

MONTEVALLO
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 bicycle-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	lb	16c	NEW City Chicken <small>Try these new delicious cubes of real and peak-boned or pan-fry for a quick, really prepared dinner.</small>
HAMS fresh	lb	19c	
RIBS	lb	15c	
Pork Chops lean	lb	21c	
BRAINS	lb	12 1/2c	
Country Sausage	lb	15c	
Neck Bones	2-lb	15c	
EARS	2-lb	15c	
LIVER	lb	15c	
TAILS	lb	12 1/2c	

6 for 25c

Bacon Rindless Cudahy Puritan lb 22c

Oysters Shrimp Fish Lamb

MARGARINE 1-lb pkg	14c	HAMBURGER Pound	15c
CHEESE Wisconsin, lb	23c	PURE LARD 4-lb Can	37c
CALF LIVER Pound	37c	WHITE MEAT Brand'd. lb	14c

Kraft SALAD DRESSING
 8-oz 13c, 16-oz 23c, Pint 35c, Quart 55c

Dukes MAYONNAISE
 8-oz 13c, 16-oz 23c, Pint 35c, Quart 55c

Prices That Fit Your Food Budget!
 \$ Garrett's Phone 7216 \$

Dollar Saver

Special Introductory Offer

Garrett's Morning Delight Coffee lb **69c**

Bama Strawberry PRESERVES 4 for	12-oz 99c	Monarch MAYONNAISE pt	29c
Monarch TOMATO JUICE	46-oz 29c	Duncan Hines, white yellow, chocolate CAKE MIXES	29c
No. 303 can Green and White Limas	2 for 25c	Little Chef CATSUP 2 for	35c

Tomatoes 303 can **10c**

POTTED MEAT	6 for 29c	Acme BACON pound	29c
Delicious Brand SAUSAGE lb	29c	Roberts OLEO 2 lbs for	35c
Monarch VIENNA SAUSAGE	2 for 35c	Fresh Meaty NECK BONES lb	10c
Monarch No. 2 1/2 can FRUIT COCKTAIL	37c	JELLO 3 for	25c

Free Delivery Service

SAVE YOUR PENNIES AT THE DOLLAR SAVER
 Mac Garrett, Owner

FIRESTONE
MONTEVALLO HOME & AUTO

Welcome, Faculty and Students

Come in and see our Home and Auto Supplies

TOYS - APPLIANCES
 RADIOS AND TV's
 COMPLETE LINE OF TIRE RECAPS
 AUTO SEAT COVERS
 ORNAMENTAL ACCESSORIES

Phone MO 5-7216

Montevallo Historical Society
Opening the Portals of Our Heritage

JOIN TODAY!
 Download Application at www.historicmontevallo.org
 P.O. Box 411 • Montevallo, AL 35115
montevallo1817@gmail.com

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".