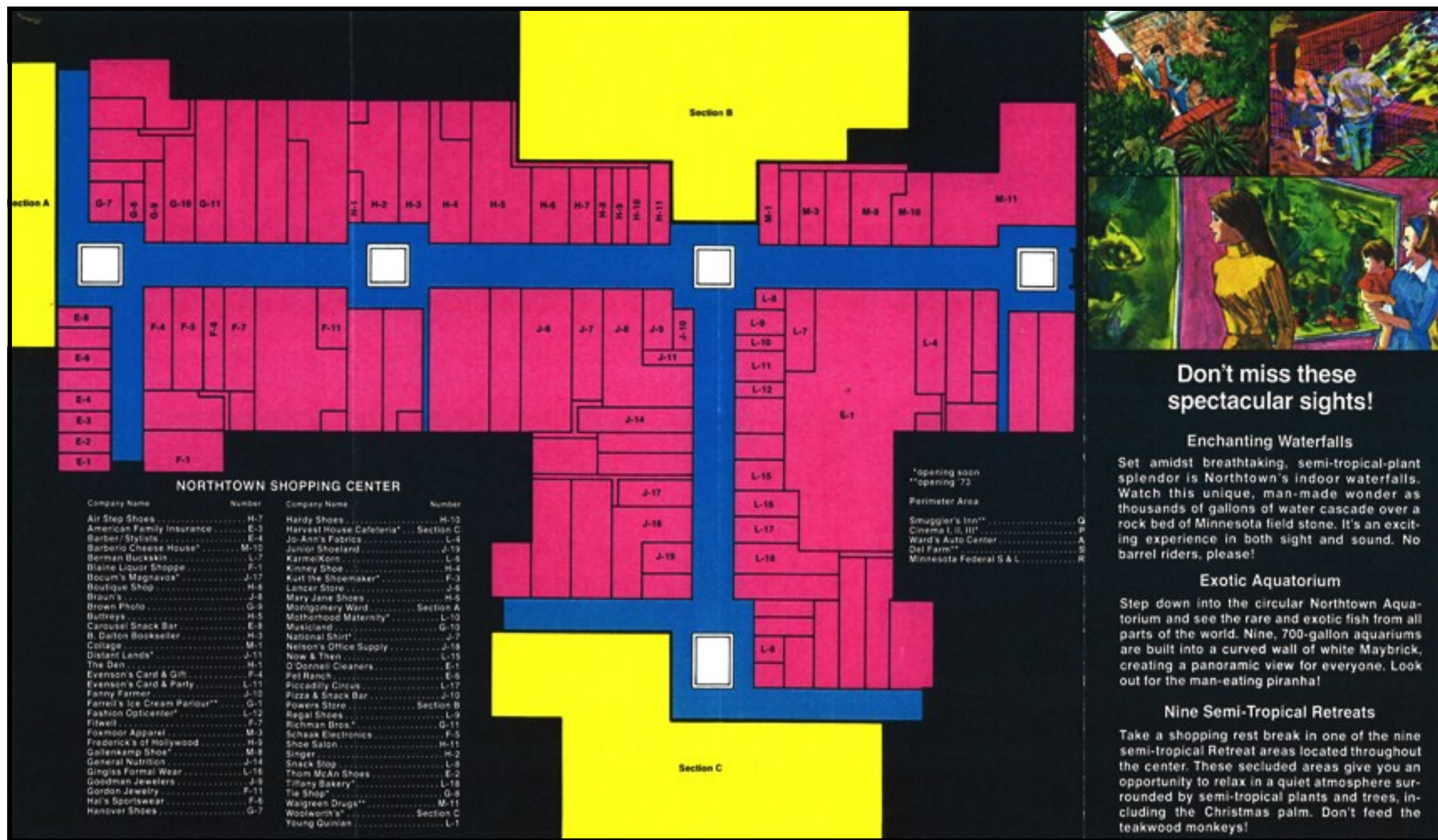


Northtown Mall

Grand Opening—October 12, 1972



Merchant directory from the first mall brochure. The right panel shows artist renderings and descriptions of the public rest areas—as well as the aquarium, which was located in front of Woolworth's and was beloved by children and adults through the early 1980's.



Grand Opening preview party at Northtown. The champagne fountain and the fashions are unmistakably of the era. *October 10, 1972*

Participants of Note in Northtown Mall Grand Opening

Minnesota Governor Wendell Anderson

Developer Robert Muir & Mrs. Muir

Peggy Lee—singer, friend of Muir & investor

Gisele MacKenzie—*singer and actor, star of 'Your Hit Parade'*

Johnny Whitaker—star TV Show ‘Family Affair’

Casey Jones—*local children's TV entertainer*

The Harry Blons Dixieland Band

Blaine Mayor Roger Barnes

Mayors of Spring Lake Park, Coon Rapids, Mounds View & Anoka

Advertising Supplement to
The Minnesota STAR
Wednesday, Oct. 11, 1972
Northtown Section Part 1

Grand Opening!

WOLFE'S • WOOLWORTH'S* PLUS MANY OTHER FINE STORES**

Come up to sparkling-new Northtown, Upper Midwest's most exciting shopping center. Northtown is now open with a kaleidoscope of dazzling, new stores and shops. Bring the whole family and join us in our gala Grand Opening celebration. Park your car in one of the 6,000 parking spots in our 63-acre, parking lot. Come and mingle with international and local celebrities...enjoy free cookies and coffee...tap your toes to the thrilling Dixieland band...plus, take advantage of many grand opening specials featured by the Northtown merchants.

Take a leisurely walk down the eight spacious, indoor malls paved with elegant Venetian terrazzo accented with rustic bricks. (Don't bother counting all the paving bricks! There are 151,000 throughout the Center.) Enjoy the many scenic points of interest among the largest semi-tropical-planting displays in Mid-America.

ENCHANTING, MAN-MADE WATERFALLS
Don't miss Northtown's indoor waterfalls set amidst the splendor of lush greenery. Watch

this unique wonder as thousands of gallons of water cascade rhythmically over a rock face of Minnesota field stone. It's an exciting experience in both sight and sound.

EXOTIC, RECESSED AQUATORIUM
Step down into the Northtown's circular Aquatorium and see hundreds of rare and exotic fish from all parts of the world. Nine, 700-gallon aquariums are curved into a panoramic view of white Mayantrick, creating a carved, visual delight for everyone.

SEMI-TROPICAL RETREAT AREAS
Take a rest break in one of nine semi-Tropical Retreat areas located within the Center. These secluded areas give you a rare opportunity to relax in a quiet atmosphere surrounded by gorgeous semi-tropical plants and trees. Come up to Northtown where there's always more in store for you.

*Open early '73
**a total of 104 stores by mid '73

NORTHTOWN CENTER HOURS:
Monday through Friday - 9:30 AM to 9:30 PM
Saturday - 9:30 AM to 6:00 PM - Noon to 6:00 PM.

GRAND OPENING FESTIVITIES
Join the Northtown merchants in their Grand Opening activities during the days to follow. Beginning tomorrow, Thursday, October 12.

ENJOY COFFEE & COOKIES EVERYDAY
- Harry Blons' Strolling Dixieland Band
- Thursday and Friday
10 AM-Noon/2 PM-4 PM/7 PM-9 PM
Saturday: 10 AM-Noon/2 PM-4 PM

PLUS THESE SPECIAL ATTRACTIONS:

*The Robert Hair Company
and
Northtown Shopping Center
invite you and your guest to a special
Revele of
Northtown Center
Highway 10 and University Avenue
Blaine (Minneapolis), Minnesota
Tuesday, October 13, 1972
from 6:00 to 9:30 p.m.*

*Mrs. J. J. J. J.
Blaine*

Please present this invitation at door

*R. H. H. H.
138-3708*



VIPs inspect construction at sunken aquarium area. (back) Parents of Robert Muir
(middle) Peggy Lee, Robert Muir, Gov. Anderson (front) Johnny Whitaker

Blaine Historical Society

www.blainehistory.org

