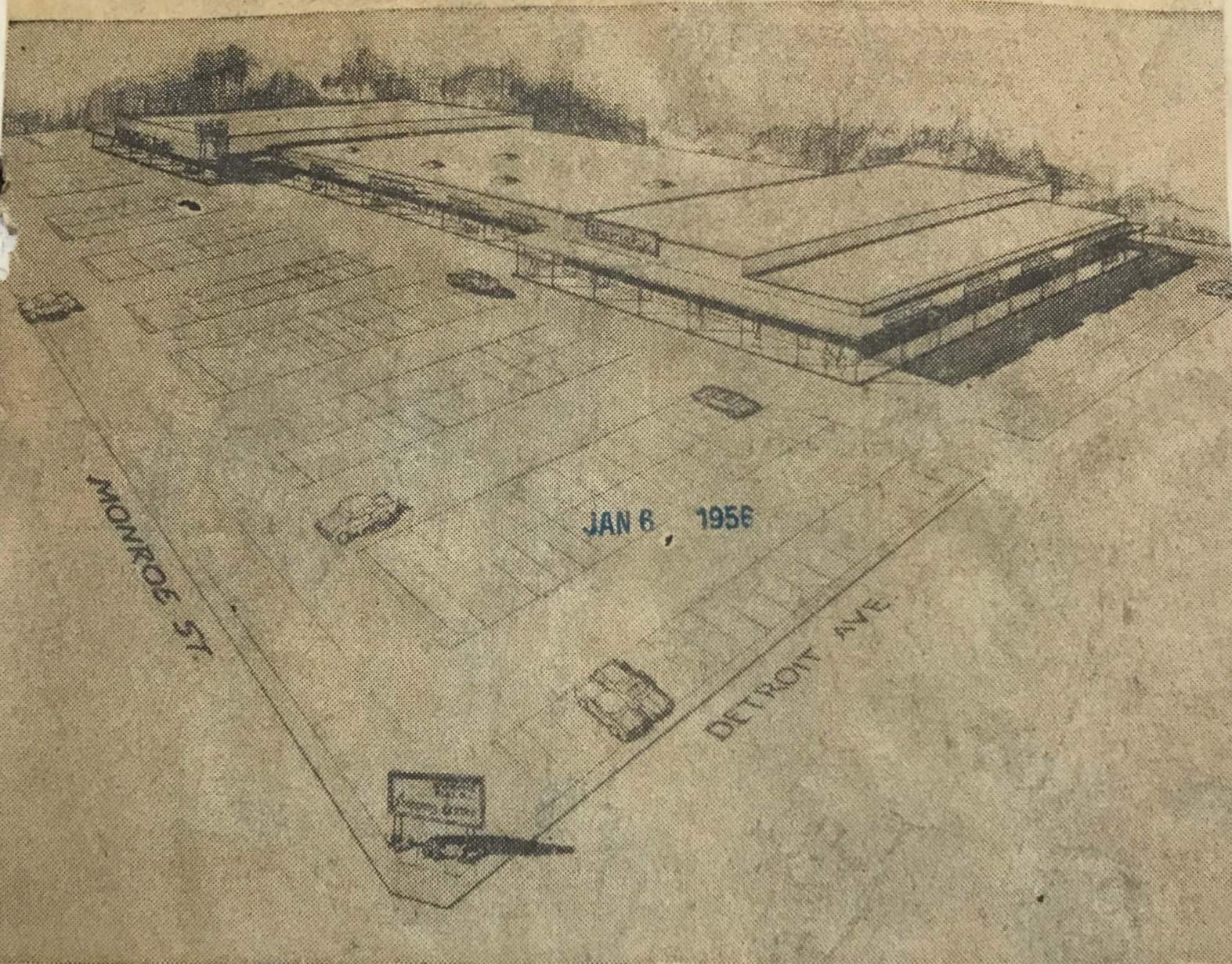


This Will Go On Ball Park Site



HERE is an artist's sketch of how the shopping center the Kroger Co. will develop at the Swayne Field property at Monroe St. and Detroit Ave. this summer will look. Demolition of the ball park facilities is under way and will take about 90 days. Plans are to

have at least the Kroger store ready for opening this year. There will be space for six or eight retail stores in the center and a paved parking area will have a capacity of around 1,000 cars. The center will front on Monroe St. Cost of the project was not disclosed.

Toledo Blade 1-6-56

Swayne Field Is Sold As Shopping Center Site

Kroger Buys Park; Razing To Start Soon

Sale of Swayne Field, Toledo's baseball park at Monroe St. and Detroit Ave., to the Kroger Co. for development of a shopping center was announced today by Al E. Reuben, president of the Swayne Field Co.

Carl S. Fuller, Toledo branch manager of the national grocery chain, said that work of demolishing the stands and removing the floodlights will begin as soon as some of the technical details of the transaction are completed.

"Sale of the ball park was accelerated by the withdrawal of the Toledo Sox franchise without notice by the Milwaukee club, which left the owners of Swayne Field with an expensive piece of land and no tenant," Mr. Reuben said.

Price Not Disclosed

Although the price was not disclosed, it has been understood that the Swayne Field Co. has been asking about \$500,000. Directors accepted the Kroger offer last week, and the offer was to be presented to the stockholders by mail today. The directors own a majority of the stock, Mr. Reuben said.

The negotiations were handled by Mr. Reuben, a Toledo realtor, and James Wickert, who is Kroger's Toledo real estate manager.

Representatives of Kroger's engineering and construction departments will be in Toledo soon to arrange for razing the 46-year-old ball park.

Parking For 1,000 Cars

The shopping center will include a Kroger store, together with six or eight other retail stores, Mr. Fuller said. Blacktopping of an area to provide parking for more than 1,000 cars also is included in the project.

Mr. Fuller said that the Kroger store will be one of the largest of its kind in the country, covering 30,000 square feet. This will make it 50 per cent larger than the new Miracle Mile and Parkway Plaza stores, completed this year.

Mr. Fuller said that completion of the center is scheduled for next year.

100,000 In Area

The Toledo branch manager said his company's surveys indicate that more than 100,000 persons live in the Swayne Field area, and that it is easily accessible from all parts of that district.

Construction of the store on the ball-park site is part of a Kroger expansion plan in the Toledo area, which began with the building of the Hill Ave. warehouse, and the Miracle Mile and Parkway Plaza stores. The company also has announced it will build another large store in the Westgate shopping center at Secor Rd. and West Central Ave.

Kroger has 48 stores in the Toledo branch under Mr. Fuller. Many millions of dollars have been spent by the company since World War II modernizing and expanding stores and in new ones.

The new Miracle Mile store is the largest at present in the Kroger chain, but a portion of it is being used for training of personnel. Stores recently closed by the company include those on Glendale Ave., on Wayne St. and in Perrysburg.

Before the Sox were withdrawn from Toledo, there had been rumors that the 7-acre ball-park site was to be sold to a Chicago mail-order company for construction of a department store. But the Swayne Field owners and Chicago concern could not reach a decision agreeable to both.

Toledo Blade
10-3-55

Work Started At Kroger Center



JUL 9 1956

—Blade Photo

GROUND BREAKING FOR NEW CENTER TAKES PLACE IN RIGHT FIELD
From left, Mayor Czelusta, Mr. Fuller, Mr. Hall and Mr. Entenman

Bulldozer Breaks Ground At Kroger Shopping Area

JUL 9 1956

**Company President Attends Ceremony;
 Swayne Field Project To Cost \$1.5 Million**

Groundbreaking ceremonies for the shopping center Kroger Co. is developing at the Swayne Field property, Monroe St. and Detroit Ave., were held today. Cost of the project will be around \$1.5 million.

On hand for the event was Joseph B. Hall, Cincinnati, president of Kroger. He said the development is the first ever undertaken by the company. Normally, Kroger leases space in buildings owned by others.

Stove Principal Unit

Principal unit in the center will be a Kroger store containing 30,000 square feet. Besides, there will be space for 12 to 15 other retail firms and a paved parking area, for 600 cars. Stores will face Monroe St.

Kroger bought Swayne Field after the Toledo Sox baseball team was moved away. The 47-year-old stands have been razed and the site leveled. Bulldozers and other earth movers were on the job today.

A bulldozer rather than the traditional shovel was used for the groundbreaking to signify the size of the project, said Carl Fuller, Kroger Toledo branch manager.

'Vote Of Confidence'

Construction of the Swayne Field center here is part of Kroger's multimillion-dollar "vote of confidence" in the Toledo area, Mr. Fuller said.

It is part of a building program started last year with the construction of a new warehouse and office building on Hill Ave. to serve 41 retail stores in the Toledo branch.

Recently opened Kroger stores are in the Miracle Mile and Parkway Plaza shopping centers. Other new ones are scheduled for Westgate Village Shopping Center, Secor Rd. and West Central Ave., and in the Great Eastern Shoppers Mart which is under construction on Woodville Rd.

Fred W. Entenman, Inc., Secor Rd., contractor for the Kroger warehouse-office, will build the Swayne Field center.

TOLEDO BLADE

7-3-56

Kroger Names Tripp To Toledo Buying Post

C. Ellis Tripp, 1651 Longwood Dr., has been appointed assistant grocery



Mr. Tripp

buyer for the Kroger Co.'s Toledo branch, Carl Fuller, branch manager, said today.

Mr. Tripp joined the company in 1944 as a carry-out boy and began full-time employment in 1949.

Prior to attending Michigan State University, where he participated in a company-sponsored food distribution course, Mr. Tripp was manager of the Kroger store at Cherry and Bancroft Sts.

TOLEDO BLADE

7-5-56

Newest Toledo Supermarket Ready For Debut

MAY 3 1957



FINISHING TOUCHES BEING PUT ON QUEEN OF KROGER STORES IN ANTICIPATION OF OPENING
Unit, largest in 1,500-store chain, is on site formerly occupied by Swayne Field baseball park

Kroger's Swayne Field Outlet Opens Tuesday

MAY 3 1957

New Toledo Store Is Largest In Company's 21-State Chain

Kroger Co. literally has pulled all the stops to make the new Swayne Field outlet the flag store of the entire chain. It is scheduled to open Tuesday with Richard Koster as manager.

The store is the biggest in the Kroger chain of some 1,500 units in 21 states and it incorporates features not found in other Kroger stores.

These include gourmet and delicatessen departments, a barbecue, a fresh fish department featuring seafood from

all of the coasts, a smokers' center under the direction of a tobacco connoisseur, a lunch counter, and the largest frozen food department in the Kroger chain.

The underground storage area, equipped with gravity and electric con-



Mr. Koster

veyers will make it possible for nine persons to handle merchandise from trucks to shelves, whereas a store of comparable size under former material handling methods would require around 90.

Electric Eye Units

The checkout stands are equipped with electric eye units which control moving belts. When a piece of merchandise breaks the beam, the belt stops. Otherwise, it keeps moving.

In its attempt to outdo all other Kroger stores, the company has authorized Mr. Koster to stock any type or brand of food product.

"If the customer wants something and we don't have it, we will get it," he said.

The Swayne Field store will be the only one in the chain operating under this policy. The others are restricted as to brands.

Parking For 550 Cars

The store and the basement area contain 44,000 square feet and the paved parking area will accommodate 550 autos. There will be between 150 and 200 employees, including part-time help.

The Swayne Field center, which eventually will have other stores, is the first attempt by Kroger to develop a shopping unit with its own money.

Interior decorations are by Howard Ketchum, of New York



MAY 3 1957

—Blade Photos

A FEATURE OF STORE IS BARBECUE DEPARTMENT

Plans are to custom cook any type and kind of meat

City, who was responsible for Chrysler and Dodge auto interior and exterior color designs.

Colors include blue, muted green and spicy coral-red, colors which are said to be "psychologically planned to make customers spend money."

Kroger will operate all departments of the store with the exception of a Schauss-Daso bake shop. In another part of the store Kroger's regular lines of baked goods will be carried.

Outlet Ex-Manager

Mr. Koster, the manager, was formerly manager of the Kroger outlet in the Miracle Mile Shopping Center.

An interesting angle is that Mr. Koster at one time had ambitions of becoming a professional baseball player and dreamed of playing ball in

Swayne Field. The ball park was razed to make way for the shopping development.

Assisting Mr. Koster as co-managers are Willard Baggett and John Ritter. Warren Wormington will manage the barbecue, gourmet and delicatessen departments and the lunch counter.

Scores At Supermarket Opener



—Blade Photo

BASEBALL MOTIF IS CARRIED OUT AT OPENING OF NEW KROGER STORE

Players, from left, were Mr. Hall, Mayor Czelusta and Mr. Fuller

Kroger Tries New Pitch At Swayne Store

**'If We Don't Have It,
We Will Get It,' Aim
At Largest In Chain**

That little game out in left field at Swayne Field yesterday wasn't baseball, naturally, but the grand opening of the Kroger Co.'s new super-store.

On hand and in baseball caps, of course, were Joseph B. Hall, Cincinnati, president of Kroger, and Mayor Czelusta. The two, while maybe in the mood for baseball, operated an oversized pair of shears for the ribbon-cutting instead.

Carl Fuller, vice president of the company's Toledo division, was there complete with carnation, baseball and bat. It still isn't quite clear why he had them, the ball and bat that is, unless perhaps the store is going to sell them. It is going to stock just about everything else.

The new store, largest in the Kroger chain, has been established as a sort of experiment and an expensive one at that. The idea is to try out ideas never before used in Kroger merchandising.

The plan is to meet the demand for any item of food. Motto of the store will be "if we don't have it, we will get it," according to Richard Koster, manager.

5-8-57



— Blade Photo by Luke Black

Banner of Chris' Grocery Plus hangs on store, replaces logo that stood since 1957

Local Grocer Succeeds Kroger

The Swayne Field Kroger Co. store, which helped transform the firm into a modern grocery chain, has become the largest ship of a newer company.

Christopher Joseph, owner of Chris' Grocery Plus, took control of the 44,000-square-foot store April 19, and it's now open for business.

Signs are to be erected today, and the store is to hold a grand opening next week as the second Grocery Plus.

The Swayne Field store opened in 1957 as Kroger's first venture into a shopping center. At that time, it was the largest store in the chain.

Although it was a new concept for Kroger, it clung to grocery traditions of catering to its neighborhood.

1987 It sold barbecued chicken and ribs grilled to order; had a lunch counter, and catered to the ethnic community by featuring Polish foods and holding "Polish nights," complete with costumed dancers.

Mr. Joseph said he plans to continue the traditions by featuring special produce and ethnic items, such as ginger root and greens, a fresh seafood counter, and meats smoked in the store.

"We're not going to be a totally ethnic store. We are going to serve the Old West End, the Westmoreland area, and ... 'yuppies' who have moved into those areas," Mr. Joseph said. "We're going to stress meats, produce, and fish."

Mr. Joseph said the store will have carry-out helpers and has hired a security service.

James McIntyre, a Kroger spokesman, said the operation lost money for several years.

"We saw no reasonable prospects for making the store successful," he said.

Mr. Joseph said he believes that an independent grocer and smaller company can make it profitable again.

Mr. Joseph was reared as a member of the family that owned the former Joseph's Supermarkets here.

He opened Chris's Grocery Plus, a 22,000-square-foot store at the corner of Cherry Street and Delaware Avenue, in 1985.