



Section of Northern Lights shopping center at Pitcher Hill which officially opens with ceremonies at noon tomorrow

30 Acres at Pitcher Hill

Northern Lights Shopping Center Opening Marks New Addition to Area Trade Facilities

The opening of the Northern Lights, a shopping center at the Pitcher Hill traffic circle, by a ceremony at noon tomorrow, marks the latest major addition to Greater Syracuse trade facilities.

The big new merchandising site is located opposite the new Route 11 link from Park St. at the meeting place of old Route 11 or Brewerton Blvd. and South Bay Rd.

Between Mattydale and North Syracuse, it is about equidistant from Thruway Exit 35 near the Carrier Circle and Exit 39, at State Fair Blvd.

The 30 acres area, with five acres committed to stores and 25 acres to parking space and roadways, incorporates latest features in design and construction. Stores are air-conditioned. Car plaza lighting fixtures and effects match those in the traffic circle.

The project is the product of planning by William H. Porter, of William H. Porter Real Estate, and is under his management. At 37, he is a veteran in



the new field of shopping center set-up, with an interest in Valley Plaza and background experience in like projects in this field.

National, regional and local trade names show in the store signs of the development. In real estate nearly all the years of his career to date, Porter, a Syracusean, graduated from Syracuse University. He lately developed Nu-Way Office Court in W. Genesee St.

Stores scheduled for opening tomorrow are: Acme Supermarket, largest in New York state; Candlelight Shop; Daws Drugs; Gary's Clothing; Endicott-Johnson; Franklin Furniture; Fanny Farmer; Alexander Grant's; Kiddie Shop; Marine Midland Trust Co.; National Shoes; Ormond Shop; Howard Johnson; Syracuse Paint and Varnish; T & H Toys; Three Sisters; Robert H. Wilson; Wilson's Leading Jewelers; F. W. Woolworth; United Men's Shop.

W. T. Grant Co. and Sam's Hobby Shop will open Nov. 25.

Several of the stores contain exceptionally large floor space. C. E. Chappell & Sons Inc. have announced plans for a store with 65,000 square feet of floor space. The opening celebration will

feature special offerings of merchandise and cash equivalent prizes, valued at \$25,000, including 10 days vacation for two in Mexico, and week-end trips to New York.

Parking under the lights will be provided for 3,000 cars. Two double roadway entrance and exit gateways off the main road, a customer entrance from Sand Rd., just off Route 11, and a service entrance and exit, a block up Sand Rd., are ready for use.

Store plaza traffic channeling will be aided by corrugated steel planters, set with evergreens, and intended for flowers in summer. These locally devised gardens also will keep traffic from the aluminum light poles.

Store buildings in the development generally have full day-lighting windows. One-story steel construction, set on steel beams at grade level, they have storage mostly in space at the rear.

Structural canopies extend 15 feet from the building fronts for weather protection of shoppers on foot.

Mayor James J. Barry, of North Syracuse, will cut a ribbon at Northern Lights to sig-

nal the official opening. Supervisor Fred Kies, of the Town of Salina, Councilmen Byron Huntley, Howard B. Hurst, Arthur Lueck and Louis Healer will participate in the program.

The Rev. Richard M. Morris, rector of St. Thomas' Episcopal Church at North Syracuse will give the invocation and the Rev. Jeremiah McCarthy, pastor of St. Rose of Lima Church, North Syracuse, will ask the final blessing of the occasion.

Earlier farm land, the 47 acres, including in the Northern Lights tract was put under site preparation in August 1954.

Construction of buildings by Samuel Kosoff & Sons, general contractors, started about one year ago. Approximately 140,000 square feet have been enclosed. The total plan is to provide 50 stores as the need justifies. There are 17 acres available for construction and parking extension.

The big job of building this center included changing a watercourse. The stream formerly flowed diagonally across the area. A new bed for it was provided around the outside, and the water diverted.

The developer said that in his opinion the location is one

of the most fortunate he has seen in the inspection of many centers.

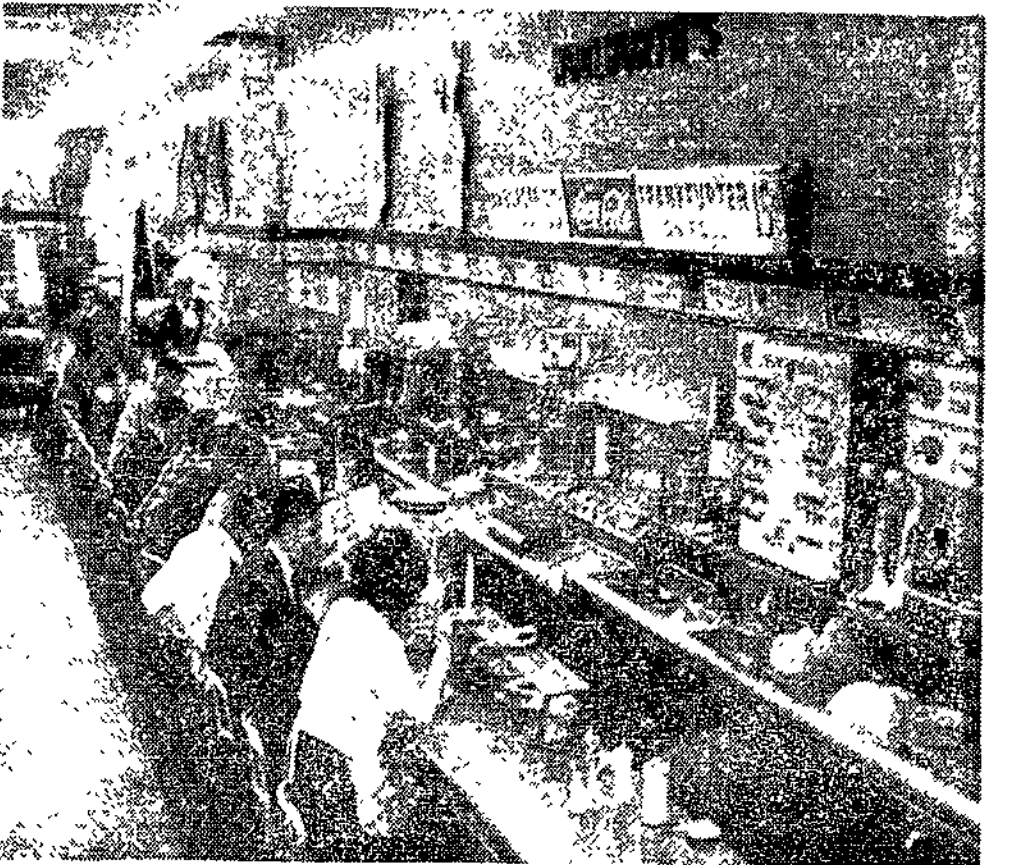
"The presence of the traffic circle makes this a fine natural site," Porter commented. "Cross traffic danger is eliminated. Congestion from shopping is lessened. Transient traffic slows up to go around the circle." Thruway and other highway network improvements cost \$50,000,000 he added.

Northern Lights location is convenient for shopping of the largely increase population of the towns of Salina, Cicero and Clay, he cited. He said his preliminary study bore out the finding of school authorities that the population in the area has been increasing at a rate, vying with highest rates in the United States. Survey proved 20,000 postwar work situations created along the axis here paralleling the Thruway.

"Exceptional balance arises from presence of high grade industrial plants nearby, accessibility for rural and suburban customers and wide range of



Stocked and ready for opening is Daw's Drugs



Lunch counter of F. W. Woolworth's store in shopping center

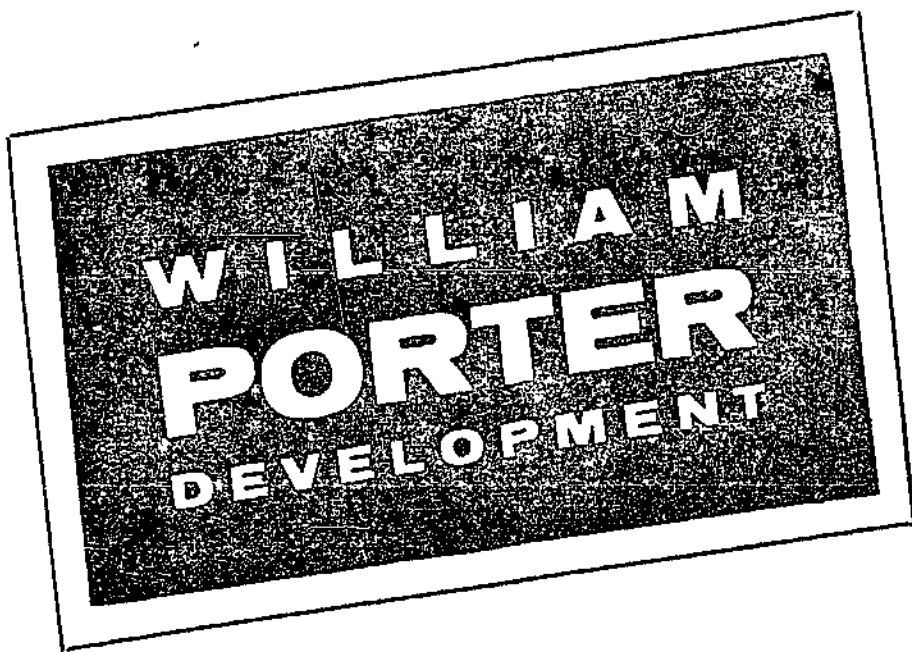
\$2,750 Awarded In Settlement

A 20-year-old housewife was awarded \$2,750 yesterday in a Supreme Court settlement arising

out of a two-car crash near Syracuse Aug. 21, 1954.

The settlement, signed by Justice Frank Del Vecchio, was awarded to Mrs. Mary R. Strange, 29 Cathy Dr., E. Syracuse.

Mrs. Strange was a passenger in a car driven by her husband, Drank Strange, whose car was involved in a collision with another vehicle operated by Charles E. Ellis of Seneca Falls. Mrs. Strange was pregnant at the time of the accident. She later had a miscarriage.



the sign of honest accomplishment

- Northern Lights was conceived because of an urgent need in this rapidly growing community.
- Northern Lights has been developed fairly and honestly.
- We now dedicate Northern Lights to a long future of public service.

William Porter

your property is our first and only consideration

WILLIAM PORTER
REAL ESTATE

NU-WAY OFFICE COURT—627 WEST GENESEE STREET—PHONE 74-6831

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