

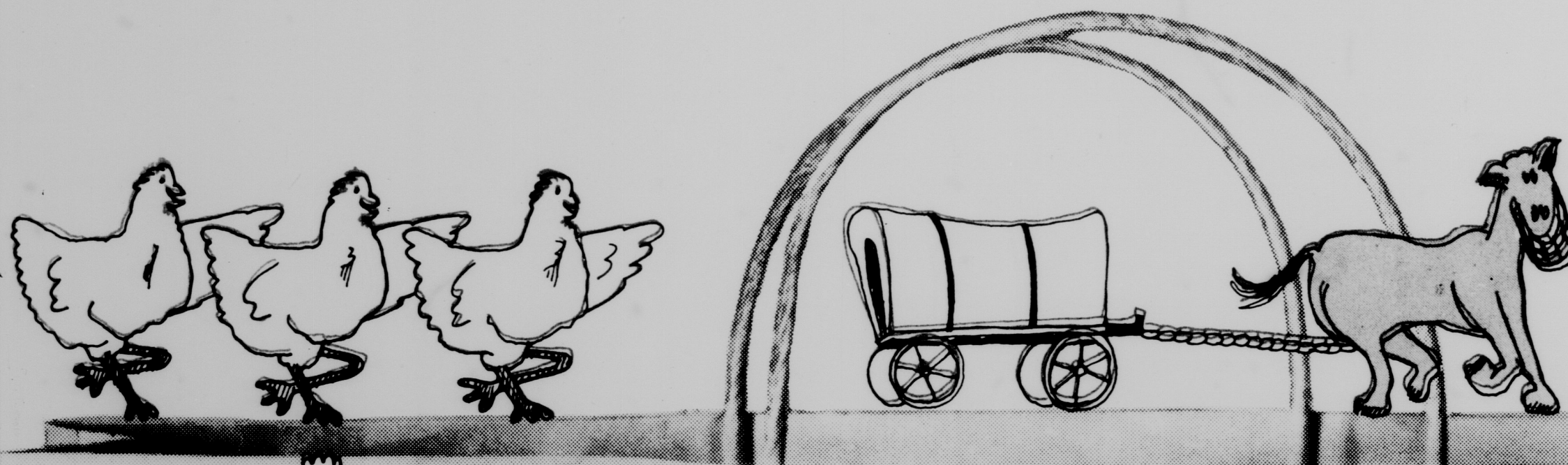
Today Meridian Mall opens a million square feet of fun!

The grandest grand opening you've ever seen!

The grandest shopping center you've ever seen! Theaters. Restaurants. Stores that are fun to shop in. Fun to browse in. Fun to be in. A mall filled with fun 365-days-a-year! And a grand opening to match!

It all begins this weekend, as Meridian Mall turns on! A real stagecoach and a covered wagon for the youngsters to ride. Clowns and animals and silly surprises. Folk singers, rock bands and a barbershop chorus. A jazz band, a glee club and a tap-dancing chicken!

And... the grandest grand opening values you've ever seen!



50 Fabulous New Stores:

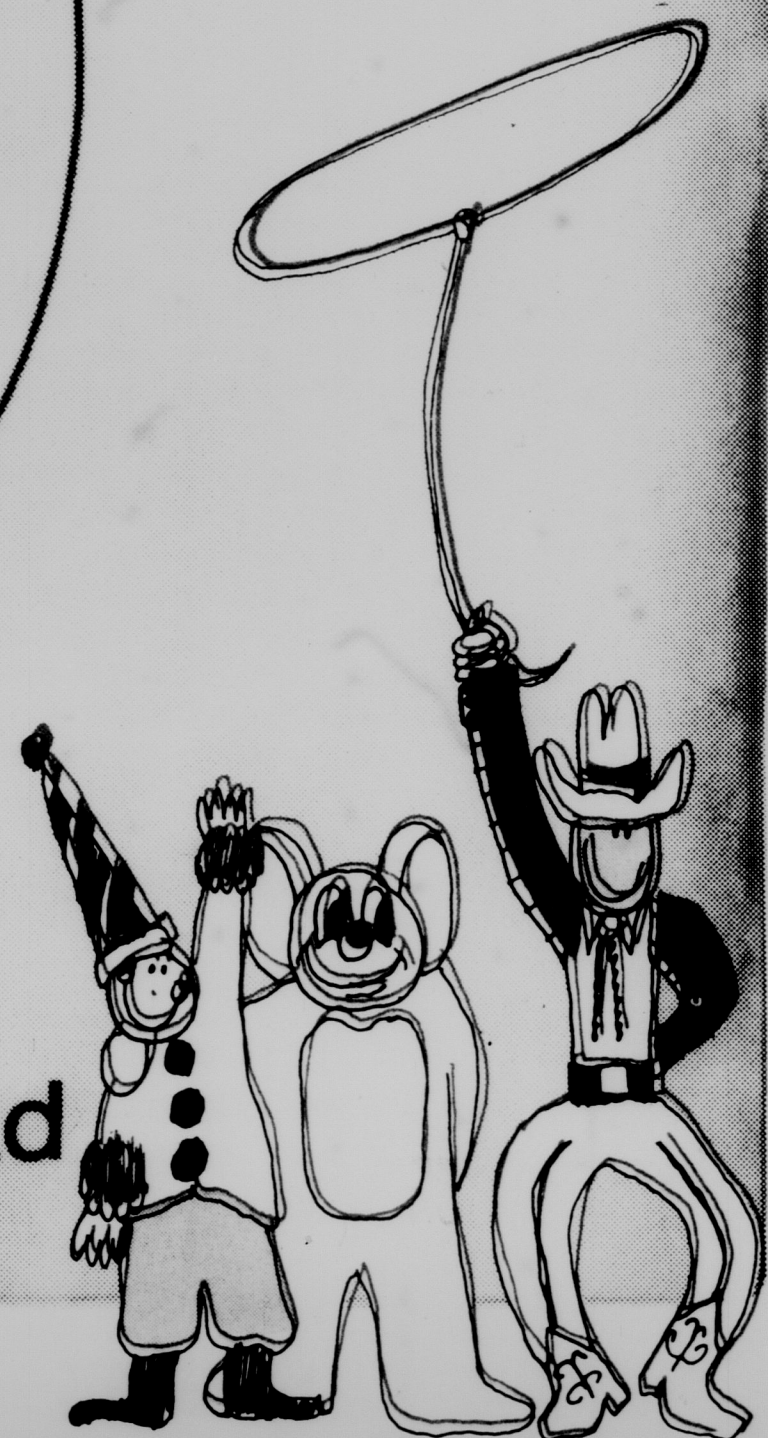
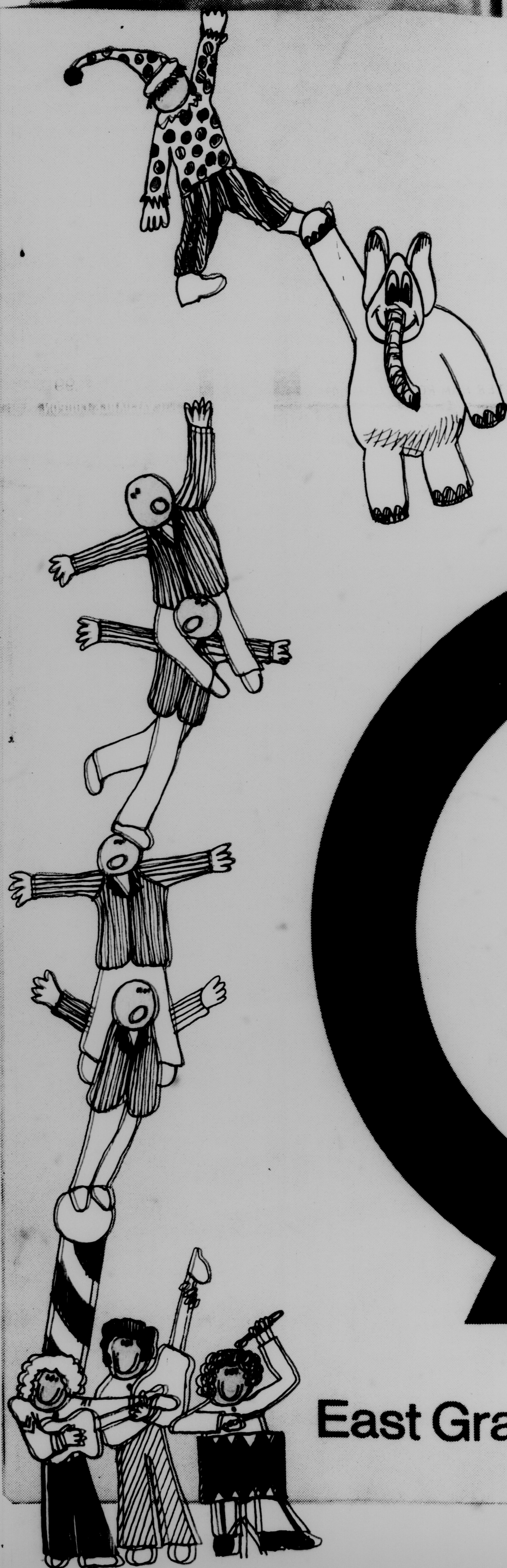
Albert's Women's Shop
Allen's Women's Shoes
The Barbers
Bank of Lansing
Bernard's Wigs
Breslers Ice Cream
Butler Women's Shoes
Carousel Snack Bar
Child's World
Community News Center
Cunningham Drug
Docktor's Pet Center
Elias Brothers Big Boy
Fanny Farmer Candy
Father & Son Shoes
Fox Jewelry
Gantos Women's Clothes

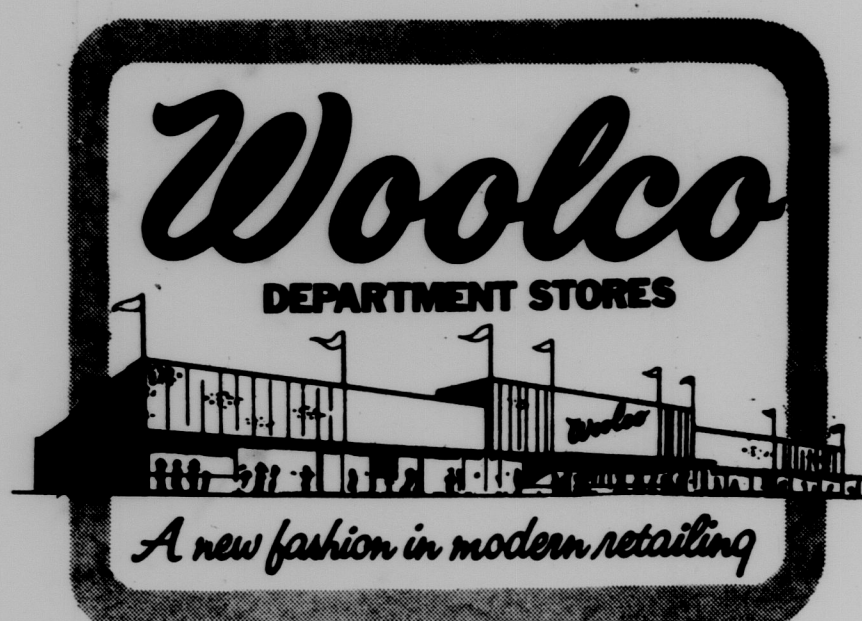
G. C. Murphy Variety Store
Hamady Brothers
Homemaker Drapery
Hot Sam Pretzels
Jo-Ann Fabrics
Knapp's Department Store
Kinney Children's Shoes
Marianne Women's Shop
Maurice's Women's Shop
Memory Lane
Meridian Four Theatres
Miscellaneous Gift Shops
Morgan's Jewelry
Mother-To-Be-Maternity
Neumode Hosiery
Nobil Family Shoes
Nu-Vision Optical

Paraphernalia
Paris Boutique
Radio Shack
Recordland
Regis Beauty Salon
Schensul's Cafeteria
Shoeland
Sibley Men's Shoes
Singer Sewing
Small's Men's Shop
The Style Shop Women's Clothes
The Tie Tree
Van's Photo
Washburne Travel
Webster Men's Wear
Woolco Department Store



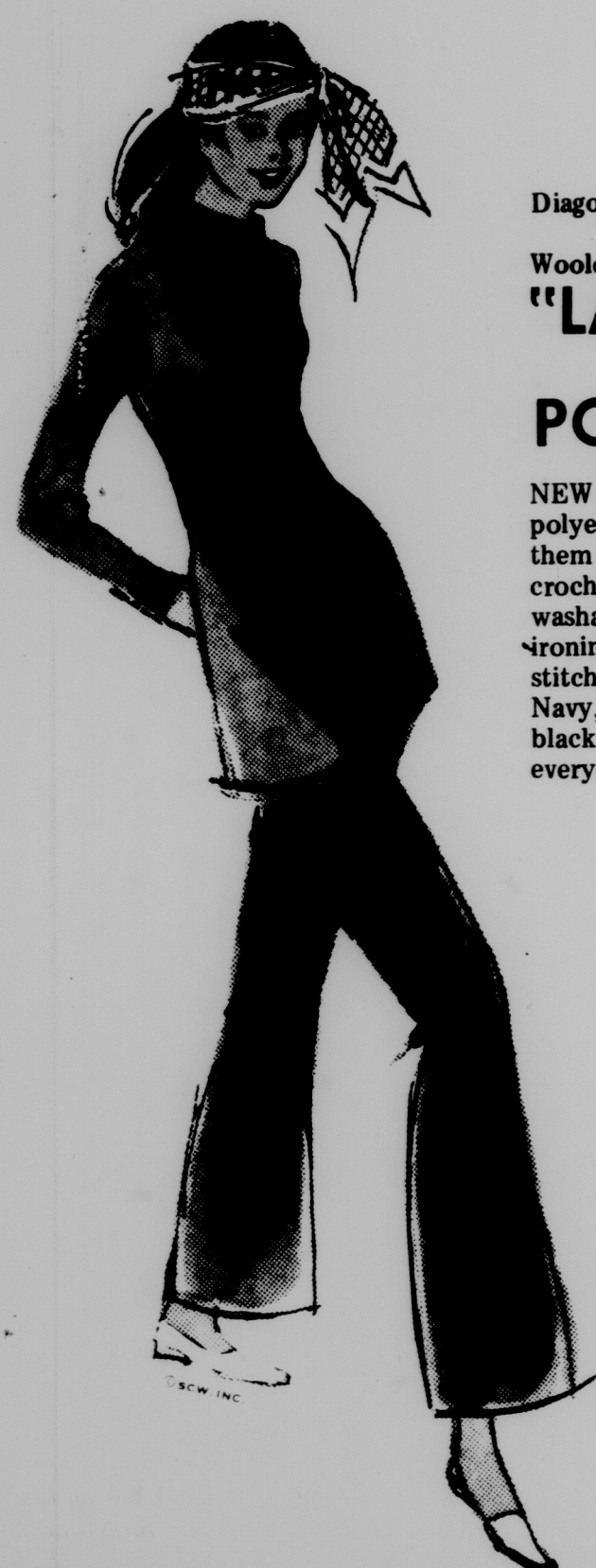
East Grand River and Marsh Road





grand opening Sale

MERIDIAN MALL



Diagonal Ribbed ... Price Woolco-Low

Woolco's Own
"LADY DEEDS"

POLYESTER PANTS

NEW WIDER LEG OPENING gives our 100% polyester pants a great flare for fashion. Wear them with sweaters and shirts, and the new crochet vestee for a total look. Guaranteed washable, our "Lady Deeds" pants need no ironing. French waistband, side zipper and stitched crease add comfort and good looks. Navy, brown, green, burgundy, gold, purple, black. Shop and save at Woolco today and everyday!

Comparative Value 6.97

\$5.97

**VERSATILE
CROCHET VESTEE**

WEAR IT WITH EVERYTHING! Pants, skirts, over blouses, sweaters and dresses. There's just no end to the great looks you'll come up with! Orlon acrylic vestee has tie string front and dips to hip length. Exciting colors go with all your outfits: bone, white, black, navy, red, purple. Easy care acrylic is washable and needs no ironing. Shop at Woolco today and save on all the newest fashions!

Comparative Value 5.97 **\$4.97**



ROBERTS

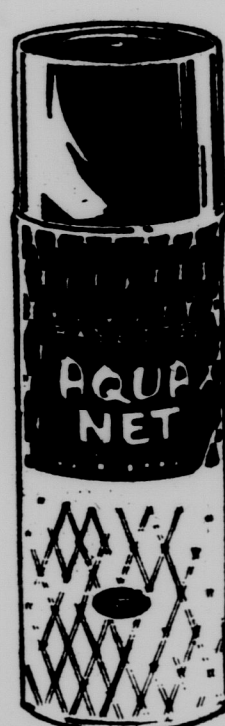
Records on Both...
REELS and CARTRIDGES



MODEL 1725 8L III

Make your own car stereo cartridges. Amazing new ROBERTS 1725 8L III plays and records both reel-to-reel and new 8-track tape cartridges. Also on hand in our fine electronics department, equipment by Scott and Fisher.

\$299.95



AQUA NET

For hair that needs a touch of help staying in place! Aqua Net hair spray.

Regularly 63c

Woolco Special

3/\$1.00

Limit 3

THE BEATLES

AVAILABLE NOW!

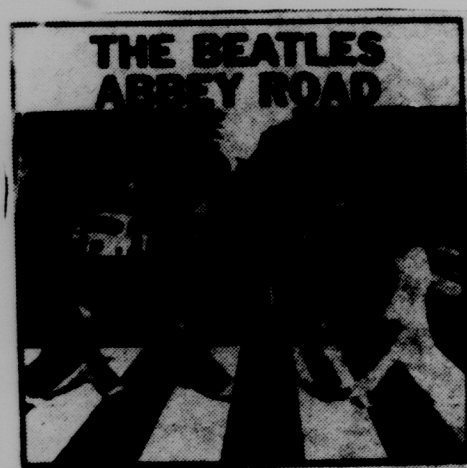
NEW!

The Beatles Abbey Road

The Beatles newest release on Apple records. Now at Woolco at a low price!

\$3.47

compares at 5.98



seamless, sheer
PANTY HOSE

Total look, total comfort in first quality, seamless sheer panty hose with nude heel. Scoop up a batch in pretty shades of Suntone, Rosetone, Cinnamon, Chocolate, Navy and off-white. One size fits all.

Regularly 1.27

88c

**OPAQUE
PANTY HOSE**

In fashion fall colors!

Regularly 1.97

\$1.47



**PANASONIC®
PANASONIC®
PANASONIC®**

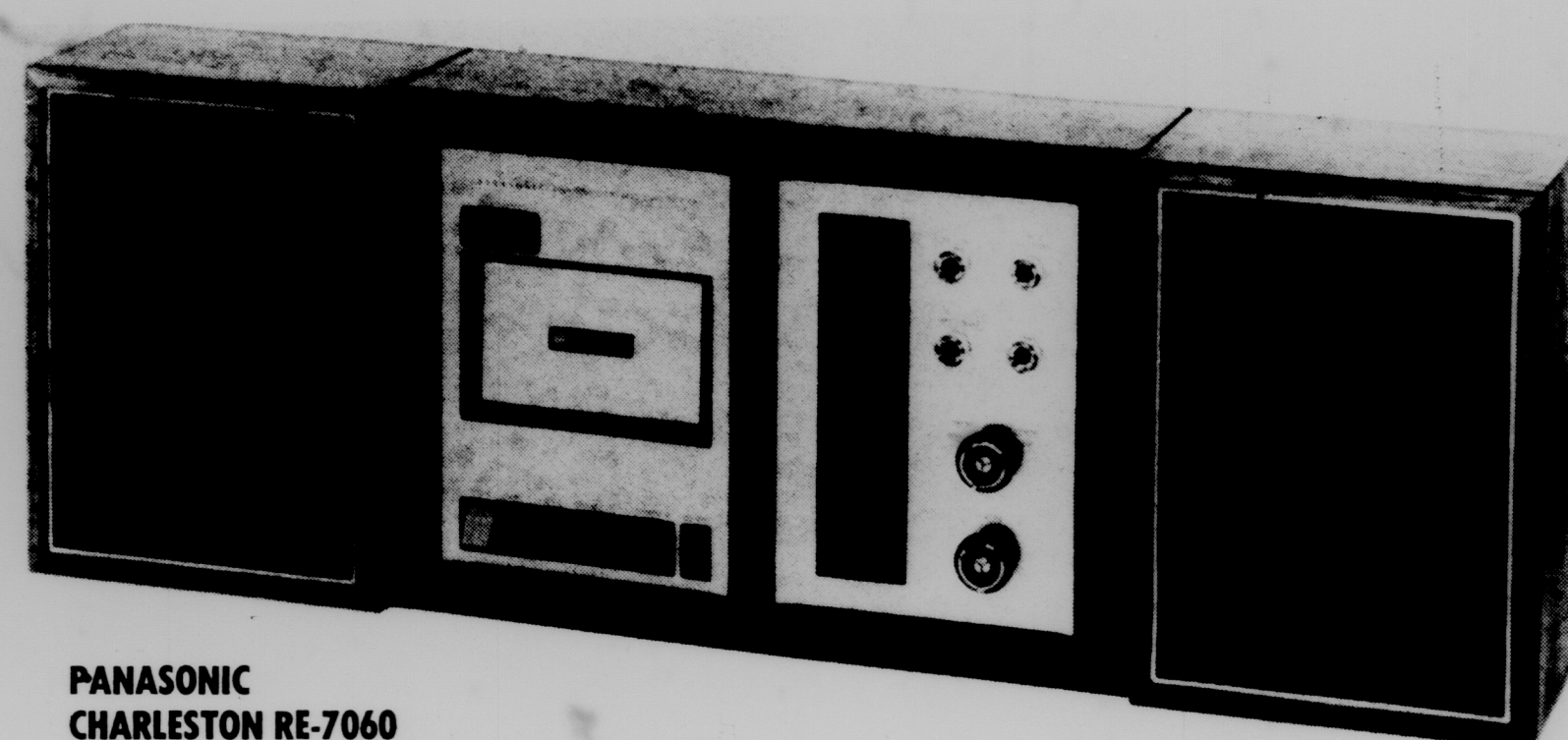
The DAYTONA

Model TR 315

Television - Radio combination

\$99.88

Complete with AC/DC converter and charger for flashlight battery play.



**PANASONIC
CHARLESTON RE-7060**

Luxurious FM/AM/FM stereo radio with 4-track stereo cassette player • Twin 6 1/2" dynamic speakers • Separate speaker cabinets • Continuous tone control • Stereo eye system • Illuminated slide-rule tuning • Black-out face • Solid-state engineering • Walnut wood cabinet.

\$199.95



**ROBERTS 525
CASSETTE
TAPE RECORDER
WITH AM/FM RADIO**

"the carnaby"

A quality, portable music-maker. Offers off-the-air music recording from its built-in AM/FM radio. Tape your favorite programs anywhere, anytime — even while listening to them.

Complete with batteries, auxiliary cable, blank cassette & stop/start mike

79.95



MERIDIAN MALL

1980 Grand River Ave. and Marsh Road

Shop weekdays 10 a.m. - 9:30 p.m. Shop Sunday 12 Noon to 6 p.m.

"Seal of Quality"

Woolco
SATISFACTION GUARANTEED
REPLACEMENT OF MONEY REFUNDED

DESIGN OF NEW STORE

Meridian Mall gears service to whims, wants of students

By CYNTHIA NEAL
State News Staff Writer

The opening of the Meridian Mall marks a giant step toward the type of merchandising for which students have been clamoring in recent months.

"We consider students one of our primary markets," Diana Ball, promotion director, said. She added that merchandising, special attractions and activities have been somewhat geared toward students.

Robert T. Samuels, one of the mall's five developers, said that to begin with, some of the stores will merchandise partly toward the youthful segment of the population. He hopes that eventually some shops will merchandise entirely for young people, mainly in casual and sportswear.

Samuels said that at first the chain stores were hesitant about opening a department geared specifically toward the student

age group, but many have since changed their minds.

Samuels also emphasized the "tenant mix," which offers a wide range of prices and qualities available in the center. He said that they (the developers) try to get the best merchants in all of the ranges so that they may offer the greatest selection possible.

The tenant mix is the primary consideration to be made in developing a shopping center, Samuels noted, because a poor mix in a good location is not enough to keep shoppers coming back.

Mrs. Ball said that the merchants will be in contact with ASMSU and the Senior Class Council to keep the channels of communication open between them and the student body. She explained that this is to make sure that "we're serving the students the way they want to be served."

With the mall being located on

Grand River at Okemos-Haslett Road, transportation may have posed a sizable problem, but an arrangement with the Lansing Metro Bus Line will make the center easily accessible to East Lansing and campus residents. Buses to the mall will leave stops in East Lansing every 20 minutes. On-campus bus stops are still being negotiated.

Mrs. Ball pointed out also that

Webster's aims
fashion lines
at men 17-35

Webster Men's Wear's new store opening in the Meridian Mall is one of the company's two new stores opening in Lansing. A new store is also opening in the Lansing Mall.

The two new stores are 3,000 square feet each and will feature medium priced men's and young men's fashions.

Originated in Baltimore, Md., Webster's is new to the Lansing area. They now have a total of 455 stores operating throughout the mid-western, southern and mid-Atlantic states.

The company concentrates its merchandising efforts towards the young men's fashion market between the ages of 17 to 35.

The stores in Lansing will carry the same lines as the Webster stores in the East. The store will stock Edwardian and Regency-styled suits and sport coats and also traditional and conventional styles.

The majority of Webster's clothing is tailored in its own factory, located in Westminster, Md., and sold under its own label. The store will also carry complete lines of nationally branded sportswear and furnishings.

the merchants have gone through the MSU Placement Bureau to hire students. In addition, MSU students will act as hosts and hostesses during the grand opening.

As another service to student activities, facilities in the mall will be readily available to residence halls and Greek units for fund raising projects.

Grand opening events will feature continuous entertainment on stage with performances by the Woolies, MSU Men's Glee Club and the MSU Jazz Ensemble. Folk singing programs with Linda and Tom Duffmeier, and Virginia VanValzah are also scheduled. Covered wagons, ponies and stage coaches will give the festivities a western atmosphere.

The 33 stores opening today are only about one-half of the number to be reached when the mall is finally completed. Expansion plans will add some 250,000 square feet to the present facility, according to Samuels. Another major department store and 12-20 smaller stores will eventually be added, although the space has not yet been leased.

The mix of merchandise and services is a rich conglomeration of men's and women's clothing stores; gift, jewelry and fabric stores; shoe, department and food stores.

Catering to special interest groups will be a maternity shop, pet center, wig shop, men's hair styling shop, travel agency and a photography shop.

Snack bars, candy and ice cream shops will help curb hunger pangs that come from a hard day at the shopping center. The Bank of Lansing will also have a branch at the mall.

The gross area of the shopping center totals 535,673 sq. ft., with 66,346 sq. ft. of that being an enclosed airconditioned public mall space. Considerable attention was paid to the design of the mall space, so that it would generate a relaxed, intimate atmosphere conducive to everyday shopping. The

(continued on page 5)



Tail tile

A lot of floor space remains to be covered, but these workers can tell themselves that they're nearly finished. Taking one small section at a time means

they don't have to worry about the whole job--temporarily, at least.

State News photo by Terry Luke

POST-WAR BIRTH

Shopping centers sprout

By CYNTHIA NEAL
State News Staff Writer

The post-war phenomena known as the shopping center seem to have been born somewhere between the city and the suburbs fostered by the sprouting freeway system which made downtown slightly more accessible but a lot less convenient.

Shopping centers may be classified according to size and services available, along three general lines. A neighborhood center is usually a "strip development" with a supermarket as a nucleus, surrounded by smaller shops and services whose customers come mainly from the immediate area.

A community center offers a greater variety of stores and services and often includes a super-drug and variety store in addition to the supermarket.

The regional center may be characterized by one or more major department stores, one or more junior variety stores, a supermarket and super-drug store, restaurants and possibly a theatre.

A regional center will occupy no less than 35 acres with a gross leased retail area of up to or more than a million square feet. The parking area ratio will be related to that square footage.

Between 1960-1968, the International Council of Shopping Centers (ICSC) places

shopping center growth at an average of 850 centers per year.

Pioneer shopping center developers were more inclined to act on a hunch when choosing a site, signing up at least one major department store and leasing the rest of the space to

any merchant who could pay the price.

This hit and miss method has gradually been discarded in lieu of scientific approaches whose merits lie in greater dependability. Marketing surveys paint pictures of market demographics, accessibility, competition, economic climate and future growth possibilities which a wise developer must constantly consider.

These surveys are quite extensive and demand professional training. They are also expensive, sometimes financed by a department store chain which may subsequently hire a professional to put the center together.

Shopping centers have been recognized as dynamic contributors to retail business sales, employing more than three million people across the country, according to the ICSC. A large regional center may provide a substantial tax base for supporting public schools or city improvements.

These large centers help attract

(continued on page 5)

Woolco opening
first Lansing store

Woolco Dept. Store, one of the largest stores in the Meridian Mall, will help celebrate the mall's three-day grand opening this week.

Woolco, a full line department store, is a division of the F.W. Woolworth Co. The new name was created to emphasize the modern merchandising and advertising techniques of the Woolworth Co.

The new one-floor building carries name brand merchandise in 50 departments, which range from ladies and children's apparel to a hardware department.

The mall store has a unique electronics stereo room where music can be heard without interruption. Another form of customer convenience is the Red Grille, a cafeteria accommodating 116 people, which offers a meal or snack for the hungry shopper.

The 150,000 square foot store is the first Woolco store in the Lansing metro area. It is the 112th store to open since Woolco division began in 1962.

Woolco is open Monday through Saturday from 10 a.m. to 9:30 p.m. and from noon to 6 p.m. Sunday.

Style Shop, age 52,
opens branch in mall

The Style Shop, which opened in Lansing in 1917, will have a new branch in the mall. The manager will be Mrs. Paul Kramer, who has been associated with the firm since 1948.

The store will be decorated in a contemporary design, and is L-shaped with an entrance on the east mall.

Among the departments will be "Stage Left," a raised area devoted to fashions that are both young and new. The "Bare-Bulb Boutique" is brimming with accessories, as well as bits of fashion from throughout the store.

There is also "The Citation Room" for designer fashions associated with the Lansing store. Also just inside the side entrance, is a complete foundation, lingerie and robe area, plus a mirrored wall of hats and wigs.



WELCOME

the Style Shop

MERIDIAN MALL

1980 E. GRAND RIVER AVE.

This is the word that best describes the whole feeling of our new Meridian Mall store. From the wide-open entrances and see-through windows to the intimacy of each fashion area, you are welcome! If you enter through our front door, you'll see, first, our complete cosmetic and perfume bar. If you are young-at-heart, you're going to love "Stage Left," a raised area devoted to fashions that are young and new. The "Bare-Bulb Boutique" is brimming with great accessories and bits of fashion from throughout the store. In the "Citation Room" you'll find all the designer clothes that are associated with our Lansing Store. Just inside the side entrance there's a complete foundation, robe and lingerie area plus a mirrored wall of hats and wigs. Come visit us . . . you're welcome!

Neumode
NYLONS

The Neumode Hosiery Company is happy to announce the opening of their brand-new shop in the new Meridian Mall. We're not strangers to the Lansing area because our first shop was opened here in 1938 and it's been a happy association right through the years. Come in and see us and visit our Lingerie Department, an attractive selection at down to earth prices, awaits your shopping pleasure.

Panty
Hose
\$1.49

Sheer, stretch micro-weave nylon with demi-toe. Whether you're mini or maxi...PANTY HOSE gives that careful, well-dressed look!

SMART GIRL
Plain or micro dress sheer . . .
nude heel and demi-toe.

55¢ 2 prs. \$1.

GIVE HOSIERY FOR CHRISTMAS!

GOWNS

Luscious waltz-length
nylon overlay.
Generously trimmed with
laces or embroideries . . .
In assorted bon bon colors.

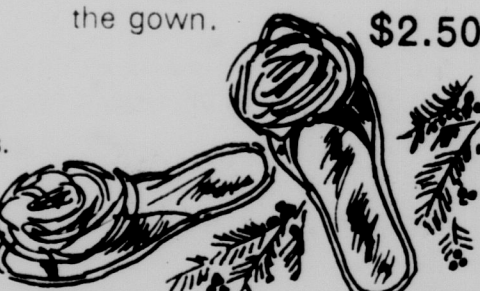
\$4.00 • \$5.00 •

£ \$6.00

BON BON SCUFFS!

Luscious little harmonizing
nylon Pom-Pom scuffs. A
lovely gift with or without
the gown.

\$2.50

Neumode Hosiery Shop
MERIDIAN MALL



Tomorrow! Tony Randall

at Knapp's Meridian Mall



Thursday's the great day! The excitement-packed Grand Opening of Knapp's Meridian Mall. An entirely new and complete department store. Truly a must-see. Make plans now to make a day of it. Come shop, browse, enjoy a snack or meal in the beautiful new Coffee Shop. TV and movie personality, Tony Randall, will be there at 1:30 and 7:30 p.m.

Register for over 20 valuable door prizes including color televisions, a refrigerator, super 8 zoom movie camera, set of Noritake china, dishwasher and head-to-toe fashion ensemble of maxi coat, hat, scarf and boots. That's just a sampling, there are many, many more and all just as exciting. So plan to come early, stay late at Knapp's Meridian Mall the place to be, Thursday.

Dorm room decorating poses problems

The basic problem in interior design for residence halls concerns the reality that each individual sees and reacts to space differently.

"Each space requires special handling, especially when used over many years," Mary Shipley, clothing and related arts,

associate professor of textiles, emphasized. "It tends to be quite impersonal by necessity."

Possibilities for individual attempts at design within halls are limited by a lack of space and flexibility of furnishings, Miss Shipley said.

"To make the room appear as

big as possible keep curtains the same color as the walls," she explained. "If background color or pattern is the same, it carries the eye around the room a bit."

Miss Shipley remarked that while this is not always aesthetically pleasing it will

increase apparent size.

"A large bold contrast of pattern and color decreases the illusion of size," she said. "If the room is long and narrow, the use of pattern on the small end of walls tends to reshape the room to better proportions."

Color coordination can be the key to interior designing, Miss Shipley added.

"Right now the tendency is to mix anything and everything," she said. "With too much movement, however everything becomes chaotic."

She suggested choosing patterns with some likeness such as plain stripes or prints, where the color repeat is

obvious.

Advising in the selection of materials for bedspread and drapery coordination, Miss Shipley explained that closely woven materials withstand wear best.

"Cost is often prohibitive for students," she said. "Inexpensive fabrics will fade and bleed out while less expensive carpets tend to wear up."

One of the less aesthetic aspects in recent dormitory design is the open closet, Miss Shipley said.

"To improve the situation, plastic ribbon, beads or strips of bamboo covering doorways or closets might be quite

decorative, but not inexpensive," she stated.

There are several factors which dormitory interior designers have learned to consider over the years including maintenance and theft.

Joy Adcock, residence hall interior designer explained that she has learned to order buttonless furniture with tight upholstered backs instead of cushions.

She also specified rugged design features uncommon in domestic areas. For example all corners of a dormitory sofa frame are bolted and glued together. In addition pictures and decorations are screwed to

the wall rather than hung.

"Students like a homier feeling," Mrs. Adcock said.

With this in mind, the Dept. of Residence Halls opened dormitory apartments this term in Fee Hall. The first floor was converted into 46 carpeted air-conditioned units equipped with kitchenettes.

Rent for the studio bedroom apartments ranges between \$60 and \$80 a month, depending on the number occupants. There is one single-studio apartment which rents for \$130 a month.

"The apartments were rented almost immediately, which showed that students were ready to pay a little extra for desired

conveniences," Mrs. Adcock said.

Besides carpeting dining rooms and formal lounges in many dormitories, the Residence Halls Dept. has begun pilot projects of carpeting lower lounges, study rooms and hallways.

Miss Shipley said that considering expense and limitations she feels it is the little things students do that make a room more inviting to them.

"A few years ago, small stuffed animals were the rage," she said. "They were cute and decorative as well as less expensive than many decorations."

Students write ads

ST. PAUL, Minn.—Univac has come up with a new way of appealing to college students in its recruiting ads: have them write their own ads.

The company is sponsoring a College Copywriting Contest at over 100 colleges and universities which it visits during its recruiting campaign. The aim is to produce ads which will be especially relevant to students because they have been written by students.

Student contestants are to submit polished recruiting ads based on a theme which can be developed into a campaign. The campaign is to be directed at student engineers, scientists, programmers and marketing specialists in order to interest them in important positions with Univac.

Each contestant must submit finished copy, a rough pencil layout and a one-page copy platform explaining the rationale behind the ad. Three or four additional headlines showing how the idea could be expanded into a campaign, should be included at the bottom of the platform.

Entries must be postmarked no later than midnight, Monday, Nov. 10, and must be received by Saturday, Nov. 15, at the Univac College Copywriting Contest, P.O. Box 4050, St. Paul, Minn. 55116.

Full-time students at 115 schools which are visited by Univac for recruitment are eligible to participate. Entries will be divided into five geographical areas of the United States, with the second prize being awarded in the four areas remaining after the first prize selection.

Winners to be chosen by a blue ribbon panel of advertising executives will be informed on or before Dec. 1, 1969. They will then work with the executive art director of Univac's agency, MacManus, John & Adams Inc., St. Paul, Minn., on actual production of the ad.

Prizes will be awarded to the

Centers

(continued from page 3)

new business and industry to an area, along with tourists and conventions.

The Wall Street Journal compiled some figures illustrating the significance of shopping center business. In 1968, the nationwide total of retail sales in these centers amounted to \$90.58 billion, or 40.8 per cent excluding automobiles and gasoline.

It is estimated that 1969 sales will climb to \$97.5 billion, or 42 per cent of the total retail trade excluding gasoline and automobiles. The 1974 projections place the figure at 50 per cent.

The market of 1975 as predicted by demographers, will probably see an increased demand for higher priced quality merchandise lines. The average family income will average \$10,500, representing about two-thirds or more of the total consumer demand, demographers predict.

The boutique idea, characterizing the small specialty shops, follows the trend toward specialization which customers often find more convenient.

Meridian

(continued from page 3)

developers wanted to avoid anything too gaudy or spectacular with design gimmicks.

The scheme finally chosen consists of sculptured mobiles and a revolving pedestal created by a Cleveland sculptor, C.E. Van Duzer. Van Duzer is a professor at the Cleveland Institute of Art, but his specialty is decorating shopping centers. He believes that exhibiting in a shopping center is one of the best ways for an artist to show his work.

Van Duzer started this project some four months ago. The sculptures are made of magnesium, cut and welded together to represent an abstract concept.



AND NOW WE ARE THREE . . .

To More Conveniently

Serve The Greater Lansing Area

MAURICE'S MERIDIAN MALL

With Emphasis on Fashion and Quality, which has been our Specialty for 35 years.

Our Dedicated Policy of Constant Coverage of all the important Fashion Centers, accenting Distinctive Selectivity, assures our patrons of the Newest and Most Original in the fast-moving world of Fashion.

A New Dimension in Sophisticated Shopping . . . Our New Store is Beautifully Designed with a Warm and Casual Atmosphere . . . Come and Celebrate with Us . . . Our Grand Opening.



Maurice's Downtown . . . Maurice's Scotch House - East Lansing . . . Maurice's Meridian Mall

Hairstyling appeals to men

By JOHN BORGER
State News Staff Writer

Unadorned scalps are simply no longer in fashion, and two new mall shops will make sure that local men and women stay in the hairy scene.

The Barbers Hairstyling for Men, Inc., will bring men up to date in an atmosphere of antiquity. A large chandelier in the Shop's center will shed light

on old-English traditional heavy woods and stucco walls, while barbers razor-cut and style hair. Hairpieces, mustaches and accessories will also be offered.

For those "special occasions," customers can stop by the women's gift shop to buy items for their mates.

Joseph Francis, president of Barbers Hairstyling for Men, Inc., has been a barber-stylist for

18 years and is a nationally recognized authority on men's hair styles. Francis makes sure that operators in his stores are well-trained.

"Men are becoming very conscious of the effect a hair style can have on their appearance. A barber who is properly trained as a stylist can bring out the best features in a man's appearance," Francis

explained.

A second Mall shop, Bernard, Inc., will cater to the feminine market, offering hairpieces of 100 per cent human hair as well as synthetic materials. All these hairpieces are pre-styled and ready-to-wear.

Bernard's will carry a selection of 45 shades of wigs, wiglets, cascades, stretch wigs and falls. The hairpieces are widely varied

both in color and in length.

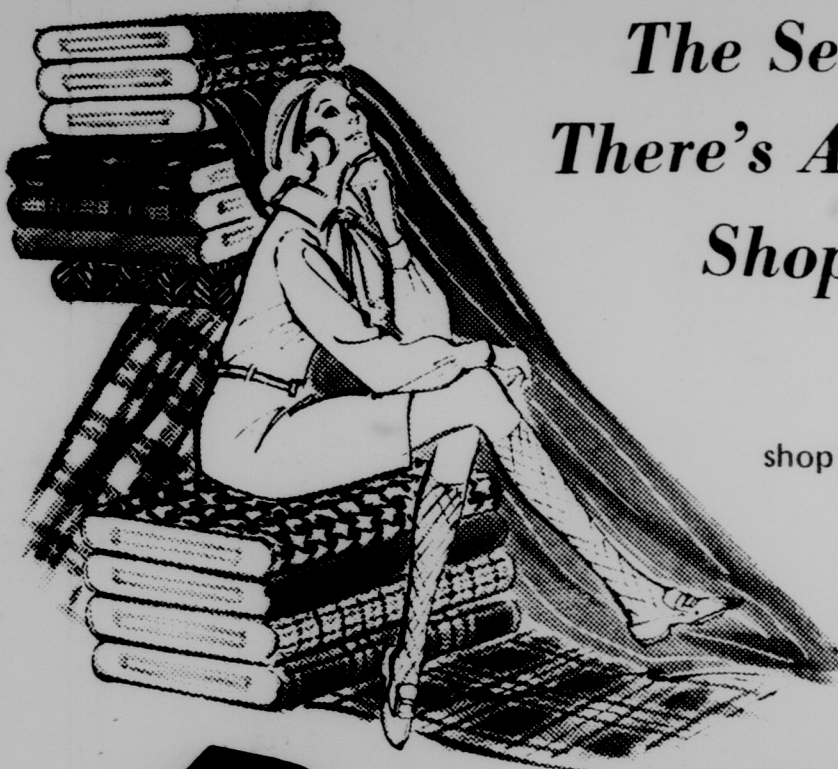
The Bernard, Inc., chain began in Detroit in 1953 when Bernard C. Fischetti opened his first beauty salon. Since then, 16 Beauty salons and 33 wig salons have been added.

The store's decor will feature gold carpeting, gold-trimmed mirrors, gold and white wallpaper, hanging globe-type light fixtures and black chairs.



Cutting gesture

Miss Michigan, Sandy Gillespie, has the honor of performing the ribbon-cutting ceremony to open the Meridian Mall. State News photo by Don Gerstner



The Secret's Out
There's A New Fabric
Shop in Town

Now a complete fabric shop for the woman who sews. Select from over 5,000 different fabrics and 20,000 notions with McCall's, Vogue and Butterick patterns for every fashion outfit you need.



MERIDIAN MALL
1962 E. Grand River Ave. Okemos

Gay 90's atmosphere allows relaxing pace

Bresler's 33 Flavor Ice Cream Shop will open an outlet in the mall, decorated in a Gay 90's theme, reminiscent of the early days of hand-packed ice cream.

The parlor will provide shoppers with an opportunity to relax over a dish of ice cream or to take home some of Bresler's 33 plus flavors.

Although Bresler's is known as the 33 flavor shop, it carries many more flavors on a seasonal basis. During the year, as many as 200 different flavors may be carried.

Equipped with the most modern equipment, the Bresler Co. got its start during the depression when 17-year-old David Bresler interested his family in the ice cream industry.

From this beginning, the Bresler Co. has grown to be the largest ice cream firm in the nation.

Knapp's uses 'shop concept'

The J.W. Knapp Co., a familiar store to MSU students, has planned and designed the new Knapp store in the Meridian Mall with an "exciting young look."

The store, complete with 70 departments, was designed by the New York firm of C.J. Breyer & Associates, and was decorated by graphic artist Dick West.

At the Mall entrance, one is greeted with a fashion accessory "plaza." The terrazzo vinyl flooring in this area and oiled walnut is surrounded by lushly

carpeted dress, coat, suit, sportswear and junior departments, enhanced with splashes of color.

The "plaza" has wide arches opening into spacious departments of home fashions and appliances, and to the men's, youth and children's world.

Color and texture combined with rich woods have been used to carry out interest and excitement in the "shop" concept. The unusual features of

the store are the distinctive displays for each department and classification of merchandise.

William E. Becker, store manager, joined the J.W. Knapp Co. in April 1969. He was previously associated with stores in Lincoln, Neb., and in Little Rock, Ark., and brings with him a vast amount of knowledge and retailing experience. He describes the new store as "the modern shop concept in physical management."

Knapp's personnel contend that the excitement of the selling floor in no way lessens the "behind-the-scenes" operations which provide the customer with service for which Knapp's is famous. In addition to a full line department store, Knapp's has supplied their customers with a coffee shop.

we're pleased as punch to announce the

Grand Opening

of another



Pssst! see what happens to you in a Bernard wig.

*BERNARD WIGS AND HAIRPIECES ARE SOLD ONLY THROUGH AUTHORIZED BERNARD WIG SALONS.

BOOTS are made for living

... and that's just what you'll do... in these fun fashion boots by Flirtation. Superbly crafted of soft supple leather in rich browns and black. Fashion wise heels... fleece lined or unlined. You name it... you'll find your boots at Allen's.



16⁹⁹



17⁹⁹



16⁹⁹

So... live it up!

ALLEN'S
anywhere, anytime shoes for the anyone budget!
NEW STORE IN MERIDIAN MALL

Murphy's GRAND OPENING

4 DAYS ONLY
NOV. 6, 7, 8 and 9

STORE HOURS:
Mon. thru Sat. 10:00 - 9:30
Sunday 12:00 - 6:00 p.m.

A-A MERIDIAN MALL SHOPPING CENTER

20 VALUABLE PRIZES TO BE GIVEN AWAY, 5 EACH DAY

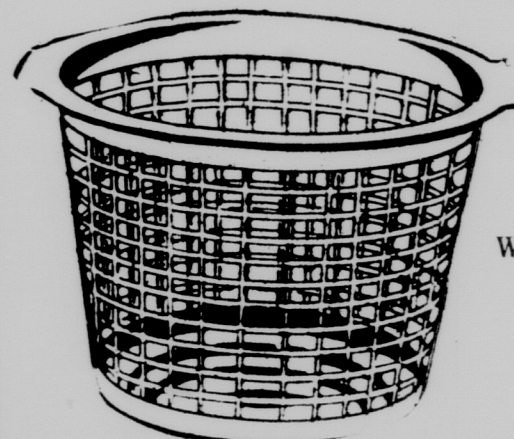
*BATTERY/ ELECTRIC RADIO
*GENERAL ELECTRIC HAIR DRYER

*BLACK AND DECKER 1/4" DRILL
*19 INCH ADMIRAL TV

*20" BOYS' AND GIRLS' HI-RISE BIKE

There will be a drawing for one of each of these exciting prizes each day of our Grand Opening Sale. You don't have to buy a thing and you don't have to be present at the drawing to win. Just come to the Sale and fill out a coupon.

FREE! PLASTIC



LAUNDRY BASKET

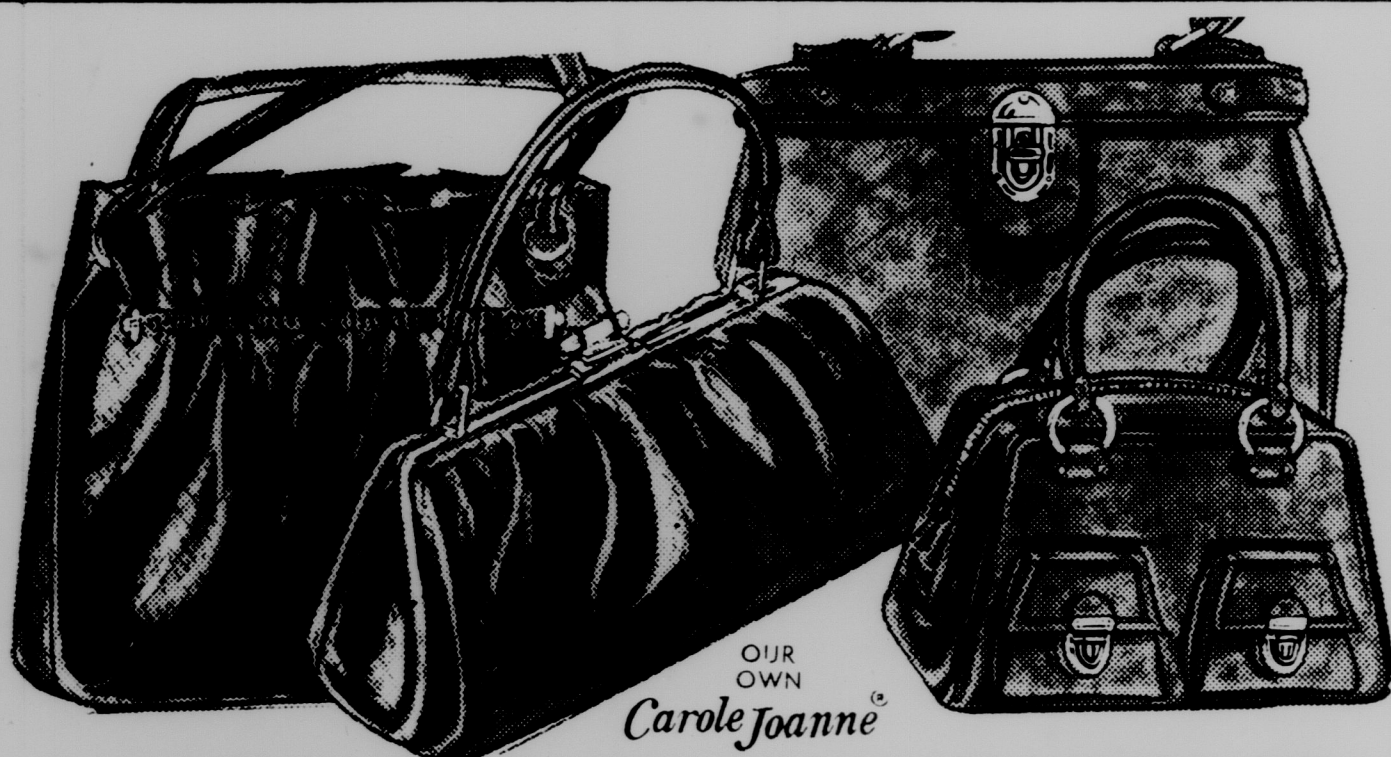
TO THE FIRST 1,000
WOMEN IN OUR STORE
ON THURS.
NOVEMBER 6

FREE! FREE!

Free yardsticks to the first 5,000 men in our store on Thursday - limit one each. Free plastic raincoats for the ladies while 2,000 last - limit one per person.

OUR TOBACCO SHOP HAS EVERYTHING FOR YOUR SMOKING NEEDS!

-OPENING SPECIAL-
FAMOUS BRANDS CIGARETTES \$2.25 CARTON
LIMIT 2 PER CUSTOMER



CASUAL & DRESSY HANDBAGS

Swaggers, casuals, swingers, semi-dressy and dressy fashion bags in Seton, marshmallow, calf and spit 'n polish vinyls. Smartest colors of the season to choose from. Save now for yourself or for gifts.

2.94 EACH

CHARGE IT

OUR OWN BRAND MEN'S AND BOYS'

BRIEFS AND SHIRTS

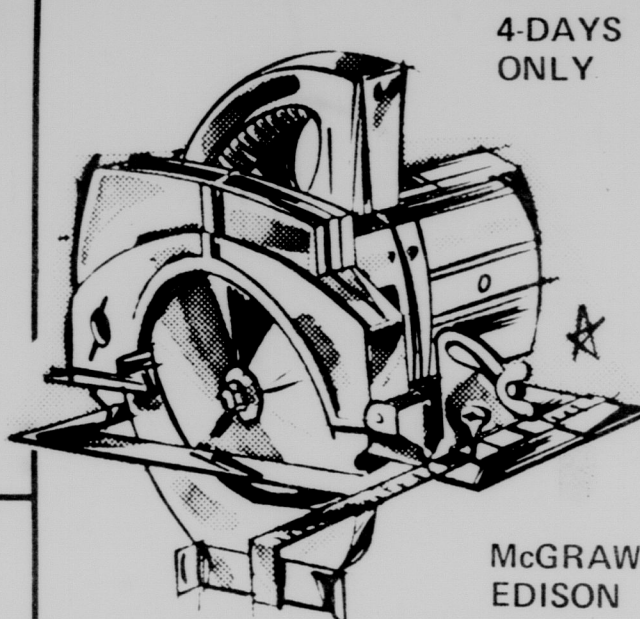
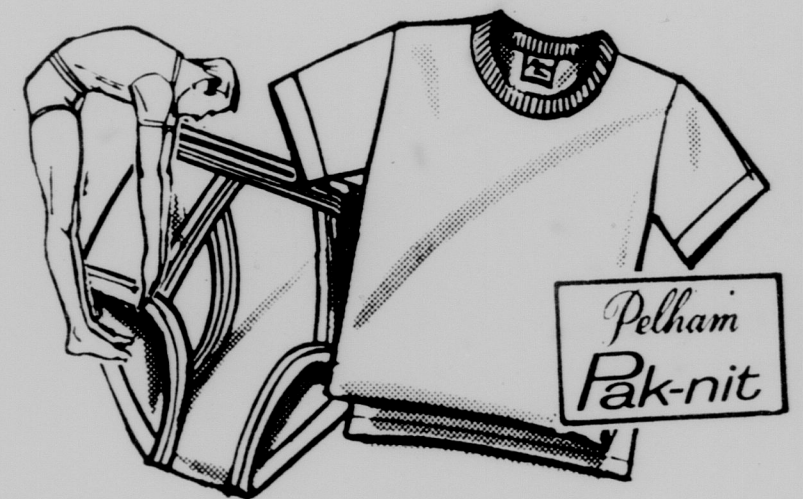
REG. 1.97 PKG. of 2 MEN'S TEE SHIRTS OR BRIEFS
REG. 1.97 PKG. OF 3 BOYS' TEE SHIRTS OR BRIEFS

\$1.17 PKG.

NOW SAVE 80¢

CHARGE IT

Cotton Pak-nit fabric is machine washable. Won't shrink. Boys' 6-18. Men's T-shirts: S, M, L, XL. Men's briefs: 28-42



4-DAYS ONLY

6 1/2 IN. SAW

\$14.44

CHARGE IT

It has a no-load speed of 5000 RPM. With clutch. Great Christmas gift for the man of the house.

AT MURPHY'S
"CHARGE IT"
WITH BANK CREDIT CARDS



MEN'S SHORT SLEEVE

BAN-LON®

SHIRTS

REG. \$3.98
NOW

\$2.67 EACH

2 FOR \$5.00

Carefree Ban-Lon shirts. Fashion collar or hi-crew neck styles. His favorite solid colors. S, M, L, XL.

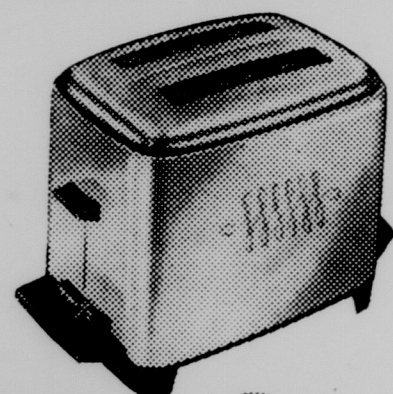
BOYS' BAN-LON® SHIRTS

NOW ONLY

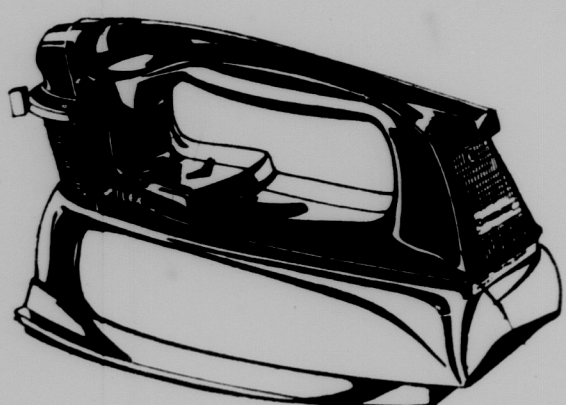
\$1.99

SAVE BIG

1-YEAR OVER THE COUNTER REPLACEMENT GUARANTEE



AT MURPHY'S
"CHARGE IT"
WITH BANK CREDIT CARDS



HOME APPLIANCES

CHOICE

\$5.96 EACH

3-speed portable mixer. Handy beater ejector. Heat rest or use the convenient wall hanger. Limit one.

Proctor-Silex steam/dry iron. Makes your ironing easier. Limit one.

Proctor 2-slice toaster makes toast just the way you want it. Limit one.

Brews 5 to 9 cups automatically. Polished aluminum. Attractive black base, handle. Limit one.

30 COUNT

"DAYTIME" PAMPERS

\$1.38 box

LIMIT TWO CHARGE IT

Soft and absorbent. Diaper and pants in one. Keep baby dry, comfy. Disposable.



OUR OWN
TRIPLE CHECK

BRAND
KNIT OR CROCHET

EASY TO MAKE

RIPPLE

AFGHAN KITS

\$5.97 Kit

Enough 100% 4-ply virgin wool to make an afghan about 45x60". Many lovely color combinations.

SPECIAL PRESTONE

NEW ANTI-LEAK FORMULA

GUARANTEED!

ANTI-FREEZE AND COOLANT

CHARGE IT!

LIMIT 2 GAL. PER CUSTOMER



\$1.37 GAL.

HAVE A DELICIOUS DINNER OR SNACK IN OUR MODERN... RESTAURANT

GRAND OPENING SPECIALS!!!

ROAST TURKEY DINNER

Roast white meat, biscuit, gravy, cranberry sauce, creamy mashed potatoes and tasty buttered vegetable.

96¢

HOT ROAST TURKEY SANDWICH

Hot turkey on white bread, gravy, cranberry sauce and creamy mashed potatoes.

88¢

"OUR SPECIALTY"

MURPHYBURGER PLATTER

1/4 lb. grilled ground beef on roll, lettuce, tomato, French fries, cole slaw and onion.

95¢

FRESH STRAWBERRY SHORTCAKE

Mary Ann sponge cake with ice cream, luscious fresh strawberries, whipped topping.

39¢

A-A

4 DAYS ONLY—HURRY WHILE QUANTITIES LAST

G. C. MURPHY CO. - First Quality Always

G.C. Murphy marks 511th store opening

Ribbon cutting ceremonies at the new G.C. Murphy A-A store in Meridian Mall, Okemos,

Men's clothing gets top billing at Small's Inc.

Founded in 1914 by Boyd Small, Small's Inc. of Lansing will be opening its first branch store in the Meridian Mall.

Specializing in middle to top priced men's clothing, the store will occupy 6,300 square feet of floor space and employ 10 people.

It will merchandise the same brands as the main store does - suits by Hart Schaffner & Marx, Hickey Freeman and Small's own brand, Tower Town. These will range in price from \$90 to \$225.

Enro, Manhattan and Hathaway shirts, Dobbs hats and Farah slacks, as well as a complete selection of Jaymar Sansabelt slacks will be carried.

An addition to the new store will be the "Racquet Shop," featuring young men's suits and sport coats in natural shoulder clothing.

Imported sportswear, such as sweaters and knit shirts from Spain and Italy will be carried. The store will have its own tailor shop.

The branch manager is a native of Lansing. Ronald Clark attended J.W. Sexton High School and MSU. With his wife, Susan, and children, David, 4, and Carrie, 1, he resides at 7334 Williamsburg Rd., Lansing.

Wednesday will mark the opening of the company's 511th store and will be the ninth in the Wolverine State. The 63-year-old general merchandise company has retail outlets in 23 states and the District of Columbia.

This new store contains 50,200 square feet of occupied area, with 40,000 square feet of selling space.

The Meridian Mall Murphy store will be operated as one of the company's A-A units.

Murphy's A-A program provides 12 merchandise classifications in the store. These groups include: Fashion accessories, fashion apparel, men's and boy's furnishings, sweet 'n eats, entertainment center, writings and wrappings, knit 'n stitch, home furnishings, domestics,

Hosiery company opens third store

The Neumode Hosiery Co., which features regular and specialty hosiery styles for men, women and children, has opened its third store in the Lansing area at Meridian Mall.

The store occupies approximately 600 square feet of space. It will employ two or three full time personnel and will hire college or high school students for part time sales people.

Patricia Miller, store manager, was previously asst. manager at the downtown Lansing store. She joined the company in February 1968.

The Neumode Hosiery Co., organized in Aurora, Ill., in 1926, presently operates over 100 retail shops throughout the Midwest. There is a store in downtown Lansing and in the Lansing Mall.

housewares, toys and hobbies, sporting goods, auto accessories and tobacco shop.

A feature of the new store is the entertainment center, which brings together phonographs, records, radios, television sets, musical instruments, tape recorders and cameras and film.

Included in the new store's facilities is a modern restaurant with table and booth seating for 71 customers, and also a stand-up food service bar.

C.T. Fogarty, Jr. is the store manager. He has 22 years of Murphy experience and, before coming to this store, managed stores in the Pittsburgh, Pa., area.

G.C. Murphy Co. had its origin in McKeesport, Pa. in 1906, and through the years has pioneered in the expansion of merchandise assortments.

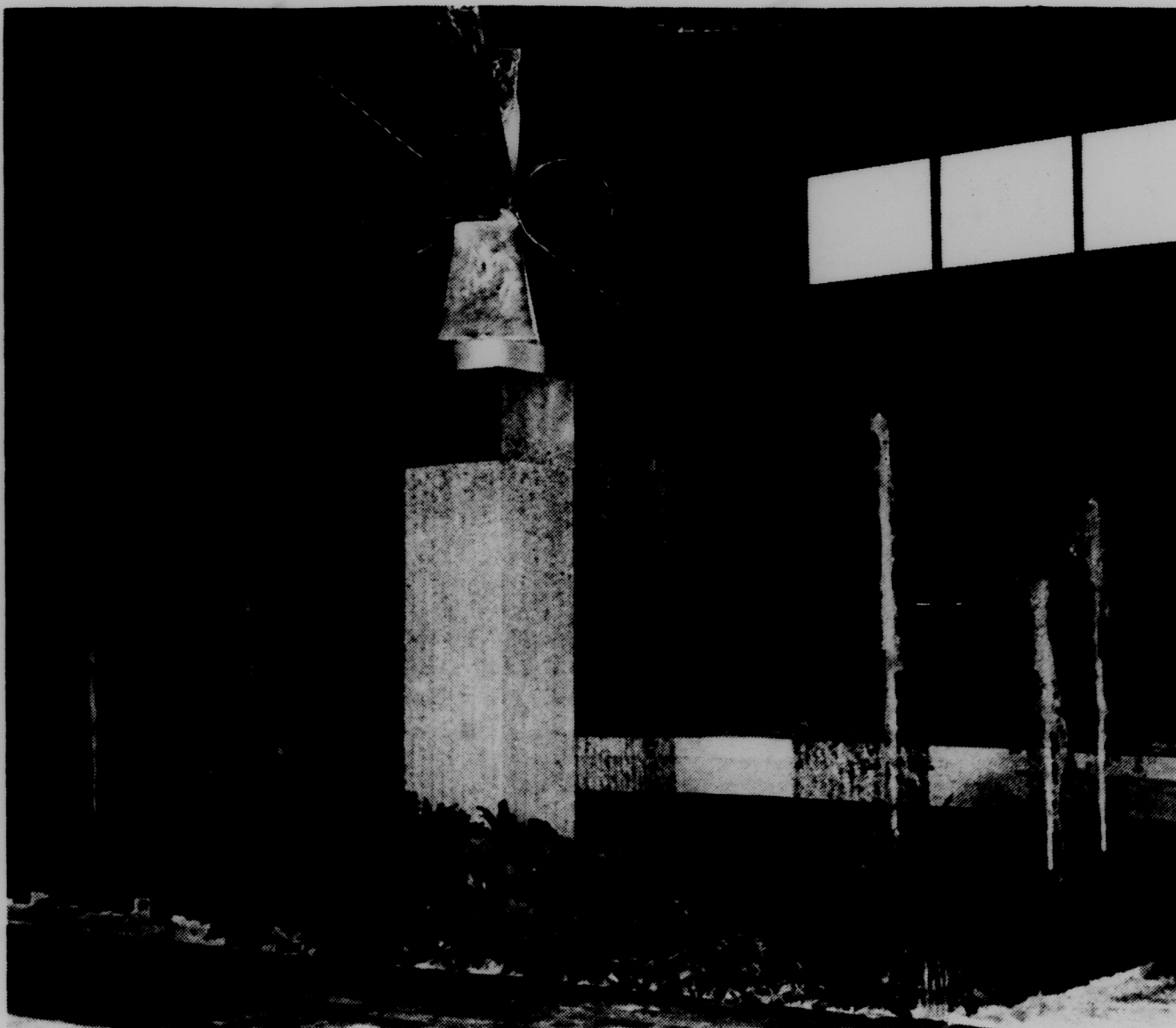
The Murphy Co. operates an extensive research department with a fashion center in Jersey City, N.J., and a merchandise research department in McKeesport, Pa. The G.C. Murphy Co. reported sales in 1968 of \$355 million.

Actor appears Knapps store grand opening

Tony Randall, famed actor-comedian, will appear at Knapps Dept. Store Thursday during the grand opening of the Meridian Mall.

Randall will be in the store to talk to customers at 1:30 p.m. and 7:30 p.m.

Working with Shirley MacLain, Randall set up plans for the Oct. 15 moratorium in New York.



Center of attraction

Awaiting the grand opening to enjoy the admiration of shoppers is the fountain in the center of the mall. State News photo by Carl Welti

Profits waning on Wall Street

NEW YORK (UPI)—Profit taking leaned on the stock market last week after its sharp mid-October advance. Trading was moderate. Saul Smerling, vice president of Standard & Poor's, said the list was in a period of consolidation as investors paused to reconsider Vietnam and the nation's monetary situation.

One analyst commented that peace enthusiasm, which helped support the market in recent weeks, waned a bit because there was no evidence . . . only hope . . . that President Nixon would announce a dramatic peace plan when he delivers his Vietnam address Monday. At the Paris peace conference, the Communists rejected a proposal by Chief U.S. negotiator Henry Cabot Lodge, who called for a new approach to the Vietnam talks, and suggested, that secret discussions begin immediately after Nixon's speech.

Lucien Hooper, senior analyst for W.E. Hutton brokerage said, "Wall Street was in a period of disenchantment after the euphoria of the previous two weeks." He noted that nothing has happened yet to hasten peace.

Renewed inflationary concern also worked against the market. While U.S. Secretary of Commerce Maurice Stans predicted more prosperity and less inflation in 1970, opinion on Wall Street was that inflation still was out of control. Lending evidence to this was a Commerce Department report that "leading economic indicators" moved ahead in September after a drop in the previous month.

In addition, Paul W. McCracken, Chairman of Nixon's council of economic advisers, said that "for much of 1970, it may be rather uncomfortable year."

Electronics suffered the sharpest declines. Analysts said a big drop in Control Data, the most active issue, early in the week triggered a selling wave throughout the group.

Investors were said to be disappointed with Control Data's third quarter earnings, although they were above the year ago period. The issue finished with a loss of 27 5/8 to 116 3/4 on 1,395,300 shares.

Fairchild Camera was second on the active list. It lost 3 to 92 on 606,300 shares. A spokesman for the company could offer no explanation for the drop in price.

Buying sprees boost prices

WASHINGTON (UPI)—If the wife or daughter complains she doesn't have a thing to wear, tell her government statistics say she's, well, maybe exaggerating a bit.

The women of America have

been on a buying spree as though all dress manufacturers were going out of business tomorrow. That buying has increased clothing prices. Apparel prices rose last month in the government's consumer price

index at about double the usual rate for September.

According to Arnold Chase, a government statistician who keeps track of such things, the villain in the price increase was a 3 per cent boost in retail sales of

clothing. Females did most of the buying because the fall lines of women's coats, dresses and skirts went on the market. Male purchases of clothing trailed, as usual.

There may have been some grumbling about the new lines being outlandish in price and style. But women bought as though styles were changing tomorrow. Maybe it was planned that way by dress designers.

Anyway, demand for new clothes pushed prices of women's apparel up 3.1 per cent during the month. Clothing for men and boys went up at less than one third that rate.

Just about all family items increased in price last month. The anti-inflation slowdown about which President Nixon spoke a few days ago clearly hasn't taken hold yet in terms of consumer prices. They went up during September at the inflationary rate of .5 per cent, higher than the August rate of increase but leveling off some for the year. It continues the price climb at the highest level since 1951, the first year of the Korean War.

There was a strike of sorts of meat buying. Beef prices were slightly lower but not pork, still

considered in short supply. If meat were in short supply, you wouldn't know it by looking at the grocery and super market shelves. They were loaded. The industry just moved more beef into storage to be sold when the strike peters out.

Agriculture Secretary Hardin says that if Americans want ample supplies of beef, they must expect meat prices to rise even beyond today's levels. Even with the slight easing of prices in September and August, housewives still are paying 13 per cent more for beef than last year.

Hardin insists higher prices alone will encourage livestock people to increase their herds and allow greater imports. Beef price increases were brought on by reduced production and lower imports, he said.

Experts in Washington see little evidence that the cost of living is coming down as anti-inflation measures take hold. They do hope for a slower rate of increase and price stabilization at some higher level.

Sad as it may be, what goes up seldom comes down, it seems, in terms of consumer prices.

Marketing game hosted at MSU

By ROSANNE BAIME
State News Staff Writer

For the next few months marketing students at 36 different colleges will be playing games with the MSU Marketing Club.

The Ninth Annual International, Intercollegiate Simulation Competition and Conference, sponsored through the MSU Marketing Club, began at the start of fall term and will run through spring term.

The "game," a simulation of a company and a year's worth of decision-making, is a computerized training device used by the Sylvania Corp. to train sales and marketing executives in decision-making.

Each school's team receives the past year's history of a company and information on financial and market conditions that can help in decision-making.

All teams start out with the same company. From that point, at three-week intervals, the teams make a number of decisions about their actions in transacting business.

The information on their decisions is fed into a computer, which feeds back the results.

This year Oldsmobile Corp. is donating computer time to run the contest.

The final determination of the winner comes in the spring when the finalists in the competition meet in Kellogg Center to give a final verbal presentation before a panel of business executives.

Last year's contest was entered by 40 collegiate teams. In the

final round the Notre Dame team won in an "upset" over Northeast Missouri State.

Also participating in the event were representatives from 17 corporations ranging from Sears, Roebuck and Co. to General Motors Corp.

The contest is in its ninth year. It began in 1960, sponsored by only a few companies, as a one-day affair. The competing teams played on computer consoles, making decisions, receiving results and making more decisions.

Speciality shop for women's wear sports 'U' colors

Albert's, a women's wear speciality shop, will be among the stores opening Wednesday in the mall. It will be decorated in green and white, MSU's colors.

Albert's will feature coat, knit and dress departments, a sportswear department, catering to the college set. Also included is a shoe salon.

Moderately priced fashions for the young and the young at heart will be featured, displayed in sets designed by a former Fifth Avenue display director.

Albert's was founded in Detroit in 1933, with the Meridian Mall store being the 33rd store in the firm. The manager will be Mrs. Helen Moore.

Alberts

LANSING MALL
JOINS WITH THE
BEAUTIFUL NEW
MERIDIAN MALL
IN CELEBRATING THEIR
GRAND OPENING
SALE!

Thursday - Friday - Saturday
November 6 - 7 - 8

**'IN' LOOK
ON CAMPUS!**

**BLUE
DENIM
JEANS**

WOW! 4⁹⁹
REGULARLY \$7

Weeds® with a new
look . . . brass-riveted,
sturdy blue denims
with essential wide flare.
Stock up! Sizes 5-13.

FIND THIS
GRAND OPENING
SPECIAL AND MANY
MORE AT BOTH OF
OUR STORES!

MERIDIAN MALL
1994 E. Grand River, Okemos

LANSING MALL
W. Saginaw at Elmwood

SMALL'S. . . INVITES YOU TO THEIR GRAND OPENING NOVEMBER 6th AT THE NEW MERIDIAN MALL, OKEMOS

Now Two Locations To Serve You

211 S. Washington Ave., Lansing—Meridian Mall, Okemos

"GRAND OPENING SPECIAL"
"THE BOLD BOOT"

CAMPUS APPROVED!



Get a "boot" out of life

Fashioned for deep-down comfort in brush-clean Sand Buck with long-wearing genuine natural crepe soles and heels . . . Full pile linings, all designed to help protect you from stadium shivers . . . and they're "warmly" priced, too! Come in and get your pair - today!

\$13.80

Small's

Hart Schaffner & Marx Hickey - Freeman

-- two locations --

two eleven south washington, lansing
meridian mall, okemos

PEER STRATEGY

Students aid mall promo

By SUSAN BELNIAK
State News Staff Writer

Students are helping to satisfy their peer consumers in the Meridian Mall's promotional strategy.

From students' work on promotion ideas, mall operators hope to discover how stores can meet student needs, said Gordon Miracle, associate professor of advertising.

"Many criticisms students express today on limited shopping areas and high costs are not unfounded," he added.

Mall advertisers are seeking to reach the student community, as well as area residents, Miracle said.

Serving in a consulting capacity, 20 MSU advertising management students are developing promotional strategy for Meridian Mall.

Mall promotion is handled by a New York advertising agency, Howard Marks, Inc.

Marks expressed interest in student response when a two-year study by Miracle indicated that students possess and spend more money than had been assumed.

Miracle collected figures over a period of 10 weeks during summer 1968, and 37 weeks during the 1968-69 academic year. He found out that students spent an estimated \$119.9 million on goods and services, excluding University payments, during that period. Student spent \$46.7 million in East Lansing and \$54.7 million in the Lansing area.

Miracle said advertising management involved the planning, execution and control of promotional strategy.

"This project in cooperation with the mall will provide students with practice in analyzing human behavior and competitive conditions, and in discovering a basis for reasoning one's way to realistic

recommendations," he explained.

Students are working in teams of four to develop a report of

Gift store to carry variety of articles

Miscellaneous, Inc. will open a gift store in the mall, featuring a wide variety of gifts and accessories. It will be managed by Christine Paluch and will employ a staff of 12.

Such lines as Shafford, Dansk, Copco, Kraftware, Ceraglass, Briard, Howard Clicks, Wilmar, Fitz & Floyd, Faroy Candles, Ebeling & Reuss, Lenox, Buzza Cardoza, Norcross, Soovia Janis, Vincent Lippe, Arthur Miller, Stotter, Kirk & Matz, Bisco Imports and Rubel will be carried.

promotion and media strategy, budget recommendations and decision-influencing factors for the overall mall promotion.

"Each team will work as a management consulting firm or advertising agent, responsible for making team decisions," Miracle said.

Meridian Mall will present the winning team with \$100.

Diana Ball, Meridian Mall promotion director, said that the student projects are valuable in presenting student opinion as well as different marketing and advertising concepts.

"Many of these students are almost professionals," she said. "Even a few imaginative ideas will be invaluable."

Meridian Mall, located at East Grand River Avenue and Marsh Road, will hold its grand opening Thursday through Saturday.



Leftovers or beginnings?

Amidst the remnants of a box lunch, two builders study blueprints--the construction "menu" for a new restaurant.

State News photo by Terry Luke



MERIDIAN MALL



THE HANNAN COMPANY
One Commerce Park Square
23200 Chagrin Boulevard
Cleveland, Ohio 44122



UNITED PIPING & ERECTING CO.

Mechanical Contractors

PHONE: 484-1423

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CONSTRUCTORS
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REFRIGERATION • AIR CONDITIONING • PLUMBING • HEATING

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GRAND RAPIDS, MICHIGAN 49504
INSTALLATION • SALES & SERVICE
PHONE (616) 459-8271

DISTINCTIVE APPAREL

Maurice's keyed to top styles

By PATRICIA O'BRIEN
State News Staff Writer

High fashion. Haute couture. For the MSU coed? Yes, and for residents of the Lansing-East Lansing community at Meridian Mall.

For 35 years, Maurice Distinctive Apparel has served the discriminating women of the Lansing area with a complete selection of high-style, top quality

fashions. The new Maurice Meridian Mall store is a complete specialty store which will continue to promote this image.

The new mall store was designed and executed by J. Charles Dergins, store designer and architect. The decor highlights are a happy blending of beige, pecan and verdian greens, which create a warm, relaxed atmosphere.

All the fixtures are custom designed, the

carpeting tones are opalescent and all wall coverings feature individual designs.

Virginia Koch, store manager, has had 25 years of retail experience. The store occupies 10,000 square feet of selling space and employs approximately 30 people.

The mall store is the third Maurice store in the Lansing area, in addition to Maurice, downtown and the Scotch House in East Lansing.

MSU grads open family restaurant

Two MSU graduates, Jack Schensul, president, and Robert Ruhf, general manager, of Schensul's Inc., have engineered the opening of the new Schensul's Cafeteria in the Meridian Mall, the latest in the company chain of family restaurants.

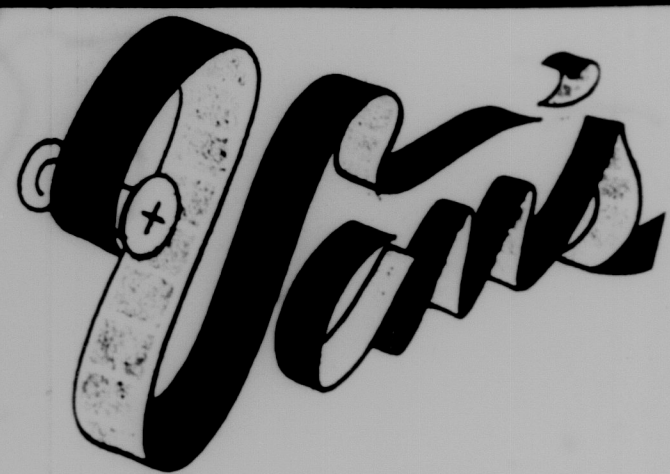
The restaurant will feature a menu of 100 items and a colonial style decor with cathedral style windows and hanging chandeliers.



Sculpture grows

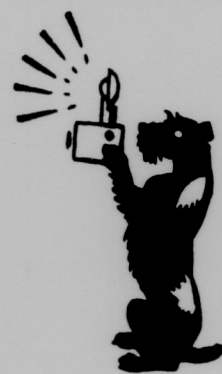
This is the beginning of a sculpture as it is set up in the Meridian Mall. The artist, Van Dooser, designed the mall's fountain and this sculpture.

State News photo by Carl Welti



CARD AND CAMERA SHOP

• MERIDIAN MALL •



• OUR 5th AND FINEST •
CARDS • CAMERAS • GIFTS

• SHOP EARLY - SHOP LATE •
SHOPPING CONVENIENCE IS
THE KEY

HALLMARK CARDS
RUSSEL STOVER CANDY
COMPLETE SELECTION
OF ALL
MAJOR PHOTOGRAPHIC
LINES!



SMALL'S . . . INVITES YOU TO THEIR GRAND OPENING NOVEMBER 6th AT MERIDIAN MALL, OKEMOS

Now Two Locations To Serve You

211 S. Washington Ave., Lansing - Meridian Mall, Okemos



The New Elegants

Hart Schaffner & Marx

Hickey - Freeman

The ladies don't like it . . . but the men are sharing the spotlight! They're getting wrapped up in fashion and find it irresistible! Bold patterns in shirts and suits. Bright colors. Exaggerated details. There's no denying there's more fashion to the men's look in '69 than there has been in years—Step into the spotlight yourself with a Hart Schaffner & Marx or Hickey-Freeman Suit or Sport Coat and slacks . . .

Small's

Hart Schaffner & Marx Hickey - Freeman

-- two locations --

two eleven south washington, lansing

meridian mall, okemos

Check out our college wardrobe plans

Which way does the compass point for your campus? Our experts have the knack and knowledge to suit your college! Sweater and knit shirts by Glasgo, Drummond, Casual slacks by Farah, Jarmar Sansabelt, dashing accessories, shirts by Manhattan, Gent in stripes, bold colors, in button down or town collar styles. Shoes by Bostonian - Check us out - be dressed right for your distinction - Small's - a fall fashion world.

SMALL'S . . . two great stores to serve you

Small's, having started in 1914 by Boyce Small in the old Drescoll Cigar store, has grown steadily since. In 1920 being moved to the Wentworth Hotel, then to 104 N. Washington in 1924 and finally to its present site in 1928—over the years the store has been increased in size and grown to be one of the outstanding mens store in this area. Now in 1969 Small's expands to a two store operation to better serve its customers.

Grand Opening Prize -- "Portable Color TV Set" to be given away Monday, Nov. 10th
Come in and sign our "Guest Book" for "Grand Opening Prize" to be given away.
PINK CARNATIONS for the Ladies - Special favors for the men.

Wigs allow hair to reflect moods

"Psst! See what happens to you in a Bernard wig," the new Bernard Wig Salon in the Meridian Mall suggests to busy shoppers. With a complete selection of ready-to-wear, pre-styled wigs, wiglets, cascades, stretch wigs and falls, MSU coeds can choose a hairpiece to fit any mood.

Bernard offers both 100 per cent human hair and synthetic hairpieces at a wide range of prices. With the convenience of hairpieces, women can switch from short to long hair styles quickly. Hair color can be changed without the cost and bother of bleach or dye, and curls, hair thickness and body can be added in a minute.

The new parlor is the 32nd salon to join the Detroit-based firm, with several more to open soon throughout the country. Bernard, Inc. has other locations in Michigan, Florida, Maryland, Indiana, Ohio, New York, Iowa, Kentucky, Georgia and Pennsylvania.

The company was formed in 1953 when Bernard C. Fischetti, after whom the company is named, opened his first beauty salon in Detroit. A new salon will open soon in the Lansing Mall.

Susan Fischetti, daughter of Fischetti, is the regional supervisor of Bernard, Inc. She will hire and train local women to staff the mall salon. She also travels to various salons to maintain the uniform operation of each shop.

Miss Fischetti has previously been employed as a stylist, instructor, salon manager and hairpiece model. She has traveled extensively while supervising the operation of the nation-wide chain of salons.

Shops offer do-it-yourself haven for decorators

Do-it-yourself home decorators will be able to choose between using ready-made items or doing the entire job personally. Two new mall stores supply the choice.

Homemaker Shops will offer a wide selection of curtains, bedspreads, throw rugs, toss pillows, towels, tablecloths and drapery hardware. The Jo-Ann Fabric Shop will feature fabrics for dresses, slipcovers and upholstery, as well as a complete assortment of sewing notions.

The mall site is the eighth unit to be opened by the Homemaker

Shops chain. The new unit will cater to any financial budget, offering both ready-made and custom-made draperies. Special display sections will be found in the center of the store's 5,000 square feet of carpeted floor space.

For the complete do-it-yourselfer, Jo-Ann Fabric represents the latest in fabrics, color and fashion. The 25-year-old chain store's buying power enables this specialty shop to present a large selection of fashion fabrics and sewing notions, patterns and accessories.

33 33 33

33 WHAT ?

33 SOON YOU'LL SEE

JUST REMEMBER 33 ----- ?

Opening Soon - Meridian Mall

THE STATE NEWS

The State News, the student newspaper at Michigan State University, is published every class day throughout the year with special Welcome Week and Orientation issues in June and September. Subscription rates are \$14 per year.

Member Associated Press, United Press International, Inland Daily Press Association, Associated Collegiate Press, Michigan Press Association, Michigan Collegiate Press Association, United States Student Press Association.

Second class postage paid at East Lansing, Michigan.
Editorial and business offices at 347 Student Services Building, Michigan State University, East Lansing, Michigan.

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Editorial 355-8252
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Display Advertising 355-8400
Business-Circulation 355-3447
Photographic 355-8311

EXPERIENCE GANTOS NOW

a new and unique fashion shopping adventure!!!

HAPPENING..

Where: Meridian Mall

When: November 6, 7, 8

Thursday - Saturday 10 a.m. to 9 p.m.

INTRODUCING..

Gantos gallery of great little shops especially designed for gals with individual fashion tastes. Exciting fashion collections in each shop. . some to see and admire. . some to buy and thoroughly enjoy.

FEATURING..

This-minute fashions for the NOW generation.

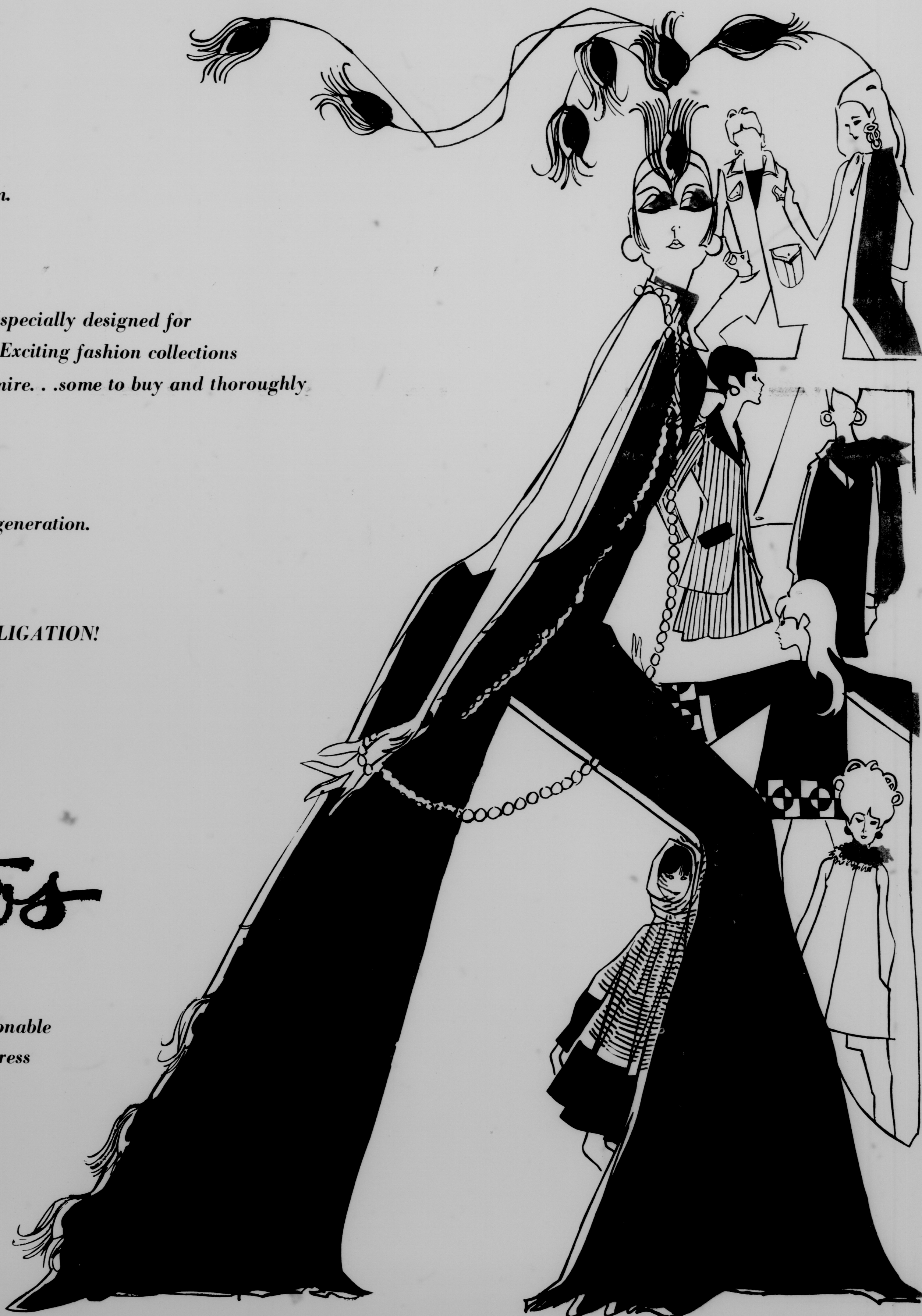
FREE..

\$1,000 in gift certificates -- NO OBLIGATION!

Gantos

*Your Most Fashionable
Shopping Address*

**MERIDIAN MALL
OKEMOS, MICHIGAN**



Grand Opening!

Webster Men's Wear Now in Meridian Mall & Lansing Mall

Webster Men's Wear . . . not just an ordinary men's store, but a complete, total package of men's fashion. From the moment your eyes are cast on the store, fashion begins. Not, as many people believe, when the merchandise is on your back. Having you visit us in the surroundings you're most used to, that of your own home, is very important to us. But the main reason we're here today is because of our high standards in men's quality clothing, sportswear, furnishings and accessories. We not only handle the finest brand names in sportswear, furnishings and accessories, but our clothing is tailored in our own workrooms from only the finest fabrics available on the market. For a very substantial savings, you get a fit comparable with the finest names in men's clothing. So be sure to visit us soon in either Meridian Mall or Lansing Mall. We hope it will become a habit.

Webster

MEN'S
WEAR



GRAND OPENING SALE

MEN'S SUITS

100% worsteds in fashionable 2 button, or young men's vested models

\$68

Regularly to \$89.50

MEN'S SPORT COATS

2 or 3 button models in plaids, window panes, checks or solids. Natural shoulder or shaped.

\$28 to \$38

Regularly to \$49.95

MEN'S SLACKS

100% Wool flannel belt-loop models. Trim Styling in sizes 28 to 46.

\$14

Regularly \$17.00

MEN'S DRESS SHIRTS

Button down or spread collars in stripes and checks. Sizes 14½ to 16½ in group.

\$4.90

Regularly \$7.50

Men's Suede Front Sweaters

Panels of genuine suede combined with 100% Shetland Wool in cardigan or pullover styles. Sizes S-M-L-XL.

\$14

Regularly \$16.00

Men's Suede or Leather Sub Coats

Genuine suede or cabretta leather with zip-out orlon pile linings. Sizes 36 to 46.

\$49

Regularly \$59.95

Webster Men's Wear. . . Meridian Mall. . . Lansing Mall Both Stores Open Late Every Night