

REMODELED KNIPPA'S IGA STORE HAS OPENING SALE MARCH 17-18

FRESH MEATS DEPARTMENT ADDED TO BUSINESS

The remodeled IGA Food Store will have its opening sale Friday and Saturday March 17 & 18, according to Ben H. Knippa, manager of the store.

During the past several weeks, the store has been completely remodeled, the main purpose of which was to improve the service to the customers.

The entire interior was newly decorated, the stock rearranged and two speedy checkouts designed to make the visit of each purchaser a pleasant one. Only a trial will convince you that this has been accomplished.

Meat Market Added

To make it a convenient "one stop" store, a Fresh Meats Department has been added where the finest fresh killed Veal will be available. Besides this a refrigerated vegetable case, frozen food case, self-service dairy case, fish and poultry case have been installed, making the store a complete food market.

Paul H. Knippa, Jr. formerly with the IGA store at Lexington, is now associated with the Giddings store and with the efficient staff of clerks, is ready to serve you.

And now turn to their page 2d in the 'Star' and look at the bargains being offered at the Opening Sale.