

Van Dyke Appliances

Back in 1944, as World War II was drawing to a close, the owner of a small hardware store in Forest Grove recognized an opportunity. As the nation's industry switched from building war machines to consumer goods, new appliances would soon be flooding the market to offer modern conveniences to ration-weary consumers.

And so owner Dick Fendell partnered with employee Ted Van Dyke and, together, the two embraced the future as Fendell & Van Dyke Appliance. More than 60 years and three Van Dyke generations later, the store is still anticipating and meeting the needs of a growing community – although from a bigger space across the street from its original location.

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“We’ve experienced great success serving primarily western Washington County and had no reason to relocate elsewhere,” says Pete Van Dyke, who has worked for the family company “since I could push a broom.” Since the move in 1989 to 7,500 square feet, including a 5,000-square-foot showroom, the store has grown from five to nine employees and sales have tripled, he says. That is partly due to the store’s expansion into select home electronics and furnishings, but also a reflection of an expanding local population.

“All the new homes locating in Washington County are definitely boosting our sales,” Van Dyke says. “About 98 percent of our business comes from customers within a 15-20 mile radius.”

He cites several other benefits of the store’s Forest

Grove location:

- a supportive business environment, including a city government, chamber of commerce and downtown business group that coordinate their pro-business efforts.
- power costs that are low...considerably lower than those in nearby communities.
- a community that still has a “town identity” but is close enough to a large metropolitan area to quickly access parts or appliance suppliers.
- a family-friendly atmosphere that helps attract long-term employees;
- and modern communications infrastructure, which allows the store to have a Web site where customers can research appliances before entering the store.

“It’s great that more people are discovering us and joining our community,” Van Dyke says. “We continue to see a very bright future here.”



A place where businesses and families thrive.

For information about operating a business in Forest Grove, contact the Forest Grove Economic Development Partnership, (503) 992.3293 or (503) 357.3006, or email jkling@ci.forest-grove.or.us



At a glance

The second oldest Frigidaire dealer in the nation, Van Dyke Appliances sells all major brands of appliances. Besides Frigidaire, this includes Maytag, Whirlpool, Jenn-Air, Amana, KitchenAid, Bosch, Asko, and SubZero – and many that are “Energy Star” rated. The store also offers factory-authorized repair service to its customers, making it a one-stop source for purchase, installation and follow-up service.

Staying on top of consumer trends, Van Dyke Appliances also offers big-screen TVs and reclining chairs, along with mattresses and barbeques – now about 30 percent of its business.

Pete Van Dyke runs the business with his sister, Becky Loranger, although mom and dad still serve as officers in the company.

VAN DYKE APPLIANCES

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