

# Congratulations to OVERWAITEA!!

## You Are Invited To Their Open House Our Preview - of Their New Store Thursday, September 21, 3-9.30 p.m.

### OVERWAITEA OPENS FOR BUSINESS 9 a.m. Friday

See Our Special Page In Tomorrow's Issue Of The News

**IT'S NEW!**

**IT'S DIFFERENT!**

### THE NEW OVERWAITEA

*Best  
Wishes  
to  
Overwaitea  
Ltd.*

May you have many years of successful business  
—and continue to expand with Prince Rupert

**GRANT & NEWTON**

Electrical Contractors and Installers of the  
Lighting Equipment in this New Building  
714 2nd Ave. W. Black 829

**GOOD LUCK  
TO  
Overwaitea Ltd.**

**ON THE OPENING OF YOUR  
NEW STORE**

**Thom Sheet  
Metal Works**

We take pride in the fact that  
our firm did the roofing and  
sheet metal work on this modern  
store

BLACK 884

Overwaitea Ltd., under the supervision of Manager Bernie Lane, has taken the opportunity of opening the first modern grocery store in Prince Rupert. It has all the modern conveniences for helping the housewife in her selection of her daily grocery needs.

Upon entering the store, situated to the left, is a sixteen foot vegetable stand with a fine selection of fresh fruit and vegetables. A clerk will be located at this stand to assist in weighing and wrapping items. Immediately after the fruit and vegetable section follows the display of canned vegetables, canned fruits, fruit juices, desserts and pet foods. Then there is a specially constructed display fixture containing household cleaners of all kinds. Then soaps, bleaches and paper products.

To enable Mother to select a complete assortment of baby foods, there is a fluorescent light fixture displaying all that is good for Baby.

Following up the right hand section of the store one comes to the hot and dry cereals, heat and eat lines, such as soups, canned meats and a variety of canned sea foods.

Through the centre of the store is a specially built gondola which will display bread, cakes and a large assortment of cookies and candies.

#### SHOPPING PROCEDURE

The procedure in shopping in a self-serve store is to use a shopping cart and avoid the unnecessary carrying of groceries in one's arms. After selecting items, one proceeds to the check out counter. Here for convenience has been installed the latest innovation in check out counters, namely "SPEEDEASY." This is a revolving turntable that is operated by the

Continued on page 7

It Is  
**Our Wish  
That  
Overwaitea Ltd.**

Will have many years of success in  
their new building and will continue  
to prosper with Prince Rupert.

It was our pleasure to do the General  
Painting and Finishing of the Inside  
Fixtures of this Modern Store.

**SPENCE & MATUIK**  
PAINTERS AND DECORATORS PHONE BLACK 215

**S U C C E S S  
TO  
Overwaitea  
Ltd.**

We are proud to have played  
our part in the construction of  
your new store

**PRINCE RUPERT  
PLUMBING & HEATING**

Installers of the Modern Heating Unit in  
the New Overwaitea  
2ND AVE. & 7TH ST. PHONE 108

**Good Luck  
OVERWAITEA  
Ltd.**

We are sure that you are proud  
of your new store — just as proud  
as we are in having installed the  
general plumbing in this new  
building.

**SAANICH  
Plumbing & Heating**  
1000 Ave. & McBride St. Blue 846

**OUR  
CONGRATULATIONS  
TO  
OVERWAITEA  
Ltd.**

COME FROM  
Cloverdale B.C.

It was our pleasure to construct  
and instal the fixtures in your  
new store. Many years of success

**C.P. WOODWORKING LTD.**  
CLOVERDALE, B.C.

**CONGRATULATIONS  
TO  
OVERWAITEA Ltd.**  
*On The Opening Of Their  
Modern Grocery Store*

We were pleased to handle the General Contracting and  
Construction of this New Building

**NORTHWEST CONSTRUCTION Ltd**

716 - 2nd Ave. W.

PHONE 563