Main Street Memories

Garrett's Dollar Saver

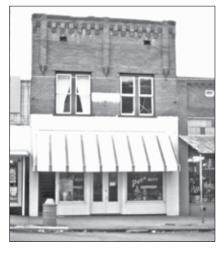
by Clay Nordan Montevallo Historical Society

The first floor of the two story building next door to Hoffman's store was occupied in the 1930's and 1940's by Holcombe's Grocery Store. It was sold in the late 1940's but was renamed as The Dollar Saver and operated by Mac Garrett for more than a decade.

It was a popular store with Montevallo shoppers and did a good business until the Whaley Shopping Center changed the nature of retailing in town, primarily with the advent of the Food Center supermarket. As was noted previously, McCulley's grocery had to change and expand to meet the new competition, but stores such as The Dollar Saver weren't in a position monetarily or physically to challenge the interloper. Once Garrett concluded that resistance was futile, he closed his grocery and spent several months giving his store a facelift in order to accommodate something completely different.

When he reopened his doors, The Dollar Saver had mor-

phed into a new Firestone franchise store called Montevallo Home & Auto. Among many inventive promotions he devised to bring attention to the new business was a bicvcle-built-for-two that he allowed local youths to take out and test-drive on city streets. The Firestone store enjoyed some popularity for a time, but it eventually went under, not being able



to garner a similar level of business enjoyed by the other more established hardware and auto supply stores in town.

The first floor remained vacant for a few years before Pep Jeter opened a Feed and Seed business in the space. Jeter had been the owner and operator of long-time Montevallo retailer, Jeter's Mercantile next door, but he closed his business and transitioned to feed and seed so that The House of Serendipity could take over the large store that his father had run before him. In recent years this first-floor space served as an early venue for the Montevallo Main Street Players as well as a party room for the various restaurants that set up shop in the old Hoffman's building.

HOLCOMBE'S "Good Things to Eat" Dial - 4311		
King HOG		
reigns this week-end		
SHOULDERS II	NEW I	
HAMS fresh II RIBS . II	b 19c	
Pork Chops lean II	0111	
	12 'gc Try there new	
Country Sausage lb 15c		
Neck Bones 2-lb 15c man-dry for a cally		
LARS Z-lb lbc ==		
	6 for 25c	
Bacon Rindless Cudahy Puritan Ib 22c		
Oysters Shrimp Fish Lamb		
MARGARINE 14c	Pound 15c	
Wisconin, ib 23c	PURE LARD 37c	
resid 37c	Branded, Ib 14c	
Kraft	Dukes	
SALAD DRESSING	MAYONNAISE DURES	
Plat Sår	First Mo	
- 4447	,	

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No. 303 can Green and White Limas 25 C		
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MONTEVALLO MAIN STREET MEMORIES is adapted from the series, THROWBACK THURSDAY, a **Montevallo Historical Society** and **Montevallo Main Street** partnership started in 2018. Each installment revisits commercial and residential life on Main Street and in the downtown area in the early to mid-twentieth century. The series remains available online and may be viewed at **www.historicmontevallo.org** under "Local History".