

GRAND OPENING

of ANOTHER NEW FOOD DEPARTMENT STORE IN KROGER'S

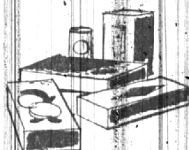
Parade of Progress

Kroger

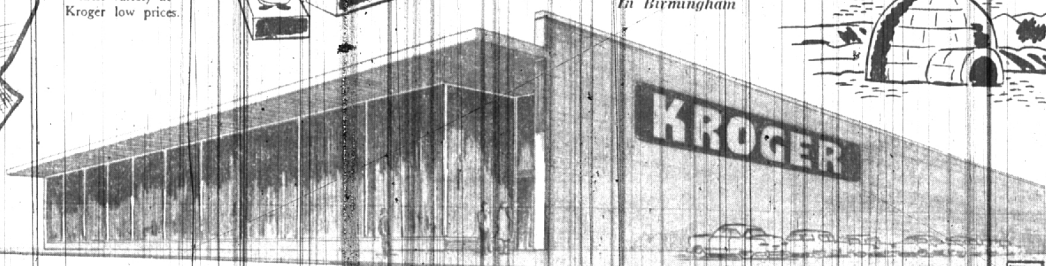
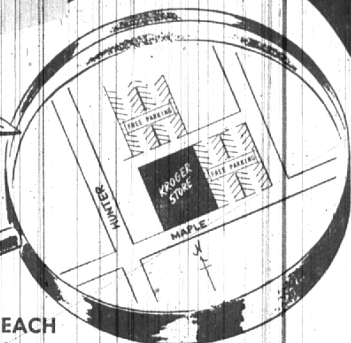
LIVE BETTER FOR LESS

MAPLE at HUNTER IN BIRMINGHAM

**Self-Service
FROZEN FOODS**
Widest variety at
Kroger low prices.



EASY TO REACH
From Anywhere
In Birmingham



**GRAND OPENING
TUESDAY, MARCH 17th
9 A.M.**

Self-Service MEATS
Choose your favorite cuts
and get more meat
for your money.



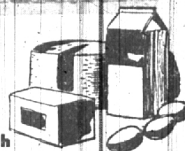
**Colorful as a Rainbow
FRUITS and VEGETABLES**
... as their freshest best
on refrigerated racks
lined with crisp green color.



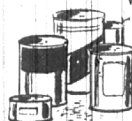
FLUORESCENT LIGHTING
Shines directly on displays—
makes brands, labels and
prices easy to read.



**Farm-Fresh
DAIRY TREATS**
Top-grade milk,
butter and eggs.
Widest choice of cheeses



**Variety and Value in
CANNED FOODS**
All your favorite brands,
staged against a colorful background—
at money-saving prices.



GOOD NEWS FOR THE FOLKS IN BIRMINGHAM

Here is another beautiful new Kroger food department store in Kroger's "Parade of Progress" designed to help you Live Better For Less.

People prefer our big, beautiful stores where they enjoy every up-to-the-minute convenience... where they find all their favorite foods at Kroger's every day low prices.

"MAGIC CARPET" EXIT DOOR

You'll sail out, serene as a queen,
through a self-opening exit door. No
doors to pull when arms are full.



PRIZES • PRIZES • PRIZES NOTHING TO BUY!

Yes, you can win one of these valuable prizes that will be given away absolutely free: Crosley Home Freezer, Kris-Graft Kit Boat, Cory Coffee makers, electric toasters, Overnight Bags, Electric Bean Pots, and Big Baskets of Groceries. You need not be present to win. Visit the Store often and enter your name for one of these prizes each time you visit the store.

