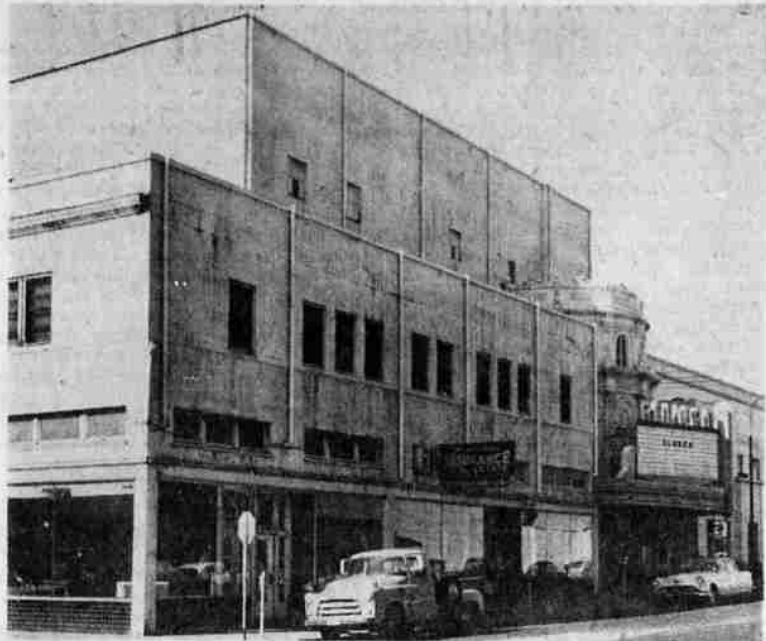




THIS BUILDING, built in 1929 at a cost of \$526,000, falls victim to progress, as it is demolished to make way for a parking lot. At one time, this theater was one of the finest on the entire West Coast.

Park And Shop Operation Adds Needed Parking Lot

By NORM CARDOZA

The Klamath Merchants Association's most ambitious program to date to put zip into the downtown business core is expected to get underway April 1 with opening of a Park and Shop Corporation parking lot where the old Pelican Theater stood.

The lot will accommodate an estimated 75 cars and adjacent property will be available for about 35 more if the space is needed, said a corporation stockholder.

An undisclosed number of other parking lots bearing Park and Shop endorsement may be ready then, too, the merchants say.

Meanwhile negotiations are continuing for other property the corporation stockholders hope to rent or buy for strategically located parking lots.

If the plan works, the parking system will grow until parking facilities are deemed sufficient and traffic congestion in the downtown area is eased.

Ideally, say merchants, every block in the shopping area, no matter how small, should have a parking area or two. No such plans are firm here, however.

Stockholders have plenty of precedent on which to base confidence that the plan will work. The idea originated in the East and spread quickly all over the nation.

Medford's Park and Shop system, completed a year of operation last August, and Portland's got underway recently.

The system works this way: A customer gets free parking if he buys merchandise at one of the participating merchants' store.

He drives into the parking lot and receives a ticket from the attendant. He takes the ticket to the store where he makes a purchase. The merchant there stamps the ticket.

When the customer returns to the lot, he gives the ticket to the attendant. The merchant is charged an hourly rate that accrues to the Park and Shop Corporation.

The corporation is designed to be profitable for stockholders, but it is even more a civic improvement venture. Many, but not all, of the stockholders are downtown

businessmen or landlords. Stockholders number in the vicinity of 30, one member said. And the corporation is seeking others. Sought in particular are landlords who rent property to businessmen, though anyone may purchase stock.

A healthy business district is to the landlords' advantage, say corporation officials. Adequate parking facilities are an asset that help assure value of downtown property.

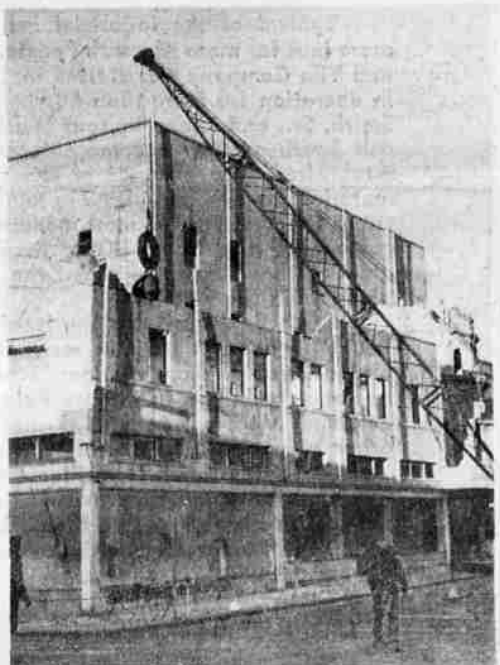
That responsibility is more the landlords than the merchants, they add, since participating merchants must pay for parking time. Corporation members hope to open with 50 participating merchants and they hope eventually to

cover the business district, at least from the vicinity of Eleventh Street through the Link River end of the city, with parking lots.

Even large chain stores with absentee owners are expected to subscribe to the ticket validation plan.

Corporation officials believe the system may develop popularity rather slowly. The public must be educated in mechanics of the plan, they state. They are planning a massive advertising campaign using the newspaper and various other media to acquaint the public with the plan.

Each stockholder is assessed a monthly fee for advertising and promotion.



MAKING WAY for a parking lot that will handle about 70 automobiles, the Pelican Theater crumbles under the impact of a ponderous steel ball and disintegrates into rubble. It is estimated that the parking lot, a project of the newly formed Park and Shop Corporation, will be ready for operation by April 1.

Merchants Of Downtown Area Eye Needed Future Developments

Merchants of the downtown business area of Klamath Falls have their own association which is headed for 1961 by Bob Beach of Beach's Jewelry.

Other officers of the merchants group include Frank Bogalay as vice president. A five-man executive committee completes the governing body for the group.

This group plans and directs the coordinated efforts of the downtown area in promotions and activity. The association has purchased and directed the hanging of Christmas decorations each year, sponsored a beautification program during 1960 which saw the installation of redwood planter boxes up and down both sides of Main Street, and in February launched a retail sales clinic that will continue through March 15.

These activities are in addition to coordination of special joint promotions on such annual events as Back-to-School, Christmas, Fourth of July and other special activities.

The organization was founded many years ago, and in late years has come under increasing pressure from the establishment of shopping centers. Parking problems of the downtown core area have been a matter of great concern to these businessmen, and a number of plans have been investigated to alleviate this problem.



BOB BEACH

operational plans is that of the Park and Shop Corporation which will go into full operation on April 1 with the parking lot on the site of the former Pelican Theater.

Several years ago the problem of a bus service to the downtown area faced the group when the privately operated bus service failed. Merchants and business men of the area banded together on a stock basis to inaugurate a bus service utilizing expanded Volkswagen buses with a capacity of about 20 passengers.

This bus service operated successfully for several years, but planning

patronage was not sufficient to warrant the continued operation, and after a survey of those using the buses, it was decided to drop the operation.

Jim Parks, Fran Hales and Lewis Wayburn will handle arrangements for the Fourth of July activities including a huge parade.

Another feature parade sponsored each year by the Merchants Association jointly with the Junior Chamber of Commerce is the Christmas opening parade.

The float entered by the Rainbow Girls was declared the top prize winner of \$100 in the 1960 parade.

In addition to promotions and other activities such as these parades, the merchants have carefully considered a number of ex-

perimental moves in the business area such as installation of a mall-type operation similar to the approach taken by some of the larger type shopping centers.

Lack of willingness on the part of the Oregon Highway Department to permit rerouting of traffic through the business area of the city has had a deterring effect on some of the merchants' plans for the downtown area. However, the recently completed west-side bypass is expected to relieve some of the pressing problems of through traffic and may assist the merchants in future planning.

IT'S WORTH A TRIP TO SHOP La Pointe's



Klamath Falls LaPointe's 1938

Since our very beginning way back in 1938, and even in the late 20's, when LaPointe's was founded by Mr. Charles LaPointe, it has been worth a trip to shop LaPointe's.

In 1938 our buyers started trips to New York, the heart of the fashion world, to bring to Klamath Falls the latest and most exciting fashions of this country and countrys abroad.

In the last 23 years we have grown with this community. The 1st store, shown above, occupied only 27 feet of Main street and had just 4 employees. The present 114 foot front store now has 47 experienced personnel, has a complete Young Shop, Millinery Salon and Shoe Salon as well as Klamath's most modern ready-to-wear store.

LaPointe's in Medford was opened last year taking to the people of Jackson County the same coveted styles available here. The administration of this store is done completely in Klamath Falls.

We will continue to make sure you can always say: "It's worth a trip to shop LaPointe's."



Klamath Falls LaPointe's 1961



LaPointe's Medford 1961



LaPointe's provides customer parking at the rear of the store as well as inexpensive shopper parking for everybody on the former COPCO lot behind Star Drug.