

# Newest Santa Cruz Supermarket Commences Grand Opening Today

## Store Offers Complete Line Of Groceries

Best Foods supermarket, part of the multi-million dollar East Cliff Village shopping center, commences its 7-day grand opening today at 15th avenue and East Cliff drive.

There are free balloons and coloring books for the kids, and free orchids for the ladies.

And "Willie the Clown" will be on hand to entertain everybody.

The supermarket has an early California motif, designed by Architect Harold Camping of Oakland. The beams supporting the ceilings are historic timbers from an old San Francisco dock warehouse which were transported to Santa Cruz especially for the store and shopping center.

There's plenty of parking area—500 spaces—available in order to make shopping convenient to the most harried and hurried shopper.

Every conceivable grocery item is displayed on the nine center counters in the market. Wide aisles and the most modern of shopping facilities have been installed.

The store consists of 12,000 square feet, and 10,000 of that is utilized as a shopping area.

A 36-foot long, four-shelf delicatessen section is available for the "quick" shopper and the buyer of snack groceries. For the gourmet, there is a fancy food section with imported and unusual foods.

The wine section will handle both fancy and premium wines of all wineries. There is also a dinner ware section.

A complete line of soft goods and sundries add an extra touch to the store. There are rows and rows of canned goods and dry groceries.

The store has a huge dairy box with 13 doors so that customers will not have to wait in line to buy their milk or butter or eggs.

Don Helm, who heads the produce department, has a 48-foot long shelf for refrigerated produce and another 48-footer for dry produce.

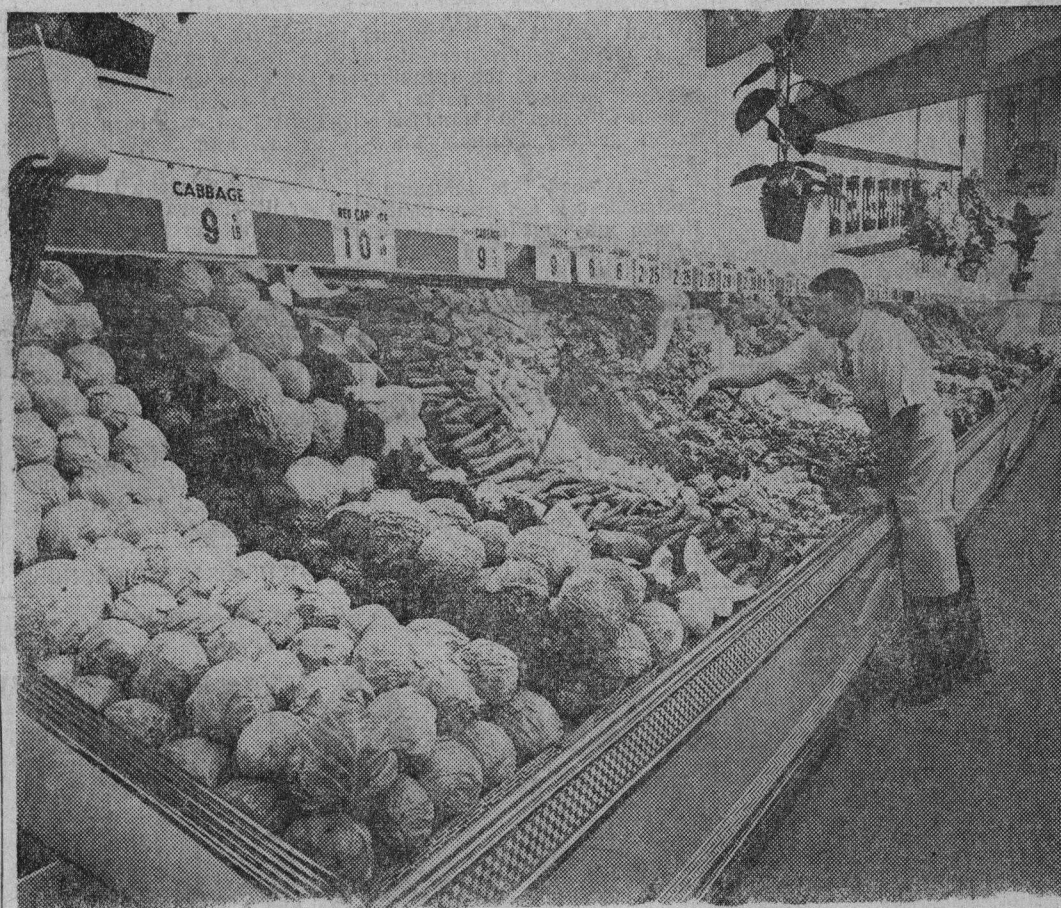
Ninety-six feet of frozen food shelves hold every known frozen food product.

Bud Coe, manager of the meat department, has seven full-time butchers working under him and he offers choice meats, displayed in a 48-foot refrigerated showcase which holds an even temperature.

When the shopping is completed, customers exit through five modern checkstands which have belts to transfer groceries to the counter's end for easy sacking.

Checkers ring up sales on the latest model National Cash Reg-

## Produce Chief Freshens His Vegetables



Don Helm, produce manager in the Best Foods supermarket,   
 ♦ ♦ ♦

washes down products in one of his 48-foot produce shelves. Helm said only the freshest and

highest quality produce will be offered in his section.   
 ♦ ♦ ♦

## SOCIAL WELFARE MEETING SLATED

Explanation of changes in the federal social security and California old age security programs will be discussed at the California Institute of Social Welfare meeting tomorrow. The meeting is set for 1:30 p.m. at Hackley hall, 513 Center street. There is no charge and the public is invited to attend.

isters which are run by remote control. The cash drawers are located under the counters so checkers need never turn around.

The Harlou corporation, operator of the Best Foods supermarket, has employed approximately 25 people at the store.

President Lou Alongi said every effort will be made to see that the customer always gets what he wants at the right price with courtesy the keyword in the sales.

Vice president of the firm is Harvey Himes, manager and secretary-treasurer is Clyde Holmquist and director is Herber C. Bettencourt.

BUY U. S. SAVINGS BONDS

## 2-Year Dream Comes True For Best Foods President

A two-year dream has come true at last for Lou Alongi, president of the Harlou corporation which operates the Best Foods supermarket in the East Cliff shopping center.

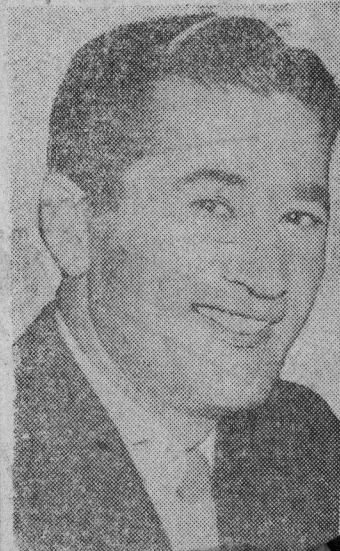
"I contemplated coming to Santa Cruz two years ago but through difficulties which arose I was unable to do so," Alongi commented, "but finally my hope has materialized.

Alongi has been in the grocery business for 22 years, the last 16 for himself. He has been in the supermarket branch since 1952.

A married man with five children, Alongi said he will move his family from San Jose to Santa Cruz as soon as he possibly can.

His supermarket starts today with a 7-day grand opening at its location at 15th avenue and East Cliff drive.

"We (the Alongi family) are



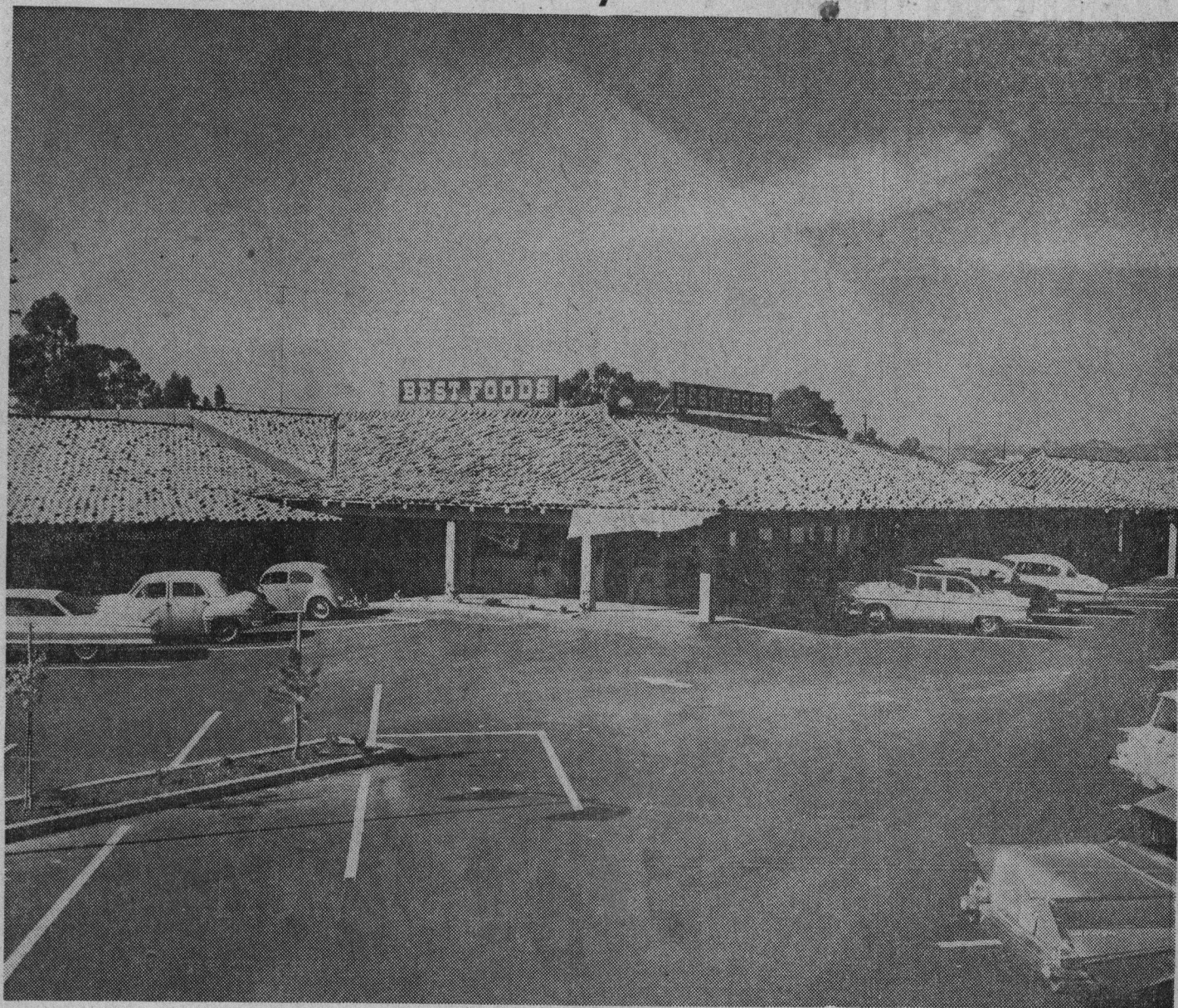


Bus-B

Wednesday, October 4, 1961

Santa Cruz Sentinel-5

## Best Foods Store Ready To Serve Customers



The spacious, early-California designed Best Foods supermarket today begins a seven-day

grand opening. Part of the multi-million dollar East Cliff Village shopping center, the

store is located in the middle of the development at East Cliff drive and 15th avenue. A total

of 500 parking spaces is available in the project to insure convenient shopping facilities.