

YOUR MONEY BUYS MORE AT  
**ORRIS**  
THE Quality DISCOUNT STORE

# 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 well-stocked departments include HOUSEWARES... TOYS... SPORTING GOODS... CAMERAS... RECORDS... JEWELRY... HI-FI and STEREO EQUIPMENT... PAINTS and

**HARDWARE . . . TIRES and AUTO ACCESSORIES . . . GARDEN SUPPLIES . . . 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 cheerfully 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 DISCOUNT PRICES!

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

**OR YOUR  
MONEY BACK!**

# MAKE MORRIS A HABIT...

**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, new toys seen on TV . . . all the leading brands found in national magazines . . . are here for your selection. And . . . not just a few "leader" items but EACH AND EVERY TOY IS DISCOUNT PRICED TO SAVE YOU BIG MONEY . . . IS DISCOUNT PRICED TO SAVE YOU BIG MONEY . . . but EACH AND EVERY TOY IS PRICED FOR SAVINGS EVERY DAY!

For Your Convenience,  
Use Our Handy, Dependable

A SMALL DEPOSIT  
RESERVES YOUR CHOICE

## **LAYAWAY**

**YOUR MONEY BUYS MORE AT**

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**MORRIS**  
THE Quality DISCOUNT STORE

# **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 'til 4