## C DIAL Records relating to Willis Bros Ltd.

## Accession number: 14/06

**Historical Background:** Willis Bros. Ltd. was built in 1879 on the corner of Carr Lane and Waterhouse Lane in Hull, and was known as Willis's by the people of the city. The store owner, Mr. Algenon Willis, often organised outings to the seaside, sporting activities, and created a family atmosphere within the store.

Having survived the devastation caused by the German bombs during the Second World War Willis's maintained its traditions in the post war years. In 1955 Willis's became part of a young progressive retailing company based in Leeds known as Hurst and Sandler Ltd. The store gained momentum under the banner "Bargains are our Business" and by the early 1960s more space was required for customers and stock.

In 1967 Messrs L. H. Beal and Son Ltd. commenced excavations in the area behind the old store. The new Willis Ludlow store opened its doors to the public on Thursday 19th March 1970.

Custodial history: Deposited by Mr. Jonathan Allison in February 2014

**Description:** Includes a photograph of the store owner, Mr. Algenon Willis, a photograph of a window display of corsets at the shop, and two photographs of the Willis Bros. store with a large crowd outside. Also includes two volumes of adverts and presscuttings relating to the store.

## Arrangement:

C DIAL/1	Photographs	c.1915
C DIAL/2	Adverts and press cuttings	1911-1923

Extent: 4 items, 2 volumes

**Related material:** For further history of the opening of the Willis Ludlow department store on Carr Lane see 'Willis Ludlow: opening of the new superstore on Carr Lane', held at reference L.658.871

Access conditions: Access will be granted to any accredited reader

C DIAL/1	Photographs of Willis Bros Ltd. 4 items	c.1915
C DIAL/1/1	Photograph of the owner of Willis Bros Ltd., Mr. Algenon Willis Shows Algenon Willis standing in the store with a member of staff looking at part of a display 1 item	c.1915
C DIAL/1/2	Photograph of a window display of Fitu corsets at Willis Bros Ltd. 1 item	c.1915

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C DIAL/1/3	Two photographs of Willis Bros Ltd. with a large crowd gathering outside the store 2 items	c.1915
C DIAL/2	Press cuttings and advertisements relating to Willis Bros Ltd. 2 volumes	1911-1923
C DIAL/2/1	Press cuttings and advertisements relating to Willis Bros Ltd. 1 volume	1911-1923
C DIAL/2/2	Advertisements relating to Willis Bros Ltd. Mainly includes adverts for clothing 1 volume	c.1911-1923