

William F. Stone Ltd., Opens New Store Tomorrow

Our Very Best

WILLIAM F. STONE LTD.

ON THE OCCASION
OF THEIR MOVE BACK
TO THIRD AVENUE



We were pleased to help
in this construction for
a pioneer firm.

Completely Renovated

by

R. BALCHIN
General Contractor

OUR
BEST
WISHES

at the time of the
opening of their new
store

COMPLETELY RENOVATED
by
R. C. Mutch
Building Contractor

CONGRATULATIONS

TO THE PIONEER FIRM OF
WILLIAM F. STONE LTD.
on the opening of their new store

Valuable Door Prizes To Be Given Away

Well into its 24th year of providing Prince Rupert residents with distinctive lines in clothing, William F. Stone Ltd., tomorrow will close the doors of its temporary quarters and open the new plate-glass door of its sparkling new store at 525 Third Avenue West.

The opening of the gleaming premises will inaugurate a new era for Stone's which suffered a setback in March of this year when fire destroyed the original store at the corner of Third Avenue and Fifth Street.

The official opening scheduled for 9 a.m. tomorrow will have all the appearances of a giant give-away show with door prizes galore for both shoppers and visitors who will be attending to wish co-proprietors William F. Stone, founder and Walter J. Smith and Donald Hawryluk well in their new venture.

The fire, which actually intensified the expansion plans of Stone's occurred last March 22, almost 23 years to the day from the time it was first opened.

Mr. Stone opened the original William F. Stone business in March, 1933 and proceeded to provide residents of Prince Rupert with top quality lines in suits, jackets, shirts, ties, underwear, slacks, shoes and hose.

Tomorrow in the completed remodeled premises formerly housing McLaren's Music store, the firm will continue its policy of individual service to the customer with additional lines from which to choose.

The new store, decorated in ivory and cream with green-backed shelves, features more than 20 feet of plate glass front display window space. Special fixtures will give the customer "daylight" lighting in which to examine cloths and materials.

Service-wise the new store will feature an extensive line of rugged clothing for the working man, a new line of Slater shoes will be added and the usual impeccable brands of Warren K. Cook suits, slacks, Forsyth and Currie shirts and ties will be on display.

Walter J. Smith, secretary-treasurer and partner in the business with Mr. Stone said today that the new store "is the smartest clothing store in north-east British Columbia."

As an opening-day bonus for city resident hundreds of dollars worth of clothes will be given away as door prizes. Among the prizes are men's topcoats, a suit, shoes, a hat, several sports shirts, a sweater, sunsuit trousers and matching shirt, cuff links, shirt and a tie to go with it and a set of combinations.

The growing firm has already extended its service elsewhere. Mr. Stone set up a branch store in Kitimat more than a year ago and in the spring of this year moved down with his family to manage the busy concern.

However, launching a thriving business didn't, while he was a resident here, prevent William F. (Bill) Stone from taking part in civic and community affairs.

Born in London, England, 48 years ago, Bill Stone came to Canada as a child, to Winnipeg, coming to Prince Rupert in 1930 where he worked as a bookkeeper for Annette's Ladies' Wear.

Besides founding William F. Stone's in 1933 he later became a founding member of the Civic Centre association, later became

resident of that body. He is a past president of the Prince Rupert Gyro club, a past president of the Chamber of Commerce, one of the original members of the Elks Lodge No. 342, was a member of the Retail Merchants' association and served a term as alderman on the city council.

After opening the Kitimat store in April, 1955 he moved down to the smelter city in March of this year and has since become president of the Kitimat Gyro club and has helped establish the Recreation Centre there.

Married to Nessie Brown in the Presbyterian church here in 1935, he has two daughters, Diane and Freida and a son, William.



WILLIAM F. STONE
... Founder, Kitimat manager.

Cook Clothing Honors 43 25-Year Men

For the 11th consecutive year the Cook Clothing Company, Toronto, founded by Warren K. Cook, whose suits are featured by William F. Stone Ltd., has honored the members of its 25-year club with an annual dinner. At the first dinner 15 members were introduced and now there are a total of 43.

In his remarks, the president William A. Cook, son of the founder, pointed out that in 1931 there were no new persons added to the staff and therefore no new members this year. Mr. Cook presented each member of the club with a cheque from the company.

Sol Spivak, union chairman, lauded the founder of the company, Warren K. Cook and now his son William A. Cook for the continuation of the 25-year club over such a long period and pointed out that only through loyalty of employees and good management, could a company such as Cook continue to have so many long-time workers.

Prince Rupert Daily News
Thursday, November 22, 1956

We Congratulate

Wm. F. STONE LTD.



**SAANICH PLUMBING
and HEATING**
SHEET METAL DEPT.

★ Heating Specialists ★

WILLIAM F. STONE

LIMITED

"CLOTHES OF DISTINCTION"



WE INVITE YOU TO OUR GRAND
RE-OPENING TOMORROW WITH

these DOOR PRIZES GALORE to help
celebrate our return to 3rd Avenue

DROP IN — AND SIGN YOUR NAME — AND HOPE TO BE A LUCKY WINNER

MEN'S TOPCOAT

By "Warren K. Cook"

MEN'S SUIT

By Towne Hall Clothes

MEN'S TOPCOAT By Clover Brand Clothing Co.

MEN'S SHOES

By "Slater Shoe Company"

HAT

By "Dobbs"

Compliments of Mr. Joe Mann

VYELLA SPORT SHIRT

By "Tooke Shirts"

Compliments of Jack Slim

SWEATER

By "Tony Day"

Compliments of Mr. Gerry Bishop

G.W.G. BUSHCLOTH SUNTANS By G.W.G.

Compliments of Mr. Larry Smith (Trousers and matching shirt)

SPORT SHIRT

By "Lancer"

Compliments of Mr. Bruce Carmichael

CUFF LINKS and matching TIE BAR

By "Hickok"

Compliments of Mr. Jack Stevenson

SUEDE JACKET

By "Craft Sportswear"

SUIT OF COMBINATIONS

By "Stanfields"

Compliments of Mr. Keith Spillatt

VAN HEUSEN SHIRT - GENTRY TIE

By Van Heusen

Compliments of Mr. Bert Howard

TO THE SHOPPERS OF PRINCE RUPERT AND DISTRICT

We certainly have appreciated the way you have
"gone out of your way" to shop with us in the last
7 months. We know it has been inconvenient at
times and we want to thank each and everyone of
you for your support.

"BILL...WALTER...DON"



Outdoor Neon By

NEON PRODUCTS LTD.

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CO. LTD.