

May 5<sup>th</sup>, 1965



BOB'S PRODUCE RANCH at 65th and E. River Road, has been expanded several times.



BOB'S PRODUCE RANCH at 4028 Coon Rapids Boulevard is the latest addition to an expanding business.

## "Don't Fence Me In" Says Produce Dealer

Robert Schroer, who opened a produce "ranch" at 65th and East River Road in 1960, has recently opened his second store at 4028 Coon Rapids Boulevard.

Both stores are known as Bob's Produce Ranch featuring fresh fruits produce, lawn and garden supplies. They are the

outgrowth of a small produce stand.

Bob, age 30, is married, has two children and lives in Fridley.

The new store will be managed by Bud George.

Future expansion plans call for a year-around market on the

east side of East River Road about a block north of the present location. Construction on this project is waiting for the property to be cleared by the zoning board.

Schroer says the demand for fresh garden produce is on the increase. He feels a year-around market will serve a need of the area.