

YOUR MONEY BUYS MORE AT  
**MORRIS**  
THE QUALITY DISCOUNT STORES

PROUDLY INVITES YOU  
TO THE GIGANTIC

**GRAND OPENING SALE**

AT THEIR 11th AND GREATEST DETROIT-AREA  
QUALITY-DISCOUNT DEPT. STORE

Conveniently Located In The

**FARMINGTON SHOPPING PLAZA**

Featuring FARMINGTON'S MOST COMPLETE DISCOUNT CENTER... JAM PACKED  
WITH NATIONALLY FAMOUS MERCHANDISE THAT WILL DELIGHT THE ENTIRE  
FAMILY... EVERY DAY OF THE YEAR!

Big... bright and beautiful... that's the great new Morris Store  
right in the center of the wonderful Farmington Shopping Plaza. Now...  
the people of Farmington and surrounding area will enjoy the greatest  
convenience ever in the selection of fine, famous quality merchandise  
for the home and family. The wellstocked departments include HOUSE-  
WARES... TOYS... SPORTING GOODS... CAMERAS... RECORDS  
... JEWELRY... HI-FI and STEREO EQUIPMENT... PAINTS and

HARDWARE... TIRES and AUTO ACCESSORIES... GARDEN SUP-  
PLIES... TOOLS... LUGGAGE... ELECTRIC APPLIANCES...  
CAMPING EQUIPMENT... PLUMBING NEEDS... and many more.  
And... most important... every item sold at Morris is unconditionally  
guaranteed to give complete satisfaction or your money will be cheer-  
fully refunded!

we're famous for  
**QUALITY**

**SHOP WITH CONFIDENCE...**

The many Morris customers in the Farmington area who have traveled  
to our other stores in the past are familiar with the Morris policy of quality,  
service and savings. To the thousands of new friends we are about to make,  
we offer the assurance of satisfaction that has made Morris a favorite value  
center with thousands and thousands of greater Detroit shoppers for more  
than 36 years! If it comes from Morris... you're getting only **FIRST**  
QUALITY... FAMOUS BRAND MERCHANDISE AT LOWEST DIS-  
COUNT PRICES!

This Is Our **GUARANTEE...**  
**NO LOWER PRICE**  
**IN TOWN** OR YOUR  
MONEY BACK!

**MAKE MORRIS A HABIT...**

Come in now and get acquainted. You'll find a warm welcome from the competent staff  
who make up the Morris family. Shop at your leisure and serve yourself or call on our  
staff to give you expert assistance in the selection of the item that will best serve your  
needs. Remember... whatever your needs... you'll do well to shop Morris where  
every item is priced to give you **TOTAL SAVINGS... TOTAL SERVICE... TOTAL**  
**SATISFACTION!**

Bring the Kids to Farmington's  
**BIGGEST... Most Exciting Year 'Round**  
**TOYLAND...**

Our huge toy department is not merely a special department at Christmas time. It is a special,  
complete year-round department always fully stocked with America's foremost brand name  
quality toys for children of all ages. Naturally, now during the Christmas season, selections  
are greater than ever! All the exciting new toys seen on TV... all the leading brands found  
in national magazines... are here for your selection. And... best of all... **EVERY ITEM**  
**IS DISCOUNT PRICED TO SAVE YOU BIG MONEY...** not just a few "leader" items at  
temporary savings... but **EACH AND EVERY TOY IS PRICED FOR SAVINGS EVERY DAY!**

For Your Convenience,  
Use Our Handy, Dependable

**LAYAWAY**

A SMALL DEPOSIT  
RESERVES YOUR CHOICE

**31578 GRAND RIVER at 9½ Mile Rd.**  
**FARMINGTON SHOPPING PLAZA**

- NOW OPEN
- AND READY TO SERVE
- YOU... COME SAY "HELLO"
- OPEN DAILY 9 to 9
- OPEN SUNDAY 10 'till 4

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THE QUALITY DISCOUNT STORES