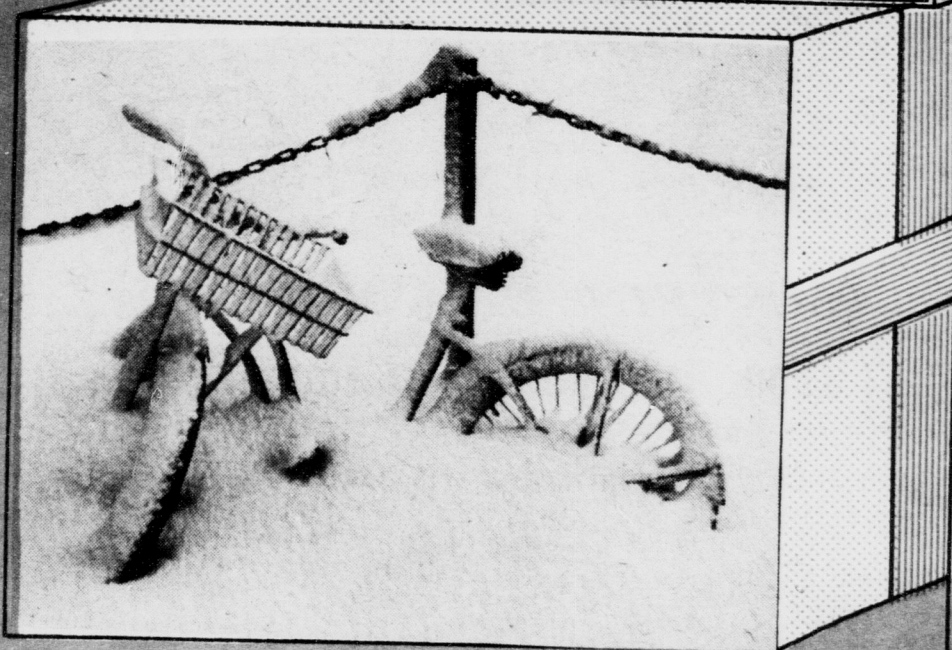


Photos by David Schmier  
and Daniel Shutt



# HOLIDAY SHOPPING GUIDE

A SPECIAL SUPPLEMENT TO THE MICHIGAN STATE NEWS  
FRIDAY, DECEMBER 6, 1974



The State News Holiday Shopping Guide is produced by the State News Display Advertising Department in conjunction with the Michigan State News.

The State News is published by the students of Michigan State University every class day during Fall, Winter, and Spring terms, Mondays, Wednesdays, and Fridays during Summer term, and a special Welcome Week edition is published in September. Subscription rate is \$20 per year.

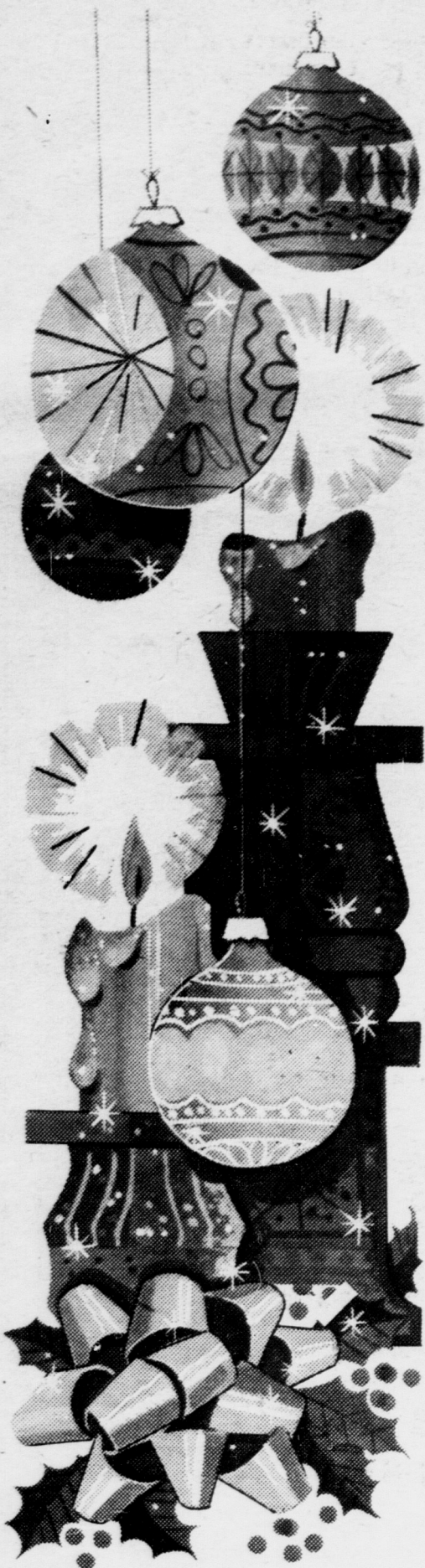
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Advertising Manager - Maureen Beninson  
Sales Manager - Robert Bullard  
Assistant Advertising Manager - Jim DeLine

General Manager - Gerald H. Coy

Display Advertising  
Classified Ads  
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News/Editorial

353-6400  
355-8255  
355-3447  
355-8252



## GIVE A Texas Instruments ELECTRONIC CALCULATOR FOR A LASTING CHRISTMAS GIFT

SR10



\$58.88

SR 50



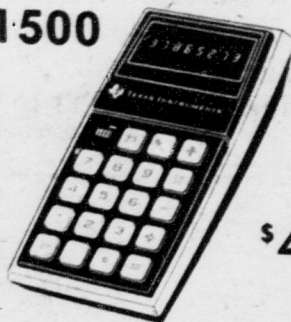
\$149.95

SR11



\$79.95

TI 1500



\$49.95

TI 2550



\$69.95

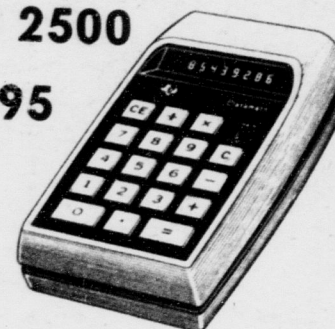
TI 2510



\$29.95

TI 2500

\$44.95



### PLUS THESE DESK MODELS

TI 3500

\$69.95

TI 4000

\$89.95

ALL MACHINES FULLY GUARANTEED FOR ONE YEAR AND IN STOCK AT:

# SBS

421 E. GRAND RIVER

351-4210



GIVE A

The State News Holiday Shopping Guide is produced in conjunction with the Michigan State News.

## the Tale of the Pizza Present



Once upon a time... many years ago, a "pizza pie," (as it was then known) was considered almost a luxury. In those days, there just weren't enough "pizzapiers," or pizza pie bakers to go around! They were so hard to get, that it was next to impossible for people like you or I to enjoy one. Unfortunately, it was people like the mean old Scrooge who got to enjoy the delectable thing known as the pizza pie.

The Scrooge was a terrible person really. He was very rich, and could spend his money on whatever he wished. And that he did! When he wasn't out whipping his workers to get more money, he was devouring pizzas as fast as he could. In fact, one Christmas eve, the Scrooge sat down and devoured over FIFTEEN pizzas, BY HIMSELF! And that night, while everyone else in the town was having visions of dancing sugarplums, the old scrooge was having nightmares about giant anchovies. Just before dawn, when the old scrooge thought he could no longer take such horrible, gastronomical nightmares, the Spirit of the Domino Pizza appeared at the foot of his bed. "Scrooge," the Domino Pizza Spirit said, "You have been a very selfish and cruel person. You have hoarded as many pizzas as you could, and you even devoured them in front of hungry children. Shame on you scrooge. But I can give you one last chance to make amends. You must learn to share your pizzas with the rest of the world Scrooge! And you can do this at DOMINOS PIZZA, where pizzas are not made only for the rich! Dominos believes pizzas are for EVERYBODY, so they offer pizza specials, lunch specials, coke specials, and always fast, friendly, free delivery. So Scrooge, you'd better change your ways and try Dominos Pizza.. they're so good you'll want to share them with EVERYBODY! And with that, the Domino Pizza Spirit disappeared.

When the old Scrooge woke up on Christmas morning, he immediately ran to the phone and called the nearest Domino Pizza store, and ordered Domino Pizzas to be delivered to every home in town! Now you too, can spread holiday cheer with this Christmas coupon from Dominos. Remember, there are now 6 Domino locations near you. Why not give a Domino PIZZA PRESENT to yourself or a friend?

MERRY  
CHRISTMAS

CHRISTMAS COUPON

**DOMINOS  
'PIZZA PRESENT**

FOR YOU OR A FRIEND!

**\$1.00 OFF ANY PIZZA PURCHASE**

VALID DEC. 13

to  
JAN. 9

this coupon  
voids all  
others

COUPON

HAPPY  
NEW  
YEAR

P.S. Dominos  
will be  
closed Christmas  
Eve & Christmas  
Day.

FROM

# DOMINOS PIZZA

1139 E. Grand River

351-8880

1561 Haslett Rd

339-8246

5214 S. Cedar

882-2411

(Holt)

966 Trowbridge

351-7100

3608 N. US 27

482-1656

2068 Cedar

694-8115





## Greetings

May the faith, love and charity of the Wise Men travel with you during the Holy Season. Let's enjoy a true meaning of peace, contentment.

Frames Unlimited



## SEASON'S BEST

Like the lamplight's bright rays — we hope this holiday shines. Whether you spend it cookie baking, dropping in to see friends or tree decorating . . . may every sweet moment of Christmas linger long in your memory.

The Swiss Colony

# HERE'S 8 REASONS WHY ROOTS SHOULD BE ON YOUR CHRISTMAS LIST

**FINEST FULL GRAINED LEATHER**  
Canadian leather, naturally tanned for extra durability and comfort.

**FLEECE LINING**  
for the cold weather. Comfortable and warm.

**HEEL COUNTERS**  
to allow your heel to rest with full support in the proper position throughout the life of the shoe. Prevents heel from collapsing.

**RECESSED HEEL**  
to allow proper posture and distribution of weight in both standing and walking. Providing a natural walking stride.

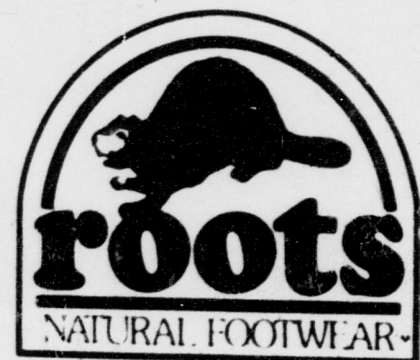
**EXCLUSIVE ARCH CONTOUR/SUPPORTED ARCH**  
Roots are contoured to support the arch and the small recess between the balls of your feet.

From \$26.50 to \$50.00  
Men's and Ladies'

**FIRM TOE BOX**  
under the uppers to keep the toe of the shoe from rubbing your toes.

## \*Gift Certificates

Many other styles to choose from in leather and suede.



UNIVERSITY MALL  
332-2212

220 M.A.C. AVE.

(Above the Afl-Ey)



Daily 10 - 6 p.m.

Thurs. 10 - 9 p.m.

Sun. 12 - 5 p.m.



# Happy Holiday



Here comes Santa Claus... swooping right in with our very best wishes for the merriest Christmas ever. Thanks for being our good, loyal friends.

Leon G

## SEASONS GREETINGS

from  
**Sportsmeister**  
213 Gr. River & Meridian Mall  
**Get Your PRESEASON SKI TUNE UP**



- Bottom Grind
- Edge Sharpening
- Hot Wax
- Binding check Lubrication
- Binding Compatibility

Sportsmeister is the oldest specialty ski shop in the area and our people — many who have been with us for 10 yrs. — know that well tuned equipment is essential for safe skiing. Sportsmeister has your safety in mind.

reg. \$10

**Now \$5<sup>99</sup>**

open Thurs. & Fri. til 9

# COME VISIT



## THE CHRISTMAS WORLD OF EAST LANSING

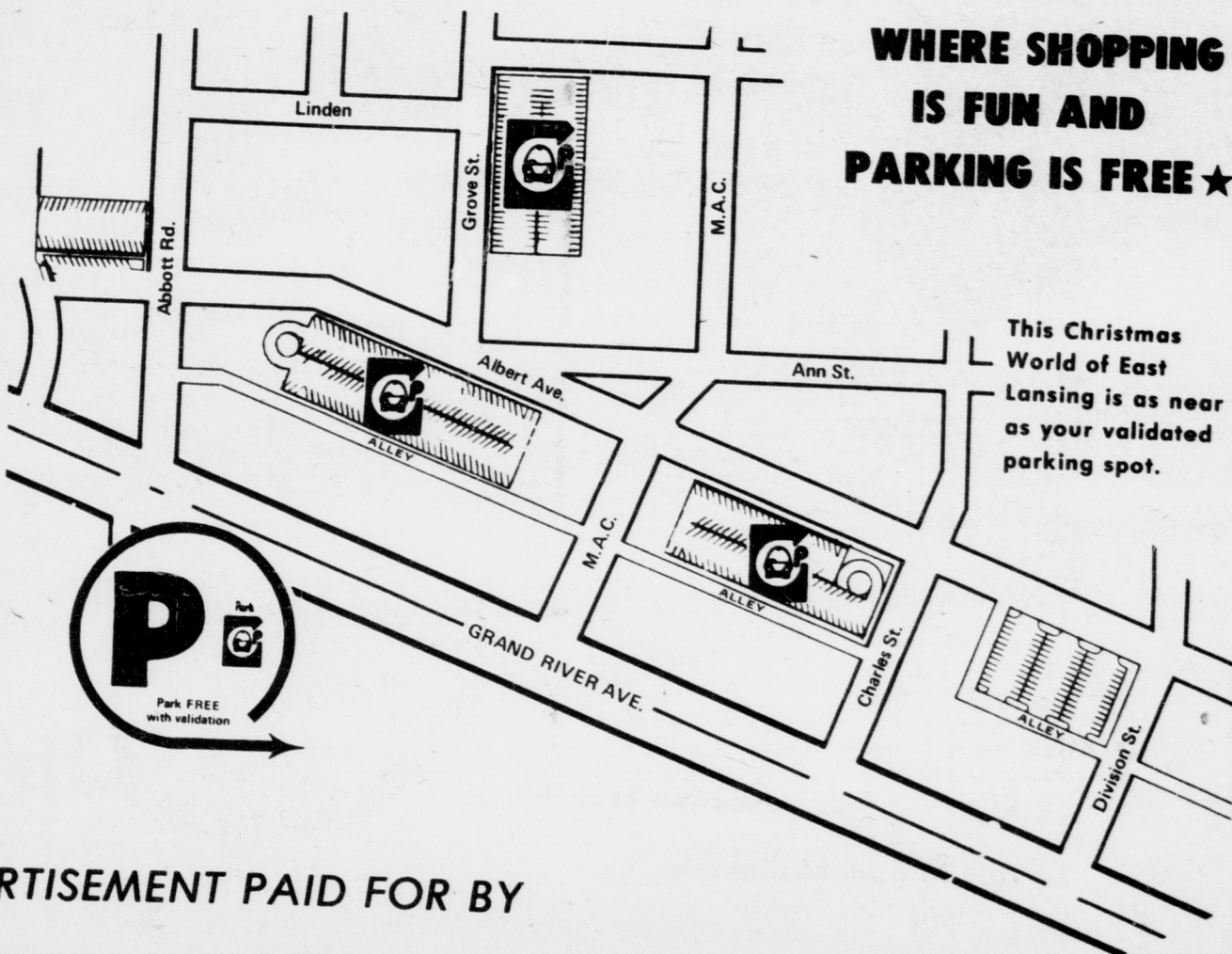
**WHERE SHOPPING IS FUN AND PARKING IS FREE ★**

Shopping in central East Lansing really makes sense. There is a world of specialty shops and department stores to aid you in finding gifts that will be just right for that special person on your holiday shopping list.

East Lansing theaters and restaurants help to make the season bright. And you can beautify yourself and your holiday environment with a little help from the cleaners, florists and hair stylists.

This year, there's a Christmas World right at your doorstep. Visit central East Lansing first.

\*Many East Lansing merchants will validate your ticket for free parking, others may require a minimum purchase.

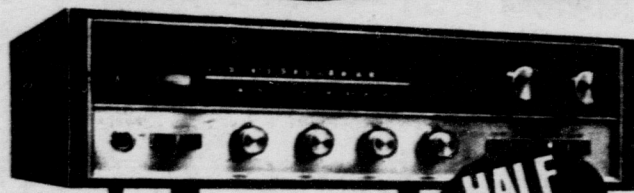


This Christmas World of East Lansing is as near as your validated parking spot.

THIS ADVERTISEMENT PAID FOR BY  
THE CENTRAL EAST LANSING BUSINESS ASSOCIATION



# THE PRICE IS RIGHT!



## Super Playback BSR System—50% OFF!

Playback 500-SX Stereo FM/AM Receiver offers great versatility and features! A pair of Utah JF-66 3-Way Speaker Systems deliver solid bass and clear highs! Precision BSR 260A/X Changer includes base, dust cover and stereo cartridge.

Separately \$376.65

**188<sup>00</sup>**



**HALF PRICE**

*Christmas Hours:*  
Mon. Thru Sat. 10 a.m. to 6 p.m.  
Sunday 11 a.m. to 6 p.m.

## Sensational PIONEER & MARANTZ System—Under \$300!



Separately \$396.65

**299<sup>00</sup>**

Value-packed Pioneer SX-424 AM/FM Stereo Receiver has superb tuner section, ample clean power and outputs for two pairs of speaker systems! BSR Changer comes with dust cover, base and cartridge. A pair of Marantz 4G 8-2-Way Speaker Systems (Marantz 4G Reg. \$9.95 each)



## EPI GARRARD PROJECT/one Super System Save \$185.90!

Two best buy EPI 100 Speaker Systems provide ultra-high accuracy reproduction! PROJECT/one Mark III Stereo FM/AM Receiver offers great features and versatility! Garrard 70 Changer with base and Shure M92E Cartridge!

Separately \$734.80

**549<sup>00</sup>**

## Three Superb Turntable Values!



### GARRARD Zero-100C

Garrard's best model! All the most popular features! Unique arm design cuts distortion. Choice of those who know!

Reg. \$209.95

**119<sup>00</sup>**

With purchase of base and cartridge



### SANSUI Turntable

Precision arm with auto return. Cast platter. Synchro motor. Stanton 500E Cartridge.

Separately \$199.90

**169<sup>00</sup>**



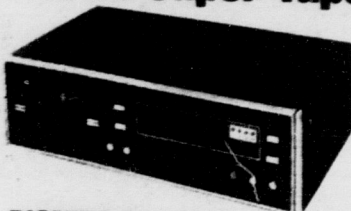
### BIC 980 Belt Drive Turntable

Repeats record up to 6 times! State-of-the-art performance and features! With base and Stanton 600EE Cartridge.

Separately \$262.90

**199<sup>95</sup>**

## Three Super Tape Machines!



### PIONEER Pro Deck

State-of-the-art features and performance! 30Hz-20kHz : 3 dB! Includes six 1800' reels of Capitol Music Tape!

Separately \$734.69

**719<sup>00</sup>**

### Deluxe Rec./Play 8-Tr. Deck

Save a bundle by recording your own 8-Track Tapes! Loads of features! A big value!

Reg. \$129.95

**88<sup>00</sup>**



### DOKORDER 7100 Deck

3 motors, 3 heads Switchable bias. Sound-on/sound Echo. An audiophile's delight!

**399<sup>95</sup>**

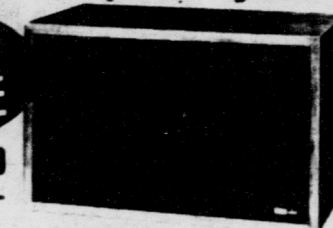
## Three Great Speaker Systems!

**HALF PRICE**

UTAH WD-90 12" 3-Way—50% OFF!

Reg. \$119.95

**59<sup>97</sup>**



One of the most popular and best sounding acoustic suspension speaker systems around! Tweeter level control. A super value!



**ALL CERWIN-VEGA Demonstrator Speaker Systems 20% OFF! Quantities Limited!**

## FISHER XP-9S 15" 4-Way System—SAVE \$100

Was \$269.95

**169<sup>00</sup>**

Incredible bass! Five drivers for ultra-extended response! Unbeatable choice for audio perfectionists.



## PLAYBACK WARRANTY

**TREND SETTING 5-YEAR WARRANTY**  
Every hi-fi component we sell has an unqualified 5-year parts guarantee and a 3-year labor guarantee. This is our assurance that your investment is safe when you shop PLAYBACK.

**ONE-YEAR EXCHANGE SPEAKER SYSTEM POLICY**  
If, for any reason within one year after the purchase of any hi-fi speaker system we sell, you are dissatisfied, you will receive FULL CREDIT of your purchase price toward the list price of ANY equivalent or higher-priced speaker.

**60-DAY EXCHANGE POLICY**  
Any other component in your hi-fi system may be exchanged within 60 days of purchase for an equivalent component or higher-priced unit. You merely pay the difference, if any, and return the items in their original cartons and like-new condition with your receipt of purchase.

**Make Playback Your Christmas-Shopping Headquarters**

## HOURS

10 a.m. - 9 p.m. Monday thru Friday

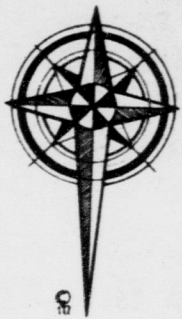
10 - 5:30 p.m. Saturday

12 - 5 p.m. Sunday

**Playback**  
the electronic playground

523 Frandor Shopping Center  
Phone 351 - 7270





**NOËL**

Star of wonder, star of light! May it glow in your life forever!

Dooley's

*Christmas Cheer*



May your hearts be light and your days bright at Christmas and through the year!

Campus Sport & Surplus

**Become musically gifted.**

**JBL**  
ADVENT  
PIONEER  
KENWOOD



Give yourself a music system for the Holidays. Save now at our 7th Annual Holiday Hifi Sale.

**tech hifi**  
Quality Components at the Right Price

619 East Grand River Avenue  
East Lansing

**HI-FI HUT**

WEDEMEYER'S

**PIONEER SPECIAL**

- SX626 Stereo Receiver
- BiC Venturi Formula II Speaker
- PE 3015 Turntable u/base, dust cover and shure M 91ED

**Regular \$793<sup>00</sup>**

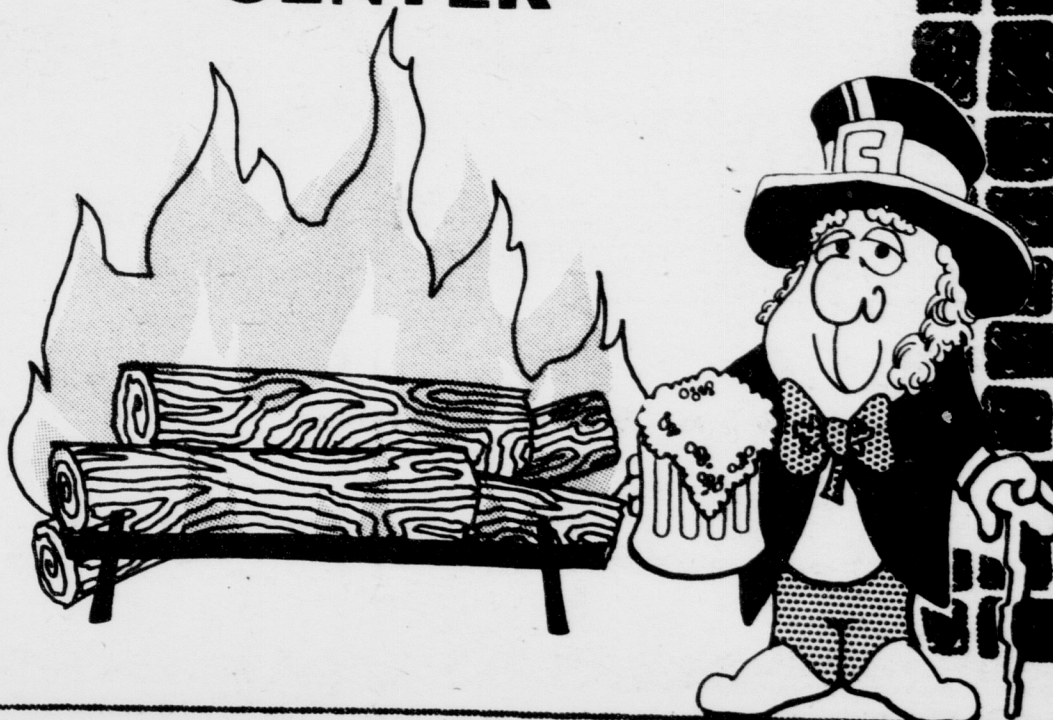
**\$593<sup>00</sup>**



**Dooley's**



**YOUR 7-DAY A WEEK ENTERTAINMENT CENTER**





# The HAIR LOft ltd.

PRECISION  
HAIRCUTTING

For Men And Women

220 M.A.C.

In the University Mall

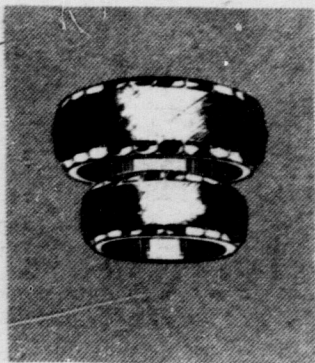
for appointment  
phone 332 - 2769

**Plus ORIGINAL X-MAS GIFT IDEAS**  
10% OFF on all hairdryers and brushes  
**NEED A CHANGE?**  
Gift certificates for personalized hairstyling

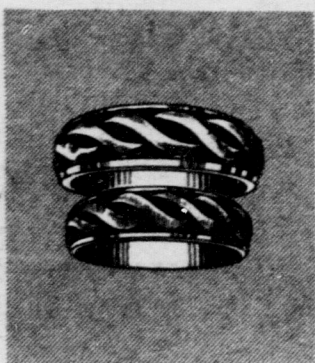


## ZALES JEWELERS

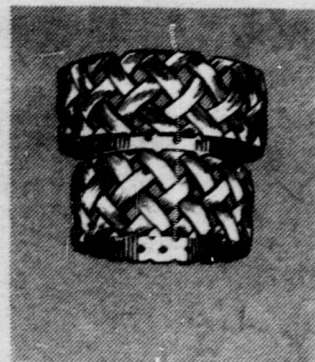
Our People Make Us Number One



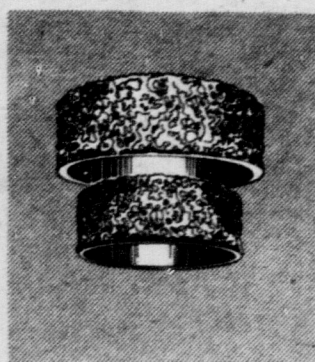
Hers \$130. His \$135.



Hers \$75. His \$80.



Hers \$120. His \$125.



Hers \$145. His \$150



Hers \$125. His \$130.

## Love leads to Wed-Lok® this Christmas.

The perfect match for your holiday wedding—  
our exclusive Wed-Lok®  
matching wedding bands in 14 karat gold.

*Wed-Lok*

See our complete selection of contemporary styles  
beautifully made for the two of you.

Elegant gift wrap at no extra charge

Zales Revolving Charge • Zales Custom Charge  
BankAmericard • Master Charge  
American Express • Diners Club • Carte Blanche • Layaway

**DOWNTOWN**  
Parking Paid  
Christmas Store Hours  
Mon. Thru Fri 9:30 to 9:00  
Saturday 9:30 to 5:30 P.M. Sunday 1 to 5 P.M.

**LANSING MALL**  
Open Sunday  
12 to 6 P.M.

## FOXHOLE PX—FRANDOR



**UNION SUITS**  
\$7.99

**B15 JACKETS**  
\$17.99

**BOOT  
SALE!**

**ARMY  
GLOVES**

## FOXHOLE PX- FRANDOR

**OPEN 7 DAYS NITES TIL 9 351-5323**



When you need some good eye-care  
It's good to know we're near.  
Lenses, Contacts, Frames we've got,  
Exams we offer here.  
Santa's wearing glasses now,  
He'll find your house — don't fear.  
He joins Co - Optical in wishing you  
the best in Christmas Cheer!

Co - optical Services

eye exams by  
appointment only.  
Dr. R. C. Minor,  
Optometrist  
Brookfield Plaza Office



351 - 5330

MON & THURS  
11 AM - 4 PM, 5 PM - 8:30 PM  
Tues., Wed., Fri.  
9 AM - 1 PM, 2 - 5 PM  
SAT. 9 AM to NOON



## Happy Holidays

The stockings are hung  
by the chimney... may  
your Christmas wishes  
come true. And thanks!

Raupp Campfitters

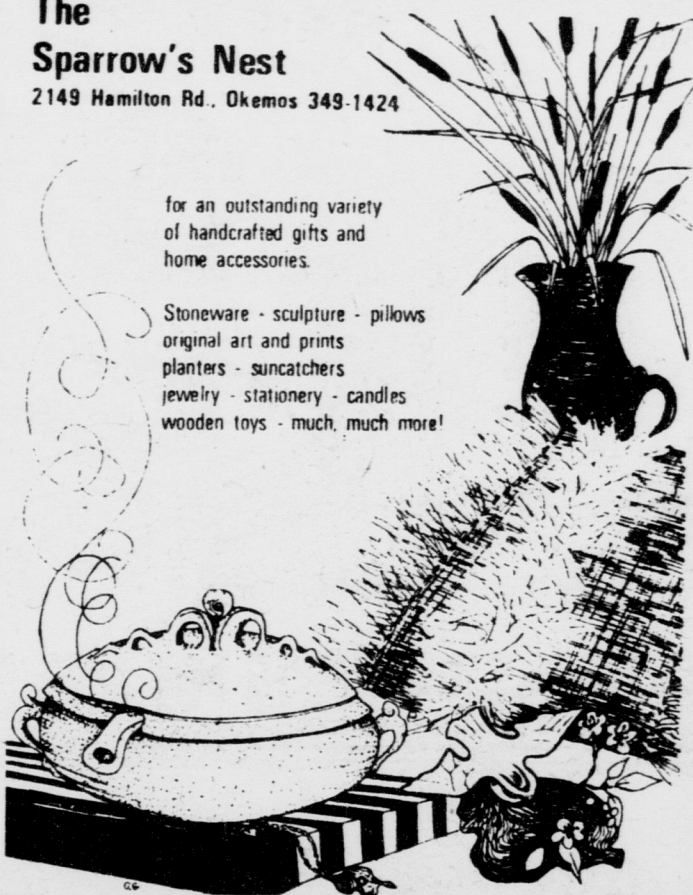


## The Sparrow's Nest

2149 Hamilton Rd., Okemos 349-1424

for an outstanding variety  
of handcrafted gifts and  
home accessories.

Stoneware - sculpture - pillows  
original art and prints  
planters - suncatchers  
jewelry - stationery - candles  
wooden toys - much, much more!



LINNS  
would like to  
remind you  
of our...

## unconditional lifetime guarantee

Buy your camera or projector at LINNS and if it  
ever breaks, you can bring it back to us and we'll  
fix it FREE. We have three convenient locations  
to serve you.

E. Lansing  
207 E. Grand River

Downtown  
210 S. Wash.

Frاندor  
351-5464

the  
SKY  
THEATRE

in Abrams  
Planetarium  
on the MSU campus

Nov. 29-Dec. 22

## Star of Wonder

Optical devices  
planetarium  
reproduce the  
of the first  
will be able to  
have been  
possible

in the  
theater will  
sky at the time  
Christmas, so you  
see events which  
suggested as a  
explanation for the  
Christmas Star

### SHOW TIMES

Fri. 8:00 & 10:00 pm  
Sat. 8:00 & 10:00 pm  
Sun. 2:30 & 4:00 pm

### ADMISSION

Adults \$1.00  
MSU Students .75  
Children (12 & Under) .50

No Admittance  
after Showtime

No Pre-School  
Children Admitted

After the 8:00 p.m. shows there will be outdoor observing  
if weather permits. Following the 10:00 p.m. shows, a  
current album release will be played over the planetarium's  
synthesized 4 channel sound system.

★ Complete professional framing services

★ Matting

★ Dry Mounting

★ Photo frames

★ Frame kits

★ Prints

★ Hundreds  
of frame  
designs  
in  
stock.

For everything  
you need in  
picture frames...

**Frames  
Unlimited**

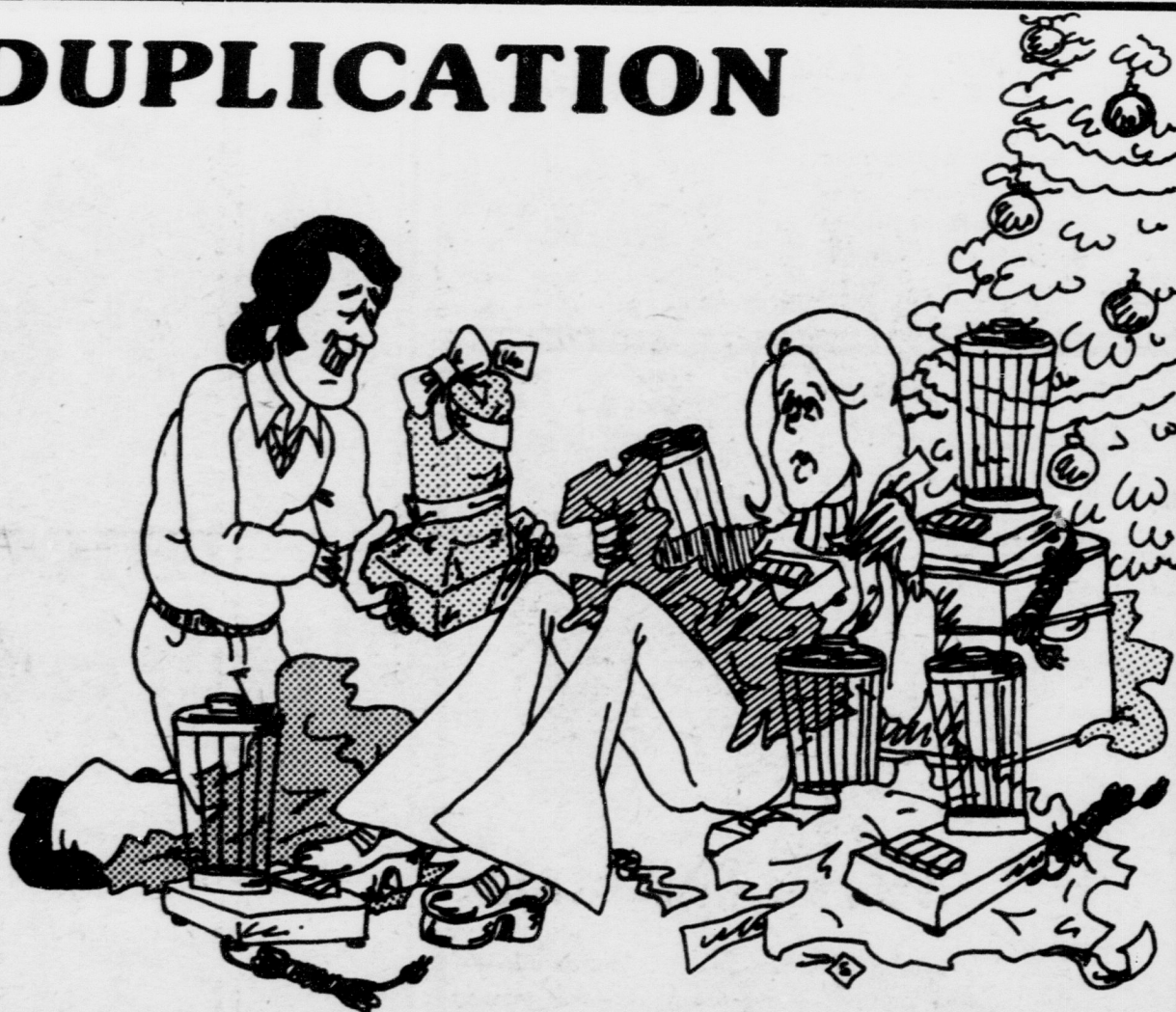
In Meridian Mall

Open 10:9, Sun 12-5



# DON'T LET DUPLICATION GET YOU DOWN!

Want to dispose of unwanted duplicate Christmas presents, as well as those old worn out things that have been replaced by bright new things? A STATE NEWS Classified ad could be the answer. To run in the first issue of Winter Term, call between January 2 and 1pm January 3.



## STATE NEWS CLASSIFIED call 355-8255

Why not wring out the old, and ring in the new?

## STATE DISCOUNT

211 E. Grand River  
Next to the Sportmeister

Mon, Tues, Fri, Sat 9-6  
Wed, Thurs 9-9

### Christmas Greetings

<b>ALBUM SALE</b> <small>All Single Albums</small> All new releases No - Limit (COUPON) Expires Dec. 26, 1974 East Lansing Store Only		<b>Flannel Shirts \$3.97</b> <small>All Sizes Limit 4 (COUPON)</small> Expires Dec. 26, 1974 East Lansing Store Only
<b>6 Roll Wrap</b> reg. 1.19 <b>83¢</b> <small>Limit 1 (COUPON)</small> Expires Dec. 26, 1974 East Lansing Store Only	<b>X-MAS BOWS</b> reg. 89c <b>47¢</b> <small>25ct Limit 1 (COUPON)</small> Expires Dec. 26, 1974 East Lansing Store Only	<b>Christmas Cards</b> reg. 1.39 no. 128 <b>69¢</b> <small>Limit 2 (COUPON)</small> Expires Dec. 26, 1974 East Lansing Store Only
<b>Holiday CHOCOLATES</b> reg. 3.99 2 lbs. <b>\$2.28</b> <small>Limit 1 (COUPON)</small> Expires Dec. 26, 1974 East Lansing Store Only	<b>EXTENSION CORDS</b> 6 or 9 ft reg. 79c <b>47¢</b> <small>Limit 2 (COUPON)</small> Expires Dec. 26, 1974 East Lansing Store Only	<b>Fashion KNEE SOX</b> reg. \$1.50 <b>79¢</b> <small>Limit 6 (COUPON)</small> Expires Dec. 26, 1974 East Lansing Store Only
<b>Scotch CLELLO TAPE</b> reg. 29 <b>15¢</b> <small>Limit 3 (COUPON)</small> Expires Dec. 26, 1974 East Lansing Store Only	<b>\$2.00 OFF</b> our discount price on all <b>HAIR BLOWERS</b> <small>Limit 1 (COUPON)</small> Expires Dec. 26, 1974 East Lansing Store Only	<b>KODAK</b> c110-12 c126-12 <b>99¢</b> <small>Limit 1 (COUPON)</small> Expires Dec. 26, 1974 East Lansing Store Only

## FREE SKIRT

Offers...  
PREMIUM  
footwear  
AND Total  
ACCESSORIES  
FOR HOLIDAY



### THE BOOT

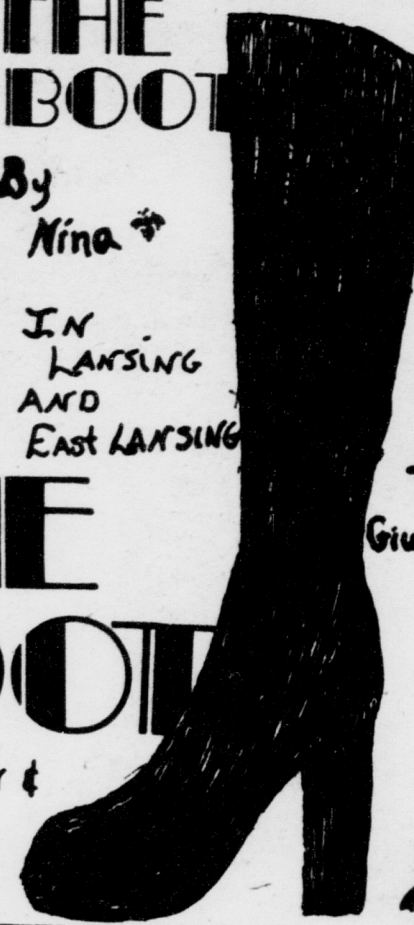
By Nina

IN LANSING  
AND  
EAST LANSING

### THE BOOT

By Giusti

Downtown &  
INSIDE  
Hostlers







## A Christmas Wish



May you follow your own Christmas star to find the answer to your own dreams. And may the peace of the season be yours . . . today and evermore. Best of holiday wishes!

Morgan's



## Season's Best

On the first day of Christmas . . . and all through the season . . . we wish you happiness, peace, joy and serenity of spirit. Thanks for being loyal friends . . . and for your continued confidence!

Green's Shoes



## Merry Christmas

To neighbors, patrons . . . friends all. We're on route to bring happy holiday messages your way. And to express our sincere appreciation for your kindness and loyal support.

Jacobson's

## HAPPY CHRISTMAS

It's the season to be merry! Join with family and friends and do it up right. With song, toasts and the warmth of all the holidays combined. The best to our loyal patrons.



Precision Imports



## Greetings

A gaily wrapped holiday to friends all around town. Hope plenty of nice surprises are in store.

Logos Bookstore

**Just a note about our Holiday Hifi Sale.**



619 East Grand River Avenue  
East Lansing



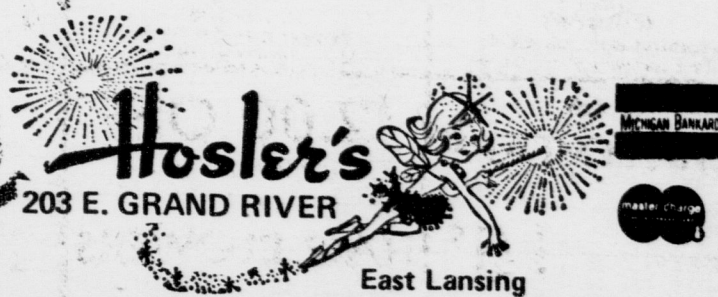
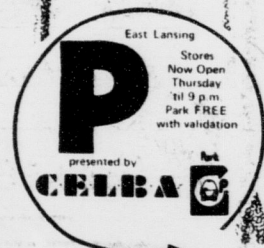
## The greatest gift idea

Our all time favorite!

Amazing! only. . .

# \$6.00

- \* 13 Colors; red, navy, gold, lilac, maize, blue, pink, white, beige, yellow, wine, brown, orange.
- \* Machine washable and dryable
- \* Fantastic with skirts and jumpers.
- \* Sizes 7/8 to 15/16



Open Monday - Friday nights til 9:00 starting Dec. 9





## Merry Christmas

Tree trimming time is here. Hope it brings you lots of joy-filled moments...contentment.

MC Sports



## Greetings

Partridges, pear trees, a season of good wishes. On the first day of Christmas... throughout the holiday! For all!

M.S.U. Bootery

## NOEL

Let's celebrate His birth, sharing peace and contentment... love and friendship.

The Peanut Barrel



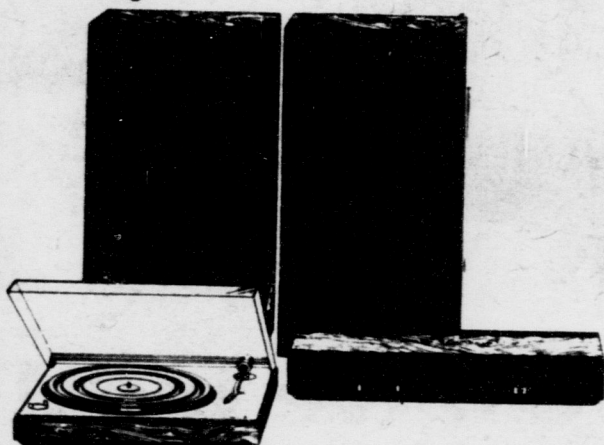
## Welcome

the holiday season! May angel songs and starlight fill your Christmas—and your life! Be joyous...

Mark's Photo



# See **HI-FI BUYS**' Showcase of GREAT PERFORMERS



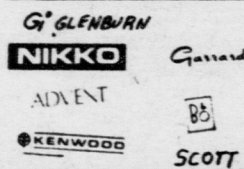
### THE BEOSYSTEM

For Flawless Reproduction

- \* The Beomaster 3000-2 Receiver
- \* The Beogram 3000 Automatic turntable
- \* B & O SP 12 stereo cartridge
- \* The Beovox 3702 3-way speaker system

### COMPARE THESE REASONS WHY...

- \* 5 year protection plan on all systems
- \* 1 year laboratory analysis
- \* 1 year protection plan on selected cartridges & styluses
- \* speaker exchange program
- \* professional In-Store service dept.
- \* local delivery and set-up assistance.



### THE INTERMEDIATE

The lowest priced system you can buy that will deliver "all the music."

- \* Small Advent 2-way loudspeakers
- \* Scott R33's stereo receiver
- \* Glenburn 2155 automatic turntable



### THE STARTER

The right system for apartments or college dorms.

- \* Nikko STA 1010 stereo receiver
- \* ALM 102's stereo speakers
- \* Glenburn 2110 automatic turntable



### THE GRADUATE

The system that speaks for itself in every audible and useful respect.

- \* Large Advent loudspeakers
- \* Scott R36 stereo receiver
- \* Garrard 70 automatic turntable



### THE UNDERGRADUATE

This combination of components thoroughly satisfies most of our customers.

- \* Kenwood KR 4400 stereo receiver
- \* ALM 303 stereo speakers
- \* Garrard 62 automatic turntable

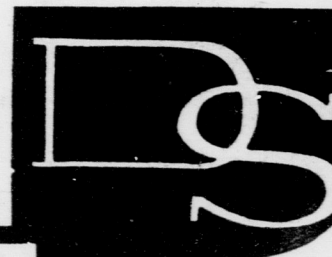
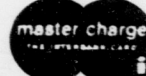
### Hi Fi Buys Service Policy

We at Hi Fi Buys stand behind the equipment we sell. For your protection and peace of mind, there is a professional service department on our premises. Because our pre-selected systems are made up of the most trouble-free components available in each price range, it is very rare that something goes wrong with the equipment that we sell. You're fully protected in the unlikely event that something does go wrong.

Our chief technician has assembled over \$15,000.00 worth of precision test equipment. We have a large inventory of replacement parts to perform necessary repairs better. We at Hi Fi Buys are proud of our systems because they are made of the finest audio equipment offered. At no extra cost, in writing, our unique 5-year protection plan will back your system. Nothing you can buy is likely to give you more, or longer lasting enjoyment, than a good stereo system.

# HI-FI BUYS

1101 E. Grand River 337-1769  
4810 W. Saginaw 484-4589





**HOBBY SHOP**

**RIDERS**

920 Trowbridge Rd., East Lansing  
Located in the Spartan Center, Trowbridge at Harrison  
NOW FRI 12:00 PM



**Peace**

## Merry Christmas

Enjoy each fun-filled moment of the holiday season. Share them with family, friends.



McDonald's



## HAPPY HOLIDAY

May you find what you want underneath your tree—great gifts and much, much happiness!

Linn's

JACOBSON'S OPEN EVENINGS NOW TO CHRISTMAS  
SHOP MONDAY THROUGH FRIDAY 'TIL 9:00 P.M.  
Saturday, 9:30 A.M. to 5:30 P.M.



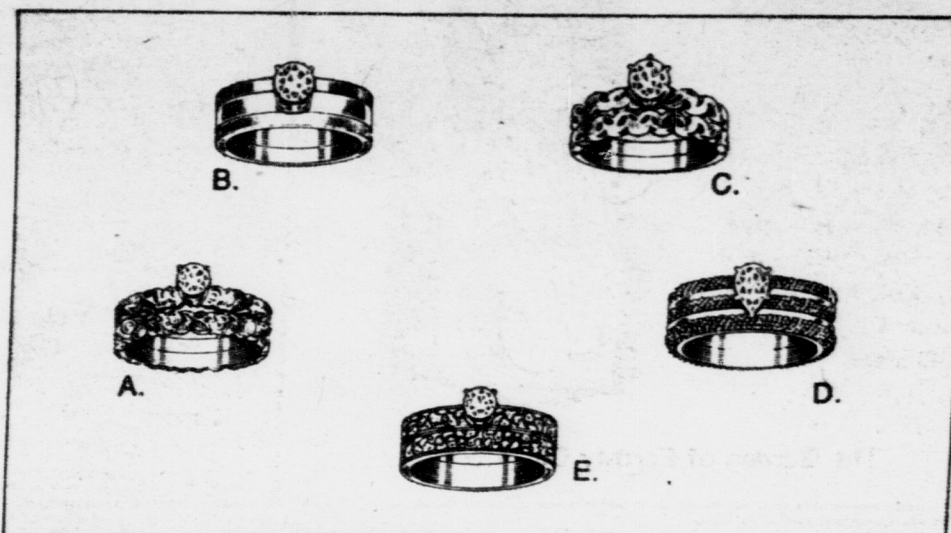
MX140 159.95

### "Advanced Scientific" Bowmar Brain

It's the scientific notation, trig and log function, rechargeable electronic calculator--with Nested 2-Level Parenthesis. Has 10-digit display panel and full floating decimal. Does full algebraic operation and has full memory with register exchangers. Operates on AC or rechargeable batteries and has a switchable world-wide adapter/charger. With pouch case.

**Jacobson's**

## Her second most treasured possession



is her wedding set. The engagement solitaire that announces your love, and the wedding ring that seals it. Only her second most treasured? Of course. The most treasured possession is you. From our comprehensive selection of 14 karat gold wedding sets with diamonds. A. In pink and green gold, \$400. B. \$675. C. \$425. D. \$825. E. \$550.

To Love Is to Give.  
Do Something Beautiful.®

## MORGAN'S

Fine Jewelers Since 1876  
121 S. Washington Square \*Lansing  
Meridian Mall \*Okemos

# try cross-country skiing

## It's Fun! It's Easy!

Ski anywhere...anytime. Individuals and groups can go ski touring anywhere there is snow... at no charge. We offer Michigan's largest selection of quality Scandinavian cross-country skis. Choose from a wide variety of boots, skis and bindings. It's easy to learn. Come join in the fun.

**SKI RENTAL.** Rent your cross-country skis, boots, poles and bindings for just \$5.00 per day or \$7.50 per weekend. Full week rate, \$10.00. At all three Raupp locations.

**DOWNHILL SKIS.** Raupp's Lansing location has a fresh new selection of downhill skis and boots. Their Customizer system will foam-fit any boot. Let our experts fit you up.

THIS YEAR WE OFFER ONE OF THE FINEST X-C PACKAGES EVER AVAILABLE.

SKI PACKAGE	44.95
ASNES SKIS	32.95
ARVID BOOTS	7.95
ARVID POLES (CANE)	7.50
SKILOM BINDING	.75
RAUPPS HEEL PLATE	

REG. PRICE	94.10
PACKAGE PRICE	74.50
YOU SAVE	19.60

SUPPLY IS LIMITED



**RAUPP  
Campfitters**

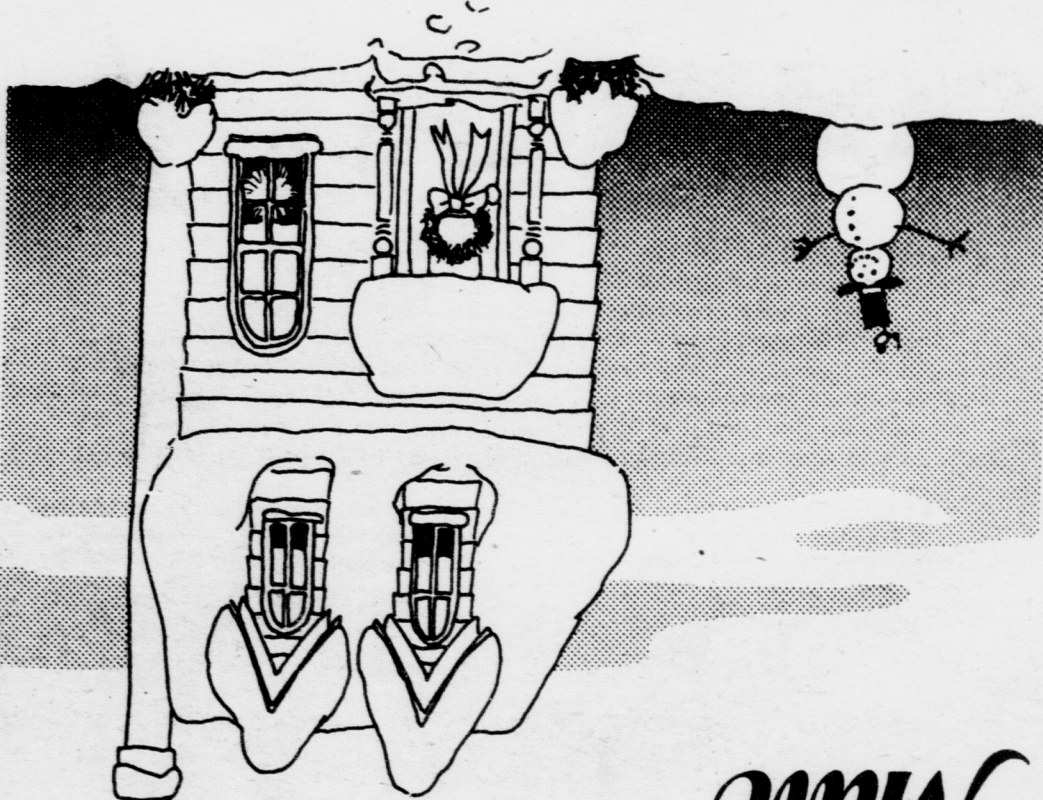
2208 East Michigan  
Lansing  
484-9401

HOURS: MON. thru FRI. 10 a.m. to 8 p.m.;  
SAT. 9 a.m. to 5 p.m.





Meridian Mall East Grand River & Marsh Road



# A Shopping Mall For All Seasons Meridian Mall

521 E. Grand River  
Barrel



## Christmas Spirits

ENTERTAINMENT  
THURS, FRI & SAT  
NIGHTS  
FREE PARKING:  
NO COVER

All you can eat specials  
MONDAYS,  
WEDNESDAYS &  
THURSDAYS

THE PEANUT BARREL BRINGS THE ATMOSPHERE  
OF AN OLD-TIME NEIGHBORHOOD BAR TO EAST LANSING!  
GET IN TO SOME CHRISTMAS SPIRITS AT THE  
PEANUT BARREL.

DON'T GET STUCK WITHOUT

# Shepard's

EAST LANSING  
317 East Grand River Ave.



CYNTHIA  
LAMOREAUX

STEVE WEEKS

JIM HYNES

Weeks

From  
Bill Shepard - Manager

Box 5

HAPPY  
HOLIDAYS!

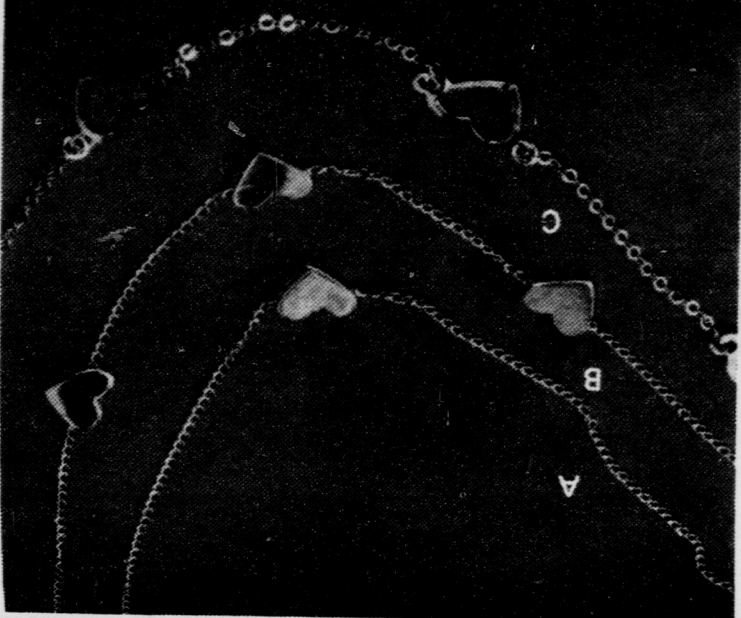


shepard's

## Jacobson's

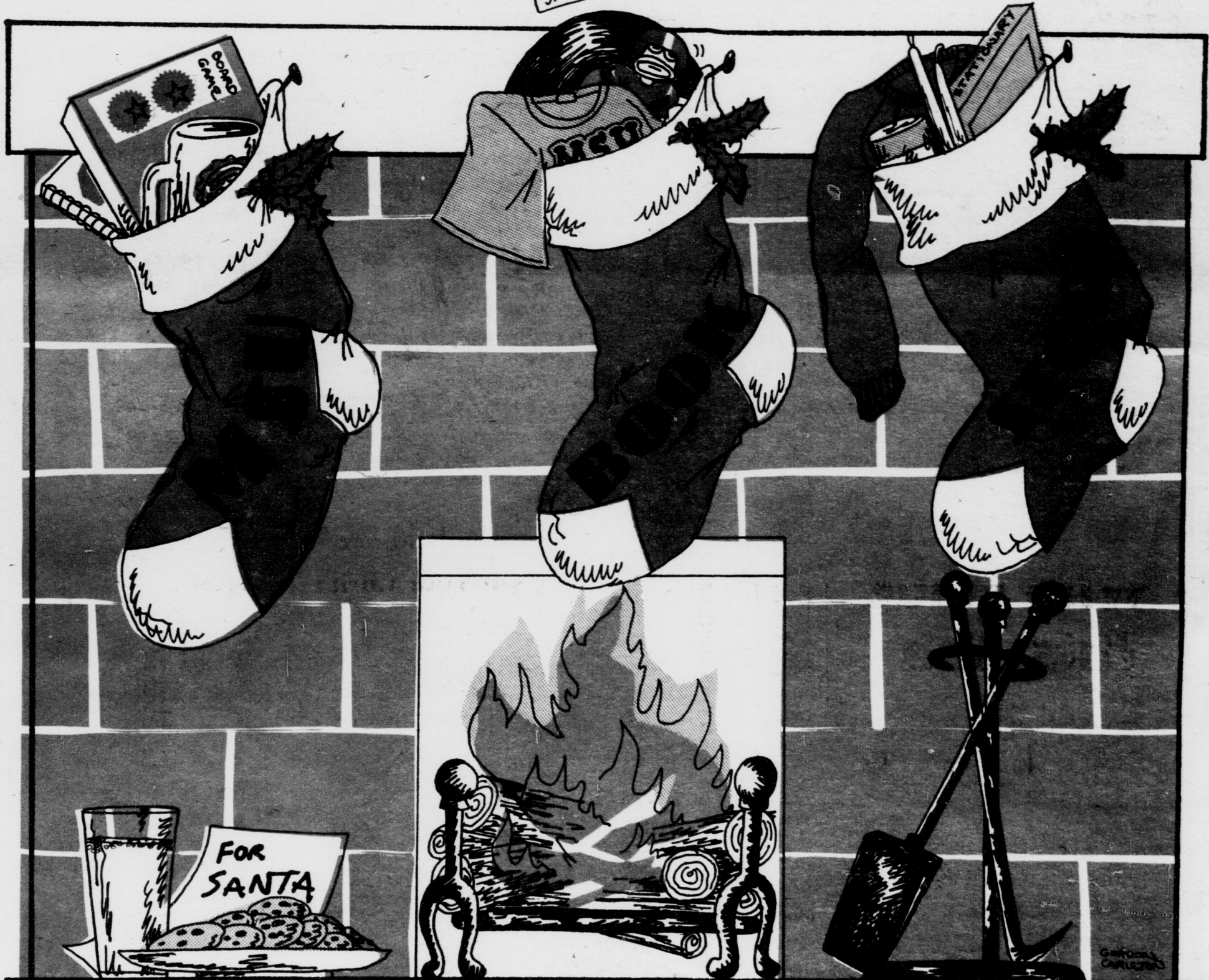
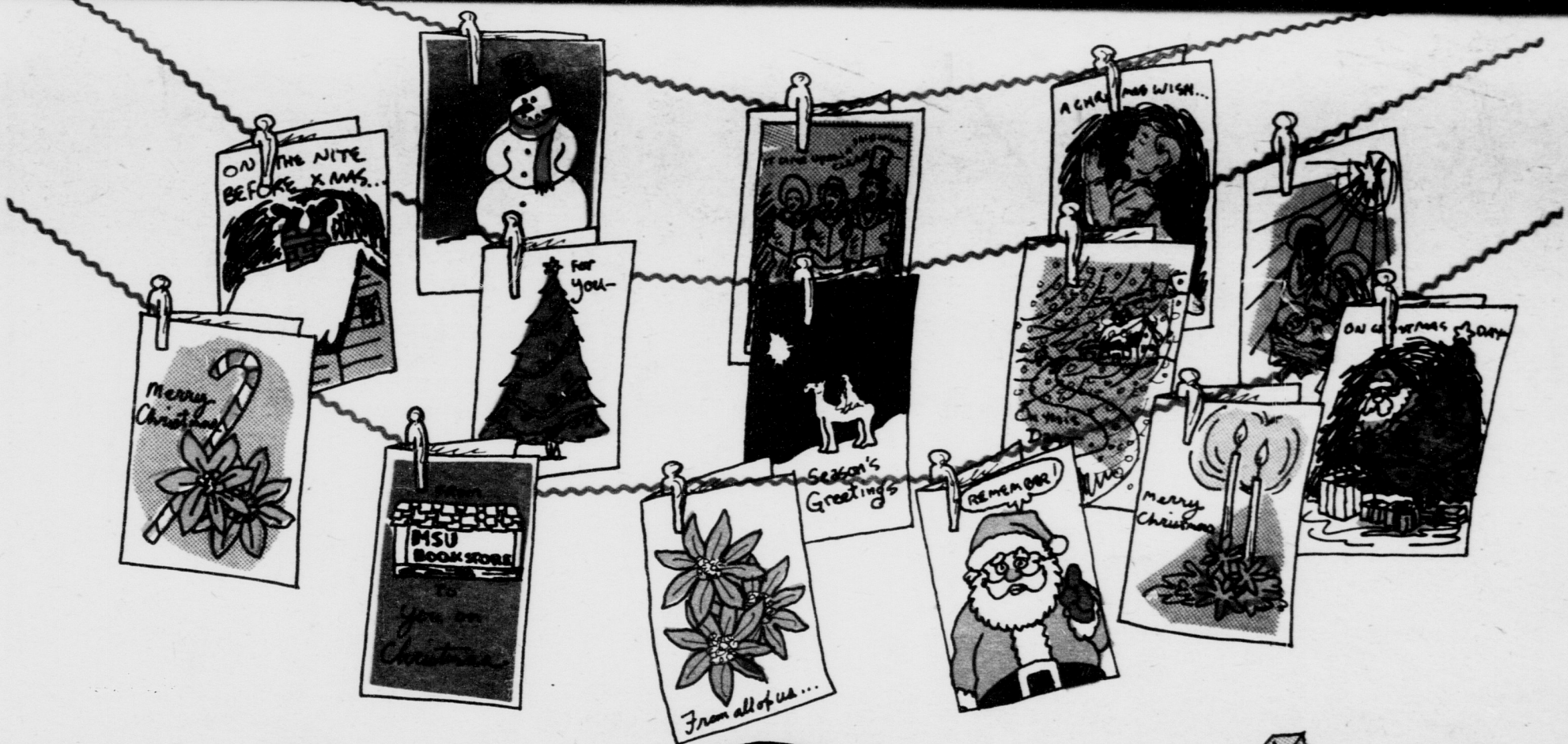
FOR THE UNUSUAL IN FINE JEWELRY

- GIVE HER A HEART OF GOLD
- Mend a broken heart, show your affection.  
A symbol of love and life. 15-inch heart  
chokers of 14 Karat yellow gold.
- A. Gracing this fine link chain is a  
single heart \$28
  - B. Three hearts share this chain \$45
  - C. Cut-out hearts adorn the length  
of this chain \$75





# HAPPY



MSU Bookstore makes Christmas shopping easy. At our store you'll find cards • jewelry • games • candles • posters • records mugs • art supplies • and much more

**WHY WAIT TIL YOU GO HOME?**



# mostly plants

(517) 351-0257

## FEATURING

- **HEALTHY TROPICAL and EXOTIC HOUSEPLANTS**
- **AMERICAN INDIAN JEWELRY**
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- **ADVICE and CARE ON PLANTS**

"Yes, We Have All Sizes in Clay Saucers"

open: Mon - Sat 9:30 - :00 p.m.  
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# Mayflower Bookshop

One of the area's finest sources of material & information

on... Astrology  
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Yoga  
Mysticism - zen  
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Philosophy &  
other occult  
sciences



Give a Book for  
Christmas

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541 East Grand River, East Lansing

THERE  
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5

UNIQUE  
STORES

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541

E. Grand River  
East Lansing  
(Across from  
campus below  
Paramount  
News)

# 10 to 50% off everything new



Guitars  
Banjos  
Dulcimers  
Mandolins  
Fiddles

and much more....



Over 100 new and used guitars and banjos by Martin, Guild, Gibson, Yamaha, Fender, Madeira, and others.

Instruments are carefully selected to give you the BEST for your money.

Combine our quality, exclusive guarantee, and very low prices, and you can't do better anywhere. Please use the coupons below for even greater savings.

## Elderly Instruments

trade - ins  
lay - a - ways

541 East Grand River  
East Lansing  
332-4331

rentals  
lessons

## Musical Gifts from Elderly

Capos  
Cases  
Strings  
Dulcimer Kits  
(from \$15)  
Song Books  
Instruction Books  
Kalimbas  
(African thumb pianos)  
Kazoos  
Lessons  
(private and group)  
Straps  
Recorders

gift certificates  
available

## CAPO

1/2 off

reg. \$2.50

**\$1.25**

with coupon  
limit 1 per person  
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## 6 good reasons why people come to Elderly:

1. We have an enormous selection of instruments.
2. Our volume buying power enables us to offer everything new in our store at a 10 to 50% discount.
3. Every new instrument carries a full and honest warranty by our service dept. as well as the manufacturer.
4. In addition to all the common accessories, we carry a very large selection of extremely hard - to - find accessories, books, and records.
5. Everyone on our staff (except Sharon) has played professionally.
6. We are experts in acoustic folk and bluegrass music.



**20% off**

any music book in stock  
limit 3  
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Any new Martin or Guild Guitar in stock with coupon limit 1 coupon per guitar expires 12 - 24 - 74

No. 365 Marine Band Harmonica



14 holes  
extended range  
**\$5.25**

\$7.95 list \$5.25  
with coupon  
expires 12 - 24 - 74

albums



**50¢ off**

our reg  
low price  
limit 3  
expires 12 - 24 - 74

## Martin Strings

**\$2.50**

reg \$4.50  
with coupon  
limit 1 set  
expires 12 - 24 - 74

## \$5.00 off

any new instrument we sell for \$75.00 or more limit 1 coupon per person expires 12 - 24 - 74.



THERE  
ARE

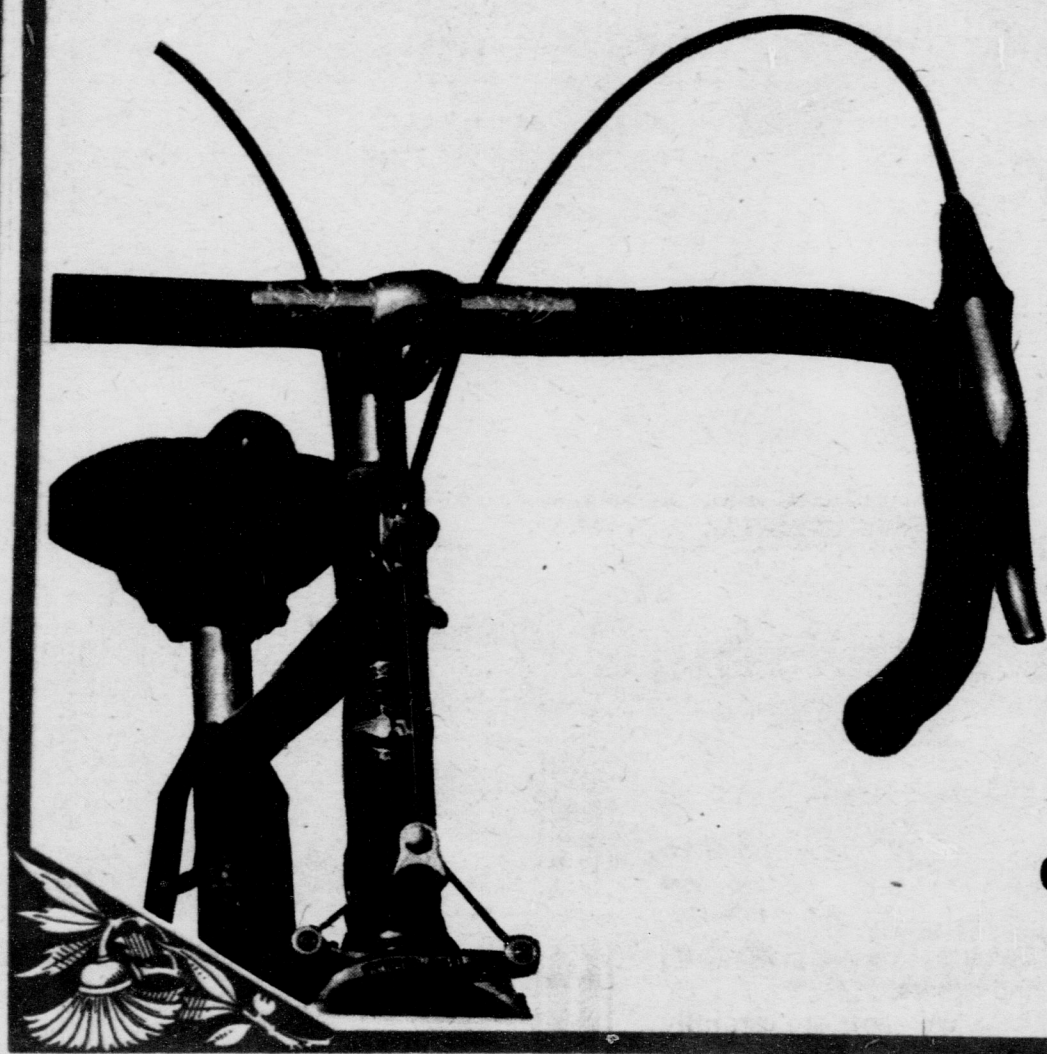
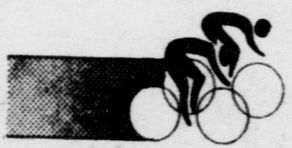
5

UNIQUE  
STORES

DOWN  
STAIRS  
41

Grand River  
East Lansing  
Across from  
campus below  
Paramount  
News)

# the velocipede peddler



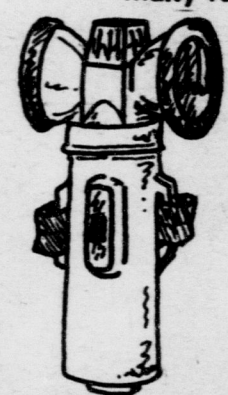
## 'A GREAT DISCOVERY'

GIFT SEASON BICYCLE SALE!

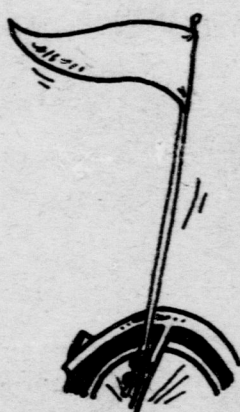
10-25% OFF

.....

Many Nice Accessory Gift Items Too!



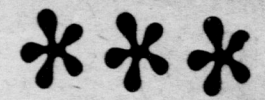
96c Get  
Acquainted Specials



quality one-day  
repair service  
on all brands

**GUARANTEED WORK!**

**FREE WINTER  
STORAGE**  
w/ OVERHAUL  
VELOCIPED PEDDLER  
541 E. LANSING AVE. 48206



## Family of Man

E. Lansing's  
complete organic grocery



- HERBS TEAS SPICES
- FRESHLY MILLED FLOURS
- HERBAL SHAMPOOS AND VITAMINS
- WOLF MAN AND SUN BAKERY BREAD GOODIES
- NUTS, GRAINS, SEEDS, AND BEANS
- CHEESE AND YOGURT
- MIDDLE EASTERN AND GREEK FOODS
- MACROBIOTIC FOODS
- BULK HONEY AND PEANUT BUTTER



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Mon - Sat - 9:30 - 8:30  
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also visit our Lansing City Market Store

**20% OFF**

list price  
of  
**ALL VITAMINS**  
Coupon good thru 12/25

8 oz Dannon  
Yogurt

**35¢**

Every Wed. & Sun  
'til 12/25  
limit 6 per customer

**10¢ OFF**

PRICE OF ANY  
PACKAGE OF  
CELESTIAL  
SEASONING TEAS  
Good thru 12/25

**10% OFF**

on the FAMILY  
OF MAN  
Christmas Stocking  
Good thru 12/25  
limit 1 per customer



Announcing the first album from  
**DARK HORSE RECORDS**

Splinter is Bill Elliott and Bob Purvis.  
And their first album is nine original songs about drinking all  
day, a gravy train, life in somebody's city, a China light,  
a girl named Elly May, and the place they love.



**SPLINTER "THE PLACE I LOVE"**

(SP 2201)



Produced by George Harrison Distributed by A&M Records, Inc.

**ONLY ONE ARTIST IN THE WORLD PERFORMED AT THE  
THREE MOST SIGNIFICANT MUSIC EVENTS  
OF ALL TIME; MONTEREY POP, WOODSTOCK,  
AND THE CONCERT FOR BANGLA DESH.**



**DARK HORSE RECORDS IS PROUD  
TO PRESENT HIS NEW MUSIC.**

**"SHANKAR FAMILY ॐ FRIENDS"**

(SP 2202)



Produced by George Harrison Distributed by A&M Records, Inc.

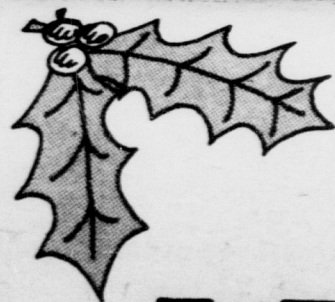
**the Disc Shop**

332 E. Grand River

Phone 351 - 5380

**SPECIAL  
SALE PRICE  
\$4.39**





# HAPPY HOLIDAYS



**FROM  
State News  
Display Advertising**



**Great Gift Ideas For Everyone  
On Your Christmas List!**

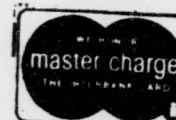


**Marshall**  
MUSIC CO.

**245 Ann St.  
402 S. Washington**

Christmas Hours (beginning Dec. 9th)  
Mon. - Fri. 9:30 - 9:00

**FREE PARKING WITH VALIDATION**



**For Christmas...  
Give flowers from us!**

Roses 12 for 4.99

Carnations 12 for 2.99

**Jon Anthony Florist**

809 E. Mich.  
485-7271  
(free parking)



*We  
would  
like to  
wish  
everyone  
a safe &  
Merry  
Holiday*



## Best Wishes

It's Santa! All ready for his rooftop trip and to deliver cheer to all. He's also packing our warm thanks.



Jon Anthony

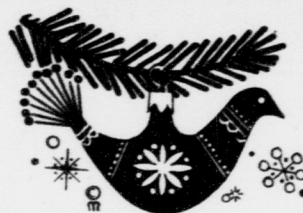
## SEASON'S BEST

Here's a whole sleigh full of happy wishes, from us to you . . . with our sincere thanks for your loyal friendship.



Down on the Farm

## HAPPY HOLIDAY



Seasonal greetings to our friends and neighbors. Good wishes . . . the best of everything!

Free Spirit

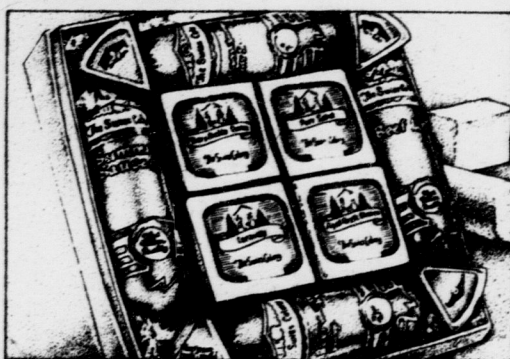
## GIVE SOMEONE ON YOUR CHRISTMAS LIST SOMETHING FROM OURS.



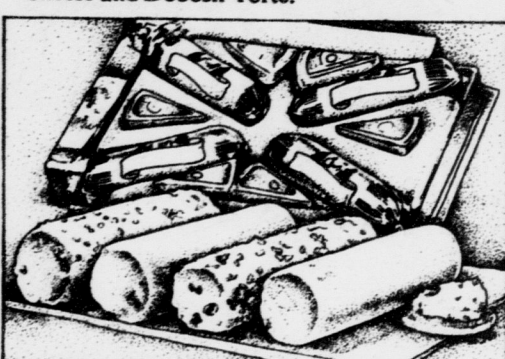
**Cheese Bars:** Half pound bars of Cheddar, Pecan Cheddar, Brick, Caraway, Edam and Bacon Cheddar.



**Supersticks:** All Beef & Summer Sausages, Pecan Cheese, Brick Cheese, Sharp Cheddar Cheese and Dobosh Torte.



**Luncheon:** Mild Beerwurst, Braunschweiger, All Beef Sausages, Brick, Sharp Cheddar, Caraway and Colby Cheeses.



**Cheese Rolls:** Cheese rolls and wedges. Cheddar, Cheddar with Sherry, Cheddar with Bacon, Cheddar with Pecan.

It's always hard to find something nice for everyone on your holiday list. So this year, why not solve your holiday gift problems at The Swiss Colony? We can help you select distinctive gift packs of cheeses, sausages, fruits and even fancy pastries. And they're already boxed, wrapped, and ready to put under the tree. There are over 50 gifts to choose from, with prices starting at just \$4.50. We honor most major credit cards, and, if you wish, we'll ship your gifts anywhere in the U.S.A. and remember we are now carrying a fine selection of domestic and imported wines to heighten your holiday spirit.

The Swiss Colony



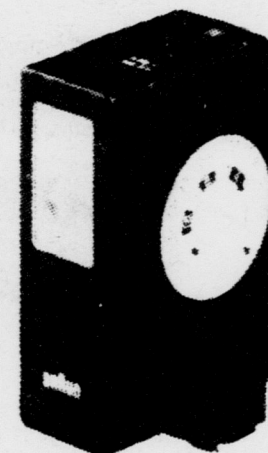
# The Swiss Colony

Meridan Mall  
349-2970

Mon - Sat  
10 - 9:30

Sunday  
12 - 6

## the Braun Pocketables



F34R

## Choice of Power Source Rapid Change Batteries

Two penlight cells (AA) power these mini electronic flash units. Rapid battery change enables you to keep shooting, and choice of battery type provides maximum economy. For up to 40 shots load up with regular carbon zinc batteries; for extended shooting get up to 150 shots from Alkaline batteries. Rechargeable Nickel-Cadmium cells on the F34R model can be recharged hundreds of times for up to 80 shots per charge. AC operation on both the F34 or F34R provides a virtually unlimited number of rapid flashes.

The flash tube is "flesh tone" color weighted for better portrait tonality. And throughout, adherence to the rigid tradition of Braun reliability, quality and performance.

## Christmas Special

list price—37.95  
on sale now for

**24<sup>95</sup>**

524-526 E. Michigan Ave.  
Mon.-Sat. 9-6  
Fri. 9-9

484-7414





# Peace

May the blessings of Christmas fill hearts everywhere with love, joy, inner peace and the wish for brotherhood. Let's pray for fulfillment.



The Garden of Earthly Delights

# RIDER'S

920 Trowbridge Rd., East Lansing  
Located in the Spartan Center, Trowbridge at Harrison  
MON.-FRI. 12-9 P.M.  
OPEN SATURDAY 10-6 P.M. 332-6364

# HOBBY SHOP

Owned and Operated by Model Builders



Crafts  
TOOLS  
BASIC MATERIALS

## RADIO CONTROL and U-CONTROL AIRPLANES

O, HO and N Gauge Trains,  
Kits, and Supplies

Scale Models,  
Kits, Decals and Books

## Christmas



## Greetings

The best of the season  
to you folks out there.  
Hope it's the merriest.

Wedemeyer's Hi-Fi Hut

## Logos book store

### CHRISTMAS • GIFTS •

Share in the joy of giving with a unique and delightfully different gift for that special present, as well as enjoyable inexpensive stocking stuffers!

### CHRISTMAS • CARDS •

Share the meaning and joy of this holiday season with greeting cards from our wide selection of traditional, contemporary, and Christian cards

OPEN 'TIL 9  
MON-FRI  
SAT'TIL 6

The  
University Mall  
220 M.A.C.

## Pewter and Silver BY

- ★ Oneida
- ★ Metawa
- ★ International

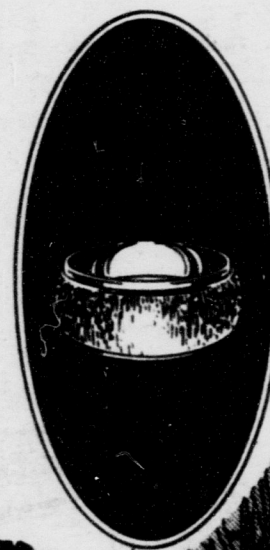


## Diamonds and Wedding Rings



BY

- ★ Orange Blossom
- ★ Art Carved
- ★ Gold Fashion
- ★ Gold Master



## Leon G. JEWELRY and ART CENTER

### Your Christmas Gift Headquarters

- ★ Jewelry-Gifts-Custom
- ★ Picture Framing ★

319 E. Grand River Ave.  
East Lansing, Mich.  
Phone 337-1314



## Clocks BY

- ★ Seth Thomas
- ★ Bulova
- ★ Westclox

## Lighters

BY

- ★ Zippo
- ★ Kreisler
- ★ Colibre
- ★ Ronson



## Jewelry

BY

- ★ Anson
- ★ Wells
- ★ Napier
- ★ Spidel
- ★ Patina
- ★ Krementz

## Watches

BY

- ★ Bulova
- ★ Longines
- ★ Croton
- ★ Seiko



Park Free  
with purchase  
... On the  
Alle'

Gift wrapping at no  
extra charge





## Yuletide Joy

Hope this Christmas is a bell ringer! Filled with the sound of laughter, holiday feasting, good times together.

Hosler's

## Best Wishes

... for a Christmas full of fun and a life that's bright with happiness... warmth ... good cheer!



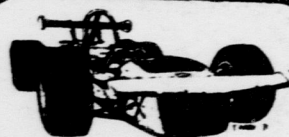
Tech Hi-Fi

## Merry Christmas

From Santa, Rudolph and all us folks ... the best to all you folks everywhere.



Student Book Store



- Electrical
- Suspension
- Engine
- Frame Straightening
- Body & Paint Shop

Fast Reliable Work on MOST Small Cars!

**PRECISION IMPORTS**  
1206 Oakland  
Call for Appt.  
IV 4-4411  
THE SMALL CAR PEOPLE

## Become musically gifted.

JBL  
ADVENT  
PIONEER  
KENWOOD

Give yourself a music system for the Holidays. Save now at our 7th Annual Holiday Hifi Sale.

**tech hifi**  
Quality Components at the Right Price

619 East Grand River Avenue  
East Lansing

## Just a note about our Holiday Hifi Sale.



**tech hifi**  
Quality Components at the Right Price

619 East Grand River Avenue  
East Lansing



## Yes, Virginia, we have toys!

Someone once said that the difference between men and boys was the price of their toys. MC has toys for people of all ages. Skis. Bowling Equipment. Golf. Billiard Tables. Hockey Equipment and Skates. Basketballs. Baseballs. Archery and Hunting Equipment. Shoes for all sporting activities. And toys. . . Yes, MC has a huge assortment of Children's Toys for Holiday Giving! Surprised? You shouldn't be. MC is in business to help people of all ages enjoy themselves!

<p>Armac <b>FLIPPER TABLE</b> 3-way game table reg. \$199.88 <b>NOW \$179.88</b></p>	<p>Pack In DUCK DOWN - FILLED <b>SLEEPING BAG</b> MUMMY STYLE <b>NOW 20% OFF</b> REG PRICE \$39.95 to \$69.95</p>	<p>Chemold ROD LAVER or MARGARET COURT <b>TENNIS RACKET</b> reg. \$24.88 <b>NOW \$16.88</b></p>	<p><b>PUMA</b> Clyde Model reg. \$23.95 <b>NOW \$19.88</b></p>
<p><b>CAMPWAYS BACKPACK</b> model 524 reg. \$44.95 <b>NOW \$36.88</b></p>	<p>COUPON <b>BICYCLES</b> <b>20% OFF</b> reg. price 10, 5, 3 speeds</p>		
<p>COUPON <b>HIKING BOOTS</b> <b>20% OFF</b></p>	<p>Ajay <b>PRO TRACK CLUBS</b> reg. \$200 <b>NOW \$159.95</b></p>		
<p><b>SPECIAL SAVINGS IN THE TOY DEPARTMENT</b></p>			
<p>5002 W. SAGINAW (JUST EAST OF LANSING MALL) 487-1853 OPEN 10-9, SUNDAYS 12-5</p>			

5002 W. SAGINAW  
(JUST EAST OF LANSING MALL)  
487-1853 OPEN 10-9, SUNDAYS 12-5



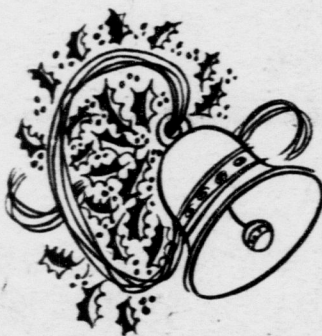
## MERRY CHRISTMAS

It's the holiday of holidays...the time we look forward to every year. Let's make each shining moment count. By being lighthearted and loving... kind and sincere. To all... thanks.



Root Shoes

## Holiday Greetings



The Christmas bells are ringing out lots of cheer! Let's all join in by having a wonderful holiday... with enough brotherly love to spread over the whole world... and then some!

M.S.U. Bookstore



Greetings

May your Christmas glow with serenity... peace...contentment.

Playback



## MERRY CHRISTMAS

That happy time of year is here! Fill your heart and home with its joy. Bake homemade cookies, sing carols and string the tree with popcorn. Enjoy each simple pleasure... make them all a family affair.

Kay Baum



## Christmas Greetings

May the message of Christmas find its way into your heart and bring you peace of spirit... now and always. May you and your loved ones be happy and serene... that's our wish!

Marshall Music

## FOR THE BEST IN CHRISTMAS FASHIONS. . .

### LEISURE SUITS

for the casual holiday at home or a night on the town, available in easy care polyester or fine wool.

### CARDIGAN SWEATERS

Light weights or bulky cable knits, complete with the elegant "Gatsby" Look Shawl Collar.

### MENS COLOGNE & GIFT SETS

Jovan Musk oil the newest rage Brut the old favorite Royal Copenhagen a classic scent

### WESTERN & FANCY STYLE CASUAL SHIRTS

Super tapered for that slim - trim look. The perfect complement for your leisure suit or sport outfit.

**Marty's**

MEN'S FASHION CLOTHING

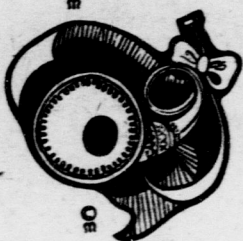
Grand River, East Lansing  
South State St., Ann Arbor  
South University, Ann Arbor



Know Someone with Cold Feet?  
MSU Bootery has the Footwear



## NOEL



Buon Natale! Feliz Navidad! Whatever way you say it we wish you a merry! The Hair Loft

## A Christmas Wish



Over the river and through the woods to all our friends' homes we go. We want to be sure our holiday greetings reach all of you, both far and near.

Sportsmeister

**This Christmas  
give a hamburger to someone you love.**



234 W. Grand River  
1024 E. Grand River  
2040 E. Grand River  
(Okemos)

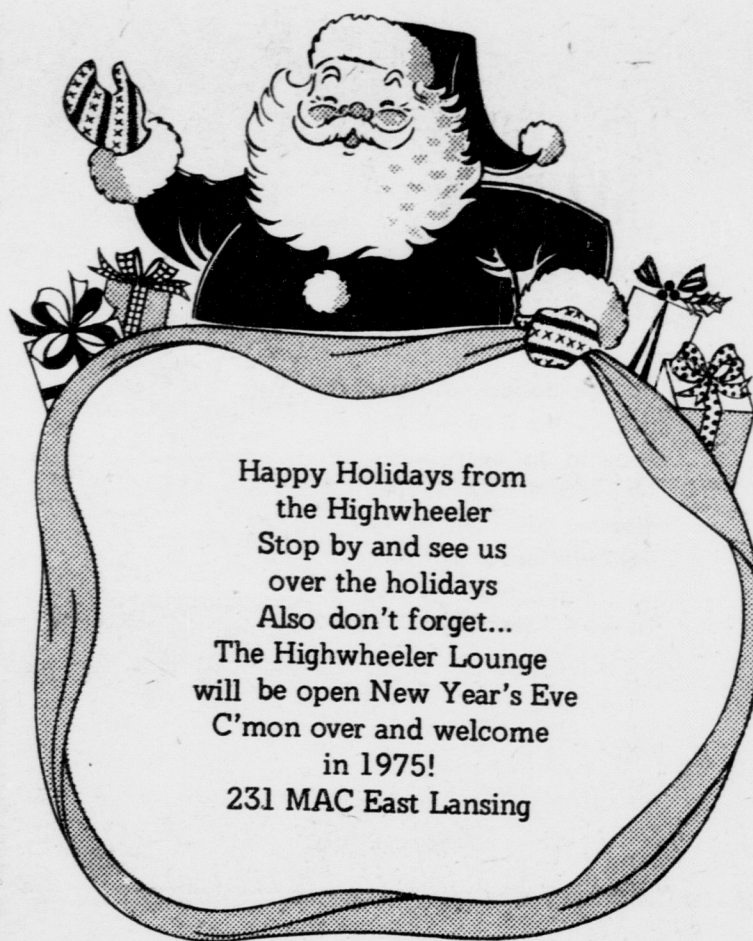


**You deserve a break today...so get up and get away to McDonald's.**

©1973 McDONALD'S CORPORATION

Or french fries. Or triple-thick shakes. Or, any of their favorite McDonald's food.

Just buy a batch of our 50¢ gift certificates at your local McDonald's. Better yet, buy them by the book... ten certificates for \$5.00. Mail 'em with your Christmas cards, use 'em for stocking stuffers. Give 'em to the newsboy and baby sitter. Buy 'em for your youngsters to give to their teachers. They're good at all participating McDonald's for everything on the menu. And they're a delicious way to say "Merry Christmas."



Happy Holidays from  
the Highwheeler  
Stop by and see us  
over the holidays  
Also don't forget...  
The Highwheeler Lounge  
will be open New Year's Eve  
C'mon over and welcome  
in 1975!  
231 MAC East Lansing

## CAMPUS SPORTS

547 EAST GRAND RIVER AVENUE EAST LANSING

337 1866

**SELECTION PLUS!**



**ALL  
THE WAY  
TO THE  
TOP**

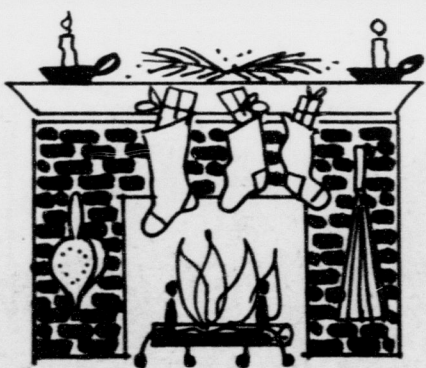
**SPECIAL!**

Regular  
24.95 warm - up  
suit for only  
\$14.95 with this  
ad and the  
purchase of  
any ski package

good while supply lasts

AUTHORIZED JANOFY DEALER

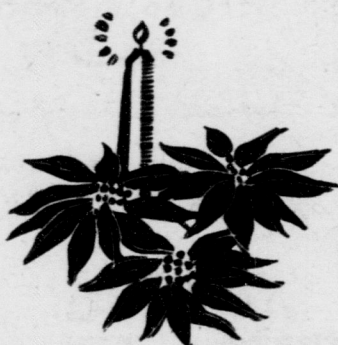




## Holiday Greetings

We're hanging our good wishes on the mantle with care. "Thanks" for your loyal patronage can also be found there.

Marty's



## A Christmas Wish

Hope the candle's glow lights the way of the brightest Yule ever! Warm thanks to all.

Rider's Hobby Shop

## Happy Holiday

Christmas treasures . . . good times shared with loved ones. May they fill your hearts and memories this season.



The Central East Lansing Business Association



## Peace

May the wonder of Christmastime . . . and its joy . . . fill your hearts with peace and your lives with love. We wish you all the best.

The Meridian Mall Association

## Know Someone with Cold Feet? MSU Bootery has the Footwear to Warm Them Up

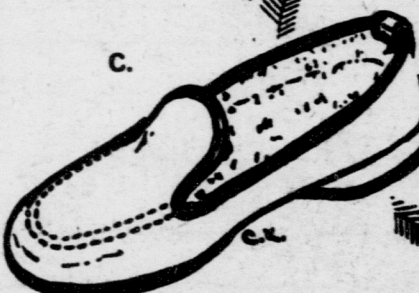


(Slippers from Daniel Green A.B.C.)

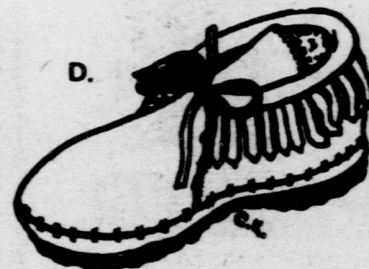
A. Something comfortable to slip into made of soft top grain leather with felt lining. \$11.00. Also available in suede with fleece lining \$12.00



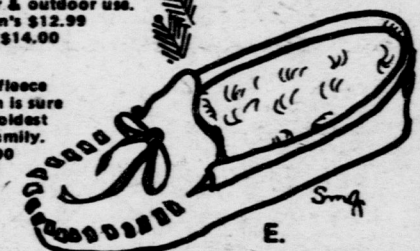
B. Here is another men's slipper made of softest leather with a felt lining. \$11.00



C. This ladies' blue suede slipper has a fleece lining. \$10.50. A similar style is available in white with tricot lining. \$10.00



D. This fleece lined moccasin comes with a ripple crepe sole for indoor & outdoor use. Women's \$12.99 Men's \$14.00

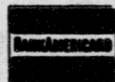


E. This soft sole fleece lined moccasin is sure to warm the coldest toes in your family. Women's \$11.00 Men's \$12.00



F. Same as above except in an ankle height. Mens only \$12.99

We Have A Complete Line of Moccasins For Infants & Children



## MSU BOOTERY

225 E. Grand River - East Lansing  
The Store That Has More  
Park & Shop

Starting  
December 9  
Mon - Fri open  
till 9:00 pm



kay baum

Puff and Plush  
Great classic wrap-up  
of pure Acrylic  
washable fleece.  
Pink, Blue, Maize.  
Small or medium.  
\$36.

Phone and Mail  
642-9500

Dec 16-23  
open every nite til 9

BIRMINGHAM

NORTHLAND

DETROIT

EAST LANSING

GROSSE POINTE

DEARBORN

GRAND RAPIDS

PONTIAC MALL

ANN ARBOR





Joy

A holiday chock full of happy times to all our neighbors and friends. Serving you has made us happy. Thanks.

Highwheeler

**Become musically gifted.**

JBL  
ADVENT  
PIONEER  
KENWOOD

Give yourself a music system for the Holidays. Save now at our 7th Annual Holiday Hifi Sale.

**tech hifi**  
Quality Components at the Right Price

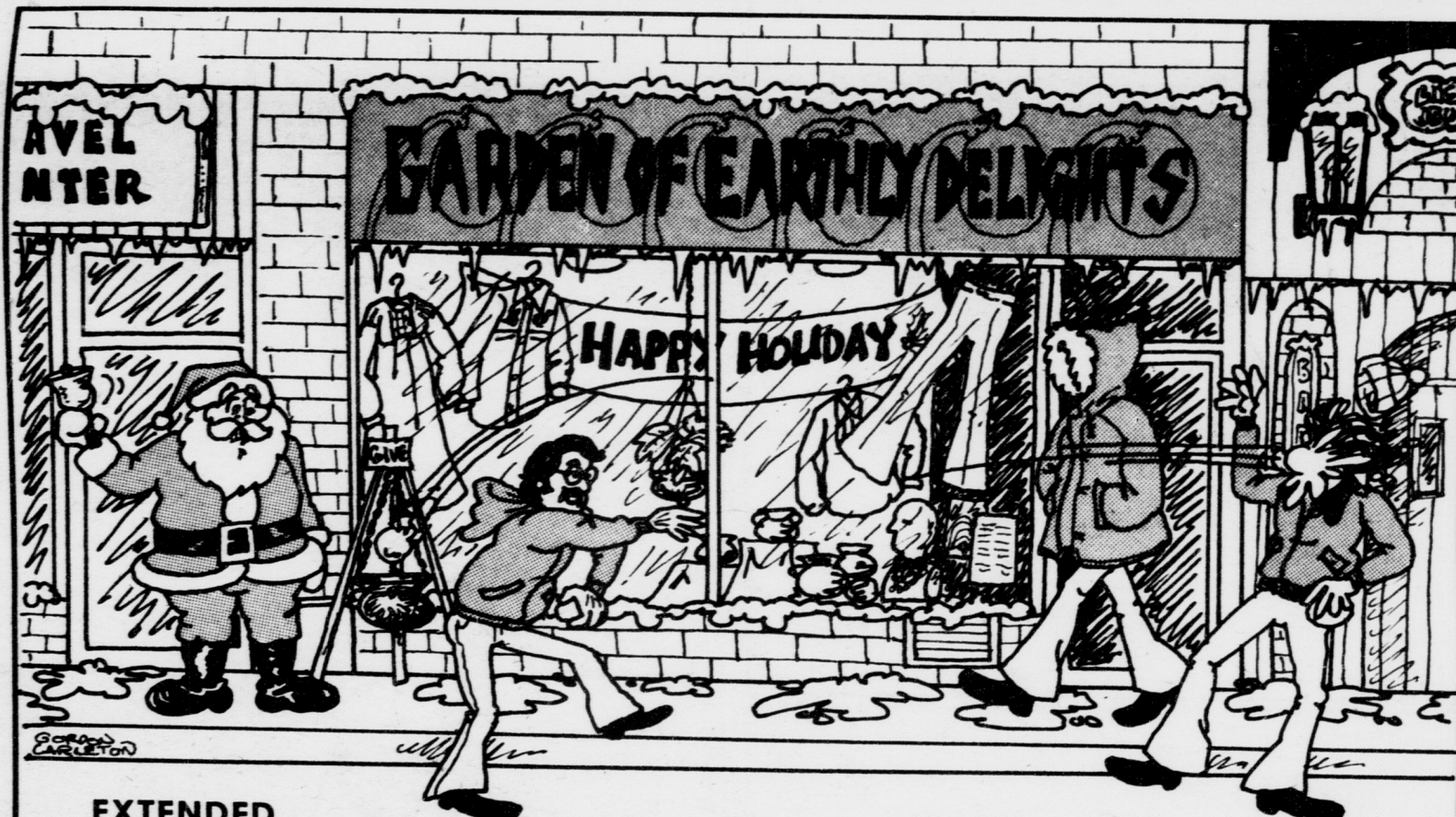
619 East Grand River Avenue  
East Lansing

**Just a note about our Holiday Hifi Sale.**



**tech hifi**  
Quality Components at the Right Price

619 East Grand River Avenue  
East Lansing



EXTENDED  
X-MAS HOURS

**Season's Greetings**

226 Abbott  
332-3661

## A Hewlett-Packard pocket calculator is a gift for a lifetime.

### The HP-35 Electronic Slide Rule.

Performs all basic arithmetic, trig and log calculations automatically. Has an Addressable Memory; displays 10 digits in fixed decimal or scientific notation, automatically positions decimal point throughout its 200 decade range. Cost, \$225.

### The HP-45 Advanced Scientific.

Performs 44 scientific functions including vector arithmetic, rectangular to polar conversion, mean and standard deviation. Has 9 Addressable Memories. At \$395 it's the pre-programmed calculator for all scientists, engineers and students of science and engineering.

### The HP-65 Fully Programmable.

The world's only fully programmable pocket calculator. You can write, edit and record programs up to 100 steps long. You can take advantage of HP pre-recorded programs, so you gain the speed/accuracy benefits of programming without writing your own. Performs 51 pre-programmed functions. Cost, \$795.

### The HP-70 Business.

Performs all sorts of general business, interest, financial management, lending, borrowing and saving calculations—precisely, quickly, easily. A Financial Memory Bank lets you enter numbers in any order and change them anytime. Has 2 Addressable Memories and a very affordable price, \$275.

### The HP-80 Financial.

Performs virtually all time/money calculations in seconds. Has a 200-year calendar, an Addressable Memory. Lets you make new kinds of management calculations that enable you to make better decisions. Cost, \$395.



**S**tudent **B**ook **S**tore

421 E. Grand River

351-4210



## MERRY CHRISTMAS



Up to its brim in good wishes — our stocking of holiday bests. For you, you and you! Because of all the nice people and patrons we are proud to serve. A joy-filled, fun-filled holiday and much more, from us!

Domino's



Listen . . . you can almost hear the choir. At Christmas, people share many beautiful thoughts. Let's keep the flame of oneness burning eternally.

Shepard's Shoes



## Best Wishes

That the holidays are filled with happy times to be cherished.

Co-Optical



## Best Wishes

May the serenity of the season fill your holiday with peace, warmth, brotherhood.

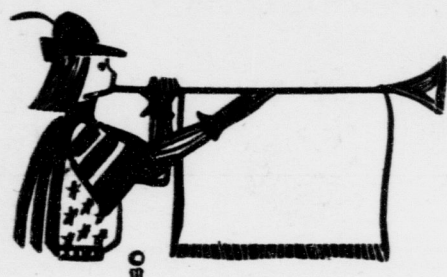
The Branch



## Christmas Cheer

We're ready to strum out a merry tune. To the chorus of "Have Yourself a Merry Little Christmas."

A & M Records



## SEASON'S GREETINGS

Another Christmas is being heralded. Join with family . . . friends in light-hearted celebration. Let's make it festive and do it up bright! During the holidays do remember that we're grateful for your support. Our thanks.

Hi-Fi Buys

## ZALES

JEWELERS

Our People Make Us Number One



Give Seiko®  
-the watch  
for modern times.

- A. Lady Seiko, blue dial, adjustable bracelet, 17 jewels, \$110.
- B. Men's Seiko, automatic, day-date, 17 jewels, \$125.
- C. Lady Seiko, brown dial, adjustable matching bracelet, 17 jewels, \$100.
- D. Men's Seiko, automatic, day-date, calendar, luminous, 17 jewels, \$89.50

Elegant gift wrap at no extra charge

Zales Revolving Charge • Zales Custom Charge  
BankAmericard • Master Charge  
American Express • Diners Club • Carte Blanche • Layaway

DOWNTOWN  
Parking Paid  
Christmas Store Hours  
Mon. Thru Fri. 9:30 to 9:00  
Saturday 9:30 to 5:30 p.m. Sunday 1 to 5 p.m.

LANSING MALL  
Open Sunday  
12 to 6 p.m.



The sweet melodies of the season can be heard throughout the land. We hope you all sing many happy holiday songs, and lend an ear to our musical wishes for a warm, happy Christmas!



Sparrow's Nest



Joy

Visions of sugar plums come true for you and all your dear ones . . . now and always!

Abram's

Greetings

A holiday note: enjoy a Yule that plays it light and merry . . . upbeat for fun.



Fox Jewelers



Merry Christmas

Here's hoping you experience all the season's joys, from snowmen to Santas . . . peace and love, happiness and cheer. Our sincere thanks.

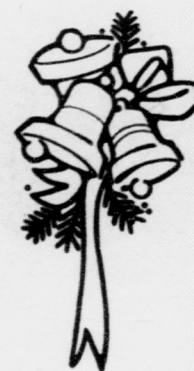
State Discount



Happy Holiday

It's beginning to look a lot like Christmas. Our good cheer is on its way. We're wishing folks out there happiness and good health for this season . . . and all the time. For your patronage, our heartfelt gratitude.

Foxhole PX



A Christmas Wish

Here's wishing you a joyous Yule. One that is ornamented with warm wishes, iced with holiday fun, filled with laughter.

Zales

Hearthside Holidays. . .

A CHRISTMAS TRADITION at SCHULERS

Delicious PRIME RIB Thursday and Friday evenings; enjoy dining to the sounds of

Strolling Violinists

every Tuesday & Wednesday 7 - 10 p.m.

In the Goldsmith Lounge:

Nightly Entertainment after 9 p.m.

There's a Grate Break during Happy Hours 4 to 7 p.m. Monday through Friday

In the Schüler tradition

the grate steak  
Fun, Food & Spirits

246  
E. Saginaw  
East  
Lansing





## Yuletide Joy

Here's wishing you a holiday that resounds with peace and joy. Our thanks to you.

Elderly Instruments

## SEASON'S CHEER

Tie up Christmas with a ribbon of happiness. Share each merry moment with people near and dear to you.



Velocipede Peddler

## Peace On Earth



Good will to men. Let every heart rejoice . . . it is the season of brotherly love, peace, unity.

Grate Steak



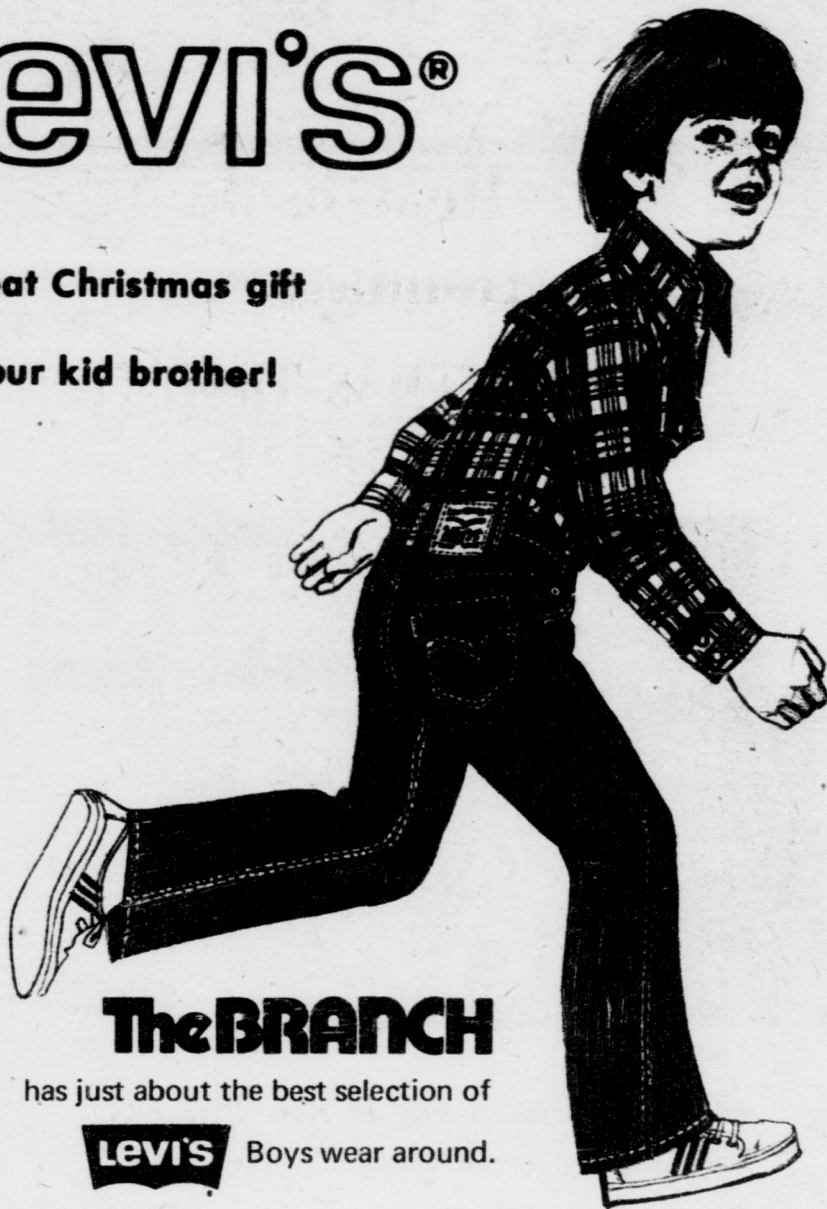
## Merry Christmas

'Tis the season to be cheery! Laugh . . . feast . . . carol. Join in all the fun festivities . . . be merry. And help make this the most together, happy-to-remember Christmas ever.

Mostly Plants

# Levi's®

a great Christmas gift  
for your kid brother!



## The BRANCH

has just about the best selection of

**Levi's**

Boys wear around.

Jeans in corduroy, denim, scrubbed denim - western shirts - saddleman turtle-necks - Levi jackets. All with the authentic Levi's® tag attached thereto.

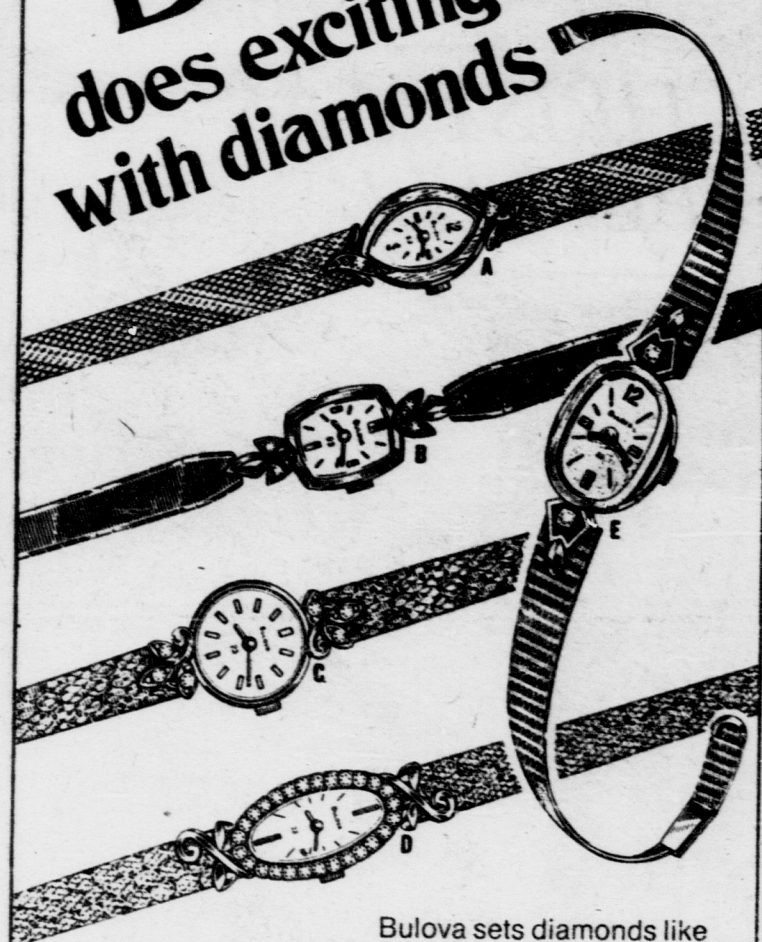
## • The BRANCH •

Your friendly neighborhood all **Levi's** store  
in the University Mall 220 MAC (above the Allè Ey)

Open evenings 'til 9:00 thru Christmas

# BULOVA

does exciting things  
with diamonds



Bulova sets diamonds like drops of fire against gleaming gold. They circle petite dials with a ring of brilliance. They splash them into sculptured cases with a touch of daring.

Come in and see our complete collection. It's exciting. From \$65.

- A. Two diamonds. 14K case. Mesh bracelet. 23 jewels.
- B. Four diamonds. Silver dial. 23 jewels.
- C. Six diamonds. 14K case. Patterned mesh bracelet. 23 jewels.
- D. 28 diamonds. (Total ¼ carat weight.) 14K gold case. 23 jewels.
- E. Two diamonds in velvet black setting. 14K gold case. 23 jewels.

# FOX'S JEWELERS

DIRECT  
DIAMOND  
IMPORTERS  
MICHIGAN  
JEWELERS  
SINCE 1917

DOWNTOWN, Open Monday and Friday 'till 9 p.m.  
LANSING MALL, Weekdays 'till 9 p.m.; Sun. 1 'till 5 p.m.  
FRANDOR, Open Weekdays 'till 9 p.m.  
MERIDIAN MALL, Okemos, Mich. Open Weekdays 'till 9 p.m.



## Season's Best

By Jolly! It's Santa's family . . . wishing yours the holiday's joys.



Mayflower Bookshop

## Greetings



From us to you, our wishes for the best holiday ever . . . may it always flower with peace and love.

Family of Man

## Season's Greetings

### Down on the Farm



Come see us for all your Holiday Treats . . .

Fresh Apple Cider and Apples with other Fruits including grapes, pears, citruses

We also have

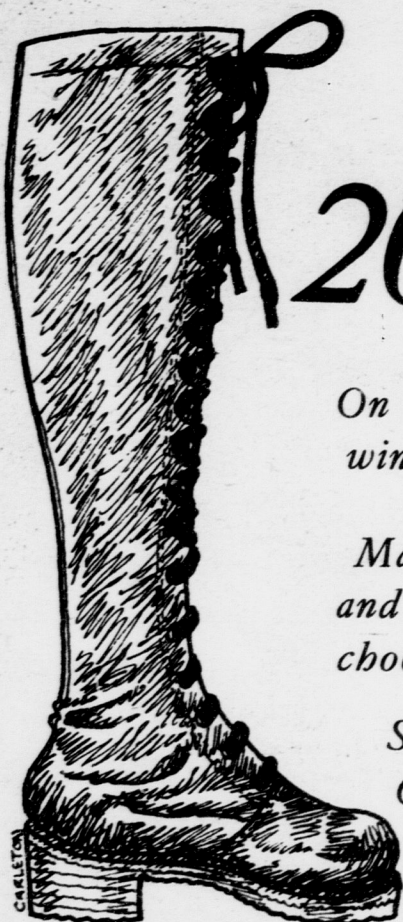
peppers	carrots	popcorn
cucumbers	lettuce	onions
sweet potatoes	Indian corn	honey

#### GIFT BOXES

Fancy with combination Fruit Baskets

**DOWN on the FARM**  
Just east of campus  
on Grand River  
open everyday

## GRUBS SHOES CHRISTMAS SPECIAL!



**20% OFF**  
regular price

On all current winter boots.

Many sizes and styles to choose from.

Sale lasts til Christmas Day.

Earth Shoes by Ambassador and all Janett's are ONLY \$18.90

**GRUBS SHOES**

Across from the Union  
SHOP NOW AND SAVE!

JACOBSON'S OPEN EVENINGS NOW TO CHRISTMAS  
SHOP MONDAY THROUGH FRIDAY 'TIL 9:00 P.M.  
Saturday, 9:30 A.M. to 5:30 P.M.



Play Scrabble® in any of five different languages. A fun way to practice a language you're studying, or to sharpen your skills in a language you already know. Available in Spanish, German, French, Italian or Russian. Each set contains a 14½" playing board, 4 racks and 100 hardwood letter tiles with letter-distribution tailored to each language. The Russian edition uses the Cyrillic alphabet. Enjoy a challenging game now for just \$8

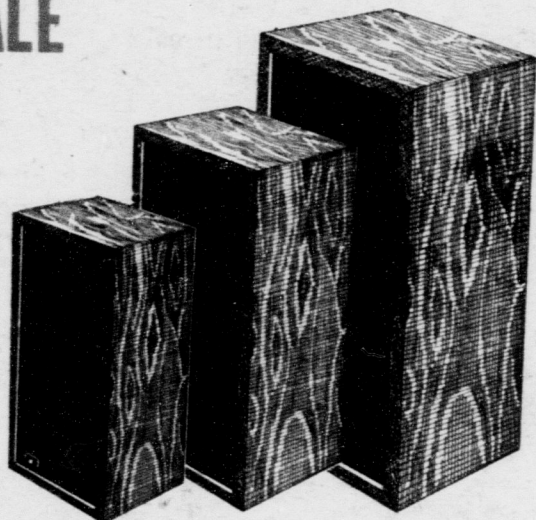
**Jacobson's**



# SANTA'S HELPER SALE

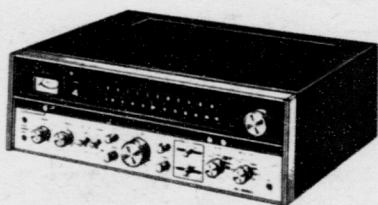
A SPECIAL SALE IN THE ENTIRE STORE TO HELP MAKE YOUR GIFT GIVING EASY  
★ THREE DAYS ONLY - FRIDAY, SATURDAY AND SUNDAY DECEMBER 6th, 7th AND 8th ★  
(Lansing Store Only Dec. 8)

## First time ever **EPI** loudspeaker SALE



A never before opportunity to purchase high accuracy EPI loudspeakers at substantial price reductions

EPI 90	REGULAR \$89.95 EA.	\$76
EPI 110	REGULAR \$119.95 EA.	\$100
EPI 180	REGULAR \$199.95 EA.	\$170



Technics 2/4 channel receivers at very special holiday reductions

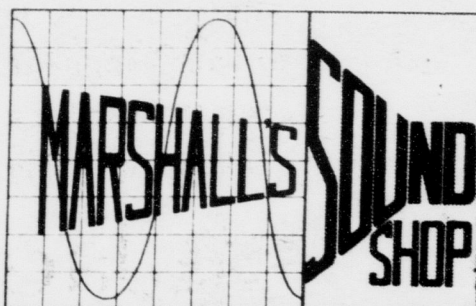
**Up To 25% OFF**  
SAVE ON THE 6000X QUAD RECEIVER  
REGULAR \$399.95 SALE \$299

### LAST CHANCE TAPE PRICES

Maxell UDC-90	list 4.90	\$2.99
BASF 7"-1800' LH	list 9.35	\$4.45
BASF SKC-90 LH	list 3.75	\$1.79
Maxell UD35 1800'	list 8.40	\$4.99

LOTS OF OTHER SPECIAL HOLIDAY VALUES AT BOTH MARSHALL LOCATIONS  
REMEMBER THE LOW PRICES STILL INCLUDE OUR COMPLETE BUYER PROTECTION PLAN.

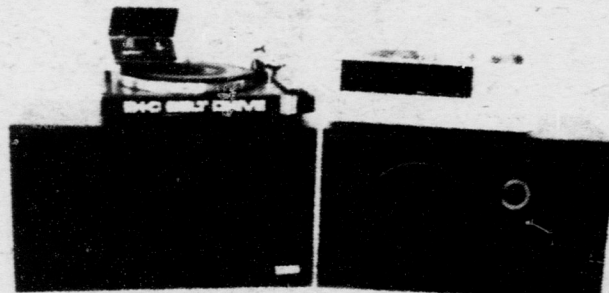
245 Ann Street  
East Lansing



402 S. Washington  
Lansing

\* SALE PRICES GOOD THROUGH DECEMBER 16 FOR EAST LANSING RESIDENTS ONLY \*

## SUPERLATIVE SANSUI



A choice system based on the powerhouse Sansui 661 AM/FM stereoreceiver. The power provided by the 661 is more than enough for full musical dynamics and all at under 0.5% distortion for unmatched clarity.

We've said all along that the Audioanalyst A 100X speaker systems rank among the finest speakers available regardless of price. Stereo review eclipsed all our praises of the A 100X by calling it "SUPERB" and the peer of under \$200 speakers. Audioanalyst is merciless in its design, don't give it mercy when you check it out.

The first new automatic turntable concept to come around since the invention of the record changer is now in stock. The exciting B.I.C. belt drive programmable automatic turntable model 960 provides a degree of precision quality and reliability unequaled by conventional designs. We supply it complete with base, dust cover and STANTON 600EE magnetic elliptical cartridge. Total system retail \$831.

Each unit an excellent value at its separate price. Together only **\$679**

## Breakfast of Champions



This system is based on industry champions. JBL, SHERWOOD and SANSUI

The first contender is a pair of the new JBL Decade 36 loudspeaker systems featuring 10" woofer, 5" mid-range and 1 1/4" high frequency radiator, for the high definition sound that has made JBL the choice of the worlds better recording studios.

The Sherwood S-7200 AM&FM stereo receiver is the heavyweight champ in its price range with very high power with low distortion and an unbeaten tuner. Its performance has been praised in audio and consumer magazines alike. A real knock-out.

There's not much we can say about Sansui's SR212 belt drive turntable. It has to be seen, heard (or actually not heard since it adds virtually no sound of its own) and touched to be appreciated. It comes with walnut base and cover. We install the NEW STANTON 681 TRIPLE E calibration standard magnetic elliptical cartridge for the best sound.

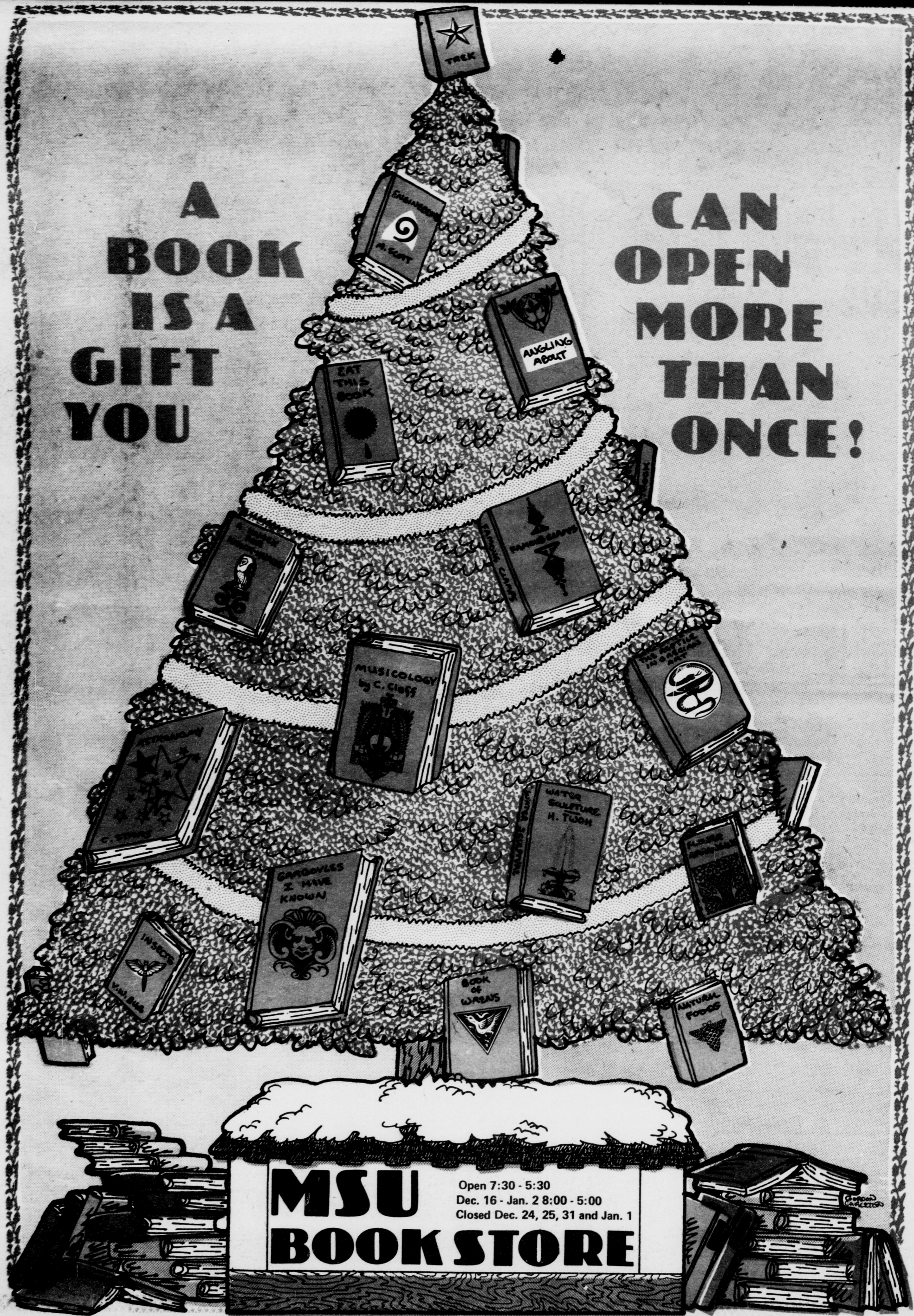
JBL L36 speakers included at 198.00 each.  
Retail price separately over \$1000. Our System Price

**\$869**



**A  
BOOK  
IS A  
GIFT  
YOU**

**CAN  
OPEN  
MORE  
THAN  
ONCE!**



**MSU**

**BOOK STORE**

Open 7:30 - 5:30  
Dec. 16 - Jan. 2 8:00 - 5:00  
Closed Dec. 24, 25, 31 and Jan. 1