

# Marks 25 Years of Parker and Ford

Prince Rupert Daily News  
Wednesday, December 15, 1948

## Horse and Wagon Days To Modern Automotive Concern

Healthy Business Development Has Paralleled Fine Record of Service to the Motoring Public of the North

For a quarter of a century the Parkers, father and son, have been serving northern British Columbia as Ford dealers.

Earlier this year, Stanley E. Parker, Prince Rupert pioneer and founder of the business which until now was known as S. E. Parker Limited, passed away after enjoying little more than a year in retirement.

Parker came to the city

**THE CAR OF THE YEAR**

There's a NEW Ford in your future

New FORD Forty-Niner Now at our Showrooms!

and so it is not strange that the Parker family's first garage should have its origin in a stable. But from this modest beginning, Stan Parker, the founder, kept up with the progress of the community by gradually expanding his firm's facilities and by building up his stock of automobile parts. Because of the long distance Prince Rupert is from the source of supply it became imperative to have a large stock on hand. As a result, the present firm of Bob Parker Limited is in position to give fast, efficient service on the replacement of parts as well as in every other phase of automobile repair and service work.

Horses are a curiosity when seen in Prince Rupert these days but at the time Stanley Parker commenced his business most of the transfer works was done by horse drawn vehicles

During the 25 years the Parkers have been Ford dealers, hundreds of cars have been provided to residents of Prince Rupert and district. At the same time a reputation of reliability and friendly service to local and out-of-town motorists alike has been built up.

## RUPERT NATIVE SON IS SERVICE MANAGER OF BOB PARKER LIMITED

Gus Stromdahl, like his employer, Bob Parker, and Tommy Forrest, manager of the new service station, was born and educated in Prince Rupert and his parents, Mr. and Mrs. G. Stromdahl, are long-time residents of the city.

Twelve years ago Gus Stromdahl went to work for S. E. Parker Limited, predecessor to Bob Parker Limited. As

able and friendly service to local and out-of-town motorists alike has been built up.

The policy of father and son has been one that calls for the return of profits to the business so that continual and gradual expansion may be carried out. The headquarters on Third Avenue East now consist of a main building with a frontage of 75 feet and a length of 100 feet. Housed within it are the company offices, stock rooms, tire storage and the motor rebuilding and repair sections.

A second structure just east of the main building contains the body re-building and paint shops. The paint shop is so heated and ventilated as to ensure quick drying of body paint to give an attractive, glossy finish.

With the addition of a modern service station Bob Parker Limited is now able to offer the facilities of a fine sales and show room and quick gasoline and lubricating dispensing along with complete automotive repairs, body repairs and refinishing, steam cleaning, vulcanizing and 24-hour power wrecking service.

At present there are 17 members on Bob Parker's staff at the main garage. Service manager is Gus Stromdahl. Alex Cembella is stock manager while Ralph Hood, who was formerly stock manager for S. E. Parker Limited, is the firm's accountant. Tommy Forrest will be manager of the new service station where a staff of five will be employed.

## Ford Variety On Display

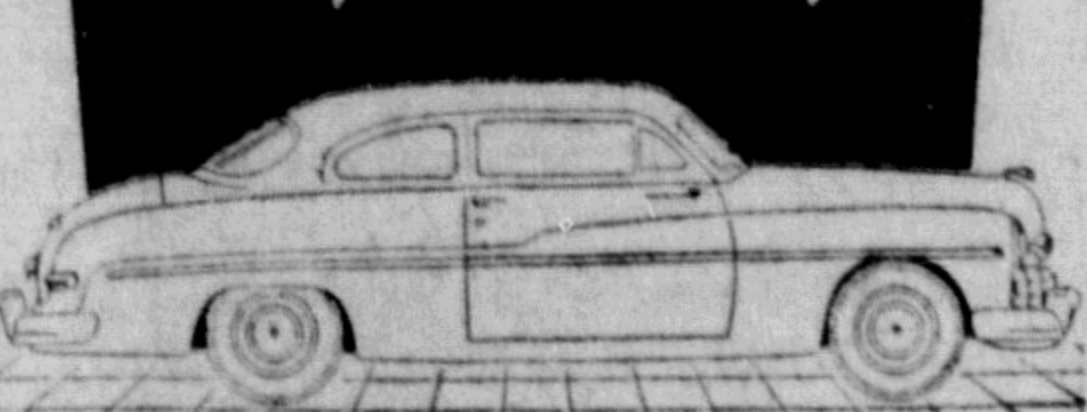
Visitors to Bob Parker's new service station on Thursday afternoon will have a chance to see a variety of Ford products. A sleek 1949 Monarch will have the place of honor in the large well-appointed show rooms while a 1949 Ford will be raised on the hydraulic hoist so that visitors may examine the not-so-often seen under-carriage and chassis.

Over the large grease pit, with its recessed fluorescent lights, there will be a Bonus-Built 1949 Ford truck. One display which is expected to receive special attention from the public is the Thames, an English-built Ford half-ton panel delivery truck. As well as the Thames Bob Parker Ltd. is the agent for two other English Fords, the Prefect and the Anglia, both passenger cars.

For those people with a hankering for the land, the new Ford tractor, complete with hydraulic implement lift and two-bottom plow, will have a special attraction. Although there is no call for Ford tractors from the area immediately adjacent to Prince Rupert, Bob Parker Ltd. handles this equipment for the convenience of farmers in the Terrace district and on the Queen Charlotte Islands.

Ford designers and stylists have given the new Ford a "custom-built" look with rich, modern interior fittings, appointments and upholstery.

the 1949 Monarch COMES TO TOWN  
It's NEW through and through!



Your ideas on motoring luxury are going to reach a new high when you see the New 1949 Monarch. There's new beauty, new styling, new body, new springing, new shock absorbers, and new frame. New ease of handling is the result of Monarch's new steering and new 110 hp. engine. All these are yours in the New 1949 Monarch. Come in today and see for yourself.

**Congratulations!**

**Bob Parker Ltd.**

On the Opening of Your

**New Show Room and Service Station**

**BLACK BROS. LTD.**

VANCOUVER, B. C.

# DUNLOP

Are proud to be associated with

**BOB PARKER LIMITED**

and congratulate them on 25 years with

Ford of Canada.

Now your Ford Dealer can service you with

# DUNLOP TIRES

carrying a full and complete range of sizes.

DUNLOP TIRE and RUBBER GOODS COMPANY LIMITED

VANCOUVER, B. C.

802 BEACH AVENUE



**For Motorists**

We are happy to announce that we have opened a new independent Chevron Gas Station in your district. Every time you drive in, you are going to be the most important person in town. We're neighbors now and here's what we are ready to do to be good neighbors. First, we offer the best gasoline, lubrication and other products that you can get anywhere... Chevron Supreme Gasoline and RPM Motor Oil and Lubricants. What's more, you can expect all the extra services...

CAR WASHING, SIMONIZING, TIRE REPAIRS AND VULCANIZING, TRAVEL INFORMATION AND CLEAN REST ROOMS

So for happier motoring, drive in TODAY

## BOB PARKER LTD.

'The Home of Friendly Service'

PRINCE RUPERT, B.C.

Three native sons of Prince Rupert top the Bob Parker organization here—Bob Parker, himself; Gus Stromdahl, service manager, and Tommy Forrest, new service station and showroom manager.

The Parker business was founded in 1909 by the late Stan Parker who started up in the building and contracting line before entering a cartage business which developed into the big automotive enterprise.

Bob Parker Ltd. organization gives employment to twenty-two persons.

**Congratulations And Best Wishes**

— TO —

**BOB PARKER LIMITED**

SUCCESSORS TO S. E. PARKER LTD.

For 25 years the Parker family, as Ford dealers, has had unbounded faith in the people, the city and district of Prince Rupert.

Today Bob Parker announces the opening of his new modern showroom and service station—further evidence that the Parker faith is as strong as ever.



**Traders Finance Corporation LIMITED**  
VANCOUVER, B. C.



**THAMES 1/2-TON TRUCK**

You'll notice your light delivery costs drop way down when you put this famous English-built THAMES Truck on your job. For instance, you can expect UP TO 35 MILES PER GALLON OF GAS! And that's not all. Along every street, the smart "imported" styling of this Thames 1/2-Ton will earn approving notice from old customers—and help win new ones, too! Generous load space—120 cubic feet—wide doors that speed up handling time. Outstanding ease of handling in traffic—parks in "vest-pocket" space—big, safe brakes... all adding up to the ideal vehicle for "stop and go" service.

A FORD PRODUCT MADE IN ENGLAND

NOW ON DISPLAY AT

**Bob Parker LIMITED**