

Hudson's enters second century

Entering its second century by saluting its first 100 years, Hudson's has mounted a commemorative exhibit in the Dodge Hall of the Detroit Historical Museum.

One of the company's largest stores is the one at Northland Center in Southfield. When Northland opened more than 25 years ago, the mammoth shopping mall was a prototype for many others. Building continues at Northland, where a number of additional stores were recently opened and plans for more expansion announced.

Called "Hudson's 100th Anniversary," the exhibit opened at noon Thursday, April 2.

Clothing and other Hudson's merchandise from the past century — memorabilia like the world's largest

flag, full-scale replicas of the first Hudson's delivery wagon, a 1925 Thanksgiving Day Parade float and scores of photographs — trace the company's history.

Founded by Joseph Lowthian Hudson on April 2, 1881, the company's innovative merchandising ideas created a "world within a store," its customer service philosophy.

"Hudson's is a Detroit institution that has played a vital role in our city's history," said Cynthia Young, curator of social history of the Detroit Historical Museum.

"PEOPLE who grew up with Hudson's will really enjoy the nostalgia of the exhibit. For those who didn't grow

up with Hudson's, it will be a delightful revelation."

The exhibit will run through 1981. Located at 5401 Woodward, Detroit, the historical museum will continue the exhibit through 1981. There is a voluntary admission fee.

J.L. Hudson built the "big store" in 1881, just 10 years after opening a small men's and boys' haberdashery. It had eight stories and was a full-line department store.

Large theatrical flats will depict these two early storefronts, and mannequins on sidewalks will model period clothing.

Children's toys and clothing, men's and women's fashions, hats, shoes and other merchandise from throughout the last 10 decades will also be displayed.

When Hudson opened his "big store," he was one of the first merchants to indicate prices on goods. He established a comparison department and even had a horse-drawn delivery wagon.

The business weathered the Panic of 1893 due to the confidence of his creditors.

HUDSON MADE additions to the store and gave thousands of dollars to charity and much personal time to civic and community projects. He also invested in an automobile company that produced the Hudson Motor Car.

After his death in 1912, his nephews, the Webbers brothers, took over the business and continued to expand it. On Armistice Day, 1923, they unfurled the world's largest flag as a salute to veterans. It was retired to the Smithsonian Institute in 1976 but is on loan for this exhibition.

In the last three decades, the company expanded to its presents 19 locations in Michigan, Indiana and Ohio. A 1969 merger with the Dayton Corp. formed a nationwide retailing organization. Today, the Dayton-Hudson Corp. is the seventh largest non-food retailer in the country.

Southfield Hospice has president-elect



Dr. Julien Priver hospice head

Julien Priver, M.D., has been elected president-elect of the board of Hospice of Southeastern Michigan, according to Peg O. McCuiston, executive director.

Dr. Priver, executive vice president of Sinai Hospital of Detroit for 13 years prior to his retirement was one of the founders of the hospice.

The hospice was established in 1978 by the Northwest Metropolitan Detroit Quadrangle Corporation composed of Sinai, Mt. Carmel, Grace Northwest and Providence Hospitals.

Located in Southfield, the hospice is Michigan's first comprehensive center for the care of terminally ill adults and children. Both home care and in-patient care are offered emphasizing human supportive services instead of technology. It is an alternative to hospital care for patients with terminal illness.

Dr. Priver was Sinai's first chief executive officer, assuming the role of executive director in 1981.

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Scissors Sharpener will be in the store Saturday, April 11—10 to 5 PM



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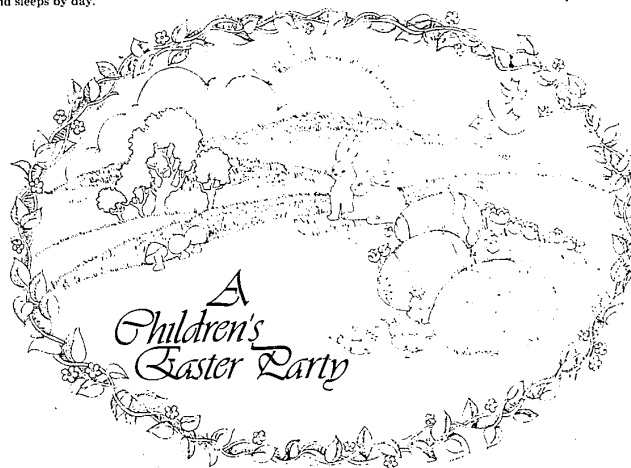
(1)
The bluebird of joy
Has summoned the crew.
And the revels are now.
Only waiting for you.

(2)
The Easter Bunny
Doth skip and play.
He hops by night.
And sleeps by day.

(3)
So take up your hats.
And away let us haste.
To the Easter Breakfast.
Or the Bunny Hop Feast.

(4)
The viands are various.
To each of their taste.
And the bee brings the honey.
To sweeten the feast.

(5)
Then home let us hasten.
While yet we can see.
For Easter is coming.
For you and for me.



A Children's Easter Party

Saturday, April 11, 1 and 3 p.m.

Pippin's Puppets will present Easter fun at two shows. To everyone's delight, the Easter Bunny will make an appearance and have a chat with all. He's sure to have a jelly bean and a trick or two to make you laugh. Hop on down for a very egg-citing afternoon in our Children's Shop.

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