

Hayward Produce to Hold Open House Saturday

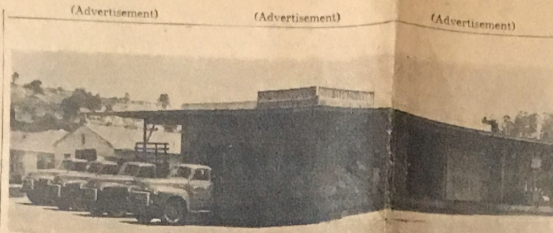
Saturday the residents of this area are invited to inspect the newly enlarged Hayward Produce Co., according to an announcement by Louis and Virginia Saso, owners.

The result of seven years labor in this area, the Hayward Produce Co., operating wholesale produce and fruit routes throughout southern Alameda county, San Leandro and parts of Oakland, has grown from a one man operation by Saso in 1945 to the present four truck routes with a handle of well in the thousands of dollars each day.

It was on June 27, 1946, the Sasos opened the warehouse and distributing plant at the corner of East 14th street and 167th

so great it could not be handled in the corner building, so it was decided by the Sasos to build a larger wholesale depot at 1440 167th avenue. The building was started early this year and will have its open house this Saturday.

Built of concrete block construction, 3300 square feet are devoted to offices, two walk-in coolers, loading docks and storage space. In the early morning hours fruits and vegetables of every kind are on display for market buyers and trucks by the loading area. Purchasers pick out their selections, prices are quoted and the entire operation is a replica of the metropolitan



OPEN HOUSE... will be held tomorrow at the Hayward Produce Co., 1440 167th avenue, according to an announcement by Louis Saso, owner of the concern. The newly opened wholesale produce house is over twice the size of the former quarters at the corner of East 14th street and 167th avenue.



HAYWARD PRODUCE... workers are shown above in front of the new building to have an open house tomorrow at 1440 167th avenue. From left to right are Ray Fagliano, Izzy and Lee Nais and owner Louis Saso.

Owners Are Prominent in Civic Affairs

Louis and Virginia Saso have lived in this community since 1944, coming to Hayward from Oakland.

Both active in community affairs, both are members of Ashland's service club. Louis Saso is a past president of the Midway Lions and has held many offices in the organization, while his wife, Virginia, is an officer in the Midway Lioness club.

Living at 1414 167th avenue, the couple have four children, three boys and a girl. Bobby and Jimmy Saso are in school, while Stevie and Carolyn Marie are of pre-school age.

During the raising of funds and construction of the Eden Community Center, Saso was head of the Lions club and headed the committee working on the project. Both he and Mrs. Saso contributed time and money to the Center.

Blood Donors Gave 88 Pints

HAYWARD — Local blood donors Wednesday gave 88 pints of blood, the largest amount obtained during the past four months, when the Red Cross Bloodmobile made its monthly visit here.

Hayward has never managed to meet its monthly quota of 200 pints, it has been pointed out by Red Cross workers. April's total was 76, May was 99 and in June only 32 persons volunteered and the visit was cancelled.

The next Bloodmobile visit will be on Aug. 31 and appointments may be made now by contacting LU 1-6262.

Building Tribute to Contractors

Hay Produce—Building Tribute. The new modern building of the Hayward Produce company, 1440 167th avenue, is a tribute to the local contractors, according to a statement yesterday by Louis and Virginia Saso, owners.

Designed by Ken Rugg on ideas furnished by the Sasos, the modern concrete block building embodies all the newest features for customer's convenience and the preservation of perishable fruits and vegetables.

The masonry work was done by Leo Smith on the building, while the wiring was contracted by Builders Electric of Castro Valley. The concrete floor of the building and the loading ramps are the work of Lee Railsback, concrete contractor, and grading and paving of the grounds was done by George Fagundes.

The Mundet Cork corporation of San Francisco built the two large walk-in boxes, 22 feet by 10 feet, and installation of the cooling machinery was done by Al's Refrigerator of Ashland.

The two walk-ins are of unique design, one for the holding of vegetables with high humidity and average temperature, while the fruit walk-in has a colder, drier degree of temperature.



LOUIS SASO



VIRGINIA SASO

avenue. It was the first such venture in the southern part of the county and met with immediate success. It offered the same high quality produce and fruits as were obtainable in the Oakland and San Francisco markets and at the same prices. The Hayward Produce Co. had one feature that was an immediate success with the local grocer. It saved many miles of travel in the early morning hours and the necessity of battling other buyers in the big metropolitan markets.

The operation soon reached a volume that called for expansion, so additional trucks were put on routes and Saso spent most of his time getting fruits and vegetables direct from the farmers. Direct buying has been one of the leading factors in the success of the business.

With the Oakland wholesale markets, it was said.

Last year the volume became markets in miniature. By noon business is just about over in the warehouse, but the trucks do not get in until later in the afternoon. By three p.m. all activity is over for the day.

A unique feature of the new building is the two walk-in cooler boxes, 10 feet by 22 feet. One is a special box for fruit, while the other is a green produce cooler. The humidity is controlled in each walk-in to hold fruits and vegetables at the peak of goodness for buyers.

The new depot is a little over twice the size of the original building, according to Saso, and will serve twice the clientele of the former establishment.

Three employees are on the full time list at Hayward Produce: Lee Nais and Ray Fagliano, route drivers.

BEST WISHES TO HAYWARD PRODUCE CO.

We, the undersigned contractors, are proud to have participated in the expansion of the Hayward Produce Co., and wish the concern continued prosperity.

KEN RUGG — General Contractor

14091 E. 14th St. San Leandro LOCKhaven 8-4825

BUILDERS ELECTRIC CO. — Wiring

19222 Santa Maria Castro Valley LUcerne 1-6612

MUNDET CORK CORP.—Walk-in Boxes

440 Brannan St. San Francisco DOuglas 2-4029

LEO SMITH — Masonry

999 Lewelling Blvd. Hayward LUcerne 1-7950

LEE RAILSBACK — Concrete

15875 Hesperian Blvd. San Lorenzo LUcerne 2-7337

AL'S REFRIGERATION — Refrigeration

17280 E. 14th St. Hayward LUcerne 2-6012

GEO. FAGUNDES — Grading & Paving

25112 Cypress St. Hayward LUcerne 1-1022

You are invited to our OPEN HOUSE

SATURDAY, JULY 19th

INSPECT THE AREA'S FINEST WHOLESALE PRODUCE CENTER

SEE HOW YOUR FRUITS AND VEGETABLES ARE KEPT AT THEIR PEAK OF FLAVOR UNTIL YOU USE THEM ON YOUR TABLE.

WE HAVE DOUBLED OUR FLOOR SPACE TO BETTER SERVE OUR MANY FRIENDS.

NEW MODERN LOADING DOCKS
... GIANT WALK-IN BOXES ...
EXPERT PERSONNEL COMBINE TO GIVE YOU QUICK EFFICIENT SERVICE AT LOWEST MARKET PRICES

Hayward Produce Co.

LOUIS SASO, Proprietor

1440 167th Ave. LUcerne 1-2853 or LUcerne 1-7009

JUST 2 DOORS OFF EAST 14TH

We close at noon Saturdays