

SPECIAL
FARMINGTON PLAZA
GRAND OPENING
SUPPLEMENT

The Farmington Enterprise

LEADERSHIP -- OUR PURPOSE

SERVICE -- OUR GOAL

SPECIAL
FARMINGTON PLAZA
GRAND OPENING
SUPPLEMENT

SIXTY-NINTH YEAR

27

FARMINGTON, MICHIGAN, THURSDAY, SEPTEMBER 26, 1957

SIXTEEN PAGES

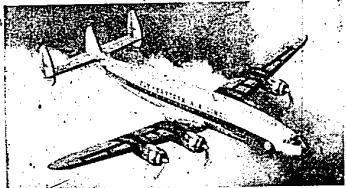
FARMINGTON SHOPPING PLAZA GRAND OPENING THURSDAY

Exciting Free Prizes Offered

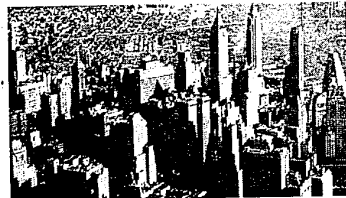
Nothing to Buy, Nothing
To Do, Just Enter
Your Name . . . WIN

- TRIPS TO FLORIDA
- THEATRE WEEK ENDS
IN NEW YORK

One lucky couple will enjoy an all-expense paid trip to Miami Beach, Fla. They'll be whisked to the famous vacation southland via crack flagship of Eastern Air Lines—and return the same way. They'll have a paid-up room for one week at the luxury Crown Hotel on the ocean front, and partake of all the fabulous pleasures associated with that glamorous beach and resort area.



Another lucky couple will spend an unforgettable 3-day theater weekend in New York City. They'll have free tickets to Broadway's top hit shows, hotel room and free transportation via American Airlines. They'll have time for shopping and sight-seeing in the world's largest, most fascinating metropolis.



Anyone can win by simply entering his or her name. There are no puzzles to solve, no guesses to make, nothing to buy. Entry blanks can be found at bottom of this column. Drop filled-out entry blank in boxes available in any Farmington Shopping Plaza store.

Additional entry blanks may be had upon request at any of the shops in the Farmington Shopping Plaza.

DON'T FAIL TO SUBMIT YOUR ENTRY BLANK! HAVE YOUR FAMILY AND FRIENDS SUBMIT ONE TOO! ANYBODY CAN WIN!

FARMINGTON PLAZA OPENING FESTIVAL

FREE

- WIN A TRIP FOR TWO
- Full Week in Miami Beach
- Theater Week-End in New York City

Name _____
Address _____
City _____ Zone _____

JUST DROP THIS BLANK IN BOXES AVAILABLE
IN ANY FARMINGTON PLAZA STORE

Employees of Farmington Plaza and Their Families
Are Not Eligible to Enter

FARMINGTON SHOPPING PLAZA

America's Newest Shopping Center



Extreme simplicity of design, unusual eye appeal or dash through open spaces during inclement weather in getting from one shop to another. Organized parking areas surround the shopping center on three sides. For year-round shopping comfort, the entire installation is air conditioned.

Come One... Come All... Big Stage Show, Square Dance, Refreshments

Casey Clark, Orchestra, Comedians
Headline Friday Night Entertainment

On Friday night, September 27, 9 to 11 p.m., merchants of Farmington Shopping Plaza will cooperate in presenting a live, in-person show and square dance, free of charge to all who would like to attend. Refreshments will be served.

Casey Clark, star of CKLW-TV and WEXL, and his Lazy Ranch Boys, one of the nation's best known Western Music groups, will supply the music.

Featured performers include Bearfoot Brownie, comedian; Carroll Smithers, rock 'n' roll artist; and the Ranch Boys Trio, Little Evelyn Harlene, star trouper with the group, will also be present and singing.

Casey Clark and his entourage record for Sage Records. The Ranch Boys have a hit in their latest record, "Blues Stay

Away from Me." Little Evelyn has platter fans drooling with her "I Want to Be Free." Both hits will be heard at the show.

Bring the Whole Family to Stage Show and Square Dance
FREE REFRESHMENTS
Hot Dogs and Vernor's Ginger Ale



CASEY CLARK



LITTLE EVELYN



BEARFOOT BROWNIE

Meet Your Favorite Radio-TV Personalities at Farmington Plaza

Radio Remote Broadcasts at Center Festival

Two of Detroit's outstanding radio and TV personalities, Ed McKenzie and Mickey Shorr, will broadcast from Farmington Shopping Plaza for a total of seventeen hours during the Opening Festival. Programs will originate from WXYZ's famous Wigton, a fully equipped mobile radio studio and control room housed in a huge trailer parked on Center grounds.

McKenzie will be on the air from Farmington Plaza 3 to 5:15 p.m. Thursday and Friday; Shorr will be on 7 to 10 p.m. Thursday and Friday, and 3 to 5 p.m. on Saturday.



"ED" MCKENZIE



MIKEY SHORR

Multi-Store Shopping Center Slates Opening Festival with 3-Day Gala Program

Magnificent Shopping Facilities at
Grand River and Orchard Lake Road
Schedule Free Entertainment, Prizes

Kiddie Rides at Plaza Insure Fun for Small Fry

Children and the young of heart who happen to come to Farmington Shopping Plaza during the Grand Opening Festival will have an opportunity to partake of free and reduced-rate rides of all sorts.

During Thursday and Friday until 9 p.m., the Vernor's Musical Carousel, a full-blown merry-go-round for future adults, will be on hand to amuse and delight the youngsters.



For the fun-minded and venturesome there will also be a number of carnival type rides offered at reduced rates, throughout the entire opening festival.

All the shops in Farmington Plaza will distribute tickets for the reduced rate rides and thrills. All such tickets are free in any reasonable quantity upon request, and each ticket entitles bearer to one ride of choice at reduced rate.

Parking Provided For 1,000 Cars

Free parking facilities for approximately 1,000 cars have been provided at Farmington Shopping Plaza.

Prominent feature of the parking arrangements is a two-lane service and parcel pickup drive which obviates carrying heavy packages from store to parked car, and also permits discharging and picking up passengers under the protection of the central mall during wet weather.

Six access and exit points are provided to facilitate flow of vehicular traffic. There are three entrances to the Center from Grand River.

Parking areas are concrete paved and during night shopping are illuminated by batteries of overhead street-type lighting fixtures.

One of the most spectacular merchandising events ever presented in or around Farmington will be offered Thursday, Friday and Saturday, September 26, 27 and 28, when Farmington Shopping Plaza, ultra-modern shopping center at Grand River and Orchard Lake Road sponsors its "Opening Festival."

Eight outstanding retail organizations which constitute the Center have joined in an elaborate three day celebration of the formal opening of this unique shopping facility which houses a variety of different shops under a single roof.

Free parking for approximately 1,000 cars is provided throughout six entrances and exits, most of which front Grand River.

NEAR MANY SUBURBS

A colorful and festive decorating scheme for the Plaza keynotes the excitement in store for residents of Farmington and Farmington Township, Northville, South Lyon, Brighton, Novi, Wixom, New Hudson, Milford, Walled Lake, and sections of Livonia and Detroit—communities all within a very short driving radius of the Center.

A lavish program of free entertainment, remarkable free trips to Florida and New York City, free gifts and favors to adults and children, and several radio programs to originate in the Center are scheduled for the three day festival.

COLORFUL DECORATIONS

A huge permanent entrance sign marks the site of the Plaza. Gaily colored pennants and flags strung aloft will flutter in the wind across the entire expanse of the main shopping area and deck most of the paved parking grounds.

At dusk, giant searchlights will fan the skies to illuminate the decorations and pinpoint the area of celebration to motorists miles away.

On Friday evening, immediately upon closing of the shops at 9 p.m., a 2-hour program of entertainment and dancing will be instituted. Casey Clark together with an orchestra and comedians will take over to provide the music for square dancing and will sandwich in a laugh-filled show for all the shoppers and visitors to the Plaza.

Throughout the entire two hours of entertainment, refreshments will be served to all comers in the form of free frankfurter sandwiches and ginger ale.

RIDES FOR THE CHILDREN

During at least the first two days of the celebration, free rides for the kiddies will be available day and evening on the Vernor's Musical Carousel, a merry-go-round. In keeping with the gay and carnival-inspired mood of the festivities, a variety of rides for both children and adults will be provided at reduced rates.

Top WXYZ radio-TV personalities, Ed McKenzie and Mickey Shorr will broadcast directly from the Plaza, in a portable radio station that will be situated right on the parking grounds.

Multi-colored scratch pads for children will be handed out free by all of the shops in the center.

A complete schedule of entertainment is contained elsewhere on this page in the "Time Clock for Daily Activities."

Entry blanks to win the free trips to Florida and New York City are available from all shops in the Center, and in addition can be clipped from this paper.

Time Clock for Daily Activities

THURSDAY, SEPT. 26th
10 a.m. — Kiddie Rides commence
3 to 5:15 p.m. — ED MCKENZIE broadcasts over WXYZ
6 to 9 p.m. — MIKEY SHORR broadcasts over WXYZ
Entry blanks for FREE prizes available all day in each store.

FRIDAY, SEPT. 27th
10 a.m. — Kiddie Rides commence
3 to 5:15 p.m. — ED MCKENZIE broadcasts over WXYZ
6 to 9 p.m. — MIKEY SHORR broadcasts over WXYZ
Entry blanks for FREE prizes available all day in each store.

SATURDAY, SEPT. 28th
10 a.m. — Kiddie Rides commence
3 to 5:15 p.m. — MIKEY SHORR broadcasts over WXYZ
6 to 9 p.m. — MIKEY SHORR broadcasts over WXYZ
Entry blanks for FREE prizes available all day in each store.

Fun for All at Farmington Plaza
OPENING FESTIVAL / Thursday... Friday & Saturday
September 26th 27th 28th Only!