

LEE'S RADIO & TV CLINIC

LEE & DENA DYER—OWNERS

Lee's Radio & TV Clinic, is located at 200 S. W. 11th in Hermiston or phone 567-8412. They specialize in the sales and service of television and radio and are open 9 until 6, Monday through Saturday. Many times your TV can be repaired while you wait or during the period of your shopping.

Bring your set to Lee's Clinic and let these experienced men repair it. Lee Dyer has had years of study and can locate a TV's ailment rapidly. You can depend on getting a guaranteed job and at a fair price, having been in business 25 years in Hermiston, 13 years in TV service.

In this 1968 Hermiston Review, we highly recommend this TV shop to all our readers. Actually, Lee's Radio and TV Clinic of Hermiston is a complete electronic center. They are dealers for such names in television as Sylvania, Motorola, Westinghouse, and other famous brands and are a good company to talk to before investing in a color set.

HERMISTON NATURAL FOODS

The Hermiston Natural Foods is located at 350 N. 22nd in Hermiston, and the phone number is 567-6844.

There is always a good fresh stock of vitamins, minerals, whole grain products, raw honey, health candy, health bread, diabetic and special diet foods, juicers and equipment and a good selection of books on nutrition and health. The stock is complete at all times with all of the articles that are well known to our people who enjoy food with all of the "goodness" that nature intended.

We, in this annual Review, highly recommend The Hermiston Natural Foods to all our readers. Remember that this store is always convenient when in need of any of the hundreds of items they carry. To you who have never tried natural foods, we can guarantee that you will be surprised at the better flavor of, for instance, the coarse ground corn meal or other coarse ground cereals.

They just have better taste, and more nutritional value. Stop in and look over this store and talk with Mrs. Frazier on the whys and wherefores of natural foods.

EARL'S SALES and SALVAGE

EARL HARMAN—OWNER

This well-known firm in Hermiston has one of the largest stocks of auto and truck parts in this section. They are located on the Hermiston-McNary Dam highway and the phone is Hermiston 567-5851.

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, they will find it for you quickly.

Remember the name, Earl's Sales and Salvage when in need of anything in automobile or truck parts. 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.

They also buy old cars, scrap iron, copper, brass, aluminum, lead, and old industrial, farm and logging machinery, and always pay the highest going price.

They will pick up, and also towing is available. Give Earl's Sales and Salvage a call next time.

HIGG'S AUTO REPAIR

THERMAN HIGGINBOTHAM—OWNER

Today there are many kinds of specialists in almost every field of service. One of the finest of these in the field of motor analysis and repair is Higg's Auto Repair, located at 145 S. Hwy. 32 in Hermiston, or phone 567-5551.

At Higg's Auto Repair "service" is the motto. They specialize in major tune-up, complete electrical and ignition work and the very finest in carburetor overhaul, and engine overhaul—in fact, practically any automotive repair.

It has always been the policy of this firm to give the maximum in service at a minimum in price. This is attested to by their hundreds of satisfied and enthusiastic regular customers throughout Umatilla and Morrow counties.

Mr. Higinbotham has built an enviable reputation by always striving to give the motorist the very finest service in the most courteous manner, and we know of many Morrow county people who recommend his work.

Let a specialist care for your car. Take it to Higg's Auto Repair in Hermiston next time, and be a happy car owner.



HAMILTON SHEET METAL

WAYNE HAMILTON—OWNER

With summer coming on, this is the time to have Hamilton Sheet Metal put in your air conditioning system. Why go through another hot summer? Hamilton Sheet Metal is expert and can solve your cooling problems quickly and inexpensively. They handle only the top line equipment, such as Carrier, and can set in a system for you using your present warm air ducts or install an independent ductwork system. Either way your friends and customers will be

glad to come to your home or business through the warm weather ahead.

You'll be surprised how little it costs and how much comfort you have been missing these past many years. Just phone 567-6641 or stop in at 2121 N. 1st in Hermiston, for free estimates or information. We of this 1968 Hermiston Review are proud to salute Hamilton Sheet Metal for their fine reputation they have built with the people of North-east Oregon through fair prices

and the best in workmanship. For refrigeration sales and service, air conditioning and heat pump installation, also plumbing, both commercial and residential, you can do no better than with this fine company.

Stop in and have a talk with Wayne Hamilton on your next visit to Hermiston. He will be pleased to be of help on your project. P. S. 567-6708 is a 24-hour service for Hamilton Sheet Metal.



HAGG'S TRAILER SALES

LEO and ETHEL HAGG—OWNERS

There are millions of people living in mobile homes today because of the high price of real estate and rent. Then, too, they have discovered it is a very convenient, carefree and economical way of life, with no land problems. A home of this type can often be purchased for less than the price of a new automobile and paid for in convenient monthly payments. A number are purchased each year for portable ranch homes and they are particularly nice for retired families.

Hagg's Trailer Sales is located on Highway 32 in Power City

near Umatilla and north of Hermiston. They offer only Mobile Homes that they can personally recommend, that are well constructed and priced so the intended purchaser gets the best for his money. We should mention that before June 1 would be a good time to look into buying a mobile home if you would like to get in on lower interest rates.

They feature the beautiful Marlette and Nashua Mobile Homes. When you buy a Mobile Home, your home is completely furnished with modern up-to-

date furnishings ready for you to move in.

In this 1968 Review we would like to bring to your attention, the more than 20 years of exceptional service that Hagg's Trailer Sales has made available to Eastern Oregon people and you are invited to stop in and "Look 'em over".

There is a good selection of used mobile homes also, and at mighty low prices—for Mobile Home Transporting, too — any where in Oregon, call 922-3752 (Umatilla) for more information.



CAMPBELL EQUIPMENT INC.

LARRY CAMPBELL—OWNER

When in the market for farm implements be sure to go to the Campbell Equipment, located at 535 N. 1st in Hermiston or phone 567-6529.

This fine company features the famous Ford Tractors and implements, the new Holland line of hay and forage equipment, and the Heston Windrower. And now—to make their equipment line complete—Larry Campbell has taken on the complete Oliver line of machinery, including the big 1950 4-wheel drive Oliver tractor. You are in-

cluded in to "Look 'em over". Bob Wright or Larry will be pleased to arrange for a demonstration on your own land. These are lines of equipment that have proven themselves to the ranchers of Eastern Oregon.

Campbell Equipment Co. also features a complete parts and repair department so that when your equipment needs overhauling, as does all machinery at various times, they can give you the best service in the shortest time at the least possible expense to you. Not only heavy

equipment is available at "Campbell's," but they also carry farm and ranch supplies such as barbed wire, baling wire, steel posts, fencing, batteries, oil filters, bolts and nuts, and many other articles.

Just phone 567-6529 for information or stop in at their office the next time you are in Hermiston and let Larry Campbell show you the advantages of using Ford, New Holland or Oliver to put your farm on a really paying basis.



OREGON HARDWARE and SPORTING GOODS

ELTON and MAXINE HOWLAND—OWNERS

Ranchers and sportsmen for this entire section make The Oregon Hardware and Sporting Goods in Hermiston their headquarters for all sporting goods and hardware. This firm stocks ammunition, guns, fishing tackle, athletic equipment and tools, paint, and hardware needs for the outdoor of every description.

This sporting goods display is one of the most complete in our entire area. Each of us should engage in some type of sport. Too many today are caught in the hustle

and bustle of our 20th century living and forget the healthful value of active sports. Actual participation in sports relaxes the mind, stimulates the body, in addition to providing recreation and pleasure.

This sporting goods and hardware store has stocked their store with only quality merchandise. They know their customers want first class equipment and supplies and they endeavor to have only the best. They are also the Toro Lawn

mower headquarters and is a service center for all Briggs and Stratton engines and Lauson-Tecumseh.

Here you will find courteous service and quality merchandise at reasonable prices.

Mr. Howland will be pleased to give you information possible on hunting or fishing questions that you may have, and if you're going fishing or going to clear the "back 40" you can get the "tools for the job" right here.



COLUMBIA FURNITURE COMPANY

JOHN and NORMA KROGH—OWNERS

This Review each year strives to bring to your attention the business houses of Hermiston 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.

The Columbia Furniture Co. of Hermiston and the 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 and furniture that you will be proud of.

Over the years they have found the styles that fit your qualifications, and you will find French provincial, Mediterranean, Transitional, and American traditional, and of course, the names you know such as RCA Whirlpool and Gibson appliances and RCA television.

This policy of "personal interest" includes liberal trade-ins.

Items to suit you with small down payment, free delivery, service on your warranties, and estimates and interior decorating ideas are gladly given. Norma Krogh is always pleased to be of help with home decorating hints and advice.

You are invited to stop at the Columbia Furniture located at 154 W. Hermiston Ave., in Hermiston and look over the beautiful array of furniture, carpeting, and appliances for 1968.



1215 N. 1st

567-3141

HERMISTON, OREGON

LOUIS MAY—OWNER

In bringing this annual business review to our readers each year, we strive to recommend the fine business houses who are serving our entire area reliably and well.

O. K. Tire Stores of Hermiston is recommended highly by people from all over Umatilla and Morrow counties who have found this complete tire, tube and recapping headquarters a place that you can depend upon to give real dollar value for the money that you spend in keeping your car "retired."

First, they are distributors of the popular O. K. tires, B. F. Goodrich and Goodyear tires, and always carry one of the largest stocks in Hermiston, from the smallest foreign car size to tires for the heaviest equipment. You will find the new Radial tires, the new "Wide Track" and all the latest ideas in tires for 1968. Secondly, they have a complete recapping plant and you can be sure that your tires recapped by O. K. Tire Stores will be guaranteed second to none.

With summer driving soon to be here, you are invited to stop in at the conveniently located Hermiston store and see for yourself the advantages that they can offer you in price, guarantee, superior tires and recapping service. Here is also headquarters for the finest in brake service, front end alignment and the famous tire truing and balancing by O. K. Sixteen years of dependable service to our part of Eastern Oregon has made many friends for this fine company.



RICK'S HOUSE of DISCOUNT

RICK REBMAN—OWNER

Rick's House of Discount will furnish your home at moderate prices. This firm is located at 2133 N. 1st in Hermiston, or phone 567-8960.

It is the purpose of this reliable establishment to successfully and comfortably furnish the family home at the lowest possible cost. Through their years of business they have rendered a most valuable service to the people of Umatilla and Morrow counties. They handle 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 tasteful, practical, yet artistic furniture from which to make your selections. If it is a single piece of furniture, or furnishings for your entire home, visit Rick's House of Discount in Hermiston.

They have a good stock of used furniture and Rick's House

of Discount is now just about the largest appliance center in Eastern Oregon. Norge is the brand and there are dozens of freezers, refrigerators, washers, dryers, dishwashers, ranges — you name it—Rick's got it.

This review can guarantee you some really money saving prices on appliances at "Rick's."

The name, "House of Discount," means exactly that. You are invited to stop in and "look us over" on your next shopping trip to Hermiston.



HERMISTON GLASS

JIM DEWANE

BOB MAULSBY

The Hermiston Glass located at 1440 N. 1st in Hermiston, offers our people glass for every use. They feature a full line of glass for shower doors, tub enclosures, plate glass mirrors, furniture tops, and automobile windshields and glass. Regardless of what item you have that needs glass, all you have to do is take the measurements and give them to the Hermiston Glass, and they will cut it to your exact specifications. They

specialize in insurance work and of course, Jim or Bob will be pleased to furnish free estimates on any job, big or small. Glass serves not only as a necessary item on furniture, but to beautify and preserve it as well. If you have a desk that does not have a glass top, it is subject to scratches and stains. If you want to preserve it and have it keep that new look, have a glass top cut for

This 1968 Business Review is certainly pleased to recommend to our readers this fine Hermiston company and we think you will agree with the many customers of The Hermiston Glass in our area that you get friendly courteous service and always at fair prices. To see what we mean, just call 567-6679 the next time you need glass of any type. You will be well pleased.



A and W ROOT BEER DRIVE IN

DUANE AND OLGA ALEXANDER—OWNERS

The bright orange A & W Root Beer Drive-in has become a very familiar sight almost anywhere you may travel in America, and right here in Hermiston is one of the best representatives of this sign of delicious hamburgers, flavorful ice cream dishes and very probably the best root beer you have ever tasted.

This excellent drive-in is located at 1st Place and Hermiston Ave., right in the heart of Hermiston, and in this 1968 Hermiston Business Review, we

would like to recommend that you stop in for a cool root beer and your favorite sandwich the next time you are in town shopping. This is headquarters for the popular burger family and we can sincerely state that most people agree that a mama burger or a papa burger from the A & W beats any sandwich they have ever eaten.

Have you tried the A & W Chubby Chicken yet? Here is the freshest, specially chosen, 2½ pound fryer, marinated in

special sauce, deep fried under pressure and served with salad and muffin with honey—"Nuf said???" (It is available for take home). The menu is varied with many specialty dishes that are not available anywhere else and you are sure to enjoy anything that you may order.

Be sure and try the A & W Drive-in in Hermiston the next time you want good food well prepared and at very popular prices.



HERMISTON READY MIX

ELMER MOYER—OWNER

The Hermiston Ready Mix, located at 74 W. Ridgeway Ave. in Hermiston is the place from which to order your ready mixed concrete. By ordering here you can be assured that the proper mix has been used in order to make concrete strong and durable.

They will give you rapid delivery service, and extra effort is made to make delivery at a convenient time for you or your workmen.

This rapid ready-mixed con-

crete delivery service has been a great help to the heavy building schedules all contractors have been undertaking, and home owners appreciate the fact that they can have a load of ready-mixed concrete for use without the effort it would take to mix it themselves. It saves time and energy and in the long run is much more economical.

The Hermiston Ready Mix has the experience and equipment to make the very best concrete available, and they also have

forms and hardware to rent. What we are trying to say is that the Hermiston Ready Mix is a complete service, and that you can depend upon them to "serve you right."

Mr. Moyer has many friends in Morrow county and is always especially pleased to serve Morrow county people.

A call to 567-5214 will get you quick service on concrete delivery.



- ✓ RESIDENTIAL
- ✓ COMMERCIAL
- ✓ INDUSTRIAL

SHELCO ELECTRIC INC.

WALLY SHURTLIFF—BOYD NEUSTAL

City, county and state ordinances affecting electric wiring on all buildings and houses 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.

The Shelco Electric, Inc., is a

local firm of licensed electricians. Few persons in this line of work can show so many years of competent and skilled service to the residents of this area. The Shelco Electric has established an enviable reputation throughout the entire field of electrical contracting and invites the patronage of our people. For all your electrical problems as well as power, commercial, and residential wiring, plus repair and rewinding of every

type of electric motor, see this firm, located at 2150 N. 1st in Hermiston or phone 567-5532. This 1968 Hermiston Business Review would not be complete without extended mention of Shelco Electric.

By the way, we think you should know that Shelco Electric is mighty expert at the installation and the service of all electrical parts on water and irrigation pumps.



SHELL OIL COMPANY

DELMER CRAWFORD—DISTRIBUTOR

This company is located at 615 N. 1st Place in Hermiston, or phone Hermiston 567-6819.

This popular concern carries a complete line of petroleum products and through their fair prices constantly offered, they have won an enviable reputation throughout this section.

The people of Umatilla and Morrow counties have come to know that they can depend on the Shell Oil Company of Herm-

iston, for everything in gasoline and oils. They feature Shell Diesel, Shell Stove Oil, and Shell Furnace oil with metered service, and also that famous Shell gasoline for truck, tractor and 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 reputations of any business firm, and that is why Shell Oil of Herm-

iston enjoys an ever increasing volume of patronage from our farm, ranches and homes. They invite our readers to take advantage of their service. Your BankAmericard is welcome and S & H stamps are given on all purchases.

This review can sincerely state that you will be pleased with the friendly attention that is always accorded the customers of "Shell of Hermiston."