

Our 88th K-mart

Opens next Thursday, Nov. 19th, in Troy at Livernois and East Maple Road



We opened our first K-mart in the belief that quality goods offered at extra low prices in clean, spacious surroundings would be purchased by customers in large enough quantities to justify a lower profit on each sale. Over 50,000,000 customers have proved this belief is right. Today, K-mart is the largest, fastest growing big-volume, low-profit, discount department store business in the United States and Canada. Now there are 9 K-marts in the greater Detroit area. Approximately thirty more K-marts will open within the next year.

THIS NATIONWIDE ACCEPTANCE OF K-MART CAME ABOUT BECAUSE OF--

Confidence in K-mart's LOW PRICES

We don't charge high prices for unadvertised items to offset low profits on advertised specials. We set all our prices *low* and *keep them low* day after day. Unless you are a regular K-mart shopper you will be paying higher than K-mart prices. Families that shop regularly at K-mart save hundreds of dollars every year. There are no "memberships" to buy, no "gimmicks," no "tricks." If you like to "Charge-It," K-mart offers a convenient credit plan. You pay nothing down and make only small monthly payments. Start saving Thursday, the day K-mart opens.

Confidence in K-mart's QUALITY

At K-mart you find low prices on the nation's finest quality products from RCA, General Electric, Bell & Howell, Kodak, Remington, Gulf, Norge, Helene Curtis, Spalding, Kroydon, Black & Decker, Stanley, Hoover, Universal, Proctor—names so meaningful because you have confidence in the products they identify. Good quality is a "must" in every department at K-mart. There are no seconds or irregulars.

Confidence in K-mart's MONEY-BACK GUARANTEE

You shop with confidence at K-mart because satisfaction is guaranteed or your money will be refunded. The S. S. Kresge Company, of which K-mart is a division, has been serving the public for 65 years and today has over 880 Kresge, K-mart and Jupiter stores in the United States, Canada and Puerto Rico. Complete customer satisfaction is K-mart's most important policy. Shopping at K-mart is a wonderful new experience.

Watch for our Grand Opening specials. Shop at any of the 9 Detroit area K-marts and save!

K-MART DISCOUNT DEPT. STORE and FOOD MARKET
A DIVISION OF THE S. S. KRESGE COMPANY—OVER 880 K-MART, KRESGE AND JUPITER STORES COAST TO COAST