



**WILSON'S**

*of Winnipeg*

BETTER FURNITURE  
SINCE 1883

**100<sup>th</sup> Anniversary**

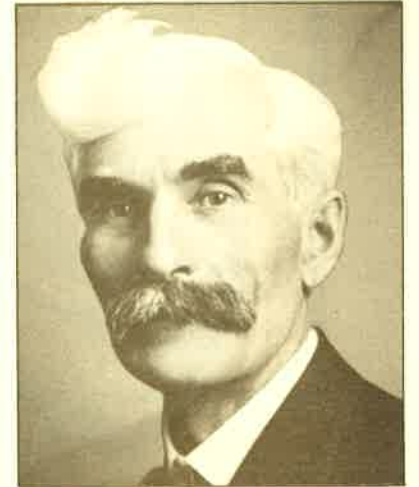


# The first one hundred years



Robert J. Wilson

Born in Shelbourne, Ontario, Charles H. Wilson came to Winnipeg in the fall of 1881 with his brother Robert J. Wilson. They settled on a farm near Dugald but were not successful farmers. C.H., who had apprenticed as a cabinet maker, started in the furniture business in a very small way in 1883 and took in his brother two or three years later.



Charles H. Wilson  
Founder  
President 1883-1924

George A. Wilson started working with his father in November of 1918 and continued with Wilson's for 50 years, serving as President from 1924 until 1966, when he turned over the reins to his sons Dick and Claude.



George A. Wilson  
President 1924-1966  
50 years with Wilson's

Dick started at Wilson's in the fall of 1948 and became President in 1966. Claude joined Wilson's in 1966 as Vice President and Secretary Treasurer. J.A. "Sandy" Wilson, Dick's son, started working at Wilson furniture in the fall of 1980.



J.A. Sandy Wilson



Claude H. Wilson  
Vice-president



G.R. Dick Wilson  
President 1966-1983



Bird's eye view of Winnipeg in 1893, looking north.



Wilson Furniture enjoyed considerable success at 15 Market Street from 1885 until August, 1893, when the east wall of the Grand Pacific Hotel fell and flattened the store.



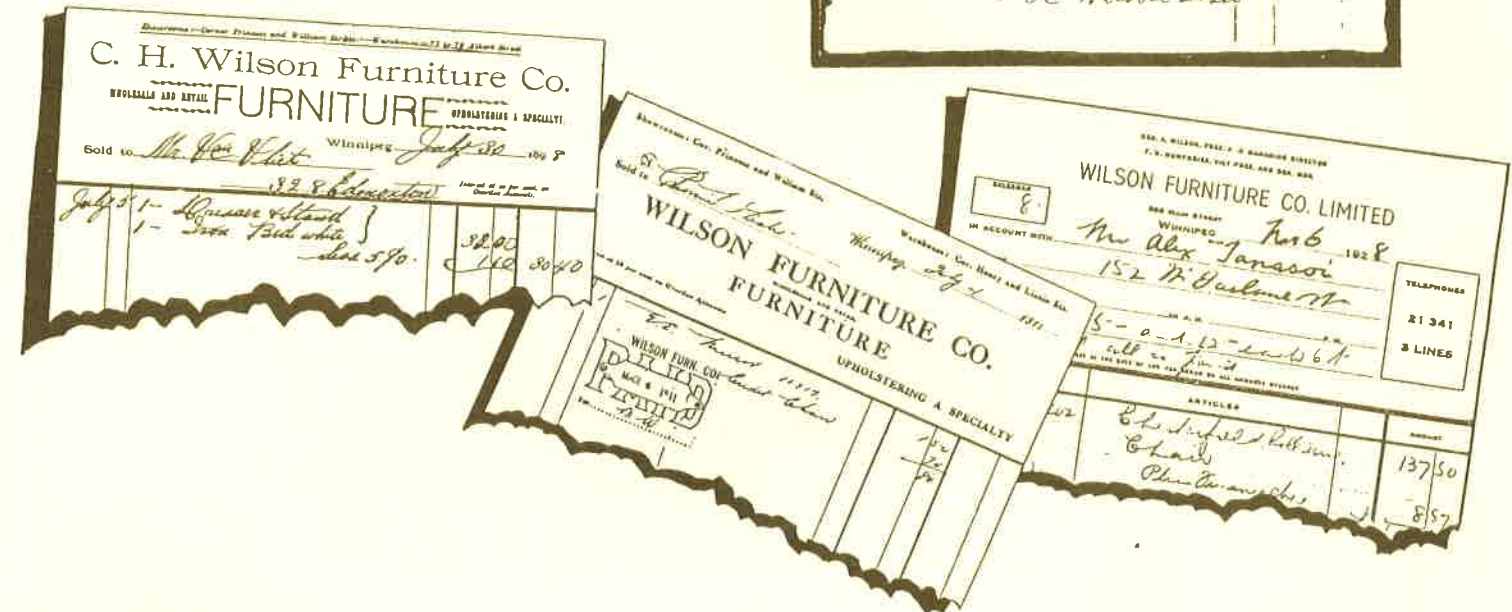
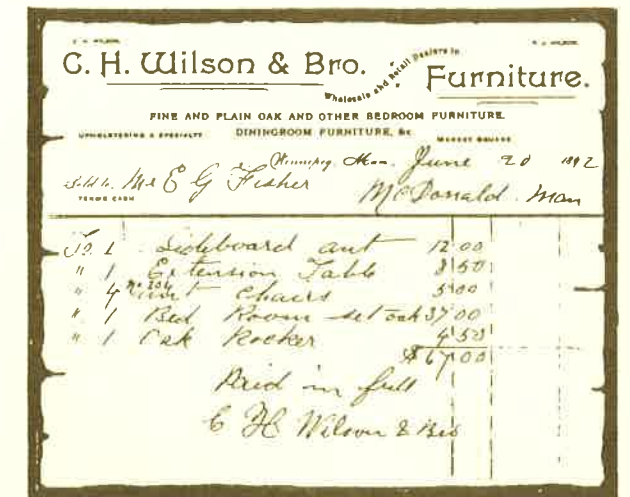
Winnipeg City Hall under construction, 1885. Note Wilson location near center of photo.



Original store, Market Street, circa 1887.

# Bills of Sale tell the tale

A great deal of the early history of Wilson's has been learned from old bills of sale so kindly donated by second and third generation family members who are still using some of the furniture!



## C. H. WILSON & BRO. BIG PALACE FURNITURE WAREROOMS COR. PRINCESS ST. & MARKET SQUARE.



The LARGEST and FINEST  
FURNITURE HOUSE IN THE WEST.  
VISIT US AND SEE.

You can get everything in the furniture line in this house, from a fifty cent Chair up to a five hundred dollar Drawing-Room Set.

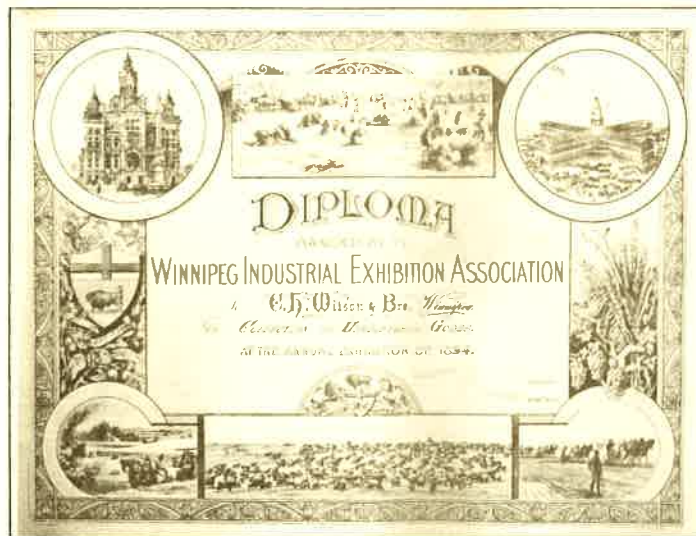
See our fine  
BEDROOM SET AT \$15.

C. H. WILSON & BRO., COR. PRINCESS ST. & MARKET SQUARE.

After the calamity of 1893, Wilson's moved to the corner of Princess and Market Street where business began to grow apace; they were making their own sofas and chairs and bringing in rail car loads of other furniture from established eastern factories such as Knechtels in Hanover, Ontario.

Award winning displays of their wares in 1894 at the new Winnipeg Exhibition building and in 1895 at the Regina NWT exhibition prompted the release of Wilson's first catalogue dated 1896-97. Business was booming and in 1897 new quarters were obtained on Main Street, close to the McIntyre Building, with warehouse facilities right across the back lane on Albert Street. This ideal situation was short lived, as in February, 1898, the McIntyre Building was gutted in a spectacular fire and a wall fell and again flattened Wilson's store.





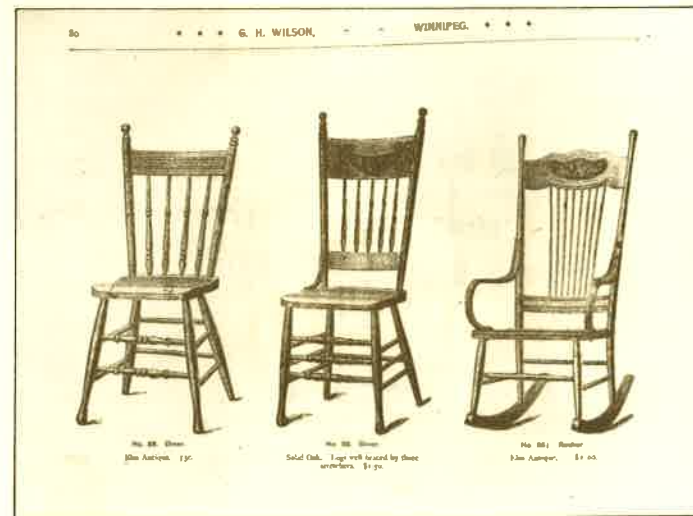
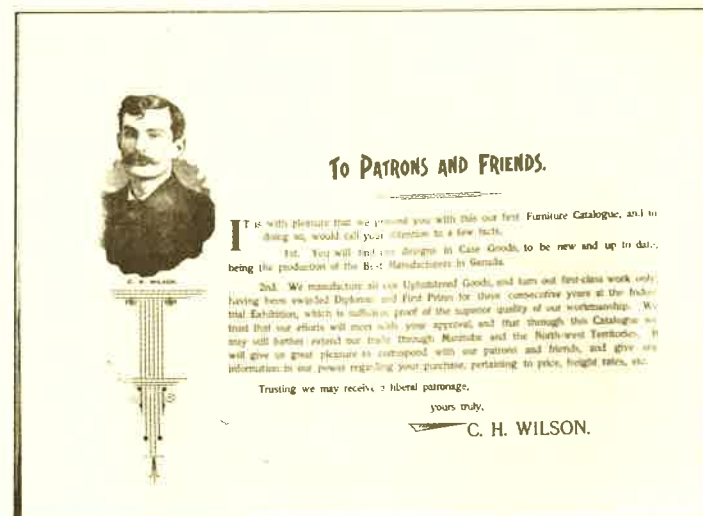
1894 Winnipeg Exhibition Award.



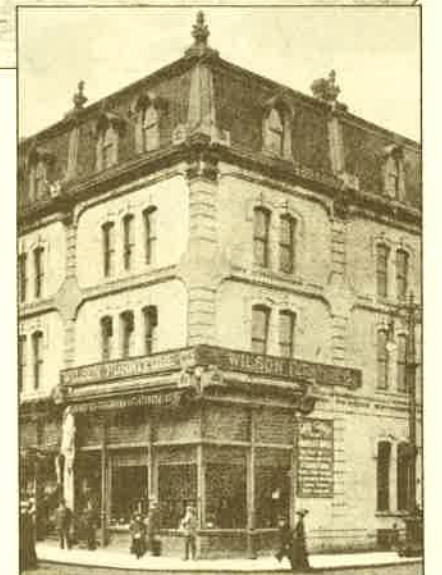
1895 Regina Northwest Territories Award.



With 96 pages of illustrations and a two color cover, this catalogue was a formidable undertaking for its day.



Princess Block, circa 1900.



Princess Block, circa 1910, with remodeled front.

In 1898 Wilson's had found a new home at the southwest corner of Princess and William; the Princess block. A proposal earlier in the year to merge Wilson's and Leslie's Furniture never came to pass. Business, both wholesale and retail, grew steadily under the able direction of Fred Humphries.



World War I came along and Charles Wilson's dream of having his two sons in the business was shattered when his oldest son Claude, in the Royal Flying corps serving as a pilot, was killed in action. His other son George did join the firm in November, 1918.

Interior, Princess and William, circa 1915. Note chairs on pulleys. R.J. Wilson and F.U. Humphries in foreground.



**The most important thing  
in the world is good people...**  
and Wilson's have certainly had their share!



Fred Humphries joined Wilson's in 1903 and was general manager from 1908 to 1940.



Ruth Fingland,  
accounts payable,  
42 years.



Harry Turnpenny,  
sales manager,  
35 years.



Charlie Storey,  
driver and  
warehouse  
foreman,  
41 years.



Jimmy Kemp,  
finishing  
foreman,  
41 years.

Our present employees carry on the tradition...

Tony Cahalin	Walter Pastucha
Chris Dawson	Katherine Reynolds
Dorothy Dawson	Dale Scott
Sylvia Ellis	Peggy Smith
Garry Gospodyn	Verne Tully
Nel Hofenk	Ethel Thyen
Stanley Janiski	Marcel Yaskiw
Margaret Matuszewski	



Margaret Wallace, secretary-treasurer, served 50 years with three generations of Wilsons. (1900-1950)



Gordon Hinde,  
salesman,  
41 years



Nora Hinde Lofendale,  
accounts receivable,  
38 years.

# **The Wilson warehouse...281 Rupert Avenue**



Prior to Wilson's moving in — Manitoba Archives.

Wilson's have had many warehouses, including 79 Albert Street, and the corner of Lizzie and Henry with its adjoining stable and cream allowance for the cats!

The most important warehouse for Wilson's was 281 Rupert Avenue. First rented in 1914, it was purchased after the depression from Great-West Life. It was probably the salvation for Wilson Furniture during the depression of the 1930's, because of the services carried out from that good old building: moving, storage, crating, shipping, renting tables and chairs for banquets, re-upholstering, re-finishing and a cabinet shop for furniture repairs and refurbishing the trade-ins. It was all needed badly because there sure wasn't a lot of new furniture being sold!



Interior,  
281 Rupert,  
circa 1922.



Warehouse destroyed.

This ideal building came to a sudden end on February 25, 1958, when Wilson Furniture had their only fire in one hundred years. The building and contents were consumed, destroying most of the Wilson family records and putting an abrupt end to planned festivities for Wilson's seventy-fifth year.





Morris Block, 352 Main Street, circa 1882.  
— Manitoba Archives.



Circa 1921.

In August, 1970, an expropriation notice was delivered to Wilson's at 352 Main Street. In November, 1974, the City served an eviction notice, but settlement was not reached until May, 1977.

Building demolished, 1974.

## Home of Wilson Furniture from 1920 to 1974

The months following World War I were not happy ones! A general depression, spotlighted by riots, was accompanied by dropping prices. Wilson's had built up stock anticipating increased demand but the pendulum swung the other way; and when the furniture factories appointed their own travellers to sell direct to the dealers (the practice still followed today), the wholesale furniture business was doomed.

Wilson's salvaged what they could from their stock and moved into 352 Main Street in February, 1920 as retailers only. Things ran relatively smoothly for Wilson's until 1930 when the depression struck. The factories decided to back George Wilson and his associates and Wilson's survived.

The flood of 1950 saw 352 Main Street with five feet of water in the basement for almost six weeks. A major underpinning job was required as well as steel reinforcing beams for the upper floors. A new store front followed a few years later.



Circa 1955.



Parades were major events in Winnipeg's early days and Wilson's took advantage to advertise their new location at 352 Main Street.

Wilson's had one lorry for big jobs, but most of their hauling was still done by horses in 1920.



### Experts in Furniture for Thirty-Seven Years

It takes an expert to tell a perfect diamond, and it takes an expert to tell the actual quality of furniture beneath its brilliant varnish or veneer. That is why, with a vision of a store for the sale of furniture of the kind which outlasts its generation, C. H. Wilson served years as apprentice and master cabinet maker before laying the foundation of the present Wilson Furniture Company.

Then, 37 years ago, with a total capital of \$84.50, Mr. Wilson opened a small furniture store at 45 Market Street.

He offered as a guarantee of the worth of his goods his years of furniture making and his especial experience in upholstery.

Three years after his modest start, it became necessary to expand, and so the Wilson Furniture Company found a new home in the Martin, Bole and Wynne building, on Market at Princess Street.

Three years later, a further expansion was needed, and the George Kent building, beside the McIntyre Block on Main Street, was taken over. The next year, the fire which destroyed the McIntyre building damaged the Wil-

son store, and a move was made to Princess Street, on the corner of William Avenue.

Still expanding as customers came to realize the worth of expert advice as well as appearance in buying furniture, the company built first one ware-house, then a second.

In March of this year, the Empress building, at 352 Main Street, was taken over complete, with its four stories and 30,000 square feet of floor space, and this is the present home of the Wilson Furniture Company.

Following the tradition of his family, George A. Wilson, Jr., has grown up in the furniture business, and today he takes over the general management of the business built up by his father in the past 37 years.

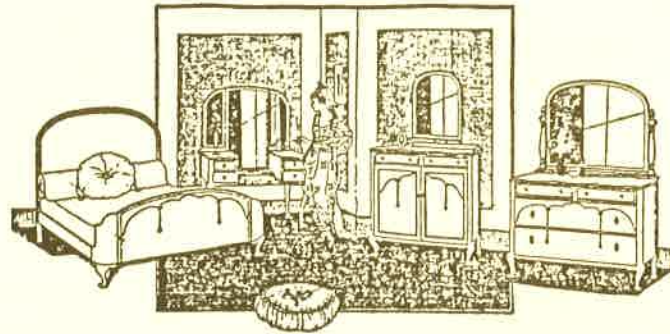
From a space of less than 1,000 square feet, the Wilson premises have grown to over 30,000 square feet. From a staff of three, a roll of 35 has grown. With the smallest purchase from the Wilson Furniture Company goes a knowledge of furniture quality which reaches back through many years of satisfactory service, and is an absolute guarantee.

## WILSON FURNITURE COMPANY

352 MAIN STREET · WINNIPEG      "You'll Do Better at Wilson's"



# The roaring 20's...



Furniture selected from our worthwhile assortments will reflect your good taste to your friends.

## BEDROOM SUITES

**Genuine Black Walnut — Doll**  
 Single, Louis XVI. Period. Dresser, chest of drawers with cupboard fitted with three sliding trays. Triple mirror dressing table. Wood bed to match.  
 Price — **\$374.00**

**Adam Style—Finished in old**  
 Ivory. Dresser, chiffonier with mirror, triple mirror dressing table, wood bed to match, open staircase panel at each side of foot end.  
 Price — **\$198.50**

**Genuine Black Walnut — Queen**  
 Anne Period. Good size dresser, triple mirror dressing table, wood bed of good design with slatted top, bedroom chair and dressing table chair. A real good value.  
 Price — **\$260.00**

## DINING ROOM SUITES

**Chippendale Period—Solid**  
 quartered cut finish. Old English finish. Buffet with mirror, 45-inch round top pedestal base dining table, double door china cabinet, five side chairs and one arm chair, genuine leather slip seat. Suite.  
 Price — **\$350.00**

**Genuine Black Walnut — Queen**  
 Anne Period. Buffet without mirror, 52-inch round top dining table, six leg effect, double door china cabinet, five side chairs and one arm chair, genuine leather slip seat. Suite.  
 Price — **\$367.00**

**Colonial Style—Quartered cut**  
 oak, doll golden finish. Large roomy buffet with mirror, 45-inch round top pedestal base dining table, double door china cabinet, five small chairs and one arm chair, genuine leather slip seat. Suite.  
 Price — **\$275.00**

### Special Values

**Sea Grass Recliner**—Rounded shape back, with sloping arm. Very comfortable.  
 Price — **\$12.75**

**Sea Grass Table**—45-inch round top with shelf underneath. Good design.  
 Price — **\$11.00**

**Chesterfield—Spring seat**  
 back and arms, three loose cushion seats. Covered in good quality of tapestry.  
 Price — **\$170.00**

**Tapestry Chair**—Wing effect back, spring edge seat, loose cushion.  
 Price — **\$52.00**

**Gate Leg Table**—Old English or walnut finish. When opened it makes a 40-inch round table. Price — **\$26.00**

**Divanette**—Solid oak frame, turned finish, upholstered in good grade of tapestry, 28-in. all felt mattress included.  
 Price — **\$85.00**

**Book Shelf**—Turned finish, fitted with four shelves, suitable for books.  
 Price — **\$9.00**

### Colored Border Scrim

This scrim is good quality, with a nice even thread, in white and ivory, with daisy borders of tan, rose and blue. 16 inches wide. Regular 160 yard.  
 Special, yard — **50c**

### Cots For The Kiddies

All steel, white enamel finish, extra high sides and upright spindles close together—a real safety crib. All felt mattress included.  
 Price — **\$23.00**

All Metal Crib—Made of flat steel, stationary side, link fabric spring. All felt mattress included. Size of crib 25 inches wide, 45 inches long.  
 Price — **\$8.00**

### Bedding Specials

All White Felt Mattress—Good quality of art tick with roll edge. All sizes.  
 Special — **\$12.75**

Coil Bed Spring—100 of the best oil tempered coil springs. All sizes.  
 Special — **\$8.75**

All Down Comforter — With fancy satin cover, with green or rose border. A real good value at — **\$14.00**

### Genuine Ostermoor Mattress

The Best—Price **\$30.00**

### Special Values

**Buffet—Solid oak, turned finish.**  
 Roomy cupboard, large linen and cutlery drawers.  
 Price — **\$49.00**

**Dining Table—Solid oak, turned finish.**  
 42-inch round top, pedestal base.  
 Price — **\$30.00**

**Diningroom Chairs—Solid oak,**  
 turned finish, genuine leather slip seat, five small chairs and one arm chair.  
 Price — **\$42.50**

**China Cabinet—Solid oak, turned finish,**  
 single door, fitted with three shelves.  
 Price — **\$38.00**

**Dresser—White enamel,**  
 three large drawers oval mirror.  
 Price — **\$40.00**

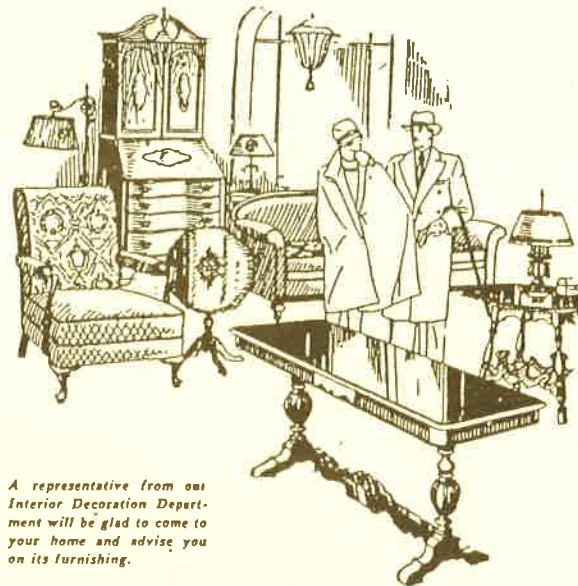
**Dressing Table—Walnut finish,**  
 triple mirror, one 45-inch long drawer. Price — **\$30.00**

**Chiffonier—Walnut finish,**  
 without mirror, three large drawers, double door cupboard, one sliding tray.  
 Price — **\$35.00**

### Simmons' Beds

Simmons' Square Tube Steel Beds—in ivory, mahogany and walnut finishes. Range in price upwards from **\$33.00**

"YOU'LL DO BETTER AT WILSON'S"  
 Store Closes Every Saturday at 1 p.m.  
**WILSON FURNITURE CO.**  
 352 MAIN STREET  
 A Few Doors South of Portage Avenue.



A representative from our Interior Decoration Department will be glad to come to your home and advise you on its furnishing.

## Furnishing Your Honeymoon Home

From the time when plans for the Honeymoon Home are merely dreams, and up to the time when dreams are realities, our store can be of great service to the new bride and groom.

### Dining Room

**NINE-PIECE SOLID OAK DINING ROOM SET**—Old English finish. Buffet fitted with one long and two small drawers, and full size cupboard. Dining table extends to 6 ft. Double glass door china cabinet and six chairs with full slip seats covered in genuine leather.  
 Price — **\$159.50**

**COMBINATION WALNUT SUITE**—60-inch buffet with mahogany overlay. Beautifully designed extension table. Large china cabinet. Six dining chairs with full leather slip seats.  
 Price — **\$215.00**

**Genuine Walnut Dining Set**—Buffet has one long and three small drawers and full size cupboard. Extension table, 44 by 60 in., extending to 6 ft. Semi-enclosed china cabinet with fancy linen drawers. Six full slip seats.  
 Price — **\$269.50**

### Bedroom

**FOUR-PIECE BEDROOM SET**—Dresser, chiffonier, vanity table and bed. Beautiful shaded walnut finish, spool-turned posts. A really splendid set.  
 Price — **\$125.00**

**Genuine Walnut Bedroom Suite**—Has a 46-in. dresser, 36-in. chiffonier, 46-in. new style vanity dresser and bow-and-bed. This is a complete new style in an oval design.  
 Price — **\$239.50**

### Living Room

**BEAUTIFUL CHESTERFIELD AND CHAIR**—Full upholstered spring seats, back and edge. Marshall spring reversible cushions. Covered in plain walnut mohair and brocade. This is our own guaranteed manufacture.  
 Price — **\$169.50**

**WELL-BUILT CHESTERFIELD AND CHAIR**—Excellent design and finished. Covered in dark taupe mohair. Marshall spring reversible cushions with one side covered in the new-style tulle having colors of blue, rose, gold and brown. Made in our own shop and guaranteed.  
 Price — **\$235.00**

**HIGH-GRADE CHESTERFIELD AND CHAIR**—Upholstered in a delightfully designed figured mohair. One side of the down-filled, reversible cushions is covered in a multi-colored damask. This is one of the finest sets turned out by any upholsterer.  
 Price — **\$395.00**

### Breakfast Room

**OLD IVORY AND BLUE BREAKFAST SET**—38-in. buffet with one long drawer and full size cupboard, drop leaf table, 44 by 38 inches, and four bow-back chairs.  
 Price — **\$59.50**

**SIX-PIECE SET IN SHADED GREY AND BLUE**—Buffet fitted with two drawers and two cupboards, drop leaf table and four bow-back chairs.  
 Price — **\$76.00**

## A Saving on Oriental Rugs

To make way for a new shipment we are offering a few of the well-known makes of Oriental Rugs at substantially reduced prices.

One only, KELLER, size 8 ft. 9 x 5 ft. Formerly \$175.00. Now — <b>\$150.00</b>	One only, TURKISH KAZAK, size 4 ft. 9 x 3 ft. Specialty priced at — <b>\$27.15</b>
One only, IRANI, size 9 ft. 1 x 6 ft. Formerly \$160.00. Now — <b>\$135.00</b>	One only, TURKISH KAZAK, size 4 ft. 1 x 9 ft. 2. Reduced to — <b>\$32.50</b>
One only, KERMAN, size 9 ft. 2 x 6 ft. 2. Formerly \$497.50. Now — <b>\$440.00</b>	Three only NOHARAN, size 1 ft. 2 x 5 ft. Formerly \$76.50. Now — <b>\$60.00</b>
Two only, YILDIZ, size 10 ft. 1 x 7 ft. 9. Formerly \$335.00. Now — <b>\$295.00</b>	One only, ANATOLIAN, size 4 ft. 1 x 4 ft. 3. Formerly \$107.50. Now — <b>\$90.00</b>
Two only, AKBAR, size 10 ft. 2 x 7 ft. 6. Formerly \$155.00. Now — <b>\$135.00</b>	One only, beautiful blue KERMAN, size 7 ft. 9 x 4 ft. 10 x 9 ft. 5. Formerly priced at \$312.00. Now — <b>\$256.00</b>
One only, AKBAR, size 10 ft. 10 x 9 ft. 5. Formerly \$218.00. Now — <b>\$175.00</b>	

**WILSON FURNITURE CO. LTD.**  
 352 MAIN STREET  
 "You'll Do Better at Wilson's"  
 TELEPHONE 21 341



## The Picnic

Taken in 1925, this photo shows a gathering of Wilson employees and their relations, probably at Lockport, Manitoba. The big furniture van provided the transportation for many of these outings.

## The Social Club

You needed one of these for the get-togethers at 352 Main Street.



1925 RECORD OF PAYMENTS 1926			
Jan. 2	July 3	Jan. 1	July 2
Feb. 6	Aug. 7	Feb. 5	Aug. 6
Mar. 6	Sept. 4	Mar. 5	Sept. 3
Apr. 3	Oct. 2	Apr. 2	Oct. 1
May 1	Nov. 6	May 2	Nov. 5
June 5	Dec. 4	June 4	Dec. 3



## The Truck

One of Wilson's first trucks. Note the chain drive and hard rubber tires.



**60 Years**  
**PROGRESS**

WILSON Furniture LIMITED  
352 MAIN STREET WINNIPEG PHONE 95 168

**Diamond Jubilee**  
1883 1943

## Another milestone!

The depression put a crimp in any celebrations for Wilson's 50th Anniversary, but this booklet was printed in 1943 to commemorate our 60th year.

## As true today as it was 40 years ago!

Quality furniture at fair prices with full services has always been the backbone of Wilson's policy.

### A STATEMENT OF POLICY

Wilson Furniture Limited have operated for 60 years on a policy built on good faith and honest and fair dealings with our customers. We have proved that giving value for value received is the surest foundation for lasting business success. We know that this can only be achieved by selling furniture built to standards of high quality, good design and long life; at prices that are as low as possible consistent with good value. Thus, we do not sell cheaply-constructed furniture built to meet cut prices — furniture that will look nice for a time and then go to pieces or become worn and shabby in a short time. We will not sell cheaply-constructed furniture at bargain prices. We follow this policy for the protection of our customers, and because it has proved to be the safest and most beneficial policy through the 60 years since Wilson Furniture Limited was founded. It has enabled us to become the Oldest and Largest Exclusive Furniture Store in Western Canada.

"You'll Do Better at Wilson's"

Reprinted from "60 Years Progress" booklet.



**"Himmel! When der Canucks get mail from Manitoba — der's no stopping dem!"**

### YOU SAID IT, ADOLF...

You just can't beat our fighting men and women! Particularly when they receive letters from home — the cheerful, newsy kind that make them feel better and fight better.

Manitobans know how vital it is to keep the morale of our servicemen and women sky-high. That's why they keep writing regularly to the brave boys and girls who are hastening your downfall, Adolf!

Unfortunately, there are still some of us back home, who **DON'T** always write as often as we should. To those, we say:

**If They're Willing to Fight — Aren't YOU willing to WRITE?**

### VETERANS!

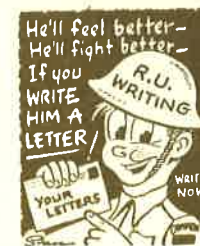
Use your **RE-ESTABLISHMENT CREDIT** to help furnish your suite or home — with smart, new furniture from Wilson's. For details, see your Veterans' Re-Establishment Credit Division, Grain Exchange Annex — NOW!

Published in the interests of  
**More and Better Letters  
To Our Servicemen and Women**

by

**Wilson Furniture Ltd.**  
352 MAIN STREET, WINNIPEG  
(Just South of Portage Ave.)

"You'll Do Better At Wilson's—Western Canada's  
Oldest and Finest Exclusive Furniture Store."



## The War Years

1939 through 1945 were the World War II years and they were very controlled ones for the furniture industry. Limited production for households meant quotas and the Wartime Prices & Trade Board dictated pricing. Sofas without any springs were common and Wilson's relied on trade-ins as demand outstripped supply. It took several years to get back to normal.



"Buy Victory Bonds" Wilson window display.

Stan Smith, ex-serviceman, drew this advertisement and co-ordinated this 100th Anniversary booklet.



# MANY HAPPY RETURNS WINNIPEG!

WE ARE GROWING WITH WINNIPEG  
THIS IS OUR 66TH ANNIVERSARY

We are proud of our sixty-six years' association with the citizens of Winnipeg. Through three generations we have maintained a steadfast policy of selling only quality furniture—reasonably priced.

We look back over our sixty-six years and we feel a deep sense of gratitude to the loyalty and confidence of our many friends who have made our business a success.



C. H. WILSON  
Founder



G. A. WILSON  
President



G. R. (Dick) WILSON  
Vice-President

## SERVING WINNIPEG HOMEMAKERS FOR THREE GENERATIONS

In 1883, when Winnipeg was still a small prairie town, Charles H. Wilson arrived from Shelburne, Ontario, and with the total capital of \$84.50, opened a small furniture store at 115 Market Street, opposite the City Hall. The early pioneers found C. H. Wilson a man who was fair in all his dealings, and so the business began to grow. After outgrowing three locations Wilson's moved to the Empress Block at 352 Main Street in 1920. In 1921 it was decided to incorporate the business and C. H. Wilson, the founder, became President, his son, George A. Wilson, became Vice-President, F. U. Humphries, Director and General Manager, and Miss M. V. Wallace, Secretary-Treasurer. Mr. C. H. Wilson passed away in 1924 and his son succeeded him. Today the company is guided by George A. Wilson as President, his son, G. Richard (Dick) Wilson as Vice-President, and Miss M. V. Wallace, Secretary-Treasurer. Miss Wallace has been with the company for forty-nine years.

## A LETTER OF THANKS...

We wish to take this opportunity, on behalf of the staff of Wilson Furniture Limited, to extend happy congratulations to you, the citizens of Winnipeg. We are indebted to you, our friends and customers, who have placed your loyalty and confidence in our organization through the many years.

Our policy of selling quality furniture, furnishings and appliances at reasonable prices, started by our founder will continue to be our guide for sound merchandising. Once again we say "Thank you," Citizens of Winnipeg.

Yours very truly,

WILSON FURNITURE LIMITED,

*George A. Wilson George R. Wilson*



352 MAIN STREET (Just South of Portage Avenue) PHONE 925 168, WINNIPEG

"YOU'LL DO BETTER AT WILSON'S"



## DID YOU KNOW WILSON'S ARE 84 YEARS OLD? OR CARE?

Lots of people care about good quality and good service. And, that, as they say, is the story of our life.

In 1883, Charles Wilson (George's father, Dick and Claude's grandfather) started Wilson Furniture at a location on Market Street.

In the following 84 years, there was the Boer War, the end of Queen Victoria's reign, World War I, the Winnipeg Labor Strike, the 'swinging' twenties, the crash of '29, the sad thirties, World War II, the Winnipeg Flood of 1950, the end of the Wolseley elm, sputnik, the coming of age of the Manitoba Theatre Centre, the Royal Winnipeg Ballet, the Winnipeg Symphony Orchestra and Winnipeg grew to be a city of 500,000 furniture users.

During those same years, Wilson's took care to sell only better furniture and to provide

good service along with it. The result was people came to trust us. We survived and thrived, becoming one of the oldest retailers in the area.

Last year, we received a letter from Miss Wilma Fisher of Shoal Lake, Manitoba, whose parents were early customers of Wilson's. Miss Fisher wished to donate back to us, simply for our own edification, an oak bedroom group sold to her mother and father on June 20, 1892, taken to the Fisher homestead and used right up to the present day! The bedroom set is now back in Wilson's store and on display for the Centennial. Not only that—Miss Fisher also forwarded us the original bill of sale!

You'll get a kick out of seeing how the Fisher's prairie home was furnished with Wilson-quality furniture for only \$67... 'sideboard' (\$12) - extension Table \$8.50) - 4 chairs

(\$5) - bedroom set (\$37) - oak rocker (\$4.50)



Then—a month or so back—Mrs. Hill Rodgers of Winnipeg sent along to Dick Wilson a bill of sale dated December 7, 1910 "which I have kept all these years. We still have the first item shown—a mahogany bedroom chair \$2.55. The brass bed went to a lake cottage and the 3 washstands sold for \$3 a piece at a sale! I enjoyed your talk on TV and decided it was your father or grandfather we did business with in 1910."

## SAME WILSON-FAMILY OWNERSHIP 1883-1967



George Wilson  
Founder's Son



Dick Wilson  
Grandson



Claude Wilson  
Grandson

WINNIPEG'S BETTER FURNITURE STORE—352 MAIN STREET SOUTH



# 'New quarters for old furniture firm'

Wilson's had moved into 280 Main Street in November, 1974, before renovations were completed, so the official opening was held in January, 1975.



Lieutenant Governor Jack McKeag, assisted by Victoria A. Wilson, widow of George A. Wilson, cutting the ribbon to officially open the new store.



Dawn McKeag, Lieutenant Governor Jack McKeag and Dick and Claude Wilson enjoy the opening.



Claude Wilson, on behalf of Wilson Furniture, presents a picture of the 1898 Winnipeg City Council to the City of Winnipeg, accepted by Mayor Robert Steen. C.H. Wilson, founder of Wilson's, was a member of that council.

# Re-creating the past...

Wilma Fisher of Shoal Lake, Manitoba, found an invoice dated 1892 when her father had purchased furniture from C.H. Wilson. She donated the invoice to Wilson's and a few years after arranged for Wilson's to obtain the bedroom suite listed on that invoice.

This suite formed the nucleus of our 100th Anniversary display, where we recreated late Victorian settings with a strong Winnipeg flavor.



Bedroom: featuring the Fisher bedroom pieces.



Parlor: featuring platform rockers, roman lounge, and organ by Bell Piano.



Dining Area: featuring oak and elm table, 200 year old clock, and 1894 Winnipeg Exhibition Award to C.H. Wilson.



A collection of Wilson Furniture and family memorabilia.



Den: featuring a Winnett's Steam Furniture Factory secretarial desk, Oriental Hotel shot glass and N.W.T. plate.

These displays were designed and set up by Dale Scott, I.D.I.M. of Wilson's. All the needlework was done by her grandmother and great grandmother.





## Did you ever ride in this elevator?

Thousands did! Lots of folks with gleeful delight, some with butterflies in the tummy and a few just because it wasn't closed in. Installed shortly after the turn of the century, it was one of the oldest continually operating elevators in North America. When 352 Main was demolished in 1974, we saved the cage as a part of Wilson's and Winnipeg's history.

*Today...*



Wilson's last move was only a block south to the corner of Graham and Main Street: the Cadomin Building. Air conditioned, centrally located with incandescent lighting in the displays, it provides an ideal showcase for quality furniture.

## OLD FASHIONED BASEMENT SALE

Two days only

Friday, May 14 and Saturday, May 15

Ladies and gentlemen of taste and discernment are advised to proceed with haste to the intriguing premises at Main and Graham, where in the basement of said establishment an astounding assembly of dramatically reduced furniture awaits your inspection.

Horseless carriages may be left on Wilson's private lot, just south of the premises.



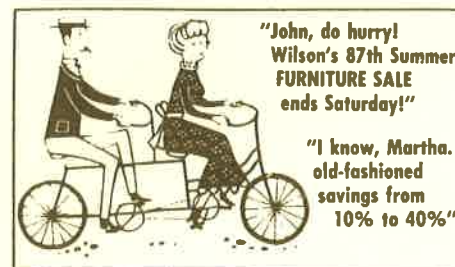
**WILSON'S**  
*of Winnipeg*

943-4411 • Main at Graham  
Open Thursday and Friday evenings

Western Canada's Oldest Independent  
Furniture Store

Established  
1883

## "Old Time Theme" ads.



WHY WAIT UNTIL  
SATURDAY?

Wilson's 87th Summer  
FURNITURE SALE  
ends Saturday, Sept. 5,  
but you should hurry in  
now for old fashioned  
savings from 10% to  
40%.



Iron out your furniture  
problems . . . attend  
Wilson's 87th Summer  
FURNITURE SALE!

Old fashioned savings  
from 10% to 40%. But  
hurry!

Sale ends next few days!  
352 Main St.



Radio controlled and fully  
equipped, this large  
furniture van provides first  
class furniture delivery.

Our newest addition is our  
attractively painted service  
van.





# WILSON'S TOMORROW

## Our Goals

Adherence to those business principles and ethics that are the hallmark of Wilson's most treasured asset...trust.

Continuance of the search for quality furniture.

Flexibility to meet customer needs as the market changes and expands.

We look forward to serving you as we enter our Second Century.



A special thank you to our staff, past and present, our suppliers, particularly those factories who supported Wilson's in the 30's and the 70's, and most of all, our customers, without whom nothing would have happened.



