

Drug Store Opens in Modern Atmosphere

A new drug store—one of the most modern in the province—opens here Saturday in the Mussallem Block, Third Avenue, to provide a complete prescription, cosmetic and sundry service for Prince Rupert public.

Welcoming the first customers will be genial proprietor C. Jack Deeth, well-known in the pharmaceutical trade across Canada.

Mr. Deeth, originally from England, came to Canada when he was 18 and since then has been engaged in pharmacy. For 30 years he travelled with National Drugs and for five years was sales manager for B.C. For the last five years he has been travelling with his own lines.

During his career, Mr. Deeth has lived in Brandon, Regina and in Vancouver.

Interior of the new store, which features the latest in color scheme and fixtures, has been designed by Mr. Deeth from ideas acquired throughout his travels among western Canadian drug stores.

Prominent and eye-catching in the new store is the perfume bar with its attractive panelling and lighting system.

Assisting Mr. Deeth in operation of the store are his sister, Miss Kay Deeth and Miss Eva Poffenroth, both of whom bring a wealth of experience in two separate fields.

Miss Poffenroth, with 10 years in the drug field and several years travelling for a major cosmetic firm, will be in charge of that section in the new store. Originally from Calgary, Miss Poffenroth apprenticed in a Vancouver drug store, and later travelled coast to coast for cosmetics.

Miss Deeth resigned after 14 years of service with the Canadian Wheat Board to join her brother in Prince Rupert. She will manage the office and assist with retailing. Also from England, she was Wren chaperone for the wartime Navy show "Meet the Navy" among her duties in the service.

Druggist is Ron Chipman, of Saskatchewan.

Mr. Deeth, himself is a graduate druggist of both Saskatchewan and B.C.

Color scheme in the new store which is located in the Mussallem Block formerly occupied by Sheardown's, is in eye-pleasing pastel shades. Each type of merchandise is displayed in departments to facilitate shopping, and special emphasis is laid on cosmetics and the "baby corner."

The Saturday opening will feature a novel attraction when 400 children will be given free

grab bags; 20 adults will receive 2-pound chocolate boxes and three valuable prizes will be awarded to early shoppers.

Mr. Deeth says he is "most pleased" with the way the premises of his store have been remodelled by owner Jock Mussallem and adds that "nothing has been spared" to make the quarters attractive.

Northwest Construction Co. are the main contractors. Grant &

Newton provided the electrical installation, including an electric heating system.

Smith & Elkins supplied the plumbing and glass is supplied by Holt Glass Co.

Prince Rupert Daily News
Wednesday, November 12, 1952

CONGRATULATIONS
DEETH'S PHARMACY LTD.
All Plumbing by
Smith & Elkins Ltd.
P.O. Box 274

DEETH'S PHARMACY LTD.

(MUSALLEM BLOCK)
317 Third Avenue



SATURDAY

NOV. 15th

—PRINCE RUPERT'S NEW MODERN DRUG STORE—

We Welcome The Public To Visit The Store On Saturday November 15th,

400 CHILDREN Will Receive A GRAB BAG FREE

FROM 9:30 a.m. to 11:30 a.m.

SO COME ON IN KIDS!

22 Lucky People Whose Names Are Drawn Will Receive The Following Prizes. WINNERS' NAMES WILL BE PUBLISHED IN MONDAY'S PAPER

FREE! 1st \$30.00 SCHAEFFER PEN SET
2nd \$10.00 EVENING IN PARIS SET
THE NEXT 20, A 2lb. BOX OF MOIR'S CHOCOLATES

Just Fill in The Coupon Below With Your Name and Address and Drop it in The Box Provided in The Store.

MR. JACK MUSSALEM WILL MAKE THE DRAW at 9:00 p.m.
SATURDAY, NOVEMBER 15th

COUPON

NAME _____
ADDRESS _____
Drop in box Thursday, Friday or Saturday

We invite the ladies to visit our Cosmetic Department where they will find a complete stock of the best known toiletries including such famous names as Du BARRY, HELEN RUBENSTEIN, TUSSY and others.

ALSO

FABERGE, LANVIN, CARON, COTY'S, YARDLEY'S, and other famous perfumes and colognes.

Our cosmetics department is in the hands of an experienced cosmetician who will be pleased to give you advice regarding your facial and hair requirements.

OPENING DAY SPECIALS

Du Barry Face Powder	1.25	both for \$1.25
Du Barry Lipstick	1.00	
Plastic Hand Bags—assorted colors		\$1.19
Genuine Leather Pocket Wallets—Black or brown, 2-window coin pocket, zipper closure		95c
Pure White Bristle English Shaving Brushes (Guaranteed) Value 2.00	SPECIAL	98c
100 A-S-A. Tablets	Reg. 49c	both for 59c
100 A-S-A. Tablets—Children's	39c	
Double Edge Blades		100 for \$1.00
Andrew's Liver Salts	Large	both for 95c
Andrew's Liver Salts	Small	
Cutex Nail Polish and Remover—New shade—Red, hot and blue		49c
Christmas Tree Decorations—Box of 12, Regular \$1.25		SPECIAL 89c
Ray Dent Tooth Powder—Reg. 35c		SPECIAL 19c
Lathex English Shaving Stick—Reg. 75c		SPECIAL 49c
Lathex English Shaving Stick Refills		SPECIAL 35c
Field Day Shaving Cream—Brushless		SPECIAL 25c
Field's Brilliantine		SPECIAL 49c

● YOU WILL ALSO FIND IN OUR STORE AN UP TO DATE ●
PRESCRIPTION DEPARTMENT

DEETH'S PHARMACY LTD.

FOR HEALTH AND BEAUTY

PRINCE RUPERT, B.C. Phone 79

Congratulations and Best Wishes

TO

DEETH'S PHARMACY LTD.

We are pleased to have done the installation of:
THE NEO-LITE SIGN - THE SLIMLINE FLUORESCENT LIGHTING
AND THE ELECTROMODE HEATING

GRANT & NEWTON LTD.

ELECTRICAL CONTRACTORS

Phone 229

P.O. Box 1399

CONGRATULATIONS

Deeth's Pharmacy Ltd.

ON THE OPENING OF THIS FINE NEW DRUG STORE
ALUMINUM - ALUMINUM DOORS AND PLATE GLASS

by

W. HOLT & SON

GLASS OF ALL KINDS

400-436 W. 2nd

Vancouver, B.C.

Northwest Construction Ltd.

Offers...

BEST WISHES

TO

DEETH'S PHARMACY LTD.

ON

The Opening of This New
Modern Drug Store.



WE ARE PLEASED TO
HAVE BEEN GENERAL CONTRACTORS
FOR THE FIXTURES AND ALTERATIONS

Northwest Construction Ltd.

GENERAL CONTRACTORS

COMMERCIAL — INDUSTRIAL — MARINE

Box 1381, Prince Rupert, B.C.

716 2nd Ave. Phone 568