

Congratulations
SHEARDOWNS'
SUPER-VALU

ON THE OPENING OF YOUR NEW STORE

all the plumbing in the new store

By

Saanich Plumbing & Heating

4th Ave. & McBride St.

Blue 846

Prince Rupert Daily News
Saturday, December 1, 1951

**Super-Valu,
Super Modern**

In the new Super-Valu which opened its doors yesterday for the first time to the shoppers in Prince Rupert, there is an embodiment of everything modern in a retail merchandise outlet.

From the beginning of construction, one objective alone was aimed for—a completely convenient, modern and enduring building which would house the largest food market outside of the city of Vancouver.

Excavation for the building necessitated the removal of some two thousand yards of muskeg, and eight hundred yards of bedrock, to permit a full concrete basement, providing 5000 square feet of storage and working area for the "behind-the-scenes" operation of the street level business.

A masonry fire wall on the westerly side of the building protects it and adjoining buildings from conflagrations which undoubtedly threaten this city.

The spacious aisles and general roomy nature of the main floor of the store is made possible by the installation of but four posts which carry beams supporting the whole structure. This required specially cut joisting material for this purpose, as well as for a future second storey, which can be constructed on this building without major interference in its operation.

The mezzanine floor at the rear of the main floor houses a most modern suite of business and private offices, allowing perfect control of the operation of the store. Also found here are spacious rest rooms, as well as a cozy coffee room and cloak room, complete with snack bar, for the staff.

The heating in the building is provided by electric unit heaters thermostatically controlled, guaranteeing a constant temperature for the comfort of the patrons and the protection of all produce and perishables.

The lighting, of course, as is readily obvious to anyone entering the building, is sufficient to provide the equivalent of outside illumination on a sunny day, scientifically arranged and engineered to provide what is known to the trade as a flat lighting, casting no shadows anywhere on the whole of the sales floor.

The use of asphalt tile, laid on a cushioning sub-floor of P.V. Hardboard, produces a quiet, resilient floor with an expected life of some fifteen to twenty years. The colors and pattern chosen were carefully arranged to provide both an harmonious background for the huge gondolas and wall shelving, full of the finest produce, and an interesting plane for the shoppers to walk over.

The deep, rich colors found on the upper wall were intended to provide a warm, friendly atmosphere, pleasant to the eye upon first entering the building.

The front of the building is finished in gleaming anodized aluminum, crystal-like sheets of polished plate glass and warm toned, rugged Roman tile, producing a facade in the most modern, yet permanent style.

In all, this is a building which, from the moment of its inception at the planning stage, was designed and built to provide a permanent, modern food store where everything for the shopping public was of the highest possible quality, yet, of the most enduring type. This structure is most certainly a credit to the owners, and the highest possible compliment to the people of Prince Rupert.

*Very Best Wishes To Sheardowns'
Super-Valu On The Opening Of
Their New Store*

Roofing and Sheet Metal

SUPPLIED BY

THOM SHEET METAL LTD.

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Prince Rupert, B.C.

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"Frigidaire" Refrigeration

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SHEARDOWNS'
SUPER-VALU

on your new store

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to SHEARDOWNS' SUPER-VALU
on this occasion*

ALL READY MIXED CONCRETE SUPPLIED BY

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Prince Rupert, B.C.

BEST WISHES

to

SHEARDOWNS'
SUPER-VALU

ON THE OPENING OF

your fine modern new store

B. C. Fruit & Produce Co., Ltd.

PRINCE RUPERT, B.C.

*We Wish to Extend Heartiest Best
Wishes to SHEARDOWNS' SUPER-
VALU on This Auspicious Occasion*

LUMBER, TILE, PLYWOOD etc.

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Best Wishes

TO

SHEARDOWNS' SUPER-VALU

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on the Opening of Their New
SUPER-VALU*

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