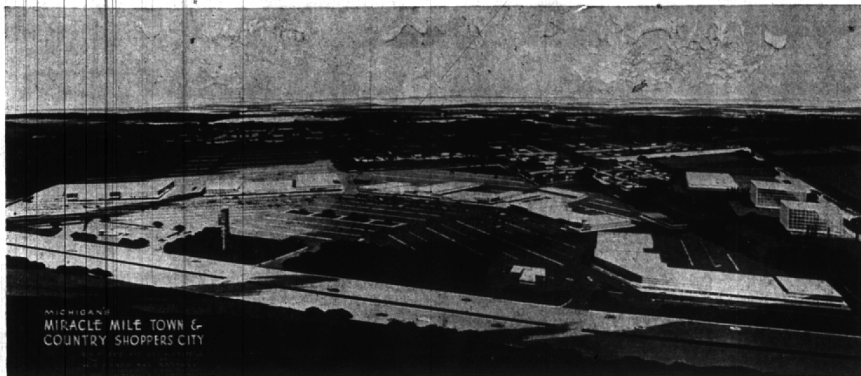


Fireworks End Mile Opening

If the thrill of fireworks still holds appeal, you may want to get out to Miracle Mile tonight for the wind-up display ending the formal opening celebration. Huge searchlights, common to all grand openings, will ply the skies starting at 8:30. Then at 9 p.m. Ella Carver will perform her famous leap from a 90-foot tower into a tank of flaming gasoline.

THE FIREWORKS display is scheduled for 8:15 to end the day's activities begun at 8 in the morning.



MICHIGAN
MIRACLE MILE TOWN &
COUNTRY SHOPPERS CITY

How Miracle Mile Looks to Artist

Here is an architect's sketch of the new Michigan Miracle Mile shoppers city at Telegraph and Square Lake road. It has a merchandising area of 300,000 square feet with reserves for an additional 500,000 square feet. Parking

area for 5,000 cars is blacktopped and boulevard lighted. Development has covered approximately 50 acres and there is another 50 acres available for future expansion.

Miracle Mile's Formal Opening Staged Today

Michigan's Miracle Mile Town and Country shoppers' city, which is celebrating its formal opening today, is in a strategic position to draw an estimated population of almost one-half million.

On the northeast side of Telegraph road, with 2,000 feet of main frontage on Telegraph, there is also considerable frontage on Square Lake road. The entire tract consists of about 100 acres, with half already developed.

Miracle Mile is laid out in a crescent shape with all front parking and easy ingress and egress from Telegraph. Complete integration and diversification of shops, and services assures complete one-stop shopping.

The blacktopped parking area is boulevard lighted and is large enough to accommodate 5,000 cars.

THE CENTER was developed primarily to serve Pontiac and Oakland county, but there are substantial sections of east and north Detroit within 20 minutes driving distance.

Census authorities estimate that 450,000 people live within 35 minutes driving time with a tremendous purchasing power produced by the industrial payrolls of the communities. Government sources estimate that in 1954 Oakland County had a collective income of one billion dollars. Farms of the county alone account for about \$12,000,000 in annual income.

Characteristics of the population, which consists of all income brackets including rural, led the developers to believe that there would be a demand for a diversity of merchandise in all price ranges. They felt this would assure a dependable trade volume for all stores and services in the center.

With the trend toward larger suburban shopping areas, Birmingham residents are in the position of being practically equidistant, north and south, from two large areas offering a wide range of stores.

MIRACLE MILE is an outgrowth of an idea born back in 1928 when the first center built by the developers offered parking for 300 cars (mostly Model T Fords) and the trading area was serving a six to 10 mile radius.

What was learned from those years paved the way for the large regional shopping center of today. That the basic idea is sound is proved by the fact that today shopping centers are to be found in practically every populated area of the country.

An Invitation . . .

To you and your family to visit our **MIRACLE MILE** store. You'll

find the finer names and better quality in men's, ladies', and

children's clothing and shoes at the Lion Store. For those who

enjoy leisure shopping with a fine, casual atmosphere, the

newest Lion Store has been designed for you. Our organization has

been built on service and quality. We will welcome your presence

at the newest Lion Store.

Almost 37 Years of Fine Quality Clothing and Shoes for the Entire Family

Children's

Cinderella
Youngland
Kate Greenaway
Girl Town
Lortogs
Health Tex
Newport
Fischer Coat
Peggy 'n Sue
Nitey Nites
Nannette
Style Undies
Her Majesty
Tom Sawyer
Rob Roy
Robert Bruce
Niagara
Trimfit
E-Z
Coopers
Billy the Kid
Tuffies
Acecraft
Hi Line
Jack 'n Jill
Minikin

Men's

Pendleton*
Clipper Craft

Michaels Stern
Plymouth
Embassy Row
Robert Bruce
Mark Twain
Van Heusen
Shapely
Escallo

Great Western
Chippewa
Copper
Hanes
Esquire
Holeproof
Interwoven
Mallory
Knox
Superba
Regal
Pioneer
Swank
Varsity
Nite Kraft
Rabin
Hercules
Levis

Shoes

American Girl
Enna Jettick
Naturalizers*
Fortunet
Gale

Pall Parrot
Child Life
Simplex
Jarmen
Porto Peds
Fortune
Portage
Evans

Ladies'

Ship 'N Shore
Macshore
Terry
Pendleton*
Tailbatt
Select
Darlene
Seamprufe
Lorraine
Exquisite Form
Bestform
Playtex
Archer
Berkshire
Hanes
Joyce
Whitleyettes
Tailored Junior
Sue Brett
Debutogs

*Samsonite and
Tri-Taper Luggage

FREE! FREE!

Register for \$500

In Gift Certificates!

Nothing to buy to WIN!

MIRACLE MILE HOURS: Monday Through Friday,
12 Noon to 9—Saturday 10 to 9

DOWNTOWN HOURS: Monday Through Satur-
day, 9:30 to 5:30—Open Monday and
Friday Nights to 9

Irving Steinman

PRESIDENT

You Owe It to Yourself to See Our Store
WE FEEL CONFIDENT YOU'LL BE PLEASED

Lion
STORE

TWO NEW DEPARTMENTS TO SERVE YOU!

MILLINERY
COSMETICS*

*At Miracle Mile Store Only

SHOP THE MODERN WAY: Enjoy Shopper Plate Convenience!
Use a Lion Charge Account! With Optional Terms!

CAPITOL SHOPS

For Men & Boys

NOW OPEN

in the

MIRACLE MILE
SHOPPING CENTER

We cordially invite you to
drop in and see our ultra-
modern store.

We welcome the opportunity to meet
you personally and to acquaint you with
our fine merchandise and courteous
service.

We Feature . . .

- MANHATTAN SHIRTS
- EXCELLO SHIRTS
- MCGREGOR SPORTSWEAR
- DOBBS HATS
- TOM SAWYER BOYS WEAR
- SWANK JEWELRY



Capitol Shops for
Men & Boys