



Why more people shop
at Kmart than any
other store in America.

This month, like every month, almost half of America will come to Kmart. Which proves, among other things, what we've believed from the very beginning. Namely, if you care about your customers and give them good things at good prices, you make a lot of friends.

Take brand names, for instance. You won't find just a few of them. But all your favorites. In every department. And, of course, as with everything we carry, you get the low Kmart price. Plus our promise of satisfaction always.

The choice. The prices. The policies. The value. They're the things that have made us America's Favorite Store.

They, and we, will always be here when you need us. In every one of our over 2100 stores. After all, we'd like to see even more of you.

**America's
Favorite Store.**

Kmart
the Saving Place

Hunter's
Glen
Apparel

RCA Video Cassette
Recorder. Sunbeam
Oskar Food Processor.
Lady Pepperell Towels.
Kodak VR 35 Camera.
Corning Cookware