

Subject file:

BUSINESS

MERCHANTS in
SHOPPING MALLS

Dec 19, 1989 Atlanta
Major malls
in metro Atlanta

Mall	Square feet	Dept. stores
1. Lenox Square	1,400,000	3
2. Perimeter	1,238,000	3
3. Town Center	1,200,000	4
4. Gwinnett Place	1,100,000	4
Southlake	1,100,000	4
Cumberland	1,100,000	4
7. Northlake	889,800	3
8. Shannon	770,620	4
9. South Gwinnett*	710,000	4
10. Greenbriar	678,000	3
11. South DeKalb	650,000	2
12. Market Square	636,000	2

* Proposed. Name is tentative. Plans include potential expansion to 860,000 square feet with addition of a fifth department store.

SHOPPING MALLS
—
MALL BUSINESS

MARKET
SQUARE

agc 1/18/97

Mervyn's to leave Atlanta; JC Penney buying 3 locations

By Chris Roush
STAFF WRITER

All seven Mervyn's department stores in metro Atlanta will be closed and sold to other retailers as part of the California chain's exodus from what has become a hypercompetitive market.

Rival JC Penney will buy three of the locations: at Gwinnett Place, Shannon Southpark and Town Center at Cobb malls. Terms weren't disclosed.

The four other stores, in Alpharetta's North Point Mall, at Southlake Festival just off I-75 in Morrow, at North DeKalb Mall in Decatur and at Merchants Walk in Marietta, will be sold. Mervyn's spokeswoman Carol Johnson said negotiations to sell those stores to retailers she wouldn't identify haven't been completed.



A 100-percent camel hair sport coat is the centerpiece of this outfit being shown by A. Bernard Stanley, right, to Dick Dolan. Stanley is assistant manager at Kuppenheimer Men's Clothiers at MarketSquare Mall.

Atlanta developer ready to buy North DeKalb Mall

By RENÉE DEGROSS
rdegross@ajc.com

5/16/02
North DeKalb Mall in Decatur is under contract to be sold to Atlanta developer Hendon Properties for an undisclosed price.

Cadillac Fairview, the mall's Toronto-based owner, is attempting to sell its smaller and older regional centers in its portfolio, including North DeKalb and Shannon malls in metro Atlanta.

North DeKalb, at 650,000 square feet, sits at North Druid Hills Road and Lawrenceville Highway.

It's much smaller than the typical mall, but the surrounding area is gentrifying and underserved by retail, said Charlie Hendon, president of Hendon Properties.

"We plan to close by the end of this year," Hendon said. "It's particularly exciting for me because I was born in Atlanta and I've lived in

DeKalb County all my life."

Hendon said he envisions redeveloping the mall, but it's too early to disclose any plans.

North DeKalb Mall is anchored by Rich's-Macy's, Stein Mart and AMC Theaters.

Hendon said it's possible the center could attract more off-price stores or discounters. Hendon has ties to such names as T.J. Maxx, Michael's and others.

Rich's-Macy's spokeswoman Ellen Fruchtman said a renovation of the North DeKalb store is imminent, as is one at Northlake Mall, less than 10 miles away. The department store's operating agreement has long expired at the mall.

When Rich's and Macy's merged in the Southeast earlier this year, the chain converted the former Macy's store at Northlake to a Rich's-Macy's.

Subject: GGP: North DeKalb Mall

WEDNESDAY, JUNE 27, 2001/Dekalb Neighbor

Ne

North DeKalb Mall offers internships

By Nathan Isenhardt
DeKalb Neighbor Staff Writer

North DeKalb Mall and its owner, General Growth Properties Inc. (GGP), are offering a new nationwide college internship program called GGP Prodigies.

According to Nicole Krajc, marketing director for Southlake Mall in Morrow, the program is being run in 140 shopping malls that are owned or managed by GGP and offers hands-on professional experience to students in many different disciplines.

"This company is the second largest mall developer in the country, and Southlake Mall is only one of five malls owned by General Growth Properties in Georgia," she said.

Other GGP owned malls in Georgia hosting this program include Shannon Mall, Cumberland Mall and North Point Mall.

She said the internships, which are available on a year-round basis, include disciplines like accounting, advertising, business law, business management, construction management, finance, leasing, market-

ing, public relations, real estate management, technology and visual merchandising.

She said this program was created to be a very flexible part-time program that caters to the student's academic schedule, but could also serve as a stepping stone to future employment with GGP.

"They like to hire from within the company, so there is plenty of opportunity in our company to move up," said Ms. Krajc.

She said each intern's duties would vary with the applicant's schedule, as well as their discipline, but that they must be a junior or senior with at least a 2.5 grade point average.

"I know if they come as a marketing intern they will work with everything in a hands-on manner, doing things like planning events, coordinating our Cash Back for Schools program or talking to the media," she said.

Although the internships are unpaid positions, Ms. Krajc said she works closely with the school of the applicant to ensure they get aca-

demical credit for the internship, as well as copies of the different things they do while working with GGP.

"It's a good way to build up a portfolio, and it puts them directly in the marketing arena," said Ms. Krajc, "It's a great experience for a summer internship."

For more information, call (770) 961-1050 or fax resume to (770) 961-1113.



Tracy Keener of the Gold and Diamond Gallery at MarketSquare Mall is telling Santa Claus what she wants for Christmas: an 18-karat gold handmade Italian necklace encrusted with parve diamonds, and matching earrings and bracelet.

Market Square Maps Plans For Reopening

The opening for Market Square at North DeKalb, originally planned for Oct. 15, has been rescheduled for Oct. 17.

Market Square at North DeKalb, the new name for the expanded and renovated North DeKalb Mall, is planning a celebration for its Oct. 17 opening.

The University of Georgia Pep Band will entertain when the ribbon is cut at 9 a.m., kicking off a 10-day observance of the "re-opening" of the mall.

tions and signing autographs at 7 p.m.

Throughout the week, models will be displaying new fashions, and on Saturday, Oct. 28, they'll put on a full runway fashion extravaganza.

Monday, Oct. 21 is "Ladies Day" on which the first 200 women who enter the foods court will receive carnations. Hostesses will be on hand throughout the celebration to pass out shopping bags.

DeKalb extra

Developers update aging North Dekalb Mall

By John Vandeman

Staff Writer

To keep pace with Atlanta's fancy modern shopping malls, North DeKalb Mall will get a major face-lift next month.

J.J. Gumberg Co., the Pittsburg company which owns North DeKalb Mall, has planned several hundred thousand dollars worth of renovation work in and outside the mall. Several tenant stores also are planning their own remodeling.

North DeKalb, the first enclosed shopping center built in the Atlanta area, lately has been losing customers to more eye-appealing malls, according to Mall General Manager Wade Shuman.

"Another reason (for the loss of customers) is the perception that malls with two or more anchor stores are the best places to shop," Shuman said. North DeKalb is a unique mall with Rich's as its only anchor store, he said.

"But to our way of thinking, you don't have a mall without a Rich's," he said.

Consequently, Gumberg company officials are not willing to concede the shift in customers to surrounding shopping malls.

"We see enormous potential for this mall particularly because of demographics," Shuman said. "We are located in Atlanta's second largest income area, with the Perimeter Mall area being the first."

Customers recently shopping at North DeKalb al-

ready may have noticed ongoing construction at the Rich's store which has remodeled and added 18,000 square feet of floor space.

"The Rich's store here was built in 1965, and we needed to update the store to keep up with the times," said Mel Tillem, general manager of Rich's at North DeKalb Mall.

The remodeling, which cost Rich's millions of dollars, already has increased business at the store, Tillem said. "The customer flow has most noticeably increased in the new areas of the store."

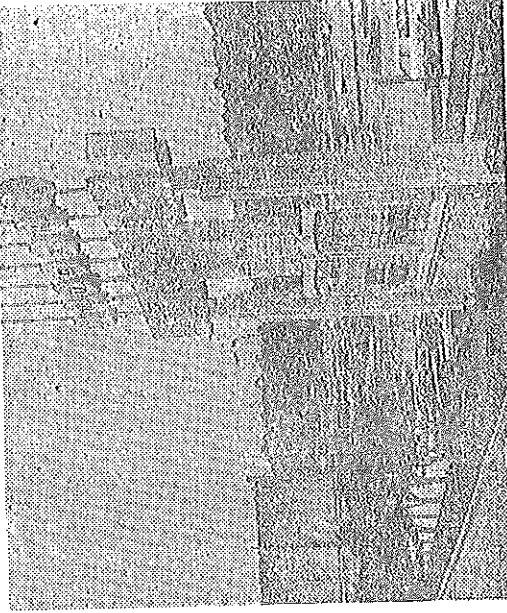
Renovation work for the mall is scheduled to begin during the first week of August. Most of the changes will be made inside, Shuman said.

A new lighting system will be installed throughout the mall. "When this mall was built back in 1966, the stores were not open during evening hours," Shuman said. "We've needed brighter lights for nighttime shopping."

Other interior changes include colorful banners, plants, carpet and benches.

Outside the mall, a 9-foot-wide stucco band will stretch around the top of the mall, covering the stone arch at the front mall entrance. Store entrances will be more clearly marked along the band, Shuman said.

The outside brick wall of the shopping center will be cleaned and resealed. Waterproofing has been required because old age and weather has made the brick porous, he said.



North DeKalb, the first enclosed shopping center built in the Atlanta area, lately has been losing customers to more eye-appealing malls. (Photo — Billy Downs)

Perhaps the most noticed change in the mall will be its new sign in the front parking lot. The old sign with the rod and globe design will be replaced with a large pylon and billboard.

New Era

RECORD

GRAPHIC

FRONT

st 5, 1965

DORAVILLE AUTO PARTS
5872 S. PEACHTREE ROAD
451-4444

"AUTO PARTS FOR EVERY NEED"



Mrs. Al Cook welcome premier guests outside
like.



Judge Curtis Tillman congratulates league officers (l-r), Mrs.
Armand Hendee, Mrs. H. G. Pattillo and Mrs. Howard Lee.







**PEACHTREE BANK
AND TRUST COMPANY**
Chamblee's Finest and Friendliest
Full Service Bank

The New Era

News
of
DEKALB
TRI COUNTY GRAPHIC

SECOND FRONT

Thursday, July 29, 1966

New North Dek; Today; Features Mall With Fifty-

BY LINDA MILLS

A garden of flowers and fountains will center the new North Dekalb Center shopping complex, featuring an enclosed all-weather mall.

The center is located at corner of Lawrenceville Highway and North Druid Hills Road.

The mall, the first of its kind in the metropolitan Atlanta area, contains several mountains, boulevards, and plots for an ever-changing array of flowers, fountains and fountains.

Fifty-four stores, including a large two-building Macy's store, will be located along the mall.

Scheduled for its grand debut today, the center was developed by D. Scott Endrege, Jr., who also built several other shopping centers, professional buildings, and residential subdivisions in the Dekalb area. Architects were Stephens & Wilkinson.

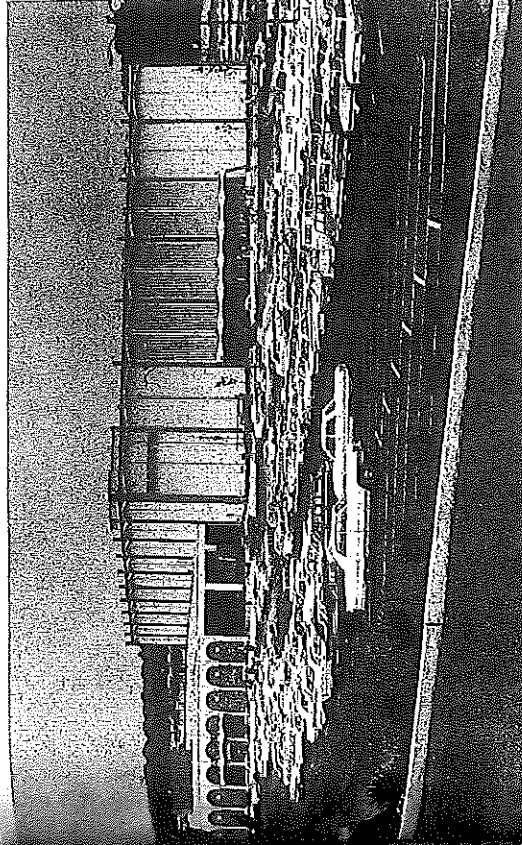
Mr. Endrege and designers have envisioned a production of color in design of building and horticultural effort.

The entire mall will be covered by a roof lighted by skylights and modern style chandeliers. More than 35 stores will open on the mall.

Floor area of the mall features brick, washed pebbled concrete, and in the 245-member Dir

store will employ nearly 300 people. Regenstein's women's specialty shop also will be located in the center under the management of Marjorie Nichols, Mrs. Richard formerly was the manager of the Sherman Plaza store.

The store will center upon the Gold Room, which according to George Sanford, vice president "personifies the discriminating woman in suburbs." Regenstein has leased a 15,750 square foot building.



NORTH DEKALB SHOPPING CENTER LOCATED AT THE CORNER OF LAWRENCEVILLE HIGHWAY AND NORTH DRUID HILLS ROAD

Decoratur Federal Has Gifts For Guest In New Office

Decoratur Federal is pleased to announce the opening of its new office in the North Dekalb Shopping Center. The new office will be in a modern style with comfortable artless sofas in the lobby, vault floor has wool carpet in a custom-designed design in the center of the building room. The walls will be in textured vinyl in cork tones on a charcoal black background, and the floors will be of vinyl asbestos tile in honey-beige with greyish tan flecks. The vault floor has wool carpet in a custom-designed design in the center of the building room. The walls will be in textured vinyl in cork tones on a charcoal black background, and the floors will be of vinyl asbestos tile in honey-beige with greyish tan flecks. The vault floor has wool carpet in a custom-designed design in the center of the building room.

SHOE STORE OPENS IN NORTH DEKALB

Among the 53 stores to open in the new enclosed mall North Dekalb Center in early August will be Thompson-Boland and Lee, known for many years in the Atlanta area for outfitting the entire family in shoes. Leon Piper and Miss Lois Callahan will jointly manage the new store. Both Mr. Piper and Miss Callahan have operated Thompson-Boland and Lee's Decatur branch since it opened fifteen years ago.

Baptist Student Union Is Planned For University

Plans for construction of a 15,000 square-foot Baptist Student Center at the University of Georgia, on Lumpkin Street in Athens, across the street from the Fine Arts Building at the University, have been announced by Dr. Stacy S. Garrison, Athens, Executive Secretary-Treasurer for the Georgia Baptist Convention. The center will be a landmark of plans for the

RICHI'S

NORTH DEKALB

now,
Rich's has a brand new Drive-In Tire Center at North Dekalb!

located at Lawrenceville Highway and North Druid Hills Road... a convenience for the residents of the North Dekalb area... a completely equipped center, featuring our own Abel Label tires and auto supplies... with all our Downtown and Cobb County Tire Centers!

- Rich's is the best place in Dekalb to buy tires and with good reasons...
- every Abel Label tire is made to the highest specifications, insuring the most dependability, insuring the most safety, insuring the most peace of mind
- every tire we sell incorporates the latest in engineering advances to insure maximum safety and reliability
- every tire we sell undergoes a comprehensive quality control test
- every tire we sell is priced to give you the most mileage, safe service and value
- every tire we sell is priced to give you the most value... and during this great grand sale, prices are even lower!

- at Rich's three Tire Centers you get all these extra services!
- no charge for tire rotation or mounting
- no charge for repair of punctures, inner tubes
- modern facilities for fast precision mounting
- plenty of parking space right at the Center
- liberal credit, with no down payment needed
- Rich's policy of complete customer satisfaction

whitewall spectacles

Abel Label Tandem Falcon first line nylon cord tires 30-m.p.h. 6.00

\$12.90

SHOPPER'S WILL still have access from North Druid and Lawrenceville Highway. In addition, the developer has improved and extended Orion Road and widened Lawrenceville Highway near the mall, providing access at Orion and Lawrenceville Highway near the end of the Stone Mountain Freeway.

The exterior of the mall is now a 562,000 sq. ft. enclosed center with parking for nearly 9,400 vehicles, almost double the previous capacity. Inside are 10,000 sq. ft. of ornate stained glass skylights. Floor-to-ceiling glass storefronts include 68,000 sq. ft. of imported Italian marble.

A food court with seating for 350 will be provided. A new 25,000 sq. ft. movie theater has been built. The new developers acquired the center in mid-1985, and work began one year ago. It took two years to build the original mall.

THE GRAND re-opening starts at 9 a.m. Friday with a ribbon-cutting and the celebration continues for 10 days, say mall officials. Entertainment in the form of music, dancing and singing has been scheduled daily along with appearances of show business and sports personalities. Prizes will also be given.

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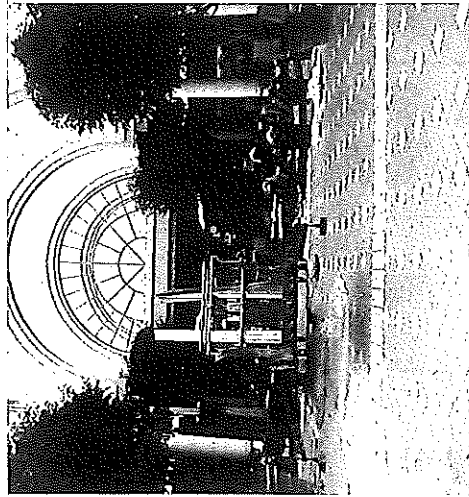
North DeKalb Mall To Reopen Friday As Marketsquare

DeKalb's newest and oldest shopping mall will open-reopen Friday, Oct. 17, at 9 a.m. with a ribbon-cutting which will feature local dignitaries and Lt. Governor Zell Miller.

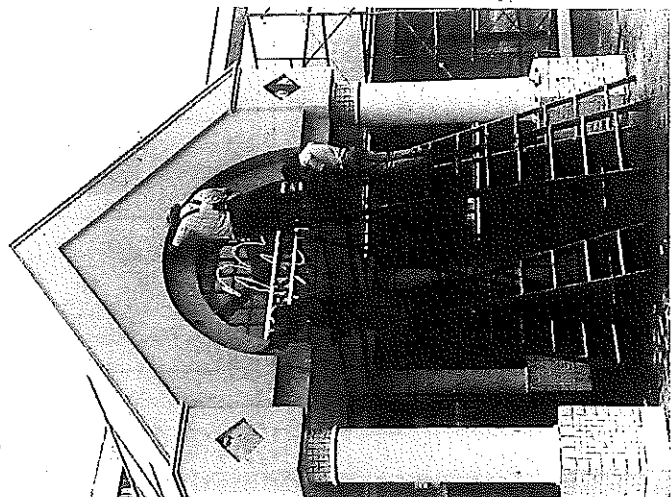
Also on hand will be Miss Georgia, Marleesa Ball, who will sign autographs and participate in the ceremonies.

North DeKalb Mall, the oldest enclosed mall in the Atlanta area, will show off its new look, new stores and new name when it re-opens as Marketsquare at North DeKalb.

The new Marketsquare will feature twice the original number of stores and will span nearly 652,000 square feet on 70 acres. In addition to Rich's, one of the original department stores, Marketsquare will be anchored by Mervyn's and Lechmere, two major department stores that will be making their Atlanta debut this fall.



Here's How The Upgraded Mall Looks On Eve Of Grand Reopening
Photo by SHERRY SOREN



Women Finish Up The New Marketsquare Entrance
Photo by SHERRY SOREN

IN THAT ASSESSMENT The Southern electric system is interested in electric vehicles because they can be recharged at night with off-peak power. Thus, they offer an opportunity to sell additional energy without building new generating capacity.

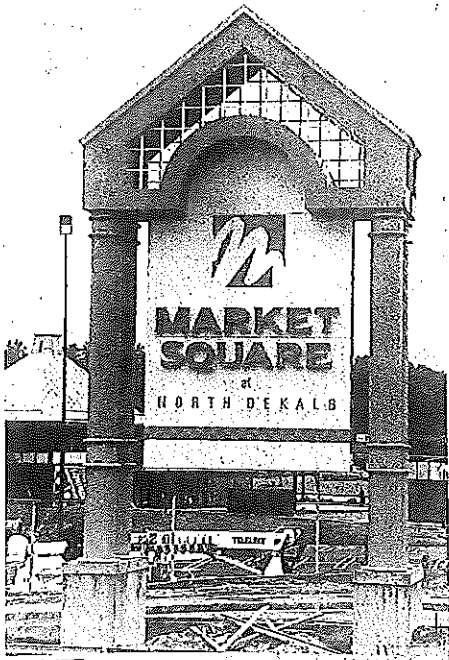
"Electric vehicles are especially attractive for uses requiring numerous starts and stops and considerable idling time," said Jim White, senior power marketing engineer in Georgia Power's Tucker district office.

"Traditional gasoline-powered vehicles are fairly inefficient under these type circumstances, and that's why Stone Mountain is an excellent place to test this vehicle," White added. "They'll be using the van principally for short-distance deliveries between various park facilities."

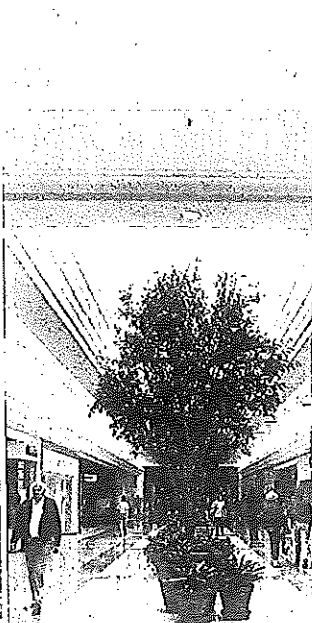
In place of an internal combustion engine, each van has 36 six-volt lead-acid batteries mounted under the floor of the vehicle. The batteries are partially regenerated when the brakes are engaged, but take eight to 10 hours to recharge completely when drained. The vans can travel from 60 to 80 miles before they must be recharged.

"The vans are energy-efficient, non-polluting and quiet — very much in keeping with the atmosphere at the park," White noted. "In addition, there's no coolant, transmission fluid, or oil to maintain. Routine maintenance is confined primarily to topping the battery water levels about every three weeks."

A 'New' Shopping Mall In DeKalb Struts Her Stuff



New Sign At Marketsquare Entrance Just Before Opening



Mall's Interior



Miss Georgia, Marjessa Bell, Chats With Admirers

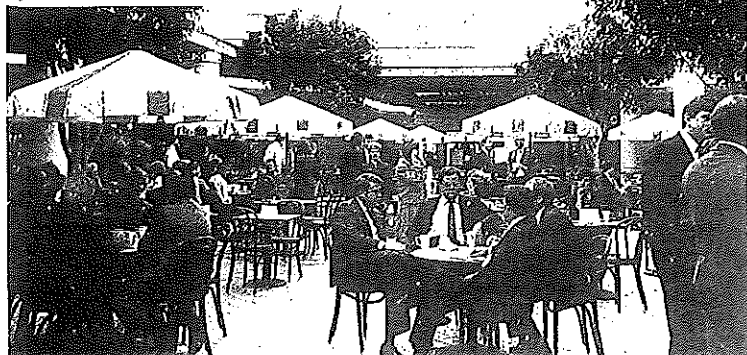
Photos By SHERRY BOREN

Marketsquare Makes Debut

Marketsquare At North DeKalb, formerly North DeKalb Mall, enjoyed a successful grand re-opening, according to developers Cadillac-Fairview and Scott Hudgens. After a year of major renovation and expansion, the mall was unveiled to the public during a 10-day period of celebrations and special events. A cocktail buffet was conducted for special guests prior to the official Oct. 17 grand opening, which included remarks from Mr. Hudgens, Cadillac-Fairview representatives, officials with the major store anchors (Rich's, Mervyn's and Lechmere) and DeKalb County Chief Executive Officer Manuel Maloof. Miss Georgia, Marjessa Bell, also was on hand to help cut the ribbon.



DeKalb CEO Manuel Maloof Helps Open Shopping Center



A Food-Court Has Outdoor Look With Skylights, Trees

Business News

21-Years Later, DeKalb Mall Makes Grand Reappearance

By STEVE TEASLEY

It was Thursday, July 29, 1965, and Miss DeKalb County, Sue Griffin, was preparing to help open the Atlanta area's newest shopping mall, North DeKalb Center at North Druid Hills and Lawrenceville Highway.

Developer Scott Hudgens was inviting DeKalb shoppers to experience something relatively new in the southeast: completely indoor, air-conditioned shopping at more than one store, all under one roof. Retailers like Rich's, Butler's Shoes, Friedman Jewelers, Diana Shops and Bell Brothers Shoes were urging folks to try the "stores with no doors concept." And, the new mall's 850-seat theater was loading the projector with one of the year's new features, "Lord Jim."

Besides the mall, DeKalb Countians were talking in those days about major league sports coming to Atlanta, construction of a new courthouse in Decatur, the escalating Vietnam conflict and the future direction of something called the Stone Mountain Freeway.

TWENTY-ONE YEARS and a few months later, the major league teams are all here, one courthouse has been built and another is needed, the war is over and the Stone Mountain Freeway is stopped where it is - although some don't believe that.

And, North DeKalb Center is opening - Friday, Oct. 17. Only it isn't North DeKalb Cen-

ter any longer. It's now called Marketsquare at North DeKalb. And, it isn't an opening. It's a grand re-opening.

Mr. Hudgens, a Duluth developer, reacquired the mall in 1985 - along with New York-based developer Cadillac Fairview Shopping Centers (U.S.) Ltd. - and they invested what is said to be ten times more than the \$8.5 million it took to construct the 434,000 sq. ft. facility in 1965.

The developers for the past year have been renovating and expanding the center to create Marketsquare.

When shoppers arrive after the official grand opening, they'll be in a 552,000 sq. ft. enclosed center with parking for nearly 3,400 vehicles, almost double the previous capacity.

Rich's, the long-time anchor store with 198,000 sq. ft., is being joined by two other major stores: 90,000 sq. ft. Lechmere, which opened last month, and 75,000 sq. ft. Merry's, which opens this week. In addition, some 84,000 sq. ft. has been added to the 236,000 sq. ft. mall area itself, providing space for 120 specialty stores, more than double the 55 retail locations, the mall previously had.

Wayne Shackelford, manager of land-development for Cadillac Fairview, says first year sales for all stores at the mall should top \$125 million, more than double present gross.

The developers believe the expansion will create 1,500 job positions for DeKalb County. That

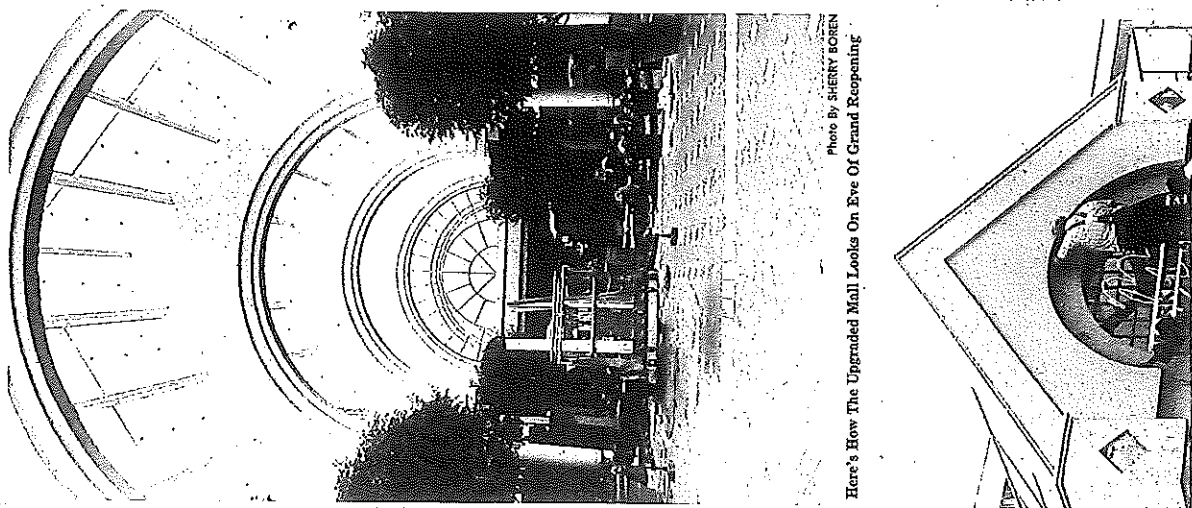
projection includes development that Mr. Hudgens and Cadillac Fairview expect will come from their marketing of six "out-parcels" between the mall and North Druid Hills Road.

SHOPPERS WILL still have access from North Druid and Lawrenceville Highway. In addition, the developer has improved and extended Orion Road, widened Lawrenceville Highway and paid for a traffic signal east of the mall, providing access at Orion and Lawrenceville Highway near the end of the Stone Mountain Freeway.

The exterior of the mall is now in three-color sculptured stucco design. Canopies will be placed at each exterior tenant entrance. Inside are 10,000 sq. ft. of green tinted glass skylights. Flooring includes 68,000 sq. ft. of imported Italian marbles.

A food court with seating for 950 will be provided. A new 25,000 sq. ft. movie theater has been built. The new developers acquired the center in mid-1985, and work began one year ago. It took two years to build the original mall.

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Photo By SHERRY SOREN

Electric Van Will Be Tested At Stone Mountain

The Stone Mountain Park Authority will have the benefit of an electric-powered van. Field tests by Georgia Power Co. in a field test to determine what functions such vehicles can be used for in everyday jobs.

The General Motors "Griffin" van is one of three vans purchased by Georgia Power Co., Alabama Power Co. and Southern Company Service. Georgia Power Co. is currently assessing the van's performance, and Stone Mountain's six-month field test is a vital element in this assessment.

The Southern electric system is increased in electric vehicles because they can be recharged at night with off-peak power. Thus, they offer an opportunity to sell additional energy without building new generating capacity.

Electric vehicles are especially attractive for uses requiring numerous starts and stops and consistent idling time," said Jim White, senior power marketing engineer in Georgia Power's Trucking district office.

Traditional, gasoline-powered vehicles are fairly inefficient under those type circumstances, and that's why Stone Mountain is an excellent place to test this vehicle," White added. "They'll be using the van principally for short-distance deliveries between various park facilities.

In place of an internal combustion engine, each van has 38 six-volt lead-acid batteries mounted under the floor of the vehicle. The batteries are partially recharged when the brakes are engaged, but take eight to 10 hours to recharge completely when drained. The vans can travel from 50 to 60 miles before they must be recharged.

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A DeKalb Mall with the Mark...
...reopened and reopened

Vista Junior Woman's Club Plans Program About Georgia

State of Georgia will be in the spotlight when the members of the Vista Junior Woman's Club meet August 17, 1965 for the annual meeting of the fall. Mrs. Dennis W. Adams, President will be in charge of the program. The meeting will be held at the clubhouse on Lakeside road.

Hostesses for the evening will be Mrs. Everett W. Williams, Mrs. John O. Williams and Mrs. T. W. Fierwood.

Rehaboth School PTA Sponsors Paper Sale

Rehaboth Elementary School will have a paper sale on Wednesday, August 18, sponsored by the PTA.

Papers may be brought to the school from 3:00 p.m. Tuesday to 1:00 p.m. on Wednesday.

Jr. Woman's Club Mid-Summer Social

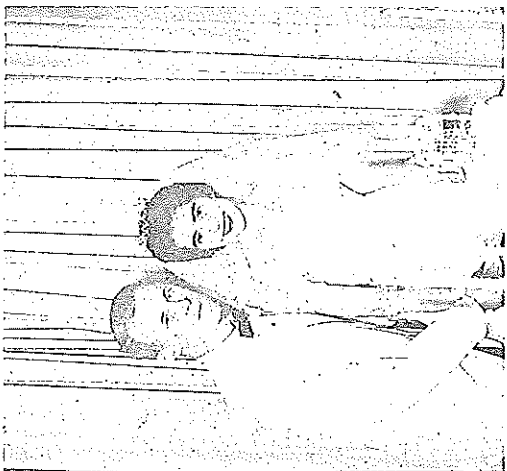
The Decatur Junior Woman's Club met recently at the Club delight Co. for their mid-summer social. The duck treat luncheon and bridge was attended by several prospective members.

FASHION STYLED FLOORS
 STAINLESS BUREAU
 8" dimensional floor
 1 1/2" square edge-to-wall

AVONDALE
 STAINLESS COVERING
 315-2871 Home 284-316
 21st St. Avondale



MODEL SARA LYNN shows the dramatic bare shoulder look in one of the DuPont Couture Collection presented by Rich's N. Dekalb Store in the Magnolia Room on August 6. Fashion shows in the Magnolia Room will be on Wednesday and Friday of each week at 11:45 a.m., 12:30 p.m., and 1:15 p.m.



Decatur B&PW Dinner Meet Fetes WAGA-TV News Director

Mr. Paul Shields, News Director for WAGA-TV Station, veteran newsmen and an outstanding member of his profession, will be the speaker at the dinner meeting of the Decatur Business and Professional Women's Club on Thursday evening August 12th, at Harold Byrd American Legion Club near Avondale Estates.

Sponsored by the Legislation Committee of the B&PW Club Mr. Shields will speak on "Water Pollution", "Currents of Pollution", and the need for additional legislation to control it. He is well qualified to discuss this menace. He recently returned from Baltimore in 1962, as "Panorama" Washington correspondent for WAGA-TV. His abilities were quickly recognized. He received the Sigma Delta Chi award for one of his "Dialogue" programs, an interview with Atlanta Constitution publisher and Pulitzer Prize winner, Ralph McGill. In 1964, he wrote, produced and narrated an outstanding documentary on the life of Atlanta's Margaret Mitchell, authoress of "Gone With the Wind". In March of this year, he was named as News Director for Television Station Five. Mr. Shields is a member of Sigma Delta Chi, professional journalism society. He will be introduced by Mrs. Sue Morrison, Chairman of the Decatur B&PW Club's

Decatur-DeKalb Newcomer's Club
The regular monthly bridge and canasta luncheon meeting of the Decatur-DeKalb Newcomer's Club will be held on Thursday, August 12, at 12 noon at the Avondale American Legion Post No. 66, 30 Covington Road, Decatur. Presiding will be Mrs. C. A. Bodenheimer, president.

The club's couple bridge will meet on Saturday, August 21, at 8 p.m. in the home of Mr. and Mrs. C. A. Bodenheimer, 1079 Woodlawn Ave., N.E., Atlanta.



KERR TAKES MARINE BASIC TRAINING

Johnny Kerr, the son of Mr. and Mrs. Jack Kerr of 130 Ponce de Leon Circle, Decatur, is currently taking Marine Corps basic training at Parris Island, S. C.

BACK TO SCHOOL COLD WAVE SALE

FOR SCHOOL GIRLS AGE 16 AND UNDER!

L.A. MARICK LA FAN COLD WAVE 615 comparable wave, 12-50, only.

Other Waves priced special from 79¢ & up (styles slightly higher)

Mon., Tues., Wed. & Fri.

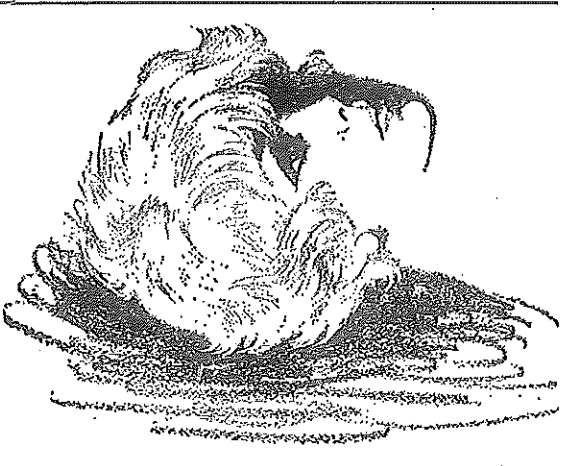
charge it, of course!

Bell-Gallant

517 McDonough St. Downtown Decatur
 Open Mon., Thurs. & Fri. 11-9 p.m.

La Marick, South's Largest and Leading Beauty System

Phone DR 8-7400



120 YEAR OLD WOOD

New Casual Corner

Not All New, ...

The new Casual Corner opening in the North Dekalb Center, is not all new. One of the most unique aspects of the store started more than nine months ago when the contractor began searching for weatherproof wood for interior accent.

He finally found the elements for the Casual Corner's rustic decor in an abandoned cabin estimated to be some 120 years

old. The cabin had withstood both the weather and General Sherman.

Joe Mass, general manager of the Casual Corner, announced that Mrs. Josephine Dodson of the Suburban Plaza store and Miss Lea Ann Besonnette will be the managers at North Dekalb.

He said the same sales people "who assisted our friends

at Suburban Plaza, plus others, will be at North Dekalb.

"We feel that this overcomes one of the major problems a customer might encounter at a new store.

"Our North Dekalb location will be a new, enlarged, modernized store, but the personnel will already be acquainted with many of their customers' preferences and desires.

Miss Besonnette has worked and trained at the "Backhead Casual Corner store for the past year.

STEVENS ELECTED TO ACCOUNTANT POST

Thomas J. Stevens of 1044 Briarcliff Road was recently elected a national director of the National Association of Accountants at their convention in Red Harbour, Florida.

IMPORTANT NOTICE

Casual Corner, Suburban Plaza, has moved to its beautiful new home in breath-taking North Dekalb Center. You're always invited to...

Come in and browse, and tarry and chat

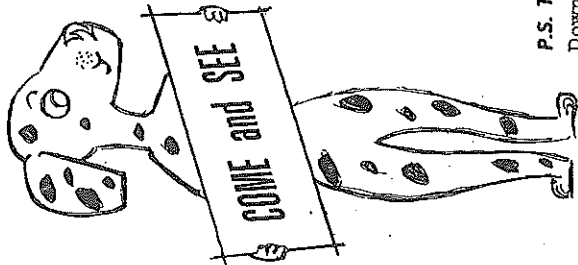
Casual Corner is meant just for that

Come in and leisurely look for awhile

And find here what's good and fine in style

And if you wish your business we'll tend

Come in as a stranger-leave as a friend!



P.S. TO OLD FRIENDS
Downtown Casual Corner on the Square in



RICHARD RICH

DeKalb Is Vigorous Area, Mr. Rich Says

Dynamic growth in DeKalb has had a big effect on the entire metropolitan area, Richard H. Rich, chairman of the Board of Rich's, said on the opening of the new North Dekalb Rich's store.

His statement follows:

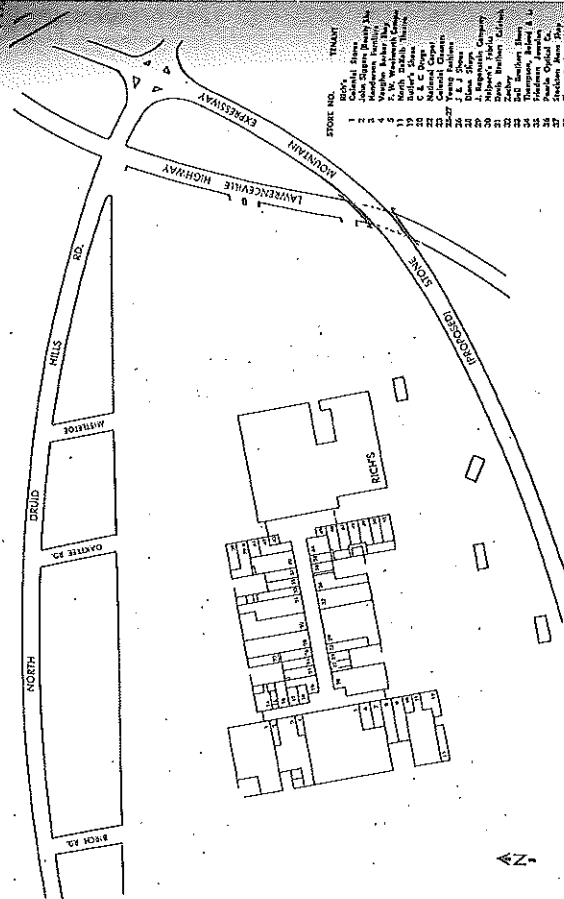
"The impact of the dynamic growth of North Dekalb County has been felt throughout metropolitan Atlanta. Rich's is proud to move into the community, and we have built a store here to satisfy the needs and tastes of those who live in this vigorous area.

"Our aim is to distribute goods which meet the complete needs of the customer and to service those needs with maximum efficiency.

"Rich's North Dekalb will adhere to the policies of the parent store, providing all the liberal exchanges, credit, services, and customer satisfaction on which have been based Rich's 98 years of growth.

"Nearly 300 employees of Rich's North Dekalb store have been trained in the Rich's tradition and the complete shop-plug satisfaction of every customer is their goal.

Harold Brockey, president of Rich's, issued the following statement at the opening of the



Rich's and Elmer's fine stores are centered to serve dynamic growth in the metropolitan area. The 40,000 sq. ft. store is an all-in-one in accommodations of merchandise. Six fine service facilities accommodate banking, medical, automotive, and office needs. 5,000 convenient parking spaces are accessible from Lawrenceville Highway and from North Dekalb Road. Six traffic lanes on Lawrenceville Highway will also provide access from the Stone Mountain Freeway interchange at North Dekalb Road near the Highway.



FEATURES TOLD

Rich's Opens DeKalb's Largest Department Store

Rich's will open the largest department store in DeKalb County on Monday, July 25, with three courtesy preview days.

The official opening of the area's first shopping center will be held Thursday, July 29, at 10 a.m.

The North Dekalb store marks the fourth suburban venture opened by the ninety-eight year old-firm. Morris Rich,



Thursday and Friday until 9:30 p.m. with closing hours of 6 p.m. on other evenings.

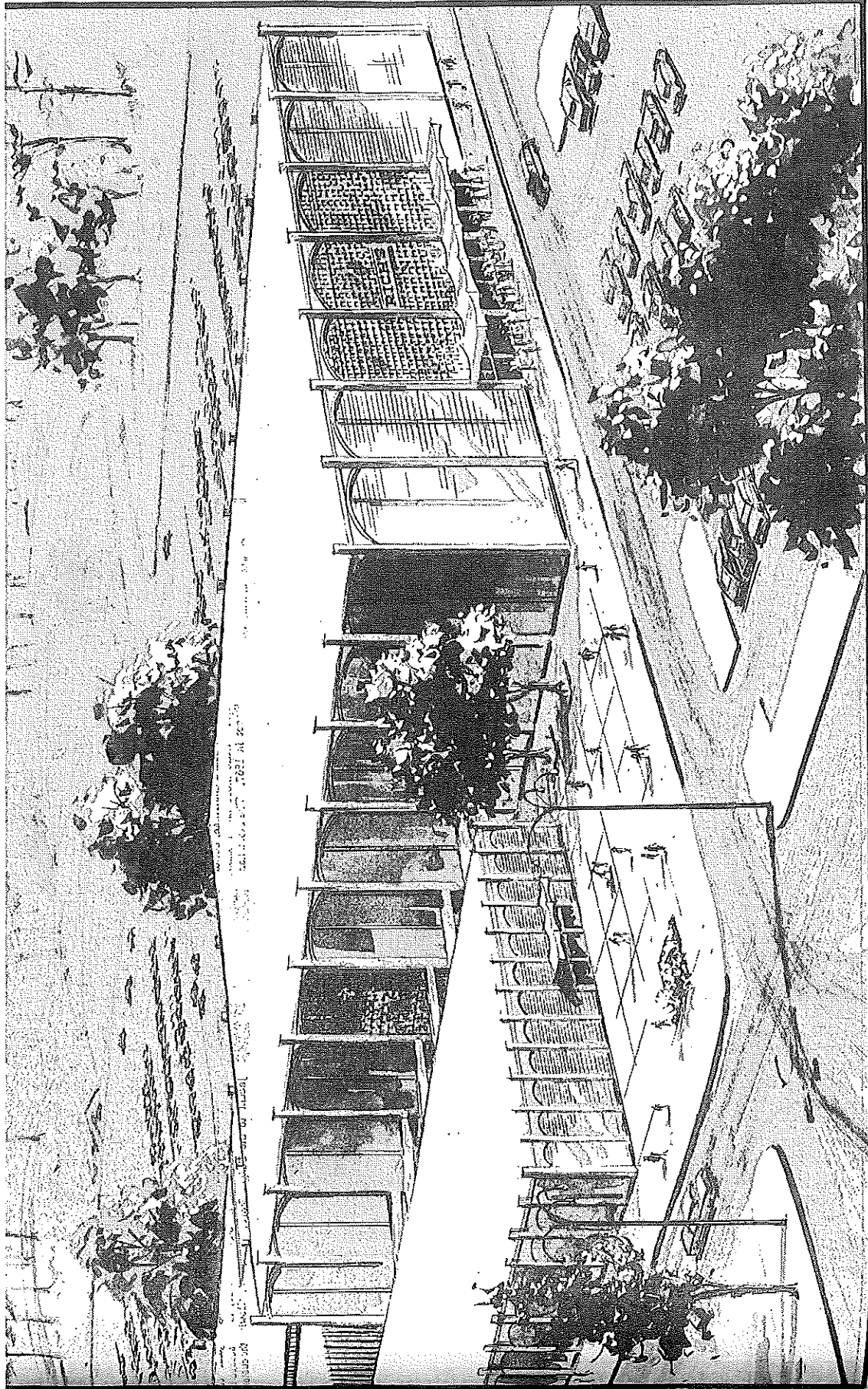
The Beauty Salon, located on the second level, beautifully designed for comfort and convenience, offering a wide price range to please every customer.

Here, the Rich's shopper can enjoy the finest of beauty care and individual styling by specially trained experts.

tions, helping to plan wedding outfits for the bride party, selecting the trousseau, making a record of silver, china and crystal for every bride.

PERSONAL SHOPPER
The Pendelope Pam Personal Shopper is on hand to help you or for you and is well fitted to make suggestions, selections.

CHECK STAND
The Check Stand, in addition



SPARKING! REFRESHING! COMPLETE! YOUR NEW RICH'S STORE RIGHT IN YOUR OWN NEIGHBORHOOD

This is your invitation to join us for all the excitement of opening day... **Thursday, July 29, 10 A.M. till 9:30 P.M.**

Center, Housewares, Appliances, Sporting Goods, Bath Shop and Gardening needs. One building

Loewy-Snaith designers, done with deft use of color, convenience in arrangement. This, then, is your new

in working party...
at, and...
over...
very rich

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... records and prices...
THE BUDGET STORE...
 carries a complete assortment of ready-to-wear for men, women and children offered at budget prices.
 headquarters for 3300...
 recorders and radios.

SPORTING GOODS is a separate...
 carrying complete equipment for the sports-minded...
 woman, representing...
 of the South's widest assortment of...
 appliances and housewares...
 their own shops...
 Music Center. As...
 -story building, each...
 has its own...
 A. Portico for Gardens...
 in the summer...
 cold weather, provide...
 native wares, seeds...
 All departments...
 in store are...
 North Dekalb store...
 sensitive Rick's...
 served to its...

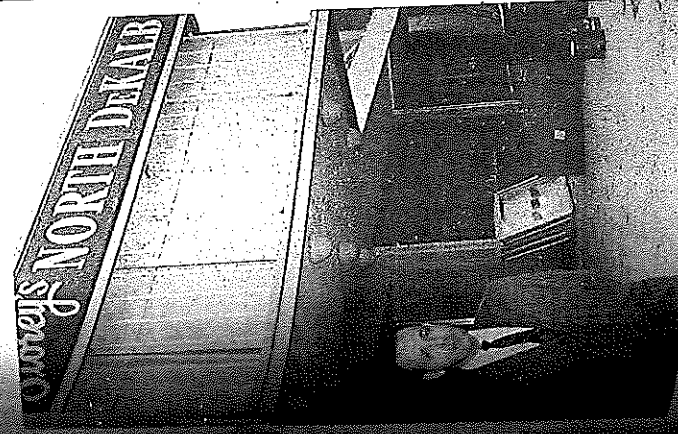
r. Watson Honored for Wildlife Service
 Clarence W. Watson of 111...
 Alhambra Road, Decatur...
 presented a...
 distinguished service...
 in the Bureau of Sport...
 and Wildlife. The...
 citation was made...
 marking his...
 28 years...
 was regional...
 in part, "a...
 of his...
 standard of...
 arch in the...
 and inter-agency...
 to Dr. Watson...
 honor...
 Award."

ZENBY ATTENDS SEAPORT
 Zenby Lazenby, a...
 Security...
 Decatur, recently...
 company's...
 in...
 Florida.



MOVIES FROM "LORD JIM"—Above are some scenes from the exciting motion picture which opens the new North Dekalb Theatre Thursday with a premier performance which has been selected by the Junior Services League. It opens to the public Friday.

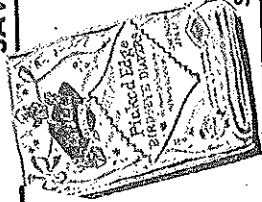
Theatre Manager



OF NORTH DEKALB THEATRE—Manuel Rodenberry, manager of the new North Dekalb Theatre, is preparing to start the new facility for a fall house Thursday night. The theatre has sold every seat in the house, with a long line of people waiting to start the \$25,000 "Keystone" home for the fall season. (NEWSphoto)—Linton Broome

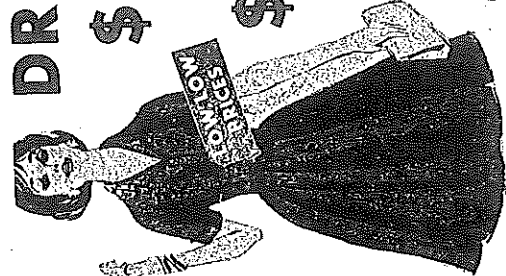
CHASEK
 REG. 39¢
17¢
 SALE PRICE
 SAVE 22¢...
 FOLLOW THE LEADER

BIRDEYE DIAPERS
 12 TO PKG.
 REG. \$1.98
1.67
 SALE PRICE
 SAVE 31¢...
 FOLLOW THE LEADER



CAPRI PANTS
 REG. 2.99
2.77
 SALE PRICE
 SAVE 2¢...
 FOLLOW THE LEADER

LADIES DRESSES
 REG. 3.99
3.99
 TO
5.99
 ALL NEW FALL STYLES...
 ALL NEW FALL COLORS!



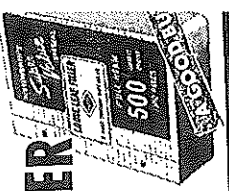
VALUABLE COUPON
 THIS COUPON IS WORTH **\$2.00**
 ON THE PURCHASE OF ANY ITEM SELLING FOR OVER \$5.95
 Limit One to a Customer
 This Coupon Good thru Aug. 4, 1965

VALUABLE COUPON
 WITH THE PURCHASE OF ONE CAN AT REGULAR PRICE 49¢ FEDERAL EXCISE TAX ELIMINATED
AQUA NET 7¢
 Limit one to Customer
 This Coupon Good thru Aug. 4, 1965

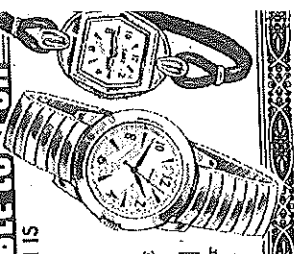


57
 SAVE 43¢...
 FOLLOW THE LEADER

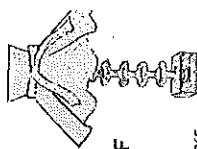
500 COUNT FILLER PAPER
 REG. 98¢
66¢
 SALE PRICE
 SAVE 32¢...
 FOLLOW THE LEADER



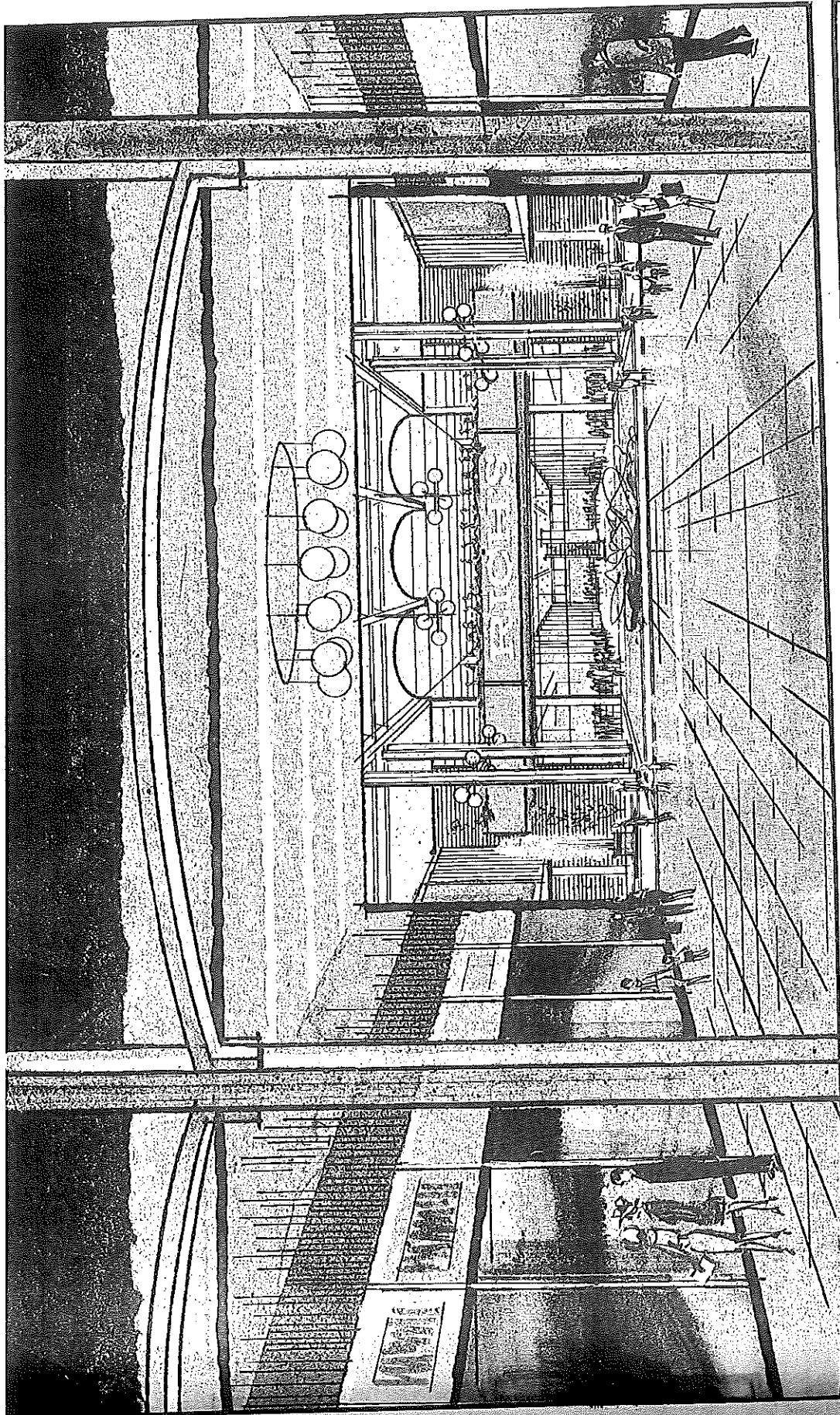
VALUABLE COUPON
 THIS COUPON IS WORTH **1.00**
 ON THE PURCHASE ON ANY **TIMEX WATCH**
 Limit 1 to Customer
 This Coupon Good thru Aug. 4, 1965



VALUABLE COUPON
 THIS COUPON IS WORTH **\$7.00**
 ON THE PURCHASE OF ANY LAMP SELLING FOR \$2.99 OR MORE
 Limit One to a Customer
 This Coupon Good thru Aug. 4, 1965



WOLWORTH'S
 YOUR MONEY'S WORTH MORE AT **WOLWORTH'S**
 REPLACEMENT OR MONEY REFUNDED



**THE ONLY COMPLETE DEPARTMENT
STORE IN THE FIRST ENCLOSED,
WEATHER-CONDITIONED SHOPPING
CENTER IN THE ENTIRE AREA...**

Pretend you're standing in the beautiful

and the statuary below... and of the mall way where many other shops open off either side. The mall is cooled in summer, heated in winter, wonderful year round. Only an invisible sixty five foot screen of air sepa-

to everywhere. An open air portico of summer essentials is located to the right of Rich's balcony, just outside the covered area. May you find your new Rich's the ultimate in shopping pleasure. Rich's is

Mrs. Burgess Is Director

Operation Head Start To Begin In Decatur June 30

Operation Head Start will start in Decatur with a ceremony at City Hall on June 30, Decatur Mayor Jack Hamilton will officiate at the ceremony at 8:30 a.m.

Decatur is marking the white house ceremony with Lynn Johnson will accept "Head Start" flag from Sergeant Strivling, director of the Office of Economic Opportunity.

In the presence of civic and educational officials and representatives from Decatur's Child Development Centers, he will raise a specially designed Head Start flag over City Hall in tribute to the many business-people, teachers, nurses, doctors, lawyers, and volunteers who are helping Project Head Start prosper.

Through the sponsorship of the Decatur Board of Education, Decatur's Project Head Start is serving approximately 50 children in three Child Development Centers in our city. These centers are geographically located.

Strom Elementary School on Strick Avenue houses one center where two classes are taught under the leadership of Miss E. Alston, counselor, and the child development center, Mrs. Sara T. Blackwell, and Mrs. Eddie M. Thomas.

Mrs. Frank Wilson, Jr., is the child development worker in charge of the center at Glendon School on East Ponce de Leon.

Working up the Child Development Center at Oakhurst School, Head Start is Miss Lillian Ann.

Mrs. Creta Nichols is coordinator for the Oakhurst and Glendon Centers.

Coordinator for Decatur's Project Head Start is Mrs. Lynn Burgess. Offices for the

Fred Haas Dies

Frederick W. Haas, a former Mayor of North Atlanta, died last week at his home at 74. Funeral services were held Sunday.

Mr. Haas also was active in civic affairs in North Decatur and was a former president of the North Atlanta Planning Council and the Greater-Atlanta Suburban Association.

Also needed are miscellaneous items such as long (foot) mirrors, plastic tubs, bowls or basins; ornamental cookie cutters, egg carvers, soft-drink canisters, spoons, sponges, plastic bottles, tin cans, tubes from towel rolls and toilet tissue; clothes pins, clothes lines; linoleum squares, tiles, pans of all kinds, broom handles; sawdust; bright colored ribbons and paper; cereal boxes, and large bath towels for "sleep bags."

TRAINING CENTER TO HAVE ENCLOSED MALL.—This is the artist's concept of how the air conditioned mall at the new North Dekalb Shopping Center will look when it is opened in late July. Several acres of space are covered by the roof which will have skylights and colorful chandeliers. Thirty-five of the 54 stores in the center will open onto the park like mall. There will also be storage space for customers in metal, coin-operated lockers at several locations in the center. Scott Hudgins is the developer of the center. (Special Photo)

NEW TOWER COMING

DeKalb-Peachtree Buzzes With Activity And Dignitaries

DeKalb's county-owned DeKalb-Peachtree Airport has been buzzing with activity in more ways than one.

In addition to setting an all-time record for activity during the month of May, the airport had a number of dignitaries drop in.

Among them were the governors of Virginia, South Carolina and Arkansas in addition to Dr. Werner Von Braun of

the National Aeronautics and Space Administration and Air Force Secretary James V. Forrestal.

The Governors were attending a meeting in Atlanta on business and private aircraft from one-place planes to the twin jet Sabre Liner.

An airport improvement plan is underway which calls for construction of a new runway to permit an instrument landing system to be installed for safety, all-weather operations.

Temporary buildings left by the Navy are being removed and the Federal Aviation Agency will begin construction on a new Air Traffic Control Tower there next month.

through.

Airport Manager H. F. "Doc" Munger said operations during

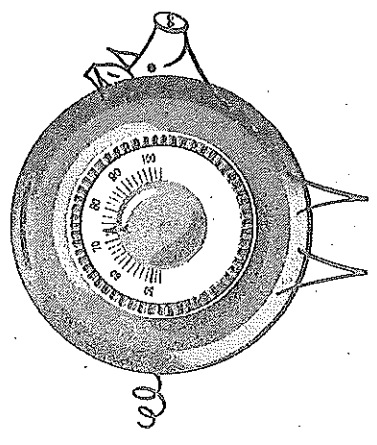
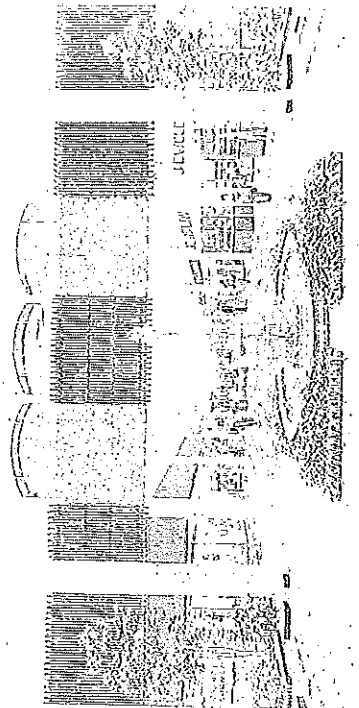
Bar Association Honors

Judge Guess, Mr. Hudgins

The Decatur-DeKalb Bar Association recently honored Superior Court Judge Frank Guess and Attorney Carl T. Hudgins on the "golden anniversary" of their admission to the Georgia bar 50 years ago.

MCDONALD COMPLETES SUPPLY COURSE

Donald, Jr. of Lithonia recently completed a ten-week supply course at Aberdeen Proving Ground, Md.



THRIFTY!

flameless electric cooling/heating

Cleanliness, convenience, efficiency. Each is synonymous with flameless electric cooling and heating. And so is economy!

Savings begin with construction. An electric cooling and heating system requires no costly flues, vents or chimneys. But it may qualify you for \$150 toward wiring or rewiring your home.

What's more, there is our low total-electric rate. It may save you as much as 20 percent on your whole electric bill. Also, with our budget billing, you will find your electric bill is the same amount every month.

Get full value as well as complete comfort for your fuel dollars. Choose a flameless electric cooling and heating system.

You'll find it is also synonymous with happy. Happy was that!

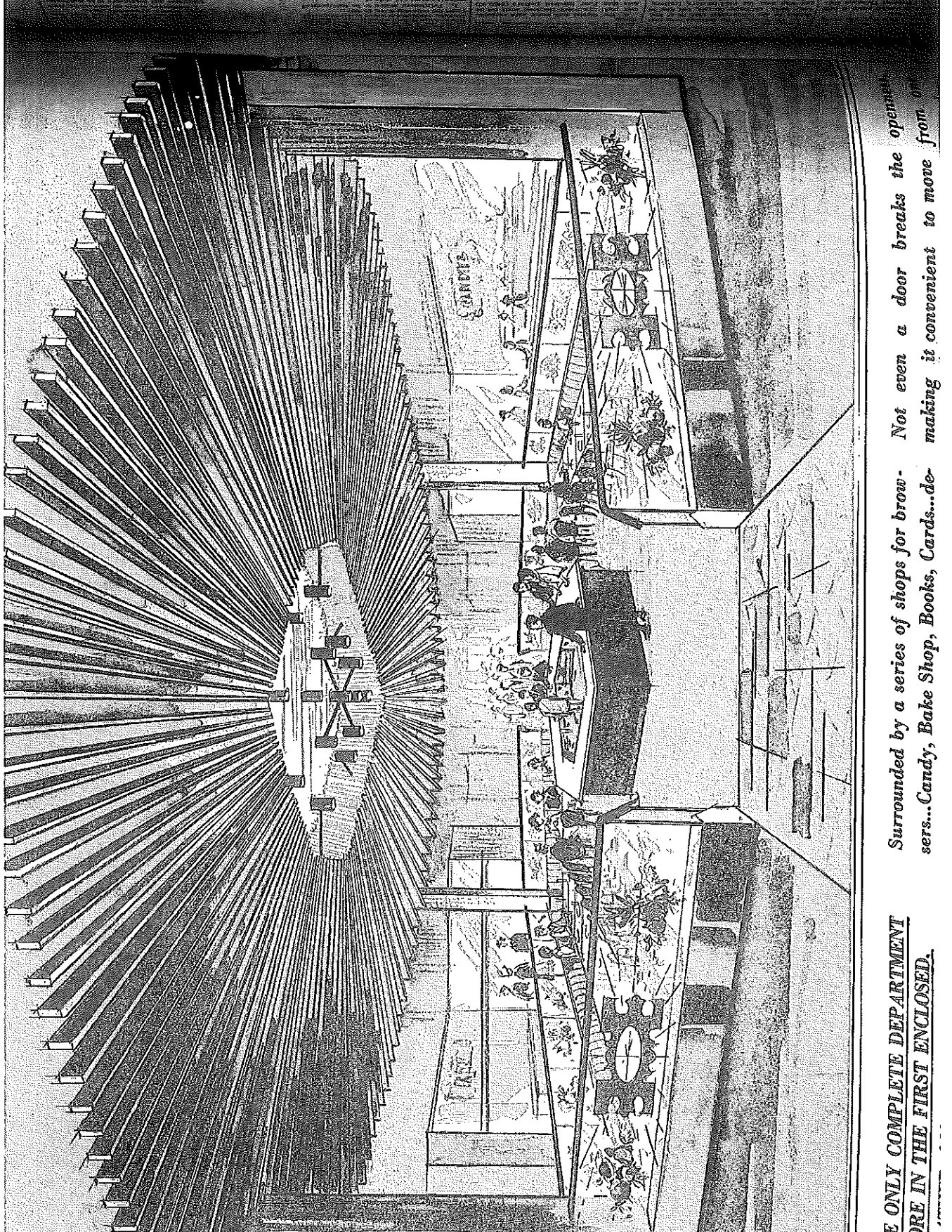
HOME OWNERS NEED MONEY?

1st And 2nd Mortgage Money FAST!

CONFIDENTIAL SERVICE

CENTURY DISCOUNT

1. The object of this corporation is to...
 2. The general nature of the business to be...
 3. The general nature of the business to be...
 4. The general nature of the business to be...
 5. The general nature of the business to be...
 6. The general nature of the business to be...
 7. The general nature of the business to be...
 8. The general nature of the business to be...
 9. The general nature of the business to be...
 10. The general nature of the business to be...



**THE ONLY COMPLETE DEPARTMENT
 STORE IN THE FIRST ENCLOSED.**

**Surrounded by a series of shops for brow-
 sers... Candy, Bake Shop, Books, Cards...de-**

**Not even a door breaks the openess
 making it convenient to move from**

11. The general nature of the business to be...
 12. The general nature of the business to be...
 13. The general nature of the business to be...
 14. The general nature of the business to be...
 15. The general nature of the business to be...
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 17. The general nature of the business to be...
 18. The general nature of the business to be...
 19. The general nature of the business to be...
 20. The general nature of the business to be...

Market Square Maps Plans For Reopening

The opening for Market Square at North DeKalb, originally planned for Oct. 15, has been rescheduled for Oct. 17.

Market Square at North DeKalb, the new name for the expanded and renovated North DeKalb Mall, is planning a celebration for its Oct. 17 opening.

The University of Georgia Pep Band will entertain when the ribbon is cut at 9 a.m., kicking off a 10-day observance of the "re-opening" of the mall.

From Friday, Oct. 17 to Sunday, Oct. 19, children will be treated to performances of the Smurfs. They'll do four shows daily with photo sessions to follow. Kids can have pictures taken with their favorite Smurfs. Bart Connor will provide a gymnastics exhibition on Friday, Oct. 17 at 7 p.m. before signing autographs. On Saturday, Oct. 18, All My Children star Jean LaClerc will be answering ques-

tions and signing autographs at 7 p.m.

Throughout the week, models will be displaying new fashions, and on Saturday, Oct. 28, they'll put on a full runway fashion extravaganza.

Monday, Oct. 21 is "Ladies Day" on which the first 200 women who enter the foods court will receive carnations. Hostesses will be on hand throughout the celebration to pass out shopping bags.

Local high school and college bands and chorale groups will perform daily. There will also be clowns, mimes, balloon sculptures, jazz dancing, cloggers and a dixieland band.

In addition, the mall will conduct a sweepstakes drawing for a Delta trip for two to the Straw Market/Bahamas, plus a week's accommodations. The drawing will be Oct. 25.

BUSINESS

Business From 7

Georgia Council on Child Abuse. The donation, presented by Marcia Lamar of Decatur, an Eastern reservations agent, is for publication of educational materials on child abuse. The materials will be distributed throughout hospitals in Atlanta. Accepting the check was Bonnie Engle of Atlanta, executive director of the council.

Northside Limousine, the newest service to the **Northside Travel Group** of Atlanta has launched its fleet with four Lincoln town sedans.

Robert L. Grant, general manager of the travel group said, "It's a different approach to the market. A lot of people these days would rather not pull up somewhere in a gradiose stretch limousine. Pulling up in a standard-sized car makes a less ostentatious statement.

Northside Limousine's "point-to-point travel services" is available on call anywhere in DeKalb County and six other metro counties.

Other services of the group are Northside Airport Express, Northside Charter and Atlanta Bus Care Center.

Northside currently has three airport-express service terminals in DeKalb County: 1850 Cotillion Dr., Dunwoody; 3110 Presidential Dr., Doraville; and 3940 Rock Bridge

Road, Stone Mountain.

Bruce Rogers has been named regional personnel manager of Lechmere Inc., the New England-based retailer that is opening four new stores in metro Atlanta in late August.

In DeKalb County, Lechmere will open a store in the renovated Market Square, formerly North DeKalb Mall, at the corner of North Druid Hills Road and Lawrenceville Highway. Other stores will open in Gwinnett County near Gwinnett Place Mall, in Cobb Place near Town Center Mall in north Cobb; and in the new Southlake Festival in Clayton County.

Rogers formerly was employed by Rollins Inc. of Atlanta where he was director of human resources.

He lives in Lithonia with his wife, Beth and a son, Darryl, 16.



Bruce Rogers

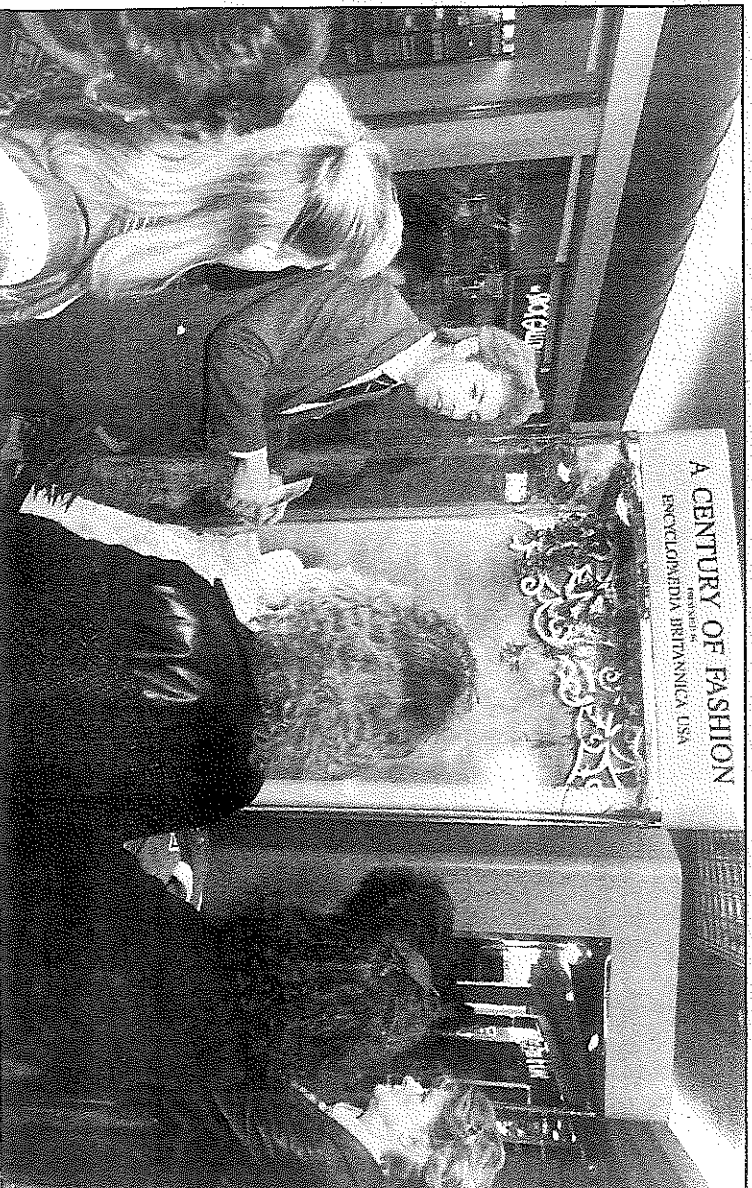
Noted in store
 closed in 1989.



New Year's Eve, 1926



Christmas, 1875

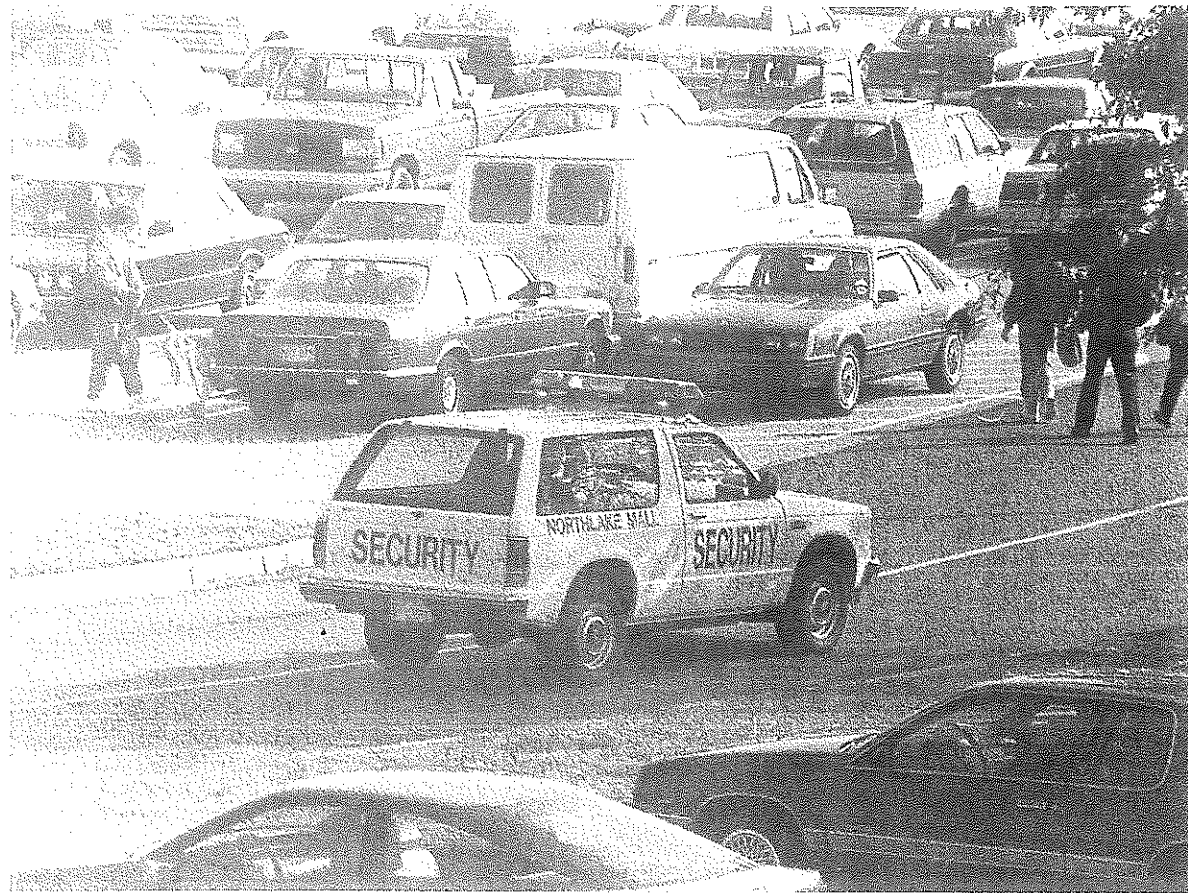


A Century Of Fashion

Twenty three mannequins displaying fashions spanning the century from 1865 to 1965 were part of a traveling exhibit featured last week at Market Square Mall. Kevin Stanton, pictured above, guided onlookers through 12 showcases from Easter, 1865 to Mother's Day, 1965. The exhibit was sponsored by Encyclopaedia Britannica, USA.

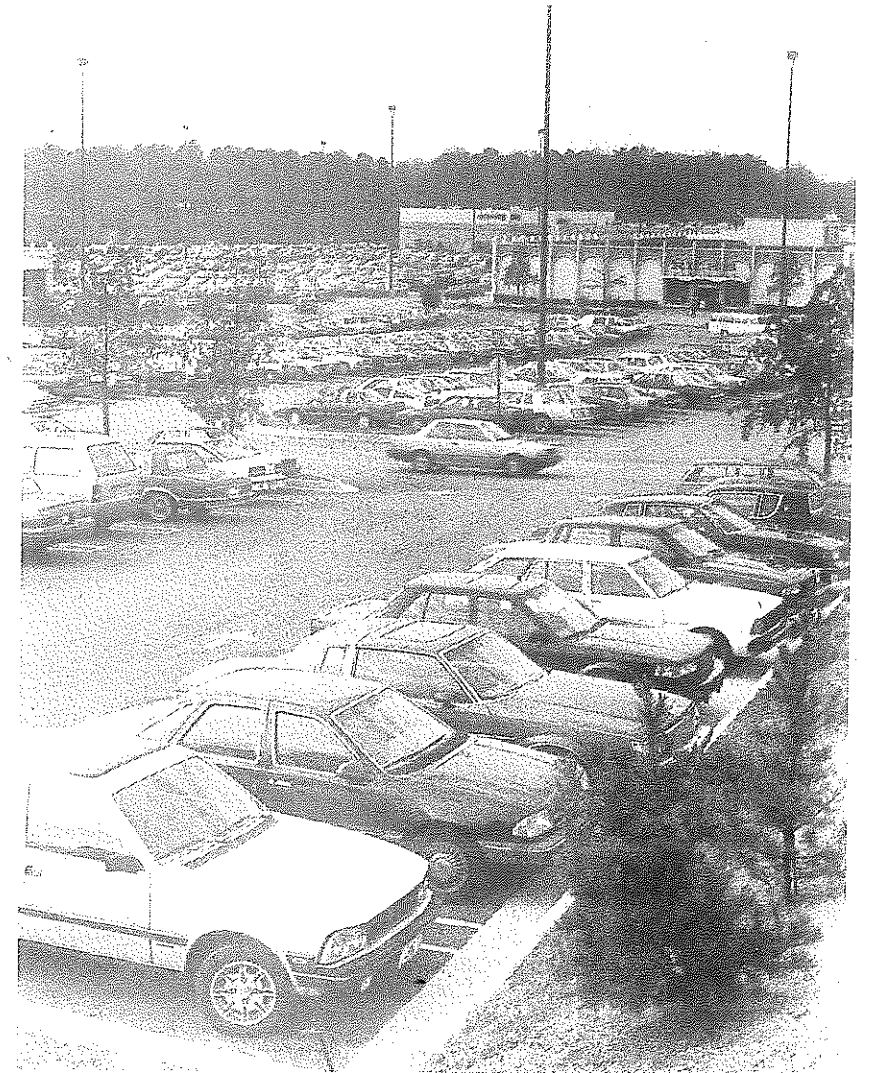
NEWSphotos By Jim Cook, Jr.

DeKalb Shopping Frenzy Arrives On Time



Parking places were scarce Friday morning as shoppers around DeKalb County turned out to participate in the traditional day after Thanksgiving start of the Christmas shopping season. It was cars as far as the eye could see at Market Square at North DeKalb by shortly after 10 a.m. Friday, and few empty spaces were apparent. Security patrols, like this one at Northlake, were evident at most malls in anticipation of the crowds. Ironically, operators of freestanding stores and shops in older shopping centers reported light to normal business Friday as shoppers apparently focused on the malls. Those merchants said they expect the Christmas rush to reach them later in the buying season.

NEWSphotos By Kirk Martin



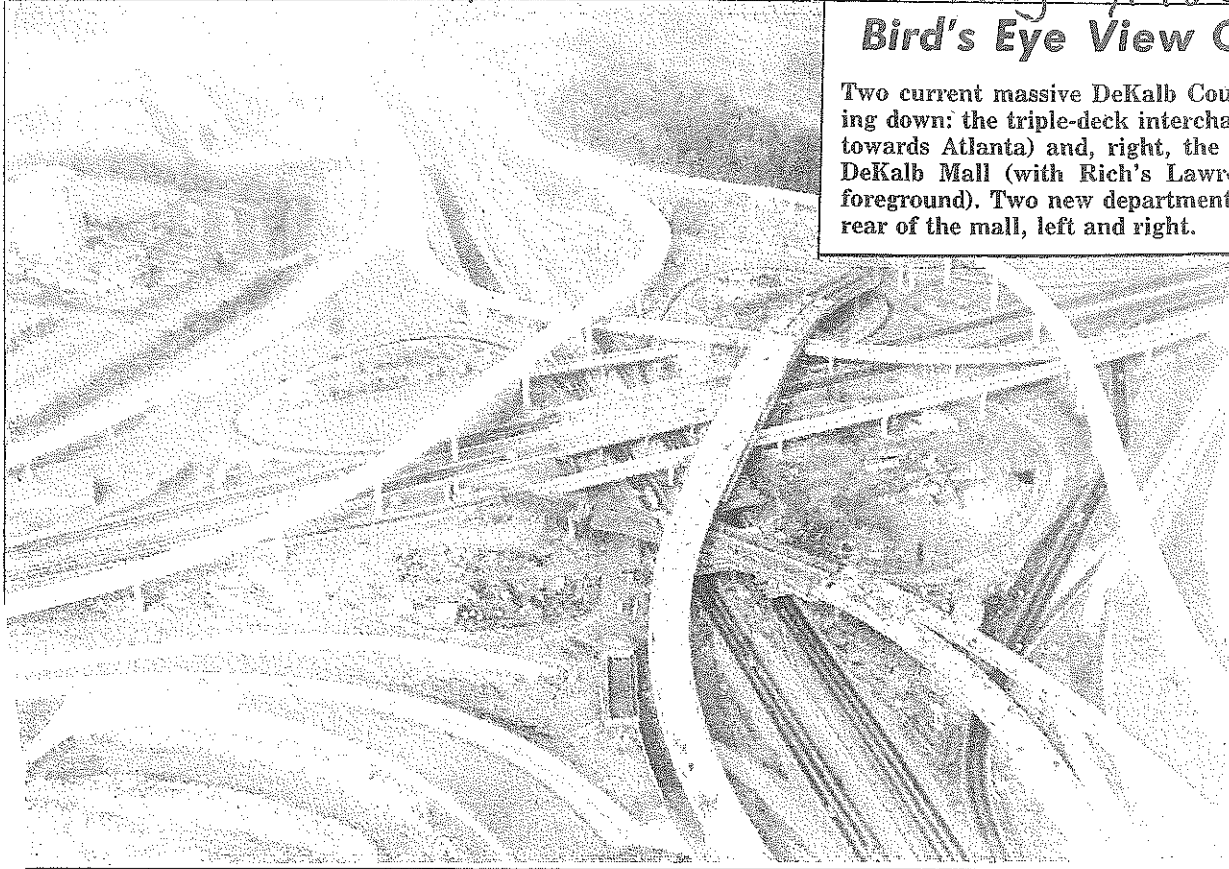
DeKalb News-Era

Aug. 7, 1986

Bird's Eye View Of DeKalb Projects

Two current massive DeKalb County construction projects are winding down: the triple-deck interchange at I-285 and I-85 (looking south towards Atlanta) and, right, the expansion and renovation of North DeKalb Mall (with Rich's Lawrenceville Highway entrance in the foreground). Two new department stores are being constructed to the rear of the mall, left and right.

Photos By SHERRY BOREN



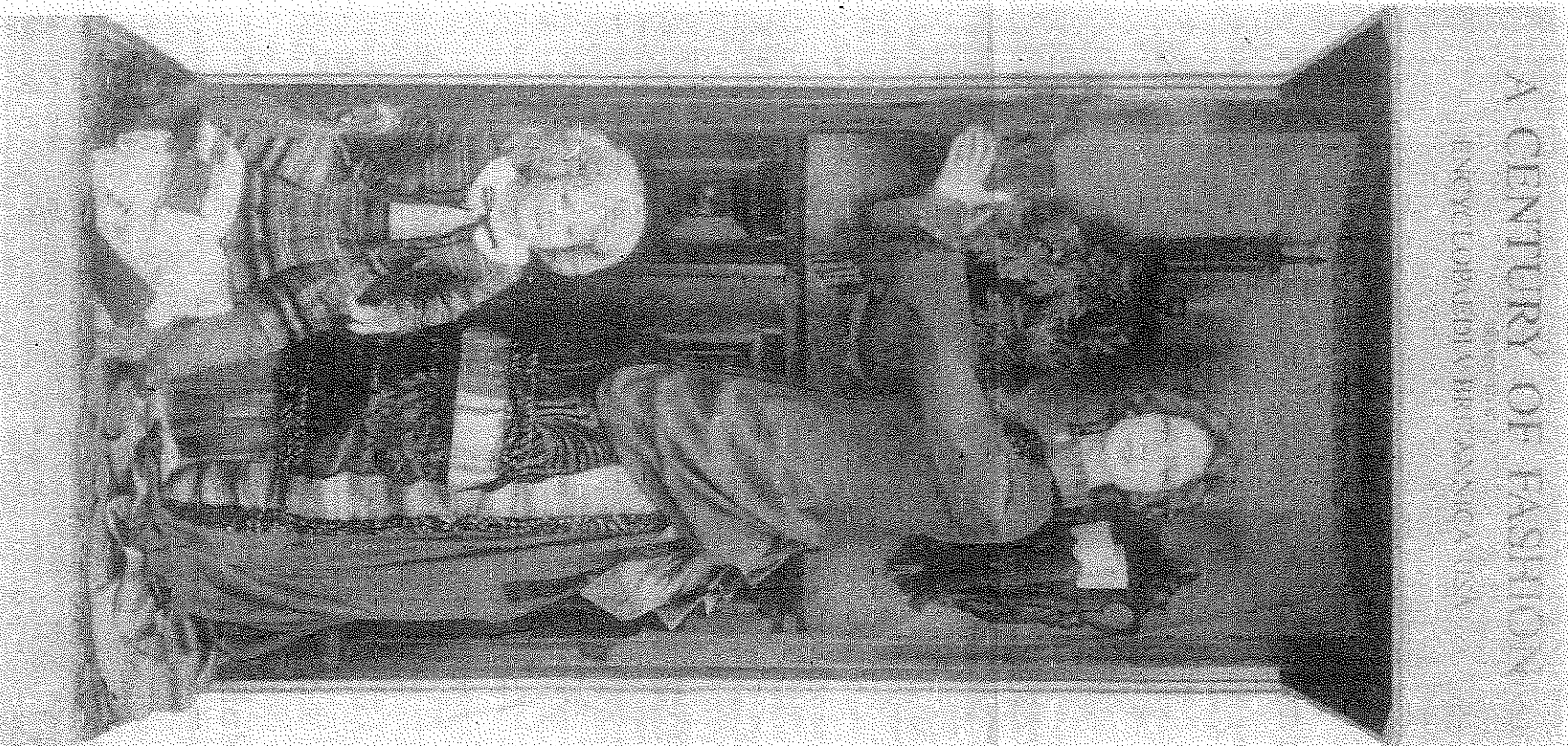
'Century Of Fashion' Exhibit Coming To Market Square Mall

"America Celebrates a Century of Fashion," a traveling museum exhibit, is coming to the Market Square Mall, Decatur, February 8-12.

The exhibit, created by Encyclopedia Britannica USA (EBUSA), a division of Enclopeda Britannica Inc., features 12 showcases of sculptured life-size mannequins modeling fashion trends from 1865 to 1965. The fashions on display

range from the corsets and hoop skirts of the 19th century to the modern day women's suits inspired by Paris designer Coco Chanel.

The exhibit is open to the public from 10 a.m. until 9:30 p.m., Wednesday through Saturday; and from 12:30 p.m. until 6 p.m., Sunday. The tour schedule is: 1 p.m., 3 p.m. and 7 p.m.; Wednesday through Saturday; and 2 p.m. and 4 p.m., Sunday.



Christmas, 1875

An Elegant Era

Christmas, 1875 — A mother dressed in the long, elegant "fish tail" train dresses symbolizing the look of the 1870s, and her son, sporting the "tail suit" of the times, celebrates Christmas in style as part of Encyclopedia Britannica USA's traveling museum exhibit, "A Century of Fashion."