

SMALL'S I.G.A. FOOD LINER

The Grand Opening of Charles Small's new store on July 12, 13, and 14, is not only a big event for our peninsula but it is an event for all of eastern Maine. To have the highest grocery store classification, Small's I.G.A. Food Liner will be the most modern east of Portland. The 104 ft. by 45 ft. store of gray asbestos shingles trimmed in yellow was started April 1, 1956 just north of the original store. It's five plate glass windows look out on a parking area for 300 cars to be lighted with 1500 watts of flood light, on Little Calif Island jutting into Frenchman's Bay, and on the hazy blue mountain range on Mt. Desert Island. The inside of the store will have 308 ft. of fluorescent light totaling 8000 watts. Customers will find 104 ft. of steel shelving in pastel shades, a new type of power check-out - a large partly metal gray counter 10 ft. long - and a handsome Snack Bar.

The amount of refrigeration is breath taking. The store has 20ft. refrigerated dairy;

6 ft. refrigerated poultry and fish case; 18 ft. for fruit and produce case; 20 ft. frozen foods; 20 ft. ice cream; and 17 ft. of self-service meats such as frankfurters, bacon and daisy hams plus the same custom cutting and personal service of rib meats for which there will be 12 ft. of refrigerated display.

The new store will have a greater variety and a bigger display of canned goods, fruits and vegetables with an added line of dietetic, Chinese and Italian foods. A complete line of cake and pie mixes, of buns, and of brown-and-serve foods will be available.

Drugs, First Aid equipment and cosmetics are to have 14 ft. space; a baby food department will include bottles, baby oils, and powder etc. The general merchandise will have 15 sq.ft. of space, its surplus to be kept in the original store where the meat processing room will be located. In here, too, will be storage space.

Nine high windows in the new store will provide ventilation and look down on customers who will soon be able to wheel the Tote Carts out to the parking area and there unload directly into their cars.

The personnel in atten - -5- each day for the first 200 dance will be increased from women; free balloons filled, 5 to 7 and will be: meat with helium gas and lollypops cutters, Vaughn Myrick and for the children; each day a Lawrence Wilbur; fruit and free Nissen cake; free minia- produce, Carl Small; stock ture bread; and free Minute man, Austin Ashe; for check- Maid lemonade.

out, Dorothy Kelley and

Amelia Page; and in atten-

dance at the Snack Bar,

Gladys Wilbur while around

all the time will be owner

and host, Charles Small.

The Snack Bar is green,

gray and chrome and has 10

green leather covered stools

from which folks will see

The View of Views across

Frenchman's Bay. Across the

green formica counter trimm-

ed with chrome one sees a

6 ft. soda fountain, ice

cream cabinet, refrigerated

salad unit, twin Silex

coffee makers, Hot Point

Grill, 2 soda mixers, and

fudge and butterscotch

warmers. And the food? A

choice of Campbell's hot

soups; sandwiches of sea

foods, cold cuts, and salad

mixes; sodas of all types,

featuring velvets, homo-mado

pies and doughnuts, sundaes

of your heart's desire,

a Grant's refrigerated milk

dispenser, a cabinet of soft

drinks, tea and coffee.

For the Grand Opening in

Ashville there will be 1000

door prizes; 200 orchids

Charles Small's personal prize, to go to the lucky name, will be a portable TV set. Other prizes: G.E. steam iron, electric corn poppers, 2 deep fat fryers, barbecue set, table cigarette lighter, ten \$10 food baskets. All lucky customers will be notified by the following Monday. All this; and too, special sales for three days on meats, poultry, fruit produce, dairy and frozen foods.

Unique will be a spot on the floor, midst great spotlessness, to mark a place to stand from which the names of the mountains and the islands will be indicated in corresponding places on the plate glass windows. This instructive and artistic contribution, the work of Carroll F. Merriam.