



BIG THINGS IN STORE FOR BASIN — At left, J. M. McIntire's freight teams are shown as they arrived in Klamath Falls with the rails, climaxing a bitter contest with the competing KD Company, and enabling Bill Brown of the Canal Company to win \$500 bet by getting rails down first. The rails were brought in from Pokegama via

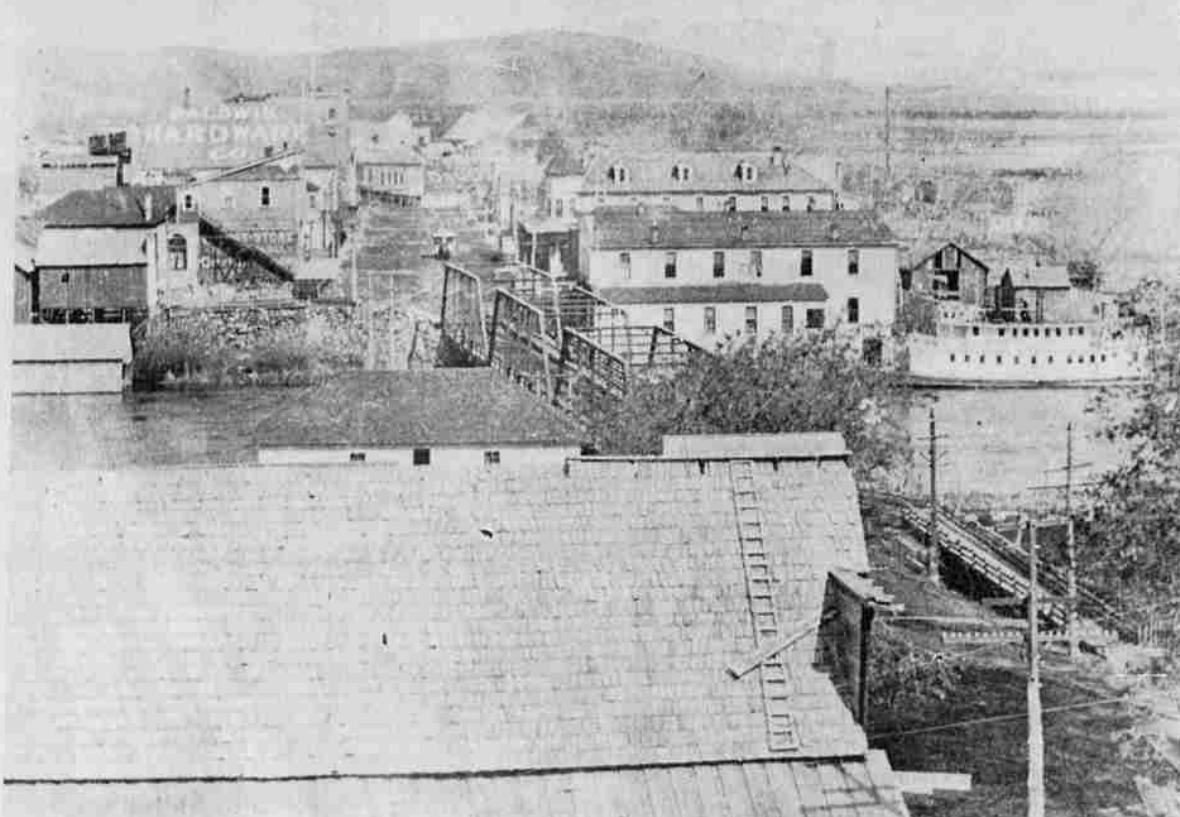
1907 Was Year Of Awakening

As 1907 dawned in Klamath Falls, great things were stirring. Railroad officials, eyeing the gradual approach of the railroad toward the Klamath Basin, freely predicted a population of 50,000 for the Basin area.

way of the Thrall-Pokegama railroad. The teams are shown as they pulled up with the rails in what was then the center of Klamath Falls and is today Veterans Park on one side and the Baldwin Hotel on the other. At right, a poor picture but unusual view reflects the bustling town that was Klamath Falls in about 1910. At right, the steamer Klamath is tied up at the docks of the Klamath Navigation Company, while in background at right one can see the outline of the old "Buffalo" steamboat. In center, the

Klamath Country awakened and began the long drive to make up for the many years of sleepy small-town existence.

The varying hare (snowshoe rabbit) weighs about 2 1/2 ounces at birth and usually doubles its weight at the age of one week.



horses-drawn trolley comes trudging down the Main Street toward the Link River bridge. Almost indiscernible in upper right-hand corner, a train is arriving on the tracks which reached Klamath Falls in 1909. It is estimated the view was taken in the winter of 1909-1910 from the far side of Link River looking East toward Main Street.

PAGE 4-A HERALD AND NEWS, Klamath Falls, Ore.

Sunday, February 24, 1963

Modern Cleaning And Laundry Methods Keep Pace In The World Of Fashion and Fabrics!



also (not shown) Village Cleaners at the Town & Country Shopping Center

The owners of these establishments have been in business in Klamath Falls for over 30 years. Ed and Esther Lunsen have owned and operated the Cascade Laundry and Cleaners for 33 years.

The name was changed from French Hand Laundry to Cascade Laundry in 1936 to fit in with our Cascade wonderland country, and in 1938 the plant was moved from 127 N. 4th to the present location opposite the Post Office.

The 5 employees have now grown to 60 with an annual payroll exceeding \$150,000.00.

Men's Hand Laundry, merged with Cascade in 1953 and has been operated as a Division of Cascade. In recent years, Broadway, New Method and Village Cleaners were added.

Ed and Esther Lunsen certainly appreciate all the wonderful customers who have helped their progress through the years and say "Thanks" for a wonderful 30 years.

These 4 cleaning plants include Klamath's most modern insured fur storage vault. Refrigerated and controlled for perfect care of all furs and fur garments, plus furrier method cleaning for all fur garments; Klamath's most modern commercial and family laundry plant including linen and industrial supply garment rental. First in personal service for over 30 years.

A few short years ago, when wool, cotton and silk were practically the only fabrics used in clothing, a basic knowledge of these fabrics and their reaction to various cleaning processes was all the dry cleaner needed. Not so today!

With the advent of the "Miracle" fabrics, Orlon, Nylon, Acrilan, and the host of others, even Fibre-Glass and paper, today's dry cleaner studies constantly. New cleaning and finishing techniques, new solvents, new spotting process to best take care of the ever increasing number of "Man-made" fibres are thoroughly tested by the American Institute of Launderers and The National Institute of Dry Cleaning. These findings are passed along to us as member cleaners.

We have kept abreast of the latest techniques, and the equipment in our four modern plants is the latest available, even radio controlled trucks for faster service. You can trust your clothing to us!

CASCADE
LAUNDRY and DRY CLEANERS
Opp. Post Office Ph. 4-5111

NEW METHOD
CLEANERS
1453 Esplanade Ph. 4-4471

THE BROADWAY
CLEANERS
4615 S. 6th Ph. 4-6403

and Village Cleaners — Town & Country



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Our organization is planned to handle the needs of a growing area, and its growth has created another industry... that's us! As long as this community and the Klamath Basin grows and expands, we will continue to supply the materials for the job!



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