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Business Enterprises, Inc.



Ready for its grand opening today through Saturday, this Shaw's of San Francisco ice cream, candy and gift store in the Rancho del Mar shopping center in Aptos stands waiting for customers. Seating 20 persons in its ironwork chairs, the shop offers a selected choice of more than 20 ice cream flavors, out of more than 50 flavors manufactured by Shaw's. Free ice cream, candy, and reduced gift prices will highlight the opening, along with free balloons, clown Nutty Noogat, and a motorized cable car and jug band on Saturday.

Joe Lacey, center, piles on the ice cream for daughter Kit, while his wife waits for the inevitable collapse. The Lacey family, with son Mike as manager, will make Shaw's of San Francisco a family affair.

Thursday, Sept. 29, 1966

Santa Cruz Sentinel -3A

## Free Ice Cream At Shaw's Opening

Ice cream galore, and much of it free, will be given away along with candy samples today at the opening of Shaw's of San Francisco candy, ice cream and gift store in Rancho del Mar Shopping center in Aptos.

The grand opening will last today, tomorrow and Saturday.

It will be a family affair for the store franchisees, Mr. and Mrs. Joe Lacey of Capitola. Son Mike Lacey will be manager and daughter Kit will work as sales-girl.

The new store adjoins the Safeway market.

For the opening, clown Nutty Noogat will per-

form tricks, balloons will be given away, and there will be motorized cable car rides on Saturday beginning at 11 a.m. and continuing until 5 p.m.

The Sunday Matinee Jug Band will play Saturday afternoon.

During the opening, there will be reduced prices on all Shaw's products, including its famous gift line.

Shaw's of San Francisco now have franchises assigned in California, Hawaii, Oregon and Nevada, and soon will open the Texas area. They established an industry record by signing 55 franchises in a four-month period. Main offices are at 100 El Camino Real, Burlingame.

# Douglas Shaw

## Master Craftsman of Candy and Ice Cream



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