

# Hallmark Outlet Opens At Plaza

"I'm just trying to specialize in what people are asking for," observed Marion Ford, manager of the Persimmon Tree in the Hermiston Plaza.

"What we are trying to do with this store is buy what the community wants."

The Persimmon Tree is one of 70 outlets for Hallmark's Cards in Oregon. Besides a variety of cards, Hallmark's also puts out a line of party accessories such as

invitations, wrapping paper, plates, napkins, etc.

Gift items like crystal, pen and pencil sets, Fenton glassware, Limoge miniature china, and Dakin toys can also be found here. Hallmark's now offers a new line of jewelry.

Mrs. Ford, a long-time Hermiston resident, expects to have on hand such collectors' items as limited edition Norman Rockwell figurines and plates and Humel

plates sometime in the next couple weeks.

According to Mrs. Ford, the Persimmon Tree will be the only items available.

Both Hallmark's and Mrs. Ford, who has worked in retail stores 17 years, take a lot of interest in what people who come into the store are looking for.

Hallmark's does a lot of research on their products to make sure they please the public. Mrs. Ford

said. To do so, Hallmark's has a questionnaire program (dealing with their products) in which they send a free gift to anyone that is willing to fill it out and return it to the company.

The Persimmon Tree is owned by three pharmacists - Walt Powell and Floyd Triplet of Milton-Freewater and Winton DeFord of Walla Walla. Those three also own a sister store - The Persimmon Tree - in Walla Walla.

Besides the aforementioned items, the Persimmon Tree also features a wedding boutique with albums, invitations and other wedding needs.

Assisting Mrs. Ford at the store are employees Mary Arterburn, Patricia Rich and Elaine Cabral.

The Persimmon Tree is open from 10 a.m. to 9 p.m. Monday through Friday; 10 a.m. to 6 p.m. on Saturday; and noon to five on Sunday.



Marion Ford and Mary Arterburn

(Herald photo)

## Clothiers Specialize In 'Large' Clientele

Hal's Gals is one of the newest stores in the Hermiston Plaza and owners Hal and Virginia

Whitaker are excited with the potential in Hermiston for a store that is exclusively for the larger woman.

The Whitakers have had shops in Boardman and Heppner, so they are not new to the retailing game and they believe that their shop will fill a very needed void in the community.

Carrying Ample Togs, Martha Manning dresses, these are both exclusive at Hal's Gals.

Sizes 16 through 20 for the missy and for the larger woman they have sizes that range from 36 to 54. These are custom designs that are designed to help and compliment the larger woman.

With a special childrens corner with games, table and chairs, the mother is able to shop leisurely.

The customer will be amazed at the wide array of garments. A full line of lingerie, sportswear, dresses, long and short, pantsuits, swimwear and sweaters are all available at Hal's Gals.

The owners have been pleased with their shop being in the

plaza. Business has been brisk and they seem to have satisfied customers. Some of their customers have brought friends along to shop for the more ample garments.

During the grand opening Hal's Gals will also be having their own Grand Opening. There will be fresh flowers for the ladies, a drawing for a blouse each day of the opening March 22-23-24. And the grand prize will be a complete Ample Tog wardrobe.

"We feel we are filling a very great need here in the Hermiston area," Virginia stated. "We feel that we are helping here by catering to the larger woman. We can give them garments that make them look and feel slimmer and that is very important," the owners stated.



Hal and Virginia Whitaker - 'Catering to larger women.'

(Herald photo)

## Boutique Caters To Youthful Market

The Attic Boutique, owned by Walter and Judy Reid, moved into the Hermiston Plaza last November. The boutique, a women's wear shop that caters to the student, the young adult and the young at heart, is operated by Judy Reid with the assistance of her new partner and manager, Doyleene Dye.

Originally located at Roe Mark's II on the mezzanine, the move to the Plaza has resulted in twice the amount of floor space and even more than double the clothes rack space. Decorated in soft greens and golds, the shop has green carpet in the main area and gold carpet on the step-up

level where the very dressy and formal gowns are located. White wicker and white lattice complete the attractive decor.

At the present time the shop carries Junior and Missy clothes ranging from the very sporty to the formal evening gown or the disco latest. The Juniors range in sizes 3 to 15 and the Missys come in sizes 6 to 18. "In time we would like to carry garments for all ages, 12 to 112," Judy says with a smile.

Accessories of every kind can be found in the shop, jewelry, scarves, handbags, belts, every-

thing that can compliment an outfit or make a perfect gift. Lingerie, swimwear, coverups plus Lanz sportswear and dresses, Roberta dresses, Byer sports togs and a line that is specifically designed for the Petite and the Missy. The Bear Bottoms jeans are one of the Attic Boutique's most popular items, along with the Catalina and DeWeese swimwear.

Walter Reid, president of Sabre Farms and involved in several agriculture activities throughout the area, leaves the operation of the shop to his wife

Judy. Walter and Judy met while Judy was working at The Hermiston Herald. Judy had come from Southern California and Walter has been in the area about five years. They were married last fall.

Frank Dye also leaves the shop to his wife Doyleene, he too is involved in agriculture as the president of Miracle Potato. Judy and Doyleene both expressed pleasure with the new shop and enjoy having the space that allows them to carry a wider variety of clothes and accessories.



Judy Reid and Doyleene Dye

(Herald photo)

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## Shari's Restaurant

Marty Briones-Manager  
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