

Motels Moving Downtown To Challenge Hotels

Chicago — (UPI) — In nearly every major American city, motels are moving downtown to challenge the established hotels.

These new metropolitan motels, however, are a far cry from the small tourist courts that can be found on the outskirts of cities everywhere.

These are lavish, multi-million-dollar edifices which look suspiciously like hotels. But they still stress the same convenience and informality which have made their country cousins so popular with motorists.

In Chicago, the classified telephone directory now lists 25 motels within the city limits — all of them built since 1953.

One of the plushest is the 12-story Lake Tower Motel, just north of the Loop on Lake Shore Drive. It contains 150 units, cost \$3,500,000 to build and claims the distinction of being the world's tallest motel.

Saw 'Handwriting'

The Lake Tower's manager, Robert A. Jenkins, managed hotels for 26 years. But he says he saw "the handwriting on the wall," and went into the motel business.

"Hotel occupancy rates dropped from 93 per cent in 1946 to 70 per cent in 1957," he said. "Most of that business went to motels."

Jenkins believes the city motel is the answer to congestion, lack of parking space, high parking rates and bothersome tipping. It is also cheaper than a comparable hotel, he declared.

A single room at the Lake Tower starts at \$12. The rate includes free parking in a three-story garage, free bus service downtown and a swimming pool.

About 20 major cities now have motels in or close to their downtown areas, he said.

The largest is the huge 370-room Marriott Motor Hotel in Washington, D.C., near the Pentagon. It cost \$5,000,000, is sound-proofed and air conditioned and boasts two swimming pools.

To Include Gardens

An even larger building, the 415-room Motel City, is now going up in New York City. This \$4,000,000 motel will include gardens, cocktail lounges, a restaurant and many other features of a fancy resort.

An \$8,000,000 motel, the Jack Tar, is planned for downtown San Francisco. It will have 400 rooms.

New Orleans has a 265-room motel being constructed near the city's civic center. Houston, Tex., has two in the heart of town. And a 350-room unit is being built in Philadelphia.

The hotel men have apparently reconciled themselves to the fact that city motels are here to stay. The Greater Chicago Hotel Association has admitted 11 motels to its membership.

Court Records

MUNICIPAL COURT

Gordon Harry Patten, violation of basic rule, \$10.
James Oya Longan, improper right turn, \$5.
William Linton Edwards, no operator's license, \$10.
Vern Emery Hill, no stop for railroad signal, \$10.
Frank Robert Hopkins, violation of basic rule, \$10.
Wilma Ruth Dunlap, disobeyed traffic sign, \$5.
Barbara Ann Marrs, no vehicle registration plates displayed, \$5.
Larry Clinton Smith, disobeyed traffic sign, \$10.
Donald Bruce Dugger, violation of basic rule, \$10.
Albert Eugene Monis, excessive noise, \$5.
Fred Jefferson Troxel Jr., disobeyed traffic sign, \$5.
Delmore Y. Gould, disobeyed traffic sign, \$10.
Ullie Carol Keener, violation of basic rule, \$10.
Elwood Marvin Geigle, four in front seat, \$5.
Ruth Darlyn Peterson, disobeyed traffic sign, \$5.
Robert Charles Lilla, no operator's license in possession, \$5.
Helen Opal Poore, no vehicle registration plates displayed, \$5.
Vern Gonsline Steward, no operator's license in possession, \$5.
Dean Arthur Crumley, no license plates displayed, \$2.50.

DISTRICT COURT

John R. Jore, 1526 Myers lane, Medford, driving while under the influence of intoxicating liquor, \$25.
Lorena Elaine Brown vs. Walter Edmund Brown, divorce complaint.
Leah F. Heath vs. Gary A. Heath, divorce complaint.
Everett Franklin Mapes vs. Geraldine E. Mapes, annulment complaint.

MARRIAGE LICENSE APPLICATION

Wayne Albert Ham, Provo, Utah, and Marlene Margaret Miller, 2252 Fowler rd., Medford.
Daniel Earl Adams, 2871 Beall lane, Medford, and Winnifred Doris Collis, box 217, Jacksonville.

SOIL EROSION

Washington — Farmers of the U.S. have been forced to abandon more than 25 million acres of cropland in recent years because of soil erosion. Average loss is about 500,000 acres per year.

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MERCHANDISE FROM STOCK GOES ON SALE TOMORROW! DRAMATIC SAVINGS! SPECIAL PURCHASES!



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YEAR END CLOSE-OUT BUY!
YOUR MEDFORD STORE RECEIVED 100!
FIND NEW STRIPES! FANCY WEAVES!
DIAGONALS! ALL 3-BUTTON MODELS!

Closeout? Not at all! Odds and ends? Never! It's just smart Penney buying that pays off in big savings for you! Our buyers scouted top mills... bought up flawless pure worsted fabrics... had them tailored to the high quality standards Penney's is famous for! Get your suit today! Regulars, shorts, longs.

\$29⁸⁸



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PICKED
FABRICS**

Terrific Buy!
**MEN'S SMART
WOOL SPORT
COATS**
\$15.

Pay just \$15 at Penney's for boucles, checks, plaids, stripes... weaves and colors you want. All 3-button styles! All sewn to Penney's own specifications. Regulars, shorts, longs.

**SPECIAL SAVINGS, QUALITY
TAILORING ADD UP TO A BIG
WOOL FLANNEL
SLACKS**
\$7.
Value!

Slacks with the casual drape you want! Yes, they're tailored with a pleated front and continuous waistband. The colors? Rich shades in charcoal, grey, brown. Men's sizes 28 to 42.

Men's Store... Penney's
Street Floor

**HUGE WOMEN'S ROBE
AFTER CHRISTMAS CLEAN-UP!
ARRIVED TOO LATE!**



GROUP 1
Over 200
COTTON CHENILLE

ROBES
\$3.

Now

Terrific! Penney's made a wonderful purchase of robes, passed the savings on to you! Both duster and full length cover-ups come in melon, sapphire or powder blue or rose. Duster in sizes 10 to 18 and 40 to 46. Long robe in sizes 12 to 20... Hurry!

GROUP 2

**Penney's Beautiful
100% Nylon
Sheer Quilted
ROBES**
\$8.
Now

Penney's best quality 100% Nylon quilted Robes now at a big savings! Dusters or full length styles beautiful sheer Nylon tricot that wash so well, cozy warm yet light in weight—pastels, prints or new stripe patterns. Some from our regular higher priced robe stock and some from a terrific makers' year's end close out — hurry for these!



GROUP 3

Over 100 of These Higher
Higher Priced... New
Washable Cotton
Quilted

ROBES
\$5.
Now

Flattering prints, neat geometrics, tiny floral prints—you'll find them all in this big SPECIAL PURCHASE! Just in time to save your New Year Budget! Three styles to choose from in a wide range of colors. Robes are long wearing cotton quilt. Vat dyed colors. Machine washable. In sizes 12 to 18.

**500 PAIR SLIPPERS
CLOSE-OUT PRICED!**

**Just unpacked...fresh clean
styles in men's, Children's
and women's sizes**

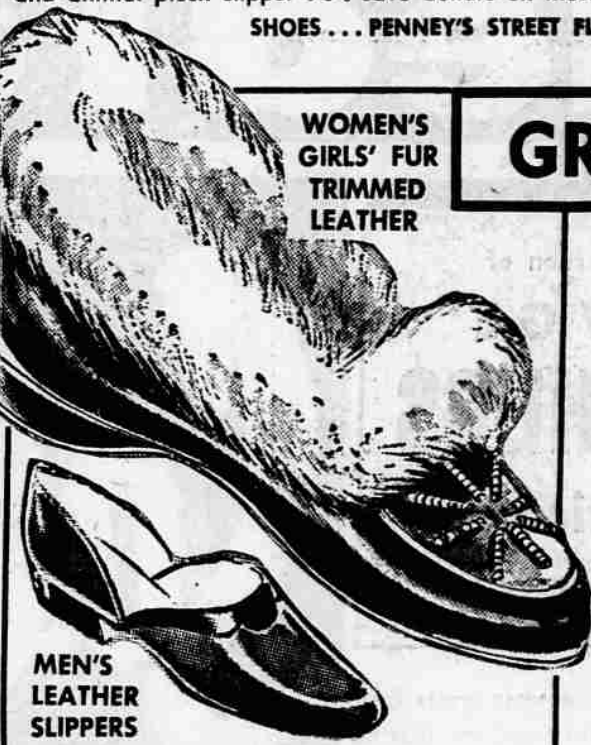


GROUP 1

WOMEN'S
Sizes 4-9
Children's
Sizes 4 to 12
NOW!
\$1 pr.

Women and children's much higher priced slippers, beautiful slip-on satin or terry cloth scuff slippers for women and children's terry cloth bootie slippers and animal plush slipper... save dollars on these!

SHOES... PENNEY'S STREET FLOOR



GROUP 2

WOMEN'S
Sizes 4-9
MEN'S
Sizes 6-11
\$2 pr.

Find men's soft leather slipper with leather soles in Everett or opera styles and women's and girls' soft leather slippers with warm fur collars... terrific values at these year-end close-out prices!

SHOES... PENNEY'S STREET FLOOR



GROUP 3

WOMEN'S
Sizes 4 to 9
MEN'S
Sizes 6 to 12
\$3 pr.

Men's brown kid elastic side leather solid Romeo slippers, women's luxurious black velvet gold trim and flexible leather soles and several other outstanding slipper values in this re-priced group!

SHOES... PENNEY'S STREET FLOOR