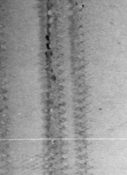


The Jarvis Lions Club has initiated some very fine things for the community over the last half dozen years, but it is doubtful if any effort brings as much direct pleasure to as many as large number at any one time, as the current skating parties for the kids to the Port Dover Arena.

We had our first experience last Wednesday night as a pilot on one of Lundy & Henderson's buses for this outing. Summer chauffeurs Jack Cooke were the co-pilots, and certainly had the hands full keeping track of their passengers. But they did a good job and had things under control at all times.

It is a long time since we have seen such a spirit of genuine happiness that marked the atmosphere. Everyone was talking or singing. From the time we started until we arrived home, two hours of strenuous skating did not appear to dampen the enthusiasm of these kids from the Jarvis area. About 140 Jarvis youngsters made this trip (not all on our bus) although it seemed we had that many, and that is the usual number taking advantage of this outing week after week.

It is quite an undertaking by the Lions Club although it should be said that probably the members are getting just as much out of it as the kids. The Club has been encouraged by the evidence of appreciation shown in the faces of the kids and with such repayment they will want to keep on doing it. It should also be pointed out that without the co-operation of Lundy & Henderson the project would not be possible. This local firm provides the means of transportation without payment of any kind, save the satisfaction of practicing the golden rule.

Here's one for the book . . . The Editor of the Port Dover Maple Leaf was fined $2.00 in 1926 by an overzealous small town Quebec cop — from which time we have a perfect record." (unquote). The forging was taken from last week's issue of the Maple Leaf, which is but a paragraph from a lengthy article penned by the Editor in which he throws the ball to the Editor of the Simcoe Reformer. The Reformer Editor finds the ball a little hard to handle due to Dan's fast upshoot. He allows the Editor of the Record a time at bat and re-affirms his deep friendship. Yours truly looked over the first pitch carefully, but didn't bite on the upshoot. One thing for sure, we're not going to go down swinging. We'll get ahold of one before the Ump calls strike three, providing the catcher is not taken out of the game.

It's a funny thing but all the chorus girls in last year's Minstrel Show production are turning out this season for the chorus.

We'd like to know whats wrong with Dave McNeilly. The way he stowed away food at the Lions Club meeting on Monday night one would think he hadn't eaten for a week.

**ST. PAUL'S W.A. TO MEET**

St. Paul's W.A. will meet at the home of Mrs. George Kelfer on Tuesday, February 22nd at 2.30 P.M.

o

**KNOX CHURCH NOTES**

During the period leading up to Easter a service will be held in the Church Hall every Wednesday evening at 8. o'clock.

A cordial invitation is extended to all in our community who so desire, to meet with us in these services.

The first service will be held on Wednesday, February 23rd at 8. P. M.

The Evening Auxiliary will hold an Apron and Bake Sale in the Church Hall on Saturday, February 19th at 2.30 P.M.

The Hobby Club meets on Tuesday at 7. P.M.


A NEW *High* IN HOME-HEATING

*Finest Quality* The silver lustre of this Anthracite identifies it as The Best ...
The VERY Best Hard Coal money can buy!

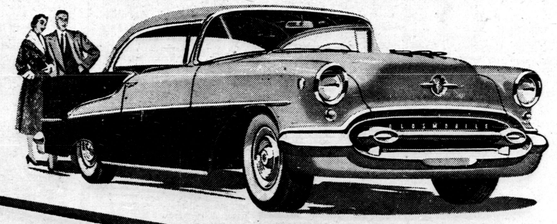
*Super-Clean...* Unique scientific CHEMI-COAT process renders it dust-free.
An exciting new achievement in fuel!

HUDSON Sterling COAL

LEATHERDALE COAL & OIL
RENTON, ONTARIO
PHONE - SIMCOE 1797J1



JUST TWO WORDS COMPLETE THIS PICTURE ...



1955 Super "88" Holiday Coupé. A General Motors Value

"TRY IT!"

Take a long look . . . and you'll long for more than a look! Well, don't be satisfied with wishing . . . because we have a spanking new "Rocket" Oldsmobile waiting for you right now! So come in and take the wheel. Feel the touch of your toe translated into instant action. See how easy every driving moment can be. How hills seem to flatten —how miles seem to fly by as the "Rocket" wings you along. And feel the roughest roads iron out in this most comfortable of all Oldsmobiles. Even if you've driven a past "Rocket" Engine car, you're missing something until you come in and test this latest—and greatest—version. Then you'll want to make this your year to go ahead with Oldsmobile!

Go Ahead! Drive a '55

OLDSMOBILE
LUNDY & HENDERSON
PHONE 95 JARVIS, ONT.


**ERIE**

Laird Lint is at present confined to his bed suffering from Rheumatic Fever.

Mr and Mrs. Robert Honeyman and Billie spent Sunday with friends at St. Thomas.

Mrs. William Wilson entertained on Saturday at a dinner in honour of Mrs. Amos Swing's birthday.

The Mens Club meet in the Church Hall on Thursday night.

The Ladies Aid meet at the home of Mrs. Gordon Roth on Thursday afternoon.

The pupils and parents of S.S. No. 7, Walpole North enjoyed a very successful Valentine Party on Friday afternoon.

The Evening Auxiliary held a very successful meeting at the home of Mrs. John McBurney on Thursday evening.

The teachers of Jarvis and North Walpole held their monthly meeting at S.S. No. 7 (Gill) school when the President, Mr. Sider had charge of the meeting. Following the reading of the minutes of the previous meeting, roll call "Safety Rules in the School" was answered by all teachers present. Two very interesting topics on science were given. Miss Wood of Garnet gave a very informative talk on the subject teaching "The Life History of an Insect." Mrs. Saunders of Jarvis gave an illustrated talk on "Birds." Mr. Young was present and gave some very helpful points on new books available for assisting in the teaching of science.

Mrs. Miller, member of the Jarvis School Board, thanked the teachers for inviting the members of the school board to their meeting.

o

**RENTON**

Miss Lois Kitchen spent Sunday at the home of her grandparents Mr. and Mrs. Chancy Kitchen.

Mr. Richard Lloyd is confined to the Norfolk General Hospital at time of writing.

Mrs. Ralph Andrews entertained the Renton Institute on Wednesday afternoon.

Mr. and Mrs Clinton Kitchen visited Mrs. Kitchens brother-in-law, Cpl. Harold Youmans who is a patient at the General Hospital in Toronto on Sunday.

Miss S. Chase and Miss D. Ford of Simcoe, spent the week end at the home of Mr. and Mrs. E. Duncan.

Mrs. Jack Wood returned home after spending the week end in Guelph the guest of her daughter and son-in-law, Mr. and Mrs. Cody.

Two Student Teachers from the Hamilton Normal School are assisting with the teaching at S.S. No. 10 this week

**BLOOD DONORS CLINIC**

The Red Cross Blood Donors Clinic will be held on Friday, February 25th in the Agricultural Community Centre from 10.00 A. M. to 12 Noon and from 2. P.M. to 4. P.M.

o

**UNITED CHURCH NOTES**

The World's Day of Prayer will be held in Wesley United Church on Friday, February 25th at 2.30 P.M. All Interested in Jarvis and surrounding community are cordially invited to attend.

## *News of the Countryside*
*"From The Record's Correspondents"*


**The Presbyterian Church in Canada**
**KNOX CHURCH, JARVIS**

11.00 A.M. — Rev. R. W. Gillespie, B.A.
10.00 A.M. Sunday School Wednesday, 23rd Feb. at 8. P. M — Mid Week Service.

This service is the first in a series to be held each week during the period leading up to Easter and you are invited to attend.

**CHALMERS CHURCH, WALPOLE**

2.30 P.M. — Rev. R. W. Gillespie, B.A.
Special Offering to-day for the Manse Furnace Fund.
1.30 P.M. — Sunday School



**CO-OP Auto INSURANCE**
— NEW LOW RATES —
JUST ANNOUNCED
Farmers support your own Insurance Company. Available to all safe drivers.
DOUGLAS PARKER
BOX 384
PORT ROWAN, ONT.
Phone 621W – or – 329R



— APPLES —
Greening, Baldwin, Sweet Spy Delicious
$1.25 to $2.75 per Hamper
Bring containers
Open Daily till 8. P.M.
Orders delivered in Jarvis
HOWARD KELLAR
2 miles north of Renton and 2 miles west of Tyrrell
Phone 617r13, Waterford



Stan Mitchell says
"Ask Confederation Life Policyowners what they think of our service"
Confederation Life Association
Bloomfield Jarvis



INSURANCE
Life ★ Fire ★ Auto
Liability ★ Etc.
W. J. McCarthy, C.L.U.
— Representing —
Sun Life Assurance Company of Canada
HAGERSVILLE, ONT.
OFFICE 53W RES. 53J



COMPARE — —
Co-Op Auto INSURANCE
PL/PD COVERAGES AT VERY LOW PREMIUMS
Comprehensive includes fire and theft
$2.00 buys $1,000 medical protection per person
For information, contact:
GEORGE RISDILL 6r3 Hagersville
HOWARD POND 10r13 Selkirk
EUGENE YAGER 4r5 Selkirk



Beach Theatre
PORT DOVER, Ont.
See All these Pictures now on our New Wide Screen
The largest in Norfolk Co.
THURS. - FRI. - SAT.
February 17, 18, 19
"THE SILVER LODE"
(Technicolor)
- starring -
JOHN PAYNE,
LIZBETH SCOTT
— PLUS —
"ROOGIE'S DUMP"
- starring -
RUTH WARWICK,
BROOKLYN DODGER
CARTOON
February 21, 22, 23
TO BE ANNOUNCED
February 24, 25, 26
TO BE ANNOUNCED



STRAND
THEATRE, SIMCOE
Phone 673
Matinee Wed. at 2. P.M.
CONT. SAT. 2. - 11.45 P.M.
— NEXT WEEK —
Monday & Tuesday
February 21 - 22
CINEMASCOPE
in Glorious Color
- starring -
EARTHA KITT,
RONNY GRAHAM
— in —
'New Faces'
- ADDED ATTRACTION -
CARY GRANT,
ANN SHERIDAN
— in —
"I Was A Male War Bride"
Adult Entertainment
WED. THRU. SAT.
February 23, 24, 25, 26
MARLON BRANDO,
JEAN SIMMONS,
MERLE OBERON,
MICHAEL RENNIE
— in —
"Desiree"
— in —
CINEMASCOPE
color by DeLuxe
Prices For Above Engagements Only
EVENINGS—
Adults 60c
Students 45c
Children 20c
MATINEE—
Adults 50c
Students 35c
Children 10c
Tax Included



Ivan W. Holmes
Licensed Funeral Director
FURNITURE
Phone 58-2
Phone 58-3
JARVIS :—: ONT.




# -:- 1955 Review of Simcoe's Outstanging Businesses and Professions -:-

**CHAS. M. WILSON MOTORS Ltd.**
**60 No. 3 Highway Phone 1780**

With the new 1955 models of Mercury, Lincoln and Meteor cars making their appearance in Simcoe in the very near future, we invite our people to visit this fine reputable firm.

Mr. Chas. M. Wilson, who with years of experience in the automobile business and in dealing with the public, makes himself a very congenial host on your visit to their establishment.

After paying a visit to Chas. M. Wilson, you will understand why this is the place where satisfied car owners come again and tell their friends about it. They are not just interested in making a quick sale, but to know that you are well satisfied. They are well equipped to give you the finest servicing.

Mr. Chas. M. Wilson has a great policy of having in their staff, who also have a wide experience in servicing the public, work in great harmony. They are not just mere employees, but a part of this great service structure that is a distinct credit to the Ford Motor Co. of Canada, whom they represent.

★

**SIMCOE BUSINESS COLLEGE**
**20 Kent S. Phone 267**

The people of this section have reason to be proud of this business school, located at 20 Kent Street, South, in Simcoe, phone 267. It is one of their leading institutions and under the capable direction of Mr. L. P. Frost, the Principal is known all over this region as a school of high standing.

They offer complete courses in secretarial and business training, including expert supervision in the operation of modern office machines.

The success of a business college is of a three-fold nature: First, it is essential that the school maintain such a standard that it entices young people to pursue their courses; Second, it requires that they maintain a well-trained faculty that can impart first class information to students. Third, it must maintain an efficient employment department as the school depends upon its placing its graduates. This business school has always had a high record in this regard.

Students may enroll at this school at any time and can be assured of receiving the complete course in a surprisingly short time.

★

**SIMCOE RADIATOR SERVICE**
**20 Kent S. N. Phone 498**

This radiator shop has come into more prominence with the increasing age of cars and trucks and determination of the public to get the fullest mileage from their units.

Damage to many parts of an automobile motor is often brought about by overheating, when the radiator does not supply water at a low enough temperature.

Do not endanger your motor from overheating and guard against the inroads of corrosion. Bring your car into this up-to-date radiator shop and have your radiator attended to before serious trouble starts.

This concern deserves our praise as they are offering an honest and efficient service doing work of the highest quality.

We take pleasure in recommending their service to you, as they do complete recoring, repairing, and cleaning and sell new radiator cores at prices you can afford to pay. They carry all re-core in stock. Stop in for this inexpensive service the next time in Simcoe.

★

**TOPS RESTAURANT**
**44 Norfolk S. Phone 43**

In this review we feel that a good place to dine while visiting Simcoe, needs mentioning. To this end we have no hesitancy in recommending the Tops Restaurant at 44 Norfolk Street.

Taking precaution by the highest type of cleanliness and sanitary methods, the management of this popular restaurant needs to be congratulated for their success toward this goal.

You may be assured that you will get real tasty light lunches, and the best dinners, cooked by capable and efficient chefs who have had years of experience in preparing meals.

Famous for fine food and courteous service, we take great pleasure in recommending this restaurant to you.

★

**LANDON'S Nursery & Greenhouse**
**Norfolk St. S. Phone 2252**

In the past few years the province of Ontario has pushed forward to occupy one of the leading positions in the field of horticulture. In fact right here in our own trade area, we have a few firms that are representative of the position the Province has come to occupy in this field.

Among those who have spent many years growing the finest flowers is Landon's. For many years this firm has been identified with this business and has proven it's knowledge and experience in growing some of the finest stock in this section of the country.

For the person who is ill, their plants or floral groups will, in a large measure, assist the patient and make him or her grateful to the sender.

For funerals, their design will assure that this final tribute has been most fitting and proper.

Without a doubt, most of us realize that they merit the utmost consideration and trade of anyone interested in FLOWERS OF DISTINCTION.

**ADAMS AND SMITH**
**Lumber & Building Supplies**
**First Ave. Phone 1032**

This dependable firm enjoys an enviable reputation by virtue of many years of honest business dealings with the public. With their modern and complete supplies of lumber and building materials, they are equipped to furnish anything that is available in the line of good lumber, doors, plywood, trim and all kinds of mill work.

New materials are coming into the building trade and this firm will be only too glad do give you full information concerning them. They handle everything available in even the largest houses, they are sure to be able to supply you with whatever you may require.

Firms such as Adams and Smith have not been serving the public for so many years without taking an interest in their patrons in giving full value, and in so doing had they have the best in lumber and building materials.

We take pleasure in recommending this reliable building supply house to the people throughout this region.

★

**CLIFF POST Men's Wear**
**15 Peel St. Phone 201**

A notable example of substantial growth and steady progress made through maintaining quality merchandise at sensible prices is Cliff Post's Men's Wear at 15 Peel Street, phone 201.

This popular men's wear store has always met with great approval by our male population in the county. They carry only the finest tines of merchandise in Men's Clothing, Haberdashery and Furnishings in NAME BRANDS that could only represent the quality that this firm has associated their good name with.

Nationally advertised lines are carried here, which assures our people of real value for their purchasing dollars.

As the old saying goes, "THE CLOTHES MAKE THE MAN." We know that the well dressed men in the county have found shopping at this modern store a pleasure.

★

**H. R. MacGREGOR & SON**
**54 Colborne St. N. Phone 441**

Since the first time, thirty years ago, that this firm was established, they have continually given every consideration to the public needs in house furnishings.

Month after month, our people have found values at this progressive store, which has become well known as the leading furniture store in Simcoe. Their February Sale is on with many outstanding values.

H. R. MacGregor & Son has a wide experience in the furniture line and in serving the public and their knowledge of present day needs places the modern art of beautiful and comfortable furniture, also floor coverings, congo wall tile and inlaid linoleum at the people's command.

We are pleased to give commendable mention to H. R. MacGregor & Son and wish them many years of continued success and we know that a visit here will find you becoming another of their hundreds of satisfied customers.

★

**KNUD RASMUSSEN LTD.**
**Main Office Second Street**
**Phone 1349**
**Downtown 31 Robinson Ph. 266**

While they are authorized Sanitone Cleaners and Dyers, a complete service of Cleaning and Pressing can be had in this district at Knud Rasmussen Ltd.

The economy of taking advantage of a regular cleaning and pressing service is not confined solely to the pleasure of having clean and spotless frocks, also included is the additional service from each garment Dirt rots fabrics and the finer the fabric the more essential it is that it be cleaned regularly.

The fact that Knud Rasmussen Ltd. Cleaners are available to take clothing that fades and needs cleaning or pressing and turn it out so that it looks like new has saved many a high priced purchase.

This is a business that requires experience and at Knud Rasmussen Ltd. only practical help is employed. Assistants are all able and efficient workmen who know their line thoroughly and thus you are assured the most careful and painstaking work. John Brown's Drug Store is the Jarvis Agent so drop your garments there for real service.

★

**MARVYN M. VEALE Funeral Home**
Formerly Walsh Funeral Home

This Funeral Home is composed of people who are eminently capable and who may be depended upon to handle all matters of grief. They are in a position to take care of families of every financial status and the aid and assistance they offer is not just one of perfunctory courtesy, but issues from the desire upon the part of Marvyn M. Veale to be of service in every way he and his firm can.

The Marvyn M. Veale Funeral Home has taken pride in the commendation received from the many families whom they have served throughout this section.

By efficient and courteous service the Marvyn M. Veale Funeral Home has gained an enviable reputation and assures you that you have given your loved one a final tribute that is both fit and proper.

**SIMCOE TILE & DECORATING CO.**
**29 Kent S. Phone 1449W**

Many people have found from experience that when it came to flooring they made no mistake in consulting Simcoe Tile & Decorating Co. This very reliable firm specializes in all kinds of flooring and are only too glad at all times to give you advice on your flooring problems. Estimates are cheerfully given without charge or obligation. Consult Simcoe Tile & Decorating Co. about your plans and they will figure with you and advise you on the best material for your own particular job. Take advantage of the advice offered by their staff of experts. Mastic, Linoleum, Vinyl Rubber Tile, Asphalt and Linoleum floors and Tile and Linoleum sinks. Pittsburgh Paints.

Visit the show rooms of Simcoe Tile & Decorating Co in Simcoe and one of their representatives will call and discuss your floor problems with you.

In this special review of the progressive business firms of Simcoe we are glad to recommend this firm to you.

★

**CHADWICK'S JEWELLERY STORE**
**20 Robinson St. Phone 254**

This store has but one ideal — TO SERVE FAITHFULLY. Their reputation for integrity assures you of complete satisfaction. The management invites you to come in and look over their wide and varied stock of Watches in leading makes, in ladies' and mens' styles, are on display — as well as a pleasing assortment of Diamonds, Silverware, China and everything else that pertains to a modern and complete stock of jewellery. The discriminating hostess will find it a joy to choose her silverware from their stock in a wide selection of patterns.

Particular attention is given to fine watch repairing. Experts will suggest what can be done and will do a job of a specialist at prices that are very moderate.

Everyone knows that Chadwick's Jewellery is headquarters for FINE QUALITY in Simcoe and we suggest you visit them the next time in Simcoe.

★

**CASWELL DAIRY**
**469 Norfolk St. N. Phone 262**

Located at 469 Norfolk Street, North, this prominent dairy is a distributor of a complete line of high grade products.

Their supply of cream and milk comes from the healthiest and best fed cows. Their plant is positively as sanitary as long experience and the expenditure of a great deal of money can make it, and the management is thoroughly conversant with all angles of this business.

There is no reason why Caswell Dairy shouldn't occupy a prominent place in the better class of dairy markets and the above are some of the reasons why this concern is so favorably thought of by so many. An ultra modern and greatly enlarged Dairy Bar is operated by Caswell Dairy serving their own Smooth Frozen Ice Cream. We suggest you pay them a visit.

To our Simcoe readers we suggest you try the products of Caswell Dairy and

★

**GRAND RIVER PAINT STORES**
**16 Colborne St. S. Phone 1722**

The name of the Grand River Paint Stores has been associated with some of the finest interior decorating suggestions in this part or the province. Let them color-key your rooms in a fresh, exciting way. Consult with their decorative experts who have had years of experience in creating beautiful interiors, harmonizing color tones and co-ordinating fabrics, furniture and walls.

They are adding Pratt and Lambert Paints, giving you a wider colour range of fine paints, also a complete line of American Imperial Wall papers.

A visit here will convince you that they have the largest selection of interior decorating supplies and the finest decorating service and advice made possible by years of dependable business dealings with the public. Their sample books may be seen in Jarvis by contacting Earle Bothwright, Fess Furniture Store or Don. Howden.

★

**LITTLE'S ENGLISH CHINA SHOP**
**42 Robinson St. Phone 1374W**
**BRANCH STORE AT 27 COLBORNE S.**

How many times have you looked at a calendar, and realized that a birthday, anniversary, wedding, or some other special occasion is staring you in the face, that calls for a gift ?

How many times have you had guests, and wish you had something a little more distinctive in the way of china or glassware. Surely this is a situation that confronts us all from time to time.

With the help of Mrs. Little and staff you can derive a pleasure in selecting and buying something that will be appropriate for the occasion and will be truly appreciated by the recipient.

They have on display Wedgewood and Daulton Dinnerware also Daulton Figurines, cups and saucer sets, china, and many other gifts and novelties too numerous to mention.

We are pleased to recommend this friendly store to our readers and suggest that you let them assist you in selecting that which will be best suited to your needs.

**W. BRADFIELD & SON Monuments**
**No. 3 Highway W. Phone 1715**

In selecting a family memorial, this firm located in Simcoe, can show you memorials built on a basis of quality and durability. They excel in all branches of memorial work and adhere strictly to the MEMORIAL IDEAL which as a Monument built of enduring granite or marble, symbolic in design and reverent in purpose, resting in surroundings of peace and beauty, a tribute of respect and honor to the dead, a constant source of inspiration to the living.

As designers, they have achieved a well merited reputation, the designs being original and artistic and they are ready at any time to submit designs and estimates for all classes of work.

The proprietor of this firm is well-known to many of our readers. They have very latest and most modern appliances enabling them to produce the finest grades of work. W. Bradfield & Son can meet all requirements from the headstone to the most elaborate memorial. Their aim is to satisfy and they will figure with you or help you select something that meets your desired needs.

★

**WALKER STORES LTD.**
**10 Norfolk St. S. Phone 51**

You are invited to visit them when in Simcoe. Their location is 10 Norfolk St. South, phone 51. The fundamental desire of Walker Stores Ltd. is to satisfy customers' needs. That they have succeeded is shown by their increasing number of patrons. With years of experience in the Dry Goods business Walker Stores Ltd. know and understand the customer's needs.

In the Dry Goods line is a wide range of furnishings, also men's furnishings and a section for ladies' children's and infant's wear, demonstrated by sales people who strive to understand the needs and demands of each customer.

You will find an excellent line of curtains blankets, drapes, linens, etc.

Shopping regularly at this progressive store are many satisfied customers. Prompt service and courteous treatment makes shopping in this store a pleasure. Walker Stores Ltd. merits the utmost consideration.

★

**BURT'S LUGGAGE SHOP**
**20 Kent N. Phone 55**

There is something about Burt's Luggage Shop that makes it outstanding when shopping for leather goods of any description.

Custom made Leather Goods of all kinds and description can be found here. They also carry a complete line of leather bill folds, writing cases, ladies handbags, luggages, etc.

Burt's Luggage Shop extends a cordial welcome to the people of this section and can assure you that you will be served with courtesy and promptness at this friendly store.

The basic reason for their success is that they have continually maintained a reputation for handling the best quality goods at the most reasonable prices.

So, it is that we suggest to our readers to visit Burt's Luggage Shop and take advantage of the high quality merchandise that they offer.

★

**AITKEN'S GARAGE**
**26 Kent St. N. Phone 304**

The success of any business enterprise has always been proportionate to the excellence of the products that are sold and the type of service that is rendered, and in no field of endeavour has the competition been greater than in the automotive field, yet this competition has created for the motorist the best that can be had in transportation and comfort at reasonable cost.

Aitken's Garage is one of the most complete and satisfactory services in this entire region. Here they are equipped to serve your car, truck or tractor in the highest capacity or supply you with whatever parts you may require.

Sales and Service for the new 1955 Chevrolet, Oldsmobile motor cars, they have year after year met the demands of the public

We are sure you will receive a sincere welcome with no obligation other than to inspect and see what is available in the way of the most dependable transportation ever offered the public.

★

**SUPERIOR PROPANE Ltd.**
**618 Norfolk St. N. Phone 1690**

This firm has made many friends and is highly esteemed by all who have had the pleasure of dealing with them. About the product they handle: Propane liquid gas has revolutionized farm and suburban home owners' way of living. It has often made suburban dwellings superior to city living conditions. Recognizing the trend of improved conditions this firm has taken a lead in supplying the finest propane gas in cylinders and bulk and its appliances.

For the one who is not familiar with Propane gas and its many uses, it can be said that it offers efficiency and economy for either tobacco curing, refrigeration, water heating or cooking. Aside from home use, it is being widely used by farmers in brooding houses and for other commercial purposes. It is simple to operate and handle and if you are interested in checking with others who now use this service contact the management as they can refer you to many satisfied customers.

**BINT'S BUILDERS & SUPPLIERS**
**150 Grove St. Phone 1704**

The progressive firm located at 150 Grove Street features the very best in building supplies. This firm has become an important factor in the development of this section. By purchasing to ad advantage when the market is right and by employing experienced help they are able to offer at reasonable prices the high est quality building materials thus encouraging the extension of homes and business enterprises. Hardware Tools, Masonite, Plywoods, Insulation are also carried by this friendly firm.

Let them serve you with your next order of builders' supplies and you will get the sort that builds for permanency. Contractors and the public in general have come to know that whatever they desire in this line can be secured from this firm with a knowledge that it will be the best grade consistent with price.

We are pleased in this edition to give commendable mention to Bint's Builders & Suppliers who also do building and renovations of all types and to assure the buying public that they will receive the best in service and courtesy.

★

**FILTER QUEEN Sales & Service**
**599 Norfolk N. Phone 177**

This name has stood out and will be well remembered by the many people who have had the pleasure of dealing here.

Among the many items carried here is the finest of floor polishers and Filter Queen, the bagless cleaner and health unit, which cleans in ¼ of the time of a vacuum while actually filtering the air that you breathe.

If you have not already stopped in to see their new fine showing of moderately priced articles that serve your household needs then we suggest that you do so the next time in Simcoe.

They carry air conditioners and the finest polishers to be seen anywhere, also at prices you can afford to pay. So stop in here and acquaint yourself with Mr. M. Willett who has always conducted business in a courteous manner at all times.

★

**GLEN NEIDRAUER**
**White Rose Farm Trade Agent**
**R.R. 2, Simcoe Phone 2208W1**

There has been no time when the necessity for proper gas and lubrication products has been greater than today.

With the new high compression engines used and with the increasing use of oil and gas products, the services of a distributor such as Glen Neidrauer has come into greater demand.

Recognizing this fact, the Canadian Oil Co. Ltd. through it's many dealers and distributors, offers the people gasoline, oils, lubricants, fuel oils, stove oils and greases that will meet all requirements.

That White Rose Products have gained such recognition is, in a large measure due to the efforts of such dealers as Glen Neidrauer, who serve the public in every way. We suggest you contact Mr. Neidrauer and let him supply you with these quality products.

★

**CHUCK BASKERVILLE Sports Shop**
**63 Robinson St. Phone 856**

This is one of the foremost sporting goods centres in this region, supplying all the sportsman's needs, large or small.

They carry a complete line of Sporting Equipment, a large and splendid stock of Baseball and Hockey equipment, also Bicycles, Tricycles, Johnson Outboard Motors and other sports supplies and a complete line of fishing and all hunting equipment including guns and ammunition and are well known as a sportsman's headquarters. You will find on duty at all times, experienced men who will help you make your selection and the stock is so large and varied in price that you will be able to find something suitable. And in addition they are complete team outfitters.

"Chuck" Baskerville should be complimented for the need which his business is filling in the Simcoe community. We recommend his services to our readers for anything in the Sporting Goods line.

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**A. S. EDMONDS & Co. Feeds & Seeds**
**83 Norfolk St. S. Phone 40**

This is one place in this section that the farmer can obtain the best in supplies and services, and at reasonable prices, always maintaining an up-to-date business for the accommodation of the many people they serve. This top rated business firm has an enviable record for fair price and good quality and has always met with great favor by the people of this area.

They have thus assured the public that feeds, seeds and bulbs field and garden fertilizer coming from their place are pure and wholesome. This feed supply house has always been a centre of activity for the farmers of this region.

Stop in at this popular place and acquaint yourself with the services, facilities and products available here and regardless whether you are buying or not, you will be sure of being made welcome and we are pleased to recommend this firm to all our people.

**ORLIN E. HONSBERGER Co., Ltd.**
**No. 3 Highway at Cedar St. Phone 1616**

As the authorized dealers for Dodge, DeSoto motor cars, Dodge Trucks Allis Chalmers Tractors and machinery, with their fine outstanding record of performance, they carry through their policy of "with sales goes service," and have lived up to their policy by operating one of the finest repair service departments in this part of the province, where you will find at all times licensed mechanics, who, with years of experience, enables them to service your car, truck or tractor in the shortest time possible together with the high quality work for which they are well known.

This reliable firm, besides having expert mechanics, have the best equipped parts department, where you will find, all the necessary parts and accessories that your car, truck or tractor requires.

Under the capable direction of Orlin E. Honsberger this firm has become one of this community's best auto dealers and we do not hesitate to recommend this progressive firm to all the people of the district.

**GORDON MARSHALL Ladies Wear**
**40 Robinson St. Phone 898W**

This is one of the foremost women's fashion centres in this part of the province, and they have conducted business in an admirable manner

You will find here dresses, suits, coats, Jantzen clothes, Patriotta Bathing Suits, Lingerie, Sweaters, Skirts and Blouses. Hosiery and Sportswear for every occasion. Their collection excels in variety and distinctiveness and they are always up-to-date.

Their style experts are always alert to every new fashion trend and to consistent touch with the mode of the moment. For your inspection you will find a magnificent display of authoritative fashions from the foremost designers.

Gordon Marshall Ladies Wear know the value of a satisfied patron and would like you to make a sale than not have their customer's satisfied with their purchases.

We take great pleasure in this review in commending this up-to-date and modern store upon their distinctive styles and the service they render. We suggest you call into Gordon Marshall Ladies Wear the next time in Simcoe.

★

**F. W. WOOLWORTH & Co. Ltd**
**1 Robinson St. Phone 989**

Every Saturday and most of the week days finds many housewives walking up and down the aisles of F. W. Woolworth & Co. Ltd. Thrifty women know that Woolworth's offers bargains that cannot be surpassed elsewhere.

The buyers for F. W. Woolworth & Co. Ltd. watch the markets closely and buy articles so that folks may receive the wanted things — things essential to good living — at prices and quality that equal any other merchantile enterprise.

This store believes in the community it serves; the staff of salespeople are recruited from the territory the stores serve We commend F. W. Woolworth & Co. Ltd. to our readers as one worthy of your fullest consideration offering quality at sensible prices.

★

**LYNN VALLEY PACKERS**
**R.R. 3, Simcoe Phone 1550J1**

The name of this packing company is well known to the stock raisers in this section. Their office and plant are on R.R. No. 3 Simcoe. This concern pays the farmer and stock raiser the market prices and provides fresh and superior meats to the retail trade thus serving the public in a double capacity and meeting the liberal support and patronage of all in this section who wish the best and have local interests at heart. Their products are well known in this community.

A wholesale meat concern such as the Lynn Valley Packers is essential to the progress and growth of the community. It provides a necessary service in supplying meats.

In this review of the leading businesses of Simcoe, we compliment this progressive firm and recommend their products to all our readers.

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**CANADIAN TIRE CORP. Associate Store**
**26 Sydenham Phone 1030**

Few, if any, business firms have attained the prominence that is awarded the Canadian Tire Corporation Associate Store at 26 Sydenham in Simcoe, phone 1030.

They have built their business and increased their number of friends and customers, through their policy of good service, courteous attention and satisfaction above all to all.

Fair prices for the many hundreds of pieces of good quality merchandise such as tires, tubes, power tools auto accessories, electrical appliances, sporting goods and many other kinds and types of small items necessary and handy around your auto or home.

We feel that we would be far amiss if we should fail to count the Canadian Tire Corporation Associate Store under the personal direction of Mr. C. C. Colver as a distinct credit to the great Town of Simcoe and district. With the great multitude of satisfied customers, we wish in this review to highly recommend this firm.