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Sherrell Chevrolet, Inc.

Located at 296 E. Main in Hermiston, phone 566-6487, is Sherrell Chevrolet Inc., a dealer known in this area as one who protects his business with the friendliest service in Hermiston.

As the authorized dealer for Chevrolet automobiles, they can help you select one that will put total luxury and total economy into driving, and with the nations number one truck and recreational vehicle line.

Take a test drive and find out what its like to command a machine designed to respond to your slightest whim, built to withstand the toughest punishment you can deal out.

Their service department is fully equipped with the latest equipment and they employ highly skilled technicians to keep your car tuned to the highest degree of perfection.

Let this dealer show you his

appreciation for your business with his considerate interest in you and your car, both before and after the sale.

The editors of this 1974 Review gladly give our complete endorsement of the policies and fine products of Sherrell Chevrolet Inc. They offer to the people of this area truly enjoyable driving. We recommend this reputable dealership for a wide selection of fine new and used cars and trucks.

Follett's Meats

Dan and Jean Follett, Owners

The Follett Meat Company located on the Hermiston-McNary Dam Highway in Hermiston, phone 567-6651, is your headquarters for quality custom cut and wrapped beef, pork or lamb.

They are well known for their U.S. inspected meats of fine flavor and tenderness, and for their prompt, efficient service at reasonable prices.

Because of the great volume of business transacted through their concern, and because of their up-to-date business methods, they have gained a large patronage that extends throughout the entire section.

They work under the most sanitary conditions and are checked regularly by the various health departments.

If you wish to buy a quarter

or half of beef, they will cut it to your specifications and wrap it for your home freezer.

You can also save many dollars by purchasing daily meat for the table.

The writers of this 1974 Review compliment them on their fine meats and fair service to the people of this area. Remember the name, Follett Meat Company. You'll enjoy doing business with these fine people.

River Bend Construction Co.

Bob Rose, Manager

In the paving and road building field there is no one organization which has been of greater importance and aid than River Bend Construction Co. in Pendleton. Phone 276-6768 for estimates. They specialize in road building and paving of all types.

Years of successful business in this section has equipped this firm to produce paved

roads at a low cost and with speed. Besides being just paving contractors, they also feature other concrete work of the highest quality.

Remember the paving of a street or parking lot will increase the value of all the property adjoining it. It is to the property owner's advantage to have paved streets and parking areas.

The work River Bend Con-

struction Co. does on a small job is just as good and just as accurate as one on the biggest highway paving contract. Their success is due to this ideal of honest workmanship which measures their business conduct.

In this 1974 Review we, the compilers, take pride in complimenting them on their high grade workmanship.

Stockdale Real Estate

C. Old Stockdale, Broker

Whether you are interested in real estate for an investment, business or a home, every deal should be fully investigated by someone with experience extensive enough to insure you that both parties receive dollar for dollar value and satisfaction.

For the best interest of any readers contemplating selling or buying, we honestly believe that the wisest first step would be to consult with Stockdale Real Estate, located at 1020 N. 1st in Hermiston, phone 567-8316.

They can be relied upon for astute judgment as to values of all types of property. At the

same time they have established a reputation for fast action on buying or selling and completing transactions.

It's with pleasure that the staff of this Review are able to unhesitatingly bring them to the attention of our friends in this 1974 Review, and send along holiday best wishes to all their clients and friends.

Markle Truck Line Inc.

Bob Christensen, Gen. Mgr.
Mobile Phone YJ5-6200
In Pendleton
Bill Captlinger, Asst. Mgr.
Phone 276-3258

Let experience and a good reputation guide you to contacting Markle Truck Line Inc. located at 614 Southeast Court in Pendleton, phone 276-0857, for all your livestock hauling needs.

The management of this concern has made it a point to

give the very best service possible to every customer they haul for.

Their drivers are the best that can be obtained. They know that in this business, their perishable cargo must reach its destination quickly and safely. Their dependability plays an important part on the profit that their customers can make.

Each unit they operate is regularly maintained and ready for the length of the trip.

You can be assured that they will get there when it is estimated.

The writers of this 1974 Review endorse the ethical policies of this reputable livestock hauling firm, and recommend to the people of this area that they contact Markle Truck Line Inc. whenever in need of a first rate dependable hauling job. They all send along best wishes for the coming holiday season.

Umatilla Distributing Company

"Andy Blitz" Echanis, Owner

Everywhere beer lovers are telling their friends about the excellent flavor of Blitz Weinhard beer, the beer now leading in popularity wherever beer is sold in this area.

For many generations this fine product of an old, well established brewers family has won and held the admiration of discriminating beer

lovers. Brewed and available either in bottles, cans or draft, it combines only the finest grains, malt and imported hop to give quality, flavor, body and taste not excelled anywhere on earth.

Keep a case at home. Serve it when you have guests and be assured you're giving them the finest beer that money can buy. Always remember there's never disappointment

in a bottle or can of tasty, wholesome Blitz Weinhard beer. It's really tops for enjoyment at home or away.

In this 1974 Review we are pleased to bring you this message from the Umatilla Distributing Co. and to recommend this business concern. They're located at 322 S.E. 6th, call 276-5762 in Pendleton.

Umatilla Ready Mix, Inc.

In Boardman
Call Boeing Project
on Power Road
481-9223

The Umatilla Ready Mix, Inc. features Class A ready mixed concrete. For quick deliveries and the best in materials you can do no better than calling this firm.

They can be depended upon to have your concrete on the

In Hermiston
Elm Street
Call Bob Hudson
567-4173

job when it is needed. Their customers are not slowed down on a construction job through failure of this firm to deliver promptly. Dependable service is as important as maintaining a high standard of quality. They realize this and make it a special point to fill your order promptly.

In Heppner
Riverside
Call Jack White
676-9406

Whatever you build, be sure to get concrete that is mixed properly by calling Umatilla Ready Mix, Inc., serving our area.

In this 1974 Review we, the compilers, feel we can highly recommend this firm to our many readers.

Farmore Distributing Co.

Herb Smith, General Manager
Bob Trout, Tire Manager
Ray Dunlap, Irrigation Manager

The reputation of this concern has been achieved through service, satisfaction and quality merchandise. No where will you find a firm that strives to please every customer, regardless of your needs, as conscientiously as they do.

They have served the people of this region with the finest in passenger, farm and truck

tires from Kelly Springfield and Michelin for some time. They are also providing the finest in irrigation and sprinkler equipment for both residential and farm needs. Whatever your sprinkler needs, they can design an economical system that will do the job you need done.

See Farmore Distributing Co. located on Airport Road, P.O. Box 1307 in Pendleton, phone 276-3160. They will be glad to assist you in any way possible. Here you will find

prices are right but quality is paramount. You cannot go wrong by trading with this firm, for they stand behind every purchase. They are aware that to "please" a customer is to "keep" a customer. Therefore, they will do everything in their power to please you when you trade here.

In this 1974 Review we, the writers, wish to recommend this reliable firm for their efforts to please.

Umatilla Electric Cooperative Association

It is a well known fact that there is no one institution in this community that has done more toward the development and progress of this section than has this reputable cooperative. They operate a modernly equipped utility.

Through their service, many of the surrounding communities and rural districts have been supplied with

power and light and have thus been enabled to secure industries which have materially aided their progress.

The Umatilla Electric Cooperative Association on the Hermiston-McNary Dam Highway is owned and controlled by the members who use its services. Through democratic processes the members meet each year to

select their own choices for the Board of Directors.

The service furnished by this aggressive co-operative is rendered at a low and reasonable rate.

In this 1974 Review we, the writers, are glad to call attention to their very complete and comprehensive service. Phone 567-6414 for information.

Montgomery Ward & Co.

Jeann Hahn, Manager

The Montgomery Ward & Company store in this area is located at 115 S.E. Emigrant Ave. in Pendleton, featuring our New Automotive Service Department.

Montgomery Ward & Co. always has a wide variety and a large selection from which to choose.

The merchandise is always of good quality at Mont-

gomery Ward and Co. They offer the latest in fashions in ladies' and men's wear and clothing for the children. Montgomery Ward offers fine carpeting of all colors and textures and a large selection of appliances, stereos, color television sets and furniture for the home. Be sure to check their hardware, automotive, sporting goods and building supply lines, all quality merchandise priced surprisingly low.

Stop in at the familiar and ever popular Montgomery Ward & Co. and browse through their latest catalog, or take one home. When you're ready to buy anything, from clothing and other necessities to a wide variety of luxury items, simply call 276-2921 and do your shopping by phone.

We, the planners of this 1974 issue of this Review, take great pleasure in recommending this fine store to all our readers.

Carefree Tours and Travel Service

No Service Charge For Their Service. Including Airline Tickets

Ted Kennedy, Owner

With travel as their business, and service as their product, the Carefree Tours and Travel Service at 221 S.W. 1st Street in Pendleton, phone 276-4821, is the place where smart people go when they want the aid of a professional travel agent.

Regardless of where you are planning to travel, in the states, Canada, Mexico, or abroad, you'll find that their professional travel directors can make your trip more enjoyable and relaxing, with prearranged reservations for your travel, accommodations, tours; and they can even have a car there waiting for you.

You'll enjoy the friendly way they serve you and the money they can save you by selecting the things they know to be good, but yet somewhat

less expensive than another. You may also arrange to have your vacation planned for your convenience. They honor most major credit cards.

The authors of this 1974 Review commend this agency for their fine service and honest representation to our readers. Remember to contact the Carefree Tours and Travel Service for all travel. They can make your vacation as enjoyable, and relaxing as you really want it to be.

Let'er Buck Motor Service

Mrs. Della Carner, Owner
Gary Seibel, Manager

Livestock buyers and ranchers in the area know to get the finest livestock hauling available, they must call Let'er Buck Motor Service located on Butter Creek Hwy. & Orchard in Hermiston, phone 567-8861.

These professionals of the hauling business know that their cargo must be delivered safely and quickly to its

destination so that the livestock they are hauling will suffer the least weight loss, which they know is a critical factor in this business.

Their line of tractors and trailers are well maintained, and their drivers are thoroughly experienced in this field, which is just part of the reason that they have gained much popularity in this specialized field.

Don't gamble with inexperience and reputation, con-

tact this firm for the best your money can buy. You'll find that their charge is fully in line with the job they do for you.

In this 1974 Review we, the editors, are pleased to mention this fine firm and suggest to our readers that they contact Let'er Buck Motor Service with confidence of a job well done. They all send along best wishes for the coming holiday season.

Larry Burd Well Drilling

Hard Rock Drilling
Our Specialty
Larry Burd, Owner & State Licensed Drilling Contractor

Larry Burd Well Drilling located in Pendleton, P.O. Box 417, phone 276-3681, has been able to effectively find water at low cost in this area for several years.

They serve Umatilla, Morrow, Gilliam, Wasco, Sherman, Wheeler, Baker, Union and Walla Walla counties. They do new wells and re-drilling,

air rotary and cable tool. Drilling a good, long producing water well is not a job for the amateur. The knowledge and experience behind this well driller will prove valuable after you note that the well he has drilled has produced for some time, there have been no cave ins, and that large enough pipe was installed with a strong pump that provides the amount of water you need.

They use late model equipment and trained assistants

who also understand their work, and you can be assured that the job will be completed in the shortest time, at the least expense, and with the very smallest damage to your property.

The editors of this 1974 Review make public our recommendation of this well driller for his fine work, and suggest our readers remember to contact Larry Burd Well Drilling whenever they need a good well at low cost.

Inter Valley Aviation

Year Round to Take Care of all Your Spraying & Dusting Needs

Mel Ezell, Owner, with 18 Years AG experience

The special attention of our readers is called to the services provided by Inter Valley Aviation located at the Hermiston airport in Hermiston, phone 567-2333 or 567-2133.

Their aircraft are equipped for night or day flying, flagged by flag men or automatic flag

men—your choice. They do spraying, fertilizing, dusting, seeding and aerial crop dusting and spraying is rapidly becoming more and more important to ranchers and farmers everywhere. A sudden plague of harmful insects can be quickly and easily destroyed by an airplane. This firm also renders a service for seeding and fertilizing. In just a few minutes an airplane can effectively cover a large area. You are cordially invited to

call for information or estimates.

Now is the time to investigate the many advantages of aerial crop dusting and spraying by writing or calling Inter Valley Aviation. Don't lose a complete crop when for a small amount you can save it with this service from this reliable, well qualified company.

The writers of this 1974 Review sincerely recommend this firm.

Vivianne Wig Fashions & Coiffures

This fine and very profitable salon is now being offered For Sale Call 276-6522 for details

Vivian Brandon, Owner

Today more than ever before, a woman's total image depends a great deal on her hair. Beautiful hair can make even the average woman look and feel exquisite.

In this area, women on the go find the surroundings of Vivianne Wig Fashions & Coiffures, located at 415 S. Main in Pendleton, phone 276-6522, the "in" place for

hair styling.

Here you will find a Merle Norman cosmetic studio. There is quite a difference in cosmetics and a difference in the way they are applied in order to bring out your natural skin tones. This firm specializes in both Merle Norman cosmetics and the art of natural make-up.

You too, are sure to find this place the most progressive hair styling salon to be found anywhere. Here you can relax, and unwind in a pleasant atmosphere while professional hair stylists show

you the latest, up-to-date, scientific approach to beautifying your hair.

The hair stylists here are specialists in styling, cutting, tinting and waving as well as wig styling and total wig care. The personnel here have a passion for perfection and a flair for glamour.

The editing staff of this 1974 Review emphatically suggest that you enter a more exciting and beautiful world with a visit to Vivianne Wig Fashions & Coiffures. We know you'll be glad you did.

Springbox Chemical Company

An Oregon Corporation with 22 Years in the Chemical Business

Dick Williams, President

The farmers and ranchers of this section are fortunate to have this concern in their midst with whom they can deal with confidence; and as their reputation will prove, they are a real friend to many in this area. They are the local distributors of Union Carbide Temik and Sevimol and manufacturers of 24D.

The farmers and ranchers of this locale know that for their farms and ranches the best place to buy their

herbicides and insecticides is the Springbox Chemical Co., located at 1517 N.W. 50th Street in Pendleton, phone 276-1916.

Through the concern of the management in supplying their customers with the highest quality merchandise at low prices, they have spent much time and effort in developing the right line to carry, and who the right people are to buy it from.

The background of this reliable firm proves they are equipped for a long term career rather than for quick sales, and they are interested

in future business as well as today's.

Their aim is to give their patrons the highest quality products at the lowest possible prices. Their service is marked by their courteous, prompt and efficient treatment to all the people.

The products offered by this firm are the best quality to be found. They are able to accommodate everyone with their wide selection. Stop in at this friendly establishment and you will be assured of getting satisfaction.

The editors of this 1974 Review recommend them to all of our readers.

Woodpecker Truck & Equipment

24-Hour Heavy Duty Wrecker
E.M. "Woody" Clark, Pres.
Bob Thorne, Sales Mgr.
H.B. "Pat" Rainey, Salesman

qualified diesel technicians who can handle any service or repair job. You will find that they have one of the best service departments in the area and keep a large stock of parts and accessories on hand for your convenience.

In this day and age with so many firms offering trucks for sale, it is hard to select a dealer whom you know will deal with you fairly and honestly.

The authors of this 1974 Review suggest to our readers who are contemplating buying a new or good used truck that they see the friendly people at Woodpecker Truck & Equipment for a better buy on a better truck from men who they can trust.

This progressive truck dealer is considered by many to be the most outstanding dealer in this entire area, located 5 miles west of Pendleton on I-80 N. Phone 276-5515 for the complete line of I-H heavy duty truck equipment. In Ontario phone 889-9611. Marley Madden, Manager, handles the entire line from pick-up, R-vehicles, to H.D. line.

Both stores are dealers for Cummins, Detroit Diesel and Caterpillar Diesel Engines.

The management has made it a point to hire only fully

qualified diesel technicians who can handle any service or repair job. You will find that they have one of the best service departments in the area and keep a large stock of parts and accessories on hand for your convenience.

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C & R Mobile Homes

Gene Beumeler, Owner

C.R. Mobile Homes in Pendleton at 350 N.E. Hwy. 11, phone 276-7385; and in Hermiston, 1 mile North on Hermiston-Umatilla Hwy., phone 567-3676, is one of those reliable firms of whom we are able to speak in the highest terms. It offers complete mobile home sales, service, parts and accessories. Here they feature Fleetwood, Great Lakes, Concord & Broodmore mobile homes.

This company has been doing business with the people

of this area for some time; and over that period, they have established themselves as one of the leading firms in the field. No amount of effort is spared to give you the most careful service and the customers of the concern are delighted with the service which they receive.

The composers of this 1974 Review are not often able to give the whole-hearted recommendation to any firm which we give to C.R. Mobile Homes, and send along their best wishes for the holiday season.

Graybeal Distributing

Jay & Finley Graybeal, Owners

Distributors in this area for the popular Olympia and Colt 45 beer is Graybeal Distributing, located at 514 South Main in Pendleton, phone 276-2264. They also feature the premium quality wines from Italian Swiss Colony, world famous for their flavor.

Through the efforts of the management of this company to serve the people of this area with the best beer available, they are appreciated widely, and their beer is a favorite among people who know the best when they taste it.

If you own a tavern, night club, or grocery store and aren't letting your customers enjoy this beer, contact them anytime for information about regular delivery. You will appreciate the professional, friendly manner in which they do business.

If you are just a beer lover, remember to pick up a six-pack or two the next time you're shopping and always call for the brand at your favorite tavern or night spot.

The authors of this 1974 Review endorse the policies and product of this distributor and commend them on their community minded efforts.

Pacific Fruit & Produce Co.

Dick Ring, Manager

The Pacific Fruit & Produce Co., located at 120 S.E. Frazier Avenue in Pendleton, phone 276-4511, offers the retail trade a high quality of produce at more attractive prices than otherwise would be possible. It provides a large stock for the people of the surrounding country to select from and is truly a valued business asset.

It has been the firm's endeavor to always furnish the very freshest of fruits and produce and it has brought business from every point.

Because of the high quality of products handled, this well known concern has gained for this section a commercial prestige as an excellent market for retailers that can be obtained in no other manner.

The Pacific Fruit & Produce Co. has been closely allied with the large business interests of this section of the state for some time, and has been instrumental in building up this section of the country.

We, the compilers, highly recommend this wholesale produce house in our 1974 Review.

Traner's Plumbing & Heating

Ronald Traner, Owner

The Traner's Plumbing and Heating, located on Hermiston McNary Dam Hwy. in Hermiston, phone 567-5670, knows the plumbing and heating business thoroughly. They don't "guess" at your problems—they "know" the answers. They are men who understand all phases of this work and they keep up with the latest equipment and maintenance problems. They stand behind their work and will do a job in the shortest time possible. They understand that when you have a plumbing or heating problem, you need someone immediately and cannot wait to have it taken care of.

Traner's Plumbing and Heating specializes also in all

types of sheet metal work and features the Carrier line of heating and air conditioning systems. They are also equipped to offer you the best in all types of sheet metal work including gutters and downspouts.

They offer you the best in plumbing and heating fixtures and installation, both commercial and residential. Repair jobs are given prompt attention at a fair price.

You will like their employees and find them courteous and efficient. If you want to do business with someone you can trust, be sure to call them first.

The researchers of this 1974 Review find it doubtful that you could find a more competent contractor. Call 567-5670, you'll be glad you did.

Blue Mountain Communications, Inc.

Jerry Eliason, President

The Blue Mountain Communications, Inc., located at 695 East Main in Hermiston, phone 567-5304, is your authorized sales, installation and service representative for Johnson two-way systems.

They are FCC licensed to repair and install your two-way radio. Their licensed technicians are fully trained and schooled in their work and, to assist you in service, maintain radio-dispatched service vehicles for complete in-the-field radio equipment service.

This is a service that requires an expert with years of training and one must first pass the FCC test before he is

allowed to service two-way radios.

The technicians of Blue Mountain Communications, Inc., are experts, which is the reason for their continued success. They do only quality work at reasonable prices.

Remember that this is not a job for just anyone, if you need a local, base to mobile, or long range mobile to mobile communications, see these professionals first. The price is right, and the service is the best.

The writers of this 1974 Review are proud to present the Blue Mountain Communications, Inc., in Hermiston to our readers. We endorse their fair and ethical business policies.