

\$5,000 IN PRIZES AWAIT SHOPPERS

There's a galaxy of prizes awaiting lucky shoppers during Wonderland Center's fifth anniversary celebration, including a 1965 Ford Mustang.

Different registration coupons are provided for the top prizes, a Zenith color television set, a \$1,000 shopping spree and the Mustang.

To enter the contests, the following procedures must be followed:

FOR THE MUSTANG—Pick up free entry coupons at Wonderland stores and take them to Bill Brown Sales, 22222 Plymouth road. Drawing for the Mustang will be held Saturday, October 24, at Wonderland.

FOR THE \$1,000 SHOPPING SPREE—Entry blanks available at most Wonderland stores and must be deposited at the Detroit Race Course, School Craft at Middlebelt. Drawing for the shopping spree will be held October 21 at the race course.

FOR THE ZENITH COLOR TELEVISION—Entry coupons available at the Zenith Color TV theatre, on the Wonderland mall. Drawing will be staged Saturday, October 17, following the final presentation of Motors and Music on the Wonderland mall. Entry coupons must be deposited at the TV theatre or at Good Housekeeping Shops.

Entry coupons for all prizes can be obtained at most Wonderland stores by adults.

Ford Steals Wonderland Anniversary Spotlight

Wonderland Center's spacious and picturesque malls have been transformed into a Ford case for the 1965 line of Ford automobiles.

In conjunction with its presentation of Motors and Music, this year's musical salute to the auto industry, Ford Division of Ford Motor Company will display just about every type of vehicle bearing the Ford name, beginning this week at the giant 57-store shopping center.

The cars — Falcons, Fairlames, Galaxies, Thunderbirds and Mustangs can be seen in a nearly-complete line of body styles and models.

Also on display will be the Ford Cobra.

Ford, which has introduced a completely new line for 1965, is jointly sponsoring "Motors and Music" with its Livonia dealer, Bill Brown Sales, Incorporated.

Biggest hit of the show promises to be Ford's new 2+2 Mustang, a new fast-back added to the fast-selling sports car introduced in 1964.

Through special arrangements with Bill Brown Sales the center will award a 1965 Mustang on October 24. Registrations for the prize can be obtained at most Wonderland stores without obligation.

You're Invited
to Wonderland's
fifth birthday party!

- ★ ENTERTAINMENT ★ PRIZES! ★ EXCITEMENT!
- ★ WIN A \$1,000.00 SHOPPING SPREE AT WONDERLAND!
ASK FOR FREE ENTRY BLANKS AT MOST STORES
- ★ WIN A 1965 MUSTANG—OR A NEW ZENITH COLOR TV SET
- ★ SEE "MOTORS AND MUSIC" and the FORD GALAXIE OF STARS
45 MINUTES OF FAMILY ENTERTAINMENT—OCT. 15-16-17
2 SHOWS EACH NIGHT—6:15 AND 8:45
- ★ HELP YOURSELF TO A SLICE OF WONDERLAND'S 250-Lb. BIRTHDAY CAKE
9:30 P.M. SATURDAY, OCT. 17
- ★ SEE MONTGOMERY WARD'S TALENTED TEEN SEARCH Oct. 17
- ★ SEE THE WONDERFUL WORLD OF FORD
- ★ Plus Many Other Surprises!

WONDERLAND SHOPPING CENTER
31245 EIGHT MILE ROAD at Merriman
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Wonderland Party in High Gear

A "birthday party" billed as the most elaborate in its history will mark the fifth anniversary of Wonderland Center.

The celebration, launched October 3, will be climaxed this week end with six performances of "Motors and Music," an outdoor comedy and musical show sponsored by Ford Division of the Ford Motor Company.

The following week, on October 24, Wonderland will award a 1965 Mustang as the grand prize of the three-week anniversary party.

"Motors and Music," featuring the Ford Galaxy of Stars, will be presented Thursday, Friday and Saturday, October 15, 16 and 17. Two shows will be presented each evening at 8:15 and at 8:45. There is no charge for admission.

Headlining this year's show are Chase and Parks, nationally-known comedy trampolists. The duo, which has appeared on the Ed Sullivan show, will present its act during each of the six shows.

Warney Ruhl and his orchestra, known throughout the Detroit area for his fine dance music, will furnish music for the shows, along with vocalist, Nada Olgren. Other stars include Johnny Matson, Don Mills and Doug Kerr.

Prior to the Saturday performances, Wonderland and Montgomery Ward will present the finals of two separate teen talent contests, beginning at 4 p.m. The Ward's competition, billed as a "Talented Teen Search," is part of a national contest in which 90 youngsters will be awarded a three-weeks' expense-paid vacation in Europe.

The Wonderland segment is a contest between finalists in an amateur combo contest. Three finalists have been chosen from a field of more than a score of young high-school-age musical groups to play Saturday.

Winners of the combo competition will receive \$100 in cash, plus new band jackets and other awards. The contest is under the direction of Don Mills, who along with Paul Cannon, Ernie Epps and a talent scout from the Gail and Rice agency, will act as judge.

Following the final performance of "Motors and Music," Elvira Egeland, winner of the 1964 Mrs. Michigan award, will cut Wonderland's giant 250-pound birthday cake, which members of the audience will be invited to share.

A drawing will be held prior to the cake-cutting ceremony to pick the winner of a new Zenith Color Television, furnished through the courtesy of the Wonderland Good Housekeeping Shop.

SCHEDULE OF ACTIVITIES

WEDNESDAY, OCTOBER 14

- ★ Amateur Combo Contest Semi-finals, 5 to 6:30 p.m. West end of Mall, near Robinson Furniture.
- ★ Zenith Color Theatre—Continuous showing of color television from noon to 8:30 p.m. Near Lermer Shops.

THURSDAY, OCTOBER 15

- ★ "Motors and Music," featuring the Ford Galaxy of Stars. Outdoor stage shows at 8:15 and 8:45 near Packer Food store.
- ★ Special Color TV demonstration, all day. Near Lermer Shops.

FRIDAY, OCTOBER 16

- ★ "Motors and Music," 6:15 and 8:45 p.m. near Packer Food store. Color TV demonstration, all day. Near Lermer Shops.

SATURDAY, OCTOBER 17

- ★ Montgomery Ward Talented Teen Search, 4 p.m. West end of Mall, near Packer's. Also Wonderland Combo contest finals.
- ★ "Motors and Music," 6:15 and 8:45 p.m. Cake-cutting ceremony and prize drawing following final show. Introduction by Elvira Egeland, 1964 Mrs. Michigan.

Wonderland Now Five Years 'Young'

Wonderland Center this week reaches another milestone in a retailing venture unparalleled in modern retailing history. The giant, 57-store center, Michigan's third largest, marks its fifth anniversary.

Developed by Henry S. Alper and Abe Green, Wonderland has experienced five years of steady growth and is recognized as one of the nation's most prosperous shopping centers. All but a handful of the center's stores opened for business in October, 1959.

Largest store in the center is Montgomery Ward, third-largest volume store in the Ward chain. In 1963, Ward's Wonderland unit produced the highest net profit of any Ward store in America.

Federal Department Stores is the second largest Wonderland retailer and ranks as one of the chain's busiest stores.

Factors contributing to the center's remarkable growth are the broad variety of stores and its convenient location, at Plymouth and Middlebelt roads. A state highway traffic analyst revealed that this location is one of the busiest in Michigan.

Wonderland offers virtually every retail and service need. In addition to a full complement of many of the nation's finest retail outlets, the center has many service shops, including beauty salons, shoe repair shops, barbers, home-service shops, banking facilities and laundry and dry cleaning services.

A giant, well-lighted parking lot accommodates 5,000 automobiles.

Wonderland is easily reached from almost any point in the Detroit area. Modern expressways lead to main thoroughfares such as Telegraph, Joy Road, Middlebelt, Schoolcraft and Plymouth roads.

Most Wonderland stores are open every evening until 9, Monday through Saturday. Federal's, Cunningham Drug Stores and Wonderwash Laundromat are open on Sundays.

Long-called "the Downtown of Livonia," Wonderland doubles as a civic and cultural center for Livonia, Garden City and Ferndale Township. The Wonderland Civic Room is made available for club meetings, art shows and other community events.

A multi-million-dollar enterprise, Wonderland ranks as one of the area's top ten taxpayers and provides year round employment for more than 1,200 persons.

Livonian Named President of Health Council

Edwin J. McClendon, of Livonia, Educational Consultant for the Wayne County Intermediate Office of Education, was officially installed as the President of the American School Health Association's Research Council recently in New York City.

The National Research Council of the American School Health Association holds a meeting for its 300 members every year in New York City.

McClendon indicated that the executive committee, which he directs will meet at least twice a year to consider fellowships, progress of a research supplement to the American School Health Journal, and research grants in the field of school health.

The Research Council is one of the most active committee "arms" of the 12,000 member American School Health Association. All research activities are directed by this body council.

McClendon will return to his Livonia home, 36784 Angeline Circle, after finalizing council plans for the coming year.

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