

Dr Hixon's & Charlie Elviss drugstore

Mr. Elviss, a retired pharmacist, was most helpful with providing this information. If you love "The Village Perk" then you will, I think, find this item quite interesting.

Charlie & Frances (Frankie) Elviss moved to Watrous in 1951 as they had purchased Larry Rands Drugstore and thus Watrous Pharmacy was born. In 1968 they became business partners with Gary and Carol Brandt Pharmacist Larry Rands had worked with Dr. E.W. Hixon, in Watrous, since 1910 and purchased Dr. Hixon's Drug Store after the doctor's death in 1946. This transaction also included Hixon's summer season store on Watrous St. near the Whitmore Hotels at Manitou Beach.

That Beach Store lacked a pharmacist and dispensary so prescriptions were left there and collected later in the day, after being filled in Watrous. However you could purchase over the counter medications and other odds and ends for your stay in Manitou Beach. Several daily newspapers were available and Walter Penrose remembers delivering papers to Dr. H.E. Munroe, who was Lt. Governor of Saskatchewan in the early 1930's, when he was vacationing at his cottage on MacLachlan Avenue.

The post office was located inside the store 1926-1936 and the post masters were E.J. Hixon 1926-1928 (I think he was the doctor's brother) and Dr. E.W. Hixon 1928-1936.

Sometime in the late 1960's new owner Charlie Elviss had this building moved to Main Beach, across from the Chalet Pool by Jeff Baker, who was a local carpenter. The summer

shop was operated under the name of Rexall Beach Store in order to connect it with their Watrous business. Charlie's late wife, Frankie, was the chief operator and their two daughters, Terese and Charlene, also worked in the store. They remember selling lots of items with the logo of a man floating on his back in Little Manitou Lake reading the paper. (many of you will have seen a photo like that). The girls also served many Jewish customers who came for the mineral baths.

Inside the store the cash register and counter were along the east wall. The opposite wall had a rack for magazines and at the front door postcards were available on a rotary rack. The "hottest" selling items were bathing caps, souvenirs and the postcards.

Sunday evenings Jim Bowman's band played for an hour or so, the store being open until 9.30 p.m. on weekends. In 1991 the store was closed and over the years the structure has served as a fast food outlet, ice cream parlour, craft shop and now, enlarged, is well known as "The Village Perk".

Sources: Charlie Elviss, Prairie Reflections, people reminiscing and Canada Post Archives.