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Shoes, Koochie Koo, The Cover Up, Guys N' Gals (see related story), Iloa and gallery, Heslop's, Kitchen Glamor (see related story), Soleil Furniture, Gemini Travel and Wrap It Up.

"There are two benefits for the shopper during the sidewalk sale," said Price. "First, a sidewalk sale means bottom-line pricing. What's also an advantage here (an enclosed center) is that people can come inside and comfortably shop the stores (in the event of rain)."

Aside from great bargains, the mall will provide free popcorn and helium balloons from 10 a.m. to 9 p.m. Thursday, 10 a.m. to 6 p.m. Friday and Saturday and from noon to 5 p.m. on Sunday, June 14. Those are the advertised hours for the sale. A handful of stores will keep their doors open later on Friday, however. Consumers should inquire about the sidewalk sale hours at their favorite stores to make sure of the times.

"I've already had customers call and ask the dates of the sidewalk sale," said Price. "They look forward to it, and so do the merchants."

Betsy's Bridal will offer formal wear from \$99 and accessories from \$5. Under It All Lingerie features savings up to 75 percent on select items including summer robes and sleep wear. The Studio, a full-service dance wear, aerobic wear and casual wear clothing store, offers store wide savings up to 75 percent. Sherril's customers will find 20-50 percent off dress names like: St. John, Rose Taft

and Criscione. Bargain shoppers at Rosalie will discover 50-80 percent off the entire stock of summer clothes. Greg Shoes will have tables filled with shoes up to 60 percent off. Unique infant and children's apparel will be discounted up to 75 percent at Koochie Koo. The Cover Up will offer up to 75 percent off mens wear and womens wear. Select items at Iloa and gallery, which features handmade American jewelry and home accessories, will be 20-50 percent off. Heslop's, the fine china and gift store, will offer closeouts and discontinued china. An additional 10 percent will be subtracted off the price of already discounted floor samples at Soleil Furniture. Gemini Travel will exhibit over 200 travel-related photos by Mill Rotenberg. Wrap It Up, a stationery and gift store, will offer store wide savings up to 75 percent off.

Even stores which will not offer sidewalk sale merchandise will benefit from the event, said Price "because the additional foot traffic is always better."

"We have everything in this mall from a grocery store to a travel agency to a hair salon."

According to Price, Orchard Mall has offered sidewalk sales for at least 15 years. In fact, store owners like them so much, they offer two annually — one in January and one in the summer.

"It's always just a fun atmosphere," Price reasoned.

Guys from page 2

can and European clothing.

"People shop here because we have a quality product, reasonable pricing and people feel very comfortable here," she said. "And we try to carry things that aren't in the department stores," she added.

Open Monday through Friday from 10 a.m. to 6 p.m., Thursday until 9 p.m., Saturday until 5:30 and Sunday until 5 p.m., Levenson said two of the hottest things in fashion are leather and bell bottoms.

"Leather is the in thing," she said. "It's leather-looking, but made out of plastic."

"We sell a leather jacket. We've had two shipments so far and sold out."

The core of Levenson's clientele are between 10 and 30 years of age, "but

Some of their customers were so taken with the merchandise, they decided to work there.

there are customers on either side (of those numbers)."

Some of their customers were so taken with the merchandise, they decided to work there.

"Our staff is so wonderful," she said. "They began by shopping here, then they came in to work while they were in high school. When they went away to college, they came back and worked during the summer vacations and after they graduated, they worked here until they could find a job in their profession."

"All the kids here are very conscientious and very responsible."

Those kids will help customers looking for bargains during the sidewalk sale during the extended hours — open till 9 p.m. on Friday as well as Thursday and until 6 p.m. on Saturday.

SIDEWALK SALE

THURS. JULY 11 FRI. JULY 12 SAT. JULY 13

UP TO
70% OFF
RETAIL

- Luggage
- Handbags
 - Andiamo
 - Hartmann
 - Lark
 - Samsonite
- and more
- Business Cases
- Le Sportsac®

TRAVELERS WORLD

LUGGAGE • HANDBAGS

Thursday 10-8; Fri. 10-6:30; Sat. 10-6:30

UP TO
75% OFF
RETAIL

- Outdoor Art
- Wearable Art
- Decorative Art
- Jewelry, Gifts and More!



THURS. JULY 11 10-8 FRI. JULY 12 10-5 SAT. JULY 13 10-5



Orchard Lake Road • North Of Maple
West Bloomfield