

Business Notes

Family business reflects tradition while welcoming innovations



The third generation at Van Dyke Appliances are brother and sister Becky Van Dyke Loranger and Pete Van Dyke.

Since 1944, the place to buy appliances in and around Forest Grove has been Van Dyke Appliances. During World War II, no domestic products were being made. In 1944, when appliances were once again being manufactured, Ted Van Dyke and Dick Fendall decided to close Fendall's Hardware and open Fendall and Van Dyke Appliances, across the street from the present location.

When Fendall retired, it remained Fendall and Van Dyke until one day, when Fendall came in and asked why his name hadn't been removed. Van Dyke told him "I didn't put your name up there and I'm not taking it off." Fendall promptly went out and scratched his name off the window and the store became Van Dyke Appliances. Fendall's original roll top desk, the old safe and the hand crank cash register from the beginning are still in the store.

When Ted Van Dyke was ready to retire, his son, Glen, ran the store until he retired. Now Glen Van Dyke's kids, Pete Van Dyke and Becky Loranger, own and operate the store. "Ever since I can remember," Pete said, "I was coming here, sweeping and dusting. When I turned 16, I started driving the delivery truck." He's

been there full time since 1989 and says the positive side of the business is "the people you get to meet and help. I've made a lot of friends and acquaintances."

Originally carrying such items as the DuVall Milking Machine (for cows), water pumps and irrigation systems, along with household appliances, Van Dyke's started offering color TVs in the 1950s, and added furniture about 10 years ago. They offer up to 65-inch high definition TVs and the new DLP screens, too. A year ago they joined Brand Source national buying group, which helps them buy competitively with the national and regional chain appliance stores.

Energy efficient appliances are the current best seller, as customers take advantage of Oregon's energy tax credits. They have the new cabinet dryer systems, plus any appliance you could want, including some really nice cook surfaces. In addition to delivering new purchases, they also haul away the old appliances.

And, Van Dyke's still has a service department. "We have gone to a lot of effort to continue to offer a service department so that we can stand behind what we sell and personally take care of it," said Van Dyke. The service department

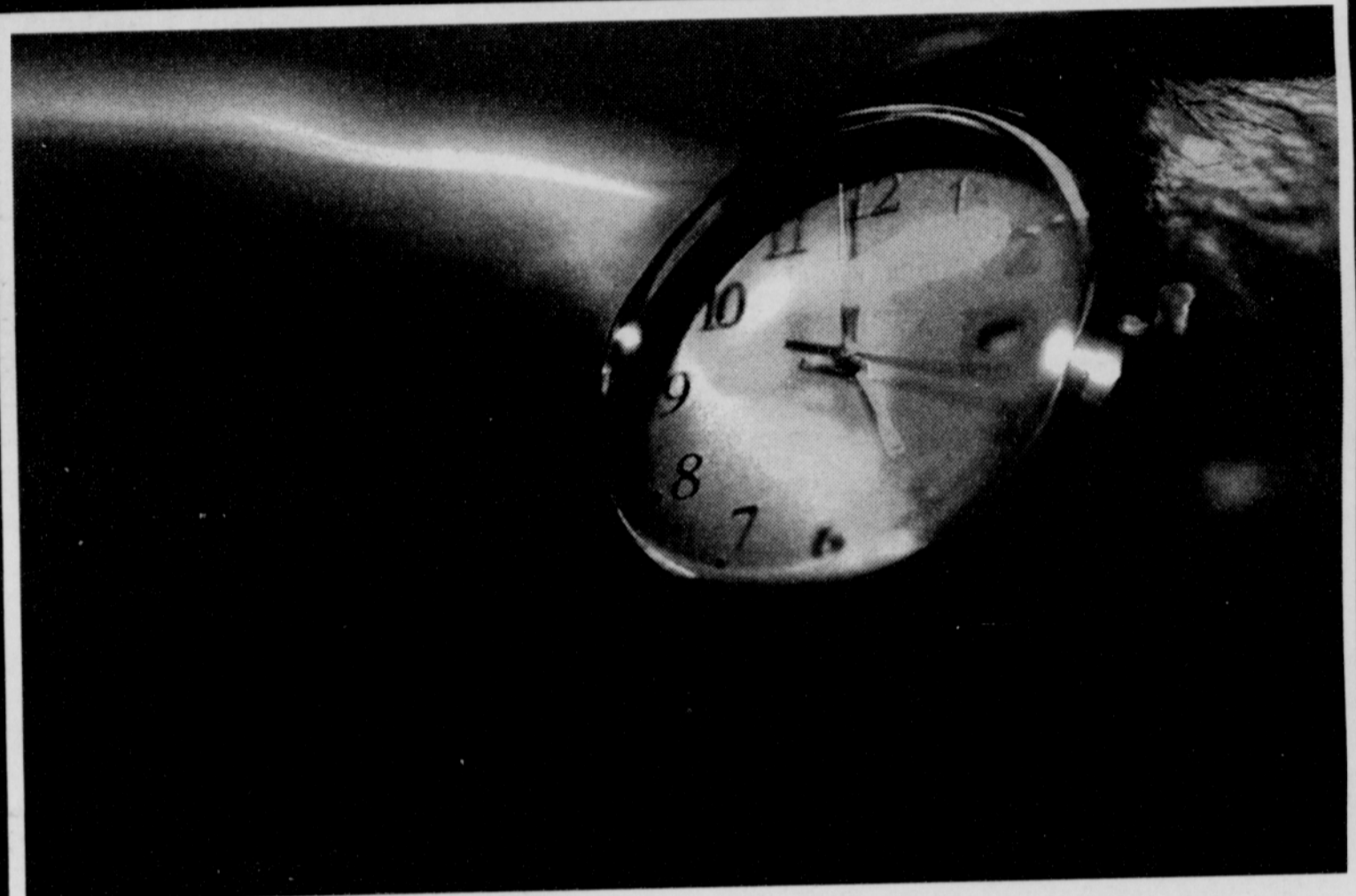
even does house calls. The next generation is on the way, with Van Dyke's seven year-old son and nine year-old daughter, plus Loranger's two children aged twelve and fifteen. In the meantime, from mattresses, recliners, TVs and

stereos, to stoves, refrigerators, freezers, dishwashers, washers and dryers, you can be sure Van Dyke Appliance will be there when you need to buy and when you need service for your purchases.

Van Dyke Appliances is

located at 2008 Main Street in Forest Grove. Their phone number is 503-357-6011 and they are open Monday through Friday from 8:30 a.m. to 5:30 p.m., Saturday from 8:30 a.m. to 5:00 p.m. and closed on Sunday.

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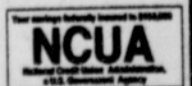


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