

ALLEN HOTEL SHOPPING CENTER OPENING TOMORROW

Remodeling Plans Began Last June; New Firms There

Completion Announced For Attractive Center

The opening of the new Allen Hotel Shopping and Service Center, at Main and Front streets, is scheduled for tomorrow morning.

The project of remodeling and modernizing the street floor of the hotel front and interior of the shops began in June, 1951. Completion of the job was announced yesterday by Ray Robinson, manager of Robinson Brothers, in speaking for his brother, Fred Robinson, owner of the Allen hotel building, who is out of town this week.

Three New Businesses

Three businesses new to the building now are in operation. One is the shoe repair service operated by Coy Bailey in conjunction with the shine and shoe dyeing business owned by Randy Nichols. The combination shop is known as the Medford Shoe Service.

Grabow Jewelers is another. This shop is located in the former Allen Hotel barbershop which was in that location for 50 years. The barbershop, now Fry's barbershop, occupies space formerly a part of the hotel lobby.

Pick's Apparel, a ladies' and misses' casual ready-to-wear store, which will open its doors for business for the first time Wednesday morning, is in the former Western Union rooms.

Others There

Other businesses in the hotel building are the combined Star Cleaners and Crystal White Laundry agency, the Gray Line cab company; Bush's Health Food store; William Frohnmayer, real estate; and Robinson Bros., as well as the Allen hotel proper, managed and operated by Carl Oesterich.

The modernization program included a tile and glass fronting for the ground floor of the hotel and redecorating and refurnishing of a number of the hotel rooms. It also includes the

MEDFORD TRIBUNE

Second Section MEDFORD, OREGON, TUESDAY, APRIL 1, 1952 1-6

Pick's Apparel Shop for Women Has Large Area, Unique in Oregon

Pick's Apparel, a specialty shop in casual wear for women and misses which opens tomorrow morning on East Main street in the Allen hotel shopping and service center, is owned and operated by Ralph Pickell. The owner has been associated with the women's retail clothing business throughout his life, originally starting in the business here in 1914 with the late Clarence Meeker, then owner of the M and M Department store.

Large Area

The new shop has about 2,000 square feet in floor space which includes a large storeroom with outside entrance facing Front street. Dawn pink predominates in the color scheme, combined with avocado purple, turquoise blue, and an all-over pattern of wall paper featuring clumps of purple avocados, greens and white. The indirect lighting is so

arranged that there are no shadows, and includes overhead lighting on all apparel in the display wardrobes which line the walls.

Associated with Pickell at the store are Mrs. Rodney Schuler, well-known in Medford retail circles, and Miss Charlene Kincaid, former Medford resident who returned here recently from San Francisco where she was employed in the same business.

Connecting Door

A sliding glass door between the Pick's store and Robinson Bros., is for the convenience of

shoppers who wish to make purchases in both shops.

Pickell says his store is the only one of its kind from San Francisco to Tacoma. The shop features casual clothing of all kinds for women, including play clothes, dresses, jackets, blouses and sweaters, in cottons, linens and nylons. Included in the stock also are lingerie and hosiery.

Many Contractors Join in Hotel Area Remodeling

A number of contractors joined to complete the job of remodeling and renovating the corner of Main and South Front streets into what is now one of the most attractive service and shopping centers in this part of the country.

The newly redone area, known officially as the Allen Building Shopping and Service Center, is located around the Allen hotel, formerly the Nash hotel, one of Medford's best-known landmarks.

Joining in the work, which began last July, were the following firms:

C. E. Borg, general contractor; Brownie's Plumbing and Heating Inc.; R. G. Danielson, plastering; E. A. Barnes, painting contractor; Cormandy Electric; Medford Plate Glass and Mirror Co.; Medford Millwork Co.; Selby Glass company; Bruce Bauer Lumber company; Waters and Shopert, floor coverings; Brill Metal Works; M. C. Linninger and Sons; M. E. Newman, fixtures; Ralph Miller, tile work; and Elliott Cabinet shop.

The firm moved to the new location recently.

Grabows Jewelers Now in New Center; Member of Society

Grabows Jewelers, which now occupies the former Allen Hotel barbershop location, is operated by George G. Grabow, who has been in the jewelry business for 30 years.

He said yesterday that he is one of seven other jewelers in the state who is a registered jeweler with the American Gem society. To gain membership to the society he studied an additional two years above his original training and experience. Members also must take yearly examinations to keep abreast of new gemological developments. The society was organized 15 years ago.

Seven nationally known lines of watches are sold at the shop in addition to the complete line of jewelry, silver dishware and silverware. Grabow also specializes in gem setting service and watchmaking.

The firm moved to the new location recently.

Fry's Barbershop Newly Remodeled; Has New Equipment

Fry's Barbershop, in the former front lobby of the Allen hotel, is owned by Fred Fry, Central Point, who has operated the business since 1936. The shop, completely remodeled, has all new equipment, including five red and chrome barber chairs; and shampoo sinks.

The shop, Fry said yesterday, is one of the most modern and sanitary shops in the state, according to a state barbershop inspector who called recently at the shop.

In addition to Fry, who works at the traditional "first chair," other regular barbers there are William Schultz, who has been in the trade in Medford for 50 years; Frank Boone, a barber here since 1920, and James Risley, who has been in the business for 35 years. Fry also has been a barber for 35 years.

Health Food Store New Firm in City

Mr. and Mrs. Harold Bush came here recently from Priest River, Ida., to open the Health Food center, facing Front street, in the Allen hotel building.

Bush, who has had many years experience in health foods and vitamins, consults his customers in reference to their health food needs and problems and assists those with special diets or who are on restricted diets.

"Meatless meats" and "saltless salts" are only a few of the specialties of the store, and even special cosmetics and papaya toothpastes are parts of the stock.

Cold fruit and vegetable drink concoctions for children and adults are sold by the glass at the juice bar as well as hot vegetable broths. There are health breads, candies and books on cookery, including those which show how to prepare whole grain baked goods. Some of the other foods, stocked by Bush, a biochemist, are untreated grains, breakfast foods, and unsulphered fruit.

Robinson Brothers Long in Same Spot

Robinson Brothers, well-known men's apparel shop, has been in operation in the same location at the far east side of the Allen hotel, since February, 1946, when Fred Robinson, a co-

owner of the store, purchased the hotel building. The hotel previously was owned by E. T. Allen who operated it for many years. In addition to the complete line of men's wear, the store

now has an enlarged department of men's shoes.

Salem — (UP) — Gov. Douglas McKay issued a statement Monday designating the week of April 7-14 as Marine Corps Reserve week.

Dead line Sunday Classifieds in at noon Saturdays

GRAND OPENING Allen Building Shopping & Service Center

FRY'S BARBER SHOP

One of Oregon's Finest, Most Modern, Most Sanitary Barber Shops!

104 ALLEN BUILDING

With Friendly Courteous Barbers Who Know How to Serve You Best!

FRED FRY, Owner and Manager
Frank Boone — Jim Risley
and Bill Schultz

GRABOW'S

REGISTERED JEWELERS • AMERICAN GEM SOCIETY

JEWELERS

Join With Our Neighbors In Celebrating The Opening of the Allen Bldg. Center Special! This Week!

Brilliant COSTUME JEWELRY

Necklaces . . Earrings . . Bracelets—Values from \$4.95 to \$14.50.

1/2 PRICE KITCHEN CLOCKS 1/2 PRICE

Assorted Colors \$3.57
\$7.14 Clocks.....

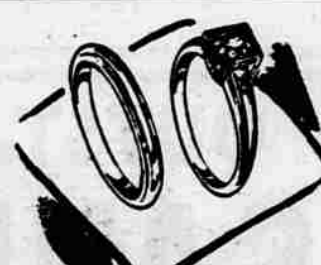
TRADE - IN

\$7.50 ALLOWANCE for your old razor on a NEW REMINGTON!

\$1.00 ALLOWANCE for your old watch band on a new one!

GENEROUS ALLOWANCE on your old watch on a brand new one!

Finest Watch and Jewelry Repair service—Diamond Setting . . . and all work done by a registered Jeweler.



GET THE FACTS ABOUT Diamonds BY ASKING YOUR Registered Jeweler

Why take chances when you step out to buy her diamond? Instead of trying to guess the quality and value of diamonds by comparing size and price, we suggest that you accept this invitation to come in for a talk about diamonds.

Diamonds possess values that are hidden from untrained eyes. That's why it will pay you to go to a Registered Jeweler. His special knowledge and training will be a big help to you.

Lay-Away A WATCH for GRADUATION



"Perpetual Motion" Clock Scientific Marvel of Age

Offered for sale at GRABOW'S Atmos

The amazing perpetual motion clock, is made by LE COULTRE. It runs silently and accurately without winding, without electricity-powered alone by the unfailing daily changes in the temperature of the atmosphere. This new Atmos, produced to celebrate the factory's anniversary, is priced at \$175



Sterling SILVERWARE by Kirk



Each Kirk Sterling pattern is distinguished for weight, perfect balance and matchless craftsmanship . . . and NO KIRK patterns are DISCONTINUED. Inspect our array of silverware and choose the sterling by America's Oldest Silversmiths, founded 1815.

smartness, too? about all Hamilton AMERICA'S FINE WATCH for a long, long time!



PAY 157

CARLTON 160

GLENDA 171

All prices include Federal Tax