



Bob Hoeffel and Mae Brady - More to offer.

(Herald photo)

Safeway Doubles Shopping Area

Safeway's move to the Hermiston Plaza Shopping Center last August marked its fifth expansion since locating in the area.

And in terms of space, it was probably the most significant.

The food store was squeezed into an 18,000 square foot facility at the corner of SE Second Street and S. Highway 395. The move to the plaza about doubled its floor space and gave the store an opportunity to expand its existing lines and add several new categories of merchandise.

The new location, said Bob Hoeffel, manager, has enabled Safeway to triple the size of its frozen food section and variety

goods and has opened up new areas for clothing, TV's, small appliances and gourmet foods.

The number of checkout stands has been increased to 10 and each is equipped with a new, electronic cash register that gives customers faster service. Hoeffel said the registers would be upgraded to "another stage of electronics," hopefully by the first of July.

Hoeffel is working on his 29th year with Safeway stores. He was transferred to Hermiston in October 1977 after managing the Safeway store in Coos Bay for three years.

He was raised on his parents'

chicken ranch at Witch Hazel, Ore., and started work as a boxboy for Safeway while he was

in high school at Hillsboro. He worked at Safeway stores in Forest Grove, Tillamook, Newberg, Beaverton, Portland, Coquille and Coos Bay before coming to Hermiston.

Safeway is in the Hoeffel family's blood, or so it appears. Their son, Mike, is the assistant manager of the Safeway store in Stayton. Their daughter, Jodi, is the produce manager of the Safeway store in Pendleton. And their other daughter, Michelle, is married to the meat cutter at the Hermiston Safeway store.

On top of this, Hoeffel's mother-in-law was affiliated with Safeway for 17 years and his father-in-law for 11 years.

Helping Hoeffel with the Hermiston store are: Mike Jackson, assistant manager; Vivian Bowen, produce manager; Fred Cullers, meat department manager; Kathy Power, variety department manager; Delwin Manley, dairy department manager; Leo Karnowski and Jeff Rynearson who help oversee departmental operations; Richard Stevens, bakery department manager; Greg Fisk, night crew foreman; Mae Brady, front-end manager; and Richard Levsock, retail inventory manager.

New Site Ups Sales For Bakery

Locating in the Hermiston Plaza has proven to be a very good move for Maryann's Sweete Shoppe.

Sales have increased around 33 percent since they opened for business last October, reported Maryann Degele, who along with her husband John, own and operate the bakery.

Before closing down in the summer, Maryann's Sweete Shoppe was located inside the IGA store.

Before the move, cake decorator Dorothy Smith was just a part-time employee. Now, she's working twice as many hours, baking and decorating an average of 25 cakes per day.

The Degeles have been in the bakery business in Hermiston the past four years, moving here from Union. Prior to coming to Hermiston, John, who has been working in bakeries for close to 20 years, managed the bakery at Safeway in La Grande. Maryann got into the act when they bought the bakery here in town. Two sons, Marty and Bud, also work at the bakery along with four other employees - Dorothy Smith, Tammy Cafferty, Robin Stout and Sherrie Temple.

The Degeles are originally from Montana.

John is the shop's chief baker. Mrs. Degele says her husband "stresses quality" and "doesn't cut any corners."

He begins baking around midnight each night so the shop can have fresh bakery goods on hand early each morning.

Maryann's Sweete Shoppe has a large variety of cake and raised donuts, ranging in price from 15 to 35 cents.

Cakes, cream puffs, eclairs, angel squares, breads and 16 different flavors of Carnation ice cream are available, plus soft drinks and coffee.

For the grand opening, Maryann's Sweete Shoppe is baking Easter rabbit cakes and cookies.

The bakery's "official" hours are from 8 a.m. to 5 p.m., although customers are able to stop by as early as 6 a.m.

The Degeles have customers come all the way from the Tri-Cities regularly for bakery items and one man has a standing order for a couple of dozen maple bars every Saturday morning.



John and Maryann Degele

(Herald photo)

Store Sells Health Aids

Owning and operating Hermiston Health Foods is more than just a job for Patty Larson. She practices what she preaches and tries to sell.

To begin with, she and her family eat lots of fruits, vegetables and nuts, and avoid refined sugar and meat.

"That's our basic diet - vegetarian and stay free of refined sugar," she explains. "The sugar is the big thing in our house; we really try to stay clear of that."

"As far as supplements go, we take a lot of herbs," she adds. "We do take some vitamins, but we're really into herbs right now."

One herb that comes in handy for therapeutic purposes is golden seal. The Larsons use it and vitamin C when they feel a cold starting.

Golden seal "works like an antibiotic," she explains. "It's good for any kind of infection, colds, flu."

"We keep it in our medicine chest like other people do aspirin," she continues. "I haven't had a cold in five years."

Unlike some health food disciples, the Larsons don't take garlic supplements when they feel a cold coming on. That's because Mrs. Larson uses a large amount of garlic in her everyday cooking.

"You can't believe how much garlic I use," she says. "I can't cook without garlic. That's like not drinking water."

Mrs. Larson, who once worked as a licensed practical nurse, gave up the profession because she didn't approve of some of the medicines and drugs she was administering. There were the side affects, for one thing.

"So many medicines just cover it (illness) up and move it around," she maintains. "I just feel the natural way is the best way. The body can heal itself. It has to be given the rights to do it with, but basically it was designed to heal itself."

Giving up meat has helped keep her family healthy, Mrs. Larson believes.

"We don't suffer the illness we did when we were eating meat," she says. "We just feel better without it. We don't feel so sluggish."



Patty Larson - Good health for sale.

(Herald photo)

Store Geared To 'Junior Concept'



Sandy Koenig - Junior concept.

(Herald photo)

The Girl Next Door is the Koenig's dream come true. The store is designed around the "total junior concept." "This store is a childhood dream come true," according to Sandy Koenig.

Woody and Sandy Koenig moved from Fallon, Nev. to Hermiston two and a half years ago. Bringing them to this area was Mr. Koenig's position as a psychologist, acting as a liaison between the State and County Mental Health Departments. He worked for Oregon Children's Services before the opening of the store.

The Koenigs had been wanting to go into business for years. "It runs in the family," Sandy said. "Woody's father was in the retail business and had a shoe and dry goods store, so it was a natural for us," she concluded.

The junior concept is built on the fit of the garment rather than the size; the junior apparel ranges in size from 3 to 13. Jeans down to size 0 are on The Girl Next Door's racks, with "the hottest jeans on the West Coast" - CHEMIN DE FER - available there.

"With our total junior con-

cept," Sandy explained, "we are talking about something more than fit alone. The fit, rather than the age is important. We have something for most ages. Oftentimes a pretty new pastel blouse or top can do wonders for an older lady, so age is no barrier."

The shop's business has met and even exceeded what the Koenig's had hoped for. A chocolate carpet on the main floor complimented by a champagne colored carpet on the upper level has given the store a modern and pleasant atmosphere.

Their unique logo, a sketch of a girl, was designed by a local artist for their own exclusive use. You will see it in their advertising, on their sacks and other promotional material.

"From jeans to long dresses, we have a wide junior selection and an especially wide selection of tops," the owner stated. There is a unique selection of accessories at the store. There are belts, handbags, jewelry, combs and beautiful intimate apparel. Swimwear and outer apparel are also available for most any occasion.

The owners of The Girl Next

Door are making special plans for the grand opening. They will have specials designed to attract the customer. Following the grand opening, the Koenigs hope to have a "Junk Trunk" always on display, a spot where the

customer may find a very special buy, because everything in it will carry a reduced price.

Mrs. Koenig reports that they already have repeat customers from Pendleton, Heppner and the Tri-Cities.

GRAND OPENING

SPECIAL!

Pre-Inventory Sale!

RACE CAR SETS

Reg. \$27.95 to \$72.95

\$13⁹⁹ to \$51⁰⁰

Register For Free Drawings!

- 2 Channel Remote Control Plane Radio-\$99.95 Value
- AFX Race Car Set-\$70.00 Value
- Efanbee Collector Doll-\$29.50 Value
- \$50.00 Gift Certificate

Match Your Lucky Number To These Prizes...

- Electro Charger Plane-\$15.50 Value
- Sunny Susie Kitchen Center-\$19.98 Value
- Italian Collector Doll-\$29.98 Value
- Mattel Power Shop-\$21.98 Value
- Pivot Golf-\$29.50 Value
- Large Stuffed Bear-\$26.95 Value
- Japanese Diecast Warrior-\$19.98 Value
- Large String Art-\$26.00 Value
- Dancing Donald Duck-\$19.98 Value
- Smack It With A Racket-\$21.98 Value

Two Prizes Drawn Sat., March 30 and Two on Sat., April 7. Need not be present to win.

Bailey's TOYS & HOBBIES

HERMISTON PLAZA 567-1677

BELL RINGER

GRAND OPENING

SPECIALS

Table Full of BOOKS at Grand Opening Prices!!

Match Your Lucky Number For These Prizes!

1. Gold Nugget-Diamond Heart Pendant made by Jay's Creative Jewelry.
2. RCA 12" AC-DC TV (Purchased from Columbia Furniture)
3. Dinner For 4
4. Leather-Living Bible
5. Oregon II
6. 1 Pair of Bookends

BOOK STALL

Grand Opening Hours: Open 'til 9 p.m.
Thurs.-Fri.-Sat.-Mar. 29, 30 & 31 & April 5, 6 & 7
Hermiston Plaza 567-2612