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THE OLDS ALBERTAN

Business

New shop aims to be a hit

Owner sees nothing' wrong with products

BY TODD W. HURMAN
Olds Albertan

Chad Wentworth believes his new business won't go up in smoke.

In fact, he thinks it will be quite the hit. Wentworth's newest store, The Chad Smokeshop 420 located at 5001-49 Ave., opened last Wednesday with products that you won't find anywhere else in town.

Besides claiming to have the cheapest cigarettes in Olds, Wentworth's store is full of pipes of all shapes and sizes and materials - glass, ceramic, wood, metal and even traditional Eastern-style hookahs or narwhals.

While many people might associate most of Wentworth's products with marijuana, the 25-year-old said he isn't worried because he isn't doing anything illegal.

"There is always going to be disapproval. But I think once most people realize that we are not selling smokes and papers and stuff to people under 18, I don't think parents will mind too much.

"There are also lots of people over 40 and 50 years-old that like this kind of stuff but don't talk to other people about it," Wentworth said.

He said if anyone comes in looking to buy drugs, he just points to a sign near the cash register that tells people not to even ask.

Originally from Athabasca, Wentworth moved to Olds about five years ago.

He opened up Dad's Collectibles last September - mostly to sell personal stock - but said it wasn't quite what he wanted.

He sold his share in the business to his partner to focus on opening a smoke shop - an idea that has been in the works for the past two years.

With Red Deer being the nearest place to get the type of products Wentworth sells, plus the fact of having - new college students coming to town every year, Olds is the right place for his type of store, he said.

"Olds is growing, if I don't do it, someone else will," he said.

"I want to carry stuff that you can't find anywhere else. You don't want to go to the city to buy and my prices are 20 to 70 per cent cheaper than in Red Deer. You save \$20 on gas and you save \$20 on your purchase. You can't go wrong there."

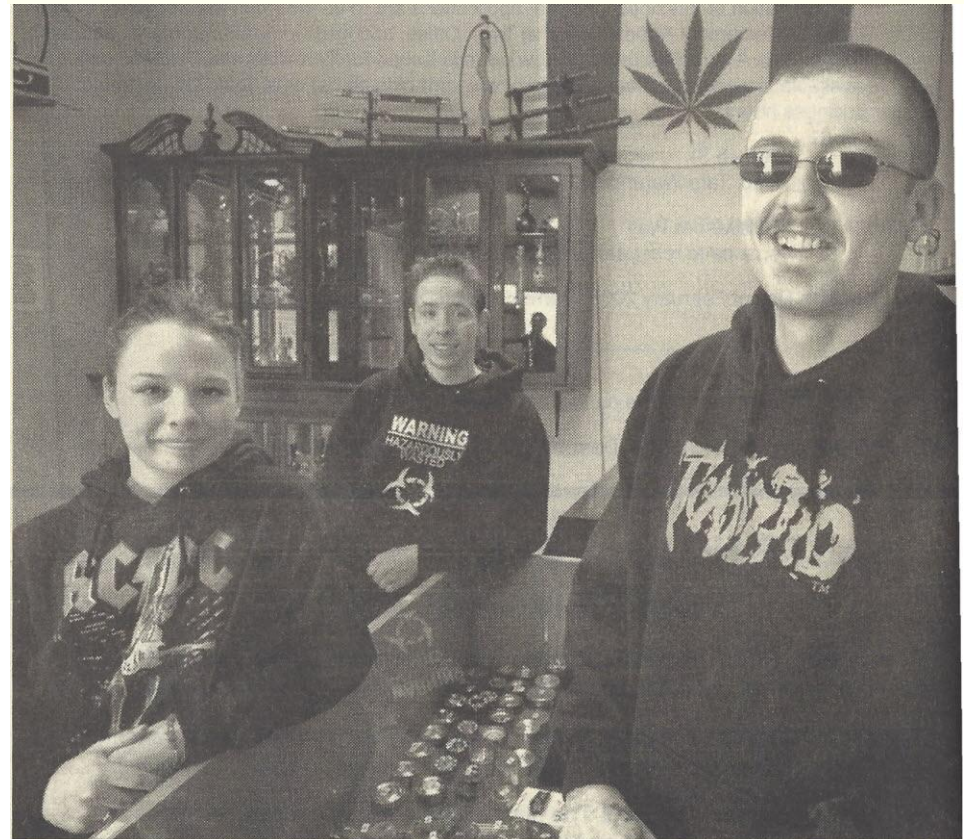
Aside from pipes and cigarettes, Wentworth also sells hooded sweatshirts and collectible knives.

He also intends to eventually sell cigars as well.

Even though his store has just opened, Wentworth has plans to franchise out the name with his first one to open in Drumheller.

And while the shop doesn't have a sign on it yet, Wentworth said it's not to stay discreet, it's been too cold to apply it to the window.

Carla Victor/Olds



SMOKE SHOP - The Chad Smoke Shop 420 owner Chad Wentworth, right, with Candice and Dustin Drover at the newly opened shop.

Alberta
Employee