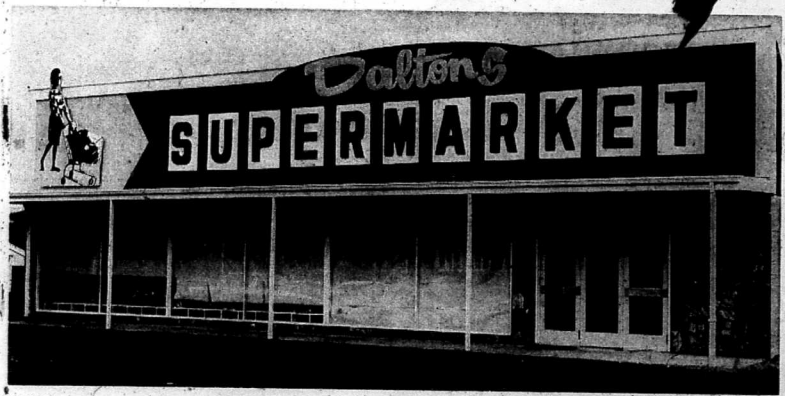


SUPERMARKET FOR STRANDON



THIS AERIAL PHOTOGRAPH shows the situation of Daltons supermarket at Strandon (indicated by arrow). The buildings on the right of the supermarket, which fronts on to Devon St East, are part of the industrial "Boytown" sector of Fitzroy. The street in the centre running down to the beach is Nobs Lane.



FRONT VIEW of Daltons supermarket at Strandon. The public entrance is at the right. The area in front is part of the parking space.

Daltons open tomorrow

A NEW SUPERMARKET IN NEW PLYMOUTH WILL OPEN FOR BUSINESS TOMORROW.

Situated off Devon St East, Strandon, the gleaming new building is an impressive sight which forms a marked boundary between the industrial section of Fitzroy on one side and a quiet residential area on the other side. The land upon which the supermarket is sited was originally a residential area. However, the area was specially zoned to a commercial area and cleared for the erection of the supermarket.

Construction of the supermarket began in November, 1964, and was virtually straightforward with no holdups, a member of the contracting firm, Mr M. Cleland, said.

Forteen per cent will be employed in the supermarket, which will be managed by Mr N. Dalton.

"It will boost the amount of business in the area," said Mr Dalton who did not expect the supermarket to put any of the small grocers in the area out of business.

The supermarket is on an ideal site, being on New Plymouth's northern outlet route. Bus services running to and from Fitzroy to New Plymouth will drop customers off almost at the supermarket's entrance.

For customers travelling by car ample parking space has been provided in front of the supermarket, which will accommodate up to 80 cars. The 100ft long by 65ft wide

supermarket covers an area of 6500 sq ft. Concrete blocks and steel make up the backbone of the building's structure.

Glass windows and fancy stonework form an attractive frontage to the supermarket. An unusual, blazing red sign proclaims the supermarket's name.

The retail shop, where all types of groceries, vegetables and fruit will be sold, has a floor area of 4700 sq ft. An expanded white plastic ceiling gives the shop an atmosphere of cleanliness and freshness which should give shoppers an immediate favourable impression.

This ceiling is one of the first of its kind in a New Plymouth shop. Knotty pine walls with modern fixtures of American design form an eye-catching background to the glittering array of goods.

Fruit and vegetables

At the rear of the supermarket are the vegetable and fruit sections. The pre-packed vegetables and fruit are in bins known as "dump gondolas." These have a back layer displaying the goods available with an easy-to-reach dump bin.

Leading towards the doors, the signs take the customer past the garden department, where a wide selection of plants are available and along past the hardware section to the bulk buying section, by the doors. Here the customer can buy such bulk items as boxes of fruit and sacks of different types of vegetables.

Before leaving the supermarket, the customer has to go past the check counters where he will check off the list of his purchases with one of the shop assistants and pay for them.

BUILDERS... of DALTONS NEW SUPERMARKET

And Agents For GRECON SUSPENDED CEILING As Used In The Supermarket

W. J. CLELAND & SON Ltd.

Devon Street : New Plymouth : Phone 6869

DALTONS CHOOSE McALPINE REFRIGERATION Prestcold

Manufacturers of staled by **Newton King**

IN HUNDREDS OF HOMES WISE WIVES HAVE ALREADY PROVED ITS WORTH



Love at first sight!



TRADE-IN AND SELECT FROM 9 MODELS

PRESTCOLD REFRIGERATORS Another Proud Addition to Your Home from

Newton King LIMITED

for PANELLING or FIREPLACE



KNIGHT & DALY LTD. cut and fired this exciting exterior wall panel of substance ornamental stone at DALTON'S Supermarket. Natural hard stone is completely weather resistant and the colours available enable original effects indoors as well. We design colour blends, cut and fit the slabs with four class workmanship. For Quality also in SOLID or FIBROUS Plaster, call on—

KNIGHT & DALY LIMITED
Graeme Little
After Hours PHONE 88468, N.P.

For New Plymouth's First Supermarket

FIRST FOR -

GLASS

IS -

TINGEYS

R. & E. TINGEY LTD., CURRIE STREET
PHONE 5699, NEW PLYMOUTH



THE DALTON SUPERMARKET

SELECTS **McAlpine**

The installation of the WEBER designed refrigerated display cases, powered by PRESTCOLD, brings the Dalton Supermarket into line with modern Supermarkets in the U.S.A.

These refrigerated display cases are manufactured in New Zealand by McAlpine Refrigeration Ltd., under licence to the Weber Showcase Company in Los Angeles.

This installation was carried out by Messrs Newton King Ltd., distributors throughout Taranaki of the famous Prestcold Planned Interior refrigerators and freezers.

McALPINE REFRIGERATION LTD.
470 Broadway — Newmarket — Auckland

★ ★

CONCRETE BLOCKS

For Dalton's New Supermarket

LAI D by RUSSELL BROS.

We wish to congratulate DALTON'S on their new and modern Supermarket, Strandon.

RUSSELL BROS.
Phone 81740 or 81570
MAIN ROAD — BELL BLOCK

BEST WISHES DALTON'S SUPERMARKET

STEELWORK

by -

FITZROY ENGINEERING Ltd.

487B DEVON ST. EAST, FITZROY
PHONE 86162 (2 Lines), N.P.

THE BROOMHAM CHICKEN CO., LTD.
BELL BLOCK, NEW PLYMOUTH
Extends Congratulations to DALTON'S SUPERMARKET

STOCKISTS OF
BROOMHAM CHICKEN

Tenderly Yours

Tender, Succulent, Ten-week Chicken
A flavour thrill that pleases the whole family and makes them ask for more

Special Opening Offer - FREE - with each purchase of Broomham Chicken - a Plastic Pack of colourful Recipe Cards



for YOU too
SOMERTON'S BREAD

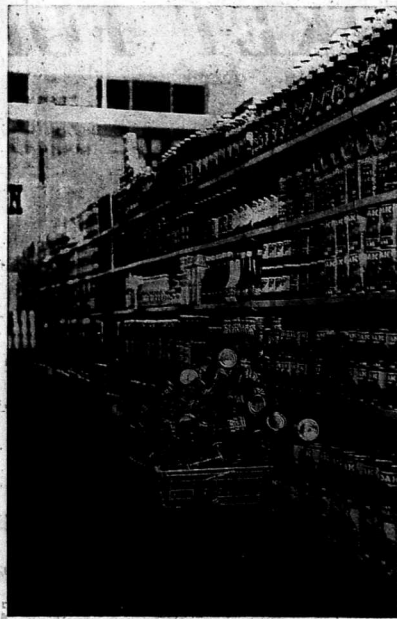
QUALITY

Believing that the public should always have the best available we are happy to avail ourselves of the services offered by...
DALTON'S SUPERMARKET

Freshly and skillfully baked each day for goodness and good eating you can buy—

- SLICED BREAD (sliced thick or thin)
- American style MILK BREAD
- BREAD ROLLS
- HAMBURGER ROLLS
- Be sure also you enjoy SOMERTON'S Spicy EASTER BUNS

T. G. Somerton (N.P.) LTD.
Shop: 180 DEVON ST. EAST Bakery: GOVER ST.



A SECTION of the well-stocked shelves in the new supermarket. Stock is displayed on four of these 35ft long "island gondolas."

SUPERMARKET PART OF WIDE DEVELOPMENT

THE Strandon supermarket is the latest commercial advancement in the rapid expansion of the flourishing suburb of Fitzroy since World War I. Both were once farmlands; both developed after world wars and today both are classed as built-up areas.

Indeed, Fitzroy is practically built-out, having its full share of housing, both private and State, and housing a population of about 11,000. The suburb's first store was opened by Mr David Gilmour almost 80 years ago on Devon Rd. But until the end of World War I, Fitzroy remained a small, scattered suburb. New Plymouth's electric tram service was established in 1916. This meant that many of the men working on the trams needed homes near the "tram bars," which was at Fitzroy. So up went the homes. Then the freezing works came into operation, on the site of the present Smart Rd fertilizer works. But the end of the war soon saw the end to the freezing work. However, its 1922 employment returned when the fertilizer industry began. And so the trend in Fitzroy's rapid expansion, particularly noticeable over the last 10 years, began.

At Strandon a complete industrial area has been created—Babytown. Light industry

The establishment of the first light industry at Fitzroy was made by Cleland and Sons Ltd at Strandon in April 1957. Since then a cluster of 4 factories of the industrial B type have sprung up to form Babytown. One of the main commercial attractions at Fitzroy is a colourful shopping arcade which runs from a Devon St frontage through to Cleaver Rd. Cars are not permitted in the arcade, which has an eight-foot clearance between the shop verandahs on either side, providing ample light and fresh air for shoppers and giving them full protection from the weather.

DIMOCK MACHINES
Suppliers of -
● OPTICAL SCALES
● MINCERS
● FAT CLARIFIERS
● RAPID CUT BOWL CHOPPERS
● MEAT SAWS
● SAUSAGE FILLERS, ETC.
Congratulations to DALTON'S SUPERMARKET on their opening

DALTON'S Supermarket
a New Plymouth first...

And AGAIN the ELECTRICAL Installation was efficiently carried out by -



CLAUDE DRURY ELECTRICIANS
In the Arcade, FITZROY :: PHONE 7941, N.P.

Garage

A modern garage owned by Gray and Inch Ltd in Sackville St, an engineering factory owned by Messrs W. Stewart and J. Lind, the concrete...
GROWTH WILL CONTINUE

Baytown is expected to double in size over the next 12 months, the supermarket being the first step in this direction. Gray and Inch will be building a new garage. A new branch bank is to be built and work is expected to begin during the year on the Waikakaho tennis courts and only a matter of yards from the Waikakaho Bridge.

The ever-widening problem of vehicle parking has been taken into consideration with a view to the future at Fitzroy. The businessmen's association has put its full weight behind schemes to provide free off-street parking. A vacant section at the corner of Clinton and Devon Sts has been made available for parking for about 30 vehicles, while a service lane running through from Clinton St to Darnell St provides for about 20.

NEVILLES LTD.

Announce that the following products WILL BE ON SALE at...



DALTON'S NEW SUPERMARKET

- CAKES
- SPONGES
- BISCUITS
- "SNOWFLAKE" and "SNOWCRUST"
- FROZEN PASTRIES

Plus Nevilles Latest...
FROZEN SPONGES
with generous REAL CREAM and RASPBERRY JAM filling
Frozen for Freshness

Nevilles Ltd.
FAMOUS FOR FINE QUALITY



TODAY'S GREAT DRINK

AVAILABLE from...
DALTON'S NEW SUPERMARKET AND THROUGHOUT NEW ZEALAND

FROZEN FOODS

always fresh
always flavoursome
always finest
always available
at DALTON'S Supermarket



MACSPAK select and process for you the pick of BERRY FRUITS and POULTRY. This is a brand as reliable as the trademark owners - McCUTCHEON & CO. LTD., who also distribute...

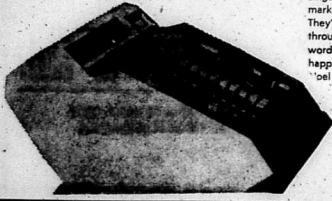
WATTIES QUALITY PRODUCTS
Purveyors also of the family favourite



Peter Pan
ICE CREAM
McCUTCHEON & CO. (N.P.) LTD.
GILL and LIARDET STREETS :: NEW PLYMOUTH

SWEDA in action in NEW PLYMOUTH...

Linger a while by the cash desks in the bustling new Strandon Supermarket. Notice the unobtrusive, streamlined, "different" cash registers? They're SWEDAS, every one of them. Notice how easily they swish through an order... and give a printed receipt. SWEDA is the latest word in efficiency... and gives the least trouble. Keeps the customers happy. And gives the storekeeper an accurate record. No wonder Mr "del" Dalton said "they must be SWEDAS". More and more retailers are!



BEECHEY & UNDERWOOD Ltd
CURRIE STREET, NEW PLYMOUTH :: PHONE 84789
Branches throughout New Zealand



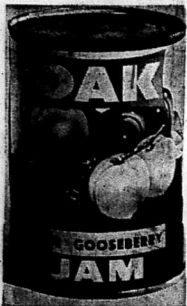
DELICIOUS OVEN FRESH
SUNRAY BREAD
ON SALE AT
DALTON'S SUPERMARKET

Better baking techniques make golden-brown "SUNRAY" the chosen favourite of thousands of Taranaki families. Try "SUNRAY" sliced and wrapped tempting bread available in uniform sliced size or half thick and half thin (toast and table size).

MADE BY LOCAL ENTERPRISE...
NEW PLYMOUTH BAKERY LTD.
McLEAN STREET :: NEW PLYMOUTH

OAK JAMS

the healthy way to keep your family happy



DALTON'S SUPERMARKET

stock a full range of delicious OAK Jams

OAK Jams taste so good because they are solid with ripe fruit

DALTON'S SUPERMARKET for OAK JAMS

Supermarket shopping: follow the signs

UPON entering the new Strandon supermarket through the double doors for the first time, the customers will need to pause for a moment to get their bearings.

Confronting them will be a maze of shelves and shelves of goods. Running lengthwise down the shop and parallel to each other are four 3ft long aisles with shelves on either side. These are known as island gondolas and the variety of goods arranged in separate sections on them are easily accessible to the customers.

Carnival touch
Signs set up to show the customer the way add a carnival touch to the room. The whole scene is lit up by overhead fluorescent lighting.

The supermarket manager, Mr. N. Dalton, said he hoped the customer would follow the signs which would show them the way around the different food displays and sections of the shop.

The first display that the customer comes to is an array of cakes and biscuits in colourful packages designed to whet the customer's appetite.

gondolas set on the right hand side of the shop. The signs lead on down to the meat shop where the customer can select his choice from the range of pre-packaged chilled meats in the open fridge, or order a slice of mutton, or a leg of mutton, from the bulk meat hanging on the stainless steel hooks in the butcher's shop.

Now the signs lead the customer into the maze of the island gondolas. Here is a selection of canned fruits, tinned foods, sauces, jams and all cooking needs. At the top end of the maze is another smaller 3ft island gondola, which runs at right angles to the four in the middle. This, too, has its own selection of goods necessary for everyday living.

Wide choice
Back into the maze again and the customer is given the choice of different types of soap powders, disinfectants and beauty treatments. Passing down the second lane shop is a 4ft long open fridge from which customers

tal foods, cheeses, bacon and butter are available.

The signs lead up and down two more lanes past groceries of all descriptions, before the customer emerges at the rear, left hand side of the supermarket.

Modern butcher's shop

At the rear of the retail shop in Strandon's new supermarket are the butcher's and delicatessen shops, the packing room, cool room and mazzalini floor on which are situated, a cafe and a cafe-teria and conveniences for the staff.

The 30ft by 20ft butcher's shop is probably the most modern in Taranaki.

The shop is framed by stainless steel rails and plastic walls—probably one of the most hygienic materials available.

will be able to select from a wide variety of pre-packed chilled meats. A stainless steel chopping bench has been installed on which to cut up larger pieces of meat.

A separate section of the fridge has been set aside on the right side of the butcher's shop for the delicatessen section.

Flare from spotlights light up the produce in the fridge.

At the back of the butcher's shop are a large freezer, in which frozen meat supplies will be kept, and a cool room for storing fruit and vegetables. The cool room covers an area of 120 sq ft.

PROGRESSING WITH NEW PLYMOUTH

GOOD LUCK To **DALTON'S** New SUPERMARKET

From - **N. J. WEBSTER Coy. Ltd. CITY MARKETS**

20/26 Buller Street :: New Plymouth



at the **GRAND OPENING Tomorrow (Thurs) 9.30 a.m.**

OF

DALTON'S

PHONE 7641

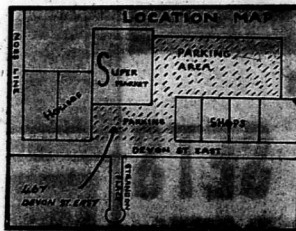
PHONE 7641

NEW DRIVE-IN SUPERMARKET

To Help CELEBRATE Here are SPECIALS Available this Week Nobody Cuts Living Cost Like **DALTON'S**

COME ALONG TOMORROW AT 9.30 A.M. SHARP For Taranaki's Biggest Supermarket Opening Ever... **DALTON'S, New Plymouth.**

... Brand New and Beautiful... A DRIVE-IN SUPER MARKET with spacious parking for over 50 cars. To help celebrate, DALTON'S have local Radio Announcers to conduct an INDOOR QUIZ with piles of FREE Carnival Gifts.



FREE!

SWEETS and BALLOONS for the Children! Special GROCERY BARGAINS for Mothers!

BE SURE TO BE HERE FOR OUR GRAND OPENING - It won't be the same without you! **DALTON'S SUPERMARKET** is designed on overseas lines to give you the fastest service and the cleanest, freshest foods. You can get anything here - Joints to Sponges, Cloths - JUST DRIVE IN AND SEE.

Edmonds SUPRE TO BEST
Edmonds JELLIES 3 for 2/1 Save 11D
16oz. CREST SPAGHETTI 2 for 3/2 SAVE 10D
SUPREME SALT: 1/4 Carton - SAVE 7D
AULSEBROOKS Vanilla Wine, Milk Arrowroot and Maltmaid Wafer. 2 PKTS. for 2/6
BACON Shoulder, 3/8 lb. SAVE Side, 1/8 SAVE 1/5
St George MARMALADE Was 2/2. ONLY 1/8
SIGNAL TOOTH PASTE Usually 3/-. Now 1/11
1lb. Carton of HONEY NEW SEASONS Only 2/1

Assorted CREAM BISCUITS 3/6 lb. SAVE 1/-
Brown & Polson's CORNFLOUR 1/8 SAVE 5d
Our Special Pack TEA 2/6 1 lb.
CHESDALE CHEESE 1/6 1/2 PKT.
MAKE-A-SHAKE 1/11 SAVE 9d
MED. NUGGET 2 TINS 2/6 Save 6d
IPANA Usually 2/11 1/9
TYNAN TIPS TEA 2/10 1 lb. Pkt.

30oz. FROZEN PEAS 3/11 Bag - Save 1/-
KAI-ORA Pure TOMATO SAUCE: Usually 3/9 2/9
Whittomes APRICOT JAM: 1lb Cans 1/11 - Save 5d 2lb Cans 3/9 - Save 8d
BETTY CROCKER CAKE MIXES: 2/2 - Save 9d pkt.
LOXENE SHAMPOO: Usually 4/3. 2/11 - Save 1/4
CYTOL DISINFECTANT: Usually 4/3. 3/5
JAVEX BLEACH: Usually 3/6. 2/6
Watties ASPARAGUS: Usually 4/2. 3/4
ROMA TEA - 2/9 3/16 pkt. Save 1/- lb.
New Crest BUTTER BEANS: 2 for 3/1 - Save 9d
SUGAR: 3lb. Bags - 6lb. Bags
BUDGIE SEED: 10d lb. - 6lb. 4/6 - 14lb. 10/-
NEVILLE'S FROZEN SPONGES: Usually 3/6, 3/- OVEN FRESH AT ANY TIME
4oz. GREGGS INSTANT COFFEE: 6/4 Jar
FRUIT AND PRODUCE SPECIALS
APPLES - 10lb bags 7/11 Fresh Jonathon.
ONIONS - 6lb 1/11; 10lb 3/-; bag approx. 56lb 11/9
POTATOES - 10lb 2/10; 28lb 7/11; sacks 33/6

PERMANENT PRICE REDUCTIONS APPLY EVERY DAY
RINGS: 3/3 pkt.
VINEGAR: 1/8 1/2 Bot.
JANOLA: 2/4
FELIX: 1/9
CHESDALE: 2 for 1/6 1/2
AJAX: 2/6
SUNLIGHT: 2/2
WEET-BIX: 2/2 1/2 Pkt.
VITABRITS: 2/6
CREAMOATA: 2/6
FIDO: 1/8 1/2
16oz. PEAS: 1/6 Tin
22oz. PEAS: 1/11 1/2 Tin
VIM: 2/6
SULTANAS: 2/6
TOILET ROLLS: 3 for 2/3
SANITARIUM CORNFLAKES: 2/4
Lge. Size IPANA: 2/5
OUR SPECIAL BLEND TEA: 2/6 pkt.
LUX and KNIGHTS TOILET SOAP: 2 for 1/11
BEEHIVE MATCHES: 1/8 1/2 Pkt.
CHOCOLATE WHEATEN: 1/2 1/2
WATTIES BABY FOODS: 9d Tin
PORK SAUSAGES: 2/- lb.
LEAN BACON: 4/7 lb.
SIDE BACON: 4/9 lb.
LOXENE SHAMPOO: 3/6 Bot.
LUX LIQUID, Std.: 3/2 1/2
AEROBLAST FLY KILLER: 8/11
NESCAPE: 2oz. 3/8; 4oz. 7/11; 8oz. 13/10
GREGGS: 2oz. 3/6; 4oz. 6/9; 8oz. ---
2/6 TABS CHOCOLATE: 17/13
Plus a Host of Others

WEET-BIX LARGE SIZE 1/10 1/2
GREASEPROOF ROLLS: 2 for 2/3 SAVE 9D
Modess Modess SANITARY WIPERS 2/3 SAVE 9D
GENIE AEROSOL POLISH: 500 tins only. Was 7/11. Out! They Go at 2/8 Tin
BUTCHERY DEPT. SPECIALS
DRIPPING - 11 1/2 lb - Save 6 1/2
2lb ONIONS Free with each 1lb STEAK
All ROAST BEEF - 1/- off marked prices - from 8/11
HOGGET MUTTON - Forequarters, 8/11, save approx. 4/6; Legs, 17/6, save approx. 4/-; Loins, 11/6, save approx. 4/-.