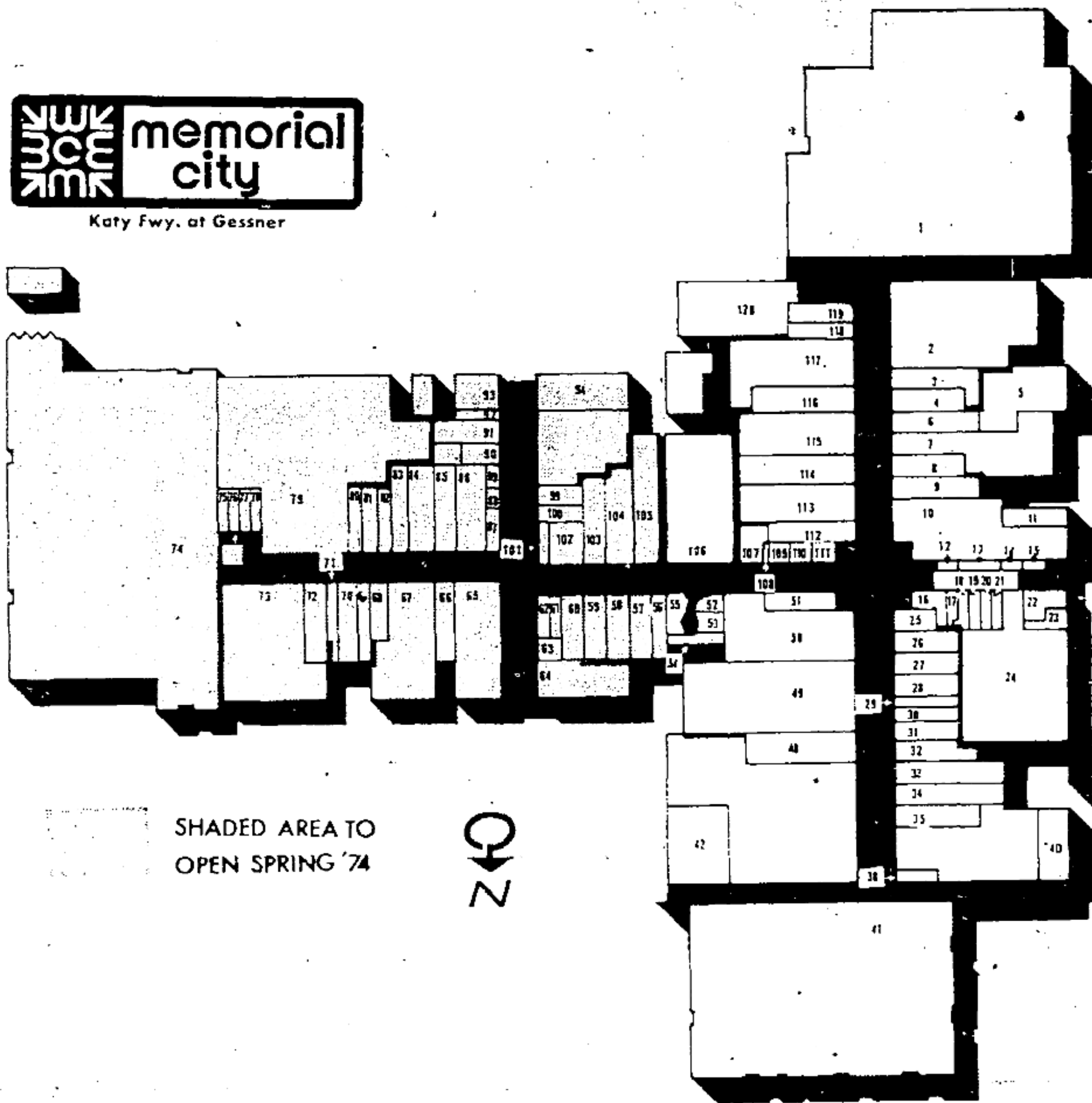


SANTA'S GNOMES—New added attractions for Memorial City are two animated scenes of Santa's gnomes. In Santa's workshop, the craftsgnomes of various skills are busy at their projects in continuous movement for the delight of the young. The other, a cold wintry street scene, includes Santa in a jalopy of about 1910 vintage — which won't start—and two gnomes pushing and pulling, at the insistence of a gnome traffic cop, conscientiously observing the fire hydrant law. Both scenes are in the South Mall directly in front of Walgreen's.



Adrien's 27
Al's Formal Wear 23
American Savings 22
B. Dalton Bookseller 35
Baker's 116
Baldwin-Lively 31
Battelsteins 79
Barbecue & Beer 91
Bond's 50
Candle Cottage 14
Carousel Snack Bar 63
Casual Colony 3
Casual Corner 86
Chandler's Shoes 83
Chess King 56
Closet, The 18
Cornal Fabrics 48
Cordes-Hendricks 32
Craig's 2
E-J's Model & Hobby Shop 54
Elephant Walk 28
Everitt Buelow 67
Firestone 7
Fireplace Shops 68
5-7-9 80
Florsheim 16
Foley's 74
Foxmoor 59
Gadget Tree 4
Gap, The 112
Graham's Men's & Boy's 65
Halpern's 115
Hardy Shoes 25
Haus Edelweis 92
Hertel's Hairstyling 110
Herfy's 40
Hickory Farms 57
Hirsch Bros. 53
House of Suits 13
House of Ties 38
Houston Trunk 26
J. Harris 69
J.M.'s 75
J. Riggings 60
Jean's West 82
John's Party Shop 34
Joyce Bertram 71



KEY MAP OF MEMORIAL CITY SHOPPING CENTER
Stores Index Left and Right

Kathy James 76
Lee Ward's 49
Lou Ann's Tall Girl Shop 29
Margo's La Mode 117
Memorial Barber Shop 20
Memorial Coin Shop 108
Memorial Theatre 106
Merle Norman 19
Model Mother 21
Montgomery-Ward's 41
National Shirt 8
Neptune Pet Center 107
Nut Hut 88
Orange Julius 17
Oshman's Sporting Goods 105
Palais Royal 73
Pauline's Sportswear 52
Pancho's 42
Parker Music 113
Piccadilly 120
Pine Pub 61
Playhouse Toys 114
Record Town 55
Regina's House of Canvas 15
Russell Stover 111
Sear's 1
Shipley Donuts 11
Shoe House, The 30
Singer Co. 6
Slenderbolic 5
Sounds 'N Imports 58
Sweeney's 51
Swinney's Gifts 66
Texas State Optical 118
That Pizza Place 109
Thayer McNeil 72
Thom McAn 9
Vanguard Shoes 101
Walden Book Store 104
Walgreen's 10
Weingarten's 24
Wicks 'N Sticks 62
Wigs by Moses 12
Wild Pair 81
Woman's Shop 84
York Steakhouse 94
Zales 119



New Managers at Memorial City

As the wheels of progress move along, so do people, and there are a few manager changes to be updated at Memorial City. They are: W. B. Helgesen, Florsheim Shoes; Margaret Fanton, Bond's; Mark Guidry, The Gap; Don Jecker, National Shirt Shop; Sam Caronna, Sweeney's; and Gene Bozant, Memorial Barber Shop, who moves from the role of manager to shop owner. Other new managers are: Terry Martin, Playhouse Toys; Dave Dunkel, Weingarten's; Herb Eckardt, Herfy's; and now serving as Herfy's new district manager for the Houston area, Russ Skinner; Vance Walpole, House of Suits; and David Cross, The Shoe House.



DON JECKER
SAM CARONNA
GENE BOZANT

Coming Attractions
In Memorial City

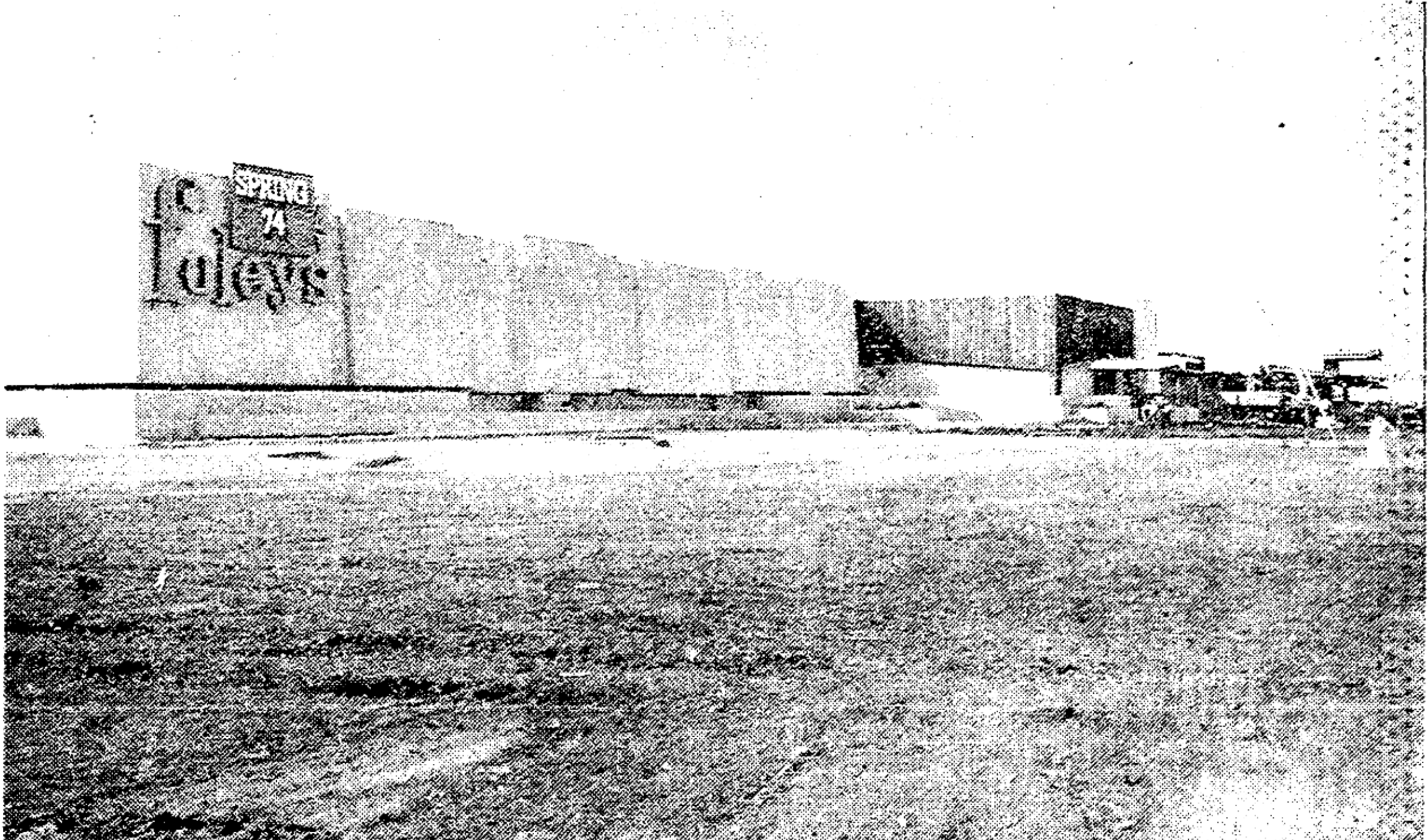
Worthy of note on your calendar for next year is Memorial City's 8th Annual Antique Show, March 28, 29, 30, 1974. Getting bigger and better each year, the show has become one of the most popular in the Southwest, both with Antique dealers and antique buffs alike. The show is represented by dealers from all around Texas, and also New York, Minnesota, Missouri, and Louisiana. It's a "must" for the beginning antique collector and the connoisseur. Memorial will host for the first time an annual "Texas Arts and Crafts Fair" on Jan. 17, 18 and 19, 1974. The Fair is being developed with the guidance of Phil Davis of the Texas Tourist Development Agency in Austin, and hopefully will prove as successful as the annual Texas Arts and Crafts Fair at Kerrville. Approximately 500 artists and craftsmen have been contacted, of which around 150 will be invited to participate. There are some indications that as many as 50 different crafts will be represented. The fair is intended to offer artists and craftsmen the opportunity to display their talents and to provide them with a marketing outlet. At the same time, craftsmanship will be reviewed to insure that a high standard of artistic quality will be achieved for future fairs. The fair is limited exclusively to artists and craftsmen from all points around the state of Texas and, as far as possible, will be selected on the basis of personal integrity and professional attitudes to give confidence to the buying public.

Mailing Deadlines
For Christmas Season

Both merchants and post offices attempt to stress "early mail" for sure delivery by Christmas. The Post Offices, of course, are deluged at this time of year with billions of packages and cards. In their attempts to do the most superior job, they have installed satellite post office units in many high traffic points at the sources of gift purchasing. Memorial City will have a mobile post office unit at the Gessner Porte-Cochere from Dec. 8 to Dec. 22 from 9:30 to 4:30 p.m. daily, including Saturday. The following schedule of deadline mailing dates in time for Christmas is published for your guidance: Dec. 21 — Last day for sending airmail parcels and cards to destinations in the continental United States. Dec. 20 — Last day for sending airmail parcels and cards to Alaska and Hawaii. Dec. 19 — Deadline for sending airmail parcels and cards to Canada and Mexico. Dec. 18 — Last day for sending airmail parcels and cards to Europe, South America and Central America. Dec. 15 — Last day for sending surface mail for all United States delivery including Alaska and Hawaii. Dec. 14 — Last day for sending international greeting cards and air parcels to Africa, the Near East and the Far East.

Memorial City
Is Growing

Over a period of several years, Memorial City has enjoyed significant strides in the expansion of the center. In August, 1973, Montgomery Ward finished off the north end of the mall, facing Sears at the opposite end. Now nearing completion for an early spring '74 opening are Foley's, Battelstein's, Palais Royal and an array of 50 other fine stores. Completion of the center will bring to Houston one of the finest regional shopping centers in the country, and will be well in excess of one million square feet, all within enclosed air-conditioned mall and containing over 100 stores. The center is intended to meet all the needs of the Memorial-Spring Branch area, one of the fastest growing in the nation. The proposed mall activities of cultural and civic interest are planned to draw visitors from all over Greater Houston and neighboring cities.



MEMORIAL CITY CONSTRUCTION NEARING COMPLETION
Expansion To Be Completed by Spring, 1974