

Local Men in New Enterprise

DOMS' DEPARTMENT STORE OPENS FRIDAY

*Four Main Departments Under One Roof
Lounge, Rest Rooms Interesting Features*

Young mothers will be particularly pleased with Doms' Department Store. Under one roof she will be able to buy a complete wardrobe for herself, and any of her family from teen-ager down to her tinniest tot. If she feels the need of a rest or wishes to wait for someone there is a cozy lounge for just that purpose which was thoughtfully designed with two adjoining rest rooms.

The front of the store, presenting an attractive appearance with its 325 square feet of display windows framed in black lustrelite, has two entrance ways leading from McBride Street. The interior color scheme is predominately white with blue and pink trimmings.

Down the centre of the store are a series of short, round end counters in blue, trimmed with chrome and placed to form hol-

low diamonds. The ladies' department will occupy most of the space on the left side of the building. Near the front are the dressing rooms and all along one wall there is an alcove containing dresses for all occasions and in a variety of styles and patterns.

Clothes for children are attractively arranged in the right half of the main floor. Slacks, jackets, coats, suits, party dresses

and in fact everything for the young boy or girl will be found in this department.

To give variety and distinction to display arrangements, there are a number of small counter-like stands with steps rising from their tops. Blue, with rounded edges trimmed in chrome, some of these stands are fitted with a glassed-in space in the centre of the main section and some are constructed

to attractively utilize corner space.

The babies' department is situated in the rear of the store, opposite the cashier's counter and the stairway leading to the shoe department. Conveniently located just off the baby department is the lounge and rest rooms.

On the lower floor the entire floor space is confined to Doms' shoe department. Extending along one wall are shelves containing women's, children's and babies' footwear. Facing these are the fitting chairs and stools.

By the installation of approximately 50 fluorescent lighting units throughout the store, Doms' have ensured that their customers will have absolute eye comfort. Steam heating in the building, combined with an air circulating system will provide comfortable temperatures at all seasons.

The interior decorations, including counters, display alcoves and stands were all designed by Dom and Sev Dominato.

FASHION FOOTWEAR WILL CONTINUE TO SERVE PUBLIC

Norman Campbell, formerly with Sterling Shoe Stores of Edmonton, will take over the management of Fashion Footwear which will continue to give the public the same "Dominato service." Assisting Mr. Campbell at Fashion Footwear, will be "Whitey" Inermela who, like his employer, is a native son of Prince Rupert.

PIONEER FAMILY

Dom and Sev Dominato are popular sons of a pioneer Prince Rupert family. Their father, Attilio Dominato arrived in the city in 1906 and their mother followed just six years later. Both boys received their academic schooling here which included a commercial course.

Dom and Sev Dominato Both Pr. Rupert Born

HAVE FAITH IN PRINCE RUPERT

Exemplifying the faith native sons have in their home city, are Dom and Sev Dominato who will open their new department store tomorrow in the recently completed Bussanich Building at McBride Street and Fourth Avenue.

Dom and Sev are equal partners in the new business and will make their headquarters at Doms' Department Store where they will have the capable assistance of Elsie Houston who will be in charge of the Ladies' Wear Department.

Invitation to Opening:

THE MANAGEMENT AND STAFF OF DOMS' DEPARTMENT STORE EXTEND A HEARTY INVITATION TO THE PUBLIC OF PRINCE RUPERT TO VISIT AND INSPECT THIS MODERN DEPARTMENT STORE AT McBRIDE STREET AND FOURTH AVENUE.

He will be KING

She will be QUEEN



in Our **NEW STORE**

AN ENTIRE DEPARTMENT has been given over to the apparel needs of this 'Royal Couple.' You will find everything your little 'Majesty' requires . . . everything of the best, the sturdiest and the prettiest for his or her summer health, comfort and happiness right here in

DOMS' DEPARTMENT STORE



Of Course -

we aren't forgetting

Those who have graduated from Babyhood to the 'Imp' and 'Angel' class. We have a complete Children's Department where they will receive 'Royal' service.

OPENING Specials

Slippers ... 89c



WOMEN'S SHOES 99c

ASSORTED SHOES All Price Classes FROM \$1.95

LOAFERS, PUMPS \$2.95

PUMPS AND OXFORDS \$3.95

PURSES

\$1.95 and \$2.95



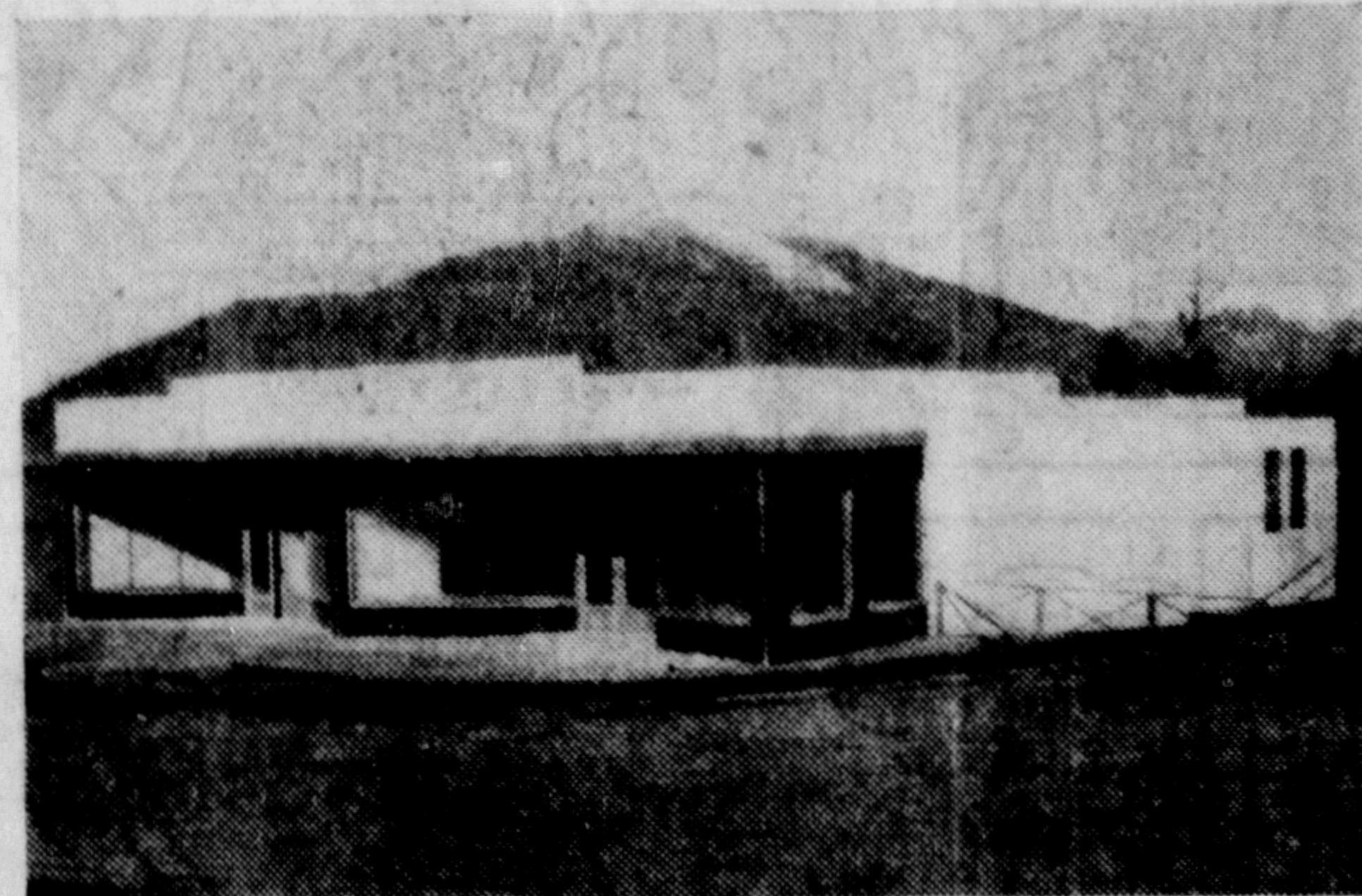
You may have a Little Lady or a Little Gentleman a Tomboy or a 'Toughie'

Whichever it is, we have the clothes to match their personalities. From overalls to party dresses you will find in our stock the clothes that suit the need. Keeping them shod is always a problem but we can help you there too, with expert advice and a selection of shoes for every weather or occasion.



FREE NYLONS

One pair of 42-gauge Nylon stockings will be given to each customer making a \$5.00 or more purchase. This Gift Offer will be good for the opening day only, Friday, April 9, 1948.



In this modern building, officially opened March 2, DOMS' DEPARTMENT STORE will occupy two floors in the southern portion of the structure. Area of the two floors will be approximately 5,200 square feet.

Courtly Service

WILL BE EXTENDED TO THE

» LADIES «

in a Department Exclusively theirs!

IN THIS DEPARTMENT WE PLAN TO CARRY A FULL SELECTION OF LADIES' WEAR. WHEN OUR STOCK IS COMPLETE, YOU WILL BE ABLE TO CHOOSE THE DRESS, SUIT, COAT, ENSEMBLE OR ACCESSORY WHICH BEST SATISFIES YOUR PERSONAL DESIRE.

ELSIE HOUSTON WHO WILL BE IN CHARGE OF OUR LADIES' WEAR DEPARTMENT, WILL BE HAPPY TO ASSIST IN MAKING YOUR SHOPPING AT DOMS' A PLEASURE.



• Doms' Department Store •

PHONE RED 846

McBRIDE & FOURTH AVENUE

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