

INTERIOR OF KROGER'S NEW FOOD MARKET



This view of one section of the interior of Kroger's new food market at Adams and Superior streets, just opened, gives you an idea of its attractiveness and selection of foods which it offers. The market will be open for public inspection and patronage throughout Friday and Saturday and will remain open Saturday until 9 P. M. Many other foods and services not shown here also are offered in this new store.

KROGER OPENS ITS DOWNTOWN MARKET TODAY

Blade 7-26-35
New Store at 324 Superior
Replaces Smaller
Establishment.

The new food market of the Kroger Grocery & Baking Co. at 324 Superior street opened its doors to the public for the first time today at 8 A. M. Hundreds of Toledoans had visited the store in the first few hours it was open.

This is the only downtown Kroger store and replaces the smaller store formerly operated at Superior and Adams streets.

The new establishment is one of the finest food markets in the city. All fixtures are new and of the most modern type. The interior has been redecorated, making the store most attractive. The show-cases and electric refrigeration system are of the latest models and have many unusual features.

There are two entrances. Inside patrons noticed how fresh and cool the air is. This is largely because of fans that have been built to change the air in the store every few minutes.

The new store occupies 6,800 square feet, giving the company plenty of space for food displays. The basement will be used as a store room. The meat market is on one side and the Sisk Baking department will occupy another portion. Plenty of window space has been provided for unusual displays.

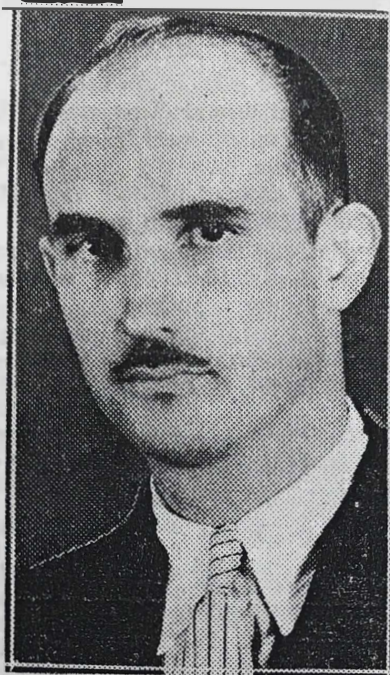
The Kroger company took a five-year lease on the building.

Favors of balloons and Shirley Temple pictures were given children of those who visited the new store today.

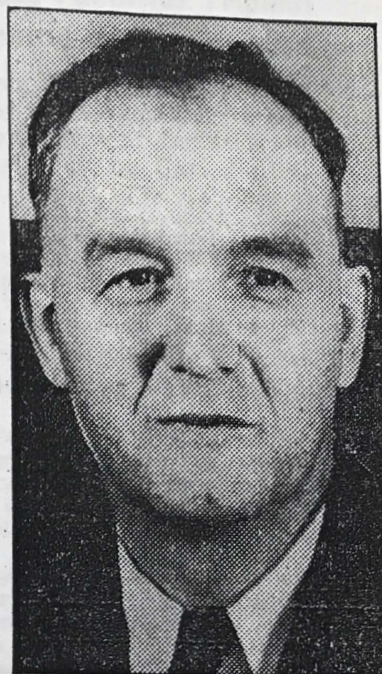
To call attention to the opening, a parade was held in the downtown district Thursday. A street car, 20 years old, and less than half the size of the present street cars, was brought to Toledo from Sandusky to operate over the lines of the Community Traction Co. today from 9 A. M. to 6 P. M. Rides were free. Ernie Smith is the conductor.

E. A. Elliott, Detroit divisional manager, and other Kroger offic-

NEW STORE MANAGERS



O. J. NICHOLS



F. C. RODGERS

ials attended the opening today. F. C. Rodgers is in charge of the meat department while O. J. Nichols is the grocery manager.

"We have spared no expense to

make this food market the most up-to-date in the city," said Mr. Rodgers. "We feel our new location is ideal and will meet with the approval of the public."

Blade 7-26-35

Microfilmed
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Kroger Reports Plan To Abandon Downtown Store

4-10-67
Kroger Co.'s store at 324 Superior St. will close April 20, the company reported today. The closing is in line with a company policy of discontinuing smaller stores in favor of large supermarkets.

The Superior St. store was opened in 1935. Al Konczal, its present manager, has been promoted to manager of the Kroger store on Sylvania Ave.

4-10-67