

1970 HERMISTON BUSINESS REVIEW

GROVE DRIVE-IN THEATER of HERMISTON

WILLIAM PARR—MANAGER

You can always depend on seeing a good show at the Grove Drive-in Theater in Hermiston located in the north end of town on Hermiston-McNary Highway.

Motion pictures are the best and least expensive entertainment that there is today and this theater in Hermiston tries to see that pictures that will please you are shown on their screen.

Here you can be assured of fine entertainment with comfort and easy vision of the screen

with the best in sound systems. The picture is always a feature and of course there is your favorite cartoon and short subjects. In this 1970 Business Review, we urge our readers to try the Grove Drive-in in Hermiston for first class entertainment at the lowest price. You will like the snack bar where hot dogs, pizzas, hamburgers, ice cream, popcorn and many good things await you.

During the month of July you will see such pictures as Ted and Alice, Bob and Carol. The

Rivers with Steve McQueen, The Man Called Horse, and Winning with Paul Newman. Don't forget the "Dusk to Dawn" show on the night of July 3rd. It's "something else".

As you perhaps know, the Grove Drive-in is the only all paved outdoor theatre in Oregon—no dust or rocks—and they are open 7 days a week.

Show time is at dusk, and this is your invitation to "See A Show" at the Grove of Hermiston.

This Section

Compiled By

MARSDEN HAYNES

HERMISTON NATURAL FOODS

Herm.-McNary

Dam Hwy.

PHONE 567-6844

(ACROSS FROM DRIVE-IN

THEATRE ON THEATRE LANE)

VITAMINS . . . MINERALS . . .

GRAINS . . . HEALTH BREAD

DIET FOODS

Sam & Mabel Frazier

Owners

Open Every Day but Saturday

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 27 years in Hermiston, 15 years in TV service.

In this 1970 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.



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 567-6259.

This fine company features the famous Ford Tractors and implements, the New Holland line of hay and forage equipment, the Hay Buster Tub Grinder, the Melroe Bobcat Loaders, and they also specialize in bearings of every type, V belts, spark plugs, tools—in fact everything for farm and ranch.

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



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 1970 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.



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

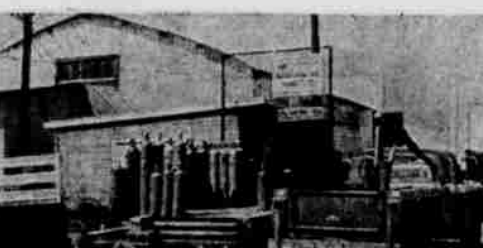
durable and one you can depend upon to give you maximum service. They have anticipated your possible needs and their stock is composed of practical, yet artistic furniture from which to make your selections. If it is a single piece, or furnishings for your entire home, visit Rick's House of Discount 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, stop in and look us over, check our prices, and make us prove that we are a good place to shop. Son of a gun!!



ROSS MACHINE & IRON WORKS

The Ross Machine & Iron Works, located on the Hermiston-McNary Dam Hwy. in Hermiston, offers a complete machine shop, and welding service.

This firm is outstanding for promptness in supplying their orders and they specialize in machine design and manufacture. They are experienced at aluminum welding and all types of casting repair. If you have heavy equipment trouble and are meeting a deadline, just call 567-8334 in Hermiston and they will send a man and portable welder to do equipment re-

pair on the spot. You can depend on getting fast service and at fair prices.

Something of interest to many of our ranchers is the fact that the Ross Machine has come up with something new in a sprinkling system. It is called the Columbia 660 irrigation system and it is a self propelled sprinkler that can cover 160 acres of steep and uneven land or level land with a minimum of attention, and spraying from 600 to 1700 GPM.

It can be set to cover a section of land in 6 to 60 hours,

and the 6 hour set will give wind and frost control.

They are now also making a smaller version of the system—the 330—that is made expressly for irrigating 20 to 80 acre sections.

The picture above will give you some idea of the type of installation, but the best way to get all the facts is to call Ross Machine in Hermiston, and let Warren Ross take you out to view working models that are being used on local farms.

Ross Machine is truly a "good neighbor" of Eastern Oregon people.

COLUMBIA UPHOLSTERY

372 E. MAIN

HERMISTON 567-5231

JOHN DYER—OWNER

20 YEARS EXPERIENCE

Eastern Oregon's Furniture Upholstery

Boats . . Cars . .
Tractors . . Furniture
Antiques . . Modern
Manufacturing
Renovating



GO-MAC MOVING & STORAGE

H. W. GOODWIN

R. A. McAHREN

We, in this 1970 Hermiston Review, wish to compliment Go-Mac Moving & 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 Bekins Van Lines 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 Bekins Van Lines care.

"Go-Mac" 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 Bekins 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 276-1357 in Pendleton, the Go-Mac Moving & Storage, and we can guarantee that it will be the "best move" you have ever made.

By the way, Mr. Greenwood is the manager at Pendleton and he'll be happy to serve you.

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 of every description.

This sporting goods display is one of the most complete in our entire area. 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

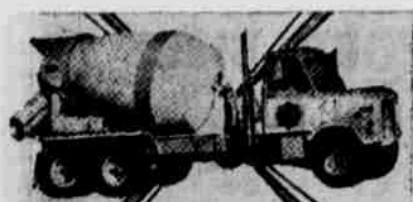
to have only the best.

They are also the Toro Lawn Mower headquarters and a service center for all Biggs 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 any information possible on hunting and fishing questions that you may have, and if you're going fishin' or going to clear the "back 40" you can get the "tools for the job" right here.

Mr. and Mrs. Howland wish to thank their many friends in Morrow county for your patronage in the past and they hope that you will visit again soon.



UMATILLA READY MIX

STAN SCHNELL

RAY KALAL

The Umatilla Ready-Mix located on Elm in Hermiston and 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.



CAMPBELL MOTORS

SEE THE "GREMLIN"

325 N. 1st

HERMISTON, OREGON

This 1970 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 1970 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. For people who are tired of

feeding a big gas eating car, and paying big repair bills, just stop in and see the Toyota sedans—the Corona—the Corolla and the Crown. Here are real cars for real people.

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 1970 Rebel and Javelin. They are really "something else".

INLAND EMPIRE BANK

To many people in Northeast Oregon the Inland Empire Bank of Hermiston and Umatilla is the financial center for our area. And now also the new branch at Boardman, managed by Marty McDowell. (See picture above).

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

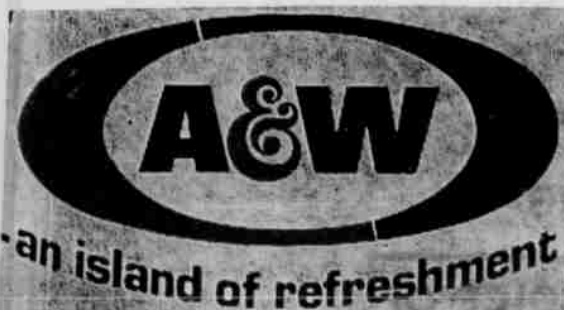
They are members of the Federal Deposit Insurance Corp., and accounts are insured up to \$20,000.

Checking accounts, savings

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

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

The Inland Empire Bank, of



A & W DRIVE-IN

DUANE and OLGA ALEXANDER—OWNERS

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 1970 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 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! Truly an island of refreshment for Eastern Oregon people.