LOCAL BUSINESS 50 YEARS OLD

McRAE BROTHERS REACH HALF CENTURY MARK IN OPERATION

One of Prince Rupert's pioneer business firms reached its fiftieth birthday this year. Founded in 1909 by John, James, Alex and Duncan McRae Sr., the store is one of the city's largest and most modern appliance stores. Its owners today are Jack and Duncan McRae, both of whom are well known here.

J. D. McRAE

President of McRae Motors, Vice-president of McRae Bros. Was actively engaged in the appliance store from 1932 to August 1955.

DUNCAN McRAE

President and Manager since 1943.

RENOVATED FOLLOWING FIRE

The store, almost entirely consumed in a fire October 6th, 1955, was completely renovated and restocked for its re-opening on April 6th, 1956. Cost of the renovations ran to $40,000.

PILLAR-FREE DESIGN

Complete freedom of merchandise display is possible in the store because of the lack of roof supporting pillars. Necessary support is obtained through the use of steel girders running the entire length of the building.

Modern fire protection is incorporated in the new building through the installation of automatic sprinklers in the basement.

ONCE SOLD STATIONERY

The four original McRae Brothers operated the store principally as a stationery and office supply business on Sixth Street but later they moved to Second Avenue where a printing and bookbinding department was added.

A subsequent move saw the store open its doors on Third Avenue between the present Bank of Montreal building and the Canadian National Telegraph offices. It was here, in 1929, that McRae Brothers first entered the business of selling radios.

Ten years later the firm moved to quarters in the old Federal building. Their final move in 1938 brought them to the location they now occupy at 327 Third Avenue West.

SEVERAL ENLARGEMENTS

The present business was enlarged several times by the present owners since it was purchased from their father in 1945. Complete remodelling of the premises was completed in 1952.

LARGE RECORD DEPARTMENT

Complementing the large stock of radio, high fidelity and stereophonic appliances in the store is the city's largest record bar. This phase of the operation is under the direction of Mrs. Jack McIntosh (Dolores).

The business is no longer active in the sale of stationery and office equipment, having rededicated itself to the sale of home furnishings and appliances.

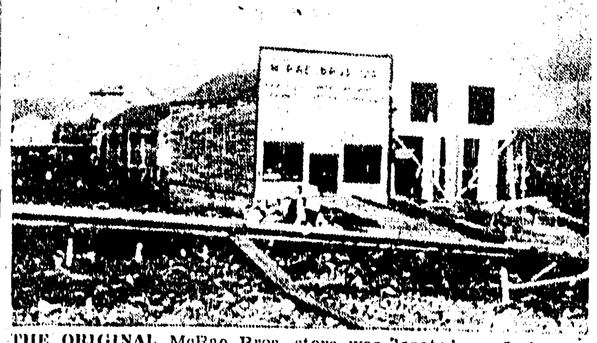
Further renovations have been carried out in the past year with the addition of large and modern offices on the mezzanine floor at the back of the store.

Store has modern service dept.

A complete and up-to-date service department is maintained by McRae Bros. Ltd. in connection with their appliance retail business.

Hugh Ferguson who is charged with all repair and service work for the firm with the exception of radio repairs has been with the company a total of thirty-five years.

Walter Chesher, radio repairman, has served the firm in that capacity for nine years.



THE ORIGINAL McRae Bros. store was located on 2nd Ave. near Frosty Locker in 1909, which served as a warehouse and print shop in the basement then the location was moved to Third Avenue. Brothers were John, Jim, Duncan and Alec.

McRAE BROS.' new store as it appears today after a fire of which almost destroyed the original structure.

Be a queen in your kitchen — while keeping his budget in mind!

Price tags may mislead
Don't be fooled by phony "bargains". They may be discontinued lines. This means service and repairs may be costly, difficult, even impossible.

With Frigidaire products — dependability of construction and service is *doubly* assured. Every Frigidaire product is backed by *two* great names — Frigidaire and General Motors.

Get a complete demonstration
What size of refrigerator do you need? What features do you want? Your Frigidaire Dealer will be happy to show you all the models, and the many *exclusive* Frigidaire features.

No frost ever
You'll really appreciate frost-proof freezing. No frost is formed at all. That means you don't have the messy time-taking job of defrosting to do. You'll never again have to tug at snowed-over food packages — chip away at frozen-in ice trays.

Ice Cubes — instantly
You can now get ice cubes without struggling. Just take an ice cube tray, place it in the Flip-Quick Ejector, flip the lever, and out drop the cubes, into the Instant Ice Server. The cubes won't stick together. You can open the freezer door any time and take out a handful.

Keep vegetables crisp
The exclusive giant "picture window" hydrator keeps fruit and vegetables crisp and fresh — and you can see them at a glance!

No more stooping
Just tap your toe on a floor level pedal to open the door to that wonderful frozen storehouse of your very own.

No searching — no reaching
You have a choice of Frigidaire interior features designed with *your* convenience in mind. Exclusive Roll-to-You shelves and freezer baskets bring food to you at a finger's touch. Door shelves are spacious. And in one extra deep shelf, you can even store ½ gallon containers without squeezing. There are individual slide-out storage drawers for fresh eggs — a porcelain enamel hydrator (as well as the "picture window" hydrator) and a Meat Tender that practically hands you the meat and cold cuts.

Looks are important
You'll love the new Lacework Styling of the '59 Frigidaire. Panels of delicate filigree design have been added to all the new Frigidaire refrigerators. We're very proud of this design, and no wonder! Frigidaire "Sheer Look" appliances have been acclaimed among the best-designed products of modern times!

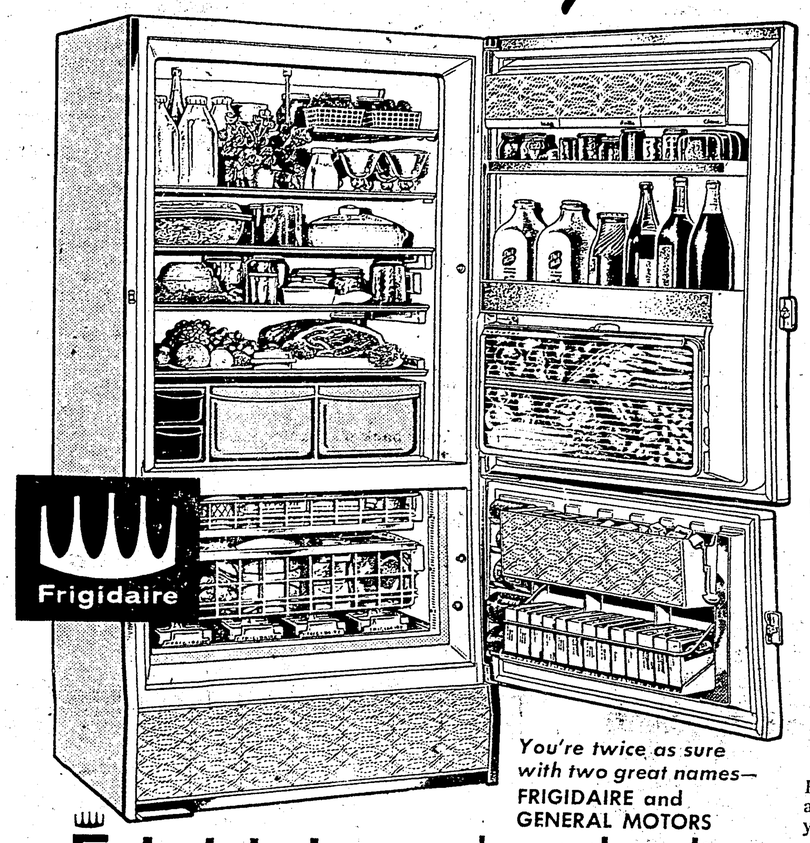
Dazzling colors
You have a choice of five exciting colors on many models, as well as gleaming Snowerest White.

Choose the refrigerator designed and priced with you in mind!

W. A. Gordon—Sales Manager for the past four years who is interested in meeting new customers and discussing your individual requirements.

CHOOSE THE REFRIGERATOR
DESIGNED AND PRICED
WITH YOU IN MIND

Another Frigidaire "FIRST"



You're twice as sure with two great names—
FRIGIDAIRE and GENERAL MOTORS

the fabulous
FROST PROOF

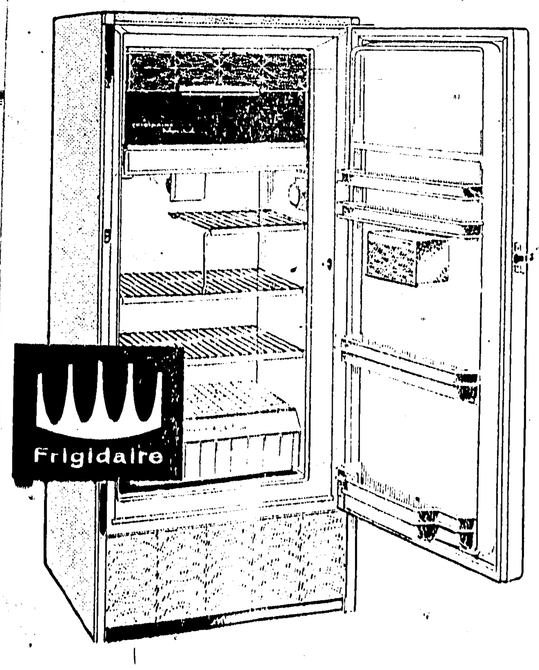
Completely new and revolutionary! Here's what the Frigidaire Frost-Proof offers you!

- Completely frost-proof foodkeeping! No frost ever — not even in the freezer. No more tugging at snowed-over ice trays, frozen-in food packages — and *no* defrosting!
- Frozen foods without digging! Two Roll-to-You freezer baskets put everything at your fingertips.
- No more stooping! You just tap your toe on a floor level pedal to open the door to a wonderful frozen storehouse of your very own.
- Ice Cubes without struggling! The exclusive Frigidaire Flip-Quick Ice Ejector is the handiest ever.

Remember: there's a Frigidaire refrigerator with the features—and at *the exact* price and size to suit the needs of you and your family.

Frigidaire—advanced appliances designed with you in mind

YOUR 7-DAY FRIGIDAIRE SPECIAL!



DELUXE—SUPER BUDGET
FRIGIDAIL MODEL SA-8

Featuring —
- 8 cu. ft. with 35 pound freezer
- Meat Chiller Drawer
- 2 - Full width removable shelves
- Glide-out Hydrator

NOW ONLY $239

SAVE NOW! PAY LATER!

NO DOWN PAYMENT

WE DOUBLE THE MANUFACTURER'S WARRANTY

McRAE BROS LTD.
PHONE 2325 "The Store that Service Built" PHONE 2326