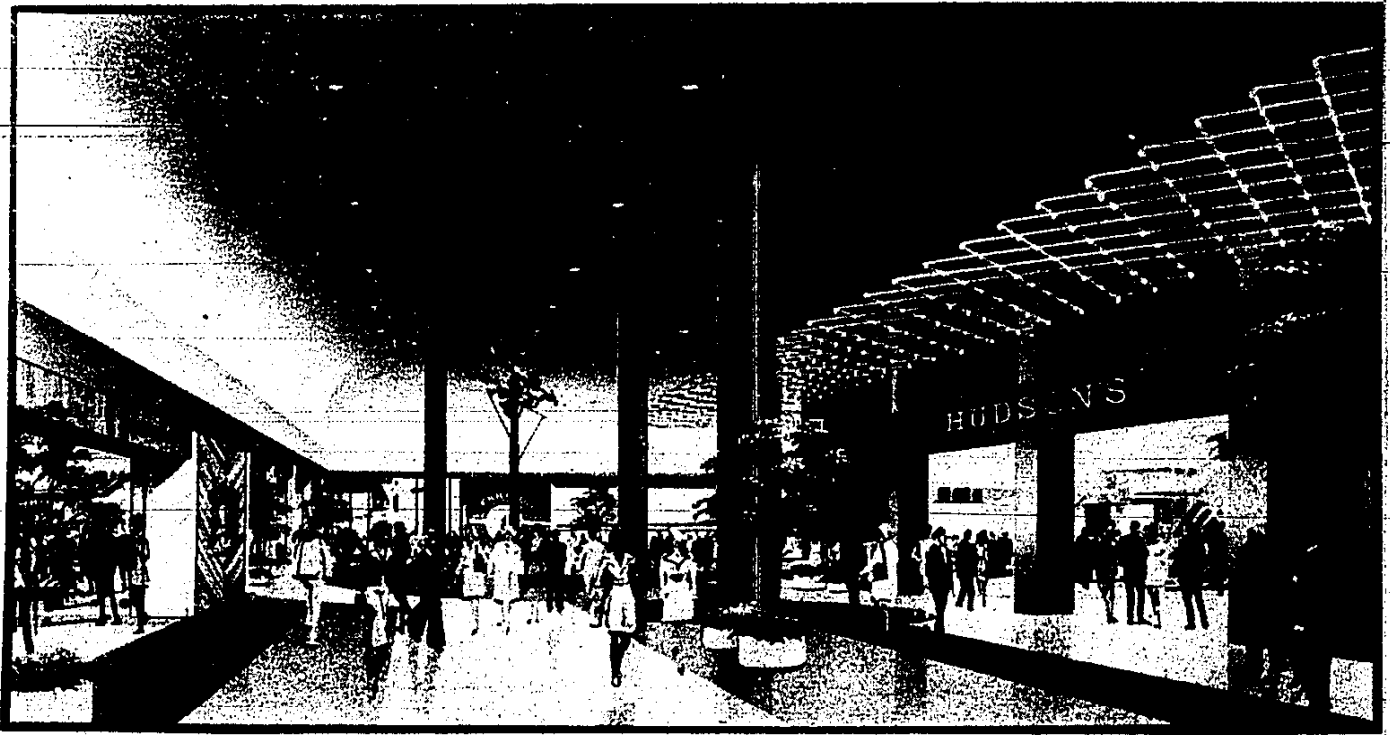


UNDER THE BIG TOP

A 1975 ATTRACTION



THE GREATEST FASHION SHOW ON EARTH

Northland's Birthday Present to You

**Northland Center Expansion & Improvements
Will Create World's Most Beautiful Shopping Mall**

Twenty years ago, Northland Center was the biggest, most innovative shopping complex in the country.

With open plazas, landscaping and cluster-design architecture, it afforded shoppers a multitude of stores to choose from in a relaxing and convenient setting.

Today, Northland proudly presents "Barricade Bargain Buys," a week long sale in honor of 20 great years of service.

BUT THERE are even bigger and better years to

come. Behind all those barricades a new Northland is taking shape. With an investment that will total almost \$25 million dollars, Northland Center is being renovated and expanded to even more spectacular proportions.

The entire mall will be enclosed to provide year-round climate control for the ultimate in shopping comfort.

The two nationally known gardens, "Great Lakes" and "Fountain Court" will remain open to the sky, in

keeping with Northland's new ecological awareness, and the entire shopping center will be bordered by a landscaped earthen berm, both for its natural beauty and to decrease traffic noise from the outside.

INSIDE the center, 22 new stores and services will be added, including the largest J. C. Penney Branch Store in the U.S. Not to be outdone, J. L. Hudson's is spending \$3 million to completely renovate and modernize its interior. Merchants

from all over the country are already arriving to see the completed first floor, and Hudson's promises that it will be "the most beautiful store in the world."

Those in command of the entire Northland project view it as an architectural and aesthetic challenge on the level of major urban improvement.

To them it is "a notable commitment to the metropolitan Detroit area, supporting its continued strength and growth."