

# 50 STORES; 2,500 EMPLOYES

# Westland Center Opens Doors Thursday

The opening of Westland Shopping Center on Thursday, closing a long period of intensive planning to create a new center of outstanding, interesting, functional, modern design.

Located at the intersection of Warren and Wayne Roads in Nankin Township, Westland is the third major shopping center to be built by Shopping Centers, Inc., a subsidiary of The J. L. Hudson Company, preceded by Northland in 1954 and Eastland in 1957.

Approximately 50 stores employing more than 2,500 will be ready to serve the public on opening day. A few additional stores are expected to open in the near future.

The basic difference between Westland and its famous sister centers is that it is completely enclosed, all under one roof. The building design and plans automatically brought about opportunity for other interesting design changes, notably that most entrances to Westland's stores are from the inside—from two main courts, a connecting mall and seven arcades.

The shopper moves throughout the entire center in air-conditioned comfort and does not need to go outside the center to enter its stores. The center is a sort of winding sub-tropical parkway flanked by well-known stores and shops and services.

The two main courts at the east and west ends of the Center, connected by a central mall. Seven arcades lead from these areas to seven entrances from the seven parking lots surrounding Westland.

Entrances to Westland's stores from the enclosed parkway areas have been developed in a wide variety of interesting forms. Most entrances are separated by framed planters, permitting individual treatments in design. The two entrances to the Hudson store are extra wide openings formed by huge disappearing glass doors.

Among the many unusual store front treatments developed, Westland customers will be intrigued to see such things as a unique floating staircase, a pool encircling the display area, a first floor view into a lower level display, to mention just a few.

The preparation of the various stores for occupancy was made in a manner to provide maximum opportunity for individual development as dictated by imagination and needs for merchandise display and storage. Each store began with four bare walls and from that point it was up to store principals, architects and contractors to create the kind of store setting and equipment desired.

Many of the larger stores in the center will operate on two levels, lower and main floor. In addition, Westland has a separate concourse area with many smaller stores and services, as well as public facilities. Included among the latter is a public auditorium, with adjacent meeting rooms, available for community, civic and social groups at cost of service.

Most importantly, Westland will provide for this growing west Detroit suburban area the same kind of shopping facilities, environment and policies which have made Northland and Eastland America's most successful shopping centers.

A complete J. L. Hudson Company full line department store branch, with 352,000 square feet of space is at the core of the center, surrounded on three sides by competing stores and services—most of them already represented in the two sister centers—bringing the total area devoted to stores 656,851 square feet.

Courts, mall and arcades—the public area—amount to an additional 58,103 square feet and institutional service areas still another 71,817 square feet, so that Westland's total building area measures 787,771 square feet.

Occupying somewhat more than half of the total store space, The J. L. Hudson Com-

pany's main store occupies three floors and the budget store the lower level. In addition, Hudson's operates the attached Garden Shop and The Terrace Restaurant on the second level of the East Court—a sort of indoor-outdoor sidewalk cafe installation which serves as an attractive adjunct to the interesting open court below.

Hungry Westland shoppers will find ample opportunity to satisfy their appetites, whether for snacks, lunches or light meals. There are four

separate restaurants and three stores provide lunch counter service. Banks of package lockers are provided for the convenience of Westland customers at various locations throughout the arcades and central mall. This feature will be especially welcome in cold weather when shoppers in Westland's weather conditioned environment may wish to shed coats and boots and shop in easy summertime comfort.

The artistic points of interest at Westland deserve special mention for many reasons. Westland's all-enclosed feature permitted, among other things, the introduction of year around living attractions, such as an unusual aquarium with colorful fish of many species and a huge decorative bird cage or aviary presenting birds of varied plumage and sounds.

Moreover, the enclosed treatment provided opportunity to bring in tropical plants and flowers for year around display in planters and around the fountain.

Situated in the center of a 52-acre plot, which is completely landscaped, paved and lighted, with entrance roads from the highways—Warren, Wayne and Cowan Roads—Westland Center becomes important in many ways to the communities surrounding it.

It is expected that Westland will provide year around employment for approximately 2,500 persons and will thus contribute substantially to the economy of the region. Moreover, the Center itself and the

Westland Center is a cohesive community of dependable business neighbors, recreating the basic facilities and services of downtown Detroit shopping, with its added attractions of nearness to fast-growing new suburban areas plus the advantage of adequate free parking; no parking space at Westland is more than 175 yards from the nearest Westland entrance. As seven parking lots are clearly marked, well lighted at night and set out lot has more than 800 spaces, to make it easier

for shoppers to locate their cars. The building of Westland Center has proceeded on schedule since the ground breaking on July 16, 1962—two years of closely coordinated effort on the part of the architects, engineers and building contractors. The opening of July 23, was arrived at more than six months ago and was possible at that time partly because of the employment of computerized "critical path scheduling."



This is the New Westland Located at the Intersection of Warren and Wayne Roads

## List of Stores At Westland

**ALBERT'S**—women's wear; the new, air and most store of many Albert's popular priced apparel stores in this area.

**ALEXANDER & HORNUNG**—fresh and prepared meals, packaged specialties and delicatessen products. Their sixth Detroit area store.

**ARTISTE BEAUTY SALON**—one of a well-known chain of salons, specializing in hair styling, permanent waving and tanning.

**AWBRY BARBERS**—occupy a space in the new Albert's store. Alexander & Hornung with a full line of bakery products.

**BAKER'S SHOES**—a successful national chain with several stores in Detroit offering moderately priced shoes for women.

**BERNARD HAIN STYLISTS**—have space in Westland's Concourse. Their sixth store in Detroit.

**BETTERMADE POTATO CHIPS**—the fifth branch of this Detroit maker of potato chips and related snacks and appetizer products.

**BIG BOY RESTAURANT**—another branch of this fast growing Detroit restaurant specializing in hot dogs and hamburgers.

**LANE BRYANT**—specializing in men's, women's and children's wear in half sizes and regular retail prices. Located in the new Albert's store with Shopping Centers, Inc.

**CONY HAVEN RESTAURANT**—a popular 150 seat dining room with light lunches and carry out service for shoppers.

**CHERRY HILL STAMP & COIN CO.**—in Westland's Concourse, offering stamps and coin collecting accessories for hobbyists.

**DARY & NIT HOUSE**—dispensing frozen confections, nuts and popcorn products over the counter to Westland customers.

**DETROIT EDISON COMPANY**—a convenient branch for rendering electrical services and handling payment of bills.

**FIFTH FEDERAL SAVINGS OF DETROIT**—a public branch of this important Detroit financial institution, occupying the new building at the corner of Warren and Wayne Roads.

**FISCHER GREETING CARDS AND CANDY**—another branch of this well-established local merchant.

**FLAG BROTHERS SHOES**—specializing in men's fine quality shoes for all occasions.

**L. C. HAIG**—women's all-occasion shoes of all types for street, dress and casual wear.

**HANDY'S BARBER SHOP**—in Westland's Concourse—haircutting and related services for men and for children.

**HORNUNG'S**—another branch of the big store featuring west end prepared meals and delicatessen service.

**THE J. L. HUDSON COMPANY**—its third full line department store branch—main store and budget store—operating on four levels at Westland.

**KROGER SUPERMARKET**—a large store with full line of usual food products—meats, seafood, vegetables, dairy products and bakery goods.



DISCUSSING PLANS for the Westland opening are: (from left) J. L. Hudson, Jr., president of Shopping Centers, Inc.; and William Fleming, public relations manager for the Center and also Northland.

**MEYER JEWELRY COMPANY**—the 11th branch of this well-known Detroit firm, featuring jewelry of all types.

**PHILIP'S SHOES**—a family shoe store, featuring well-known brands shoes for men, women and children.

**HADDE'S CURTAINS**—These well-known curtains featuring quality stores feature curtains, draperies, bedspreads, shower curtains and pillows.

**THE CARBET RESTAURANT**—a sandwich shop operating in Westland's Concourse, featuring quick lunch service.

**ROCK MUSIC SHOP**—featuring a wide assortment of popular and classical recordings—also in the Concourse.

**SANDERS CANDIES**—a branch of this famous Detroit confectioner, presenting also baked goods and featuring cookie lunch service.

**SCHILLER MILLINERY**—a well-known nationally established firm. Its Westland branch will feature millinery and handbags.

**FRANKLIN SIMON**—nationally known men's wear specialists featuring apparel for all occasions.

**SINGER SEWING MACHINES**—another in the chain of outlets featuring service, maintenance, instruction and service.

## DSR Extends Bus Service To Westland

The Board of Street Railway Commissioners announced the extension of the following lines to serve Westland Shopping Center at Wayne and Cowan Roads, effective at once.

The cross-town line will be extended from West Warren and Pierson via West Warren to Wayne Road to Westland Shopping Center.

The Joy Road line will be extended to Westland, and the Middlebelt line will be changed to operate on Middlebelt only, from Warren to Seven Mile Road.

## Sanders Opens New Retail Outlet at Westland Center

Sanders will open a new full service retail store Thursday in the Westland Shopping Center, Warren and Wayne Roads in Nankin Township. The new store will be managed by Betty Trainoski, president of the 90-year-old Michigan confectioner who now have 148 retail units in operation, including 56 Sanders stores and 92 market departments. It will have 14 employees.

The new store will have self-service candy, bakery and packaged ice cream features, with party foods, wedding and special order cakes, mailing and home delivery services available. A special feature is the 21-stool fountain, with carry-out food service.

The front of the 1500 square foot store is of concrete block and aluminum in a modern motif, with all display areas in tempered glass. The interior is also modern, with wall cases and paneling covered with vinyl in brown, pink, white and gold, and trimmed with gold fittings. Betty Trainoski, 703 Emmet, Ypsilanti, has been

named manager. She had been manager of the Sanders Arborland store in Ann Arbor. Miss Trainoski started with Sanders as a fountain sales girl nine years ago.

Opening at the same time in the Sanders department in the Kroger supermarket in Westland. It is the first time that Sanders has opened both a retail store

and a market department in the same shopping center on the same day.

Sanders was founded in Detroit in 1875 by Frederick Sanders, who tended the store at 108 Woodward during the day and worked on into the night in a summer kitchen at his home to make the candy for the next day's business.

**Don't miss it! Grand Opening**

OF YOUR NEW

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