

# STORE OPENING SEES DREAM FULFILLED

## City And Foresight Minimates at Wallace's

tenacity and foresight born of a desire to best, and give the best, Louis M. Felsenthal sights at a goal—some might call it a dream—out to conquer his objective. The physical evidence at the corner of Third Avenue and street—Wallace's, concrete evidence of a century of hard work.

Mr. Felsenthal came to Prince Rupert just beginning to bustle up to the bustle of a world war. He took over operation of drygoods and ladies' wear. It was not without some of the young men entered the retail career he had not followed.

er was in this business came and he died. thought of going into this opportunity says. with a wealth of experience and education. Mr. Felsenthal operation of Wallace's Store, formerly operated by the late father of Mrs. Felsenthal had been here since

er died in 1935 and continued operation until 1940. self-made merchant and took stock of buildings. He saw a city with a lot of looking buildings on street. But he also saw path of expectancy in as the activity of a far-away world began here. He decided some day Prince Rupert in a world of peace, a chance to show new store fronts and designed shop interiors own would be among and the biggest.

is in mind, he purchased one of Prince Rupert retail outlets, 1909 by the late H.

old out to his book-Charles Minns, who operated as his own for and now lives in retirement (Vancouver.) purchase was made in building adjacent to which originally had part of the old store. on, Mr. Felsenthal with his planning, he brought to fruition opening of his new store.

AS USUAL the public first because of proposed changes being known for years "Wallace's." The old boarded up and working a steady bustle of and around the store. er's did not close to. Throughout its renovation went on as factor which caused comment from the woman on the street, questioning? Why did not close? Or even, model an ancient build-

### CONGRATULATIONS WALLACE'S!

me-honored business institution since the days, strategically-located Wallace's Department Store, which has its official opening now, is to be congratulated on going fully For keeping pace in such an admirable with the new era and trend in Third Avenue development, L. M. Felsenthal, progressive head of the enterprise, is to be commended. done a part in modernizing and brightening business section of the city by creating, with and at heavy expense, one of the business places here.

While improving their own premises in such an able manner which will, undoubtedly be duly noted by their clientele, Wallace's have joined other businesses, particularly in the westerly part of Third Avenue, in making business places worthy of the city.

When one views the scene in comparison with existed not so many years ago, we can say we have been making strides. Store after store are falling in line and today Wallace's is in the series of culminations.

However, there is much more that can be done. are many other businesses that could well do some extensive improvements along similar In addition to pride in progressiveness, additional comfort and convenience for doing business providing amenities and service for their ers, they will find it pays off. And it is all in the community and helping to make Prince Rupert a more attractive and congenial place to live.

So today we greet Wallace's and hope that, as times on, we will have similar opportunity to congratulate others on following the lead of this local businesses.

nity. His mother, Mrs. Dora Felsenthal, of Pittsburgh, is a frequent visitor to Prince Rupert and has a host of friends here. "I want to have one of the biggest and nicest stores in Prince Rupert," Mr. Felsenthal decided, after coming to this city. "Today, I believe I have fulfilled my ambition."

Plans for the present store were born in 1948, when Mr. Felsenthal personally visited a leading architect in Philadelphia who designed the exterior of Wallace's in duplication of the most up-to-date mercantile establishment comparable with New York and Philadelphia merchandising practice.

For interior designing, Mr. Felsenthal appointed Canada's leading firm of interior designers, Cameron and McIndoo, Ltd., whose engineer came from the Toronto office to supervise operations here.

No efforts have been spared to make the new Wallace's Department Store one of the finest in the Pacific Northwest. One day, in thoughtful mood, Lincoln's little son, Tad, went into the White House study, climbed up on his father's knee, and inquired: "Papa, what did you say when you proposed to mamma?"

Mr. Lincoln tried to evade the question, but the youngster persisted.

"Well," at last came the reluctant reply, "if you must know what I said, Tad, when I proposed to your mother, I said yes!"

## Credit to Community And Convenience to Customers

There were two thoughts in mind in the designing of the new Wallace's Department Store building:

1. To make it an attractive building from the community point of view since it occupies one of the most important corners in the business section of the city.

2. To make it interesting and convenient to the customer who, after all, is primarily intent upon satisfactory purchase for the article desired.

To attack the design from these two basic angles two men, three thousand miles apart, got their heads together.

The original building dates back to almost the beginning of the city of Prince Rupert. Unfortunately, from the viewpoint of the city, with a background of over 40 years practically no changes were made to the original structure. The building had far outlived its usefulness both from a civic point of view and from a merchandising standpoint.

Mr. Felsenthal began planning remodeling of the Wallace's Department Store building in 1948 by making a special trip to Philadelphia and spending two days with the nationally famous architect, Matthew B. Erlich, of that city. It was the first

trip to Philadelphia in a sequence of trips that was required over a period of three years before the present Wallace plans became finalized. The entire project was conceived and designed by a man living so far away that he has never seen the job and possibly will never see the result of his brain child.

Prince Rupert now has an attractive building which is a credit to the city, comparing favorably with merchandising establishments not only in British Columbia but in Canada.

To construct the store properly from a merchandising point of view, Cameron McIndoo of Toronto, Canada's leading interior store designers, were invited in 1950 to join in this project and worked hand in hand with Mr. Erlich. The interior of the new addition to the Wallace store (the premises formerly occupied by the old Overwaitea store) is an actual illustration of what modern designing will do. This addition is completely new throughout.

The interior of the old Wallace store has been rearranged and the new arrangement is comparable to making a new engine out of an old engine. Customers

may now browse much more happily through wider aisles and departments are located conveniently together. The entire project both from the construction point of view and from the merchandising point of view show the result of many hours of combined thought.

After all the plans were completed it was still necessary for these plans to be followed efficiently by the general contractor. The Northwest Construction Company were hired to do the job and the result speaks for itself.

I like the story about the young worker who returned from the war to his home in the slums. Sitting on the back steps with his dad one night he said:

"Things are going to be different now. We're going to change matters at home. We've seen the world and lived in decent houses with baths, lavatories, electric light and cleanliness.

"Just look at this house. It's a disgrace. Look at that shack there." And he pointed to the decrepit outside lavatory.

Growing more and more angry he pulled a Miis bomb from his pocket and tossed it on to the outhouse. It went up in smoke.

Five minutes later when all the dust had settled, his father turned to him and said:

"You shouldn't have done that, son. Yer ma was in there."

### LARGEST CAT

The cougar, now mainly restricted to British Columbia, is often as much as 150 pounds in weight and eight feet long.

Miss Glenna Moore is returning to the city on the Camosun tonight from a holiday trip to Vancouver and Seattle.

## How To Be Best Dressed

Don't Have to be "Clothes Horse" Says Irene Dunne

By BOB THOMAS  
HOLLYWOOD, (AP) — How does a gal get on the best-dressed lists? Irene Dunne offers a few hints.

The film queen was recently named one of the best-dressed women in the United States and has won similar honors in the past.

How does she do it?

"Frankly, I'm not sure," she said. "I don't think my press agent has enough pull to get me on the lists, so it couldn't be because of influence. But I don't spend a fortune on clothes and I don't go in for all the latest styles.

"Perhaps it is because of the way I buy clothes. I don't buy many, but what I do buy are of the best. When I look for an outfit, I don't want one that will merely last for a season. I make sure the clothes are well made and I generally pick things along classic lines. It's not unusual for my things to last six or eight years.

"If styles change and hems go up, I buy a dress that fits the current style. But I still have a basic wardrobe which can be worn in any year, regardless of the change of style.

"I think you'll find that the women who consistently make the best-dressed lists do not fol-

low the latest styles. For instance, I'm sure you would never find the Duchess of Windsor and Mrs. William Paley buying the same dress."

Miss Dunne pointed out that she brought only three dresses back from a recent trip to Paris, whereas some clothes horses might return with trunks full. She believes American designers have a better understanding of the clothing needs for U.S. women. On the other hand, she admires the Parisian enthusiasm for dress design.

"It's exciting to be in Paris when the style showings are going on," she remarked. "The French have a verve for new fashions that is lacking here."

## North B.C. Man's Land

Prince Rupert Has 4,589 Men And 3,957 Women

Men outnumber women quite considerably in Prince Rupert, according to the recently taken decennial census. There were 4,589 men and 3,957 women here. In most communities of this area the men outnumber the women as the following figures show:

	Men	Wom.
Terrace	520	300
Stewart	169	114
Smithers	621	533
Burns Lake	447	354
Vanderhoof	346	298
Q. C. Islands	1,507	882
Prince George	2,428	2,275

# Know Your Rupert Firms— Wallace's Department Store

Wallace's Department Store as it appears today with its fine sweeping exterior, modern signs and lighting, and ultra-modern interior is the result of one man's determination to make a dream become a reality.



Left to right: MRS. JACK EYBER—Buyer; MRS. DOROTHY MacKENZIE—Bookkeeper; MRS. MARGARET STEWART—Office Manager

Wallace's have always boasted of prices that are either as low or lower than competitors' prices on comparable merchandise sold elsewhere in Canada. Purchasing for Wallace's Department Store is all done personally direct from Canada's largest factories.

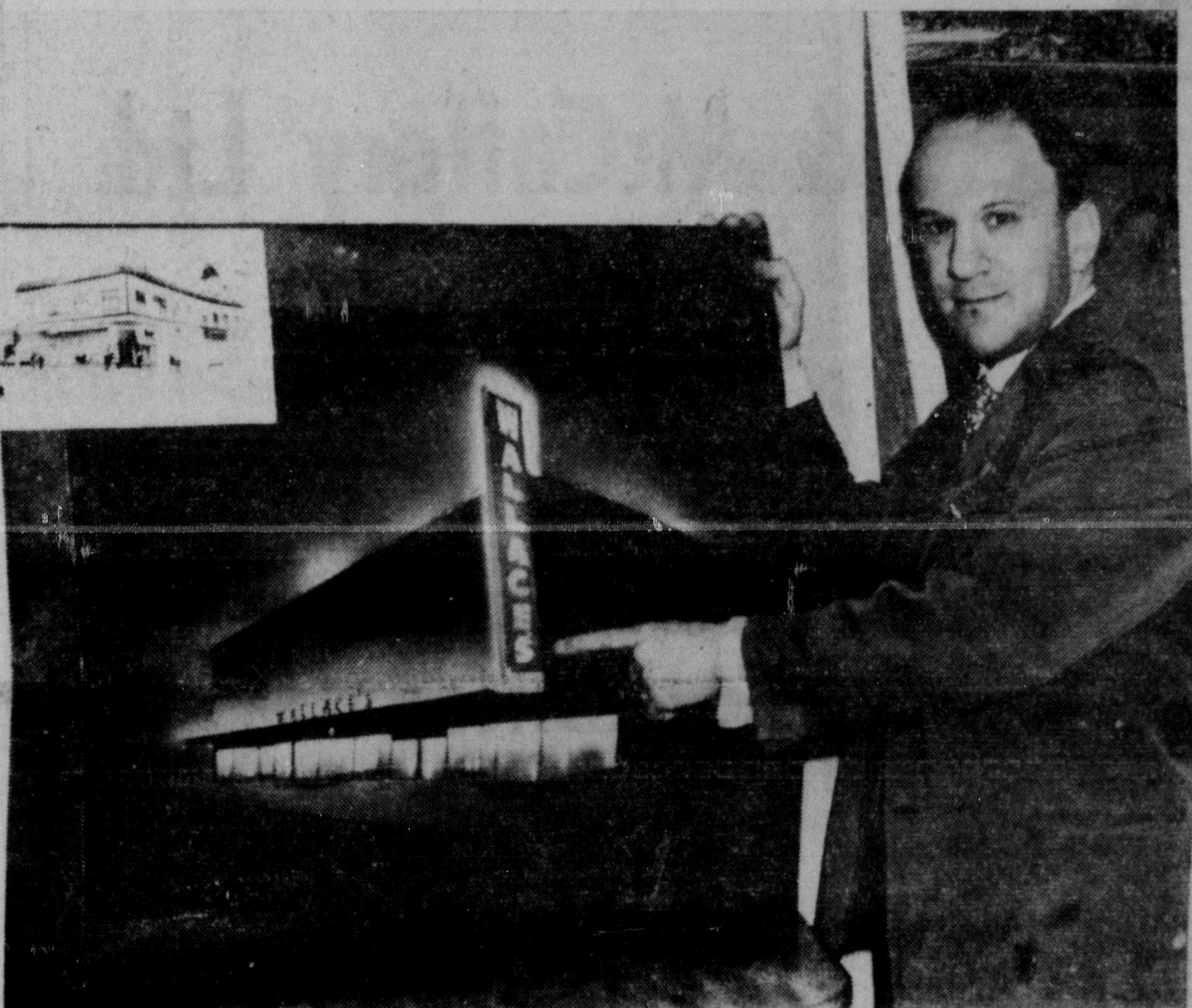
Any item purchased at Wallace's is sold on a guaranteed money-back policy.

Up to the present Wallace's have handled ladies' and children's ready-to-wear, yard goods and drapery, blankets, bedding and notions.

Now with enlarged premises, in addition to lines previously handled, Wallace's will have everything in men's wear and boys' wear all under one roof.

In Mr. Felsenthal's twelve years in Prince Rupert he has held high offices in community organizations and has contributed greatly to the improvement of the city.

On his arrival in 1940 his ambition was to have the finest store in Prince Rupert and this ambition has been realized.



L. M. FELSENTHAL—Owner and General Manager

No effort was spared to make the new Wallace's Department Store the best in the Northwest. When plans for the present structure were started in 1948, Mr. Felsenthal personally saw Matthew B. Erlich, registered architect in Philadelphia, Pa., who had done extensive mercantile designing in Philadelphia and New York.

Mr. Erlich designed the exterior of Wallace's.

For the interior, Mr. Felsenthal appointed Canada's leading firm of interior designers, Cameron and McIndoo, Ltd., who sent a man from Toronto to supervise the work.

Wallace's Department Store can now be compared favorably with the best in small department stores anywhere.



Left to right: DOUG WOOD—Men's and Boys' Apparel Manager; JACK MARCHANT—Stock manager; MEL SKALMERUD—Display manager. Store manager BILL BRYANT was absent through illness when picture was taken.