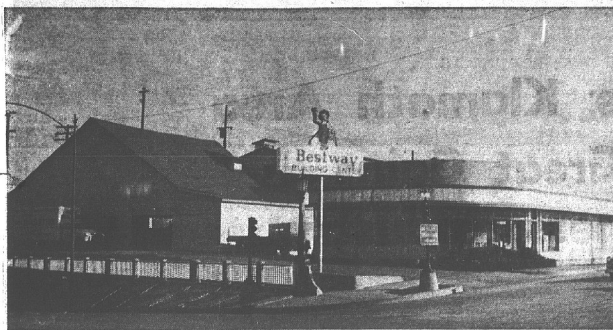




BOUGHT BY BESTWAY — The retail outlet of the Long-Bell Division of the International Paper Company, shown here, located at Main and Spring streets was purchased by the Bestway Building Centers, retail division of the

Boise Cascade Corporation in February, 1964. The Long-Bell yard has been in operation in the Basin since 1908. Clifford Clayton continues as manager of the new Bestway operation.



MAYFAIR MARKETS OPEN HERE — Mayfair Markets officially purchased the three food stores and allied businesses of Oregon Food Stores on June 26, 1964 and took over operation of them July 12. This view shows the main supermarket, located on Avalon and Shasta Way. The

multimillion dollar transaction also involved Oregon Food Stores in Medford, Ashland, Grants Pass and Lakeview. Operations of Mayfair Markets here involve a payroll of about 300 persons.

Gas Lines Expanded

California - Pacific Utilities constructed additional natural gas lines to parts of its service area during 1964.

A new eight-inch line was laid along Riverside Drive to Highway 77, to Memorial Drive and then adjacent to Klamath Lake and Box, and on to Klamath Plywood Corporation.

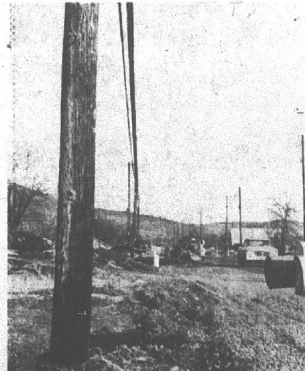
Natural gas lines were also installed in the south suburban area north of South Sixth Street between Madison and Austin streets. Another eight-inch gas line was laid to the OTI campus north of Klamath Falls.

The expansion program of the firm totaled about \$700,000 during 1964.

WATCH TARIFFS

NEW YORK (UPI) — Swiss watch interests are successful in eliminating the domestic jeweled-lever watch industry. The United States will wind up as the only major power without a jeweled-lever watch industry available for defense purposes," according to Gen. Omar N. Bradley, former chairman of the Joint Chiefs of Staff.

A recent Senate subcommittee report finding the domestic watch industry "important to the national security of this country" should alert the American people to the serious implications involved in the current controversy with the Swiss watch industry over tariffs. Bradley, now chairman of the board of the Bulova Watch Co., said.



STREET WIDENED — Construction work is underway along South Sixth Street from the canal on out as the street is being widened, utility lines relocated in preparation for a new refueling of this busy thoroughfare to Klamath Falls. This view was taken from the intersection of South Sixth and Ward streets.

Equitable Firm Opens 75th Year

Equitable Savings and Loan Association began its 75th year of operation in 1885 and its second in Klamath Falls.

The firm opened offices in Klamath Falls during 1964 at the corner of Seventh and Main streets in newly remodeled quarters.

A special community room in the basement of the association's quarters has seen considerable duty during 1964 as host to all types of meetings. It is available to community activities.

Equitable opened its Diamond Anniversary year by declaring in savings interest rates on all three of its savings plans.

The new rates are 4 1/2 per cent, 4 1/4 per cent and 4 1/8 per cent. Richard Ward, manager of the Klamath Falls offices, announced the increases.

A special birthday celebration was triggered in Portland as the new year opened, complete with birthday cake. A local celebration was keyed to the Portland affair and local dignitaries were on hand to watch A. M. Collier, member of the nine-man board of directors, cut a special anniversary cake, locally.

Ralph Cake, chairman of the board, commented in Portland, "Equitable is completing one of its most successful and prosperous years. As we enter upon our 75th year of service to the people of the Pacific Northwest, we believe it only proper that we pass on some of the benefits of this growth and success."

"Equitable's net earnings this year will exceed \$2 million which will be added to our already high reserves."

In addition to Klamath Falls, Equitable moved into new quarters at Yakima, The Dalles and Spokane. Plans for 1965 call for the opening of a new Equitable Center in Portland, and a new branch operation in Pendleton in the site of the former Pendleton Hotel.

"CHARGE" PERKS WELLS

CHICAGO (UPI) — Carbonated water, long known for the lift it gives, beverages, also perks up production in laggard oil wells. When the oil level in a well drops so low that pumping becomes a problem, thousands of gallons of water charged with carbon dioxide are injected into the well, forcing the oil closer to the surface.

Chemtron Corp.'s Cardox division says "water flooding" has kept many a well from premature retirement.

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HERALD AND NEWS, Klamath Falls, Ore.

Friday, February 26, 1965



ENDS SUCCESSFUL YEAR — Equitable Savings and Loan ended 1964 on a high note and launched into its 75th Diamond Anniversary year in Oregon. This view shows the new quarters occupied by the Association during 1964 at the corner of Seventh and Main streets.

ROBERT'S "HARD TO BEAT FOR HARDWARE" FOR 57 YEARS!



Most of the items stocked in the modern Robert's Hardware store shown above were not even in existence back in 1908 when the first store opened under the name of Robert's & Hanks. This first store was located at 422 Main Street in Klamath Falls and operated by Charles Roberts and Marion Hanks. After Charles' retirement in 1944, Innis Roberts operated the store, which finally moved to the Town & Country Shopping Center, until 1957 when it was purchased by Dick and Betty Kowalis and Scotty and Florence Oppelt.



DICK KOWALIS

BETTY KOWALIS

SCOTTY OPPELT

FLORENCE OPPELT



ED BOOTHBY

ADDIE BOOTHBY

DEAN HOWELL

ERMA RALSTON

STEVE GLAW

WHAT DO YOU NEED?

A piece of stove pipe, horse shoe, Teflon fry pan, can of paint? You name it — we've got it in our tremendous stock of thousands of items for home, business and industry. We've household needs, electrical supplies, power tools, dinnerware, sporting goods and all the other things that you need and use everyday. All this plus a trained staff to assist you in selecting just what you need for the job you are doing.

SERVING YOU WITH:

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- * Winchester Guns
- * Stanley Tools
- * Porter-Cable Power Tools
- * Scott's Lawn Supplies
- * True-Temper Tools
- * West Bend Cookware
- * Revere Cookware
- * Sunbeam Appliances
- * Sherwin-Williams Paints
- * U.S. Steel
- * Jacobsen Lawn Mowers
- * General Automotive
- * And Many, Many Others.

TOWN and COUNTRY
Shopping Center
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HARDWARE

*Come...
Where the Livin'
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KLAMATH FALLS NEWEST!
Casa Manana
MODEL HOME OPEN THIS WEEKEND
LOCATION... 5713 ALVA
Turn right off Shasta Way at Madison to Alva Street. Open for inspection noon to 5 weekdays, and until 8 Sat. & Sun.

ALL THE WANTED FEATURES:

- 3 BEDROOMS
- 2 BATHS
- CIRCULATING FIREPLACES
- WALL-TO-WALL CARPETING
- PAVED STREETS AND CURBS
- 3% DOWN — F.H.A.
- DOUBLE GARAGE
- NO DOWN G.I. AS LOW AS \$90 CLOSING COST
- CLOSE TO SCHOOL & SHOPPING CENTER

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