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- We move the support of Senator Packwood's Transportation Bill to protect the innocent growers and consumers who are hurt by a regional or national transportation strike.
- Whereas in recent years both Australia and Canada have instigated notable revisions in their grain standards which have made them more competitive in world markets: Resolve the OWGL request the PNW Grain Standards and Quality Committee keep abreast of developments which will contribute to maintaining the U.S. competitive position by initiating new revisions in the U.S. standard.

- Resolve we continue to encourage and support wheat breeding research to insure a good selection of marketable wheat varieties for increasingly demanding markets.
- Resolve that we encourage growers with farm storage to know all the quality characteristics of the wheat they put in storage.
- Resolve that the Weekly Grain Market News published by AMS in Portland be combined with state funds to report county selling of feed grains and roughages. We feel the report by Mr. Hughes is an excellent report on the Portland market but it could be expanded to include prices of feed grain at such markets as Toppensish, Madras, LaGrande, Hermiston, etc.

- Resolve that we continue to support Western Wheat in the expansion of food markets for white wheat.
- Resolve that we support OSU efforts to develop alternate cereal crops to provide new markets to absorb our continually increasing productive capacity of Oregon wheat lands.
- Resolve that we need an educational program to encourage wheat producers to market their grain in an orderly fashion.
- We recommend the policy of several PNW elevator companies which encourage growers to hold wheat past the end of the year by paying a portion of the storage in advance which entitles the

grower to receive a farm storage loan rate higher than normal, be publicized and encouraged.

- We resolve that the PNW Grain Standard Committee encourage development of a quick test to identify types of hard red spring, hard red winter, and hard whites.
- We resolve that the continued use of subsidies is necessary as a tool for marketing our wheat.

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IMAGE BUILDERS CHRISTMAS DIRECTORY

This section written, edited and sold by Image Builders, Inc., Boise, Ida.

HERMISTON ELECTRIC MOTOR SERVICE



Wayne Barman

The Hermiston Electric Motor Service located at 330 SW 11th and on Butter Creek Highway in Hermiston, is equipped to offer you a complete electrical motor service. Their knowledge of electric motor work was received in the vast but greatly specialized school of experience.

When you have motor repair work to be done, you can rest assured that it will receive the attention of qualified personnel and the best service.

Hermiston Electric Motor Service is equipped fully for the sales, service, parts of new and used motors and generators, pump motors and panel repairs. Maintenance service contracts are also available and for further information, call 567-3987.

The employees of Hermiston Electric Motor Service take this opportunity to thank their many friends for past business and wish them a Happy Holiday Season.

HERMISTON AUTO PARTS



Dale Chapman

Hermiston Auto Parts located at 292 W. Hermiston is a convenient source of wholesale supply for auto parts, tools and accessories.

This firm handles quality products and renders exceptional service. Dealer satisfaction is their aim, and they satisfy. This aim dealers depend on to provide whatever they need in the auto supply line.

At Hermiston Auto Parts they have stocks that are large and

complete, prices are sensible and service is prompt, efficient and courteous. Phone 567-5569, the manager and staff are pleased to serve you and can be depended upon for personal service each and every time you stop by.

Hermiston area residents will find Hermiston Auto Parts to best fit their bumper needs.

The employees of Hermiston Auto Parts take this opportunity to thank their many friends for past business and wish them a Happy Holiday Season.

KIDDIE KORNER DRIVE INN

Marvin & Donna Williams

Well-cooked meals are served every day at the Kiddie Korner Drive Inn at 705 W. Orchard in Hermiston, phone 567-8525. This popular restaurant is known for its gourmet chefs and modern facilities. Dinners feature choice meats, selected fresh vegetables and delicious desserts.

Next time you call your wife and announce that you're planning to bring guests home to dinner, give her a break and add: "to dinner at Kiddie Korner". Your wife will enjoy the time off from her kitchen

duties as well as being waited upon by a waitress who is courteous and efficient.

For good food, go to Kiddie Korner Drive Inn in Hermiston. Why don't you try it soon? "We specialize in our own homemade donuts".

Marvin and Donna takes this opportunity to thank their many friends for past business and wish them a Happy Holiday Season.

THE FRANCIS SHOP

Wm C. & Frances Stram - Owners

A truly well-dressed woman has a favorite shop and the favorite of many women throughout the Pendleton area is the Frances Shop located at 245 S. Main in Pendleton, phone 276-4652.

One of the best reasons to make you shop The Frances Shop, is that they have the size for you as well as any price range. They carry a large selection of beautiful styles in all fabrics and colors, and also

carry a large selection of women's wear of all types including leather apparel, lingerie, sportswear and jewelry.

The personnel at The Frances Shop are qualified to assist you with your selection and they enjoy it too. If you wish to just look around, that's fine too. Just stop in today, you'll be glad you did.

And Wm. and Frances Stram thanks you for your past business and wishes you a Merry Christmas and a Happy New Year.



Don Hiersche - Administrator
Emogene Hiersche, R.N.

A wonderful atmosphere is available at the Hiersche's Nursing Home in Pendleton, at SW 37th & Hailey Ave., phone 567-3987.

The personnel here are always striving to excel in the care and supervision of their guests. This modern facility is designed for one purpose. That purpose is to provide the guest a relaxed and happy existence. The rooms are large, well lighted and clean. The meals are prepared to suit the individual's personal likes or requirements as prescribed by their condition.

They offer 24-hour supervision by a competent staff. A family atmosphere prevails here. The intimate, artistic surroundings will please the most discriminating.

Physical and recreational facilities are available to every one of their guests, all of the guests are put on a planned schedule to assure them of getting proper medication, correct diet, daily exercise, and plenty of rest. Their doors are open to all.

Best wishes for the holiday season and for the New Year ahead are extended by this firm to all their friends and neighbors in the community.

OREGON TRAIL MOTEL



Melvin & Ruth Mayer - Owners

The Oregon Trail Motel located at 1020 S. Highway 32 in Hermiston, offers every effort to insure the comfort of their guests. Their employees are courteous, accommodating and are glad to assist you in any way possible.

The rooms at the Oregon Trail Motel are tastefully decorated. Their modern beds and mattresses are conducive to restful sleep. Because of its service and

accommodations, the Oregon Trail Motel is the favorite stopping place for commercial men, tourists, and the home folks who happen to be in Hermiston for the night. Many people who make regular trips through this part of the country, make it a point to reach the Oregon Trail Motel for their overnight stay. Phone 567-3017 for reservations.

Melvin & Ruth Mayer take this opportunity to thank their many friends for past business and wish them a Happy Holiday Season.

ANNA LEE'S

Anna Lee Kennedy - Owner

Fashion demands are fully met when Pendleton area women shop the complete apparel sections of the Anna Lee's located at 204 S. Main in Pendleton, phone 276-2182.

The large and well lighted display space at Anna Lee's makes for a pleasant and unhurried selection from the widest range of prices and styles anywhere in the Pendleton area.

Dresses, sports wear, coats, formal clothing, and lingerie,

are all carried in the large inventory of the Anna Lee's, where you are only a stranger before your visit. An experienced sales clerk assists in choosing from the big stock of fabrics and colors. Pricing is clearly marked to enable women to make the choice most suiting to the budget and taste.

Anna Lee Kennedy takes this opportunity to thank their many friends for past business and wish them a Happy Holiday Season.

PENDLETON BODY SHOP

Vern Wert - Owner

Pendleton Body Shop located at 191 SE 5th in Pendleton is one of the most modern and up-to-date body shops in this part of the country.

The craftsmen here are thoroughly experienced in all phases of automobile body repair, color matching, painting and auto glass installation. Estimates are free for the asking and there is no obligation on your part when you ask them to figure a job. Just phone

276-1034 in Pendleton for quick assurance and service.

Quality workmanship and materials are the foundation stone upon which the success of this business is built.

We are glad to tell the area residents about Pendleton Body Shop in Pendleton and wish to recommend this firm and its services to you in this 1972 Pictorial Business Review.

And Vern Wert thanks you for your past business and wishes you a Merry Christmas and a Happy New Year.

FORD'S SALVAGE



Elbert & Vern Ford

The Ford's Salvage located 2 miles from Pendleton on Wild Horse Creek Road, buys copper, brass, lead, radiators, batteries, aluminum, and will come to your place and haul away substantial amounts.

Scrap metal is worthless to us when it is just cluttering up our yards. But with very little effort it can be converted into dollars in our pockets. It would be wise to take inventory of your yard and gather up all scrap metal and bring it in to the Ford's

Salvage where it can be put to good use.

Almost all metal can be sold as scrap metal, so why not have the money in your pocket instead of the junk lying around. This firm has a reputation for being fair in all their dealings so you can be sure that you are doing business with a reliable firm when you come here.

Remember their location at 2 miles from Pendleton on Wild Horse Creek Road for price quotations or any information just phone 276-5399 and they will be glad to assist you.

FORD'S SALVAGE TAKES THIS OPPORTUNITY TO THANK THEIR MANY FRIENDS FOR PAST BUSINESS AND WISH THEM A HAPPY HOLIDAY SEASON.

AGRI-CHEM



Hank Rosenberg - Manager

For the best information on fertilizers and their use, see the Agri-Chem located in Umatilla, phone 922-3244.

In this age of specialists, soil conditioning is more important than ever. Organic fertilizers are being replaced steadily by new chemicals, and new methods of fertilizer application are being developed continually for the latest information to increase your profits, get in touch with this well-known fertilizer dealer.

Agri-Chem has made it a point to study the latest products on the market and carries in stock a complete line of fertilizers. The editing staff of this 1972 Pictorial Business Profile takes pleasure in presenting this prominent company to the farmers throughout this area.

The employees of Agri-Chem take this opportunity to thank their many friends for past business and wish them a Happy Holiday Season.

ANTIQUE TRADER

Richard Seehafer

Remember when the family sat down and looked over those family pictures of long ago, at grandmother's long starched dress as well as grandpa's stern bearded face? Such are the kind of memories that come to you when you visit the Antique Trader located at 611 - 6th in Umatilla, phone 922-3726.

At the Antique Trader we can actually touch yesterday, for they have all those antiques that have that beauty that only antiques have.

Being in the business of antiques, they buy as well as sell, always at fair and honest prices.

Keep a little of yesterday by visiting the Antique Trader.

BUTTER CREEK HONEY FARM



LaVerne A. Boylan

Bees play an essential role in the ecological stability of our world. The work they do would be a tedious task for any of us. Consequently, some thoughtful citizens have gathered bees into a confined area for commercial development of their wares.

The Butter Creek Honey Farm located 5 miles South of Hermiston on Interstate 80, phone 567-3209, is one of the foremost beekeepers in this part of the state. They keep honey bees for pollination and they have available colonies of bees. They also have bee

supplies for sale, including hives, bee boards, etc.

They know the value of the bee to us all. They are qualified to answer all your questions concerning bees, and to advise you in handling and the type to acquire for your particular need. Feel free to call the Butter Creek Honey Farm at 567-3209 near Hermiston for information about bees.

LaVerne Boylan takes this opportunity to thank their many friends for past business and wish them a Happy Holiday Season.

BLUE MOUNTAIN

COMMUNICATIONS Inc.

Jerry Eliason

Blue Mountain Communications, Inc. located at 1450 N. 1st in Hermiston, is your authorized sales and service dealer for transistorized 2-way radios, low band, high band, and 450. They are FCC licensed to service and install all makes and models of two-way radios.

This is a service that requires expert training and FCC licensing before a man is allowed to service 2-way radios. This firm in Hermiston does expert work.

Remember that this is not a job for the amateur, a communications set is a sophisti-

cated, expensive package of electronics. So be sure and take your set to the experts at Blue Mountain Communications, Inc.

The employees at Blue Mountain Communications take this opportunity to thank their many friends for past business and wish them a Happy Holiday Season.

MULL TIN SHOP

David C. Mull

A call to the Mull Tin Shop located at 905 NW 1 Pl. in Hermiston, phone 567-6813, will show you how easy it is to provide year 'round comfort and give an atmosphere of clean comfort in every room.

Their years of experience in precision installation is a guarantee of constant and comfortable temperature.

When you want the best in heating and air conditioning work, call the experts at Mull Tin Shop for full information.

David C. Mull takes this opportunity to thank their many friends for past business and wish them a Happy Holiday Season.

PENDLETON COLLEGE of BEAUTY

G. B. & Maxine Palm - Owners

If you live in the Pendleton area or Umatilla County area, the place to start your beauty course is at the Pendleton College of Beauty located at 326 S. Main in Pendleton.

Here students are trained by licensed instructors. For information about tuition and enrollment, call 276-1748.

Hair styling offers a "permanent" career, and so does Cosmetology. Millions of American women have standing weekly appointments at

their favorite beauty shops, so it's a field that definitely has a future.

Pendleton College of Beauty is the place to go for beauty services at economical prices. All work is done under personal supervision of licensed instructors, frequently by award-winning students who themselves are experts in advanced styling.

Pendleton College of Beauty takes this opportunity to thank their many friends for past business and wish them a Happy Holiday Season.

RICK'S HOUSE of DISCOUNT



Rick Rehman

Planning a refurbishing job in the near future? If so, see Rick's House of Discount before you purchase anything. Their stock of brand name furniture and carpeting is on display for your selection at prices to suit your budget.

Choose from a variety of styles to fit your decor, from Traditional and Early American through the Maple modern and Contemporary. Only the best in woods and fabrics are used in the furniture sold by Rick's House of Discount located at 2200 N. 1st in Hermiston, phone 567-8960.

Rick's House of Discount stocks NORGE appliances and PACKARD BELL and CURTIS MATHUS TV's, in a variety of sizes, colors and prices. A representative from this firm is experienced in his field. Elegance without extravagance is his aim and this ad is directed to keep within your budget.

Call 567-8960 for all of your furniture and appliances needs. "We have full shop service for TV's and appliances."

Rick Rehman takes this opportunity to thank their many friends for past business and wish them a Happy Holiday Season.