



LYONS' FINE FOODS LIMITED

FORMERLY DEJONGS CASH AND CARRY LIMITED

"Lyons Corner" - Fifth Avenue at McBride
Phones 250 Red 465

CONGRATULATIONS

"PHIL"

Best Wishes for Further Success

— with —

Lyons' Fine Foods Limited

NORTHERN PRODUCE CO., LTD.

12 Fraser Street

Phone 422

C. Thompson

Len F. Brewerton



It's natural for popular names to acquire friendly abbreviations. That's why you hear Coca-Cola called "Coke."

CONGRATULATIONS

— TO —

Phil Lyons

on the opening of

★ ★ ★ ★ ★

Lyons' Fine Foods Limited

★ ★ ★ ★ ★

North Star Bottling Works

ANOTHER FINE IMPROVEMENT TO
PRINCE RUPERT'S RETAIL SERVICE

Lyons' Fine Foods Limited

BEST OF LUCK TO
PHIL LYONS

VAN'S BAKERY

CONGRATULATIONS TO

Lyons' Fine Foods Limited

We were pleased to supply building materials and paints for another new Prince Rupert enterprise.

★ ★ ★ ★ ★

PHILPOTT, EVITT & CO. LTD.

COME AND ENJOY A CUP OF TEA

: WITH US :

Monday, August 1

AND LOOK AROUND OUR BRIGHT
NEWLY ENLARGED AND RENOVATED
CONFECTIONERY AND GROCERY

: STORE :

Attractive Place of Business Is New Grocery, Confectionery

A feeling of space and lightness greets the customers as they enter Phil Lyons' recently enlarged and renovated confectionery and grocery store on Fifth Avenue and McBride Street. The store, which is now known as Lyons' Fine Foods Limited, is designed for semi-self service.

The main entrance off McBride Street is slightly recessed and flanked by two large plate glass windows. Near the door and just to the right is the cold meat cooler. To the right of this is a short serving counter and behind it is the main counter with stocked shelves in the rear. Off to the right at the south end of the store confectionaries and tobaccos have been conveniently arranged.

Occupying the 'L' space of the store and the greater part of the 1,000 square feet of floor, is the grocery section. Two large display gondolas of the latest design will permit customer to readily see and select their favorite packaged brands. The gondolas will be placed near the front of the store and arranged so that there is ample passage room around them. The inside walls of the 'L' will be lined with shelves displaying canned and packaged goods.

The entire walls and ceiling of the store are painted white and this feature, in combination with the spacious windows and fluorescent lighting, ensures a bright atmosphere at all times.

Construction work on the building, including repair of foundations, alteration and installation of windows and reconstruction of the interior was carried out by the Skeena Construction and Cabinet Company. Interior decorating was done by Fred Scadden and the electrical installations were made by Grant and Newton. Philpott, Evitt and Company Limited supplied the construction material and paints. Bogardus Wickins Limited provided the plate glass windows.

WE FEATURE

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BISCUITS



THREE ON STAFF
OF NEW FIRM

Mr. Lyons will have a staff of three capable clerks to assist him in providing customers to Lyons' Fine Foods Limited with efficient service.

Mrs. Helen Astoria, who has been with the business for the past 10 years, will hold the position of assistant manager in the new firm. Helen Stokoe and Mary Driscoll will be the other clerks on the staff.

Branches Out In Business

Phil Lyons was born and raised in Vancouver and it was in the schools of that city he received his formal education. In 1929 he came to Prince Rupert and was employed by George Bushby in his Rupert Marine Products plant near the head of the harbor. In 1935 Mr. Lyons married Miss Mary Comadina, daughter of the late Mr. and Mrs. Alexander Comadina, pioneers of railway construction days.

For a short time Mr. Lyons was on the staff of the Bank of Commerce but during the latter part of 1930 he accepted a position with the Canadian Fish and Cold Storage Company. He remained with the company until 1939 when he left to join the army after serving several years as a reservist in the 102nd Heavy Battery.

Just prior to his discharge in 1944, Mr. Lyons was officer in charge of reserve artillery training, leaving the army with the rank of Captain. Following his discharge he returned to Prince Rupert and entered into a partnership with Peter DeJong and four years later on April 8, 1948, he purchased the business from his former partner.

Being owner and active manager of his own business Mr. Lyons finds his spare time limited but, as president of the Holy Name Society and as an executive officer of the local Liberal Association and a member of the Canadian Legion, he manages to contribute to the general effort of the community.

Mr. Lyons' enlarged and renovated confectionery and grocery store will be known as Lyons' Fine Foods Limited in the future and it is his hope that, under the new management, he and his staff will be able to provide a more efficient service to customers.

BEST OF LUCK

— to —

Lyons' Fine
Foods Limited

Congratulations
'PHIL'

SWIFT-CANADIAN
CO., LIMITED

BURNS & CO. LIMITED

Extends BEST WISHES to

Lyons' Fine Foods Limited

BURNS DELMAR MARGARINE
FOR FINER FLAVOR—TASTY, NUTRITIOUS

It's the margarine with the delectable natural flavor DELMAR. Quality! The famous Burns quality is your assurance of margarine at its DELICIOUS best.

GOOD LUCK

— TO —

Lyons' Fine Foods

FRED SCADDEN

— TO —

Lyons' Fine Foods
Limited

WE EXTEND
BEST WISHES

Velvet Ice Cream

JERSEY FARMS DAIRY PRODUCTS

H. Swaffield, Distributor

BEST WISHES FOR SUCCESS

— TO —

Lyons' Fine Foods Limited

A. E. SMITH LIMITED

WHOLESALE FRUIT AND VEGETABLES

WE ARE HAPPY TO EXTEND
BEST WISHES

— TO —

Lyons' Fine Foods Limited

Electrical Installations Were Made by

GRANT & NEWTON

Electrical Contractors