

OP IN NEW MONTEREY

enue Cafe

PARIED TO PLEASE YOU
Lunches—Dinners
PIES OUR SPECIALTY
Steak, New York Cut
oes, SPECIAL **55¢**
Mr. and Mrs. E. T. Kohn, Props.

Radio Service

ouse Ave. Phone 4806
irs
Sales Dept.
L. Ray Turner
Radios and Electrical
Household Appliances

y Drug Store

ed Nicholas, Prop.
Hoffman Phone 6325
CK OF DRUGS AND LIQUORS,
INES AND SUNDRIES
to shop . . . ample parking space

ral Grocery

A. C. Lopez, Prop.
MEATS AND GROCERIES
Fruits and Vegetables
Green Trading Stamps
LIVERY—PHONE 7289
New Monterey

's News Stand

Lighthouse Ave.
magazines, daily newspapers,
wedding cards, smokers'
lies, stationery, toys.
SORENSEN, Prop.

THRIFT FOOD STORE



Roy Atkin and F. A. Roberts, sole owners of the Thrift Food Store, began their partnership in August of 1934 when the firm was established.

Atkin is a native of St. George, Utah, where he attended elementary schools and then went to Dixie college where he won fame as a basketball player.

Later he became a jockey and trainer, operating on tracks in Utah, Arizona and Nevada. His next venture was in the sheep and cattle business in northern Arizona. Atkin came to California in 1936 to enter the grocery business, and was once a district supervisor for Safeway. His hobby is fishing. And his most recent catch, shared by Mrs. Atkin, was the limit of striped bass caught at Martinez.

Atkin is a member of the Rotary club.

Roberts was born in Bell-



ATKIN



ROBERTS

ingham, Washington, where he spent most of the time until coming to California in 1925 to enter the grocery business. He attended Bellingham Normal school and in his spare time worked on a farm.

Roberts came to Monterey in 1929 as manager of Safeway's New Monterey store. He is married and the father of two children. He is an active member of the Merchants Association of New Monterey. His hobbies—hunting and fishing.

Hicks & Howell

674 Lighthouse Phone 4381.
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Thrift
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FREE
Delivery
on Orders
over \$1.00

THRIFT FOOD STORE

Phone
3173

YOUR SATISFACTION IS OUR FOUNDATION

614 Lighthouse New Monterey Open 7 a.m. to 8 p.m. - 9 p.m. Saturday

F. A. ROBERTS
LE-ROY ATKIN

SOLE OWNERS

AN INDEPENDENT HOME-OWNED
FOOD STORE

3. Shopping at Thrift is a great convenience because shelving and stocks have been arranged in such a fashion as to make your selection easy, and free from confusion.

4. Free delivery, (\$1.00 or more) four times each day in Pacific Grove and Monterey, is another service accorded Thrift Food Store customers. You'll find that phone orders are filled with care.

5. Thrift's Meat Department enjoys a reputation that grows year after year. Quality meat is the answer. You'll always find the best of Monterey county's grain-fed steer beef here.

6. Thrift's beverage department is most complete. It is designed to appeal to every taste. You'll find a large assortment of liquors, wines and beer always on hand.

7. Fruits and vegetables are always crisp and fresh at Thrift Food Store. That means something to housewives who take pride in the preparation of appetizing desserts and salads.