

# Ten Stores Now Open in Shopping Center

## 'First' Phase of Center Now Done; Opened in August

The last of 10 stores in the new Medford Shopping Center has opened in the "first" phase of development of the Jackson St.-Biddle Rd. site.

The center, developed by Buttress and McClellan, Inc., Los Angeles, was first opened in August, this year, when Sears, Roebuck and company and Safeway opened for business.

New stores include Pay Less Drug store; La Pointe's, a woman's ready-to-wear store; GallenKamp's shoe store; Local Loan company; Shopping Center Barber shop; De-Na Beauty Salon; Travis and Harry's Coffee shop; and Columbian Optical company.

Opening of the Shopping Center in August was the realization of many years of speculation and months of work at the site. Earlier this year, center developers said the "first" phase would include the stores which are now open. Other stores are planned in the "second" phase of construction.

Parking spaces available in the center total more than 1,200, and when additional units anticipated in the future are completed, more spaces will be available.

An east Medford branch of the Rogue Valley State bank constructed and opened a building on Jackson st. adjacent to the Shopping Center. The structure is the same architecture used in the center.

**Twice As Large**  
The Sears store here is about twice as large as retail outlets in Salem and Eugene, according to company officials, and employs almost 150 persons in its 52 departments. Ralph E. Jacobsen, manager of Sears, said the store is "the most complete and most modern store we know how to create."

The Safeway store in the Shopping Center is the third Safeway in Medford, and is the largest in southern Oregon. Art Nordquist, manager, said the store represents a complete change in design from other Safeway stores in this area.

The Safeway store employs about 40 people in the 99 by 175-foot structure.

**Line of Fashions**  
La Pointe's offers a complete line of fashions for women, including sports wear, dresses, coats, suits, lingerie, accessories, and after-five wear. Harold Hutchinson, formerly of Klamath Falls, is manager of the store, which also includes a shoe department.

Architect for La Pointe's was Curt Helmstedter of the John Boles industrial design firm, San Francisco.

The coffee shop, which is located at the end of the wing facing west, is owned by Travis Mitchell and Harry Stratman, both of Medford. It has a customer capacity of 43 persons.

**Employed in Cafe**  
Ten persons are employed in the cafe, which provides a menu of breakfast, plate lunches and dinners in addition to short orders, salads and sandwiches.

Ken Phillips of Medford is operator of the Shopping Center Barber Shop, which has three chairs. The De-Na Beauty Salon is operated by Dorothy Elliott.

La Pointe's, Local Loan company, the barber shop and beauty salon and the cafe opened in October, and Pay Less, GallenKamp's, and Columbian Optical company opened last week end.

Sears and Safeway opened last August.

## Four Sons Finish Priesthood Study

Louisville, Ky. — UP — For the first time in 20 years, Mr. and Mrs. Vincent Dentinger have no son studying for the priesthood.

"It's going to seem funny not to be sending Christmas packages off to the seminary," says Mrs. Dentinger.

Father Gerald Dentinger, 26, the youngest of four sons to become priests, recently celebrated his firm solemn high mass in St. Francis of Assisi church, the family parish.

The occasion inspired a family reunion. Others present included Father Roy, 33; Father Vincent, 31, and Father Donald, 27.

Mrs. Dentinger was named Kentucky's "Catholic Mother of the Year" for 1959. She and her husband have four other sons and a daughter.

## Section A MEDFORD MAIL TRIBUNE

MEDFORD, OREGON, WEDNESDAY, NOVEMBER 11, 1959



**SHOE STORE OPENS**—GallenKamp's Shoe store, which has branches in many Oregon cities, as well as others along the Pacific coast, opened a branch retail outlet in the Medford Shopping Center last week. The company started 46 years ago and has grown to more than 200 stores. It stresses proper fit with bigger value for the family shoe dollar, according to Store Manager Robert Leri.

## Magnetic Tape Used In Correspondence

Dallas, Tex. — UP — Members of an organization here are carrying on an international correspondence without writing a word. They use tape instead of stationery.

Reels of magnetic tape bearing recorded words are mailed regularly back and forth among 4,000 members of the group in 60 countries.

Many physicians use the

tape service to exchange medical information. Proceedings of scientific and professional meetings often are taped and dispatched half-way around the world.

"The uses of tape in this manner are unlimited," says Harry Sussman, manufacturer of magnetic tape equipment (Telectro Industries Corp.). "Recordings of meetings can

## INCOME TAX EARLY IDEA

Although Oregon's first income tax law was enacted in 1923, back in 1889 the Governor had asked the Legislature for a tax on incomes in excess of \$5,000.

The store is 30 feet wide and 150 long, with two entrances. Main windows are 25 feet deep with hardwood paneling in walnut and ash background. Walls consist of imported glass mosaic specially blended in a tan color and with special glass inserts.

## GallenKamp's Designed to Handle 30,000 Pairs Here

The new GallenKamp's family shoe store in the Medford Shopping Center opened last week with the latest developments in shoe store design and facilities, according to Robert Leri, store manager.

Designed to handle an inventory of more than 30,000 pairs of shoes, the new GallenKamp store features footwear selections for the entire family — infants, children, sub-teens, teens, ladies, boys and mens, Leri said.

Among the well-known nationally advertised shoe brands carried in the new store are the Parents' Magazine commended Bluebird shoes for children, Madison Square shoes for men, and Dream Step and Friskies for women and teenagers.

**Designed by Frankel**  
The GallenKamp store here was designed by Fredrick Frankel, well-known west coast architect, with emphasis on customer comfort, and features newly developed color schemes, lighting, air conditioning and a special children's "fun house" section, Leri said.

The store is 30 feet wide and 150 long, with two entrances. Main windows are 25 feet deep with hardwood paneling in walnut and ash background. Walls consist of imported glass mosaic specially blended in a tan color and with special glass inserts.

GallenKamp's is departmentalized with the men's department near the main entrance, where the dominating color is a light brown fabric. Other displays show merchandise in the center of the store.

Opposite the wrapping counter is a large illuminated bag display. The dominating color in the women's department is gold with yellows and light browns. The walls are covered with a Japanese silk paper.

**Children's Department**  
The rear third of the store contains the children's department with distortion mirrors, wall murals and illuminated children's displays. The dominating color in the children's department is gold, royal blues and poster reds.

The light beige floor tile and tan carpet compliments the color scheme. Chairs are contemporary modern in design and upholstered in brown pebble, tweed, gold imperial

## Africa Traveled in 10 Days by Auto

Nairobi, Kenya — UP — Two European drivers recently took an ordinary automobile across the width of Africa and back in just over 10 days.

Neil Vincent and Roddy Antrabus drove their British-made car between Mombassa, Kenya, and Banana, Belgian Congo, in 10 days, 23 hours at an average speed of more than 30 miles per hour.

Their 7,218-mile trip involved 42 river crossings by primitive and unpredictable ferries, tracks through jungle so dense they needed headlights at high noon, deep sand and frequent detours on almost non-existent roads.

## Light Beam Used To Perform Eye Surgery

Chicago (Science Service) — Eye operations can now be performed without surgery by using a machine with a powerful light beam. The machine, a light coagulator imported from Germany, works by producing an extremely powerful beam of light generated by a vaxon arc lamp.

The highly concentrated 3600-watt beam, brighter than sunlight, is directed into the eye with an instrument similar to an ophthalmoscope, the device used to examine the interior of the eye. The machine has been purchased by the University of Chicago Clinics.

## PIONEERS TAXED

A tax on merchants was imposed by Oregon's Provisional Legislature of 1845 in the form of annual licenses. The rates varied from \$20 to \$60, depending on the amount of capital employed. Auctioneers and peddlers were taxed \$10 each. License tax on ferry operators ranged from \$5 to \$25 at the discretion on the county courts.

## GIFT PROBLEMS SOLVED

Christmas gift problems may be solved at Pay Less. Pay Less warehouses are full right now because the buyers didn't want to run short due to the steel strike. Stocks are complete now and special low prices are being offered for the grand opening.



**DISCUSS DISPLAY**—I. Red Kleinman, left, supervisor of GallenKamp stores in the northwest, discusses the window display at the Medford Shopping Center store with Robert L. Leri, manager. Leri has been with the shoe store firm for 10 years. The store is designed to handle an inventory of 30,000 pairs of shoes.

LOTS OF FREE, EASY PARKING AT MEDFORD SHOPPING CENTER



# Welcome...

## to these new members of the shopping center family

### COLUMBIAN OPTICAL COMPANY

• Dr. William T. Hodson

### DE-NA BEAUTY SALON

• Dorothy Elliott

### GALLEN KAMP'S

"FIT COMES FIRST AT GALLEN KAMP'S"

• Mr. Bob Leri

### LA POINTE'S

"IT'S A WONDERFUL STORE!"

• Harold Hutchinson, Mgr.  
• Brilla E. Martin Franz, Div. Mgr.

### LOCAL LOAN COMPANY

• Gene Schwein

### PAY LESS DRUGS

• Willard Chinn, Manager

### SAFeway STORES

• Art Nordquist

### SHOPPING CENTER BARBER SHOP

• Ken Mitchell

### TRAVIS & HARRY'S COFFEE SHOP

• Travis Mitchell • Harry Stratman

