

Summer Rates For Irrigation

Become effective with the April meter reading. Residential customers will be billed under this rate automatically, so no need to call, it's all done for you by us.

OREGON WATER CORPORATION

SEED

ALFALFA — ANY VARIETY

Grimm, Ladak, Ranget, Nomad, Argentine, Certified, Blue Tag or Uncertified Northern Grown Pasture Mixtures

We mix it to your order, of the best seed money can buy

KLAMATH FEED COMPANY

805 Broad St.

Phone 2-3171



GLASS

LOOMIS GLASS CO.

for all
BUILDING
NEEDS

Complete Auto Glass Service

1721 MAIN

PHONE 5518

G. C. Motley, 812 Klamath Ave. has some good used wash basins, toilets, sinks and bath tubs. He has orangeburg fibre pipe and fittings also perforated drain pipe and a complete line of Cast Iron soil pipe and soil fittings priced to sell.

When you need a new metal or stainless steel sink made call 6616 or see G. C. Motley, 812 Klamath Ave. He has flue extensions, caps, revolving tops, patent flues, roof jacks and gutter and downspout and most anything you want in sheet metal. Your plumber, G. C. Motley, 812 Klamath Ave. has a good supply of steel septic tanks. Rheem gas water heaters, General Electric water heaters and National Electric water heaters in all popular sizes, priced to sell.

G. C. MOTLEY

812 Klamath Ave.

Phone 6616

TOWING

A TOW CAR FOR ANY SIZE JOB

24-HOUR SERVICE

Phone 3121

Phone 3121

Official AAA Service

BALSIGER MOTOR CO.

Main at Esplanade

Your Ford Dealer Since 1923

Ph. 3121

A FREIGHTER FOR ONE YEAR...

...and a good man to have around! Jack Sherman can do most any job required of him at our Klamath Falls terminal. Skilled at loading freight. A careful city driver and friend of many shippers on our uptown pickup route. Considerate handler of household possessions and other storage goods left in our care. Jack is a long-time Klamath Falls resident. A family man, he's father of four children. And friends tell us he's also a dyed-in-the-wool fisherman and hunter.

CONSOLIDATED FREIGHTWAYS

645 Broad Street

Telephone 4151

MAGNETO SERVICE

SKILLED REPAIRS — ALL MAKES

Official Factory Representatives for
• BOSCH • WICO • FAIRBANKS-MORSE • EISEMANN

Specialized Service Co.

1434 MAIN

PHONE 5103

Pepsi-Cola Provides an Exhilarating And Refreshing Effect That Comes From No Other Similar Bottled Soft Drink

The Pepsi-Cola Bottling Company of Klamath Falls, also known as Crater Lake Beverage Company, bottles Nesbitt's Orange, Squirt, Hires Root Beer along with their own Wonderland flavors of carbonated beverages—More than 400 retailers in the Klamath Basin are supplied these drinks.

By R. KENNETH EVANS

When one drinks an ice-cold refreshing bottle of Pepsi-Cola and experiences the relaxation and exhilaration effect that comes from no other similar bottled drink, he can thank the Pepsi-Cola Bottling Company, in Klamath Falls, for the privilege of this opportunity. Pepsi-Cola and other bottled drinks, in all their purity and deliciousness have been supplied to residents of the Klamath Basin since this industry was founded in 1937, by John (Malatchi) Migliaccio. Jack Malatchi, as he was better known, started bottling Pepsi-Cola in a small plant located in the Mills Hall Apartment building, in the Mills addition to Klamath Falls.

Ray Baker was the first bottler and the first route salesman was Jack Shiro.

When this service industry was established it only had a single Shiro's bottling machine. This machine took only one bottle at a time and all bottles were hand-labeled. It was quite a chore to bottle several dozen cases of this popular drink to supply the retail trade. One pick-up truck was used for delivery. This bottling plant has the distinction of being the first bottler of "Squirt" in the state of Oregon. Later a more modern bottling machine, bottle washer and other equipment was purchased to meet the demand for Pepsi-Cola and other carbonated drinks that had rapidly grown after their introduction in 1937.

OWNERSHIP AND MANAGEMENT CHANGED
Migliaccio sold his interests in the bottling plant including the franchise for bottling Pepsi-Cola and other franchised beverages to Carl Stelmeyer. He operated the plant throughout the major part of the second World War and, in 1944, sold the plant to Elmer W. Kennedy of Mount Shasta, Calif., who was also the Pepsi-Cola bottler for Siskiyou county. With the termination of the war and the releasing of the priorities on vital materials needed during the war effort, Kennedy replaced the old bottling machinery with new and improved equipment including that used for delivery of finished products.

Mario D. Pastega purchased an interest in the plant in 1948 and became manager and operator of the plant. Mario Pastega had served as clerk of the Superior Court of Siskiyou County, Calif., for ten years and lived at Yreka. Leo J. Bocchi purchased the interests of Elmer W. Kennedy in 1952 and today, the Pepsi-Cola Bottling Company is operated as a partnership composed of Mario D. Pastega and Leo J. Bocchi. Prior to purchasing the Kennedy interests in the Pepsi-Cola bottling plant Leo Bocchi was employed as a salesman for Baldor-Pack food products, and covered the Klamath Basin region. Both members of the partnership operating the Pepsi-Cola Bottling Company own their own homes and are raising their families in the fine environment offered by Klamath Falls.

PEPSI-COLA A DELICIOUS BEVERAGE
Pepsi-Cola is a cola drink that is highly flavored with palatable ingredients and is one of the most delicious beverages on the market today. Its popularity has overshadowed other similar drinks because of the larger bottle that has always been a characteristic of Pepsi-Cola. Although the Pepsi-Cola syrup, which is supplied by the Pepsi-Cola company in New York has been proved to be one of the highest grade products of its kind, its popularity and deliciousness is largely dependent upon the efficiency of the bottling companies preparing it for human consumption. Without modern machinery, sanitary measures, proper water and other contributing features, Pepsi-Cola cannot be bottled up to the high standard of requirements set for it by the Pepsi-Cola company. At regular intervals a representative of the Western Union Telegraph company selects bottles of Pepsi-Cola purchased at one of the retail outlets supplied by the Pepsi-Cola Bottling Company in Klamath Falls. This is sent to the mammoth laboratories of the Pepsi-Cola company, where it is carefully checked for adherence to these requirements. This means that every bottle of Pepsi-Cola sold at retail, anywhere in the nation, is standardized for its quality. The Pepsi-Cola Bottling company in Klamath Falls has always received a favorable report from the Pepsi-Cola company for maintaining these high standards of quality.

WONDERLAND'S FLAVORS ARE POPULAR

Since Carbonated beverages were introduced more than half-a-century ago, they have grown in popularity. In those earlier years they were known as "pop" and the strawberry, lemon, and orange synthetic flavors were the most popular. In later years these carbonated beverages have been improved in the many flavors available and the quality of their third quenching properties. Among the bottling of this, nationally known drinks such as Pepsi-Cola, Nesbitt's Orange, Squirt and Hires Root Beer, the Pepsi-Cola Bottling company of Klamath Falls bottles a line of carbonated beverages under their own individual brand of Wonderland Flavors. These include many flavors of carbonated drinks that are constantly in demand.

The entire line of carbonated beverages that are bottled by the Pepsi-Cola Bottling company in Klamath Falls are bottled by us, under the supervision of Charles Bridges who has been in charge of this department since 1947. He is accredited with being one of the best bottlers known to the bottling industry and it is, perhaps, due to his ability that the high standards required by the companies supplying the syrups have always been met.

The franchises held by the Pepsi-Cola Bottling company in Klamath Falls, permits them to distribute the beverages in a wide territory including Klamath and Lake counties in Oregon and Modoc and a portion of Siskiyou counties in California, including

(Continued on opp. pg.)

TULANA FARMS

Growers and Shippers of Malting Barley and Feed Grains Through

Reclamation and Development of Crop Lands

WORDEN, OREGON

Only a REALTOR Can Use This Seal

The acceptance by a REALTOR of an exclusive listing imposes the obligation of rendering skilled and conscientious service; when a REALTOR is unable to render such services either himself or with the aid of other REALTORS, he will not accept the listing.



KLAMATH BOARD OF REALTORS

We've been serving the Klamath Basins for 17 years!

- LOOK HOLSUM..
- BE HOLSUM..
- BUY HOLSUM!

Fluhrer's
"Klamath's Finest Bakery"



MONARCH TIRE SERVICE

Your GENERAL TIRE Dealer

Byron K. Teed, Owner
SINCE 1926

TRUCKERS

Now is the time to have your tires capped

We Give S&H Green Stamps



By Factory Trained
EXPERTS

734 So. 6th

J. W. KERNS

International Harvester Dealer for 21 Years

Phone 4197

CROWN FEEDS

Competent Field Service

TO BETTER SERVE THE KLAMATH BASIN

PLANNING A CAMPAIGN?
SEE US FOR... DIRECT MAIL... ADVICE and SERVICE

SMITH-BATES PRINTING CO.

132 So. Fifth

KLAMATH FALLS

Phone 3714

Klamath Millwork and Supply

Manufactures

WINDOWS

MOULDING

FRAMES

Specializing in

GLASS BLOCK—PLATE and WINDOW GLASS—
THERMOPANE GLASS

616 Spring St.

Phone 6671

MAKES THESE YOUR FAVORITES!

DRINK
SQUIRT
TRADE-MARK

PEPSI-COLA

Nesbitt's

12 FULL GLASSES
Double Quantity
Hires

Wonderland
BEVERAGES
8 Delicious FLAVORS

PEPSI-COLA BOTTLING CO. AND CRATER LAKE BEVERAGE CO. of Klamath Falls
645 SPRING

Phone 3127