

The Giddings News

June 13, 1941

NEW STORE OPENING

Pratho's store opens Saturday June 14, in their spacious new building, modern in design and all plate glass display windows of latest design. An enormous stock of goods is on display and every inch of the 5,000 square feet of floor space is utilized for the advantage of the customer.

Pratho's believe that the customer knows what he or she wants and are following a modern trend in merchandising - displaying goods and having the clerks assist the customer in making selections. It will be no difficulty to shop in this way which is most satisfactory to the customer.

The editor on looking over this new store before the opening day caught himself looking for the elevator or listening for street cars because he was about to think he was in a large city department store. Pratho's carry a full line of goods for the entire family and household needs. They are prepared to handle a large patronage at all times, have plenty of ice water and electric fans to make shopping a pleasure. A modern rest room is available for the ladies at all times.