



Shoppers take advantage of fresh air bargains at a Wonderland sidewalk sale (opposite page and left).

Northland Is Successful As Supercenter

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"There was just Crystal Pool across the street and a little community called Magnolia," said Andrews. "Southfield was just a huge swamp with a nasty habit of flooding every spring."

"The day they first looked at the site for the center you could stand at the present Hudson store and see for a mile or more in any direction," said Richard W. Frey, president of Shopping Centers Inc. "It was all just fields, empty pasture.

"We wondered if we could really build -- and rent -- a million square feet in a shopping center in a cow pasture. It hadn't been done before."

Hudsons planned their store in the cow pasture and wrapped a carefully planned new city around

it to keep it nourished. The first year of operation, 1954, they exceeded their expected revenue of \$50 million by \$20 million.

Northland, now 18 years old, and outsized and outclassed by newer supercenters across the country, is still the most successful shopping center in the world (based on sales per square foot).

Only about 160 acres of the original 500 remain in the hands of Shopping Centers Inc. The rest was sold to build offices, a hospital, etc . . . plans for which were approved by SCI.

A 14 story office building, Tower 14, now under construction, a 19 story Western International Hotel, a string of fast food service stores, a department store and a cluster of boutiques will complete Northland's neighborhood.

But even before the last building is up the center is scheduled for "shopping center renewal."

SHOPPING IN



Downtown Plymouth IS A FAMILY AFFAIR!

When we say family, we mean the whole tree from Great-Grandfather (who watches every penny) down to Uncle Charlie and budget-minded Aunt Clara. Bring your branch of the family to Downtown Plymouth for an adventurous affair in high value. Listed are some of the many stores in the area . . .

- BEYER DRUGS**
480 N. Main • 453-3400
1100 Ann Arbor Rd. • GL 3-4400
- BLUFORD JEWELERS**
467 Forest • GL 3-5290
- BONNIE-LO DISCOUNT**
930 W. Ann Arbor Trail • 453-7674
- CONSUMERS CENTER, INC.**
555 Forest • 453-9302
- DEL'S SHOES**
322 S. Main • 455-6655
- FAMOUS MEN'S WEAR**
924 W. Ann Arbor Trail • 453-6030
- FOX PHOTO**
882 W. Ann Arbor Trail • 453-5410
- HUGH JARVIS GIFTS**
852 W. Ann Arbor Trail • GL 3-0656
- KRESGE'S**
360 S. Main St. • GL 3-1140
- LENT'S CLOTHING FOR MEN**
In The Mayflower Hotel • GL 3-0790
- MINERVA'S-DUNNING'S**
500 Forest • 453-0080
- NORMAN'S SHOES & APPAREL**
868 W. Ann Arbor Trail • 455-2312
- PETE'S SHOE REPAIR**
322 S. Main • 453-7779
- PLYMOUTH HARDWARE**
515 Forest • GL 3-0323
- PLYMOUTH OFFICE SUPPLY**
840 W. Ann Arbor Trail • 453-3590
- PLYMOUTH TRADING POST**
Sport Equipment-Bicycles
844 Penniman • 453-0022
- SAXTONS GARDEN CENTER**
587 W. Ann Arbor Trail • GL 3-6250
- SLAK SHAK for GUYS & GALS**
853 W. Ann Arbor Trail • 453-9819
- JOHN SMITH OF PLYMOUTH**
Men's & Boys' Wear
336 S. Main • 455-2040