

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	sandies
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	sandies
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



KNAPP'S
MERIDIAN MALL

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

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

**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 incomparable 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.



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

**MOONLIGHT
SALE!**

GAL'S TERRY & KNIT TOPS **\$6⁹⁹**
Spring styles in bright colors. Sizes S-M-L. Reg. price to \$18.

GAL'S FASHION PANTS **\$8⁹⁹**
Brights, whites and pastels. Jr. sizes 5-13. Reg. to \$23.

GUY'S FASHION JEANS **\$11⁹⁹**
Denim, twill and linen from Levi, Britannia, and RPM. Sizes 28-38. Reg. price to \$26.

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

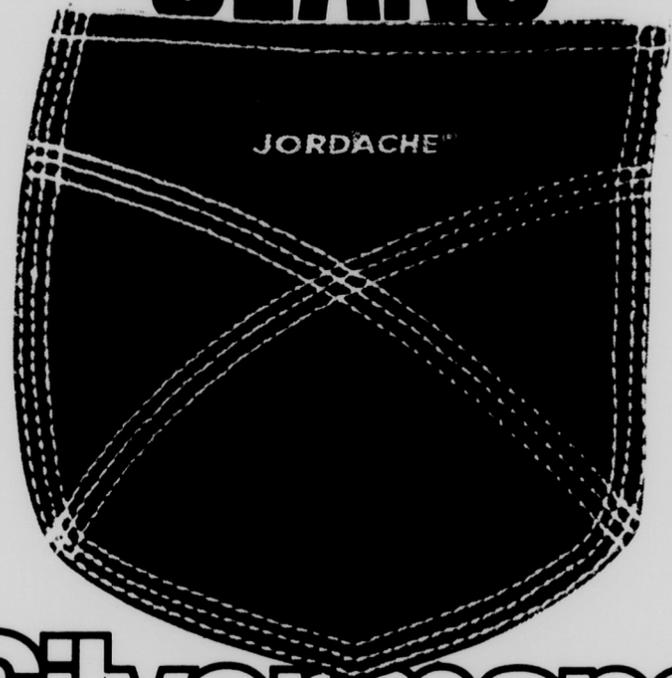


Meridian Mall Only



All merchandise guaranteed

DESIGNER JEANS



Silvermans

AMERICAN EXPRESS
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.

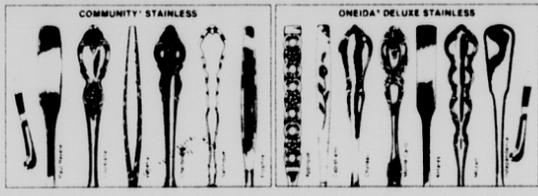


MERIDIAN MALL
Phone 349-9120

- GIFT WRAPPING
- WE SHIP ANYWHERE

THROUGH MAY 18 ONLY...

ONEIDA STAINLESS HALF PRICE!



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

Special Sale

15% OFF

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

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

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> LIMIT 2 PACKS <small>COUPON VALID MAY 16-17-18, 1980</small>	STATE COUPON MAALOX STOMACH ANTACID 12 oz. 2.50 Value 99c LIMIT 1 <small>COUPON VALID MAY 16-17-18, 1980</small>	STATE COUPON TEK TOOTHBRUSH .98 Value 19c LIMIT 5 <small>COUPON VALID MAY 16-17-18, 1980</small>
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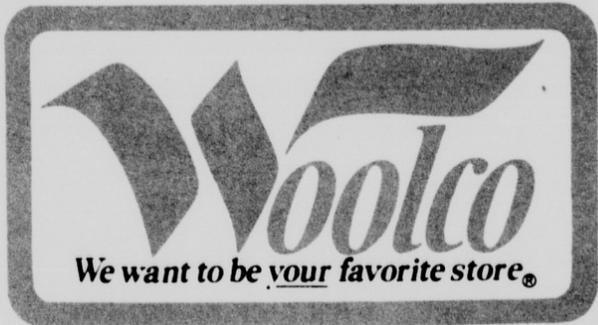
YOUR CHOICE "OUR ENTIRE SELECTION" YOUR CHOICE

ALL ALBUMS \$1.00^{OFF}

YOUR HOME FOR SUPER HIT ALBUMS
★ AT EVERY DAY DISCOUNT PRICES ★
LIMIT ONE
COUPON VALID MAY 16-17-18, 1980

STATE COUPON AQUA FRESH TOOTHPASTE 6.2 oz. 1.65 VALUE 99c LIMIT ONE <small>COUPON VALID MAY 16-17-18, 1980</small>	STATE COUPON UNICURE SHAMPOO OR CONDITIONER 16 oz. EACH 2.65 VALUE \$1.99 LIMIT ONE EA. <small>COUPON VALID MAY 16-17-18, 1980</small>	STATE COUPON RUBBING ALCOHOL 16 oz. .69 VALUE 39c LIMIT ONE <small>COUPON VALID MAY 16-17-18, 1980</small>
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!!WATCH FOR OUR GRAND OPENING CELEBRATION!!



W.C. Fields

See Friday night Moonlight Sale Sp

Prices good through May 18, 1980



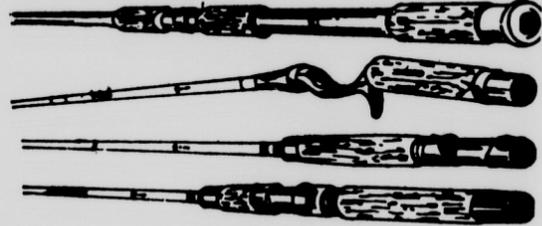
Mono Model X-20
20"
Lawn Mower
\$79⁰⁰



3 piece webbed set
\$22⁰⁰



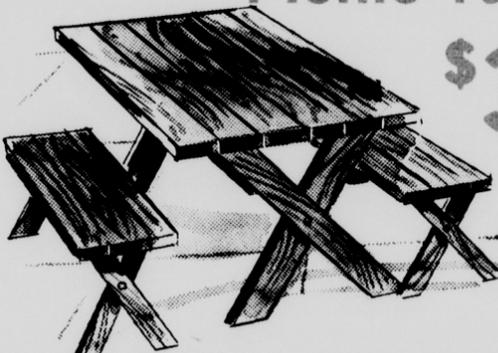
igloo
Igloo 15 quart Playmate Cooler
\$8⁸⁸
15 quart capacity
Lightweight and compact
Superior cooling capability



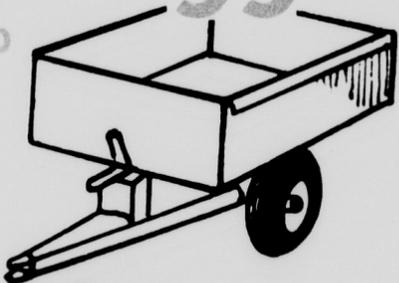
All Fishing Rods
30% off



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.



6 Foot Redwood Picnic Table
\$32⁰⁰



10 cubic foot dump cart
\$99⁰⁰

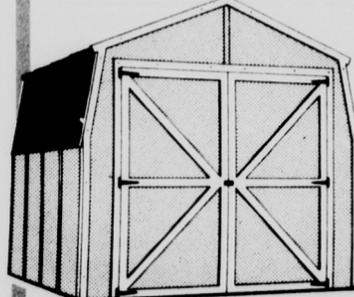
Only \$19⁹⁷



Planters Dry-Roasted Peanuts
12 ounce.
88^c

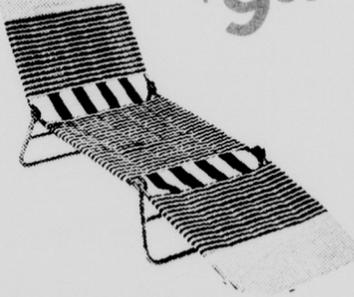


Aqua-Fresh
Toothpaste
8.2 ounces
88^c



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

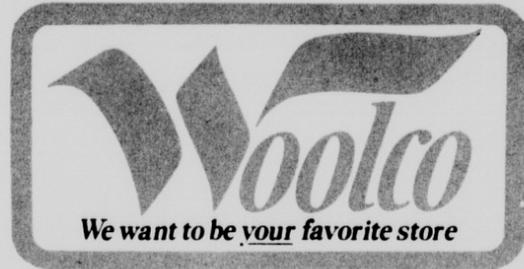



New Freedom
Mini Pads
48 count
\$1⁵⁷



Pampers
CONVENIENCE PACKS
NEW
48-60-90 Count Pampers
\$6⁴⁹

5 Days Sales



Sale Specials in Thursday State Journal

Prices good at Meridian Mall and Waverly Plaza Woolcos



**Misses' 8-18
Shorts
\$3.50**

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
\$5.97**
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

\$188.00

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
\$3.50**



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.

\$3.33 Regular 3.97

**G.E.
Walkie
Talkies
\$9.88**

**All
watches
in stock**

20% off

**A world of
scanning
at your fingertips.**

BEARCAT* 210



\$199.00

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

3.59
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
\$5.00**



SHORTS SALE

1.99

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



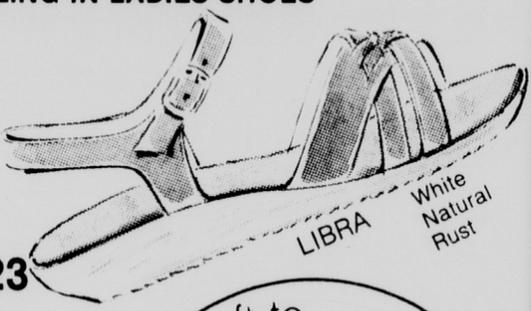
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MERIDIAN MALL

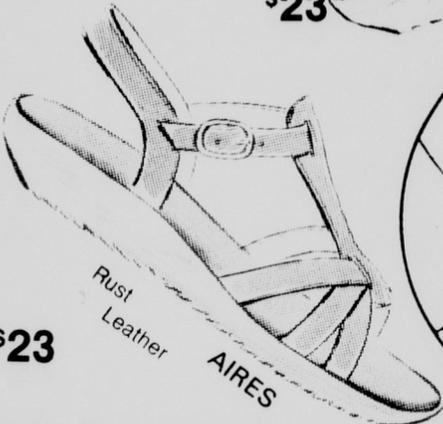
20% SALE—20% SALE

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



soft to the touch

\$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

\$5

**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

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



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

349-1597

"We specialize in childrens clothing"

**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

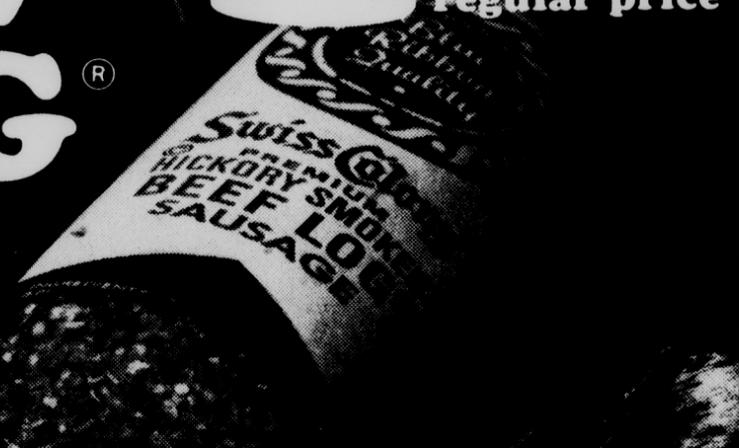
SAVE \$1.00
BEEF LOG®

off the
regular price

Minimum Cut, One Pound

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

FREE SAMPLES
Try Before You Buy!



The Swiss Colony

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!

Vitamin E 400 IU 100 Capsules \$1.99	Potent Yeast 30 mg 18 OZ \$4.25	ZINC 30 mg 1500mg Tablets \$2.49	Vitamin C 500 MG 100 \$3.25
Supertron Multi-Vitamin and Mineral Formula Identical in Formula To Theragra-M 100 Reg. \$2.99 \$1.98	Bee Pollen From England 100 Capsules \$4.95	Calcium Rich Bone Meal 312mg 100 Tablets \$4.99	Lysine 312mg 100 Tablets \$3.50
SUN-DRIED Apricots 8 OZ \$1.49	LOW SODIUM Cornflakes 8 OZ 49¢	Delicious, Nutritious Granola Apple Bran Hi Fiber Granola Proteinola & Raisin Bran 1 lb. 99¢	NUTTY CAROB DELIGHT 4 OZ REG. 79¢ 39¢
DELICIOUS California Dates 1 1/2 lb. \$1.69	WHOLE WHEAT Fig Bars 15 OZ 99¢	Lose Fat OR YOUR MONEY BACK Modelets 2 Month Supply Modelets help curb your appetite. Helps you to lose the extra weight. It is a food adjuvant, not a drug. \$5.99	LOW SODIUM Campbell's Soups 7 1/2 OZ 3/99¢
WHOLE WHEAT Money Grahams 1 lb. 99¢	THOMPSON Raisins 8 OZ 59¢	Fructose The Calorie Cutter LOSE THAT EXTRA WEIGHT With Nature's Miracle Sweetener For Dieters Who Crave Sweets \$5.99 MONEY BACK 225-2 Gram GUARANTEE Tablets	NUTRITIOUS Soybeans 12 OZ 2/\$1.49
UNSALTED Rice Cakes 3.5 OZ 2/\$1.59	LOW SODIUM Rice Crisps 8 OZ 49¢	Snack Packs 4 OZ 2/\$1.49	RAW Wheat Germ 1 lb. 49¢
INDIGESTION? Then You Should Try Papaya Enzyme Tablets. The All Natural Alternative To Tums. Rolaids, Di-Gel Completely Safe. Yet 100% Effective In Most Cases Or Your Money Back. 2/\$3.96 100- \$3.95	Dannon Yogurt 8 OZ 39¢	Apple Delight Fructose Fruit Drink 32 OZ 89¢	Papaya CONCENTRATE 32 OZ \$2.79
	Perrier Mineral Water 23 OZ 65¢		

Meridian Mall
349-9778

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

OPEN SUNDAY — 11 am - 9 pm
Monday - Thursday — 11 am - 9:30 pm
Friday & Saturday — 11 am - 10 pm

Meridian Mall
Okemos

Paka Plaza
Jackson



303 S.W. Capital
Battle Creek

East Towne Mall
Kalamazoo

TV • Stereo • Organs • Pianos

This Magnavox Portable with AUTOMATIC FINE TUNING...

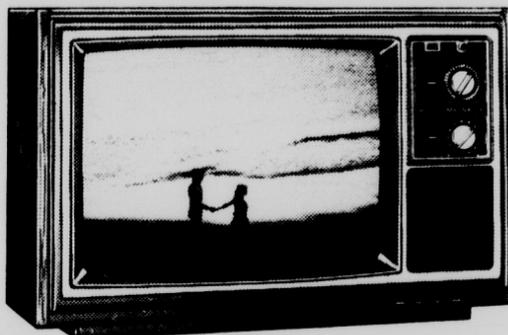
will bring you accurately tuned
color pictures — on any channel.

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."

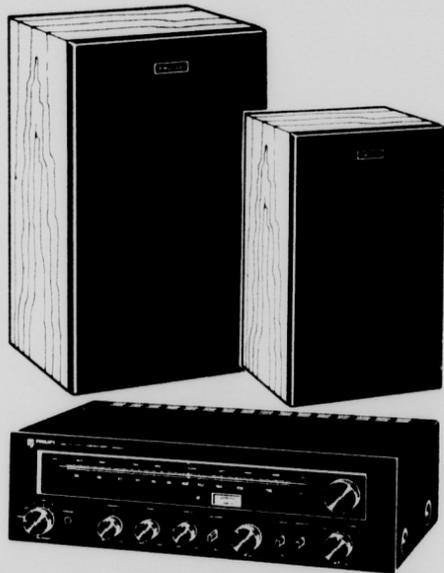
New Extended Warranty

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



"Godfrey Daniel"

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

MERIDIAN MALL
Open Monday-Saturday
10 am to 9:00 pm
Sunday 12:00 to 5:00 pm

5220 WEST SAGINAW
Open Monday-Saturday
10 am to 9:00 pm
Sunday 12:00 to 5:00 pm

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. Whipnade suede over an all-purpose training sole.

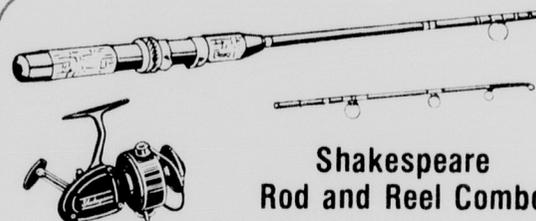
\$30⁰⁰

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.

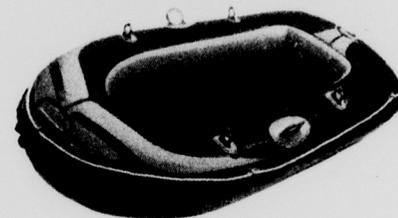
If Purchased Separately **\$34⁹⁰**
Combo Price **\$24⁹⁹**

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. Snaveley. 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