

LOOK BETTER.

DRESS BETTER.

PAINT BETTER.

FIX-IT BETTER.

DRIVE BETTER.

GARDEN BETTER.

PHOTOGRAPH BETTER.

PLAY BETTER.

FEEL BETTER.

SAVE BETTER...

YOU CAN'T DO BETTER THAN K MART.

**The K mart  
Commitment: Making  
a good thing better.**

At K mart, we're dedicated to the idea that what's good can often be made better. That's why at K mart stores across the nation you'll find more selection, more brand names and more real value than ever.

And your low K mart price isn't just a good price, it's the best price. Not just on advertised specials, but on everything we sell. It's a big part of what we mean when we say, "You Can't Do Better Than K mart."

In the coming months you'll be seeing and hearing a lot of that theme. And you can believe it.

When you consider the quality, service, brand names and lowest prices, we think you'll agree that, for smart shopping, "You Can't Do Better Than K mart."

*B. M. Fauber*

Bernard M. Fauber  
Chairman of the Board and  
Chief Executive Officer



**Kmart** YOU CAN'T DO BETTER THAN  
The Saving Place