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# THE ARCHER



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CARS & COURIERS

Nov 2011 No. 117  
ISSN 1361-3952

20p  
where sold

A community newspaper for East Finchley run entirely by volunteers.

## New ideas for the N2 community

By Roger Chapman

The East Finchley Community Trust, the body that has overall responsibility for the East Finchley Festival and assists the annual Martin School fireworks display, is looking to develop new activities in the coming years. Residents are being invited to give their opinions and to come up with new ideas of their own.

Trustees recently discussed a wide range of new activities that could be undertaken. These include providing a Christmas tree and carol singing in the High Road; a seed and plant swap event each April/May; a children's poetry competition; a party/dance for wheelchair users; an online directory of services and traders in East Finchley; an Apple day each October, starting in 2012.

The trust is run by six trustees, all of whom live in East Finchley. It has charitable status and is charged with promoting the interests of East Finchley.

The annual community festival each June in Cherry Tree Wood is its most high-profile activity but the trustees hope

to build a calendar of events throughout the year to bring together all sections of the community.

Roger Chapman, Chair of the trustees, said: "The trust is keen to hear residents' views on these ideas and to hear any others that local people might have."

"If you are interested in helping to organise one of these events, or indeed helping out at the annual East Finchley Festival, do get in touch via our e-mail: eastfinchleyfestival@gmail.com or by telephone 07983 360 834."

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Forty years on: Michael Paphitis, Chris Athanasiou and Michael Jack. Photo by Allison Goodings

## 40 years for family store

By Nick Young

This year sees the 40th anniversary of one of East Finchley's most established family-run businesses. Located at 140 High Road, Tony's Continental has been trading since 1971.

"I've been here since I was nine," says Mike Paphitis, who started working in what was originally The Continental by helping to stack shelves when not at school. At the time, it was located on Fortis Green.

The store became Tony's Continental in the 1980s when it was taken over by Tony Athanasiou, who had previously run a grocer's in Stroud Green.

### Getting to know you

Friendly customer service remains a very important part of the family-run store's appeal.

"We've been here so long, we know our customers' grandchildren," says Mike, who is married to Tony's daughter Helen. "I like that. We're a friendly place, not just clinical where you come and do your shopping and that's it."

A typical day in the life of Tony's begins early, with Mike making the market run to New Spitalfields Market in Leyton while his brother-in-law Chris opens the store. "Then we generally make sure the shop's running smoothly and that there's plenty of choice for the customers," says Mike.

Unusually for a local green-grocer's, Tony's has featured in the national media: a photograph of the store appeared in *The Sunday Times* in 2004, as part of that paper's coverage of the campaign against the opening of a branch of Waitrose in

East Finchley. Interestingly, the picture had been taken without Mike's knowledge and he knew nothing of it until customers told him.

Tony's is also mentioned in *Food Lovers' London*, the author of which is a former customer who "remembered us and put us in".

Future plans for Tony's include installing facilities for payment by card, and maybe a website. "We need to make sure we keep it as it is, trade-wise," explains Mike, "increase it if we can and, if not, stay stable and not lose customers!"

Happy 40th anniversary Tony's, and many more!

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