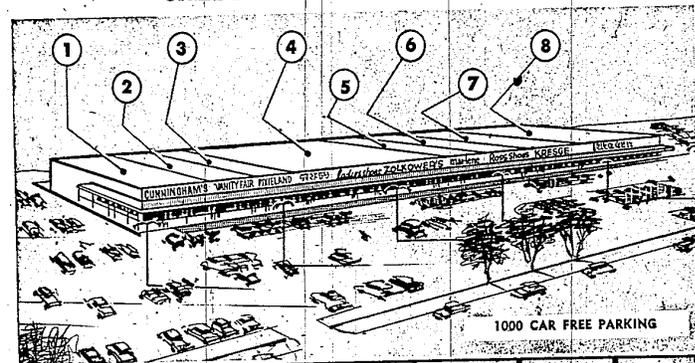


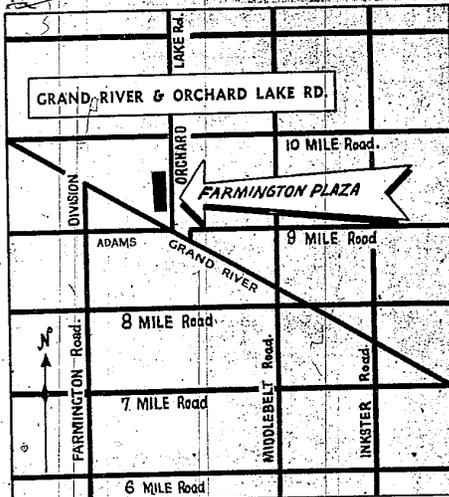
Farmington Shopping Plaza

Grand River and Orchard Lake Road



Farmington Plaza
Only a Few Miles
And Minutes Away

AREA	DRIVING TIME
Farmington	2 minutes
Northville	12 minutes
South Lyon	25 minutes
Brighton	25 minutes
Novi	10 minutes
New Hudson	16 minutes
Milford	22 minutes
Walled Lake	15 minutes
Livonia	7 minutes
Detroit	6 minutes



Well-stocked and diversified, Farmington Shopping Plaza is perfectly placed to serve the buying needs of tens of thousands of families.

Meet the Merchants of Farmington Plaza

- Cunningham's**
Cunningham's newest store in Farmington Plaza, 11th in the Cunningham chain and part of a \$1 million expansion program, is a model for the self-service drug store of the present and future. Shopping is delightfully convenient in this brightly lit, gay atmosphere where wall and floor display fixtures are completely adjustable and where a customer push cart system is in effect.
Here is a Cunningham's the size of 23 railroad freight cars, with 36 different complete departments including a modern glassed-in prescription-section, and a gleaming stainless steel soda and snack fountain. Store fronts in 20% glass, supported by stainless steel framing and decoratively supplemented by attractive green tile. All the wonderful variety and low prices for which the chain has become celebrated will be found at this new Cunningham's.
- Vanity Fair Shop**
High fashion feminine apparel at popular prices is the stock in trade of Vanity Fair Shop in Farmington Plaza. There are 24 Vanity Fair Shops in southeastern Michigan, including one in the heart of downtown Detroit. All carry complete lines of feminine sportswear, dresses, suits, coats, lingerie, hosiery, foundations and accessories. To supply better service to patrons and provide for local preferences in attire, the company maintains a policy of equipping each store with items in demand in that locality.
The new and attractive Vanity Fair Shop in Farmington Plaza is managed by Mary Waylor, who has over a decade of managerial experience with the Vanity Fair organization. Store design is modern, with interior finished in the usual company color scheme of green and blue.
- Pixieland**
Clothing for children—infants to pre-teen age—in a wide variety of styles and a complete range of sizes are all literally all-on display at Pixieland. In this bright, new shop for small fry, there is no obscured merchandise, no hidden stocks. Everything is in full view, in and on ultra-modern fixtures which make parents' shopping tours as comfortable and pleasing as possible.
Pixieland specializes in personalized service, while yet granting the customer opportunity for free and unhurried selection through self-service. Complete laydowns and Detroit-area shoe department for children are features of the shop. Louis Kohn is store manager.
- Zolkower's**
Zolkower's in Farmington Plaza is part of a chain of complete department stores featuring infants' and children's wear; home furnishings; ladies' ready-to-wear, sportswear and accessories; a family shoe department; and a full line of men's sportswear. A unique floor audit system permits customers to enjoy the personal services of a single clerk while making multiple purchases—at the same time eliminating the necessity for check-out and payment at each counter at which a purchase is made.
The store occupies 15,000 square feet. It is managed by Marjy Shubin, 24 in the rest of the chain, charge accounts and revolving budget accounts are available under the Security Charge System. Entirely family-owned, the Zolkower's chain is headed by William and Myrtle Zolkower, Mrs. Mary Zolkower, wife of the founder, Julius Stern.
- Marlene Shops**
Marlene Shops present ladies' apparel and accessories in 36 distinctive styles in and about Detroit and throughout Michigan. It is a wholly-Michigan-owned organization, directed by Joseph L. Galperin, and has been in continuous existence for over 30 years.
The fair sex will find a comprehensive selection of coats, suits, dresses, sportswear, lingerie, hosiery and foundations at the Marlene shop in Farmington Plaza. Items to please every taste in color and design. There's a Layaway Department, of course, and a liberal exchange—refund policy is in effect.
- Ross Shoes**
Fourth in an independent, growing family shoe chain is the Ross Shoes Shop at Farmington Plaza. An organization that freshly prides itself upon growth through service, it handles only nationally branded footwear, such as First and Best Cross, Dumping Jacks, Cobbies, Daniel Green, Evans, P.J. Flyers, etc.
Bill Nash is manager of this new unit, one of the most beautiful shoe shops built anywhere. Interior decor is contemporary. Emphasizing proper fit, Ross Shoes provides an exceptionally wide range of sizes in footwear for every member of the family. Expert in the fitting of children's shoes, the store carries a complete line of children's orthopedic footwear. Children will be delighted by the built-in, permanent merry-go-round, to be found in the store.
- S. S. Kresge**
Hardly anyone in the U.S. needs introduction to the name S. S. Kresge, or to the appealing type of store and merchandising the name exemplifies. Kresge's at Farmington Plaza is the 65th unit in a national chain. It is designed in the latest style of self-service, and is unique among Kresge stores in this area in connecting to an adjoining store, Kroger's, through three aluminum rolling doors.
R. A. Goshorn is manager of this air-conditioned, modern-styled unit. All the wide, wide variety of items for household and personal use, for which Kresge's has become famous, are to be found on display at Kresge's usual savings.
- Kroger**
The new and modern Kroger supermarket at Farmington Plaza is certain to be the Farmington area's most popular store for food shoppers. Wide spacious aisles and the very latest type of refrigeration and fixtures to display Kroger's outstanding variety of foods promises to add new pleasures to shopping. Seven speed check-out stands and a perfect pick-up service will shorten shopping time and eliminate long-distance toting of parcels to cars.
This newest Kroger's is another of 80 new stores that were planned for opening in Michigan within a 3-year period. Joe Smith, manager of the old Kroger store in Farmington will manage this new unit. Shoppers can expect to find Kroger's usual array of luscious, economical foods, friendly service and old-fashioned courtesy in this spanking new surroundings.

These Items are Specially Priced for Farmington Plaza Grand Opening Festival!

<p>CUNNINGHAM'S IN FARMINGTON PLAZA</p> <p>Flex-Lite Downy Soft PILLOWS \$2.99 pair Floral pattern, full size 18x24 7.98 VALUE</p> <p>RAYON-NYLON BLANKETS \$3.99 Luxurious, durable, mothproof, washable, fully 72" x 84" size. Acetate satin binding.</p> <p>See Advertisement on Pages 10 and 11</p>	<p>Vanity Fair Shops IN FARMINGTON PLAZA</p> <p>Our Own Special Nylons</p> <p>First quality hosiery in the newest fall shades 51 Gauge; 15 Denier</p> <p>2 pair \$1 regular 99c pair</p> <p>See Advertisement on Page 15</p>	<p>PIXIELAND IN FARMINGTON PLAZA</p> <p>Stayon Redi-fit Crib Sheets 88c Long-wearing 80 square percale fitted crib sheet</p> <p>DUNGAREES \$1.39 Casey Jones Sizes 2-6 Big Leed Sizes 6-14</p> <p>See Advertisement on Page 15</p>	<p>ZOLKOWER'S IN FARMINGTON PLAZA</p> <p>Men's White Handkerchiefs 12 for 97c Full size white satin border. Stock up at this low, low price! Regularly 20c each.</p> <p>See Advertisement on Pages 4, 5, 6, 7 and 8</p>
<p>MARLENE SHOP IN FARMINGTON PLAZA</p> <p>Genuine Chenille Bath Sets</p> <p>Tremendously Underpriced at \$1.00</p> <p>Sold nationally at \$2.00. A very fine quality Chenille in an assortment of colors with beautiful contrasting color floral patterns. A truly marvelous value.</p> <p>See Advertisement on Page 16</p>	<p>ROSS SHOES IN FARMINGTON PLAZA</p> <p>Totes \$1.49 Women's snug fitting lightweight rubber boots, high, medium or low heels... regularly 2.99</p> <p>Men's Romeo House Slippers \$3.49 Old favorites, comfortable, practical... regularly 4.99</p> <p>P. F. Canvan Tennis Shoes \$2.59 Black and white sodas for school or play. Sizes for misses and women... regularly 3.45 to 4.25</p> <p>See Advertisement on Pages 2 and 3</p>	<p>KRESGE'S IN FARMINGTON PLAZA</p> <p>Special! 8-Pc. Layette Set \$2.87 Thur., Fri., Sat. Only</p> <p>Everything for baby! One each: receiving blanket, short sleeve knit shirt, Johnson & Johnson baby powder, waterproof plastic pants, flannel gown, plastic hanger, and 2 Terry wash cloths. Choose white, pink, blue, maize.</p> <p>See Advertisement on Page 14</p>	<p>KROGER'S IN FARMINGTON PLAZA</p> <p>HAMS 7 lb. 37c Hygrade or Greenfield Full-Shank Half</p> <p>BANANAS 1 lb. 12c Kroger Select Mellow Sweet Golden-Ripe</p> <p>See Advertisement on Pages 12 and 13</p>

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