

# Northland still a leading center

It was an empty field in a suburb yet to be developed when ground was broken for Northland Shopping Center on May 7, 1952. Upon its completion two years later, Life Magazine labeled Northland "a 20th Century Bazaar."

Built at a cost of \$25 million by the J.L. Hudson Co., Northland was the first shopping center in the U.S. to incorporate a cluster design. Its 70 retail and service stores were accessible from a single parking location, which offered free space for thousands of cars — nearly 11,000 today.

Northland Center was both a cause and an effect of the changing nature of American life. Cars were more available, served by expressways that ribboned through once-rural land. Fields became subdivisions. Bedroom communities became lively towns.

Such was the case with Southfield. A township prior to its incorporation in 1958, Southfield's emergence into a city was brought about to a degree because of Northland Center. Many communities in Detroit's northern suburbs talked about incorporating to latch onto the shopping center's tax dollars, but Southfield was first to act.

**FROM THE START.** It was a mutually supportive relationship. In the early days of the city, Northland paid its taxes in advance to help Southfield meet its payroll.

With cities like Southfield sprouting everywhere, regional shopping centers like Northland became increasingly important. Weekend shoppers no longer wanted to drive downtown and be forced to fight traffic, congestion and other commuters for limited parking spaces.

Northland was more than a place to shop. It was a cultural and environmental center for specialty commissioned art, fountains and gardens. For

many years, Northland's summer theater attracted top performers acting in outstanding plays. Its auditoriums and halls were the site of many civic, philanthropic and community group meetings.

Northland became a regional landmark. As the northern suburbs grew, visitors were given directions that told them to watch for the water tower, located at Northland Center.

In 1968, Hudson's merged with Dayton's of Minneapolis to form the Dayton Hudson Corp. A separate real estate company, Dayton Hudson Properties, was formed to manage the shopping center. Nearly a decade later, Dayton Hudson sold Northland to The Equitable Life Assurance Society of the United States, the company that held the original mortgage on the property.

Northland has grown from 70 stores in 1954 to 185 currently, from 897,000 square feet to 1.6 million square feet of gross leasable area. Nearly 50,000 shoppers pass through the center on weekdays, double that on weekends. Total business was \$200 million in retail sales as of 1980, making it the third largest shopping mall in sales per square foot in the nation.

A Sale Everyone Understands...

## 1/2 OFF

Every Piece of Fine Furniture at Tenpenny's

Over stocked - Must move floor samples  
Offer limited to in stock furniture (no special orders)  
Offer good only on furniture purchased days of sale  
Cannot apply to prior sales

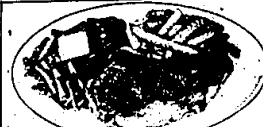
### 4 Days Only

Thurs., Fri., Sat. & Sun.  
April 28-May 1

Sofas • Chairs • Lamps • Tables • Bedding • Lotion More  
Many famous names - All top quality furniture

## TENPENNY Interiors

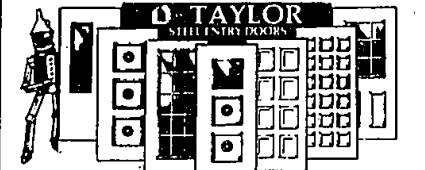
42951 W. 7 Mile  
(in Highland Lakes Shopping Center)  
2 miles W. of I-275  
Northville • 348-7174



## Dine Out Tonight

## TAYLOR MADE

for Security and Warmth



# 20% OFF

With This Ad 'til May 15, 1983.

Showroom and Warehouse on premises  
• PARTS AND SERVICE •

## TAYLOR MADE Products

Distributors of Taylor building products exclusively  
2661 DIX-TOLEDO, LINCOLN PARK  
383-0200

### APRIL SPECIAL

Zotos Foam Perms  
Reg. \$45 \$26 complete

PERMS \$15<sup>00</sup> & up  
all perms

Coloring & Treatments  
Conditioning  
Reg. \$22.50 \$15.50 complete  
all perms

HAIRSETS \$8.00  
PRECISION HAIRCUTS \$9.00  
Senior Citizen Sets • Mon., Tues. \$6.50

## Ann's Hair Design

29249 Rayburn • Livonia  
(5 Mile & Midwestern area - around corner from 7-11)  
Sat. 9-5 Open Every Evening  
422-9532

## Temple Israel Sisterhood

### Artisans '83

SUNDAY & MONDAY, MAY 1-2  
11 a.m. to 1 p.m.  
AT TEMPLE ISRAEL  
5725 Walnut Lake Road - West Bloomfield

See the fine works of professional artisans  
... Pottery, Glass Work, Jewelry, Weaving, Crafts, etc. ... Stroll through our boutiques  
... Have a snack or complete lunch at our GARDEN OF EATING.

- Sunday, from 12 to 4 — Jewelry appraisals by Tapper's Jewelry.
- Monday, at 11 — A prominent plastic surgeon (for the stars) will discuss current cosmetic surgery.

\$2.00 AT THE DOOR AMPLE FREE PARKING

Surely, there's no doubt about it... Mom deserves to be remembered with flowers from you!

Mom... she really deserves the best... and you know Mother's Day arrangements. They are never to be forgotten... The quality is the key... you know the old adage...

- Mixed bouquets & arrangements
- Dried & silk flowers • Planters
- Blooming Plants
- Hollow Balloons

## NORTHVILLE GALLERY OF FLOWERS

355 E. Main - Northville  
349-3811  
Daily Tri-County delivery from our store to your door

FREE SERVICE

## BERGSTROM'S BARGAINS

Ad Expires May 7, 1983

Service  
Plumbing • Heating  
Air Conditioning

25429 W. Five Mile  
Redford Twp.  
532-5646

Bergstrom's • Where service is coupled with unsurpassed technical expertise.

Store Hours  
8-7 Monday-Friday  
9-5 Saturday

### DISHMASTER



Reg. \$74.95  
Imperial Four

### I.S.E. Steamers



Reg. \$56.95  
Reg. \$74.95  
RH330  
Expires 5-7-83

### 24" Oak Front Vanity



with cultured marble top  
Reg. \$169.95  
Reg. \$262.90  
Pace # POV 2421  
Faucet Extra

### Coupon

#### AMERICAN STANDARD TOILET



Beat Extra  
\$46.95  
Reg. \$81.95  
Grade A White  
#2131175  
Expires 5-7-83

### Coupon

#### Shower All



massage  
\$22.95  
Reg. \$34.95  
Model D65  
Limit 1  
Expires 5-7-83

### Coupon

#### TOP BRASS



with pop-up  
Reg. \$99.95  
Model #C-10-11C  
Polished or Antique Brass  
Expires 5-7-83

### Coupon

#### Solid Oak Toilet Seat



Reg. \$44.95  
SSO-100  
Limit 1  
Expires 5-7-83

## Last Chance! Buy TWO — GET ONE FREE WITH THIS AD

### SAVE 30%

Buy TWO\* of these 18" deep wall units reduced to \$399 each and get...

one of these 18" deep wall units FREE

Hillside has made a special purchase of these quality 18" deep wall units from Korb in either almond or oak textured formica laminate. All in stock for immediate available delivery.

\*You must purchase two different units to qualify for FREE unit.

Example of possible combinations



36" wide drop-top desk/bar \$399  
36" wide TV unit \$399  
36" wide display unit \$399  
18" wide display unit \$399  
36" wide shelf unit \$399

2399 FREE 90" wide  
3399 FREE 100" wide  
3399 FREE 122" wide

The Totally Contemporary Store  
**hillside furniture**  
of Bloomfield Hills

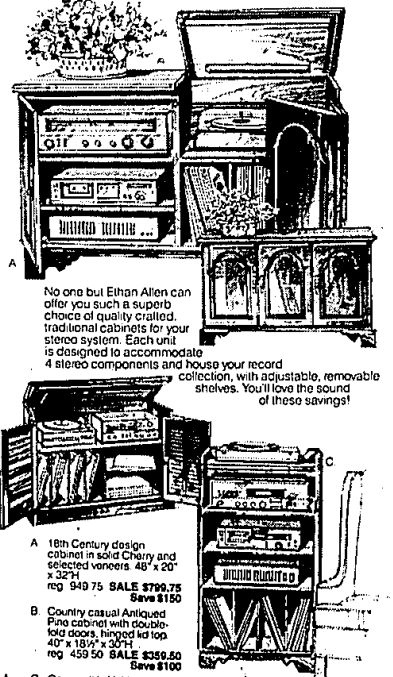
Corner of Woodward-Square Lake Rd.  
900-2000 or 244-4246  
Mon., Tues., Thurs., Fri. 10-6  
Wed. & Sat. 10-9 • Sunday 10-5

## VERY SPECIAL VALUES

from Tradition House

### For Your Stereo System!

Save \$80 to \$150



No one but Ethan Allen can offer you such a superb choice of quality crafted, traditional cabinets for your stereo system. Each unit is designed to accommodate 4 stereo components and house your record collection with adjustable, removable shelves. You'll love the sound of these savings!

A 18th Century design cabinet in solid Cherry and selected veneers. 48" x 20" x 32"H  
reg. \$49.75 SALE \$79.75 Save \$15.00

B Country casual Antiqued Pine cabinet with double-top doors, hinged lid top. 40" x 18 1/2" x 30 1/2"H  
reg. \$59.50 SALE \$39.50 Save \$10.00

C Open unit in Heirloom Nutmeg finish. Moves easily on hidden casters. 24" x 17" x 66"H  
reg. \$19.75 SALE \$29.75 Save \$5.00

## Tradition House

Your Ethan Allen Gallery

Hours: Mon., Thurs., Fri. 10-9 Tues., Wed., Sat. 10-6, Sunday 12-5

5600 E. Eight Mile at Mound

366-6512