


BI-LO

PRICES EFFECTIVE WEDNESDAY OCT. 14
THRU TUESDAY, OCT. 20, 1964.

GUARANTEED FRESH
GROUND HAMBURG
3 LB PKG OR MORE
39¢ LB

BI-LO SELECTED BEEF
SHOULDER CUT OR
ENGLISH ROAST
69¢ LB



SWIFT'S WHOLE
FRESH FRYERS
23¢ LB
CUT UP TRAY PACK
LB **29¢**

FRESH SLICED
BEEF LIVER
39¢ LB

POT ROAST CUT
CHUCK ROAST
49¢ LB

FRESH PICNIC STYLE
PORK ROAST.....LB **25¢**
FRESH COUNTRY STYLE
PORK SAUSAGE.....3 LBS **99¢**
MICHIGAN GRADE 1
Skinless **WIENERS**.....3 LBS **99¢**
LEAN AND MEATY
SPARE RIBS.....3 LBS **99¢**

GUARANTEED FRESH-GRADE "A"
LARGE EGGS
2 DOZ 89¢

MILD AND TASTY
COLBY CHEESE.....LB **49¢**

KRAFT'S PHILADELPHIA
CREAM CHEESE.....8-OZ PKG **29¢**

KRAFT-AMERICAN OR PIMENTO
VELVEETA.....2 LB LOAF **89¢**

BROOKFIELD
Swift's Butter.....1-LB PRINT **63¢**

BORDEN'S
HALF N' HALF.....QUART CARTON **39¢**

ELSIE OR OLD FASHIONED
Borden's ICE CREAM.....½ GAL CTN **69¢**

HOMOGENIZED
BORDEN'S MILK.....½ GAL CTN **37¢**



PACKERS LABEL CUT
GREEN BEANS.....303 CAN **10¢**
CAMPBELL'S
TOMATO SOUP.....NO. 1 CAN **10¢**
PACKERS LABEL
SWEET CORN.....303 CAN **10¢**
THREE FLAVORS-LOW CAL
FAYGO POP.....32-OZ BTL **10¢**



300 CAN
10¢
EVERYDAY LOW PRICE!



MORTON HOUSE-SALISBURY, PORK OR
BEEF WITH GRAVY.....12½-OZ CAN **43¢**
MORTON HOUSE-CHICKEN, RICE OR
MEAT BALLS WITH GRAVY.....12½-OZ CAN **35¢**
MORTON HOUSE-SPAGHETTI, POTATOES OR
MACARONI WITH BEEF.....12½-OZ CAN **25¢**
MORTON HOUSE
SLOPPY JOES.....300 CAN **49¢**

6-OZ CAN
10¢
EVERYDAY LOW PRICE!

9-OZ PKG ALL VARIETIES
10¢
EVERYDAY LOW PRICE!



1000 SHEET ROLL WHITE OR COLORED
10¢
EVERYDAY LOW PRICE!

MICHIGAN POTATOES U.S. NO. 1 QUALITY **10 47¢** LB BAG

U.S. NO. 1-MACINTOSH OR JONATHAN
APPLES.....6 LB BAG **57¢**
GOLDEN OR RED DELICIOUS
APPLES.....6 LB BAG **67¢**
LOUISIANA
CANDY YAMS...3 LBS **27¢**

MILD AND TASTY
Yellow Onions...3 LB BAG **27¢**
SWEET CRISP
CARROTS.....2 LB CELLO BAG **17¢**
BUTTERNUT OR
ACORN SQUASH.....LARGE SIZE EACH **7¢**

FIRST OF THE SEASON-FLORIDA
GRAPEFRUIT...5 LB BAG **77¢**
LARGE GEORGIA
PECAN MEATS.....12-OZ PKG **87¢**
FANCY SHELLLED DIAMOND
WALNUT MEATS.....1-LB BAG **97¢**

BI-LO SELECTED BEEF
ROUND BONE
SWISS STEAK
69¢ LB

BI-LO SELECTED BEEF
RIB STEAK
79¢ LB

STORE HOURS
MON. THRU FRI. 9A.M. TO 9P.M.
SAT. 8A.M. TO 9P.M.
OPEN SUNDAY
10A.M. TO 6P.M.
SHELDEN SHOPPING
CENTER
PLYMOUTH & FARMINGTON ROAD

BI-LO SELECTED BEEF
CHUCK STEAK
59¢ LB

BI-LO SELECTED BEEF
T-BONE STEAK
99¢ LB

BI-LO SELECTED BEEF
ROUND OR SIRLOIN STEAK
89¢ LB

LEG, SHOULDER OR
VEAL RUMP ROAST..... LB **49¢**
BI-LO SELECTED BEEF—BITE SIZE
STEWING BEEF..... LB **79¢**
CHOICE CENTER CUT—RIB
PORK CHOPS..... LB **79¢**
SWIFT'S PREMIUM—SHANK PORTION
SMOKED HAMS..... LB **37¢**

12-OZ CAN
6 DELICIOUS FLAVORS
Hi-C
FRUIT DRINKS
10¢
EVERYDAY LOW PRICE!

26-OZ PKG
PLAIN OR IODIZED
MORTON SALT
10¢
EVERYDAY LOW PRICE!

CHEF'S CHOICE
FRENCH FRIES
9-OZ PKG **9¢** REGULAR OR CRINKLE CUT
ALL VARIETIES
Morton Dinners..... 11-OZ PKG **39¢**
FROSTY ACRES
WAFFLES..... 5-OZ PKG **10¢**
FROSTY ACRES
SWEET PEAS 24-OZ PKG **39¢**
BIRDS EYE
ORANGE JUICE 6-OZ CAN **27¢**
BONNIE BAKED
CHERRY PIE SAVE 10¢ EACH **39¢**
BONNIE BAKED
VIENNA BREAD..... 16-OZ LOAF **19¢**
BONNIE BAKED—PLAIN OR
SUGAR DONUTS DOZ **25¢**

MORTON HOUSE
CHILI CON CARNE..... 15-OZ CAN **25¢**
VELVET JOCKO
Peanut Butter..... 3 LB JAR **89¢**
MRS. OWEN'S—STRAWBERRY
PRESERVES..... 10-OZ JAR **19¢**
SPECIAL LABEL SAVE 20¢
Salada Tea Bags..... 100-CT PKG **79¢**
300 CAN

SHUR-GOOD
FIG BARS..... 2 LB PKG **39¢**
SLICED OR HALVES
HUNT'S PEACHES 2½ CAN **23¢**
ROSDALE SLICED HAWAIIAN
PINEAPPLE..... 14-OZ CAN **21¢**
PLAYBOY HORSEMEAT OR CHICKEN
DOG FOOD..... 1-LB CAN **19¢**
8-OZ CAN

Heard's
APPLE SAUCE
10¢
EVERYDAY LOW PRICE!

Heard's
TOMATO SAUCE
10¢
EVERYDAY LOW PRICE!

A \$5.00 PURCHASE ENTITLES YOU TO ALL COUPON ITEMS.

VALUABLE COUPON
EVAPORATED
CARNATION MILK
TALL CAN **10¢** LIMIT 3
WITH THIS COUPON AND ADDITIONAL \$5.00 PURCHASE. EXCLUDING BEER, WINE OR CIGARETTES. COUPON VALID AT BI-LO THRU TUES., OCT. 20, 1964. LIMIT ONE COUPON PER FAMILY.

VALUABLE COUPON
WHITE OR COLORED
COMO TISSUE
4 ROLL PACK **10¢** LIMIT 1-4 ROLL PACK
WITH THIS COUPON AND ADDITIONAL \$5.00 PURCHASE. EXCLUDING BEER, WINE OR CIGARETTES. COUPON VALID AT BI-LO THRU TUES., OCT. 20, 1964. LIMIT ONE COUPON PER FAMILY.

VALUABLE COUPON
REGULAR OR DRIP
HILLS BROS COFFEE
1-LB CAN **39¢** LIMIT 1
WITH THIS COUPON AND ADDITIONAL \$5.00 PURCHASE. EXCLUDING BEER, WINE OR CIGARETTES. COUPON VALID AT BI-LO THRU TUES., OCT. 20, 1964. LIMIT ONE COUPON PER FAMILY.

Mitch Housey's

IN LIVONIA

- Large Banquet Facilities
- Expert Catering Service
 - Cocktail Lounge
 - Dining Room
- the Theme is Red



Dear Friends,

Just dropping a line to let you know about the Smartest Little Supper Club recently opened in your area. Your host welcomes you to enjoy the most wonderful foods and liquors, with hospitality, atmosphere and service unlimited.

Serving luncheons, dinners and late snacks, Monday through Saturday.

Yes, you will be dining with one of the country's top nationally recognized, restaurateurs. Your host takes great pride in serving the best. We use U.S.D.A. Prime Beef exclusively.

Entertainment and dancing nightly, featuring the Floyd Pike Trio with Miss Barbara Leeds, vocalist.

Drop in, soon, won't you? We'd like to say hello.

Your host,

Mitchell R. Housey



Mitch Housey's IN LIVONIA

in the Compton Village Motor Inn • 28500 Schoolcraft, opposite D.R.C.

Phone 425-5520

Wonderland Party in High Gear

\$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, 32222 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.

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-long 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 6:15 and at 8:45. There is no charge for admission. Headlining this year's show are Chase and Parks, nationally-known comedy trapeze artists. 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 "birthday party" billed as the most elaborate in its history will mark the fifth anniversary of Wonderland Center.

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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 Lerner Shops.
- THURSDAY, OCTOBER 15**
- ★ "Motors and Music," featuring the Ford Galaxy of Stars. Outdoor stage shows at 6:15 and 8:45 near Packer Food store.
 - ★ Special Color TV demonstration, all day. Near Lerner Shops.
- FRIDAY, OCTOBER 16**
- ★ "Motors and Music," 6:15 and 8:45 p.m., near Packer Food store. Color TV demonstration, all day. Near Lerner 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.

Ford Steals Wonderland Anniversary Spotlight

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

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 intersection 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 p.m. Monday through Saturday. Federal, 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 Redford 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 busy council. McClendon will return to his Livonia home, 38784 Angeline Circle, after finalizing council plans for the coming year.

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

In a Dither...

is your furniture half blond-half dark? woodwork marred? woodwork too dark?

Now you can create beautiful wood finishes. So easy—no scraping—no removers—no bleaching—just paint with...

Old Masters Liquid Wood

For the Answers to Your Problem
FACTORY REPRESENTATIVE
DEMONSTRATION
Saturday, October 17th

1/2 acre of FREE PARKING
American Hardware & Supply Co.
31245 EIGHT MILE ROAD
476-6240 - 537-2645 at Merriman

AMERICAN HARDWARE & SUPPLY CO.

31245 EIGHT MILE at Merriman

476-6240 537-2645

NOW..
Visit Our

Pendleton Clothing Department

Complete selection of the Famous Pendleton Line of fine clothes. You'll enjoy the choice and the decor!

Visit our Complete **FIREPLACE** Department
• We can supply all your needs for the home with a hearth

"CHIMNEY SWEEP" BROOM \$3.29

Colorful Heath Broom

FIREPLACE WOOD \$2.49

Top Quality, Split Hardwood

Cash 'n Carry 1/4 cord
\$17.95 Cord Delivered

Now is the time to change!

FURNACE FILTERS

Special 1 inch sizes Up to 20x25 **35¢ each**

Save on Your Heat Bill!
Easy to Spread

ZONOLITE INSULATION

FLUFF TYPE

Large bag Regular 1.49 **104**
All Types Insulation Available

Check your roof now...
8 Ft. K GUTTER **76¢**
Cash 'n Carry Complete Line of Solderless Fittings

Build your own Patio...
RAILROAD TIES
8"x8"x8' Cash 'n Carry **188**

VISIT AMERICAN'S COMPLETE

One Step LUMBER NEEDS

LUMBER

TOY

HOUSEWARE Departments

AUTHORIZED EDISON AGENCY

★ LIGHT BULB EXCHANGE

★ APPLIANCE REPAIR

★ PAY BILLS HERE



Sears Days SALE

A Sale As Great As Its Name...

STOREWIDE SAVINGS! GET YOUR FAMILY, HOME AND CAR READY FOR WINTER!



SALE FOR GIRLS!

Turtleneck Tops

Girls love these stretch nylon pull-overs. So easy-care, machine wash and dry. In her favorite fall colors, 7 to 14.

Reg. 2.98
2³³

Adagio® Stretch Pants

Sturdy, hand-washable rayon-nylon blend. Self fabric stirrups, elastic waist inserts. Fabulous colors in sizes 7-14.

Reg. 5.98
4⁴⁴

Sears School Girls' Dept.

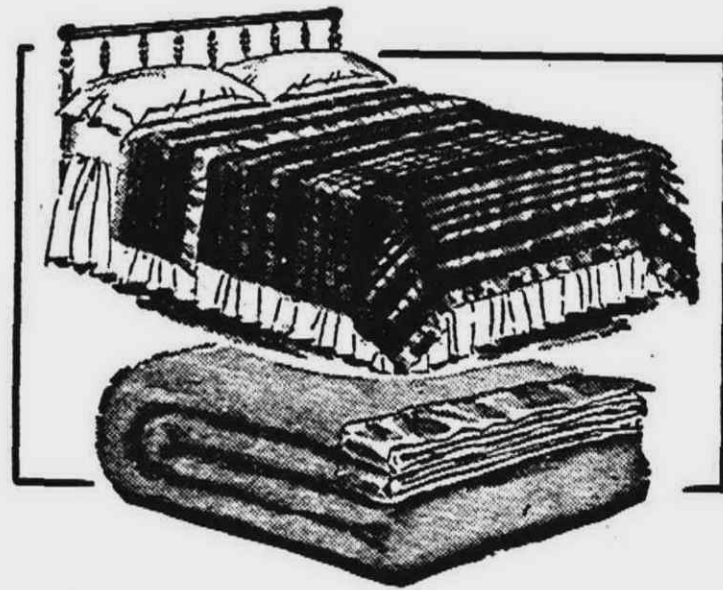


SALE! Children's Cotton Flannel Pajamas

Regular 1.99
1⁶⁷ Charge It

Little sleepyheads will love the dainty prints and bold boyish patterns on these cozy pj's. Extra full cut for the utmost in sleeping comfort. 3 styles for girls, 5 for boys... choose now at savings. Be sure your children have enough of these for the cold winter nights ahead. Many attractive color combinations in 3 to 6x.

Sears Juveniles' Wear Dept.

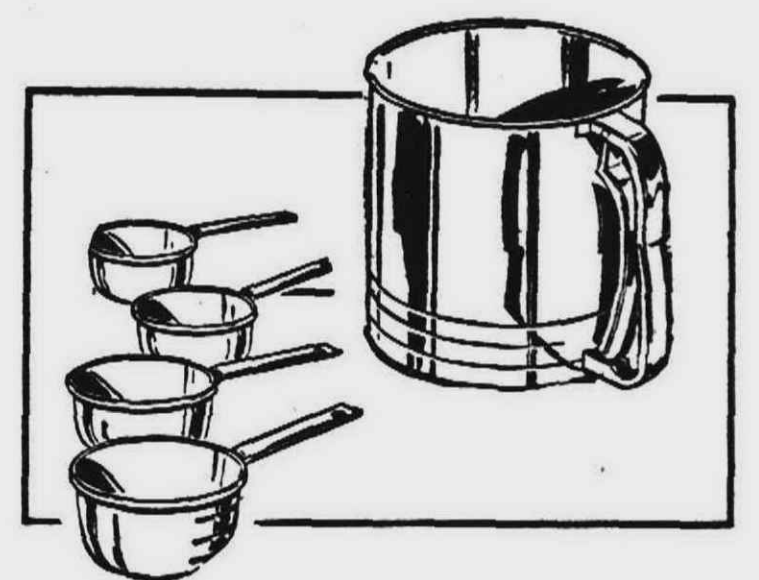


Sale! Warm Blankets

72x90" DUAL SIZE IN PLAIDS, SOLID COLORS

Plaid blankets in rayon-nylon blend. Rugged, for full or twin size beds. **4⁴⁴** Reg. 4.98
Solid color blankets in rayon-acrylic blend. 5" nylon bindings, 7 colors.

Sears Domestics Dept.



Stainless Steel Sifter

5-CUP SIZE WILL NOT RUST, STAYS BRIGHT

Has triple screen. Trigger handle makes it easy to operate with 1 hand. Reg. 1.69 polished stainless steel 4-pc. measuring cup set **1⁴⁷** Charge It

Sears Housewares Dept.

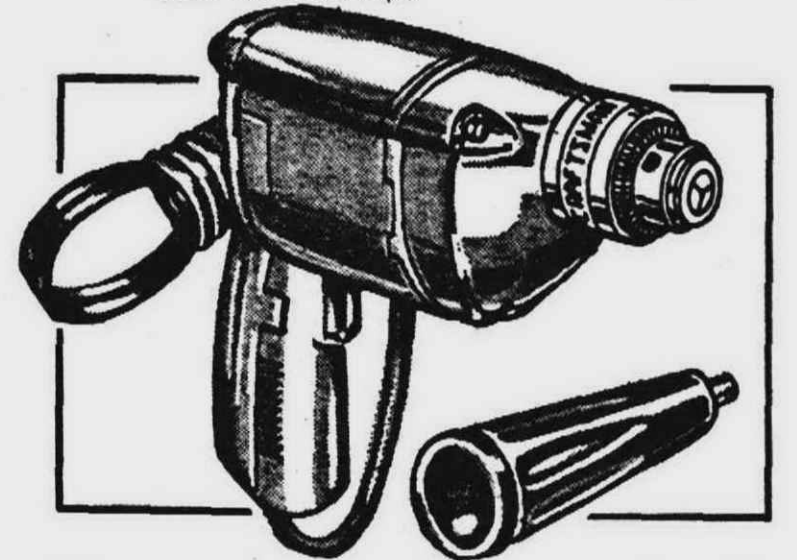


Sale! 'Hot-Rod' Motor

ATTACHES EASILY TO MOST BICYCLE FRAMES

Two cylinder "engine"... stick shift controls sound from idle to full speed roar. Made of high impact plastic. Uses two "D" batteries. Buy now at Sears and save! **3²²** Reg. 3.99

Sears Sporting Goods Dept.



Famous Craftsman Drill

1/4" INDUSTRIAL TYPE FOR CONTINUOUS USE

100% ball and needle bearings give reliable service. Rigid sectional housing takes load stresses, protects gears, bearings and spindle. With 10-ft., 3-wire cord. **24⁹⁹** Reg. 34.99

Sears Hardware Dept.



Winter Gowns, Pajamas

Reg. \$5
3⁸⁸ Each

Shifts and long gowns in Avril®-cotton blend flannel or challis, sizes 34-44. Pajamas in Zantrel®-cotton flannel or Avril®-cotton challis, 32-40. All styles in dainty prints with pretty accents and detailing. So easy-care.

Sears Lingerie Dept.



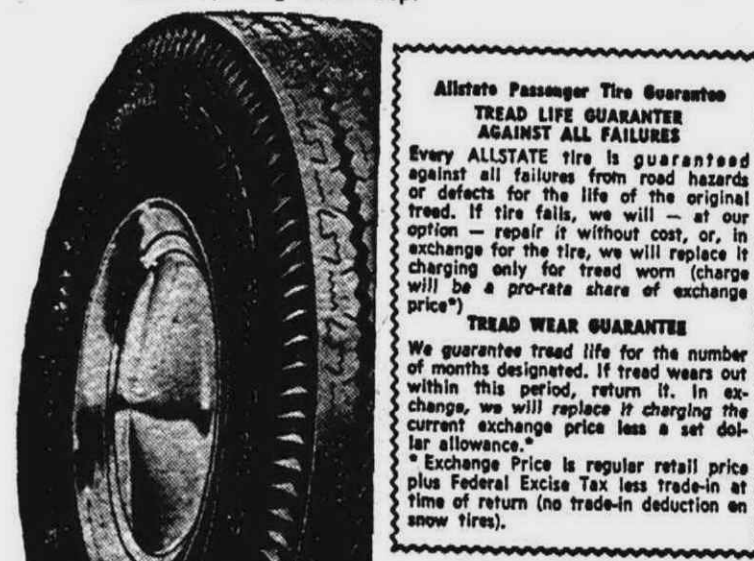
Classic and Ivy

MEN'S LONG SLEEVE SHIRTS

Reg. 2.99
1⁹⁷ Charge It

Men's long sleeve sport shirts in all cotton, cotton and Avril® rayon or cotton and Dacron® blends. Classic shirts in prints, plaids, solids, S-XL. Ivy shirts in solids, stripes, checks or prints, S-L. They're all washable, too.

Sears Men's Furnishings



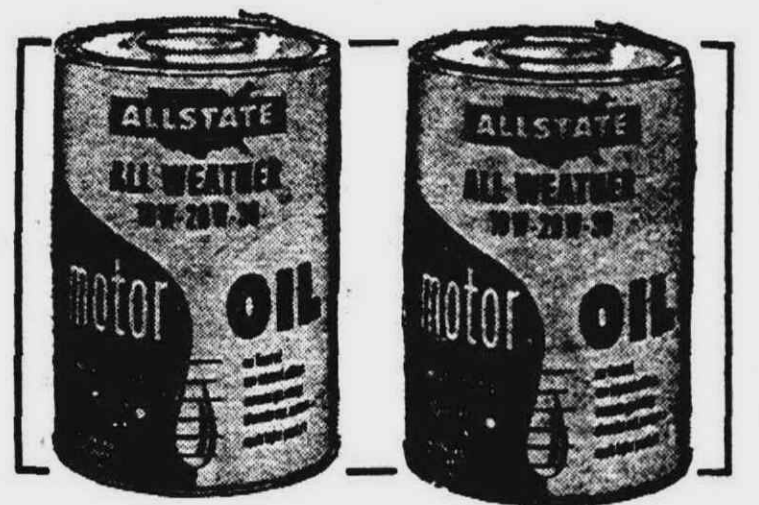
Allstate Passenger Tire Guarantee
TREAD LIFE GUARANTEE AGAINST ALL FAILURES
Every ALLSTATE tire is guaranteed against all failures from road hazards or defects for the life of the original tread. If tire fails, we will - at our option - repair it without cost, or, in exchange for the tire, we will replace it charging only for travel worn (charge will be a pro-rata share of exchange price).
TREAD WEAR GUARANTEE
We guarantee tread life for the number of months designated. If tread wears out within this period, return it. In exchange, we will replace it charging the current exchange price less a set dollar allowance.
*Exchange Price is regular retail price plus Federal Excise Tax less trade-in at time of return (no trade-in deduction on snow tires).

Nylon Hi-Way Special

Allstate—24-Mo. Guarantee Against Wearout

Size	Plus Fed. Tax and 2 Old Tires in Trade	Plus Fed. Tax and 3 Old Tires in Trade	Price
4.00x13	2 for \$18	2 for \$24	2 for \$18 6.00x13 Tubelless Blackwalls Plus Tax and 2 Old Tires
4.50x13	2 for \$22	2 for \$28	
7.50x14	2 for \$26	2 for \$32	
8.00x14	2 for \$28	2 for \$34	
8.50x14	2 for \$31	2 for \$37	

ALLSTATE TIRES MOUNTED AT NO CHARGE
Sears Tire Dept.

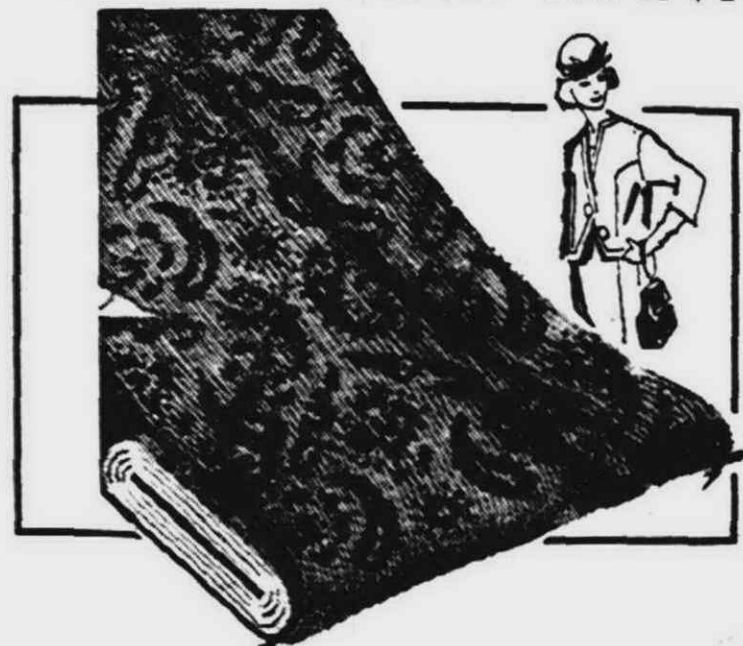


Sears Finest Motor Oil

ALLSTATE 10W-20W-30W ALL-WEATHER TYPE

Has best quality protective additives. Double detergent keeps engine clean in hot or cold weather. Buy now, save! **34^c** Reg. 39c
Case of 24 Qts. 7.88 (Limit 1 Case) Quart
Sears Auto Accessories Dept.

YOU'LL FIND MANY MORE ITEMS NOT SHOWN HERE ON SALE IN ALL DEPARTMENTS



Double Cotton Knits

36" COORDINATED PATTERNS AND SOLID COLORS

Combed cotton double knits are ravel, crease and sag-resistant. Soft, supple, hand washable for shifts, slacks, skirts, dresses, separates. 36" width. Save 51c yard. **1⁴⁷** Reg. 1.98
Reg. 69c acetate sheath lining. 45" wide, Many Colors... 54c Yd.

Sears Yard Goods Dept.



Boys' Winter Pajamas

Reg. 2.49
1⁹⁷ Charge It

Soft, warm cotton flannel in coat and middy styles. Styled with adjustable boxer waist and snap front fly. Handsome patterns are washfast. Sanforized to keep their comfortable fit. Buy several pair now at savings in sizes 8 to 16.

Sears Boys' Clothing Dept.



82-Channel TV Console

23" SILVERTONE FOR EXCELLENT RECEPTION

Here's your chance to get a handsome TV console at an amazingly low price! Big 23" overall diagonal screen gives you 282 sq. in. viewing area. Static-free FM sound from up-front 5" speaker. Tunes UHF, VHF. **168** Sale Price
No Money Down
Sears Radio and TV Dept.



Refrigerator-Freezer

FROSTLESS 16.3 CU. FT. DELUXE COLDSPOT

Frostless system, spacemaster shelves, 182-lb. bottom freezer. With bottle shelf, crispers, meat keeper and door shelves. Choice of white or copper-tone. **359⁸⁸** Reg. 419.95

With Automatic Icemaker, 389.88
Sears Appliance Dept.

SEARS LIVONIA MALL • 7 MILE and MIDDLEBELT • PHONE 476-6000

STORE HOURS: MONDAY 9 TO 9 • TUESDAY, WEDNESDAY 9 TO 5:30 • THURSDAY, FRIDAY, SATURDAY 9 TO 9

Sears Days SALE

A Sale As Great As Its Name...

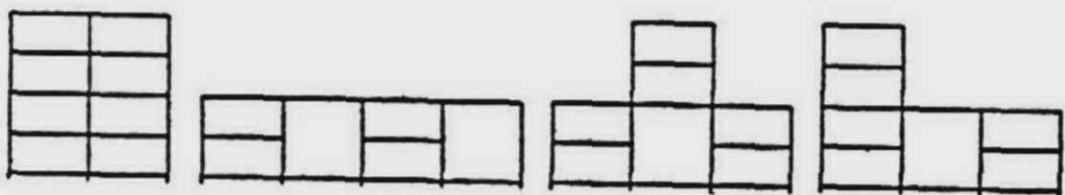


NEW!

wonderful answers
to storage problems
with Sears top quality steel shelving...

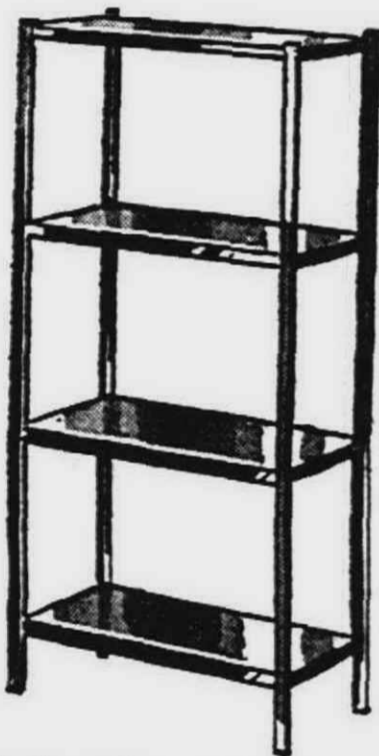
SEARS NEW SHARE-A-POST HOOKUPS LET YOU DESIGN YOUR OWN STORAGE UNITS

Arrange any number of units any way you want! Use at half or full height, high or low, in a line or around a corner. You can create units as long as you need to fit any space. The longer units cost less per foot of shelf space because you use fewer uprights!

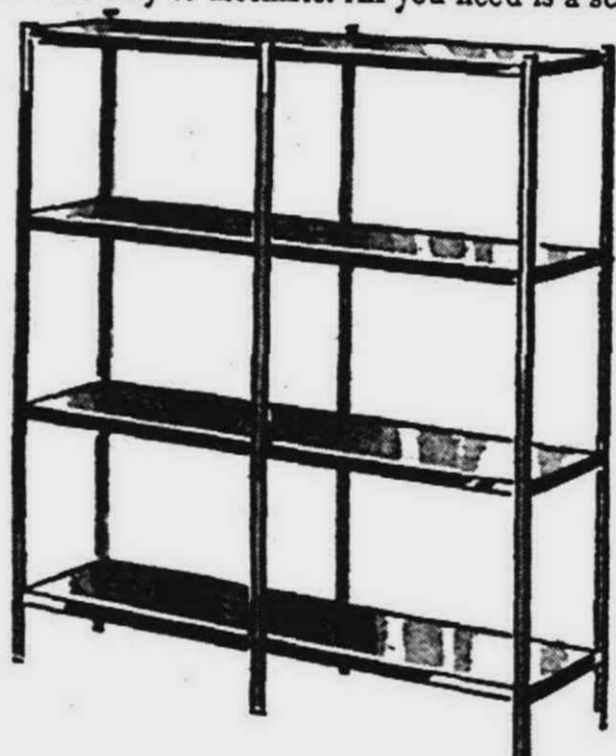


versatile steel shelving

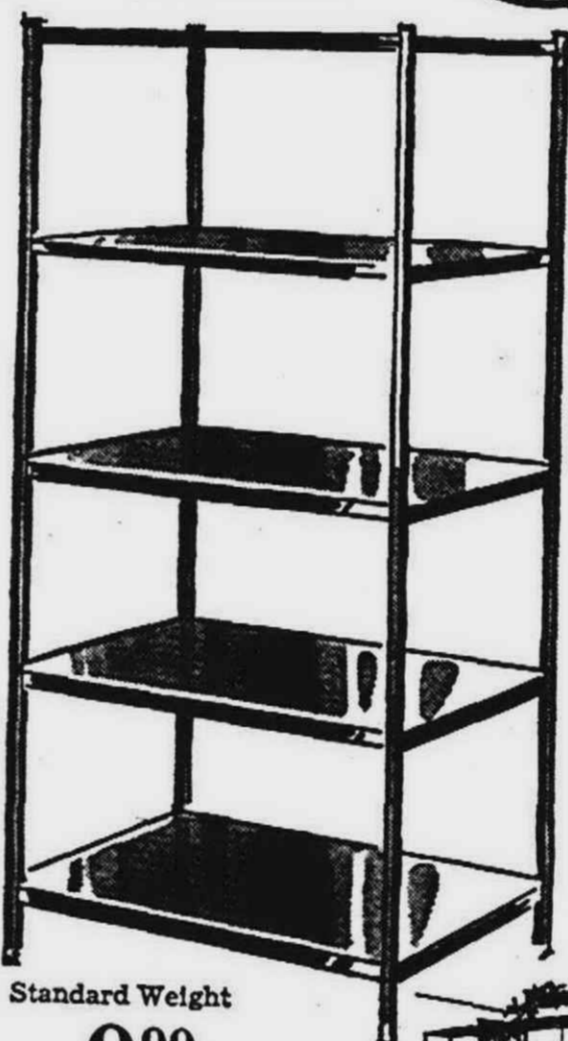
Sears completely new high-strength, economy shelving looks so much better and does so much more! The new design gives perfect rigidity without ugly sway braces, yet shelving is actually stronger than ordinary braced shelving. Plastic floor protectors prevent scuffs and scratches. Smart charcoal-gray finish is baked-on for extra hardness. Shelves are adjustable at 1 1/2" intervals and extra shelves are available. Our heavy-duty shelving is even stronger! Screws and hardware are concealed by striking off-white accent strips. All units are easy to assemble. All you need is a screwdriver.



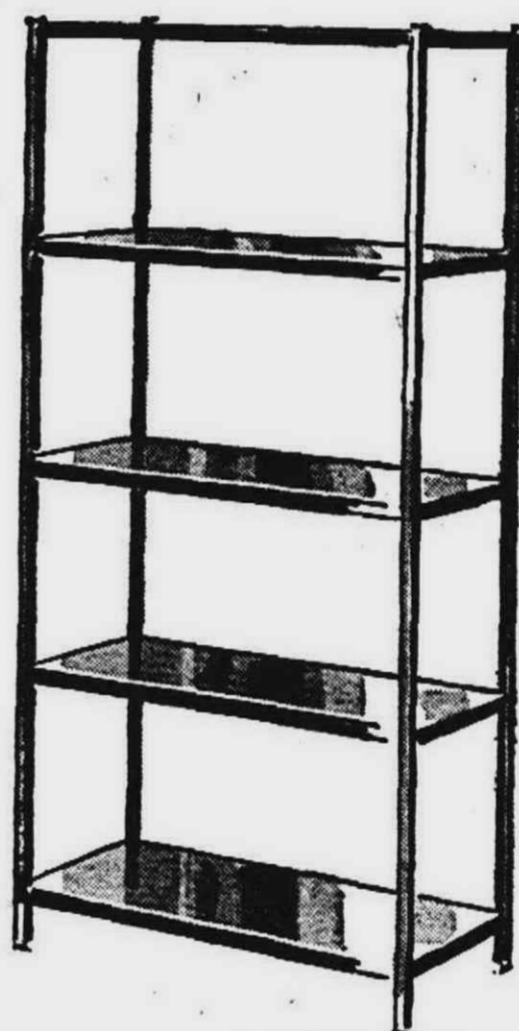
Standard weight
5⁹⁹
24 x 10 x 48 inches high—4 shelves



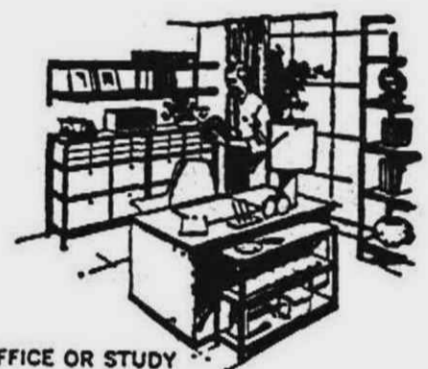
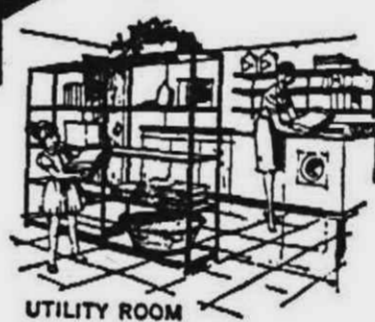
Standard weight
9⁹⁹
Heavy-Duty model
11⁹⁹
48 x 10 x 48 inches high—8 shelf Tandem unit



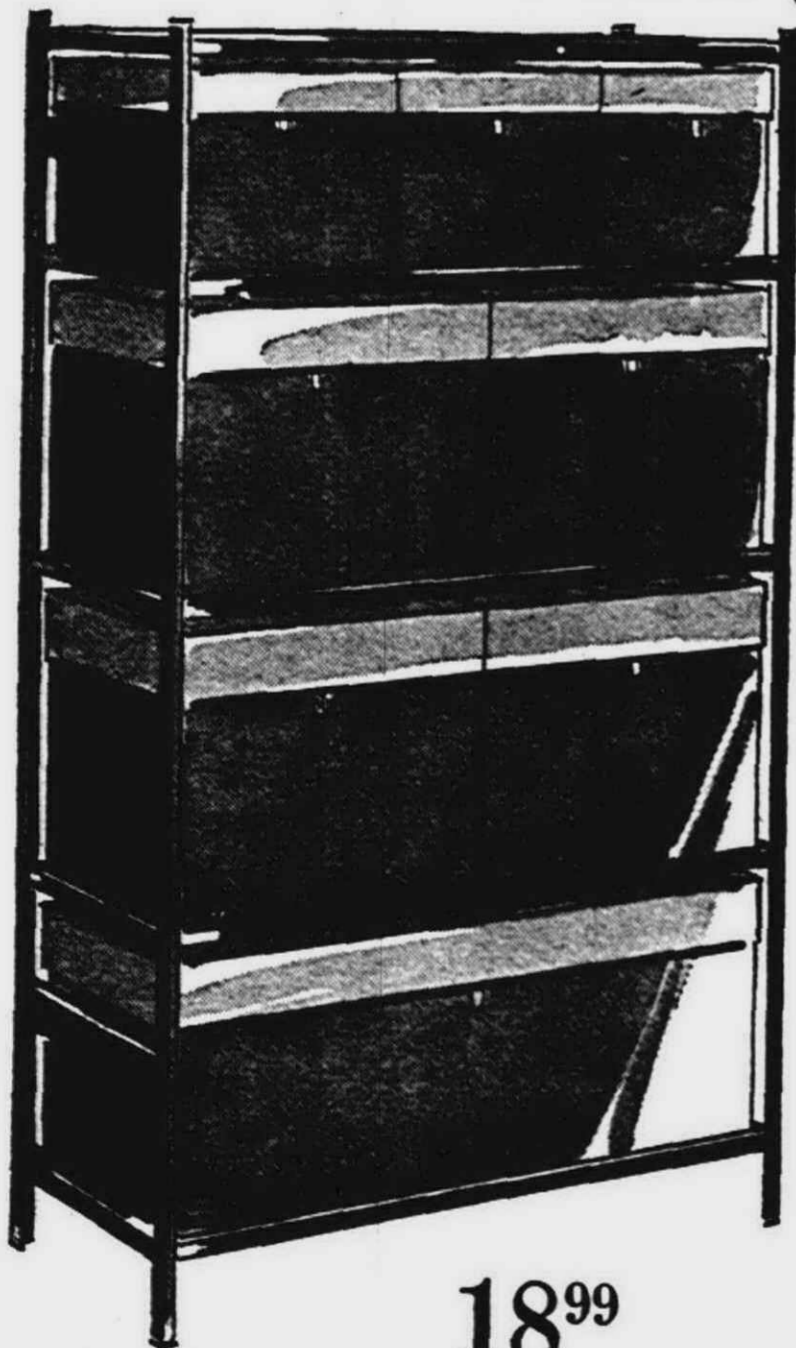
Standard Weight
9⁹⁹
Heavy-Duty Model
13⁹⁹
36 x 18 x 72 inches high
5 shelves



Standard weight
6⁹⁹
Heavy-Duty model
10⁹⁹
36 x 12 x 72 inches high
5 shelves



colorful new glamour storage



5-shelf Unit
Gives over 8 1/4 cubic feet of dustproof storage! Has three medium-size boxes, four large boxes, one giant box. Your choice: Lilac with white covers or tan with light tan covers. 36 x 12 x 54 inches high.

18⁹⁹

Practical space-savers with a fashion flair! Colorful dustproof boxes of tough fiberboard are ideal for storing clothing, hobby and sewing items, toys, blankets, towels, sheets, everything! You'll love the distinctive decorator touch for bedroom, closet, children's room, family room, any room. Well constructed steel frames have a charcoal gray baked-on enamel finish and hidden-bolt construction. Boxes come with identifying labels so you can locate contents quickly.



4-shelf Unit
Comes complete with 9 spacious storage boxes, each a different Fiesta color to brighten any room or office. 36 x 12 x 40 inches high.

9⁹⁹

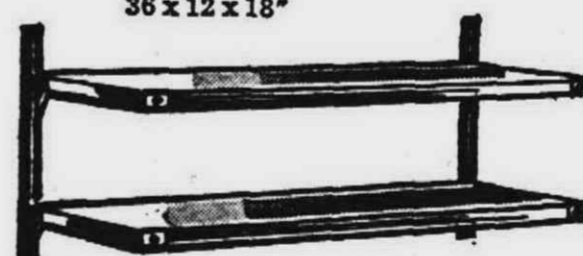


4-shelf Unit
Has six pull-out drawers in 2 box units plus four large storage boxes with forward-folding fronts with shelf inside. Your choices red with white trim or 2-tone blue. 36 x 12 x 42 inches high.

16⁹⁹

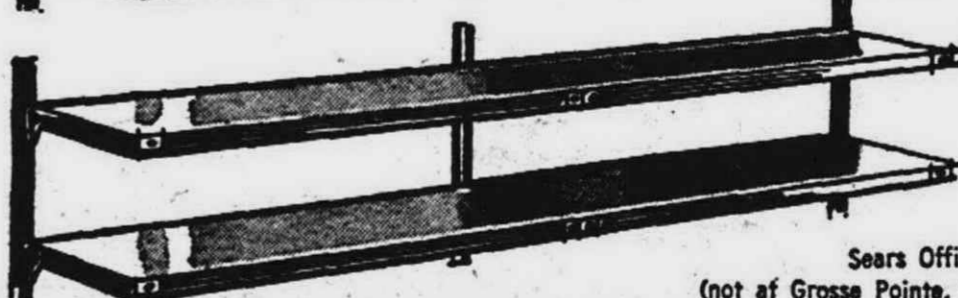
STURDY WALL-MOUNTED ALL-PURPOSE SHELVES

36 x 12 x 18"



7⁹⁹
2-shelf Unit

Sears wall shelves mount directly on the wall, use no floor space. Same sturdy construction as standard weight shelving. Remarkable new shelf-to-post attachment makes it possible for these shelves to hold a great deal of weight. Uses common post so you can add on units to get the height and width to fit the wall space available.



13⁹⁹
4-shelf Unit

Sears Office Supplies
(not at Grosse Pointe, Wyandotte, Pontiac)

At SEARS Satisfaction Guaranteed or Your Money Back — Shop at SEARS and Save — You Can Count on Us for Quality



MUSING OVER PARNASSUS—Mark Rabinovitch, editor of Bentley High School's "Parnassus" (left), discusses plans for distributing the publication to medical and dental offices in Livonia, Redford, Farmington, and Plymouth with faculty co-sponsors Robert Frue (standing) and James George. This literary periodical won top awards in national contests.

Bentley Student Magazine To Get Suburb Distribution

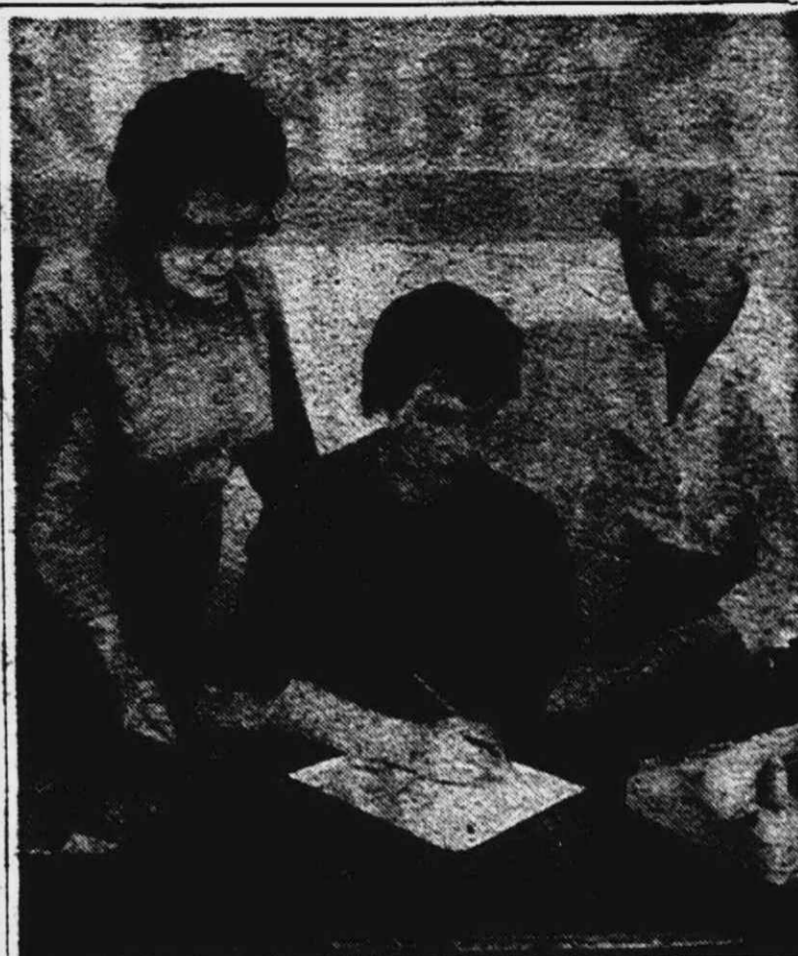
Within the next few weeks visitors to doctors' and dentists' waiting rooms in Livonia, Farmington, Plymouth, and Redford will find a locally written and edited literary periodical on hand to help while away their wait. This is part of a project to share with suburban residents the artistic and cultural work of Bentley High School students who have written and edited a national award-winning magazine called "Parnassus."

In addition to its publishing functions, "Parnassus" sponsors a paperback bookshop to serve the student body. The bookshop offers a wide variety of titles to suit every taste. Although the present school year has barely started, work on Edition 3 of "Parnassus" is well under way at Bentley.

Week's Recreation Program in Livonia

Here's the weekly calendar of events sponsored by the Livonia Parks and Recreation Commission beginning today, Oct. 14:

- WEDNESDAY, OCTOBER 14**
- 8:00-10:30 P.M. — Women's Chorus — Clarendonville High School
- 7:30-10:30 P.M. — Table Tennis Club — Riley Junior High
- 8:00-9:00 P.M. — Beginner Ballroom (class starts) — Bryant Junior High
- 9:00-10:00 P.M. — Intermediate Ballroom (class starts) — Bryant Junior High
- 4:00-5:15 P.M. — Junior Bowling begins — Cloverlanes
- 8:00-12:00 P.M. — Chess Club — Carl Sandburg Library
- THURSDAY, OCTOBER 15**
- 7:30-9:00 P.M. — Advanced Ballroom (2nd class) — Franklin High School
- 9:00-10:30 P.M. — Beginner Ballroom (2nd class) — Franklin High School
- 4:00-5:15 P.M. — Junior Bowling begins — Merrilbow
- 7:45-11:00 P.M. — Duplicate Bridge — Whitman Jr. High
- 8:00-10:30 P.M. — Ski Club — Bentley High School
- FRIDAY, OCTOBER 16**
- 4:00-5:15 P.M. — Jr. Bowling begins — Merrilbow
- SATURDAY, OCTOBER 17**
- 8:30-10:30 P.M. — Hi-Intermediate Square Dance Club — Stark School
- MONDAY, OCTOBER 19**
- 4:00-5:15 P.M. — Jr. Bowling begins — Wonderland Lanes, Livonia Lanes & Cloverlanes
- 7:30-9:30 P.M. — Model Airplane Club — Whitman Jr. High
- TUESDAY, OCTOBER 20**
- 7:30-8:30 P.M. — Folk Guitar Class Starts — Stark Station
- WEDNESDAY, OCTOBER 21**
- 7:30-10:30 P.M. — Table Tennis Club — Riley Jr. High
- 8:00-10:30 P.M. — Women's Chorus — Clarendonville High School
- 8:00-10:30 P.M. — Harmonica Club — Police Station
- 8:00-10:30 P.M. — Camping Club — Bentley High School



CHECKING SALES for the Livingston Post lecture series sponsored by the Plymouth Branch of the AAUW are members of the ticket committee including: (from left) Mrs. C. B. Levering, Mrs. L. M. Jones and Mrs. Florence Lathers. The series opens next Wednesday at Plymouth High's auditorium with a talk by Prof. Wesley Maurer, head of the Department of Journalism at the University of Michigan.

College Students Lack Enthusiasm U-M Educator Lehmann Says

The only way a student gets noticed nowadays is if he bends his IBM card, according to Charles F. Lehmann, associate dean of The University of Michigan School of Education.

"Unless we want our college graduates to end up with only a superficial education and lacking any enthusiasm, action must be taken," Lehmann declares. "Intense emotions and zeal are on the decrease on the university campus."

"While small numbers show some emotion off campus in pacifist and civil rights groups," he says, "I feel that the students' lack of zeal was pointed out last year when a

student asked me to speak to a group on what they should be interested in."

Another indication of lack of student enthusiasm is the issues that the student press brought up this year, he says. "It seems that the earthshaking issue was women's hours. Such things as antiquated grading systems and curriculum material never got mentioned."

Lehmann feels there is a definite need to bring about closer relations between the faculty and students: "For with the growing corporate structure of the university, unless such an association is created and enthusiasm is brought back to the

campus, the university will become only a factory turning out a mass of fact-filled machines."

The U-M educator contends the present honors program attracts only grade getters and fails to bring about desired stimulation for eager students. A program designed to bring together various areas of the social sciences and relate them to present-day situations attracted only one person, he recalls.

"The others, who were originally interested, didn't want to take the chance of having a C go on their record for it did look like a stiff course."

Truth may be bottled up, but eventually it pops the cork.

Church to Hold Religion School

The First Presbyterian Church, 701 Church Street, Plymouth, will conduct a School of Religion on three consecutive Wednesday evenings, Oct. 14, 21 and 28. The series will start with a potluck dinner at 6:30 p.m. (tonight) and will provide an opportunity for involvement of the total adult membership in widely divergent courses under the leadership of the church staff.

The courses offered from 7:15 to 8:15 p.m. include: "The Catholic Roots of the Reformation," taught by Dr. Henry Walch, will deal with the Scholastic philosophers. The relationship of their thought to the beginnings of the Protestant Reformation will be traced. "Bishop Robinson's Road to God," taught by Rev. Ed-

ward Castner, will deal with the controversial book by the Bishop of Woolwich which raises basic questions about our traditional concept of God. Robinson's attempt to reinterpret the concept in modern day thought forms will be examined.

"Christianity in a World Come of Age," led by Miss Yocom, director of Christian Education, will use Dietrich Bonhoeffer's Letters and Papers from Prison as the basis of discussion. One of the questions this work poses is "What's happening to Christians in a world in which man seems to function without God?"

Provision will be made for children of pre-school age and those through grade 6. Those in junior high are invited to participate in the area provided for grades 1-6 and those in senior high school are invited to participate in the adult courses.

Altar Society Plans Annual Fall Festival

There will be a parade. Western style, to open Sorrows Altar Society Fall Festival, the Western Round-up. Cowboys and cowgirls, ponies, sharpshooters, will march from the Farmington City Park to the Garden of the Gods (Sorrows Social Hall) Saturday, Nov. 7 at 9 a.m.

Wagon Master (Fair chairman) Chuck Wagon (Fair chairman) Flo Zegen, Margaret Fody, Golden Nugget: Lucille Nitkiewicz, Ann Hagen; Western Flickers: Phyllis Smolinski, Betty Kern; Candy Corral: Nell Young, Ruth Nichols, and Kiddie Korral; Shirley Popp and Maryann Schiffman.

Cripple Creek Saloon (Cider and Donuts); Esther De Shano, Cecil Feige; Last Chance: Eileen Hand, Marion Peterson, and Pony Express: Irene and Jim Randolph.

Trip To Jordan Via Dr. Schroeder

Kodachrome pictures taken recently by Dr. Gordon H. Schroeder of the Redford Baptist Church, will be shown this Sunday evening. A very few people have an opportunity to get acquainted with the natives in countries like Jordan. Dr. Schroeder had the privilege of being in many of Jordanians' homes, including eating a Mensef—eating a roasted sheep and rice with hands only. In some areas of Jordan the Bedouins live in their goat-hair tents as they did three thousand years. Pictures will be shown of a climb to the summit of the Mt. of Temptation and the Dead Sea Cave. The evening service begins at 6:00 p.m.

GROUND BREAKING
Rt. Rev. Msgr. Edward Burkhardt, director of the Confraternity of Christian Doctrine, preached at 11:30 mass preceding the ground breaking. In attendance, the Mother General of the Sisters of St. Dominica, Philadelphia, Penn. — Mother Emmanuel.



Sears Days SALE

ZIG ZAG

Home Sewing Center

ULTRA MODERN SEWING HEAD, CABINET AND CHAIR

- Famous Kenmore Zig Zag
- 7-step foot control
- Beautiful fruitwood or walnut finish cabinet
- Right-height chair with storage compartment

\$88

Versatile Zig Zag model meets all your sewing and appliques. Sewes forward and reverse, mends, darns, bastes, embroiders and needles. Does basic and decorator stitches, sews any size buttonhole with ease. Convenient imprinted seam guide. Handsome cabinet has large work area, solid legs. Chair has under-seat storage space, padded plastic seat. Walnut or fruitwood finish.

SR



EMBROIDERS



MENDS



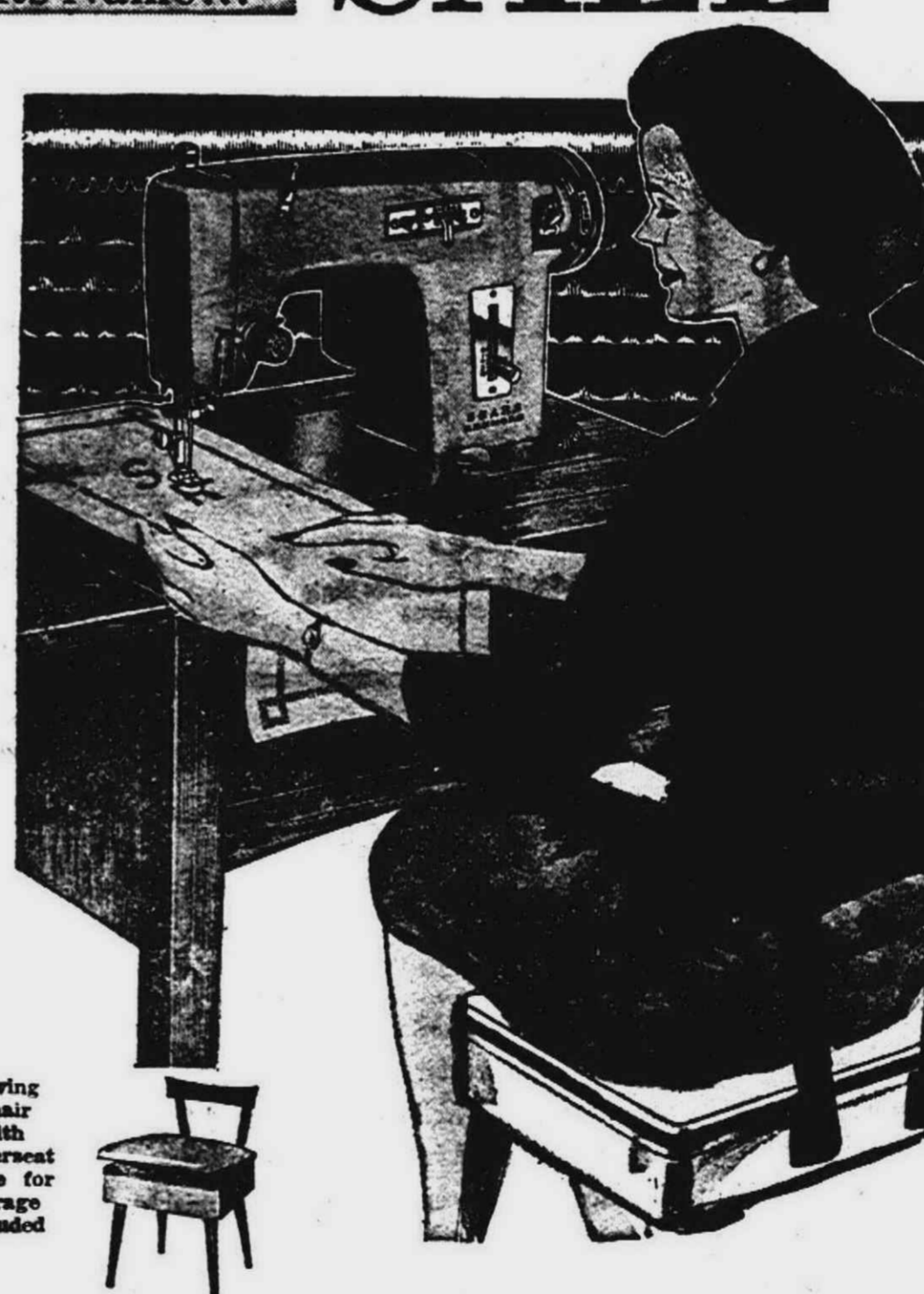
SEWES ON BUTTONS



MAKES BUTTONHOLES

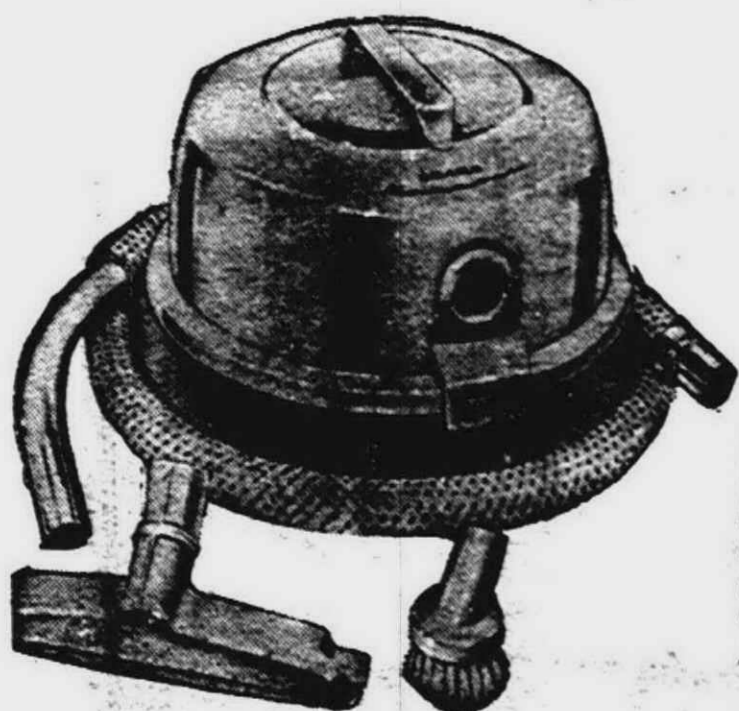
NO MONEY DOWN... NO PAYMENT TILL FEB. 1st

Sears Vacuum Cleaner and Sewing Machine Dept. (at all 9 Sears stores)



Sewing Chair with under-seat storage space for storage included

SALE! Make vacuum cleaning faster, easier...



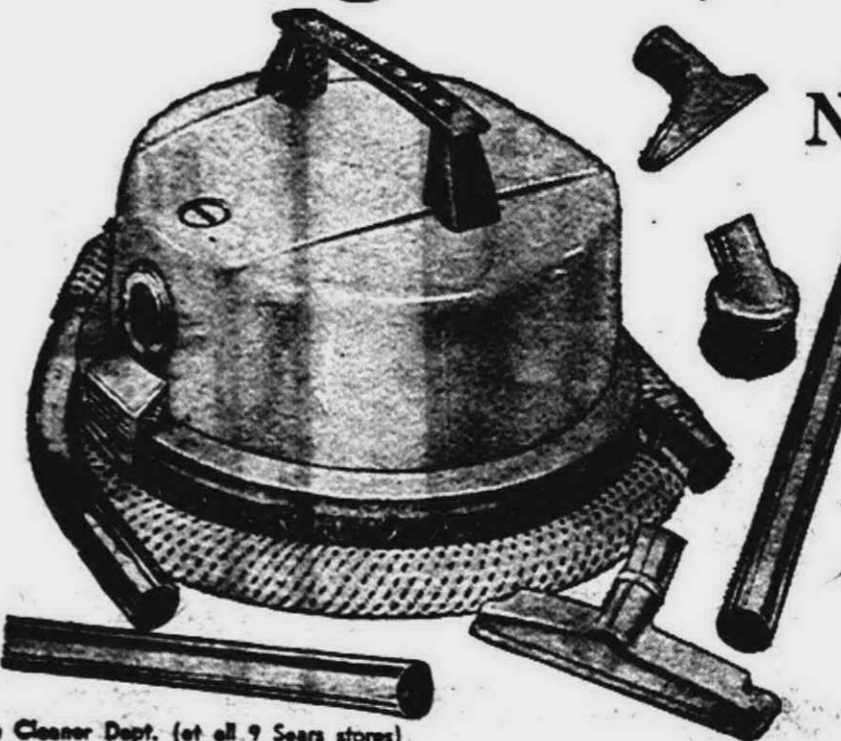
New-Power KENMORE

\$28

No Money Down

Powerful canister vacuum in modern Satellite design has new pick-up power, uses big, disposable wing-type dust bags. 15' cord wraps around for storage. Attachment set included.

Sears Sewing Machine and Vacuum Cleaner Dept. (at all 9 Sears stores)



New Cord-Reel KENMORE

\$38

No Money Down

Easy-to-store, easy-to-carry canister type vacuum cleaner, complete with attachments. Cord zips in and out with a gentle tug; puts an end to cord storage problems.

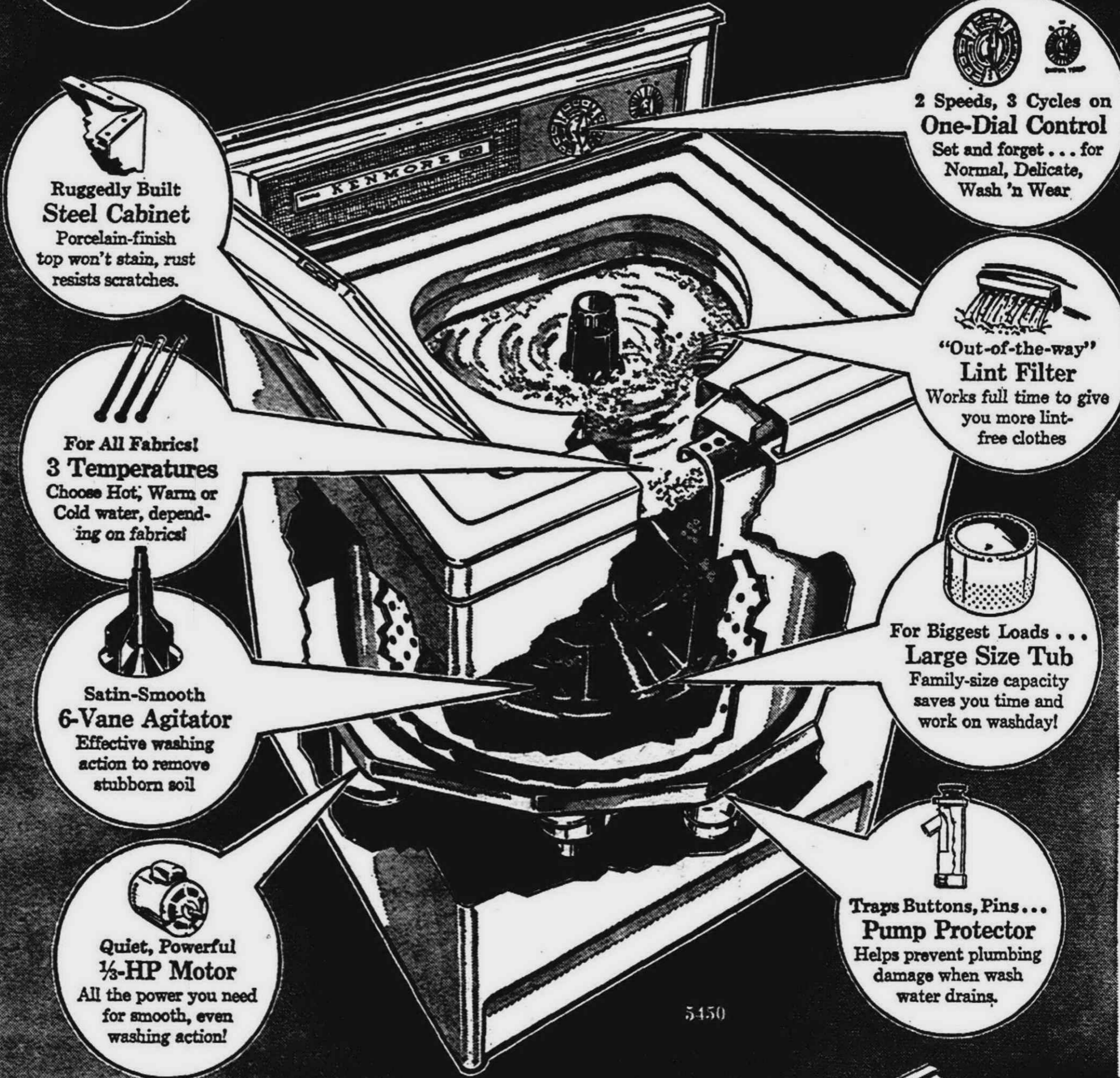
- EASTSIDE Sears at Van Dyke WA 4-9189
- WESTSIDE Grand Ave. at Calhoun WE 3-3289
- HIGHLAND PARK Woodward at Scott TO 6-1388
- LINCOLN PARK Southfield at Middlebelt BU 3-7888
- LIVONIA MALL Southfield at Middlebelt 476-8888
- MACOMB MALL Grosse Pointe at Marquette 273-8888
- MACOMB MALL Grosse Pointe at Mack TU 4-6888
- WYANDOTTE Biddle at Maple AY 4-9888
- PONTIAC 194 St. Regis, Downtown PE 5-4171

Makes First Solo
Marine Second Lieut. Jerry R. Campbell, son of Mr. and Mrs. John M. Campbell, 9525 Wayne, Livonia, recently flew his first solo flight in the "Mentor" trainer aircraft at the Naval Air Station, Pensacola, Fla.

You Can Count on Us...Quality Costs No More at Sears

HERE'S PROOF WHY

KENMORE Washers and Dryers Are America's Best Sellers



2-Speed, 3-Cycle
**Kenmore
Automatic
Washers**
All-Fabric Care
Includes Wash 'n Wear

169⁸⁸
3 Days Only

No Money Down... No Monthly
Payment Till Feb. 1, 1965... Use Sears
Convenient Payment Plan

Now you can enjoy a true "set-and-forget" washday. So simple, too! Just select water temperature and cycle. That's all. Even has a wash and wear cool-down rinse that helps prevent wrinkles. Porcelain enamel top resists scratches, stains. Built-in lint filter is out of the way, operates full times. Dirt-chasing 6 vane Duralite agitator. Buy now, save!

- Delivered
- 1 Year Free Service
- Normal Installation
- 5-Year Warranty

Ruggedly Built Steel Cabinet
Porcelain-finish top won't stain, rust resists scratches.

2 Speeds, 3 Cycles on One-Dial Control
Set and forget... for Normal, Delicate, Wash 'n Wear.

"Out-of-the-way" Lint Filter
Works full time to give you more lint-free clothes

For All Fabrics! 3 Temperatures
Choose Hot, Warm or Cold water, depending on fabric!

For Biggest Loads... Large Size Tub
Family-size capacity saves you time and work on washday!

Satin-Smooth 6-Vane Agitator
Effective washing action to remove stubborn soil

Traps Buttons, Pins... Pump Protector
Helps prevent plumbing damage when wash water drains.

Quiet, Powerful 1/2-HP Motor
All the power you need for smooth, even washing action!



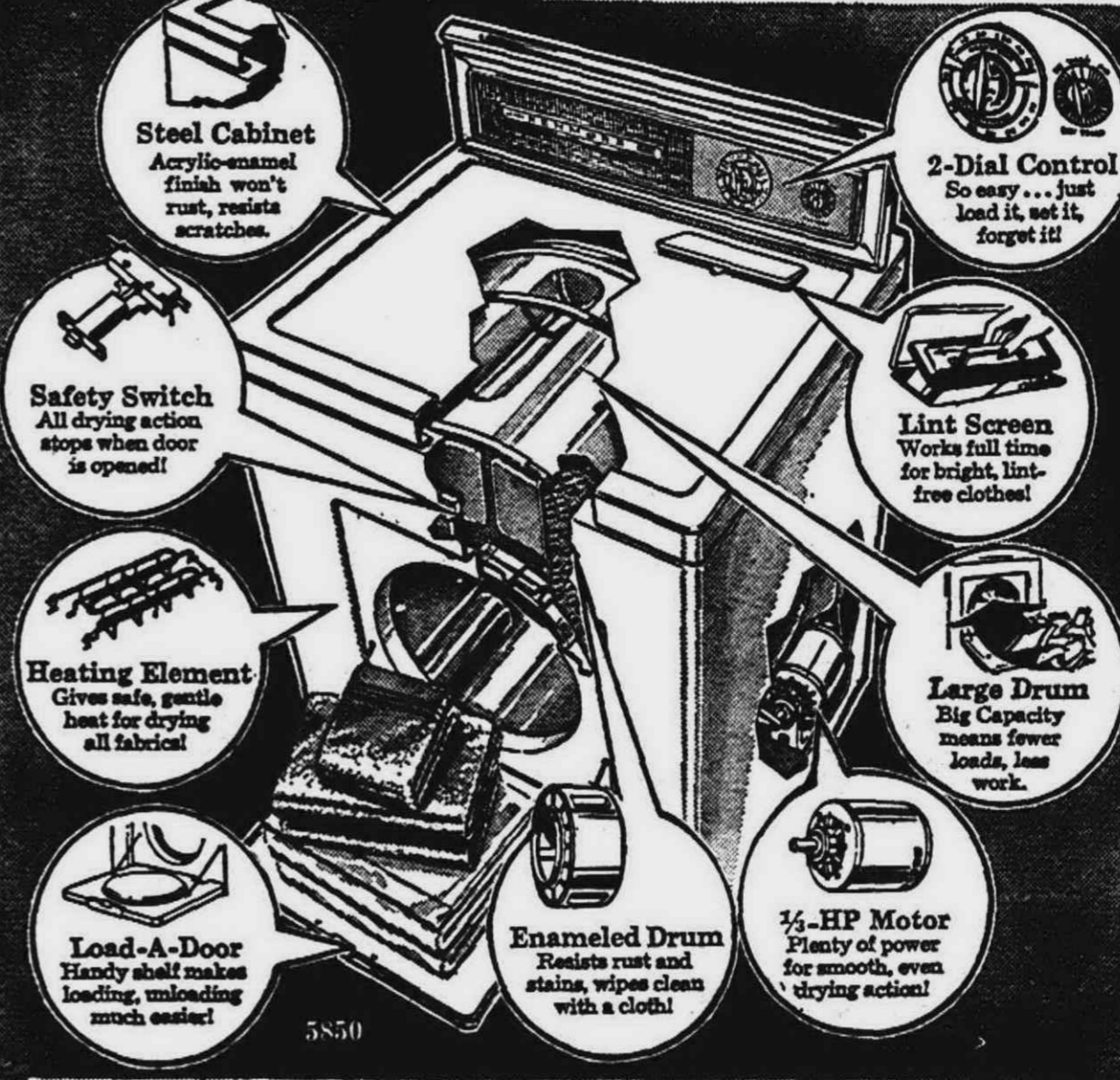
Packed with Cleaning Power
Gives You a Wash That's Truly **WHITE, Truly CLEAN**

Kenmore Detergent
5²⁷
REG. 5.99 25-Lb. Box

- Super Concentrated
- Bio-Degradable* It's Soft
- Use In Cold or Hot Water

Treat yourself to a new "clean" in clothes! Use less detergent because its concentrated... save too! Dirt's removed... no scum on tub or clothes.

Sears Housewares Dept.
(At All 9 Sears Stores)



Safety Switch
All drying action stops when door is opened!

2-Dial Control
So easy... just load it, set it, forget it!

Lint Screen
Works full time for bright, lint-free clothes!

Heating Element
Gives safe, gentle heat for drying all fabrics!

Large Drum
Big Capacity means fewer loads, less work.

Load-A-Door
Handy shelf makes loading, unloading much easier!

Enameled Drum
Resists rust and stains, wipes clean with a cloth!

1/2-HP Motor
Plenty of power for smooth, even drying action!

2-Cycles, 3 Temperatures to Dry All Fabrics Safely!

Installed* Automatic Dryers

Gas **159⁸⁸** Electric **139⁸⁸**

Choose "Normal" or "Wash and Wear" (with cool-down to reduce wrinkles). Top-mounted lint screen. No Money Down.

*Normal installation of Kenmore dryers on Michigan Consolidated Gas Co. Lines, Consumer's Power or Detroit Edison Co. Lines. Venting is extra.

5140

With Visi-Matic Wringer!

Kenmore Wringer Washers
'97

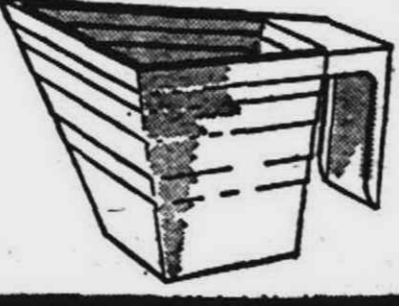
No Trade-in Required
Price Includes Delivery

One-Year Guarantee
Free replacement and service of any parts which prove defective within one year of sale. Free replacement of defective porcelain-finish parts within 90 days of sale.

Sears Kenmore Washer and Dryer Dept.
(at all 9 Sears Stores)

Get a FREE Detergent Scoop

... when you bring this coupon to your Sears Housewares Department. Trim unbreakable white plastic scoop dips easily into box... measures detergent accurately.



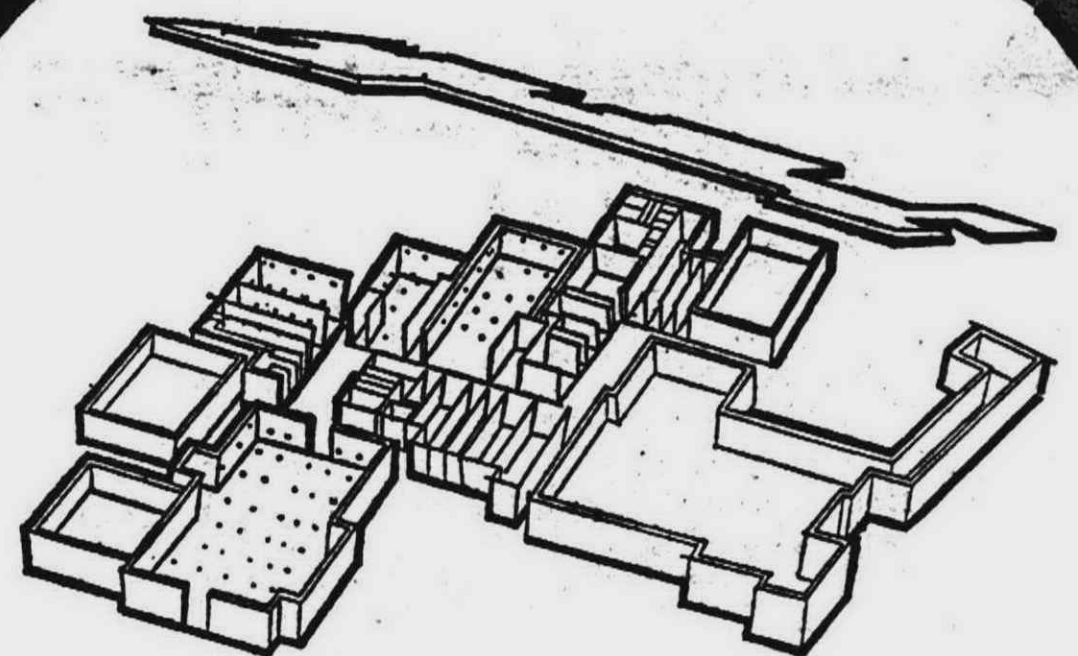
SEARS • EASTSIDE • WESTSIDE • HIGHLAND PARK • LINCOLN PARK • LYONIA MALL • MACOMB MALL • GROSE POINTE • WYANDOTTE • PONTIAC
Gratiot at Van Dyke WA 5-0100 Grand River at Oakman WE 3-3300 Woodward at Sears TO 8-1300 Southfield at Dix DU 3-7000 Seven Mile at Middlebelt 476-6000 Gratiot at Masonic 293-8000 Seven Mile at Mack TU 4-6000 Biddle at Maple AV 4-9000 154 N. Saginaw, Downtown FE 5-4171

STORE HOURS: MONDAY 9 TO 9 • TUESDAY, WEDNESDAY 9 TO 5:30 • THURSDAY, FRIDAY, SATURDAY 9 TO 9

In Just

THE OFFICIAL

AT



Your "SHOPPING CENTER WITH A ROOF ON TOP"

Dress up or dress down . . . you're always comfortable at Livonia Mall because the temperature's controlled at 72° all year long. Shop at 40 stores without ever having to go outdoors . . . Parking for over 4,000 cars.

LIVONIA MALL -- 7 MILE AT MIDDLEBELT



Parking for over 4,000 cars



Beautiful landscaped malls and walkways



Internationally famous sculpting



Community Room for Clubs and Organizations

Just imagine the biggest shopping center you can think of, and then put a roof on top of it! That's exactly what you'll have in just 2 weeks at Livonia Mall. You can go in and out of over 40 stores without ever having to go out of doors — it's cool in the Summer, warm in the Winter, never bothered by rain or snow — that's YOUR "Shopping Center with a roof on top."

Now, think of your idea of complete shopping! Two department stores, ladies' and men's shops, shoes, groceries, drugs and cosmetics, home furnishings . . . a whole city of services. Soon 2 movie theaters showing first run pictures and even a Community Room available for your Club or Organization's use. Never before has Wayne County seen so much all in one place . . . under one roof. This is your shopping center — but it's more than a shopping center — it's a family center — because you'll get everything you need for the entire family — in comfort — with a smile!

TWO WEEKS...

GRAND OPENING CELEBRATION

-THURSDAY, OCTOBER 29,

RIBBON CUTTING AT 9:00 a.m.

SALE STARTS AT 9:30 a.m. SHARP



40 Stores to Serve Your Entire Family!

ALBERT'S
ARTISTE BEAUTY SALON
BAKER'S SHOES
CHILDREN'S FASHION SHOP
CONEY ISLAND
GOREY'S JEWEL BOX
CROWLEY'S
CUNNINGHAM'S
ENCORE RESTAURANT

FASHION SHOES
FOOD FAIR
FRENCH CAFE
GRINNELL'S
HARDY SHOES
HOLIDAY SHOES
HOMEMAKER SHOP
HOUSEHOLD FINANCE CORP.
HUGHES-HATCHER-SUFFRIN

KRESGE'S
THOM McAN SHOES
MARIANNE
MEYER JEWELRY
PACKER FOODS
RICHMAN BROTHERS
SANDER'S
SEAR'S
SHIFMAN'S MEN'S and BOYS' WEAR

SIBLEY SHOES
SINGER COMPANY
DR. L. N. SPICKLER, O.D.
SUZY HATS
TIE RAK
TWIN CINEMA
UNITED SHIRT DISTRIBUTORS
WINKELMAN'S





*From one
Plymouth family
in three
an Invitation
to All Families*

Find Out What a Credit Union Can Do For You!

**YOUR FRIEND IN NEED —
YOUR PARTNER IN PROGRESS**

Thursday, October 15, is International Credit Union Day. On that day more than 18 million credit union members throughout the free world will give special recognition to the many advantages and services they've received from their credit unions.

The credit union movement has come a long way since it began some 115 years ago, yet its basic philosophy of "self-help" has not changed. By saving and borrowing from each other, credit union members have helped themselves to a better way of life.

This year's slogan, "Your friend in need — your partner in progress" fittingly describes the true spirit behind all credit unions. They exist solely to serve the financial needs of their members to enable them to enjoy "good times" and to help them through those occasional "bad times."

- CREDIT UNIONS PAY A GOOD RATE OF INTEREST ON SAVINGS!
- CREDIT UNIONS MAKE IT EASIER FOR YOU TO BORROW MONEY
- CREDIT UNIONS ALLOW YOU TO BORROW MONEY AT LOWER INTEREST RATES!

VISIT ONE OF THESE PLYMOUTH CREDIT UNIONS

**BURROUGHS PLYMOUTH
EMPLOYEES CREDIT UNION**
13000 Haggerty Road
453-5441

**PLYMOUTH COMMUNITY
FEDERAL CREDIT UNION**
500 S. Harvey, Corner of Maple
453-1200

**EVANS EMPLOYEES
CREDIT UNION**
39375 Amrhein Road
464-1600

LEARN ABOUT THE LOW COST INSURANCE PLANS AVAILABLE TO MEMBERS

**ANN ARBOR TELEPHONE
EMPLOYEES CREDIT UNION**
659 West Ann Arbor Trail
Serving Employees of Michigan Bell Telephone Company
and Western Electric
453-4212

**B. G. R. EMPLOYEES
CREDIT UNION**
40300 Plymouth Road
453-6100
Wm. J. Sovinski, Treas.

**PLYMOUTH COUNCIL
KNIGHTS OF COLUMBUS**
Credit Union
150 Fair, Plymouth
425-4922

CREDIT UNION DAY

OCTOBER 15th

Mr. Retailer:



You Probably Missed A Sale Today!

A buying decision was made . . . but a competitor got the business. Perhaps it wasn't your fault. Many factors influence buying decisions. And you can't do ALL the business.

BUT . . . Some retailers seem to forget that buying decisions are made when the NEED arises. This week, without a doubt, somebody has concluded he will buy a new car . . . do over the kitchen . . . buy a new living room suite . . . a new TV set . . . a new suit of clothes or dress. Others are thinking seriously about definite purchases . . . They're interested in what's available locally . . . Want to learn all they can about the things they're interested in. They read the OBSERVER weekly . . . and what they see there will influence their decisions as to what to buy, and WHERE TO BUY!

WILL THEY SEE YOUR ADVERTISING?

Some 300 days a year you open your doors and wait for customers to come in.

How many times a year do you advertise to attract people you're hopefully waiting for?

The easy (and inexpensive) way to reach these people is through the pages of the OBSERVER. It is delivered to over 49,000 homes each week in your primary market.

Our files are filled with success stories of other local retailers . . . why not plan now for more profits in 1964. Our experienced advertising staff is eager to help YOU!

Paul M. Chandler
Publisher

A POST CARD

**MAILED TO THE
49,000 HOMES
THAT RECEIVE
THE "OBSERVER"
NEWSPAPERS**

WOULD COST

\$1.960⁰⁰*

*THIS DOES NOT INCLUDE
COST OF PRINTING!

**SAME AD IN THE
OBSERVER**

WOULD COST

ONLY \$44⁸⁰ 2 Col. x 4"

with no extra printing charge.
Even less on contract basis!

FOR INFORMATION SIMPLY CALL

GA 2-3160

ADVERTISING DEPARTMENT

The Observer

NEWSPAPER GROUP

LIVONIA - PLYMOUTH - REDFORD TWP. - PLYMOUTH TWP. - FARMINGTON

Three R's Of Classified Ads—Readers, Recognition, Results

49—Sporting Goods
MEN'S Precision roller skates used twice. Size 10, \$40. GA 1-8054, after 6.
DEER RIFLE, 308 Enfield; good condition. \$35. GA 7-6715.

49—Sporting Goods
ATTENTION HUNTERS. 35 Remington pump; 22 Special. extremely good condition. Ammo included. Sacrifice. 421-7965.

49—Sporting Goods
REMINGTON MODEL 31, 16-gauge pump, modified choke. Very good condition. \$40, including case. 474-8664.

49—Sporting Goods
A PORTA Cabin Camper, 6 sleeper. Very reasonable. GA 1-9259.

52—Miscellaneous For Sale
2 COMPLETE 10-gallon aquariums with pumps, heater, filter, light. Like new, \$16. GA 2-3782.

52—Miscellaneous For Sale
WILD BIRD feed, sunflower seed, cracked corn, shelled peanuts. Specialty Feed, 13919 Haggerty Rd., Plymouth. GL 3-5490.

52—Miscellaneous For Sale
HOSPITAL type bed with solid maple head and foot, \$80. GR 4-3218.

52—Miscellaneous
6-YEAR crib \$19, 36" attic fan \$80; M.W. Reel Power Mower \$80; Tot's sewing set \$9. All good condition. GA 7-0964.

Welcome Hunters
 Rifle Range open everyday. Trap range open Saturday & Sunday afternoon.
Western Wayne County Conservation Association
 6700 Napier Road, between N. Territorial & 5 Mile Rd.
 453-9843

HUNTERS Save \$\$\$
 Guns—Ammo
 Clothing—Thermo Boots
 Binoculars
 We sell licenses
Wayne Surplus
 34683 Michigan
 Open evenings, Mon., Thurs., Fri., Sat.

ROLLER SKATES, ladies size 7. Douglas Snyder, custom made full percussion, toe stops and case. \$50. 476-2053.

50—Boats and Motors
1961, 18 FT. Whitehouse cabin cruiser, sleeps 2, covered top, canopy, mechanical steering assembly, control panel, flying bridge windshield, 75 H.P. Scott motor, 4 wheel trailer, \$2,000. Phone LO 2-7377 after 5 p.m.

FIRE PLACE WOOD
 Dry Michigan Hardwoods. Daily delivery of truck loads. On lot 40028 Schoolcraft.
 Glenview Tree Service
 453-8061

LUMBER, 2x4, 4x4, 4x6 scaffold planks, commercial 5x5 bronze ball bearing hinges 43 pair. GA 7-8043.

ONE ROLL inlaid linoleum, six feet wide. Also maple bed, dresser. All for \$30. 421-1326.

WONDER HORSE \$5, child's rocking chair \$1.50, Nip and Nap \$1.50, Westinghouse cooker on stand \$8, single bed frame, mahogany, \$5; floor lamp \$3; 2 aluminum storm door frames \$5, 1953 Ford radio \$5, Bissell carpet sweeper \$2. GA 1-7428.

WE INSURE ALL DRIVERS
 Auto insurance been cancelled or refused? — bad record? Need financial responsibility? Full coverage. Easy Payments Open 'til 7
R. L. NELSON
 Insurance
 1829 S. Wayne Rd.
 Wayne, Mich.
 PA 1-2534

WINCHESTER, model 12. 12 gauge magnum, polychoke recoil pad. Good condition. 427-3895.

16 GAUGE Ithaca pump gun with polychoke, excellent condition. 2 boxes shells, \$75. 535-6616.

MUST SELL—1964 Tand T, 18' wooden lapstrake, 90 h.p. Johnson outboard, loaded with extras, bilge pump, power tilt, etc. 12 hours usage. Cream puff. Call after 5:30. FI 9-2841.

TEXTURE beige fiberglass drapes, 154"x87". Kirch Traverse rod, complete, \$25. after 3 p.m. GA 1-2410.

CUSTOM twin beds, with two 30"x32" storage drawers; 50,000 B.T.U. space heater, and lamps. 476-3388.

TWO CORNICE boards, 10'8"x7'10", and matching drapes, 7'5" long by 45" wide, \$15 complete. Venetian blinds, 5'4"x8'2", \$2 each. BR 3-1475.

MOVING — Living room furniture; kitchen table, 5 chairs; king size bed spread; power lawn mower; miscellaneous. GA 2-7411.

Complete Home Improvements
 Free Planning and Estimates
 Let our experienced personnel tell you about the complete service we offer. Equipment, Planning and Installation.
 — BUY FOR LESS —
 ROOFING — SIDING — HEATING SYSTEMS
 KITCHENS — BATHROOMS — PLUMBING SUPPLIES
 ROOM ADDITIONS — RECREATION ROOMS
 STORM WINDOWS & DOORS — GARBAGE DISPOSALS
 WATER HEATERS
 SATISFACTION GUARANTEED
MONTGOMERY WARD
 WONDERLAND SHOPPING CENTER
 TELEPHONE GA 7-1600

ATTENTION HUNTERS
OPEN FOR THE HUNTING SEASON
WA WA TAM MOTEL
 Electric heat, TV, tubs and showers. Reasonable rates. Near Bridge and Fort. E. Burmeister, Mackinaw City.

DON'T FORGET
 Bring in your Mercury motor for winterizing, or better still bring in your Mercury motor for a Class A tune up and winterized storage.
LAUCKNER BOATS
 Authorized Mercury Dealer
 KE 2-8000

POOL TABLE, standard size, like new. Priced for quick sale. GL 3-4578.

SOLID MAPLE double bed, \$5; coil springs, \$4; boys Bauer hockey skates, size 6, \$3; electric hair clippers, \$3; electric iron, \$2; 6 gallons linseed oil, \$1.50 gallon. FI 9-0885.

COINS bought and sold. Do we have what you need? Dodge Drugs, Plymouth. GL 3-5370.

RUMMAGE SALE — All items to be sold, leaving state. 11841 Russell, Plymouth. GL 3-7165.

BIG DISCOUNTS ON ALL
NATIONALLY ADVERTISED TRAINS & RACE CARS
 Deal with people who know trains and race cars and trade them. NASSERA Approved Track
TRACK — 0-27
 Curved — Used
6 for 39¢
SCALEXTRIC
 Was \$39.95 \$14.95
 Now . . .
STROMBECKER \$300
RACE CAR KITS
STROMBECKER
 30" Curve 59¢
 Motors \$1.00
 Complete Line of Parts and Motors for Race Car Builders
LIVONIA TRAIN CENTER
 33601 PLYMOUTH RD.—West of Farmington Rd.

Headquarters for Hunting Clothes
Insulated Rubber Boots \$4.95
CARHARTTS LEVI'S
 Tarps — Working Clothes Shoes — Waders
SECURITY CHARGE
Farmington SPORTING GOODS & SURPLUS
 33149 GRAND RIVER at Farmington
 GR 4-8520
 Open Evenings Thurs.-Fri.-Sat.
SHOPPERS SPECIALS
 WRINGER washer \$15.95. Electric range, \$29.95. Automatic washer \$29.95. 29200 Plymouth Rd., Livonia.

Honda's for 1965 ALL MODELS
 Service, parts, accessories, speed equipment for most models.
D & L Honda
 13022 Huron River Dr.
 Romulus WH 1-1912

52—Miscellaneous for Sale
WOODEN BASKETS, quarts, bushels, 1/2 bushels, 1/2 peck and pecks, round with handles. Specialty Feed, 13919 Haggerty Rd., Plymouth, Mich. GL 3-5490.

14' ALUMINUM BOAT, refrigerator, electric stove, studio couch, like new. 453-3898.

SMALL BUTANE TANKS, 7-gallon electric hot water heater, stainless steel, water softener, water pump, power lawnmowers, gas engines, misc. items. 427-7263.

CHILDREN'S SNOW SUIT, reasonable, sizes 2 and 3, matching living room tables, blonde. Call 453-0642.

BEEF SPECIAL!
ALL BEEF AA CHOICE
B & W MEATS
 29219 FIVE MILE Livonia
 427-1808 or KE 1-4222

SIDE	HIND	LOIN
57¢ lb	67¢ lb	69¢ lb

SIX MONTHS TO PAY
 Specializing in custom cutting, counter service
TRY OUR DELICIOUS TENDER CUBE STEAKS
93¢ lb. 10 lbs. \$8.90

LIQUID GLASS Auto polish, permanent finish only sandpaper can remove. Cleans and polishes simultaneously. Guaranteed protection. Beautiful, easy. KE 1-8260.

VACUUM Cleaner Hoses, the best to fit all makes, special \$3.88. 722-7636, if busy 722-7634.

INSURANCE
 Car Drivers! \$10M-\$20M Liability, \$5,000 P.D., \$24 each 6 mos. HOME OWNERS, \$10,000 on dwelling, \$4,000 on contents, \$25,000 liability, \$30.80 yearly. TED BURGE KE 2-3826

16-INCH G&E SHAPER, \$300. GR 4-1768.

DANISH MODERN COUCH, \$45. Men's winter coats, size 38-40. Electric socks, used once, \$8. GL 3-4975.

SPECIAL SALE. Japanese Yews, spreaders and uprights, \$3 and up. Dig your own. Bring shovel and container. Saturday and Sunday only. Winfield Estates Nursery, 35209 W. 7 Mile Rd., 1 mile W. of Farmington Rd.

SCHRADER'S GIFT IDEA #2
GIANT CHAIR SALE
 ALL SPECIALLY PRICED FOR THIS EVENT
 ALL MAKES and STYLES

HOSTESS CHAIRS
 As Low As **19.95**

LOUNGE CHAIRS
 As Low As **67.95**

ROCKERS
 As Low As **49.95**

RECLINERS As Low As **74.95**

Lay-A-Ways Accepted Trade-Ins Invited on All Non-Sale Merchandise

SCHRADER'S HOME FURNISHINGS
 Since 1907
 825 Penniman GL 3-8220

Fireplace Wood
 GA 1-2655
 Pick up or we deliver
 11870 Middlebelt Rd.
 Livonia

NEW 1965 MODEL WINNEBAGO K-D KAMPER
 Now on Display
 K-D Kamper is designed to slide into the box of any pickup truck, to quickly convert it to an all weather dual purpose vehicle. Available in 3 models.

SHIREY'S TRAILER SALES
 605 ANN ARBOR ROAD PLYMOUTH, MICHIGAN
 SALES — RENTALS STORAGE
GL 3-3769

ALGER'S NURSERY SALES
 15301 TELEGRAPH CORNER 5-MILE
 OPEN 9-9 EVERYDAY & SUN. KE 5-2344

SPRING FLOWERING BULBS . . .

CROCUS	50 for 1.00
TULIPS	20 for 1.00
HYACINTH	10 for 1.00
DAFFODILS	25 for 1.00

SPECIES TULIPS
12 for 79¢ 24 for 1.50

EXTRA LARGE PEONY ROOTS
39¢ ea 3 for \$1

HARDY MUMS
79¢ ea

BAMBOO LEAVE RAKES
99¢ ea

LAWN SWEEPER
 25" 9 Positions
16.89

SHADE TREES & FLOWERING TREES

SILVER MAPLE	\$9.95
SYCAMORE	\$9.95
SUNBURST LOCUST	\$12.95
NORWAY MAPLE	\$12.95
LARGE FL. CRAB 8'	\$9.95
WHITE DOGWOOD 8-10'	\$14.95

A SUPERMARKET THAT IS JUST A LITTLE BETTER



Stop & Shop

470 FOREST AVE.
PLYMOUTH

"TRIPLE R FARMS" SEMI-BONELESS

HAMS

De-Fatted
Hickory Smoked
Ready-To-Eat

57^c lb.

WHOLE
OR
HALF

"Triple R Farms" Michigan Grade 1

Sliced Bologna 39^c lb.

"Triple R Farms" Michigan Grade 1

Skinless Wieners 39^c lb.

"Triple R Farms" Fresh Sliced

Beef Liver 29^c lb.

MICHIGAN U.S. NO. 1

Potatoes

10-LB. BAG 38^c

STAR-KIST CHUNK STYLE

TUNA

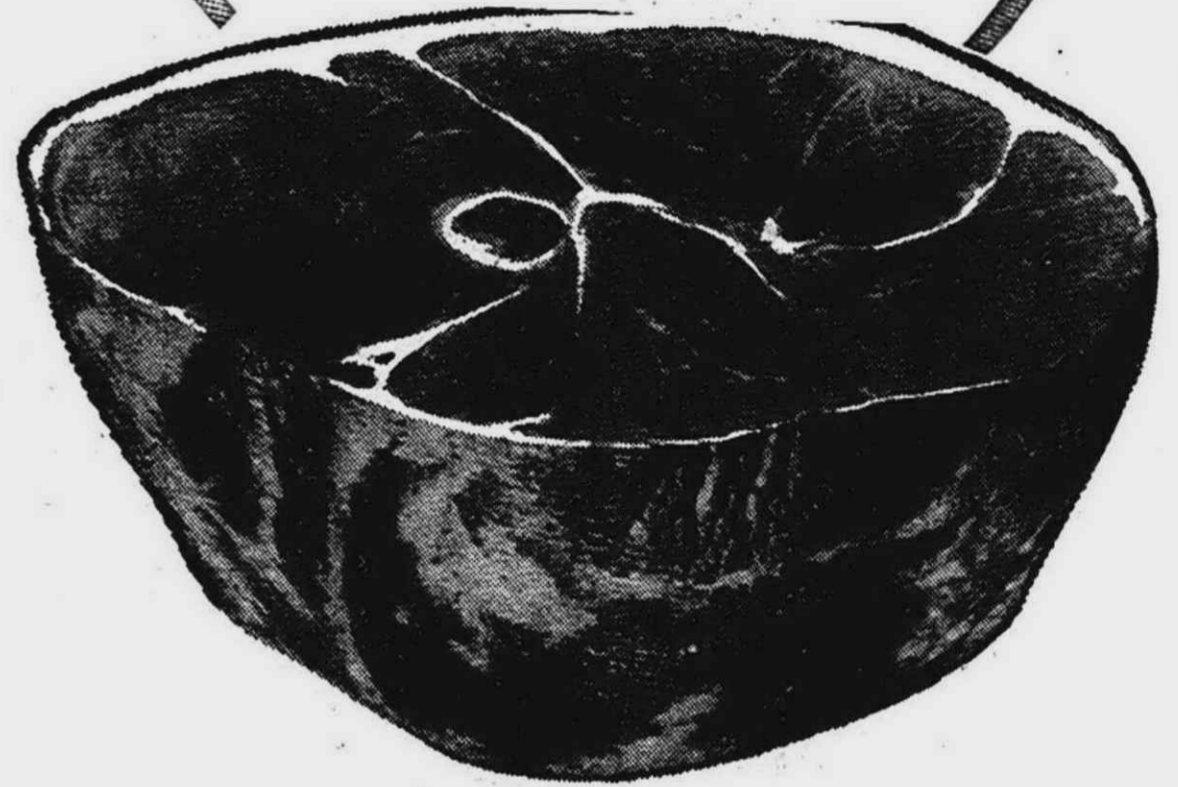
6 1/2-OZ. CAN 22^c

Our Friendly,
Competent Meat
cutting experts
are always on duty



All Stop and Shop Meat Is
Cut to Customer's Specifications

Select your Meat
the same way
your Mother did



WE
RESERVE
THE
RIGHT
TO
LIMIT
QUANTITIES

"Triple R Farms" Fresh Dressed		
Fryer Breasts	Ribs Attached	53 ^c
Fryer Legs		49 ^c
Lean, Meaty, Tender		
Pork Steaks		49 ^c
Lean, Tender Boston Butt		
Pork Roast		37 ^c
Lean, Tender, Boneless and Cubed		
Pork Cutlets		69 ^c

Hekman	9 3/4-Oz. Pkg.	29 ^c
New	Giant Size	72 ^c
Michigan Tender, Sweet	1-Lb. Cello	10 ^c
Sparkling Clear	22-Oz. Plastic	55 ^c
Joy	100 Tea Bags	99 ^c
Facial Tissue	Assorted Colors	5 400 ct. Boxes \$1.00
Canned Pop		12-Oz. Can 7 ^c
Farmers	100% Pure	8 1/2-Oz. Jar 19 ^c
Country Kitchen	Buttermilk or Sweet Milk	3 10 Ct. Tubes 25 ^c
Pine Cone		4 303 Cans 49 ^c
Sunshine Hydrox		1-Lb. Cello 47 ^c
Nabisco Warm Welcome		9 1/2-Oz. Box 43 ^c

MICHIGAN BEET
SUGAR
5-Lb. Bag 39^c

OPEN Monday
thru Saturday
9 A.M. to 9 P.M.

Prices Effective Wednesday,
Oct. 14, thru Tues., Oct. 20,
1964.

GAYLORD, COUNTRY CHURN
BUTTER
1-Lb. Print 59^c

Heinz
Tomato Ketchup

14-oz. Bottle 19^c

Michigan
Navy Beans

2-lb. Bag 23^c

Libby's
Tomato Juice

3 46-oz. Cans 1⁰⁰

For The Kiddies
Cracker Jacks

Box 6^c

Mrs. Owens—Old Fashioned
Strawberry Preserves

3-lb. Jar 89^c

Banquet Frozen
Meat Pies Chicken - Beef - Turkey - Tuna

15^c

Wilson's All Star
Fresh Milk

1/2-gallon Ctn. 37^c

Stop & Shop's Enriched Sliced
White Bread

6 20-oz. Loaves 1⁰⁰

Meadowdale Frozen
Orange Juice

6-oz. Can 21^c

DISCOUNT PRICES
on All Health and Beauty Aids
KING SIZE BRYLCREAM

Reg. Price	Our Price
98 ^c	73 ^c
Plus P.T.	Plus P.T.

50 FREE GOLD BELL STAMPS
With Purchase of \$5.00 or More
or More
Not Including Beer, Wine, Cigarettes, Baked Goods or Health and Beauty Aids.
at STOP & SHOP SUPER MARKET
470 FOREST AVE. PLYMOUTH, MICH.
Limit 1 Coupon per Customer. Adults Only. Coupon Valid After Tues., Oct. 20.

50 FREE GOLD BELL STAMPS
With Purchase of 2 or More 1-Lb. Pkgs. of Any Brand of
SLICED BACON
at STOP & SHOP SUPER MARKET
470 FOREST AVE. PLYMOUTH, MICH.
Limit 1 Coupon per Customer. Adults Only. Coupon Valid After Tues., Oct. 20.

100 GOLD BELL STAMPS
With \$2 Purchase of More
Vegetables
Fresh Fruits and
at STOP & SHOP SUPER MARKET
470 FOREST AVE. PLYMOUTH, MICH.
Limit 1 Coupon per Customer. Adults Only. Coupon Valid After Tues., Oct. 20.

50 FREE GOLD BELL STAMPS
With Purchase of 3 Lbs. or More of
HAMBURGER
at STOP & SHOP SUPER MARKET
470 FOREST AVE. PLYMOUTH, MICH.
Limit 1 Coupon per Customer. Adults Only. Coupon Valid After Tues., Oct. 20.

50 FREE GOLD BELL STAMPS
With Purchase of 1 or More 1/2-Gal. Sealers or Velvet
ICE CREAM
at STOP & SHOP SUPER MARKET
470 FOREST AVE. PLYMOUTH, MICH.
Limit 1 Coupon per Customer. Adults Only. Coupon Valid After Tues., Oct. 20.

50 FREE GOLD BELL STAMPS
With Purchase of 2 or More Pkgs. of
Halloween Candy
at STOP & SHOP SUPER MARKET
470 FOREST AVE. PLYMOUTH, MICH.
Limit 1 Coupon per Customer. Adults Only. Coupon Valid After Tues., Oct. 20.

AT STOP & SHOP
YOU GET
GOLD BELL
GIFT STAMPS

ROSE JEWELERS...

ANNIVERSARY SALE!

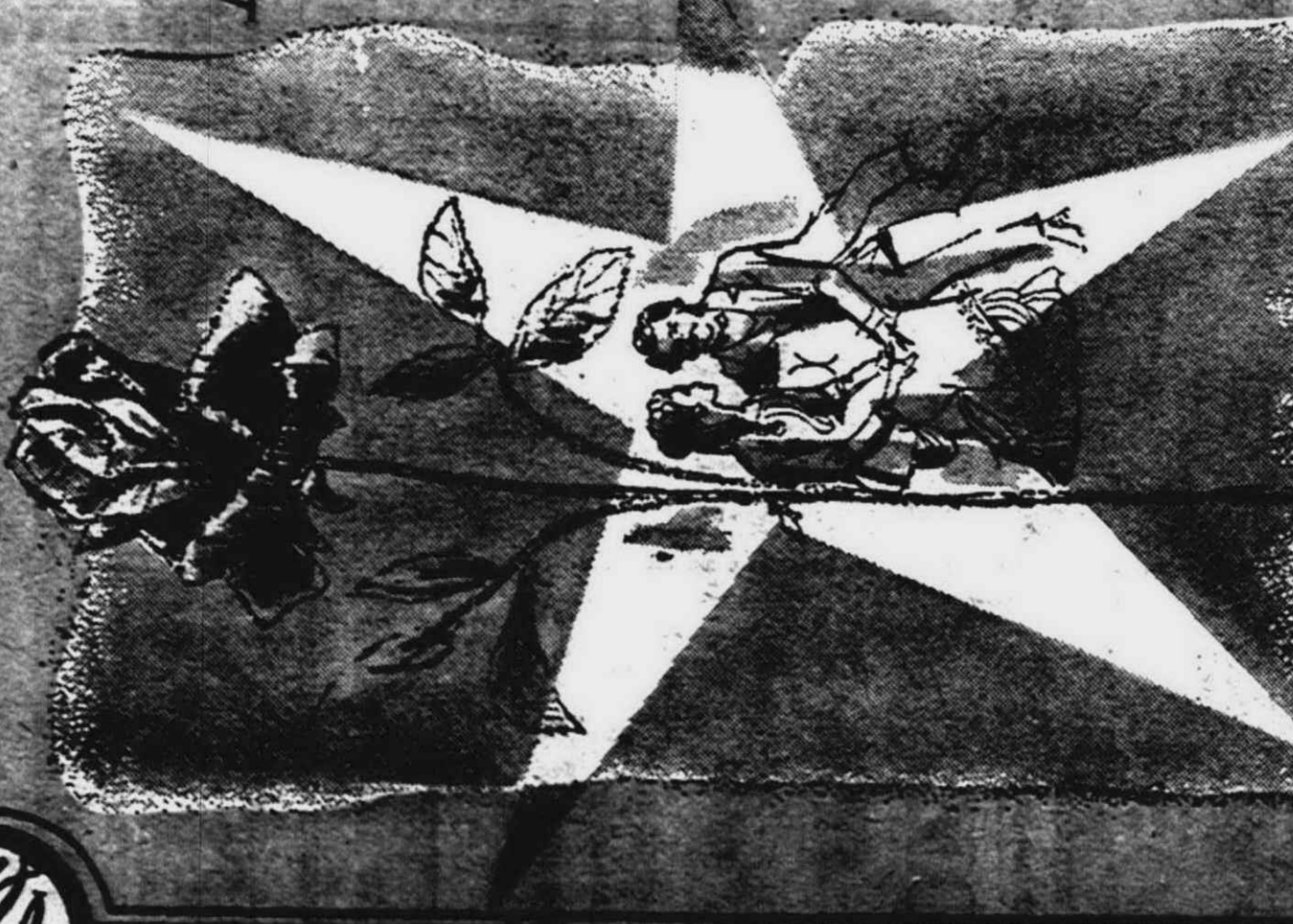
An anniversary is a festive occasion—Rose Jewelers' way of expressing the excitement of its 5th Anniversary at Wonderland is to offer our many friends a distinctive selection of fine jewelry at impressive savings.

FROM OUR PRIZED REGAL COLLECTION

1/4 TO 1/2 CARAT DIAMONDS

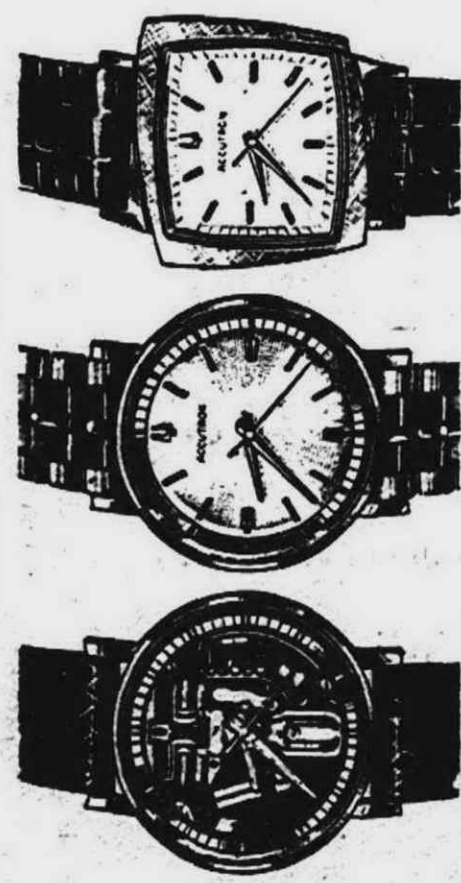
Enhance the majesty of Autumn by selecting an enchanting gift for her from our beautiful harvest collection of elegant diamonds at hard-to-resist prices.

1/4 CARAT 72.00 1/2 CARAT 139.40



ACCUTRON by BULOVA

WORLD'S ONLY ELECTRONIC TIMEPIECE



ACCUTRON "SP" SPACEVIEW "60"
Transparent dial lets you see the mechanism. Shock resistant in action! Luminous hands, waterproof, sweep second hand. \$125.00

ACCUTRON "40"
Handmade by designer. 14 K gold case with for- ever engraved dial. Shock proof, flocked markers. Hand made in U.S.A. \$150.00

ACCUTRON "514"
14 K gold case with for- ever engraved dial. Shock proof, flocked markers. Hand made in U.S.A. Genuine alligator strap. \$200.00



YOUR CHOICE 1.49

JOHN F. KENNEDY COMMEMORATIVE JEWELRY FASHIONS

A fine opportunity to obtain a personal remembrance of our late president — for yourself or as a gift. The newly minted uncirculated J.F.K. U.S. half-dollar has been tastefully made into a necklace, keychain, money clip and bracelet. Your choice 1.49.

NO MONEY DOWN * 12 MONTHS TO PAY * 90 DAYS SAME AS CASH

A Way To Buy **Trade Agent**

Check out these new items in your favorite store at 1/2 off the list price. You can save your cash with us!



WONDERLAND SHOPPING CENTER

Plymouth at Middlebelt
Open Every Night to 9

50th

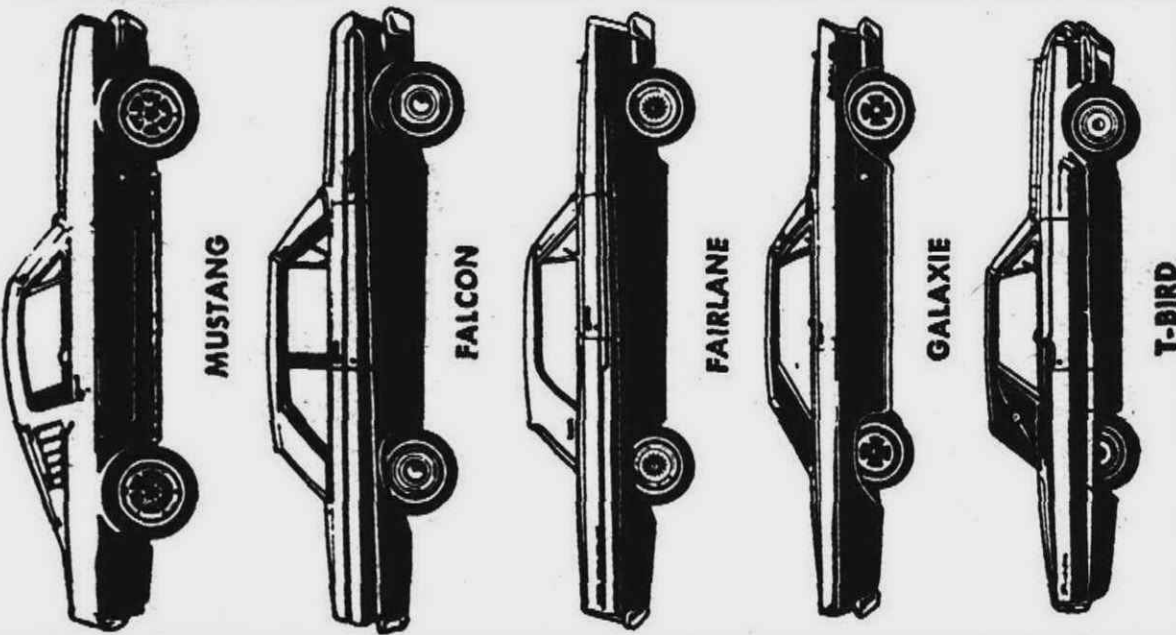
STARTS THURSDAY • OCTOBER 15

WONDERLAND'S
Anniversary
SALE

57-STORE BIRTHDAY PARTY!

FUN! PRIZES! ENTERTAINMENT! EXCITEMENT!
AND VALUES GALORE AT EVERY STORE! SAVE!

SEE THE
"WONDERFUL
WORLD OF FORD"
See all that's new from Ford for '65! All models on display now . . . at WONDERLAND!



Win! \$1,000.00 SHOPPING SPREE

Win! A 1965 MUSTANG

Win! ZENITH COLOR TV OR SCORES OF OTHER PRIZES!

SEE MOTORS • MUSIC

OCTOBER 15, 16, 17

FEATURING THE "FORD GALAXY OF STARS"
A LIVELY 45-MINUTE MUSICAL SHOW!

WONDERLAND

SHOPPING CENTER

Plymouth Road and Middlebelt
Free Parking for 5,000 Cars

* ASK FOR FREE CONTEST ENTRY COUPONS
AT MOST WONDERLAND STORES!

"Motors & Music"
presented by Ford
and its Livonia Dealer,
Bill Brown Sales

Lerner Shops

WONDERLAND CENTER

BIRTHDAY SALE!

THURSDAY! FRIDAY! SATURDAY!

SMART-LOOK DRESSES

entire stock reg. 12.99
\$10

Casual & after-dark fashions for every occasion. Choose from chic wools, cotton or nylon acrylic knits... modal the best of the new season colors. Misses', juniors', petites' & youthful half sizes.

warm winter coats
comp. values \$35 to \$9.99
\$26

They're specially lined for shape retention. Group includes the newest silhouettes and the season's most exciting fabrics... and at savings too! Sizes 2 to 18.

seamless nylons
1st quality, reg. 2 prs. \$1
39¢ pr.

A great stocking value! Rush in and stock up! Long-wearing seamless styles with cotton corduroy slacks and print top. 3-pc. styles include vest.

go-everywhere handbags
entire stock reg. 2.99
1.99
plus tax

Marvelous values for these big and little shapes in purple, pink, peach, black and colors.

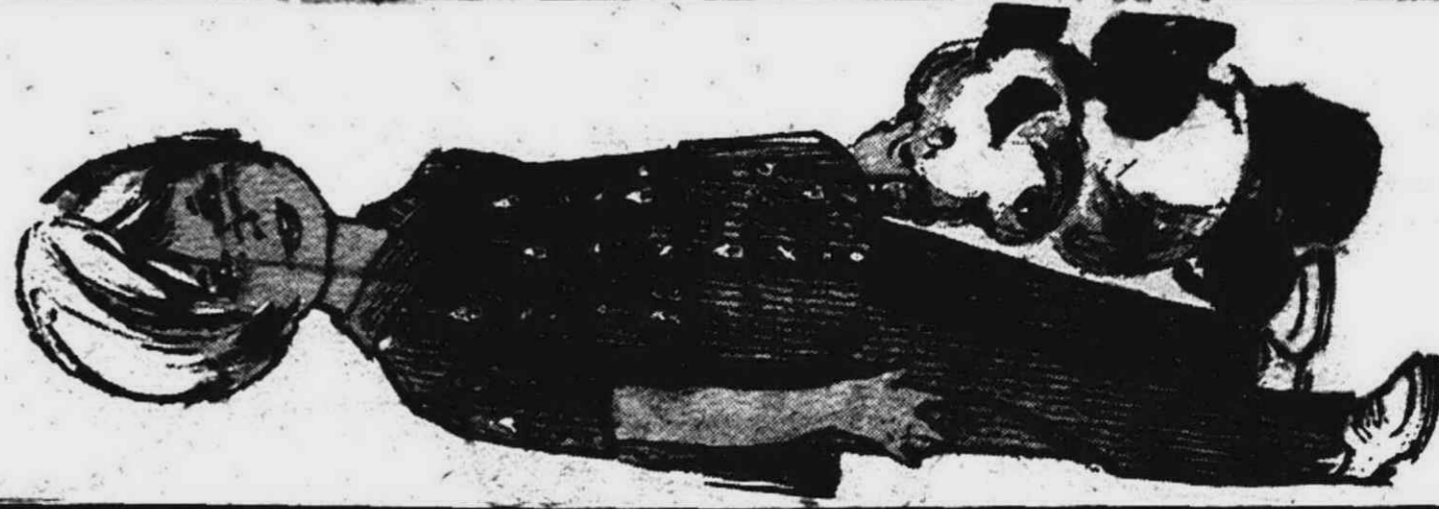
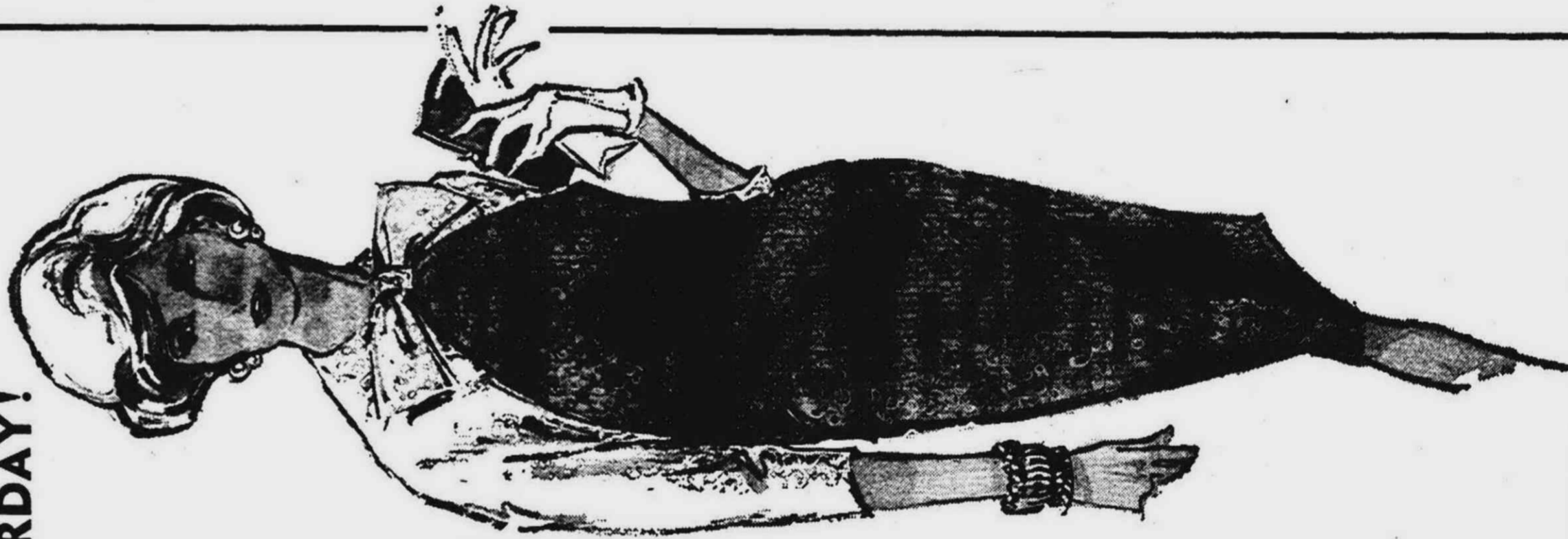
cardigan sweaters
reg. 6.99
3.99

Soft, luxurious cardigans in wool-mohair blend or 100% shetland wool. Knit to our specifications for perfect fit. Wear these beauties all year 'round. Sparkling colors in sizes 34 to 40.

extra value!
girls' slack sets
sizes 3 to 6x... **1.99**
sizes 7 to 14... **2.99**

Find fashion, wearability and value! Group includes smart 2-pc. styles with cotton corduroy slacks and print top. 3-pc. styles include vest.

entire stock
girls' & boys' sleepwear
take **20% off** ticket prices
examples: reg. 1.99... now 1.59
Hurry, in for these warm cotton (knits) pajamas and slippers. Girls' sizes 2 to 14. Boys' sizes 4 to 8. Sleeper sizes 1 to 6x.



SALE ITEMS ALSO AVAILABLE AT OUR GRAND RIVER - GREENFIELD STORE

CHARGE IT!

 Use our revolving credit plan... No money down - take months to pay!

Cunningham's

DRUG STORES
Prescription Specialists

WONDERLAND SHOPPING CENTER

THIS WEEK ONLY
TODAY THRU SUNDAY
DOUBLE
JUMBO JACK
COUPON
DAYS

SAVE JUMBO JACK COUPONS
YOUR NUMBER CAN BE
A WINNER ANYTIME

WIN

\$75,000.00

IN PRIZES

COME IN TO
CUNNINGHAM'S DRUG
STORE FOR DETAILS ON
HOW TO WIN WITH
'JUMBO JACK'
COUPONS!

75 NEW WINNERS EVERY WEEK!
75 GRAND PRIZE WINNERS!
plus \$75.00 CASH DAILY!

VALUABLE COUPON

1.00 BRECK SHAMPOO
Normal - Dry - Oily

Limit 1 With Coupon
64¢

Coupon good at Cunningham's Wonderland Store Only. Coupon expires October 17, 1964.

VALUABLE COUPON

3.00 SARDO BATH OIL
4 Ounce Size

Limit 1 With Coupon
1.88

Coupon good at Cunningham's Wonderland Store Only. Coupon expires October 17, 1964.

VALUABLE COUPON

JULIA MAY Facial TISSUES
Box of 400

Limit 3 For 3 With Coupon
47¢

Coupon good at Cunningham's Wonderland Store Only. Coupon expires October 17, 1964.

VALUABLE COUPON

JOHNSON'S GLO-COAT
26 Ounce Size

Limit 1 With Coupon
69¢

Coupon good at Cunningham's Wonderland Store Only. Coupon expires October 17, 1964.

VALUABLE COUPON

BATHROOM TISSUES
Regular 10 for 99¢

Limit 10 For 20 With Coupon
73¢

Coupon good at Cunningham's Wonderland Store Only. Coupon expires October 17, 1964.

JOIN IN THE SAVINGS! GIANT FALL DISCOUNTS!

VALUABLE COUPON

44 QUART Wastebasket
Regular 1.22

Limit 2 With Coupon
99¢

Coupon good at Cunningham's Wonderland Store Only. Coupon expires October 17, 1964.

VALUABLE COUPON

STRAW BROOM
Regular 88¢

Limit 1 With Coupon
66¢

Coupon good at Cunningham's Wonderland Store Only. Coupon expires October 17, 1964.

VALUABLE COUPON

HALF-GALLON ICE CREAM **10¢**

When You Buy Half-Gallon at Regular Price 89¢

Coupon good at Cunningham's Wonderland Store Only. Coupon expires October 17, 1964.

VALUABLE COUPON

Tropic-Aire HEATER
With Thermostat Control

Limit 1 With Coupon
11.63

Coupon good at Cunningham's Wonderland Store Only. Coupon expires October 17, 1964.

VALUABLE COUPON

CHEWABLE VITAMINS
Bottle of 100

Limit 1 With Coupon
1.91

Coupon good at Cunningham's Wonderland Store Only. Coupon expires October 17, 1964.

METAL LEAF RAKE
Regular 88¢

Limit 1 With Coupon
73¢

Coupon good at Cunningham's Wonderland Store Only. Coupon expires October 17, 1964.

WONDERLAND CENTER
through courtesy of FORD

presents

MOTORS AND MUSIC

featuring the

FORD Galaxy of Stars

45 MINUTES OF FAMILY ENTERTAINMENT ON
THE WONDERLAND MALL... OCTOBER 15-16-17

Make a date now to see Wonderland Center's happiest birthday spectacular — MOTORS AND MUSIC — featuring the FORD Galaxy of Stars! Bring the whole family to a FREE 45-minute outdoor stage show featuring some of the brightest stars in the world of entertainment! See the **Warney Ruhl** orchestra, featuring vocalist **Nada Olgren**... The fabulous **Chase and Parks** comedy trampoline act... **Doug Kerr**, popular young baritone... **Don Mills** at the Drums... and **Johnny Matson**, nationally-known master of ceremonies and America's most refreshing young comedian.

No Admission Charge... It's All Free!

2 shows each night... 6:15 and 8:45



PRESENTING CHASE & PARKS

Laugh-a-minute trampoline act
... as seen on The Ed Sullivan
Show! Don't miss this big head-
line act at Wonderland!

ALL 6 PERFORMANCES
THURSDAY, FRIDAY,
SATURDAY

"Motors and Music" is presented by FORD Division, Ford Motor Company, and its Livonia Dealer, Bill Brown Sales

WONDERLAND

Plymouth Road and Middlebelt
Free Parking for 5,000 Cars
SHOPPING CENTER

OPEN EVERY EVENING UNTIL 9

Anniversary Sale

Thursday! Friday! Saturday!

sale! suburban coats

Handsome three-button, single-breasted models! Classic suburban and car coats at important savings. All with plush Orlon pile or warm quilted linings.

Regularly
19.95 - 22.95

16.88 and 19.88

quilted nylon ski jackets

100% DuPont nylon — reverses to smooth, contrasting nylon! Completely washable. Lightweight, with stand-up pro-model collar

12.88

pure wool blazer cardigan

For the teen-man! Handsome 100% pure wool cardigan blazer without collar or lapel. Navy or red. Reg. \$25

19.88

full-fashioned Ban-Lon sweater shirts

Choose short or long-sleeve styles at this low anniversary price. New fall colors, 100% DuPont Nylon Ban-Lon.

LONG-SLEEVE 5.98
SHORT-SLEEVE 4.98

SPECIALLY PRICED! ZIP-OUT PILE-LINED ALL-WEATHER COATS

3 DAYS
ONLY **22.88**

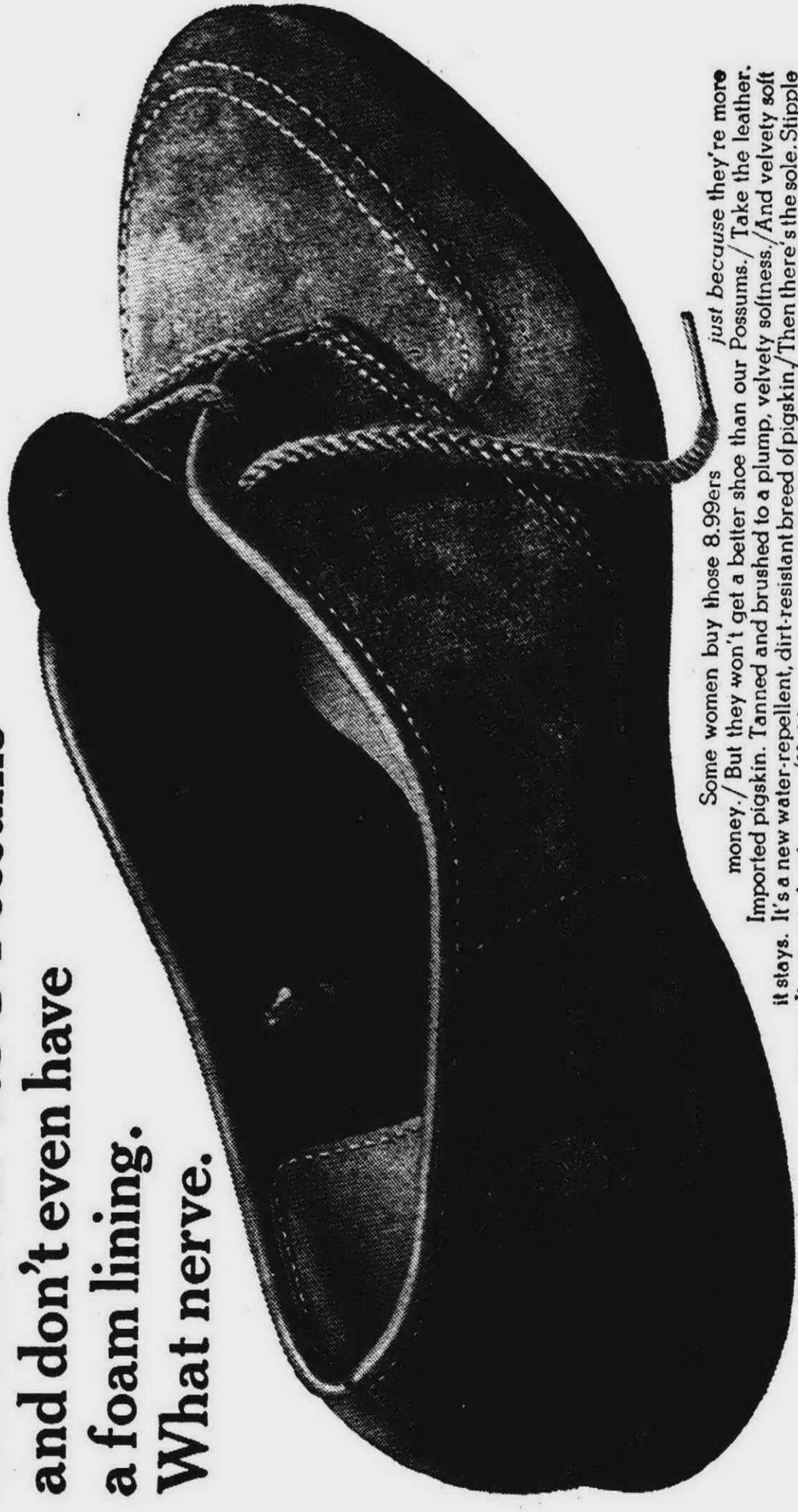
You'll like the snug ZIP-OUT Orlon pile-lining which makes these coats as seasonably practical as they are good looking. They're fashionably-tailored, with new split shoulder (set-in sleeves in front for that neater, dressier look and raglan back, for the utmost in comfort). Assortment includes large and small plaids, self stripes.

LEIB BROTHERS



WONDERLAND CENTER

There are women's 8.99 brushed pigskins that look like our 4.99 Possums and don't even have a foam lining. What nerve.



Some women buy those 8.99ers just because they're more money. But they won't get a better shoe than our Possums. Take the leather, imported pigskin. Tanned and brushed to a plump, velvety softness. And velvety soft crepe. It seems to last forever. Hidden inside, there's a steel arch. It weighs next to nothing, but does that important something for tired feet. As for the foam lining, Thom McAn covers it with nylon. Strong like leather, but soft like lingerie. It makes our Possums a walking shoe you can feel feminine in. If you're the sort that likes expensive shoes, get a pair of Possums. Tie (shown) or slip-on. With the \$4 you save, buy yourself some long-stemmed roses.

Thom McAn

WONDERLAND CENTER
Open Every Night Until 9

very
special
price
boys' and girls'
flannel-lined
corduroy
slacks

2 for \$6

Reg. 3.99 each

Cozy, cool weather favorites. Half boxer back for easy fit. Tab front for boys. Band front for girls. Sizes 4-7. Assorted colors. Get several at savings!



WONDERLAND CENTER

LIVONIA

We're Celebrating Our 5th Anniversary at Wonderland with Big Values.

SPECIAL, Mon., Tues., and Weds. through October 31



OUR \$4 STYLED CUT & SET \$3.00 complete

Now the same cut and high fashion styling you always enjoy at Artiste, at this special combination price. Haircutting by men also available with this special offer.

Half Price Sale of Permanents

Value 13.50	675	Value 16.50	825	Value 19.50	950
-------------	-----	-------------	-----	-------------	-----

Cut included. Prices in effect through Oct. 31. We've been saving this exciting half price sale for this special birthday celebration. Now it's here and in time for your fall hair do over. These soft, quality waves give your hair the body it needs to hold the new curly hair styles.

Extraordinary Offer!

FOR MON., TUES., WED., DURING OCTOBER with an extra \$1 OFF on any of these already sale priced permanents

Hairshaping alone, by our men haircutting stylists. Enjoy Artiste's drop-in haircutting service. 175

Artiste Hairstylists Wonderland Center
GA 7-1380—Hrs.: 9 to 9
Appl. not always necessary

come help us celebrate our

1st BIRTHDAY!

We have just completed our first wonderful year at Wonderland, and wish to thank our many customers and friends for their important role in our success!

We have tried to bring you the finest in Junior Fashions for glamour and leisure wear, by the nation's best-known makers . . . and at the lowest prices possible. By now, we hope that you, too, are a "Burton's gal" . . . a smart "wow" gal, who likes up-to-the-minute styling in chic fashion for the junior figure.

You are cordially invited to come in and browse around, see all the very latest styles, and receive a Free Gift.

BURTON'S Gal fashions

glamour and leisure

Use our convenient LAYAWAY or Security Charge

Next Door to Encore Restaurant — Across the Mall from Federal's.

Our terrific selection of famous name brands includes:

- WHITE STAG
- GARLAND
- BOBBIE BROOKS
- EVAN PICONE
- JACK WINTERS
- SUE BRETT
- JOHNATHAN LOGAN
- BETTY BARCLAY
- BUTTE KNITS
- HUDDLESPUN
- CAMELON
- MARIE PHILLIPS
- PIXIE of CALIFORNIA
- HARCO JPL
- and many more!

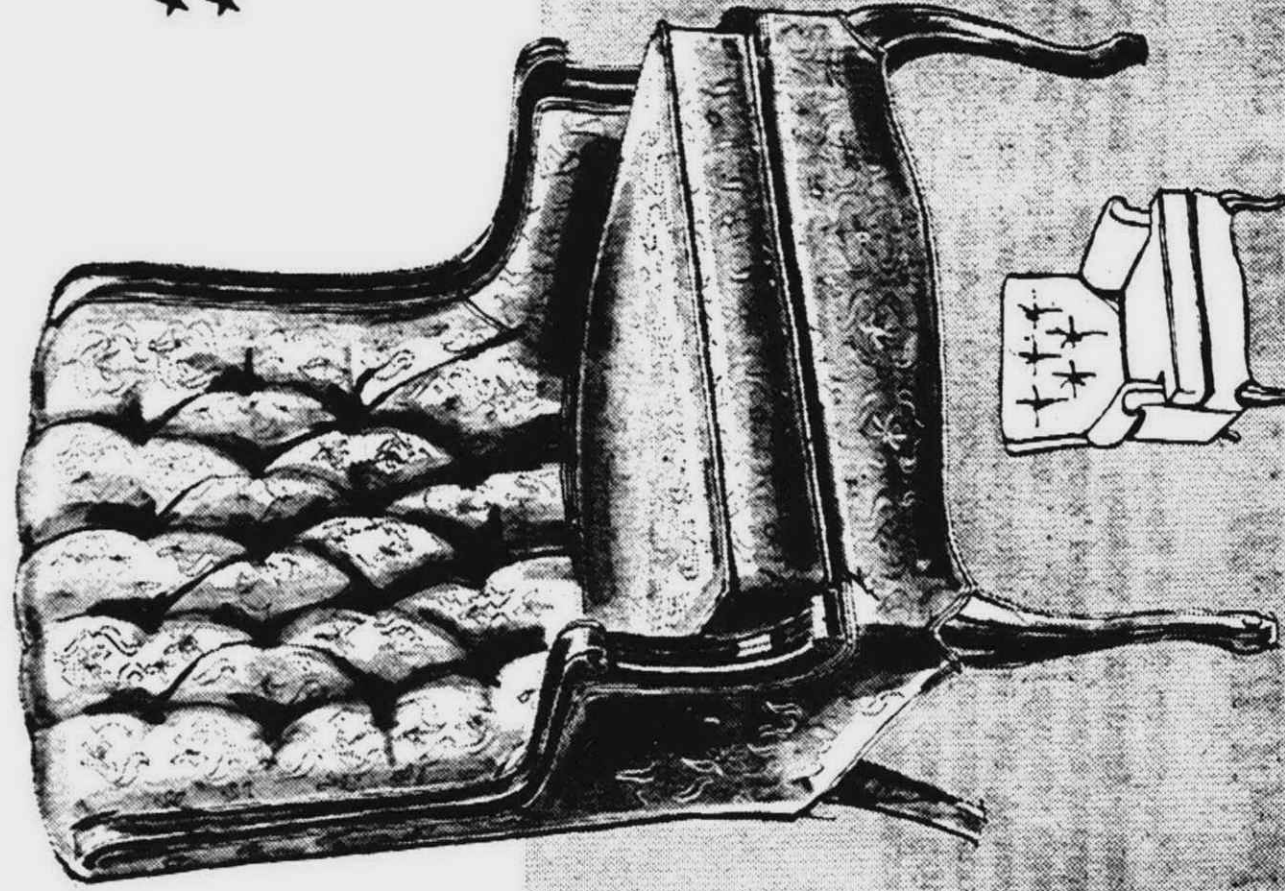
Wonderland 5th Anniversary Sale
ROBINSON FURNITURE CELEBRATES! YOU SAVE!

Tabulous Chair Feature!

★ NINE DIFFERENT STYLES ★ LUXURIOUS FOAM CUSHIONS
★ CHOICE OF DECORATOR FABRICS ★ IMMEDIATE DELIVERY

YOUR CHOICE **\$69.90**

Inquire about Robinson's Personal Financing Plans

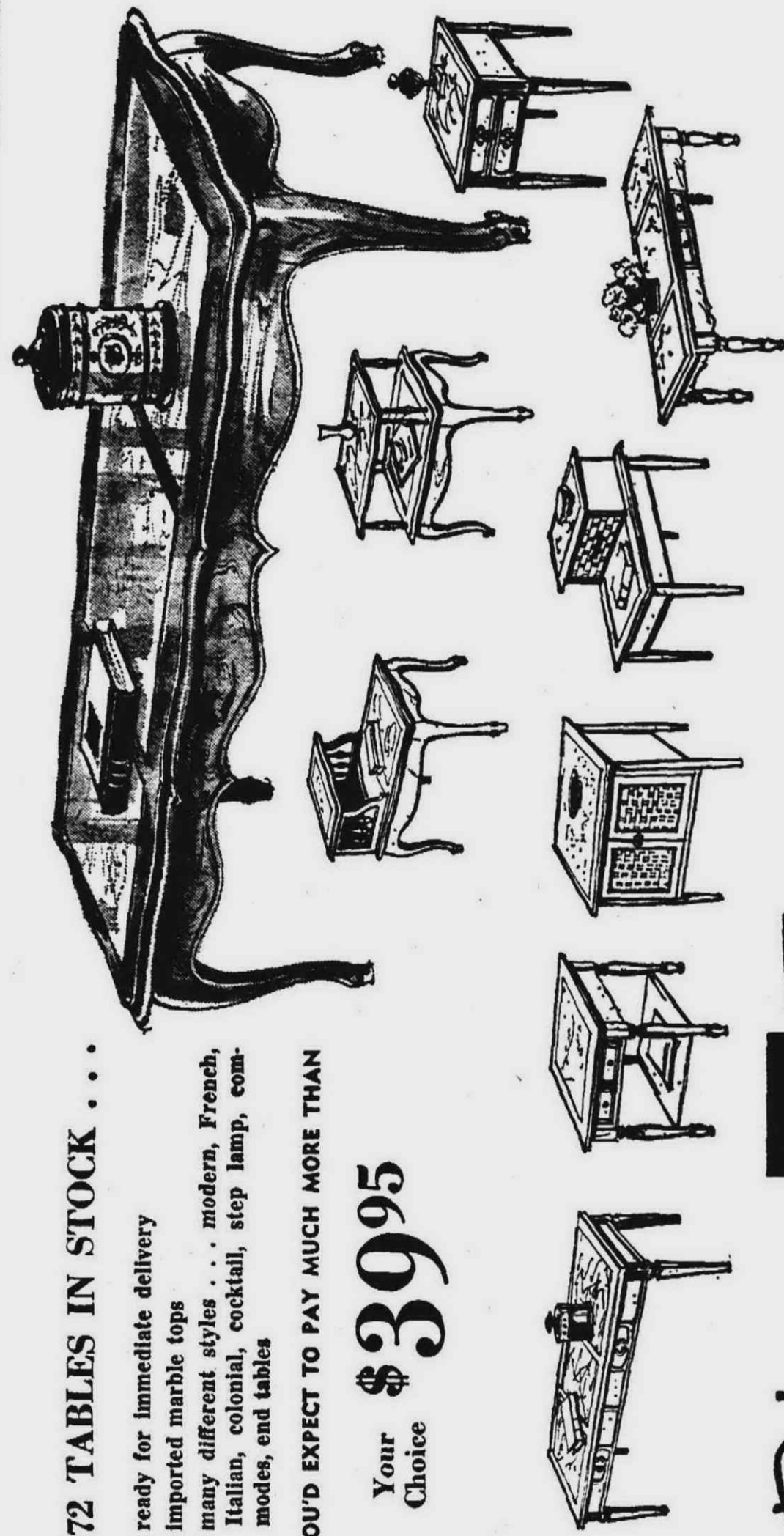


972 TABLES IN STOCK . . .

- ready for immediate delivery
- Imported marble tops
- many different styles . . . modern, French, Italian, colonial, cocktail, step lamp, com-modes, end tables

YOU'D EXPECT TO PAY MUCH MORE THAN

Your Choice **\$39.95**



Robinson Furniture

STORE HOURS: Wonderland, Northland, Eastland, Open Thurs., Fri., Sat. till 9 p.m. Downtown Store Open Mon. and Wed. till 9 p.m.

• DOWNTOWN • NORTHLAND • EASTLAND • WONDERLAND

WOOLWORTH'S

OPEN EVERY NIGHT TO 9
Anniversary Specials!
THURSDAY, FRIDAY, SATURDAY ONLY!

COATES and CLARK'S FAMOUS RED HEART
100% Wool Knitting Worsted
• 40 WASH-FAST COLORS — BIG 4-OUNCE SKEIN



REG. 1.29
94¢

You'll Adore the New, Fabulous Kitten-Soft
100% DUPONT ORLON **MOHLON YARN**



Methproof! Wash a lot!
Dye-able! Won't mat,
stays fluffy soft. 20
beautiful colors.

PETITE BELLE, FIRST QUALITY — SEAMLESS MESH
NYLON HOSE
• 4 POPULAR SHADES
• SIZES 9 TO 11
• REGULAR 49¢

3 Pr. \$1
YOUR MONEY'S WORTH MORE AT WONDERLAND STORE ONLY
WOOLWORTH'S

BARGAINS

FOR THRIFTY COUPON CLIPPERS!



You can use all these coupons with just one \$3 purchase!

FOOD FAIR COUPON
Rich Tomato Flavor!
Del Monte Catsup
14-Oz. Bottles **2 for 23¢**
Limit: Two bottles with this coupon and \$3 purchase, or more, excluding beer, wine and tobacco products. Valid through Oct. 17th. Limit: One coupon per family.

FOOD FAIR COUPON
Pillsbury or Betty Crocker
Cake Mixes
Res. 2-layer Size **29¢**
Limit: One package with this coupon and \$3 purchase, or more, excluding beer, wine and tobacco products. Valid through Oct. 17th. Limit: One coupon per family.

FOOD FAIR COUPON
Special Label
Breck Shampoo
4-Oz. Bottle **29¢**
Limit: Two bottles with this coupon and \$3 purchase, or more, excluding beer, wine and tobacco products. Valid through Oct. 17th. Limit: One coupon per family.

FOOD FAIR COUPON
Premium or Sunshine
Krispy Crackers
1-Lb. Box **23¢**
Limit: One box with this coupon and \$3 purchase, or more, excluding beer, wine and tobacco products. Valid through Oct. 17th. Limit: One coupon per family.

FOOD FAIR COUPON
Meet and Chicken
Campbell Soups
Your Choice **2 for 29¢**
Limit: Two cans with this coupon and \$3 purchase, or more, excluding beer, wine and tobacco products. Valid through Oct. 17th. Limit: One coupon per family.

FOOD FAIR COUPON
Every Zenith features the Zenith Super Gold Video Guard 82 channel tuning system with 125 gold contacts for longer TV life.

FOOD FAIR COUPON
Handcrafted for greater dependability... no printed circuits... no production shortcuts.

FOOD FAIR COUPON
Smart Low-Boy style, Italian provincial styling in genuine Mahogany or Cherry Fruit-wood veneers and select hardwood solids. Also in Early American Styling in genuine Maple veneers and solids.

The GOOD HOUSEKEEPING SHOPS
Satisfaction Guaranteed

FREE 7-DAY HOME TRIAL
LIMITED TIME ONLY!

ZENITH

AMERICA'S NUMBER ONE QUALITY **COLOR TV**

See Why ZENITH Tops Them All!



Model 5529WU—THE HAMPDEN—Distinctive low-boy styling—genuine oil-finished walnut veneers and select hardwood solids. Also available with remote tuning.

THE ROMANO
PAY \$5 A WEEK
PAY ONLY \$5 A WEEK

SEE THE WORLD SERIES ON COLOR TV
See every exciting play—in color! Visit Zenith's Color TV Theatre on the Wonderland Mall — Noon to 8:30 P.M.! Ask for free entry blanks!
FREE! 1965 ZENITH COLOR TV — FREE!

The Good Housekeeping Shop
WONDERLAND STORE ONLY — GA 7-4212
OPEN EVERY EVENING UNTIL 9

K

Fall is at Kinneys—



Fall sideline Flings are black leather pumps with a provocative, provocative, provocative Midway. \$699



Smart, style-setting basic pumps for every fall dress occasion. Smart new colors. \$699



Tempting textured Flings for the fall—black, tan or green. Also in black or terragon. \$699



Stitched and swagened Flings in black, brown or black sweet kid leather. \$699



Soft stepping! Flings "Soft-Shoe" pump with foam rubber innersole in brown, red, olive or black callain. High or mid heel. \$799



For dash, dare and a delightful new air... let yourself go... everywhere... in *Flings*.

This is the season for the roving little... reptile and what a beautiful batch of calf imposters FLINGS has. We've calf imitating crocodile, alligator and lizard, all fall tinted, all well heeled. FLINGS has even more excitement afoot... our soft look luxuriously soft leathers. And we've gay costume companions too! Fall handbags in new shapes and shades. So be dashing... be daring... let yourself go in FLINGS.



NEW FALL **HANDBAGS \$299**



Anniversary Special!

SEAMLESS NYLONS

First quality nylons at rare savings! Plain or mesh!
3 Prs. \$267
4th PAIR FREE



Used unlined Flings in black, tan or brown or cinnamon brown leather. \$499

Swamping low street Flings in black, tan or black leather. \$499

Kinney SHOES

WONDERLAND CENTER ONLY
PLYMOUTH ROAD at MIDDLEBELT
OPEN EVERY EVENING UNTIL 9 O'CLOCK

IT'S OUR Birthday
but YOU get the present
FREE! WHITE PEARL TIE PIN
with every purchase

NEW FALL
TIES Only \$1 none higher!
THOUSANDS FROM WHICH TO CHOOSE

WifeRock

WONDERLAND

LADIES' or GIRLS'

SKI JACKETS

WHITE STAG \$5.99
LARGE SELECTION.
WHILE THEY LAST
Values to \$18.00

SPORT Goods
Charge Accounts Invited

LIVONIA
Plymouth
& Middlebelt
GA. 7-3384
Open Nightly 'til 9
Also Available at
Detroit, Pontiac
and Birmingham,
Branch Stores

SALE-PRICED! FAMOUS-MAKER
SKI JACKETS AND SNOW SUITS
USUALLY 14.99
boys and girls, some with Orion-
pile-lined hoods, all warmly-lined for
cold-weather comfort, 3-6x, 42.99.
Girls' ski jackets, 2-ply nylon, quilt-
lined, 7-14, 10.99.

CHILDREN'S fashion shops
Use Your Security Charge

WONDERLAND CENTER
PLYMOUTH or MIDDLEBELT
(Next to Cunningham's)

SPECIAL!



3 DAYS ONLY!
favorite \$2.99 tennis shoe
outstanding value at regular price!

From regular stock, best-seller
cushion-sole canvas tennis shoe
in white or a variety of colors.

\$2.39

Baker's

SPECIAL AT WONDERLAND STORE ONLY

United Shirt Distributors



SOCK SALE

IN HONOR OF WONDERLAND'S
5th ANNIVERSARY CELEBRATION

Nationally Advertised

79c B.V.D.

Brand Hosiery

BUY ONE PAIR AT
REGULAR PRICE OF

79c — GET A

SECOND PAIR FOR

1c MORE

NO LIMIT!



- ARGYLES • PLAIN
- COLORS • SIZES 10 TO 13
- CREW SOCKS

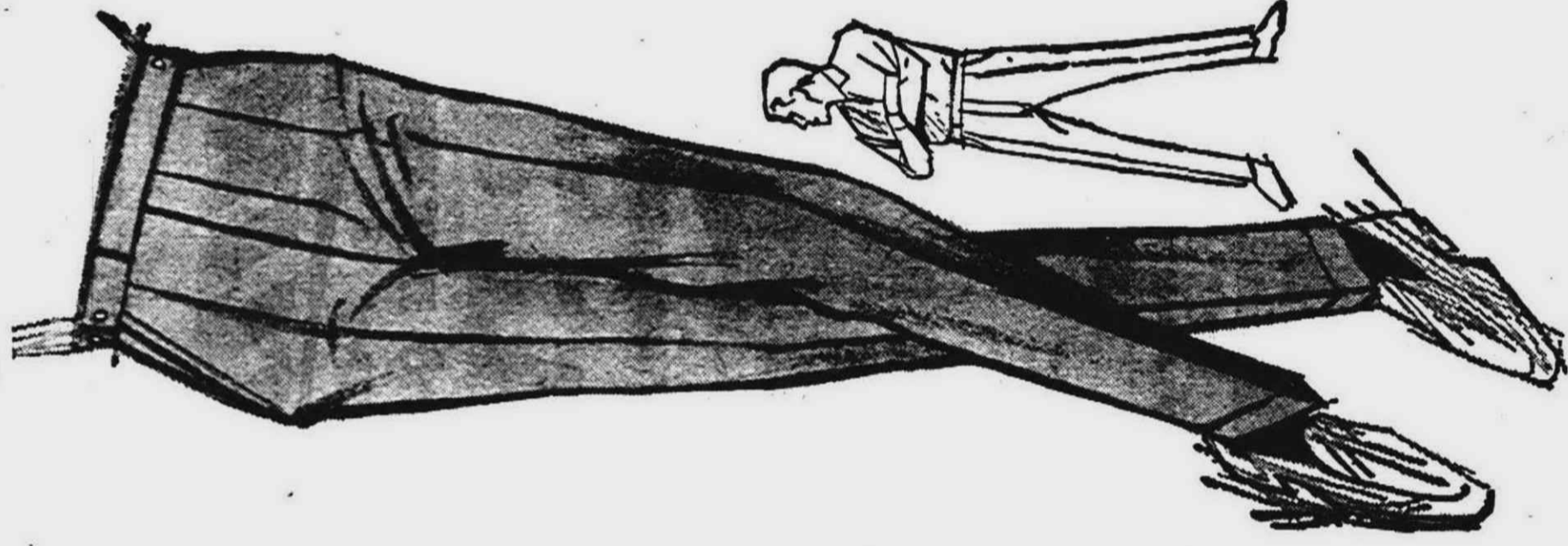
UNITED SHIRT
DISTRIBUTORS

WONDERLAND SHOPPING CENTER STORE ONLY



FEDERALS
WE WILL NOT BE UNDERSOLD... TELL US IF WE ARE!

Limited quantities... on sale while they last

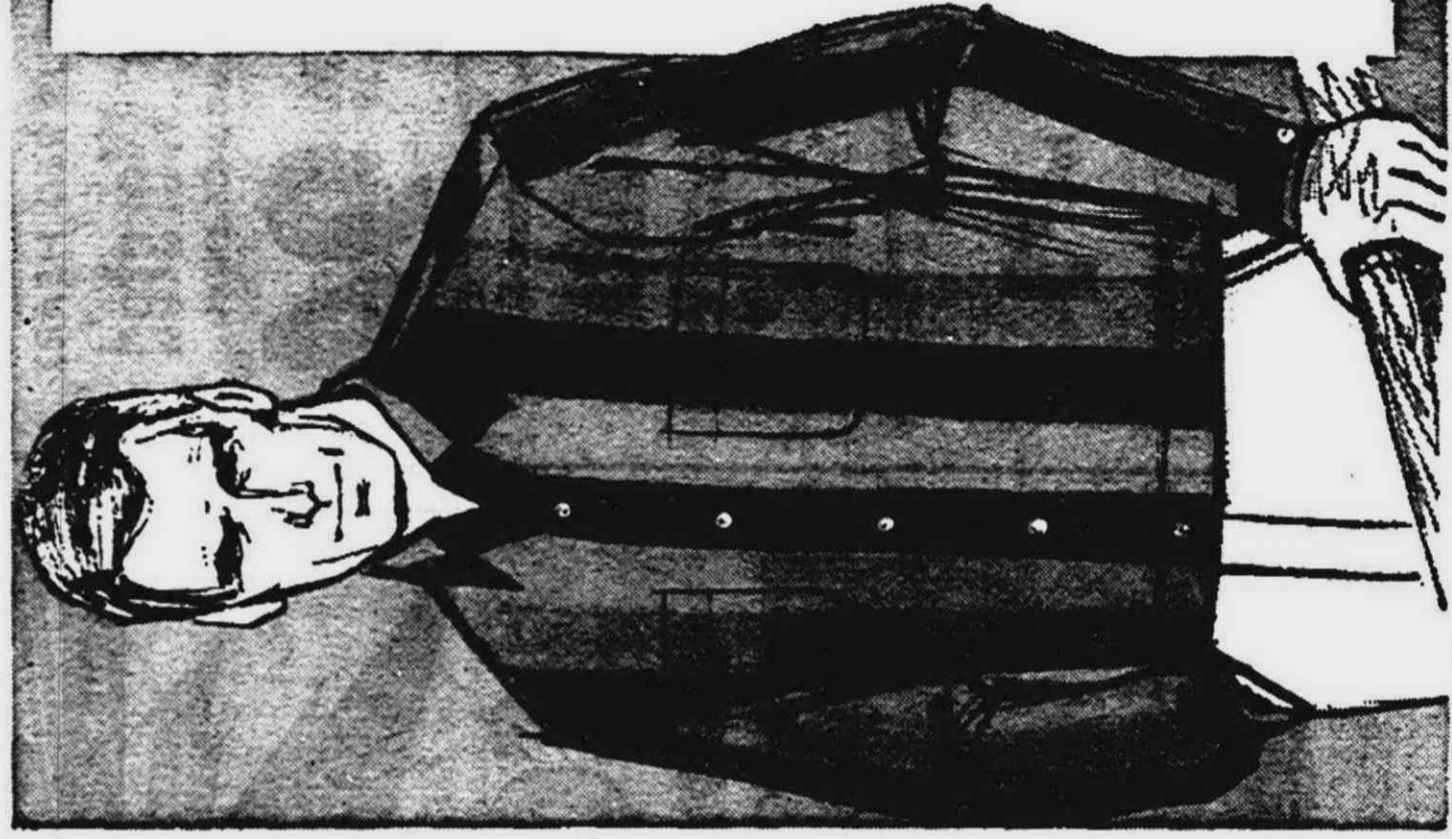


MEN'S 9.99
SLACK SALE!
Ivy style! Continental's!

8.44

'CHARGE IT'

Styles for business, campus and dress wear! All
up-to-the-minute, all priced at 1.55 savings!
Continental tapers with 3% Lycra Spandex for
stretch that lasts for the life of the slacks. Off-
set pockets. Sizes 29-38. Ivy belt loop slacks fea-
ture permanent center creases in shape-retain-
ing worsted wool flannel for a just-pressed look
that lasts! 29-42 Gray, charcoal, iridescents.



SPORT SHIRTS

Exciting group of
men's 3.99 styles

3.37

Best sellers at 3.99 by Sire and
Waldorf! Choose bold new
stripes in button-down, snap-
tab or hi-boy collars — 7 new
colors! Or cotton corduroy in
warm autumn shades of blue,
flame, pecan, tan. Also Jac-shirts
new-styled for fall! Every shirt
in the group is excellently tailor-
ed! Sizes S-M-L-XL. Save today.



REG. 12.99
JACKETS

Men's lightweights!
Warmly pile lined

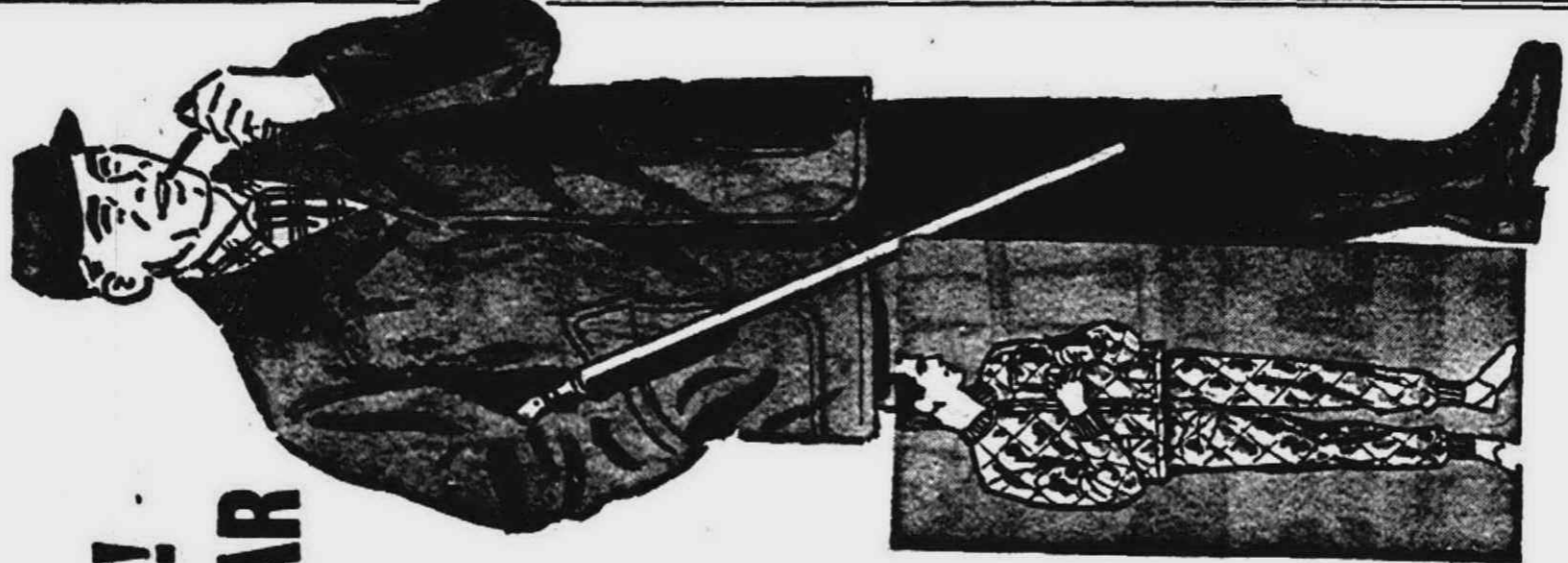
9.88

Find excellent quality in every
detail — from the cotton/Avril
rayon shell permanently finished
to resist rain, stains and wrinkling
to the deep, soft Acrilan* acry-
lic pile lining! Slash pockets, set-
in sleeves, cotton-knit trim. Beige,
blue or olive. Sizes 36-46. A
buy at 3.11 savings, see it now!



FEDERALS

WE WILL NOT BE UNDERSOLD... TELL US IF WE ARE!



SPECIAL SALE! HUNTER'S WEAR

Weatherproof coat

6.88

In tough, brush-brown Army cotton duck makes you almost invisible in field or blind. Full-width rubberized game pocket, elastic shell holders, flannel inner yoke. Washable cotton.

Duck field pants

4.88

Cotton duck to match coat. Burrs won't penetrate them! 4-big pockets, zipper fly. Cuffed to fit inside boots for extra protection.

Warmly insulated

9.95 underwear

8.88

All nylon outer shell over Dacron® polyester insulation guarantees warmth without weight. Easy-in zipper front, knit collar and cuffs, 3 pockets. Quilted. Men's S, M, L, XL.

Reg. T. M. DuPont Corp.



a. High Standard 12-gauge field model

69.88

Pump action shotgun takes all 2-3/4" shells. Stock and forearm are American walnut polished to a lustre. 6-shell capacity, can cut to 3. Smooth, good balance.

b. High Standard Supermatic autoload

99.88

12-gauge, 5-shot. Takes all 2-3/4" shells, including rifled slug, shoot them interchangeably without adjustment. Nicely balanced. Polished walnut stock, arm.

c. Browning automatic, 5-shot capacity

154.75

The versatile aristocrat of shotguns built for a lifetime of rugged use and dependable performance. Right or left hand speed load. Takes all 2-3/4" shells.

Springing goods not at Michigan-33rd or Yerner Stores.

FIGURE SKATES

- Men's 5-12; Women's 5-10
- Children's 12-4
- Supple leather uppers
- Tempered Canadian steel blades
- Padded tongue

6.66

SKATES FOR THE ENTIRE FAMILY!



HOCKEY SKATES

- For Men . . . 6-12
- For Boys . . . 1-5
- Tendon Guards
- Hard toe
- Padded tongue

8.88



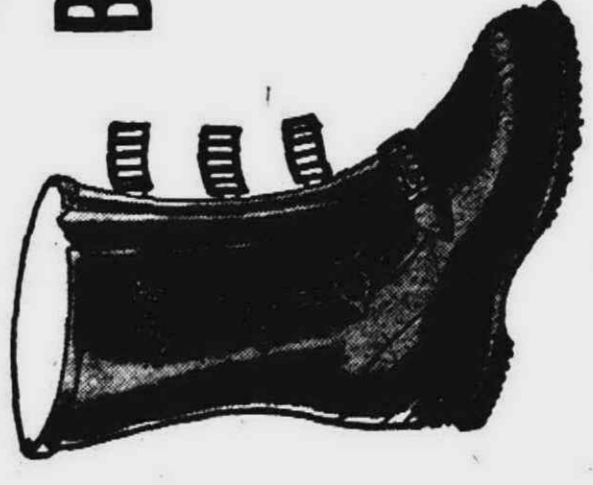
BOYS' ARTIGS

4-BUCKLE STYLE

- Resilient Rubber
- Reinforced toe, heel
- Non-skid tread
- Waterproof

2.77

Boys' 3-6
Youths' 11-2



CHILDREN'S, MISSES' "THERMO-INSULATED" BOOTS

- Washable Vinyl, inside and out
- Easy on-and-off loop and button
- Children's 8-12; Misses' 13-3
- Keep feet warm and dry

1.88

Richman BROTHERS

WONDERLAND CENTER

Anniversary Event

ALL WOOL WORSTED SUITS

Richman's Great Value!
\$45

An Outstanding New Selection of Two and Three Button Models!

Yes! Richman's do have fine all wool worsted suits for just \$45. And, what's more, you can choose from a big, big selection of styles. Yes, both two- and three-button models in natural shoulder, American Contemporary, and important new advanced styles. Colors range from lustrous iridescents to medium and dark shades. One of the great suit values from Richman Brothers.



ANNIVERSARY SPECIAL
Entire Stock! Men's
16.95 JACKET

Suburbans, Car Coats
13.99

Timely savings on our entire stock of fine 16.95 jackets, car coats and suburban coats. Wools, quilted nylons, corduroys, many with luxurious fleece lining. All in the latest styles and colors. Hurry in for these!

ANNIVERSARY SPECIAL
Entire Stock! Men's
3.95 SPORT SHIRTS

3 For **7.50**

New-season styles and colors. Muted plaids, novelty patterns and rich solid colors. Wide range of popular collar styles. All long-sleeves, all made to Richman Brothers' exacting tailoring standards. All value-priced!

ANNIVERSARY SPECIAL
Entire Stock! Men's
12.95 SWEATERS

Pullovers, Cardigans
9.99

Newest style hits! Cardigans, pullovers, new deep V-neck models. Solids, fancy patterns, bold stripes. Wool/mohair, nylon/orlon blends. New zip-front models included. Specially priced for this big anniversary event!

Charge It Now . . . Take Up to 6 Months to Pay!

Richman BROTHERS

WONDERLAND CENTER

Plymouth Road at Middlebelt

WONDERLAND KIDDELAND
amusement center

ALL RIDES 10¢
THURSDAY, FRIDAY, SATURDAY ONLY!

DAIRY & NUT HOUSE
ANNIVERSARY SPECIAL
POPCORN BALLS 2 for 15¢
CANDIED APPLES 10¢
THUR. FRI. SAT. ONLY

Gay Top
beauty salon

WONDERLAND
PLYMOUTH at MIDDLEBELT
NEAR PACKERS GA 7-0850
OPEN MON. THRU FRI. TO 9 P.M.

FREE GIFT
WITH ANY OF THESE WAVES OR PERMANENTS

genuine Helene Curtis cold wave \$7.50
Complete with cutting and styling.

our reg. 25.00 deluxe permanent \$12.50
Bonot-Breck's—custom styled, free gift!

limited time! our 17.50 permanent \$9.75
Bonot and Breck's—for problem hair.

MONDAY, TUESDAY, WEDNESDAY shampoo, set \$2.00
THURS., FRI. OR SAT. \$2.50

hair cuts \$1.50
Anytime

With or Without Appointment

DON'T FORGET TO STOP AT SANDERS!
5th Anniversary Specials!

SOLID MILK CHOCOLATE
FIRST POUND \$1.20
SECOND POUND .29
CASH AND CARRY \$1.49
2-POUND BLOCK

Save 97c

German SWEET CHOCOLATE LAYER . . . \$1.69
REGULAR 1.95 Save 26c

Saturday, October 17
is
SWEETEST DAY
MAKE SOMEONE HAPPY

SANDERS CANDY
Of Course

2-LB. SWEETEST DAY BOX \$3.50
ALSO AVAILABLE IN \$1 BOXES

TRADITION OF EXCELLENCE

Sanders
WONDERLAND CENTER

Cosmetic Shop
Anniversary Sale!
THURSDAY — FRIDAY — SATURDAY

A Gift for you! Come in for a **FREE CARICATURE**
A CARTOON LIKENESS OF YOU

A Personal Caricature in 3 Minutes
Let WILLIAM SZARO, outstanding cartoonist, caricature YOU! A personal cartoon-likeness of you . . . suitable for framing. FREE!

FRIDAY ONLY—NOON TO 8 P.M.
NOTHING TO BUY! IT'S ABSOLUTELY FREE!
CHILDREN MUST BE ACCOMPANIED BY AN ADULT

EXQUISITE 3-PIECE DRESSER SET
REGULAR 4.95
Sale! \$2.98

Lovely mirror, comb and brush set
Has satin brocade finish, gold handles.
Perfect Sweetest Day gift!

FOR THIS EVENT ONLY!
FINE PEARLS
All styles — necklaces, chokers, multiple strings, including new long lengths. Regular \$1 and \$2 Values.

MATCHING PEARL EARRINGS . . . 77c pair
77¢

Saturday Is "Sweetest Day"

- REG. \$4.95 TIERED JEWELRY BOX
Leather-content cover. Ivory, pink, blue. Limit 1 . . . \$2.49
- REG. 7.50 LANCOME MAGIC COLOGNE
and perfume combination . . . \$5.00
- LANVIN'S GIFT SET
Arpege Cologne with atomizer and perfume . . . \$6.00
- REG. 5.00 JEAN D'ALBRET PERFUME MIST
Special Ecstasy . . . \$3.75
- FABERGE'S NEW GIFT COLOGNE THREE-SOME
Woodhue - Tigress - Aphrodisia . . . \$3.50
- WHITE SHOULDERS DUSTING POWDER . . . \$6.50

THE COSMETIC SHOP
WONDERLAND CENTER OPPOSITE FEDERAL'S

OCTOBER DAYS
Limited quantities . . . on sale while they last

COATS, COAT SETS
Girls' reg. 19.99 coats in newest styles or tots' perfectly matched coat sets

Now! Outfit the big and little girls' in the family at big savings! Tots' coat sets . . . girls' latest style coats! All the latest fashions, fabrics, colors! Some warmly lined for winter wear . . . all 'big values! Tots' matched sets, 4-6x. Girls' sets 7-10, coats 7-14. Hurry for these!

16.88
FREE ALTERATIONS

SLACK SET SALE!
Smartest buys you've ever seen for the young and active miss

Colorfully coordinated cotton knit turtleneck top, ¾ sleeves, top trim tapered cotton corduroy slacks. Both for what you expect to pay for just one! Red, black. Sizes 3 to 6x, and 7 to 14.

1.97

YOU CAN'T GO WRONG WHEN YOU SHOP AT WONDERLAND

FEDERAL'S WONDERLAND SHOPPING CENTER
PLYMOUTH ROAD at MIDDLEBELT

Special purchase!
Girls' smart new wool jumpers
2.97

The favorite of girls of all ages! Quality wool jumpers in styles galore! . . . a myriad of colors. Right for school or dress wear! 7 to 14. Buy her several at this price.

Girls' reg. 6.99 easy care nylon reversible jacket
5.97

Warm, yet lightweight jackets . . . so practical yet so fashionable! Solid to print nylon, hooded, zip front, zip pockets. Choose from many colors. Sizes 4 to 14.

Tots' and girls' seamless tights at 30c savings!
89¢

Reg. 1.19 pr. fine quality nylon stretch. Double crotch, plain knit. Pink, blue, white, red, black, camel, royal, berry, turtan. Sizes 4-6x, 8-10, 12-14. Poly-packed.

FEDERALS

Limited quantities . . . on sale while they last



HAT SALE

Tremendous purchase!
8,000 to choose from

\$2 and \$3

Natural mink-trimmed trillises, circles, pill boxes, cloches, chic profiles, turbans, breffton sailors . . . just to mention a few! Velours, velvets, satins, novelty fabrics and colors galore!
Few products labeled to show country of origin of imported furs



DRESS SALE!

Our entire stock of 8.99 fashions!

2 for \$15

Featuring a fantastic special purchase of higher-priced Orion* acrylic/wool blend 2-pc. jersey knits, bonded to acetate for marvelous shape-retention. Styles shown available in new, lovely fall colors. Sizes 7-14, 12-20 in the group. Plus every 8.99 dress in our stock . . . style and sizes for all! Early shoppers always get the best selection! Shop now and save!

*Reg. T.M. DuPont Corp.

OPEN EVERY NIGHT TO 9

Monday through Saturday

Just say, 'CHARGE IT'

THREE BIG DAYS! THURSDAY! SATURDAY! FRIDAY

KRESGE'S

WONDERLAND STORE ONLY

Anniversary

SALT

3 DAYS ONLY!

WILLOW BASKETS
3 Days! Reg. 1.99-2.33
Woven lacquered willow baskets, campers, stools.

1.57

3 DAYS ONLY!

BOYS' OR GIRLS' HUFFY GALAXIE BICYCLE
Rugged, smooth running bikes with durable enamel finish. Only 24 at this low price. Buy now for Christmas!

27.88

IN CARTON

Sliced to Order

BAKED HAM
3 DAYS ONLY!

99¢

lb.

3 DAYS! REG. 10.88 DOUBLE BED ELECTRIC BLANKET
ANNIVERSARY SPECIAL

8.88

Single control, Pink, blue, beige, 2-year replacement guarantee against defects. Limited time only.

JUST SAY 'CHARGE IT'

18.88 TAYLOR TOT
With canopy and wire carry-all. In carton.

13.97

CLEAR-VUE PLASTIC SHOE BOXES
See what you store. All plastic, designed to stack. Shoe size: 12 1/2 x 6 3/4 x 3 3/4.

SWEATER BOX 16 1/2 x 12 1/2 x 3 3/4 **57¢**
HAT BOX **99¢**

3-Day Sale! Reg. 79¢ lb. CHOC. BREAK-UP
Delicious chunks of rich milk chocolate. Save!

53¢ lb.

3 Days - Reg. 3 Pcs. for \$1 MEN'S WORK SOCKS
White cotton. 10 1/2-12.

3 for 84¢

89-1.59 Values when on full bolts

HARVEST YARD GOODS
3 Days! 2 to 10 Yd. Pcs. All wash 'n wear cotton.

3 for 99¢

3 Days - Reg. 4 Pcs. 99¢ WOMEN'S PANTIES
Acetate tricot. White or colors.

4 for 84¢

3 Days - Reg. 1.99-2.19 NOVELTY COOKIE JARS
Choose from several decorative pottery shapes.

1.57 ea.

3 Days - Reg. 10¢ & 19¢ LIFELINE DROOPERS
6 or 9 color. Fall fruit clusters.

7 and 12¢

"Poly" bagged 12-PCS. VINYL FRUIT
Natural looking fruit bowl assortment. Bagged.

88¢

3 Days - Reg. 1.99-2.19 CUP AND SAUCER
A regular 32 oz. cup, 10 1/2" diameter. Choose from 21 different designs. See Kresge's ad each week for Dinnerware Coupons. This coupon good Oct. 15, 16, 17 only.

21¢

3 Days - Reg. 4 Pcs. 99¢ CUP AND SAUCER
A regular 32 oz. cup, 10 1/2" diameter. Choose from 21 different designs. See Kresge's ad each week for Dinnerware Coupons. This coupon good Oct. 15, 16, 17 only.

21¢

WONDERLAND CENTER

PLYMOUTH ROAD AT MIDDLEBELT

OPEN EVERY NIGHT TO 9

S. S. KRESGE COMPANY

★ OPEN 24 HOURS! POLICE PROTECTION!
★ **WONDERWASH** WESTINGHOUSE
★ *Laundromat*
★ **FREE** Laundry Baskets
2 Given Away Each Week

★ **COIN WASH**

★ **WASH** 9-LB. LOAD . . . 20c
★ **DRY** 10 MINUTES . . . 10c
★ **EXTRA LARGE WASHER . . . 50c**
FOR BLANKETS, QUILTS and up to 9x12 SHAG RUGS

WONDERLAND CENTER NEAR PACKER'S

MACAULEY'S
OFFICE SUPPLIES AND STATIONERY
SAVES \$3.00 ON A 20c BATTERY

NEW! HOME BATTERY RE-CHARGER

Recharges all types of batteries—Type AA, C, D, 1½ volt and electronic 9 volt. Carborb, Zinc, Alkaline, nickel cadmium, mercury! Gives any make of battery 15 NEW LIVES. Plugs into any wall outlet. Completely shock-proof! **ADDS: TAPE RECORDERS, ETC. TOYS, FLASHLIGHTS, CAMERAS**

\$5.95

WONDERLAND CENTER STORE ONLY

RED BARN
WONDERLAND CENTER
Plymouth Road, West of Middlebelt

anniversary special
THURSDAY, FRIDAY, SATURDAY ONLY!

FREE! COKE or ROOT BEER
WITH EACH CHICKEN DINNER

59c

4 PIECES OF GOLDEN FRIED, JUICY, TENDER CHICKEN PLUS A BIG HELPING OF FRENCH FRIES

RED BARN
FAST - FAST SERVICE
WONDERLAND ONLY



ANNIVERSARY SALE
thursday, friday, saturday

new wool dresses \$8.97
Loopy wools, flannels, new textures. Many styles, host of colors. Junior, misses sizes.

all-purpose coats \$7.90
Rayon cotton blends, many styles including chesterfields. Black, navy, oyster, green; 8-16.

mohair blend sweaters \$8.97
Imported hand knit v-neck slipons and cardigan styles. Choose from many colors; 36-40.

stretch pants \$6.97
Vertical stretch blends with snugtex waists and stirrups. Colors; sizes 10-18.

Winkelmann's
WONDERLAND SHOPPING CENTER



anniversary sale

■ silk-lined kid gloves imported from France

Really very elegant gloves, priced remarkably low now at Zueiback's Suburban. Super-quality French kidskin classics, carefully crafted and fully lined in pure silk so they're easy to slip on. Pick the shortie, mid-arm 4-button, almost-to-the-elbow 8-button in black, brown, pink, white; 6-8. Buy now and save—for yourself, for gifts!

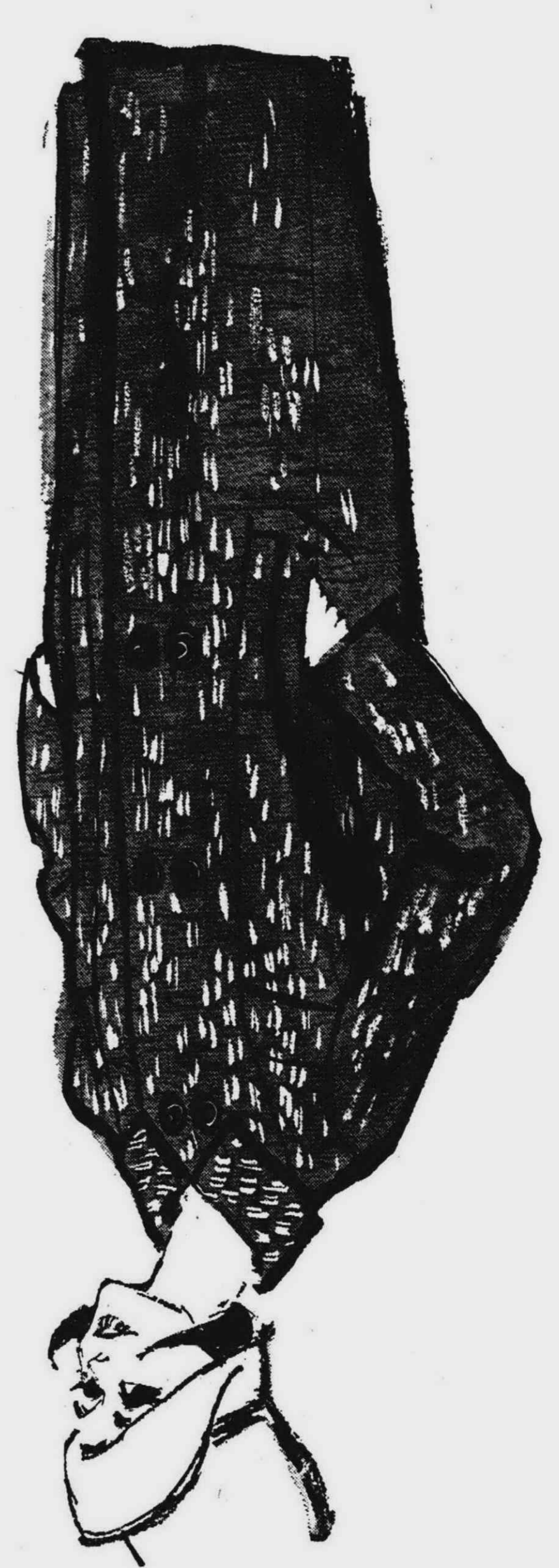
■ hand-detailed coats, exquisite imported fabrics

The kinds of coats you've admired at much, much higher prices! The same great tweeds and solids, tailored carefully and hand-detailed by one of your favorite makers. A marvelous group to choose from—good shapes, good colors. Petite 6-14, misses 8-16 included. Hurry in!

ZUIEBACK'S
*NORTHLAND *WONDERLAND*
SUBURBAN*

\$68

shortie \$5.99
4-button \$8.99
8-button \$11.99





LOOK TO WARDS FOR SPECTACULAR Anniversary SAVINGS!

LOOK TO WARDS FOR ANNIVERSARY SAVINGS!



GA 7-1600

THESE AUTO SERVICES FOR MOST CARS: BALANCE ALL FOUR WHEELS, ADJUST BRAKES REPACK WHEELS, EXPERT BRAKE DRUM TURNING, FRONT END ALIGNMENT, GET BATTERY RECHARGED, LUBE JOB and OIL CHANGE, MUFFLER AND TAIL PIPE

WONDERLAND STORE • WEDNESDAY THRU SATURDAY

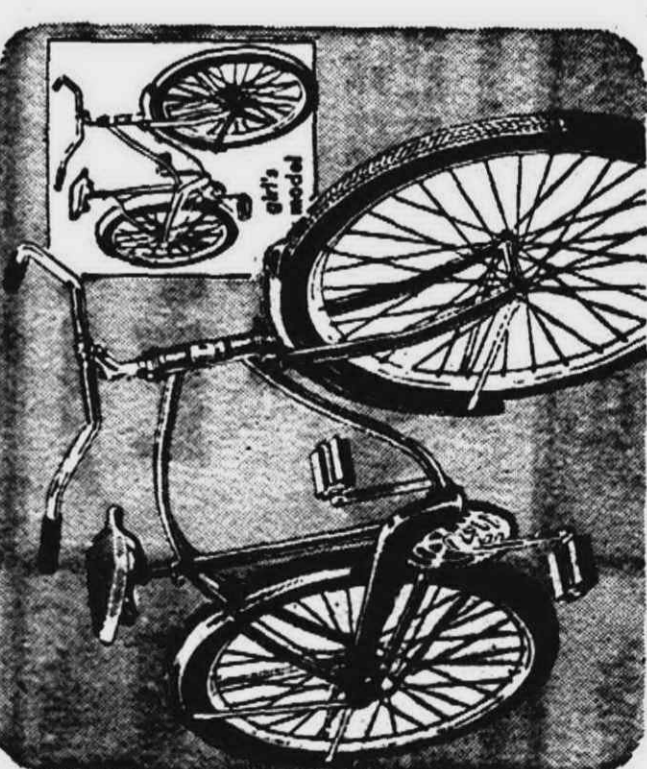


RIVERSIDE NYLON ST-107 AMERICA'S GREATEST TIRE VALUE! BUY ONE AT REGULAR NO-TRADE PRICE AND GET 2nd TIRE FOR ONLY \$5.00

Table with 2 columns: Tubless Sizes, Price Without Trade. Rows include 6.50-13, 7.50-14, 7.50-15, 8.00-14, 8.50-14, 7.50-15, 8.00/8.20-15.

Remarkable savings on Ward's most remarkable tire! Famous long-lasting, sure-grip NYLON ST-107 tires with famous 24-months Wards nationwide guarantee!

NO MONEY DOWN — JUST SAY CHARGE IT

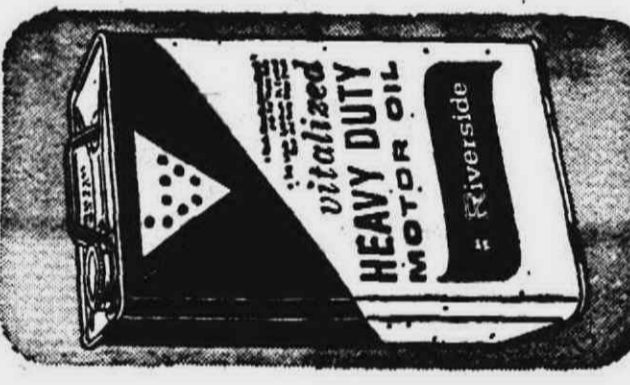


BUDGET-PRICED boys' or girls' 26-in. bike \$27

Boys' or girls' model. 26-inch. Features top bar, black saddle, black pedals and grips, enamel-finish frame.

WARDS RIVERSIDE PERMANENT ANTI-FREEZE Reg. 1.59

You can pay more... but you can't buy better protection. Top quality, permanent anti-freeze made to Wards own high specifications.



WARDS RIVERSIDE VITIALIZED HEAVY DUTY MOTOR OIL

WARDS famous Riverside Vitimized Heavy Duty motor oil, refined especially for severe driving conditions. Big 5-quart can.

ANNIVERSARY SPECIAL! 2 x 4 IVORY-COLOR PEG BOARD \$44

Ideal for kitchens, workshops or bedrooms. Tempers Reg. UNABLY 65¢ each. WHILE SUPPLY LASTS!

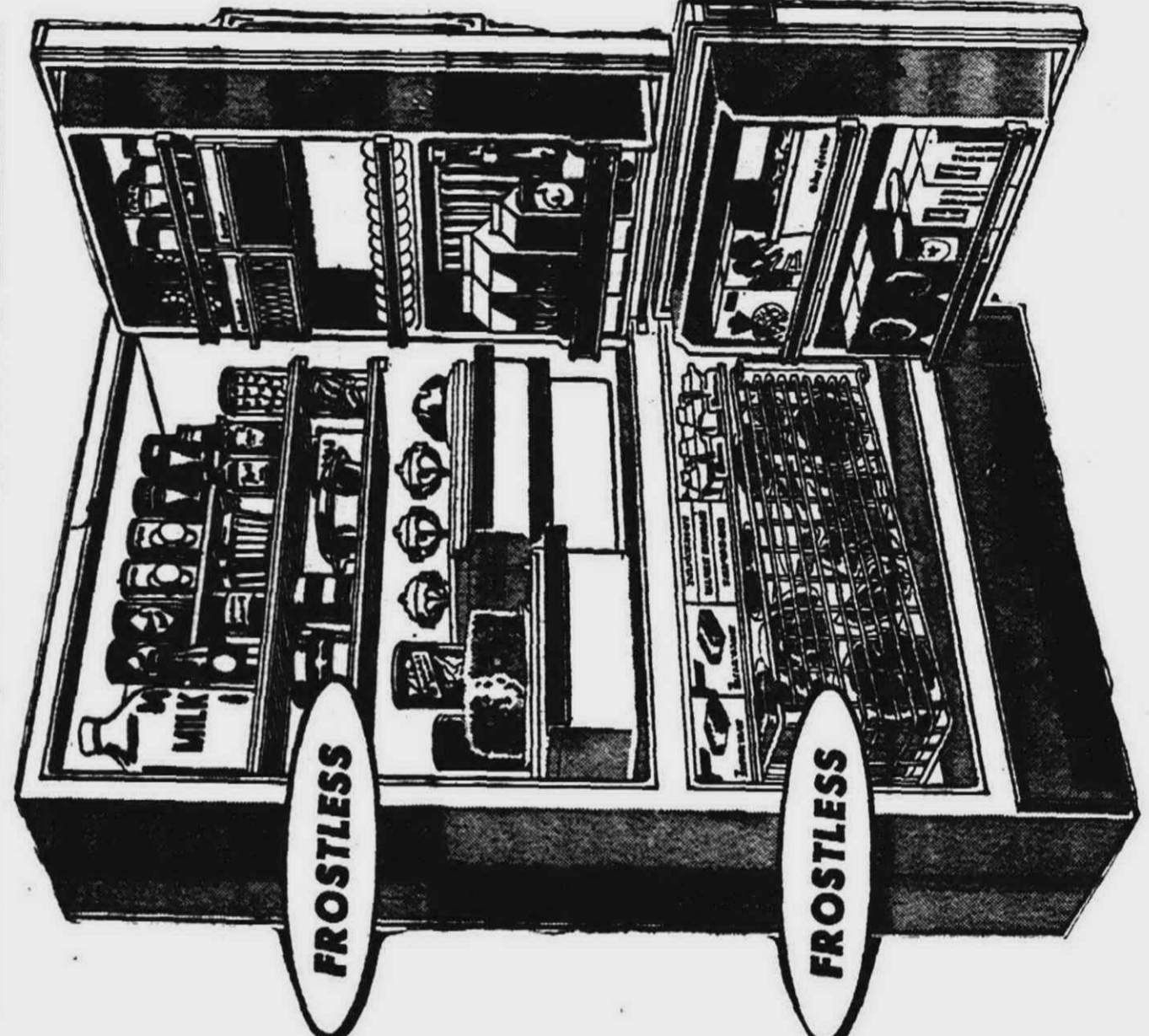
ANNIVERSARY SPECIAL! OUR REGULAR 11.99 electric sander 888

Powerful, durable, guaranteed for one full year. Perfect for light-duty finishing, sanding, polishing. Never before priced so low!

LIMITED TIME ONLY! FURNACE, BOILER INSTALLATION 10% OFF, AUTO SERVICE SPECIAL! COMPLETE RIVERSIDE brake job 3288, 25,000-MILE LINING

Save a big 10 per cent on all furnaces and boilers. Let Wards do the complete job. No money down. SEVEN YEARS TO PAY. Call for free estimate.

Includes drum re-facing, wheel cylinders rebuilt, wheel bearings re-packed and ALL PARTS AND LABOR! Wards Riverside 25,000 mile lining!



ALL-FROSTLESS GIANT 18 CU. FOOT REFRIGERATOR-FREEZER \$338 NO MONEY DOWN

- Thin-wall design, fits normal refrigerator space
Never needs defrosting, frost never forms
Over 30 square feet of total shelf area
2 porcelain crispers, meat keeper, storage door
185-Lb. freezer with swing-out basket and shelf

WONDERLAND CENTER

PLYMOUTH ROAD at MIDDLEBELT

modern Danish rocker regularly 39.99 29.99

Bargain buy! Modern danish style rocker has rich, nubby-tweed cover in turquoise, brown, orange or blue. Foam cushion seat and back.

15-lb. automatic washer regularly 259.99 219.95

SAVE \$40 — Big 15-lb. automatic washer has full-time lint filter, full 17-in. agitator for gentle, but thorough washing action. Two speed, six cycle.

deluxe sewing machine regularly \$130 \$99

Compare! Nowhere else can you buy a machine of comparable quality at such a low price! Deluxe 20-cam model has built-in automatic button-hole maker. Sewing course and 20-year warranty included.

save 7" - 9 x 12 rug regularly 19.99 12.88

Easy-care, long-wearing rayon rugs, ideal for bedroom, basement or den. Big 9x12 size. Foam back. Easy to clean. Colorful candy stripe. While supply lasts!

scrubber, waxer, polisher attachments included: 24.99

Specially purchased for this event! Deluxe polisher with complete set of attachments. Polishes! Scrubs! Waxes! Shampoo rugs. Takes the drudgery out of floor care!

save 20%! garbage disposal \$39 JUST SAY CHARGE IT!

Our very best! Sound-proof! Jamb-proof! This dependable, quiet running disposer is adaptable to almost any sink. REG. 59.99.

FRESH NEW MERCHANDISE ESPECIALLY SELECTED FOR THIS GREAT CELEBRATION!

ANNIVERSARY SPECIAL! super enamel SEMI-GLOSS INTERIOR 4.44

REG. 5.99 GAL! Soft, lustrous finish. For walls or woodwork. Apply with brush or roller. White only. JUST SAY CHARGE IT!

ANNIVERSARY SPECIAL! electric drill 888

Regularly 15.99. Guaranteed on full year! Heavy-duty, high-speed drill with 3/8 gear chest. Polished aluminum housing. SAVE!

ANNIVERSARY SPECIAL! personal radio 8 TRANSISTOR 26.88

Powerful 8-transistor personal portable has clear fidelity 4-in. speaker, earphone jack, automatic volume control, and more. Very Special! NO MONEY DOWN!

ANNIVERSARY SPECIAL! deluxe humidifier 49

REGULARLY 69.99. A \$20 savings for you on this high-efficiency, money-saver. Keeps home comfortably warm, prevents un-healthy dryness. NO MONEY DOWN!

LOOK TO WARDS FOR QUALITY, SERVICE, SATISFACTION... AND **SAVINGS!**

anniversary

SALE DAYS - THURSDAY, FRIDAY, SATURDAY

• NO MONEY DOWN • OPEN A WARDS ACCOUNT!



MONTGOMERY
WARD

MONTGOMERY
WARD

<p>ANNIVERSARY SPECIAL</p> <p>school dresses</p> <p>girls' all-cotton</p> <p>2 97</p> <p>REGULARLY 3.99</p>	<p>ANNIVERSARY SPECIAL</p> <p>girls' lightweight fall jackets</p> <p>2 99</p> <p>REGULARLY 3.98</p>	<p>ANNIVERSARY SPECIAL</p> <p>women's poplin raincoats</p> <p>8 88</p> <p>CHARGE IT!</p>	<p>ANNIVERSARY SPECIAL</p> <p>young juniors 3/4-length parkas</p> <p>3 99</p> <p>CHARGE IT!</p>	<p>ANNIVERSARY SPECIAL</p> <p>women's cotton suede jackets</p> <p>\$10</p> <p>SPECIAL PURCHASE</p>	<p>ANNIVERSARY SPECIAL</p> <p>men's fur-lined capeskin gloves</p> <p>4 49</p> <p>CHARGE IT!</p>	<p>ANNIVERSARY SPECIAL</p> <p>men's Dacron dress shirts</p> <p>6 99</p> <p>CHARGE IT!</p>
<p>ANNIVERSARY SPECIAL</p> <p>girls' flannellette printed pajamas</p> <p>2 66</p> <p>REGULARLY 2.99</p>	<p>ANNIVERSARY SPECIAL</p> <p>misses' cotton capri pants</p> <p>1 44</p> <p>REGULARLY \$2</p>	<p>ANNIVERSARY SPECIAL</p> <p>women's nylon stretch tights</p> <p>1 22</p> <p>REGULARLY 1.99</p>	<p>ANNIVERSARY SPECIAL</p> <p>women's all Orlon v-neck sweaters</p> <p>9 99</p> <p>SIZES: SMALL, MEDIUM, LARGE, X-LARGE</p>	<p>ANNIVERSARY SPECIAL</p> <p>men's all Orlon v-neck sweaters</p> <p>9 99</p> <p>SIZES: SMALL, MEDIUM, LARGE, X-LARGE</p>	<p>ANNIVERSARY SPECIAL</p> <p>men's 100% nylon quilted coats</p> <p>16 99</p> <p>REGULARLY 19.99</p>	<p>ANNIVERSARY SPECIAL</p> <p>men's broadcloth dress shirts</p> <p>3 44</p> <p>REGULARLY 4.99</p>
<p>ANNIVERSARY SPECIAL</p> <p>girls' fluffy nylons bouffant slips</p> <p>99c</p> <p>REGULARLY 1.98</p>	<p>ANNIVERSARY SPECIAL</p> <p>girls' all-wool melton jacket</p> <p>10 88</p> <p>REGULARLY 12.98</p>	<p>ANNIVERSARY SPECIAL</p> <p>women's nylon tricotee sheer gowns</p> <p>5 99</p> <p>SPECIAL PURCHASE</p>	<p>ANNIVERSARY SPECIAL</p> <p>men's pile-lined ski jackets</p> <p>12 99</p> <p>REGULARLY 15.99</p>	<p>ANNIVERSARY SPECIAL</p> <p>men's 100% nylon quilted coats</p> <p>16 99</p> <p>REGULARLY 19.99</p>	<p>ANNIVERSARY SPECIAL</p> <p>men's flannel chore gloves</p> <p>3 99c</p> <p>REGULARLY 3 for 1.49</p>	<p>ANNIVERSARY SPECIAL</p> <p>men's 100% nylon quilted coats</p> <p>16 99</p> <p>REGULARLY 19.99</p>
<p>ANNIVERSARY SPECIAL</p> <p>girls' corduroy capri pants</p> <p>1 66</p> <p>REGULARLY 1.98</p>	<p>ANNIVERSARY SPECIAL</p> <p>assorted style women's pj's</p> <p>1 44</p> <p>REGULARLY 2.99</p>	<p>ANNIVERSARY SPECIAL</p> <p>washable solid color corduroy</p> <p>77c</p> <p>REGULAR \$1 YARD</p>	<p>ANNIVERSARY SPECIAL</p> <p>boys' colorful corduroy shirts</p> <p>2 44</p> <p>REGULARLY 2.99</p>	<p>ANNIVERSARY SPECIAL</p> <p>men's flannel chore gloves</p> <p>3 99c</p> <p>REGULARLY 3 for 1.49</p>	<p>ANNIVERSARY SPECIAL</p> <p>automatic Coffee maker</p> <p>5 99</p> <p>REGULARLY 7.49</p>	<p>ANNIVERSARY SPECIAL</p> <p>men's 100% nylon quilted coats</p> <p>16 99</p> <p>REGULARLY 19.99</p>
<p>ANNIVERSARY SPECIAL</p> <p>girls' lace-trim petti-pants</p> <p>1 44</p> <p>REGULARLY 1.98</p>	<p>ANNIVERSARY SPECIAL</p> <p>little girls' leather oxfords</p> <p>3 44</p> <p>REGULARLY 3.99</p>	<p>ANNIVERSARY SPECIAL</p> <p>women's vinyl pearleized booties</p> <p>74c</p> <p>REGULARLY \$1</p>	<p>ANNIVERSARY SPECIAL</p> <p>Save! talking Chatty Cathy!</p> <p>8 88</p> <p>REGULARLY 10.99</p>	<p>ANNIVERSARY SPECIAL</p> <p>men's all-wool hunting coat</p> <p>21 88</p> <p>REGULARLY 25.99</p>	<p>ANNIVERSARY SPECIAL</p> <p>Chatty-Baby Stroll-a-buggy</p> <p>7 88</p> <p>REGULARLY 9.99</p>	<p>ANNIVERSARY SPECIAL</p> <p>men's all-wool hunting coat</p> <p>21 88</p> <p>REGULARLY 25.99</p>

WARDS - WONDERLAND STORE ONLY PLYMOUTH ROAD AT MIDDLEBELT GA 7-1600