



An Alpine welcome at Old 27 South and McCoy Road


How downtown Gaylord gradually changed appearance

In the same block, the former Hogan's Jewelers and Mooney's Sporting Goods Shop buildings were purchased by new owners and in their place today, stand the Pendleton Shop and the Alphon Shop.

The Alphon Shop features a flower box balcony and the alphonms mounted on the front of the building.

Over the next several years, downtown underwent a tremendous transformation from old to new. The Swiss style caught on throughout the central business district. One by one the storefronts were united by the theme.

The Glasser Building at Main and Court streets has dominated the central square for around 50



300 block of Main Street was first focus of planning in early 1960s

years. Beth Zorn, an architect from Birmingham, fashioned the current Alpine adaptation with shutters and Edelweiss flowers. Built on the front of the building, a balcony, shake-shingle awning, new flower boxes, new windows and bright colors became bright examples of Alpine touches in the

Gaylord Story.

Today, the three-story Phoenix Building next door and the three-story addition to the Glasser Building are central features downtown.

The Phoenix, attractive from both front and rear, replaces two buildings destroyed in a 1984 fire.

While the 100 block developed first, the north side of the 300 block of Main Street was the first focus of planning in the early 1960s.

Photos were taken and compared with architectural renderings. It was this plan that was sold to the chamber of commerce committee.

In the 1970s, the First National

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