

OPENS THURSDAY AT 5051 FEDERAL BLVD., K MART PLAZA

Joining Our Present Store at 7325 Colfax in Lakewood



our **116th** Kmart

On October 28th we opened our 109th K mart at 7325 Colfax in Lakewood. Since then we have opened other K marts in North Carolina, Texas, Virginia, Pennsylvania, Michigan and Florida. Now the 116th K mart opens Thursday at 5051 Federal Blvd. here in Denver. Approximately forty more K marts will open within the next year.

THIS NATIONWIDE ACCEPTANCE OF K MART CAME ABOUT BECAUSE OF-

K

mart

PLAZA

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, Gull, 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 66 years and today has over 900 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.

See Our Grand Opening Announcement Wednesday-Go K marting Thursday....and Save!

K MART DISCOUNT DEPARTMENT STORE AND FOOD MARKET

A division of S. S. Kresge Company with stores throughout United States, Canada and Puerto Rico