists' dream come true. They give you those advantages of driving comfort, safety, efficiency of operation and handle easily. Treat yourself to a ride in any one of these new cars. You will agree

that they have beauty, roominess and plenty of pep. The 1968 "Chrysler made" cars are products of many years of planning by some of the finest engineers in the automobile manufacturing business.

The warranty of 5 years or 50,000 miles is in itself the most far reaching innovation, for the benefit of customers, to be made by any large company in this generation.

Walt Pearson and the entire staff sincerely invite you to stop in and let them be of help in showing you why Dodge, Ply-

mouth, and Chrysler have become, "The Cars of the Year." The Pearson Motor Company is completely equipped to service any and all makes of automobiles. The mechanics are experienced and will give your automobile the best of care.

In this 1968 Hermiston issue, we are happy to recommend this really fine company to all our readers. The many years of service to Northeast Oregon people speaks very highly of their dependability.



INLAND EMPIRE BANK

To many people in Northeast Oregon the Inland Empire Bank of Hermiston is the financial center for our area. Here is a locally owned and operated banking institution that has served our financial requirements for many years. They have modernized and expanded with the growth of Hermiston as a business cen-

ter, and every banking service is available, along with a friendly attention to their customers that only a local company can give.

They are members of the federal deposit insurance corp. and accounts are insured up to \$15,000.

Checking accounts, savings accounts, financial counseling,

complete loan department, safety deposit, business advice, all are available to the customers and friends of the Inland Empire Bank.

On your next shopping trip to Hermiston stop in and check on the many services available to Morrow county people here.

The Inland Empire Bank, of course.