

Grand Opening! SALE!

THURSDAY at 8:30 A.M.

OF
AMERICA'S
MOST
MODERN



FOOD DEPARTMENT STORE

IN THE PATH OF TRAVEL WHERE SOUTH COLLEGE AVENUE MEETS HIWAY 6 BRYAN, TEXAS

Check
These features provided for your comfort and convenience

- Huge Parking Area**
Your parking worries are over at Weingartens as we have ample accommodations for approximately 300 cars in our huge, smooth, well lighted parking area.
- Air Conditioning**
You can shop in supreme comfort in Weingartens because we have installed 100 ton capacity of the finest ultra modern air conditioning equipment.
- Courtesy Booth**
For the convenience of personal as well as payroll check cashing, paying some utility bills, a Courtesy Booth with courteous, efficient attendant has been provided.
- Proper Lighting**
To relieve any excessive eye strain we have installed the finest slim-line soft, white easy-on-the-eye lighting.
- Handy Lunch Bar**
So you may have a sandwich or light lunch and refreshment you will enjoy our 24 feet Lunch and Coffee Bar provided for a snack during shopping.
- Magic Carpet Doors**
Weingartens Store is equipped with magic carpet doors so you can enter or depart with the greatest of ease and with little effort.
- Open-Easy Dairy Doors**
So that you may see from a glance your favorite brand of Butter, Eggs, Margarine and etc., we have installed the "See All" doors which are equipped with controlled heating system to protect your hand from excess cold air.
- Finger Tip Carriers**
So that you may shop with speedy comfort this store is equipped with 250 or more new type Techni-Bilt smooth running, easy rolling Basket Carriers.
- Clean Rest Rooms**
For the convenience of Weingartens customers we have installed ample Rest Rooms to accommodate our patrons.
- Modern Drinking Fountains**
To make your shopping more pleasurable while in Weingartens, there is Drinking Fountains to serve you Ice Cold water when you wish.
- Kiddie Korral**
So that Mother can shop with ease and leisure a 16 foot Kiddie Korral, is installed with interesting books the kiddies will enjoy.

To You Folks Of Bryan, College Station and Surrounding Areas

We, of Weingarten's have erected and equipped the finest, the most modern, and the most convenient Big Food Market and Home Center for your shopping pleasure that our 53 years as Food Merchants in South Texas has given us the experience and the know-how to build. We hope you like it.

Now Here's Our Promise

It will be our policy, and our firm resolve to offer you, our customers, the finest and freshest foods obtainable and we promise that every single item you buy at Weingarten's, be it food, drugs, household items or wearables, will be **guaranteed to please you, or your money will be refunded**—without argument or quibble—you yourself to be the sole judge and jury—is that fair enough?

Regarding "Better food for less"

This slogan has been a "buy" word in Houston and South Texas for more than two generations. In fact it's more than a slogan—it's a policy that stands for **Honest to Goodness Real Values**. It means every day low, low prices on literally thousands of items, and in addition we pass on to you, our customers, thru 'Weekend' and First of the Week' specials the many savings we ourselves make on our own 'Good Buys' due to our enormous concentrated purchasing power.

To us "Better Food for Less" also means such things as a spotless Bakery, a glistening Ice Cream Plant, a modern Coffee Roasting Oven, a white tiled, air conditioned Bacon Slicing Room, a large sanitary Poultry Dressing and Egg Candling Plant right in the heart of Texas' best poultry section, and other activities of this kind and all with one objective—to bring these good things to you better fresher, and at the lowest possible price commensurable with the high quality of these products.

To us "Better Food for Less" also means bringing you such things as choice grain fed beef from Omaha; the freshest and finest fruits and vegetable—rushed daily from all parts of this great country of ours, by refrigerated trucks to our stores and you, cheese—125 varieties, from every corner of the globe; "Food Club" and "Little Dutch Maid" Butter—a 93 score sweet cream butter from Wisconsin; Top Frost Frozen Foods delicious and economical, and "Quality Controlled" from the field to the freezer; "Food Club" Peaches and other fruits as well as vegetables—the highest quality at a reasonable price. "Better Food for Less" means all these as well as all of the most popular Nationally Advertised Brands, at everyday low, low prices.

Now I Want to Hear from You Personally

That's why there is a Suggestion Box "For my eyes only" at every Weingarten Market. Won't you drop me a line, whether it's a brick bat or an orchid, and tell me what you like, and even more importantly, what you don't like about your new Weingarten's in Bryan. I'll promise to read it and answer.

Sincerely, your new neighbor,

Chairman of the Board
J. Weingarten, Inc.

You'll get more for your money at Weingartens because:

- 1. Government Grading**
At Weingartens you are assured of the finest U. S. Government Grade Eggs and Dutch Maid Sweet Cream Butter. Their superior quality allows them the right to bear the coveted U. S. Government Grading Seal.
- 2. Fresher Produce**
We guarantee you that Weingartens Produce is the freshest in town as it is bought and transported by our refrigerated trucks daily to any point where we operate.
- 3. Fresh Bakery Goods**
Weingartens Bakery Products are not only of the highest quality but they're the freshest in town as all bread, cakes, pastry are baked and delivered by speedy vans fresh to you every sunrise.
- 4. Table Trimmed Meats**
Don't pay for meat you can't eat. Buy Weingartens exclusive Table Trimmed Meats where all excess bone and fat are removed before weighing and pricing . . . thereby giving you more edible meat for your money.
- 5. Self Serve Delicatessen**
In order to give you the best quality at the most economical prices and afford you more convenience. All Weingartens Delicatessen Foods are pre-packed with weight and prices plainly marked on each package.
- 6. National Brands**
We invite your inspection of the "Brands you know" on the shelves at Weingartens, without reservation we believe we have the largest assortment of National Brands on this market . . . all at appealing low prices.
- 7. Exclusive Brands**
In order that you may also buy the best in quality at a substantial saving over other popular brands Weingartens have for eating pleasure and complete satisfaction "exclusive brands" of Frozen Foods, Canned Fruits and Vegetables, Bakery Products, Butter, Bacon and a score of other commodities at low, low appealing prices.
- 8. Home Center**
So that you may do all your purchasing "under one roof," Weingartens are pleased to offer you furnishings for the home, and Wearing Apparel for all the family "all first quality" merchandise at astounding low prices.
- 9. Drug and Tobacco Depts.**
Weingartens are proud to offer you the most complete Drug, Cosmetic and Tobacco Departments in the city. Here you will find the largest assortment of Nationally Known Brand of Drugs, Cosmetics, and smokers needs all at low prices.

Free SUGAR OR NYLONS

With Purchase of \$10 or More Behind Turnstiles

5 Lbs. of Imperial Pure Cane Sugar **OR** **1** PAIR OF 51-15 MYLADY NYLONS

FREE! 54 - \$13 BASKETS OF GROCERIES

You don't have to be present to win. Just register in the lobby.