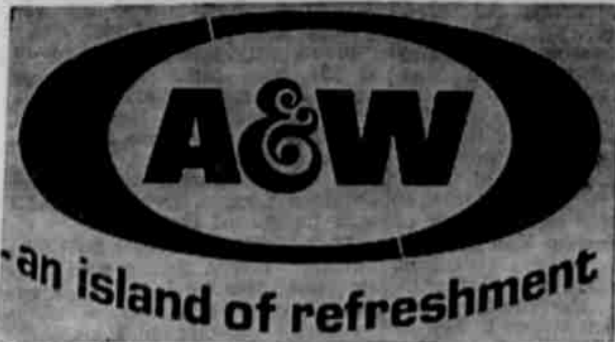


1969 HERMISTON BUSINESS REVIEW



This favorite drive-in of Hermiston is recommended highly by not only us, but many people from Umatilla and Morrow counties.

They are open to serve you 7 days a week and we believe you know how good their food is.

There is something about the

A&W Drive-in of Hermiston that sets it apart from ordinary drive-ins—better service—delicious burgers and shakes.

This 1969 Business Review would like to recommend this fine drive-in located at 1st Place and Hermiston Ave (the heart of Hermiston) and on your next shopping trip to Hermiston why

A & W DRIVE-IN

DUANE and OLGA ALEXANDER—OWNERS

not stop in and have lunch? The management, who is quite well known to many of our subscribers would like to personally invite you to try the good food and service that has always been the policy here.

We should mention that you can "eat it here" or if you will call 567-8127, they will have it ready for "take home" at your convenience. Either way, we know you will find a new experience in eating pleasure. The menu is varied with many specialty dishes that are not available anywhere else, and the very best root beer in the world!

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

MARSDEN HAYNES



CAMPBELL MOTORS

325 N. 1st HERMISTON, OREGON

This 1969 Review strives to refer our readers to the better business houses of Hermiston, who endeavor to give their customers that "Old fashioned" personal service and honest values for your money.

The Campbell Motors, the oldest American Motors dealer in northeast Oregon, is distributor for two automobiles that best fit the "Honest value for your money"—the 1969 American Motors Cars and the Toyota.

The best description of Amer-

ican Motors cars is "Where quality is built in—not added on." The rust resistant bodies, spring construction of seating and many other standard items for American Motors cars that are available only in five and six thousand dollar automobiles is an example.

The Toyota, with its four wheel drive and rugged construction, its complete selection of pickups and cruisers seems expressly made for the ranchers and people of Eastern Oregon. If

the slogan, "America's new breed of workhorse" fits your need in transportation, be sure and see the Toyotas on display at Campbell's in Hermiston.

Lloyd Campbell contends that seeing is believing and he invites our readers to stop in and really look at the American Motors cars or the tough ones from Toyota that are on display, P.S. For you sports car buffs, be sure and look at the new 1969 Rebel and Javelin. They are really "something else".

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 1969 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, and other famous brands and are a good company to talk to before investing in a color set.

Lee can save you money on TV repairs, new picture tubes and TV rentals. Besides — the purchase price of your new TV, either color or black and white, will be right.

Make it a point to get in to Lee's Radio & TV Clinic and look over the large display of televisions.

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-toring 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 efficiently.

This 1969 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. Check us out on this and see if we are right.



UMATILLA READY MIX

STAN SCHNELL RAY KALAL

The Umatilla Ready-Mix located on Elm in Hermiston and in Umatilla and Heppner, offers you prompt and dependable service in ready mixed concrete.

This up-to-date concern furnishes a complete service of high quality ready mixed concrete for building construction. They are prepared to supply out-of-town orders, real estate men, subdividers and home builders on short notice. They have a fleet

of modern trucks for transporting and mixing concrete in any quantity desired, and have recently purchased several new types of mixing trucks and other equipment. No matter whether you have a large or small amount of concrete work to be done, you will find it more convenient and far more economical to use the service of Umatilla Ready Mix.

They also have a big selection

of concrete products such as feed bunks, pipe and of course sand, gravel, crushed rock and fill material.

Thirty years of serving our part of Oregon speaks better than we can, of this fine company, and we can only agree that when it comes to concrete, your best bet is to call Hermiston 567-6173, the Umatilla Ready-Mix, of course.



KELLER'S ROOFING

LEO KELLER

A good roof is an all-important factor in the protection of your building investment. A firm well-known for the installation of the latest type of roofing is the Keller's Roofing of Hermiston, located on the Hermiston-McNary Dam highway.

They are applicators of composition shingles, rolled roofing, tile, built up roofs and the beautiful white colored rock.

They are also headquarters for that famous Lifetime Siding — that has become so popular with Eastern Oregon home owners.

Your roof represents only about three per cent of your building investment, it is said, yet its value is out of all proportion to its cost for a roof acts as a guardian of your building and all its contents. Day after day, year after year, it must protect against driving rains and blistering heat.

Just as you take inventory of any possessions periodically, so you should check on your roof. Let these specialists examine

your roof free of charge. They may find that it is in good condition ready for many years of service. They may find defects that can easily be remedied, but which if neglected, might soon dangerously weaken your roof.

Or again, they may discover that your roof is so badly worn that it needs a new covering to protect it and to prevent costly leaks.

Phone today (922-3727) while you are thinking about it or drop a card to Keller Roofing, Box 131 Hermiston. Either way, you will find Leo Keller ready to serve you well and quickly.



HERMISTON LIVESTOCK AUCTION, INC.

EMMETT ROGERS — BILL BOWDEN — CARSON VEHRS

To receive the best service and results in the sale of your livestock, it is generally accepted that it pays to do business with the Hermiston Livestock Auction Inc., located at 990 E. Main in Hermiston.

This reliable concern has served the ranchers of Eastern Oregon most efficiently and al-

ways with a high degree of satisfaction.

Hermiston Livestock Auction seeks to find the most advantageous market for your livestock and that they have been successful is evidenced by the increasing number of ranchers who are doing business with this firm. They offer both the buying and selling public a real service. Phone 567-3149 and they can arrange transportation for any quantities.

Sales are held every Friday

at 12:30 p.m. sharp, and we particularly want to bring to your attention the special feeder sale this Friday, (12:30 noon, June 6). There is 175 head of good yearling steers already consigned along with the usual run, and you'll see some prime stock here.

The Hermiston Livestock Auction is one of the major cattle auctions of the west and this is a special "invite" to our Morrow county cattlemen to try to get in as often as possible. You'll be welcome.



WESTERN STATES LIVESTOCK TRANSPORTS INC.

GEORGE BARTON—OWNER

This well-equipped motor truck line is filling the needs for greater hauling facilities and in Eastern Oregon people look to the Western States Livestock Transports for this service. They are located on Butter Creek Hwy. in Hermiston or phone 567-8597.

They have modern and well-equipped trucks for the proper and prompt handling of all kinds of livestock. They operate daily and all you need to do is call them on the phone and they will take care of your

needs. Not only do they have modern equipment, but they have experienced men on each truck, which insures proper and careful handling of all cattle entrusted to their care.

Their service area involves local hauling right in our counties, or their fast modern trucks will haul or pick up in Idaho, Washington, California, Montana, Nevada, Utah, British Columbia, all of Oregon, and "soon — the moon."

You should patronize this line whenever it is possible to do so. By patronizing them you will not only be providing yourself with more efficient service, but you will be assisting in building up an essential service that adds to the growth and expansion of all of Oregon.

Make it a point to call Western States Livestock Transports of Hermiston the next time you want livestock moved from "anywhere to anywhere."



HARRY PHILLIPS CO.

HARRY & DONA 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 Star-

craft, 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. We are really pleased to again mention this fine company to our Morrow county people.

Each year they add new products to their stock, and now this spring you can find just about everything for your boating and leisure time fun.

They now have on display the beautiful Sabrecraft boats, and the Mercruiser and OMC Inboard-Outboard.

This 1969 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.



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.

They feature the beautiful Marlette, Fleetwood and New Moon in Mobile Homes of distinction. 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 1969 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.



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 their popularity has grown 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 serv-

ice is a positive guarantee to you for your satisfaction of any purchase made here. We should mention the fact, also, that many fine gift ideas are available at the Hermiston Drug. Like all of the stores listed in this review the Hermiston Drug's special low prices and extra service available are bound to please you. This 1969 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.



GOOD SAMARITAN CENTER

P. A. "AL" FREDRICKSON—MANAGER

This 1969 Review would like to bring to your attention again, what we believe to be one of the finest nursing home centers for the elderly 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 residents 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 mightily 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).



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 practical, yet artistic furniture from which to make your selections.

If it is a single piece, 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, and air conditioners—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. Rick says, "I received a car load of Norge air conditioners this spring and if I don't sell them I'll have a cool winter ahead."



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 fur-

niture 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 1969. The welcome mat is out 9 a.m. to 6 p.m., Monday through Saturday, and other hours by appointment.