



YOUR FULL  
Service Mall

# The Livonia Mall MESSENGER



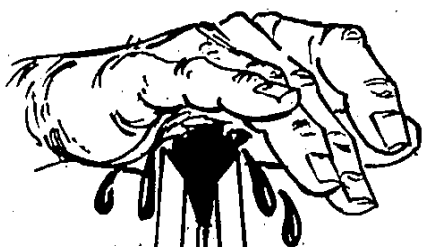
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## LIVONIA MALL'S DOORWAY SALE

### FOUR BARGAIN DAYS AWAIT SHOPPERS

We're Helping to Curb The  
**ENERGY WASTE!**  
how  
about  
**YOU!**



53 STORES  
AND SERVICES

**LIVONIA  
MALL**

7 Mile Road  
at Middlebelt

So, what's a "Doorway Sale"? No, the Mall is not actually selling their doorways, but because there are no sidewalks in an enclosed Mall it becomes the place where the stores set their biggest marked-down clearance items on tables and racks for their customers. Bringing back for a few days the old-world atmosphere of a sidewalk bazaar.

However, due to the limited space available to each store not all their best values can be set outside, so be sure to look inside throughout for other markdowns that could save you lots of hard-earned cash. In fact, the shortage of storage space for seasonal items and short lot items is the reason so many of the Mall stores even price remaining stock below their cost to make room for the new Spring merchandising that is now arriving.

Some of the many planned "other" activities at the Mall during the sale are sure to keep the kiddies and dad happy and maybe even bring your home a nice gift in the form of a box of steaks or even a \$50 fruit basket if you're lucky.

For the children there will be the petting zoo stationed by Crowley's where the children can see a variety of animals free, or even go inside and pet them for a nominal 25 cents -- bring your camera, children and animals just naturally go together.

For Dad, or Mom or even the whole family there'll be a championship miniature golf course, the Village Green. For a small greens fee you'll be able to challenge other members of your family, or even yourself. With prizes and surprises for the "hole in one-ers". Located by Sears. It's brand new and a "first" in the area.

Back by popular demand we're once again featuring the "Grate' Steak Out" where you can get to sample pieces of delicious Delmonico steaks and enter for a

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### Shop With a Friend



Since the corner store has gone out of vogue we have almost become four-wheel shoppers, depending heavily on automobile transportation.

Cars are here to stay, of course, but at Livonia Mall we suggest shopping pools. Take your neighbors or friends on shopping excursions. Take turns driving and you'll find the gas bill decidedly reduced, you'll be contributing to energy conservation, and you'll likely enjoy your shopping companions.

We can adequately handle most automobiles with our 4,500 parking spaces, but if each car carried a shopping pool, it would be a favor to shoppers and our environment.

Livonia Mall is aware of the energy shortage and has taken steps to reduce power output. Read about them inside the latest Mall Messenger.