

W.C. FIELDS DAYS



featuring a Moonlight Sale Friday night from 7 to 11 P.M.

On the whole I'd rather be in Philadelphia...but it appears Meridian Mall is presenting W. C. Fields Days and I think I'd better investigate the situation.

I certainly want to take advantage of the funny money that will be distributed this weekend. Seems as though those folks at Meridian Mall will be validating sales receipts on Friday, Saturday and Sunday giving you back **W. C. Fields Funny Money** equivalent to the purchase you've made. The real treat is that on Sunday at 5:00 you will have a chance to spend your W. C. Fields Funny Money at an **Auction** at Meridian Mall's Center Court. (They tell me that all of the auction items are listed inside this section — better take a peek.)

Sounds like a real bargain to me! They're even staying open Friday night until 11:00 P.M. to offer Special Moonlight sale treasures. An exciting feature during the Friday night Moonlight Sale will be a **W. C. Fields Look-a-like contest** with outstanding prizes for the winners. Is there someone out there as handsome as me?

Speaking of handsome...a **good friend** of mine who just happens to look a great deal like me will be at Meridian Mall on Saturday and Sunday to entertain you.

Now I'm not given to rash statements, but I believe W. C. Fields Days at Meridian Mall is an event you won't want to miss.

MERIDIAN

M E R I D I A N M A L L

W.C. FIELDS DAYS

MAY 16-17-18

AUCTION

SUNDAY, 5:00 PM

Ah Yes! It's W.C. Fields Days at Meridian Mall. On May 16th, 17th and 18th you'll find tremendous values in all Mall stores, free balloons, exciting entertainment and an opportunity to receive "W.C. Fields Funny Money".

This Friday through Sunday you can validate everyone of your sales receipts at the Mall Information Center and receive the equivalent in "W.C. Fields Funny Money". Save your "Funny Money" until the Auction on Sunday, May 18th at 5:00 PM, then bid on over \$2,000 worth of fabulous prizes.

Not making a purchase you say! Don't worry my pet, stop by the Information Center anyway and receive a \$5.00 "W.C. Fields Funny Money" bill compliments of the little nipper!

So . . . save your sales receipts, collect your "W.C. Fields Funny Money" from the Information Center and be at the Auction on Sunday, May 18th. Auction items are listed below.

*Any Mall store which does not issue sales receipts has made special arrangements for distribution of money. Please check with store manager for details.

Store	Item
Aladdin's Castle	(12) \$2.00 gift certificates
Allman's TV & Organ	radio
American Girl Uniform	uniform top
Backstage	(2) certificates for dinner
Bangles & Beads	necklace and earring set
Bank of Lansing	\$50 savings account
The Barbers	style cut
Carousel	(5) certificates for
	foot long hotdogs
Casual Corner	\$20 gift certificate
C. C. Greenery	floral arrangement
Circus World	(2) \$10 gift certificates
Claire's Boutique	purse and purse accessories
Community Newscenter	\$25 gift certificate
County Seat	(2) pairs of levis
Evenknit	(2) pairs of dress slacks
Evensons	dried flower wall plaque
Fantare	dress sandals
Fanny Farmer	2# box of candy
Fox's Jewelry	14 kt. gold necklace
Frontier Fruit & Nut	assorted fruit and nuts
Greens	\$25 gift certificate
L. G. Haig	sandles
Hickory Limb	infant car seat
Just Pants	\$20 gift certificate
Karmelkorn	(3) Dad's size karmelkorn
Knapps	20 pc. set of china
La Boutique	skirt and blouse
Life Stride	dress shoes
Marti Walker	rain coat
Maurice	\$30 gift certificate
M C Sporting Goods	golf bag
Meridian "8" Theatres	(4) set of passes for 2
Merle Norman	complexion care program
Miscellaneous	\$20 gift certificate
Morgans	silver and crystal ice bucket
Morrey A	Chinos and t-shirt
Mother to Be	bouncing cradle
NuVision	(2) frames/man and woman
Orange Julius	(5) coupons for Orange Julius
	and a hot dog
Original Cookie Co.	(3) coupons for 1# of cookies
Place Setting	salt and pepper shakers
Playmakers	warmup suit
Radio Shack	telephone
Recordland	5 record albums
Redwood & Ross	v-neck sweater
J. B. Robinson	man's Bulovia watch
Savvy	\$25 gift certificate
Shoeland	sandles
Sibleys	\$25 gift certificate
Silvermans	spring sweater
Smalls	spring jacket
Spencer Gifts	\$20 gift certificate
Stride Rite Bootery	childrens sidewalk skates
Swiss Colony	(2) 4# beef logs
Things Remembered	\$20 gift certificate
Valentes	\$30 gift certificate
Village Green	\$25 gift certificate for jeans
Woolco	10 cases of Pepsi
York Steak House	(4) dinners
Zales	opal earrings

MERIDIAN

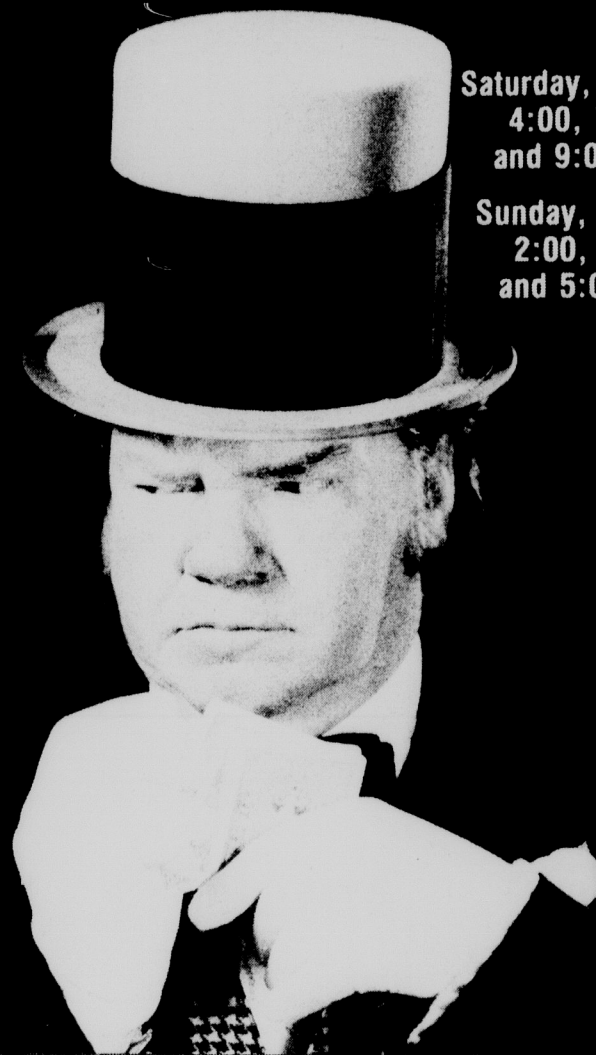
M E R I D I A N M A L L

Godfrey Daniels . . .

It's W.C. Fields

Not exactly . . . It's Karrell Fox

entertaining at Meridian Mall



Saturday, May 17
4:00, 7:30
and 9:00 PM

Sunday, May 18
2:00, 3:00
and 5:00 PM

GREAT STARS!!!

A "W.C. Fields Look-a-Like Contest"

Ah yes . . . one of my favorite events . . . A "W.C. Fields Look-a-Like Contest."

This is one of a kind with \$100 CASH and other fabulous prizes being awarded to two lucky individuals. Seems there are two categories — One for those spiffy characters who look and dress like W.C. Fields AND the second for those great impersonators that speak most like W.C. Fields.

How to participate, you say? Simple . . . Call Meridian Mall at 349-4800 to preregister . . . AND listen to WFMK for further details.

Cross my heart, you won't want to miss the fun or the prizes. Call today to register.

Friday, May 16
8:00 PM
MERIDIAN MALL

WFMK
EASY
ROCK'N 99



MOONLIGHT MADNESS

Knapp's Meridian Mall Store is getting ready to go crazy with prices!

THESE MOONLIGHT SALE SPECIALS GOOD FRIDAY 6 P.M. TO 11:00 P.M. ONLY

7.88 reg. \$16-\$18 dresses by Nancy Frocks Poly/cotton or 100% polyester misses' half sizes. 120 units. Dresses, Meridian Mall only	50%^{off} and more reg. \$42-\$50 Anne Klein suit blouses Assorted colors and new styles in sizes 4-14. 80 units. Moderate Sportswear, Meridian Mall only	4.88 reg. \$28-\$52 misses' and jr. dresses 100% polyester tailored dressy dresses. Solid colors. 62 units. Dresses, Meridian Mall only	9.88 reg. \$26-\$35 racquetball racquets By Omega with tear drop shaped head, leather grip. 25 units. Sporting goods, Meridian Mall only
4.88 reg. \$15 Caribou print shirts V-neck styles with ¾ length sleeves, misses'. 60 units. Inexpensive sportswear, Meridian Mall only	3.88 reg. \$8 hooded baseball jacket Blue, green, red, purple, yellow in S-M-L. 75 units. Friday's for Juniors, Meridian Mall only	88¢ reg. \$2.50-\$3 boys' tee shirts Poly/cotton colorful tees by Munsingwear. 50 units. Boys', Meridian Mall only	9.88 reg. \$21-\$24 Haggar slacks Fancy patterns, solids, flare styles, broken sizes. 40 units. Store for men, Meridian Mall only
88¢ reg. \$3.50-\$4 tube tops Soft, silky fabric, one size fits all. 75 units. Accessories, Meridian Mall only	6.88 reg. \$14 daytime casual dresses convertible collar or vee neck, short sleeves. S-M-L. 30 units. Robes, Meridian Mall only	9.88 reg. \$21 bib painter pants Teen bibs in off-white in ass't sizes 7-14. 19 units. Teens', Meridian Mall only	5.88 reg. \$12 men's knit shirts Poly/cotton s/s casual shirts in ass't patterns. S-XL. 200 units. Store for men, Meridian Mall only
1.88 reg. \$3-\$8 brightly colored necklaces, earrings. 100 units. Jewelry, Meridian Mall only	1.88 reg. \$6 infant cardigan knit sweater, 12-18 mo. 40 units. Infants, Meridian Mall only	88¢ reg. \$2.10-\$3.50 girls' socks stretch fabric 7-9½. 50 units. Girls', Meridian Mall only	6.88 reg. \$26 Ajay golf cart with steel construction. 8 units. Sporting goods, Meridian Mall only
12.88 reg. \$28-\$55 assorted handbags leathers, vinyls, canvas, 24 units. Handbags, Meridian Mall only	1.88 reg. \$5-\$5.50 toddler girls' Healthtex polos, 2-4. 45 units. Toddlers', Meridian Mall only	2.88 reg. \$7.25-\$8 boys' Healthtex long sleeve shirts. 40 units. Boys', Meridian Mall only	88¢ reg. \$3 gym shorts with elastic waist band, broken sizes, 100 units. Sporting goods, Meridian Mall only

**SENSATIONAL
SPECIAL VALUE!**

\$29⁸⁰

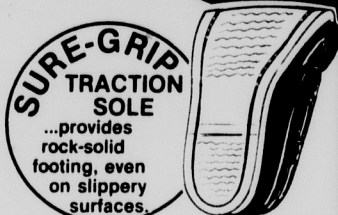
**AUTHENTIC
MOCCASIN
CASUALS**



Distinctive brown calf
with white soles.

**AUTHENTIC
MOCCASIN COMFORT**

Sibley's has these tremendously popular casual moccasins for about \$18 less than you'd expect to pay! You'll discover authentic moccasin comfort in these flexible, long-wearing, leather casuals with *sure-grip*, squeegee-like soles for rock-solid footing. When Sibley's says, "Special Value", you better believe it means 'special quality' at a special price!



**SIBLEY'S
SHOES**

MICHIGAN'S LARGEST FLORSHEIM DEALER • 27 Stores in Michigan

MERIDIAN MALL

East Grand River at Marsh Road • 349-3620

WE HONOR AMERICAN EXPRESS, VISA, MASTERCARD AND MOST MAJOR CREDIT CARDS



Everybody's best shot
— will be this incom-
parable hand-cut lead
crystal shot glass by
Waterford. Give one,
or a pair or a set of
six or eight. Each
\$14.50.

MORGAN'S

Fine Jewelers Since 1876

121 S. Washington/Lansing Mall, Lansing
Meridian Mall, Okemos

Use one of Morgan's convenient charge plans or American Express, VISA, Master Charge.
Mail and Phone Inquiries Invited: (517) 482-0886 / 321-5400 / 321-5400 / 349-0320

Member Fine Jewelers Guild



**THE WEBSTER ANSWER
TO INFLATION**

**you need the suit
we would like the business
(we're in this together)**

the **\$79** suit sale

our regular priced \$125 suits are now a low \$79.

**A suit tailored in this quality is hard to find at this price.
when was the last time you were able to buy a vested suit
at \$79?**

Other suits from \$89.

for the man who wants to look good without breaking the bank

**WEBSTER
MEN'S WEAR**

Lansing Mall • Meridian Mall

USE YOUR VISA, MASTER CARD AND AMERICAN EXPRESS

Bank of Lansing Meridian Mall Branch

celebrates W.C. Fields Days!!!

Come on in and get funny money...

...For every deposit of \$100 or more to a Statement Savings Account, we will give you 1/2 that amount in W.C. Fields Funny Money. Only deposits made on May 16 & May 17, 1980 are eligible.



Money Tree Transactions Count Too---

Statement Savings Account deposits made at the Money Tree on May 16 or before 4:30 p.m. on May 17, 1980 are also eligible. Just stop in the branch with your Money Tree receipt before 4:30 p.m. May 17th to get your Funny Money.

Offer good for Statement Savings deposits made at Meridian Mall branch of Bank of Lansing only. Funny Money available during regular bank hours May 16 and May 17, 1980. Deposits made to business accounts are not eligible. No purchase necessary.



Bank of Lansing

We have a lot of ways to help

Hours: Mon.-Sat. 9:30-4:30 • Member F.D.I.C.

MOONLIGHT SALE!

GAL'S TERRY & KNIT TOPS

Spring styles in bright colors. Sizes S-M-L. Reg. price to \$18.

\$6⁹⁹

GAL'S FASHION PANTS

Brights, whites and pastels. Jr. sizes 5-13. Reg. to \$23.

\$8⁹⁹

GUY'S FASHION JEANS

Denim, twill and linen from Levi, Britannia, and RPM. Sizes 28-38. Reg. price to \$26.

\$11⁹⁹

Meridian Mall only!

NEW WING AT MERIDIAN MALL
Okemos, Michigan
Phone: 517-349-1872



**NOW
THROUGH
SUNDAY**

**1
/ 2
PRICE**

**All Weather
Coat Sale**

Regularly

\$56 to \$140

For travel, cool summer days, and through next fall as well, save on a tremendous selection of our fine quality All-Weather Coats.

Choose from poplin or woven polyester fabrics in bright, neutral or pastel shades. Many famous label styles included.

Available in
Junior sizes 5 to 13
Misses sizes 6 to 16
Petite sizes 6 to 14

All sales final.

MERIDIAN MALL STORE ONLY.

BUTLERS

SPECIAL!

Fri. thru Sun. only!

Cones aren't just for ice cream anymore! Look at our cone heels . . . they're making wood 'n leather slides ever so scrumptious!

Reg. \$15.99

12⁸⁰

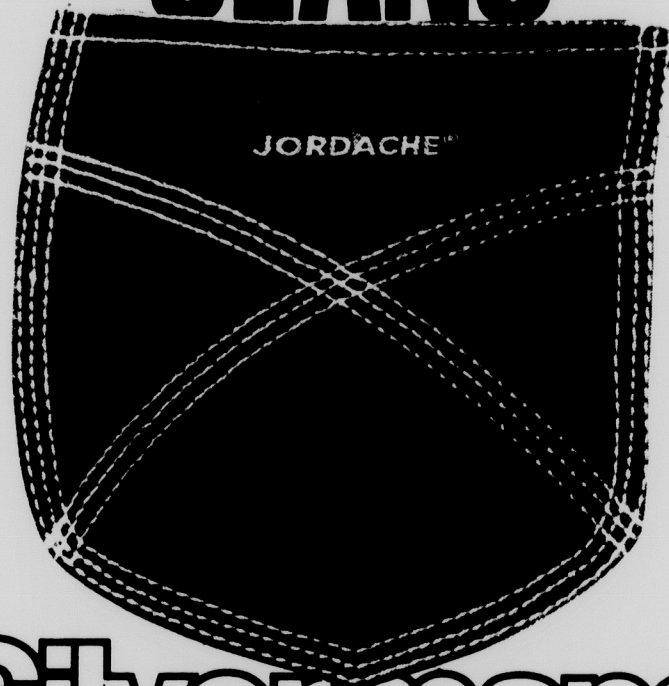


Meridian Mall Only



All merchandise guaranteed

DESIGNER JEANS



Silvermans



Cards
Welcome

Meridian Mall



*"Cross my heart, you won't find
another SALE like this!"*



All Raincoats Now \$29

(values to '68)



Skirts - Save Up to 1/3 off

on Liberty and Calico prints, plaids, denims and solids.



All Denim Jeans on SALE

(including Calvin Klein and Gloria Vanderbilt.)



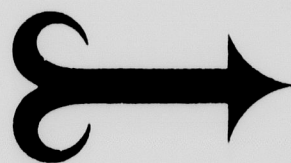
Shirts - Save up to 1/3 off

on long-sleeve and short-sleeve, prints and solids, Liberty prints, plaids and lace collars.

Ah, my sweets . . . Ask
about our "Mystery
Special" Friday night.
You'll be glad you did!

MERIDIAN MALL

LANSING MALL



marti walker



Diamond Earrings

at only
\$29.95
limited quantities

Dazzling diamond stud earrings at terrific savings and each pair comes with our six-week money-back guarantee. Save now on all our other in-stock diamond stud earrings at a substantial 30% off.

Diamonds enlarged to show detail

Jb ROBINSON JEWELERS

Lansing Mall, near J. L. Hudson's • Meridian Mall, the hard-to-find blue jewelry store around the corner from, but not across from Orange Julius.



MERIDIAN MALL

Phone 349-9120

- GIFT WRAPPING
- WE SHIP ANYWHERE

THROUGH MAY 18 ONLY...

ONEIDA STAINLESS HALF PRICE!



COMMUNITY	DELUXE	HEIRLOOM
SAVE 50%	SAVE 50%	SAVE 50%
ON ALL PLACE SETTINGS	ON ALL PLACE SETTINGS	ON ALL PLACE SETTINGS

LTD. . . SAVE 50% ON PLACE SETTINGS
PROFILE. . . SAVE 50% ON PLACE SETTINGS



Free. Your beautiful new face

Today Merle Norman cordially invites you to find your best face, free.

We will give you a make-over like you have seen in the pages of your favorite magazines. Free. Yes, free. Merle Norman has one of the most beautifully programmed makeup and skin-care collections in America. And both are specifically matched to every woman's individual needs. And cost less.

Let us teach you your face. Free. Now, it's your turn to be beautiful. Free makeovers done by appointment.

To emphasize your golden tan, try Merle Norman's color toner bronzer

Special Sale
15% OFF

on all Merle Norman cosmetics Friday - Saturday & Sunday during "W.C. Fields Days"

MERLE NORMAN

The Place for the Custom Face

Meridian Mall 349-6150

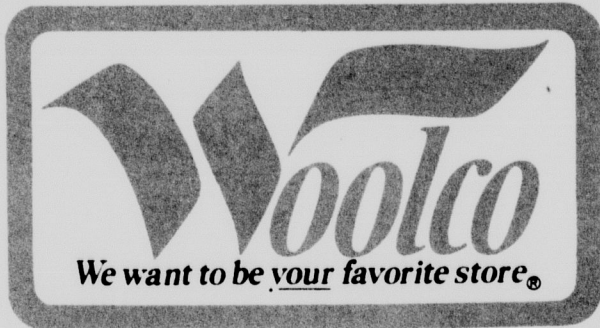
VITAMIN State DISCOUNT

NOW OPEN IN THE MERIDIAN MALL!

CELEBRATE W.C. FIELD'S DAYS WITH THESE
!! SUPER SALE SPECIALS!!

STATE COUPON CIGARETTES • ALL BRANDS • ALL TAXES INCLUDED 2.99c <small>PACKS</small> <small>COUPON VALID MAY 16-17-18, 1980</small> <small>LIMIT 2 PACKS</small>	STATE COUPON MAALOX STOMACH ANTACID 12 oz. 2.50 Value 99c <small>COUPON VALID MAY 16-17-18, 1980</small> <small>LIMIT 1</small>	STATE COUPON TEK TOOTHBRUSH .98 Value 19c <small>COUPON VALID MAY 16-17-18, 1980</small> <small>LIMIT 5</small>
YOUR CHOICE <small>STATE COUPON</small> "OUR ENTIRE SELECTION" ALL ALBUMS \$1.00^{OFF} <small>WITH COUPON</small> YOUR HOME FOR SUPER HIT ALBUMS ★ AT EVERY DAY DISCOUNT PRICES ★ <small>COUPON VALID MAY 16-17-18, 1980</small> <small>LIMIT ONE</small>		
STATE COUPON AQUA FRESH TOOTHPASTE 6.2 oz. 1.65 VALUE 99c <small>COUPON VALID MAY 16-17-18, 1980</small> <small>LIMIT ONE</small>	STATE COUPON UNICURE SHAMPOO OR CONDITIONER 16 oz. EACH 2.65 VALUE \$1.99 <small>COUPON VALID MAY 16-17-18, 1980</small> <small>LIMIT ONE EA.</small>	STATE COUPON RUBBING ALCOHOL 16 oz. .69 VALUE 39c <small>COUPON VALID MAY 16-17-18, 1980</small> <small>LIMIT ONE</small>

!!WATCH FOR OUR GRAND OPENING CELEBRATION!!



W.C. Fields

See Friday night Moonlight Sale Sp

Prices good through May 18, 1980



Mono Model X-20

20"

Lawn Mower

\$79⁰⁰



3 piece
webbed
set

\$22⁰⁰



igloo

Igloo 15 quart
Playmate
Cooler
\$8⁸⁸

15 quart capacity
Lightweight and compact
Superior cooling capability



All Fishing Rods
30% off



The Incredible Toro
Hose and Reel
System

This spring, take along the Hose and Reel System that'll fit neatly in your car, boat, or camper. It actually squeezes out water while winding in. It's flexible and lightweight, yet still tough and durable. It delivers the same water flow as a conventional hose. It's compact enough to store almost anywhere. N.S.F. approved. Non-toxic. Safe for potable drinking water.

Only \$19⁹⁷

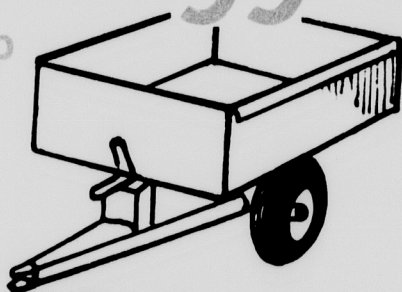


6 Foot Redwood
Picnic Table

\$32⁰⁰

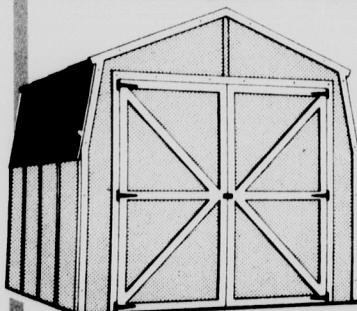
10 cubic
foot
dump
cart

\$99⁰⁰



ARROW-WOOD.
BY ARROW

World's Leading Maker of Storage Buildings



4x8 Wood
Storage
Building

\$169⁰⁰
(4 foot add-on
- \$77.00)

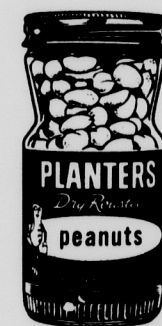
Multi-position
lounge

Only
\$9⁹⁷



Planters
Dry-
Roasted
Peanuts
12 ounce.

88¢



Aqua-Fresh
Toothpaste 8.2 ounces
88¢

Pampers®
CONVENIENCE
PACKS **NEW**



48-60-90 Count
Pampers

\$6⁴⁹



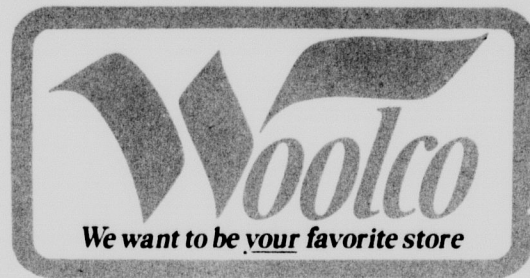
New Freedom

Mini
Pads

48 count

\$1⁵⁷

s Days Sales



Sale Specials in Thursday State Journal

Prices good at Meridian Mall and
Waverly Plaza Woolcos



Misses' 8-18

Shorts

\$3⁵⁰

Cool, care-free shorts pre-washed cotton denim in Navy with fly fronts, pockets. Pull-on polyester knits with shirred elastic waists in White, Red, Navy, Beige, Pink, Yellow, Blue.
Styles available may vary from those pictured.



Ladies
Rompers

\$5⁹⁷

Regular 6.97

Cool, care-free 1 piece rompers in strapless or tie neck styles with dirndl waists, some with contrast trims, pockets. White, Navy, Blue, Red, Beige, Pastels in S-M-L sizes.
Styles available may vary from those pictured.



**Coronet Super 12
Electric Typewriter**

- Powered carriage return
- Repeat action keys
- Full office keyboard

\$188⁰⁰

Ladies Tank Tops

Wide selection of styles, some with embroidery trims or novelty sayings. White, Red, Navy, Bone, Blue, Lilac and Yellow in S-M-L.

Regular 4.97

\$3⁵⁰

Ladies Shorts

Pull-on styles with athletic or straight legs, elasticized waists, some with contrast binding. White and colors in S-M-L sizes.
Styles available may vary from those pictured.

\$3³³

Regular 3.97



G.E.
Walkie
Talkies

\$9⁸⁸

All
watches
in stock

20% off

A world of
scanning
at your fingertips.

BEARCAT® 210



\$199⁰⁰

You program the 10 local public service frequencies you want by pushing a few buttons. Push another button to scan for action. It's as easy as it is exciting. Step into tomorrow with a Bearcat® 210.

Bearcat
SCANNERS



SAVE!

men's printed
knit shirts,
reg. 3.99

3⁵⁹
2 for \$7

Comfortable crew-neck model in 100% cotton and easy-care blends; dozens of colorful designs; sizes S-M-L-XL.

BOYS' SIZES 2/5

Men's
tank tops

2 for
\$5⁰⁰



SHORTS SALE


1⁹⁹

men's never-iron
jogging shorts,
sold everyday at 2.99

Slim, trim shorts with elastic waist for perfect fit! No-iron polyester-cotton blend; solid colors with contrasting trim; S-M-L.



"Anyone with a sale like this
can't be
all bad"



Chinos
20% off

Jeans
20% off
excluding Lee

May 16 through 18

**VILLAGE
GREEN**

Meridian Mall
349-1850


SALE

20%

OFF

ENTIRE INVENTORY

ALL
REGULAR
AND
SALE PRICED
MERCHANDISE



PREIS

MERIDIAN MALL

20% SALE—20% SALE

Life Stride
SPECIALIZING IN LADIES SHOES

Softies...
Whisper-soft leather with plenty of spunk, by Life Stride. Rich leather tops with plush suede insole and light, flexible sole.



\$23

LIBRA

White Natural Rust

\$23

Rust Leather

AIRES

\$5

\$5


\$5

Bring this coupon to
LIFE STRIDE SHOE STORE
MERIDIAN MALL
and receive \$5.00 off any purchase
Limit one per customer
Good May 16-18, 1980

**COMMUNITY
NEWS CENTER**

NEW

"ANY PLACE THAT SELLS STUFF
THIS CHEAP CAN'T BE ALL BAD."



If your kids are
bothering you,
get them out of
your hair with
books from our
special kid's
section.

Up to 50% off on
special children's
books
and
certain
Hallmark
items.



Braid trim on moc toe
and instep strap.
Available in D and EEE widths.
Black, brown, white.

Reptile embossed vamp
with a touch of gold.
Black, brown,
white.

2 pairs for
\$27

or **\$16.90** pr. reg. \$19.99 pr.

Starring big savings and real value on a great
selection of men's shoes! Buy two pairs and
save \$12.98 on these fashionable performers.
Perfect for every occasion... wherever you
go, whatever you wear!

Hurry in for this
"double feature" value!

As seen on TV

Sale ends May 24

FATHER & SON



MERIDIAN MALL, Okemos

LANSING MALL, Lansing



SALE

Jeans.....\$11⁹⁹ to \$16⁹⁹
Terry Tops.....\$9⁹⁹ and \$10⁹⁹
Tube Tops.....\$1⁹⁹ or 2/\$3⁰⁰
T-Tops.....\$4⁹⁹

Morrey A

Meridian Mall

Phone 349-3467

Small's

MERIDIAN MALL W.C. FIELDS DAYS

SALE

Fri., May 16th - Sun., May 18th

Shop Friday night til 11:00 PM

SHOP BOTH STORES FOR THESE ITEMS



Famous Maker Trio Suit

Suit plus contrasting slacks

reg. \$155

NOW

\$129⁹⁰

Knit Shirts

Short Sleeve reg. \$15 NOW

\$10⁹⁰

Short Sleeve Dress Shirts

reg. \$15 NOW

\$10⁹⁰

ALL Spring Jackets

NOW

20% OFF

Special group of

Neckwear

NOW

1/2 OFF

Small's

DOWNTOWN LANSING

MERIDIAN MALL OKEMOS

EASY-STRIDERTM

by LONG TIME FRIEND



These natural rise stretch gabardine pants, feature stunning comfort and washability thanks to the Visa® fabric. With a comfort waistband that moves as you move, they're available in petite and average lengths, sizes 10 thru 18, with a rainbow of colors to choose from.

PANT
\$18.00

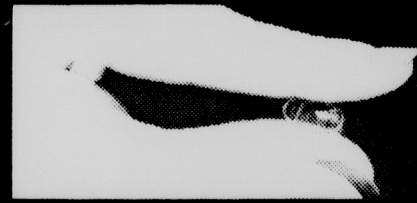
EASY-STRIDER

by LONG TIME FRIEND

MERIDIAN MALL

SEEING IS BELIEVING!

SOFT CONTACT LENSES



ONLY \$99

- Spherical Lenses Only
- Professional Fee and Eye Care Kit not included.
- 30 Day Trial Wearing Plan - if you are not satisfied, get your money back. Including the cost of the Eye Care Kit and the Professional Fee.
- Bring in your own prescription and we will fill it.

TRUST
YOUR EYES
TO NuVision

LANSING

Lansing Mall
5424 W. Saginaw
(517) 321-5545

Logan Center
3222 S. Logan St.
(517) 882-2796

Meridian Mall
19565 E. Grand River
(517) 349-2050

UNDER THE DIRECTION
OF DR. E. SHAPIRO, O.D.

[illegible]

EAR PIERCING

\$3⁵⁰

Includes Starter Set

Clair's BOUTIQUES

Meridian Mail

CIRCUS WORLD

The Toy Store in the Mall



MOONLIGHT MADNESS

We've cleared our shelves....
SAVE ON HUNDREDS OF
FANTASTIC TOYS!

REDUCED!

50%-60%-70%



Meridian Mall
PHONE 349-2120 OKEMOS
GREAT TOY STORES ALL OVER MICHIGAN!



MERIDIAN MALL



"We specialize in childrens clothing"

Monday thru Saturday
10:00 am to 9:00 pm

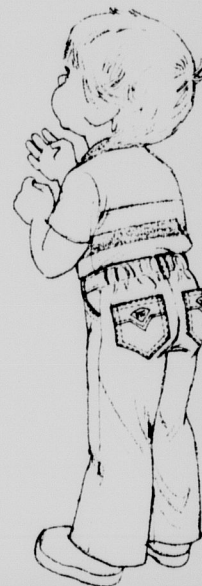
349-1597

WC FIELDS MOONLIGHT DAZE



Come see our complete
selection of summer
coordinated Billy the Kid®
clothing for kids.

Boys 4-12 Girls 4-6x
Infant — Toddler
Girls 7-14



SAVE \$1.00

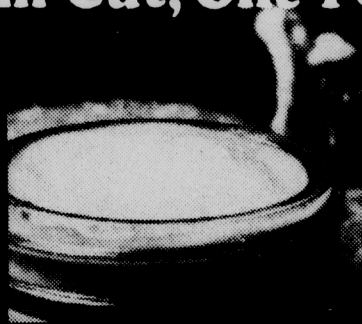
off the
regular price

BEEF LOG®

Minimum Cut, One Pound

100% ALL BEEF!
Naturally Hickory Smoked.
The finest quality sausage
in America

FREE SAMPLES
Try Before You Buy!



Meridian Mall

\$1

MONEY SAVING SPECIAL OFFER
REDEEM THIS VALUABLE CERTIFICATE

\$1



Save \$1.00

off the regular price of
BEEF LOG®

Minimum Cut, One Pound
AT YOUR SWISS COLONY STORE

This offer is good only at participating stores and is subject
to being withdrawn at the discretion of The Swiss Colony.

\$1

\$1

KARMELKORN™ SHOPPE



With this coupon
Buy one pewee size
box of Karmelkorn
and get the second one

FREE

during W.C. Fields Days
May 16-17-18
Meridian Mall

LaBoutique
presents

"A Weekend Double Feature"

30% off on all spring apparel
Final reduction on all winter
merchandise - up to **75% off**



LaBoutique
Meridian Mall 349-4420
located across from Knapps Mens Dept.

Lay-a-ways,
Visa and
Master Charge
Available

**PINBALL GAMES
FOR SALE
\$600 - \$700**



**Family
Fun-Time**
All The Time... At

**Aladdin's
Castle®**
Amusement Center

Located in
Meridian Mall's
NEW ADDITION

GNC General Nutrition Centers

Red - Hot Prices

WHILE OTHERS HAVE "FROZEN" PRICES NATIONWIDE, GNC'S PRICES STILL CONTINUE TO BE RED HOT!

GNC SUPER VALUE 400 IU Vitamin E \$1.99	Potent Yeast \$4.25	ZINC \$2.49	Timed Release Vitamin C \$3.25	GNC SUPER VALUE 500 MG Vitamin C 99¢
VALUABLE COUPON Supertron \$1.98	Bee Pollen \$4.95	Calcium Rich Bone Meal \$4.99	Lysine \$3.50	VALUABLE COUPON NUTTY CAROB DELIGHT 39¢
SUN-DRIED Apricots \$1.49	LOW SODIUM Cornflakes 49¢	WHOLE WHEAT Fig Bars 99¢	THOMPSON Raisins 59¢	LOSE FAT OR YOUR MONEY BACK Modeletts 2 Month Supply \$5.99
DELICIOUS California Dates \$1.69	WHOLE WHEAT Rice Cakes 2/\$1.59	LOW SODIUM Rice Crisps 49¢	INDIGESTION? 2/\$3.96	Fructose The Calorie Cutter \$5.99
WHOLE WHEAT Money Grahams 99¢	UNSALED Rice Cakes 2/\$1.59	LOW SODIUM Rice Crisps 49¢	Meridian Mall 349-9778	LOSE THAT EXTRA WEIGHT With Nature's Miracle Sweetener For Dieters Who Crave Sweets MONEY BACK 225-2 Gram Tablets GUARANTEE \$5.99

VALUABLE GNC COUPONS
Dannon Yogurt 39¢
Perrier Mineral Water 65¢

EXPIRES 5-18-80



**Who else serves you
deliciously different
Sauteed Sirloin Tips—**

**Nobody
but York!**



Dinner includes baked potato,
crisp garden salad, and
oven fresh roll.

**Let York
Steak House
Prove It to You!**

\$3.99

MERIDIAN MALL

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Okemos

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303 S.W. Capital
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TV • Stereo • Organs • Pianos

This Magnavox Portable with AUTOMATIC FINE TUNING...

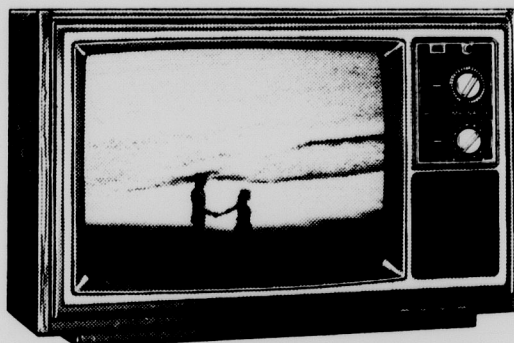
will bring you accurately tuned
color pictures — on any channel.

Enjoy hours of viewing pleasure with this outstanding Magnavox Color TV. It offers you big set performance in a compact, portable size — at surprisingly low cost. Special circuitry "locks-in" station signals to bring you accurately tuned pictures on UHF or VHF channels. Other features include a highly reliable 100% solid-state chassis, precision 100° in-line picture tube, plus, electronic voltage regulation to provide stable operating conditions — even in "brownout" situations.

In striking black.

Model 4166
with 19" diagonal 100°
in-line picture tube.

Magnavox



OUR REGULAR VALUE PRICE

ONLY **\$298**

"This set is being sold below actual dealer wholesale cost. Ask any of our salespeople to look at the invoice. A maximum of 20, of this model, to be sold at this price."

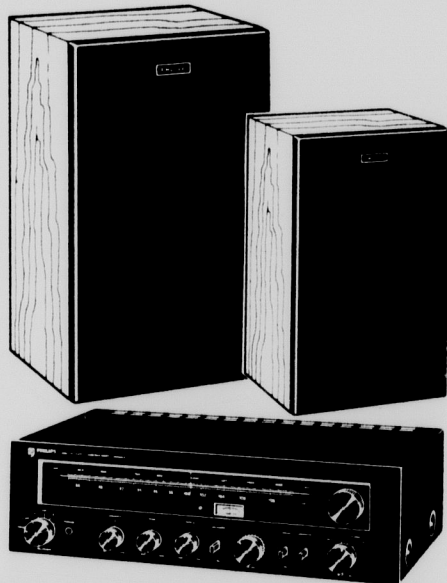
New Extended Warranty

5 year picture tube

2 year tube labor

1 year parts & labor

on video-matic
TV sets only



If you're taking those first steps toward the purchase of a component stereo system, this might be a perfect place to start. It's Phillips' most affordable system, yet still offers such quality features as an AH7841 stereo receiver with four speaker capability;



two 2-way loudspeakers with 8" woofers and 2 3/4" tweeters for clean highs and smooth bass response; and GA406 fully automatic turntable with servo motor, viscous damped cueing; and pitch controls.

Even if you're just starting out, you can still afford Philips!

PHILIPS



\$398

Save \$176⁰⁰

Odyssey

2

BJ7600

FEATURES:

State of the Art Programmable Microprocessor Unit
Advanced Alpha Numeric Electronic Sensor Keyboard for Computer Operation
Two Remote Hand Controls w/Joysticks
Includes one 3-Game Cartridge (Speedway, Spinout, Crypto-Logic)
Digital On-Screen Scoring
Full Color Screen

**"I'm not given to
Rash Statements,
But these are bargains
you won't want to
miss."**



MERIDIAN MALL

Phone 517-349-9400

(Next to York Steak House)

Detach this coupon and receive

FREE Magnavox record for
first 500 customers that stop by
Allman's in the Meridian Mall.

No purchase necessary.

Detach this coupon and receive

Odyssey II Cartridge
of your choice (in stock)

ONLY **\$17⁹⁵**

Limit one per customer
Offer expires May 21, 1980

MC
SPORTING GOODS

"Godfrey Daniel"

It's W.C. Fields Days at M.C. Sporting Goods

CONTEST RULES

Now, Everyone knows who W.C. Fields was. . .
BUT, Do you know the Characters he played???

Buried within this Ad are the names of 20 W.C. Fields characters.

- *Look at the Ad carefully
- *Find 10 of the Names
- *Circle your 10 names and bring the entire Ad with you into our Lansing MC Stores for verification.
- *If your 10 names are on our list, you will receive a **10% discount** off the Regular prices of anything in the store. . . just for being a winner!!
- *This offer is Void after May 17, 1980.



Wilson Extra

The Wilson Extra gives you the extra racket you need for more Mr. Micawber, accurate, powerful shots. Metal frame. Unstrung.

Sale **\$59⁹⁹**

Donnay All Wood Borg

The Borg All Wood is another Donnay special. Features custom graphics on an all wood laminate frame. A really good performer on the Tennis Courts. Ambrose Wolfinger. Unstrung.

Reg. \$55.00 Sale **\$44⁹⁹**

Yamaha YFG-20 Tennis Racket

The YFG-20 is an oversized frame racket designed for the player who likes a larger sweetspot fiberglass frame. Harold Bissonette. Unstrung.

Reg. \$42.00 Sale **\$29⁹⁹**

Rossignol C-12 Tennis Racket

The biggest name in ski is now making tennis rackets. The C-12 features The Great McGonigle open throat design. Wood and graphite composite construction. Unstrung.

Reg. \$79.99 Sale **\$69⁹⁹**



Nike Leather Cortez

Durable, comfortable Leather upper and all-purpose training sole. Designed for the T. Frothingwell Bellows person who wants real comfort and value.

Reg. \$38.95 Sale **\$28⁹⁹**

Adidas Stan Smith

All Leather Tennis shoe for the aggressive tennis player. Buffalo Bella leather upper and durable tennis sole.

\$39⁹⁹

Adidas Orion

Nylon upper is lightweight and comfortable. Reinforced with Larson E. Whipshade suede over an all-purpose training sole.

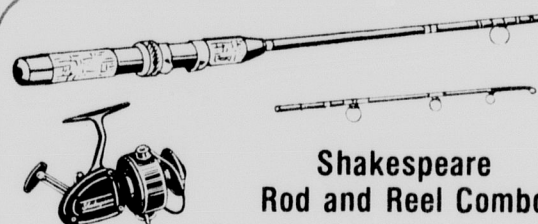
\$30⁰⁰

All Hyde Baseball Shoes

Our entire stock of fine quality Cuthbert J. Twillie baseball shoes by Hyde-Spotbilt is on sale.

Now **SAVE**

25% OFF Regular Prices



Shakespeare Rod and Reel Combo

Here's another value priced MC Combo. You get a Shakespeare Model 2110 skirted spool spinning reel, ball-bearing construction and internal trip, plus a #F65065 silver Olympic rod featuring Egbert Souse ceramic guides and 6 1/2 ft. length.

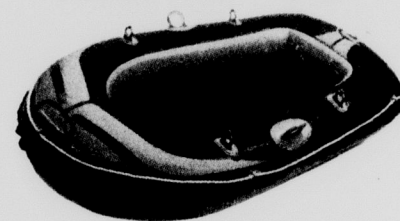
If Purchased Separately **\$34⁹⁰**
Combo Price **\$24⁹⁹**

Olympic Reel and Garcia Rod Combo

This super combo features Olympic model 1200 RL spincast reel with interchangeable handle, and Pa Potter pin pick-up. Matched with a Garcia Conolon 5'8" spincast rod, model P 1158, medium action with ceramic guides.

If Purchased Separately **\$34⁹⁸**
Combo Price **\$24⁹⁹**

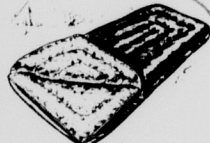
Inflatable Raft by Nelson



Heavy duty vinyl gives you all the "higher priced" features without the higher price. Features like Samuel Bisbee, separate air chambers, heavy-duty oar locks, bow handle, and wrap-around tow rope.

Reg. \$24.99 Sale **\$14⁹⁹**

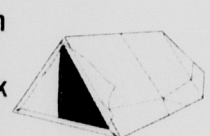
Sportline Holofil Sleeping Bag



Full size machine washable sleeping bag. Filled with 3 lbs. Elmer Prettywilly Dacron Holofil. Excellent warmth and comfort. Zip two together to make a double. Model 552.

Now Only **\$19⁹⁹**

Two-Man Nylon Backpack Tent



By OV. This pack tent measures 4 1/2' x 7' and is made of Eustace McGargle water repellent nylon. Zippered screen door for easy entrance and exit. Complete with stuff sack. Model 141 A.

Reg. \$29.99 Sale **\$19⁹⁹**



Frabill Fiberglass Laminate Backboard

More durable than uncoated wood, the Model 1776 is for you Mr. Snively. 3/4" durable construction complete with 5/8" Rim and net.

Reg. \$46.99 Sale **\$39⁹⁹**



Wilson NBA Basketball

Model 1342 NBA endorsed basketball. Nylon wound construction with the L.A. Lakers logo. Ideal for outdoor use. Not First quality. May have slight imperfection.

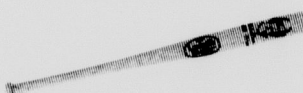
Reg. \$13.99 Sale **\$8⁹⁹**

Spalding TFM 100 Fielders Glove



Large size fielders glove with open web and fast-back design. For baseball, or softball. Cornelius O'Hare. Quality chrome tanned leathers.

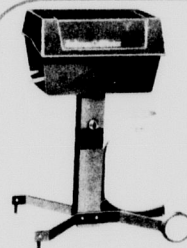
Reg. \$36.99 Sale **\$29⁹⁹**



Little League Bat

By Louisville Slugger. Official Professor Quail design bat features cupped-end balance and solid wood construction.

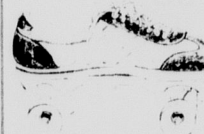
Reg. \$7.99 Sale **\$5⁹⁹**



Sunbeam Single Burner Gas Grill

18,000 BTU Stainless Steel Burner with 250 Sq. In. cooking surface. Includes 20 lb. enamel tank, Sheriff Hoxley, cookbook, and lavarock. Model 9110.

\$89⁹⁹



Disco Skate

Hours of skating fun can be yours in this lightweight roller skate. Durable synthetic upper, padded insole, and heavy duty Gabby Gilfoil skate assembly.

\$36⁹⁹



Triple Knit Warm-Up by Primo

Plush synthetic fabrics. Mr. Stubbins, solid colors with contrasting trim stripes.

Reg. \$40-46.00 Now **\$20⁰⁰**

Wilson Pro-Staff



Aerodynamically designed golf ball features truncated simple face for less wind Augustus Winterbottom resistance. A true professional golf ball.

Now Only **\$9⁹⁹** Dozen
Limit 2 per person, please