



YOUR FULL
Service Mall

The Livonia Mall

MESSENGER



Volume 1 Number 3

November 21, 1973

CHRISTMAS AT LIVONIA MALL

SANTA WILL ARRIVE FRIDAY AT 9:30 A.M.



Early Christmas Shoppers Find Buying Enjoyable

"EARLY" is for key to
successful shopping

Making your Christmas purchases EARLY in the season pretty well guarantees your finding just the right gift, before stocks are depleted or picked over.

Shopping EARLY in the day makes shopping more pleasant, the sales help are not so fatigued and they have more time to help you with your selection.

Shopping EARLY in the week gives you a better chance at parking and saves time in actual shopping, the wait for assistance is less and the crowds are easier to walk through. Leave the weekend

shopping to those who absolutely have to and be smart and shop EARLY in the week, EARLY in the day and EARLY in the season.

What's Inside

Want to know the latest in Christmas culinary preparations? Or maybe you feel creative and want to make your own Christmas decorations.

Just look inside the Mall Messenger for Holiday news and stimulating ideas on what to do during the festive days.

Of course the Livonia Mall merchants have been stocking their stores with the latest (and greatest) merchandise and are now announcing their wares in the many advertisements inside.

Escorted by a procession of giant fantasy animals Santa will arrive at Livonia Mall, Friday, November 23 at 9:30 a.m. and take up residence in his house in Crowley Court.

Early visitors to his house will get a complimentary pair of antlers from his faithful friend, Rudolph with the shiny nose while they last. They will be handed out both Friday and Saturday.

During both days Santa's friendly animals will stroll throughout the Mall and its stores, stopping to greet their tiny friends. As an added attraction, if the mystery photographer stops by a lucky tot, he'll get an instant color snapshot free, courtesy of the Mall.

And Santa is certainly doing his part to conserve energy. Maybe on Santa's arrival the Mall won't seem as brightly lighted as usual, but the smiles from his helpers and his young admirers should more than dispel any gloom. And the fact that the Mall stores have cut their heat to 68° won't bother him a bit, it'll seem more like his home up north.

Speaking of home, this year Livonia Mall wants to make some of the foreign-born children feel at home so they will have bi-lingual Santas in

the morning from 10:30 a.m.-3:00 p.m. Tuesday through Thursday, the Santa can converse in Mexican, Spanish and German. Fridays we host an Italian speaking Santa.

While browsing to see what the merchants have brought for your Christmas giving, should you find an item that's just the right thing, don't delay. Buy it then or have it put in law-away. While the stores have their storage space

Continued on Page 5

BEAUTIFIED



The newest wrinkle in Christmas ornaments are the family photo ornaments. Handled by Santa Graf at the Livonia Mall, near the Santa House you can purchase them at a very nominal charge, and insert your favorite photos for hanging on the tree. Build a "Memory Tree" - start your collection now.