

# WHO'S WHO IN HAGERSVILLE

BY LARRY AND ROBERT BURTON

## Reviewing the Outstanding Businesses and Professions IN OUR NEIGHBORING TOWN

### PEARCE CONSTRUCTION CO. LTD. HEWITT PAINTING & DECORATING

ARE VERY WELL QUALIFIED IN THE FIELD OF SANITATION  
46 KING ST., W. 768-3731

No service is more important to the progress and growth of the country than that which supplies means of sanitation. In this day and age, pre-sanitary conditions a great work is done by PEARCE CONSTRUCTION CO. LTD. and through years of progress and expansion, it has grown to be the largest firm of its kind in Haldimand County and changed the name to PEARCE CONSTRUCTION CO. LTD. This firm is capably directed by CHARLES E. PEARCE, formerly of PEARCE CONSTRUCTION CO. LTD. and R. R. English. They are builders of Water Treatment Plants, Sewage Treatment Plants and Water and Sewage Systems. They are just completing two of the largest Sanitation Lagoons in Ontario: a five acre lagoon in Strathroy and an eight acre lagoon in Gananoque. They have half completed the construction of a complete Sewage and Sanitation System for the Village of Smithville, which is a three hundred thousand dollar project.

They thoroughly understand sanitary requirements and are able to cope with every situation. When we compare the homes in our towns and disposal, and then look at the average home today, we can readily see that such concerns as PEARCE CONSTRUCTION CO. LTD. are playing an important part in our continued health, as well as our comfort. This firm is standing businesses in Hagersville.

### RACHER PLUMBING & HEATING

A VERY DEPENDABLE FIRM SERVING HAGERSVILLE AND DISTRICT  
7 KING ST., W. 768-3024

This firm was originally established in 1945 as Brooks & Racher by Bill Brooks and Vic Racher, then in June 1962 the partnership was purchased by VIC RACHER who in June 1963 changed the firm name to RACHER PLUMBING & HEATING.

"VIC" features only better known lines of Plumbing and Heating fixtures, which are well recognized for Quality and Service ability. It is true that it takes good dependable products to have the finest Plumbing and Heating work, but it is also important to have it properly installed by a firm such as RACHER PLUMBING & HEATING who have been identified with the trade for many years. All of their Plumbing and Heating Mechanics are licensed members, which attests to their qualifications. They are specialists in Modern Bathrooms and Modern Heating, both gas and oil, with over 18 years of experience. Also service work in all types of plumbing and electric water heaters. This includes Repairs, Alterations and New Installations for Residential, Commercial and Industrial services.

We suggest you try this up-to-date organization for your Plumbing and Heating problems as many others have been pleased with the very satisfactory service of VIC K. RACHER who has become one of Hagersville's most reputable firms.

### WINGER ELECTRIC CO.

BUILDS LARGE PATRONAGE THROUGH THEIR HONEST POLICIES  
61 MAIN ST. 768-3241

This Appliance Centre was established in 1954 by KEN WINGER, who has thirty years experience in the Electrical field. By visiting this store you will see a large selection of Modern Appliances, T.V., Hi-Fi and Stereo awaiting your inspection and you will find this as well as their courteous service accorded each customer. They feature only the quality name brands such as General Electric, Frigidaire, Kelvinator and R.C.A. Victor. In the Service Department at this store you will find only factory trained mechanics to give you the type of service that demonstrate their merchandising to give you the type of service that available to you or a call on the telephone will be glad to that they can assist you in this line. You will find too, that they are one of the many advantages of shopping at WINGER ELECTRIC CO. is that you buy Top Quality brand name merchandise at prices that will certainly please you. There are many advantages certainly merit your inspection, so why not stop in and see for yourself why WINGER ELECTRIC CO. is Appliance Headquarters for the district. This firm is recommended to you.

### OFFERING CRAFTSMANSHIP OF HIGHEST QUALITY SINCE 1954

74 KING ST., E. 768-3224

This widely recognized firm has been serving Hagersville and surrounding districts since 1954 and directed by JIM HEWITT who is assisted by a highly skilled Tradesman in the Painting and Decorating business. They maintain an up-to-date Contracting Department, with adequate facilities to serve your requirements in Residential, Commercial and Industrial. They are specialists in Masterpiece Finishes for Factories, Offices, Churches, Schools and Homes, and for their extensive work at Industrial Spray Painting. Their vast experience enables them to create beautiful colorings, harmonizing color tones and co-ordinating Fabrics, Furniture and Walls in Interior Decorating. Call upon this firm to look after your Painting and Decorating requirements, as they will convince you they have the most complete Decorative Services of Expert Advice, all made possible by twelve years of experience and are worthy of recommendation for complete satisfaction in Decorating Services.

### GRAHAMS ESSO SERVICE STATION

HAS GAINED COUNTLESS SATISFIED CUSTOMERS THROUGH QUALITY PRODUCTS COMBINED WITH SERVICE  
30 MAIN ST., S. 768-3721

It is a well known fact that every Service Station offers the travelling public gas and oil products. GRAHAM'S ESSO SERVICE STATION, established in 1944 offers you ESSO PRODUCTS ensuring happy motoring. These products are guaranteed by Imperial Oil Co. Ltd. who have the largest research laboratories in the Dominion. These ESSO GAS and OIL PRODUCTS of N. A. (AUB.) GRAHAM and well chosen attendants are responsible for the success of this business. They assure efficient service for Repairs, Wax Washes, Lubrications, Polishing and Batteries, plus the combined services of GRAHAM'S ESSO SERVICE STATION is a very dependable business which gives the motoring public confidence that their car is being serviced properly as well as Top Quality IMPERIAL OIL ESSO PRODUCTS.

### BOUSFIELD I.D.A. DRUGS

EXTENDS PERSONALIZED SERVICE TO MANY PEOPLE OF THE AREA  
28 KING ST., W. 768-3213

This popular Drug Store, established in September of 1933 in Hagersville, carries a complete line of Perfumes, Cosmetics, Toilets, Waxes, and a wide variety of Medical Supplies, Veterinary Supplies and also a supply of Photographic Equipment. This professional concern has always given an exceptionally good service at all times. In keeping with their modern policy, they have kept up to date on all new items on the market today. Under the personal direction of MISS IDA V. BOUSFIELD, Pharm. B. who has been a graduate of Hamilton Normal School, you can be sure of receiving the best professional concern, which is right abreast of the time, and to those who desire anything in up-to-date drugs, it is suggested that you visit BOUSFIELD I.D.A. DRUGS who have many satisfied patrons throughout the area.

### MARY JANE SHOP

IS ONE OF THE MOST POPULAR FASHION CENTRES IN THE DISTRICT  
9 MAIN ST., N. 768-3121

There are very few stores that cater to MILDADY that have gained the prominence that is awarded MARY JANE SHOP which introduces the latest in fashion for the smartly dressed woman of the area. You will find a wide selection of sports wear, skirts, blouses, lingerie, millinery and accessories. Their collection excels in variety and distinctiveness and they are always moderately priced. Their experts are always alert to every new fashion trend and are in constant touch with the mode of the moment. For your inspection you will find a magnificent display of authoritative fashions from the foremost designers.

MARY JANE SHOP realizes the importance of a satisfied patron. At this time 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 make this store which was established in 1948 and is capably operated by MISS IDA KIEFER and assisted by MRS. HELEN HUNTER your headquarters in the area for more pleasant shopping.

### AUTO OWNERS DEAL WITH CONFIDENCE

FLEMING MOTOR SALES  
86 MAIN ST., S. 768-3321

This firm, founded on March 1, 1956 with the highest standards until the time of its acquisition by MR. MAC SMITH the Manager and a well chosen people with great confidence, the car of their choice from a TRUCKS plus the finest quality, clean and dependable used cars.

This firm's greatest asset is their good reputation which has been held through fair and honest policies in all sales conducted by the past years.

From the very instant you stop here you realize that this is a sales staff are on the job to see that you are shown the most suited to your individual requirements. After a demonstration with their policy of satisfaction to customers you have become one of their many hundreds of satisfied customers who already know that FLEMING MOTOR SALES is the place to come for dependable transportation.

### DON HYDE MARINE

IS THIS AREA'S LEADER IN WATER RECREATION  
52 ALMA ST., S. 768-3102

See twenty-one feet of new boating ideas at DON HYDE MARINE all captured in the "Traveler" a fibreglass boat reflecting the concept in boating pleasure. This beauty is powered by an inboard motor which is capably owned and operated by MISS DONNA KETT who is all recognized Hair Stylist. Visit the shop and get the lustrious look for all occasions, as she is a Specialist in all the latest methods. This Styling Salon, established in December of 1961 is amply prepared to serve you in the field of Beauty Culture.

DONNA'S BEAUTY LOUNGE is worthy of the patronage of all the art women of the district, and the splendid reputation she has attained mostly due to the high state of her efficiency. Through well chosen treatments she is able to bring out those important qualities of youth, dignity and good grooming, which are so necessary for the women of today to this.

DONNA'S BEAUTY LOUNGE offers the most complete service in Beauty Culture. We are pleased to refer these services to you without reservation.

For the finest in marine equipment, boats, motors, trailers, sales and service, check DON HYDE first. Learn all the reasons for their slogan "Your Marine Needs. Our ONLY Business." You'll be glad you did.

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### HALDIMAND FLOUR & FEED MILL

WELL RESPECTED NAME TO THE FARMERS OF THE AREA SINCE 1938  
25 MAIN ST., N. 768-3021

As a Feed Service, this firm has always worked in the interest of the Farmers of the area. Being most accommodating at all times has been a trait of HALDIMAND FLOUR & FEED MILL established in 1938 by MR. GEORGE MURDOCH. Previous to this the mill was established in 1888.

This top rated business firm has an enviable record for fair prices and good quality and has always met with great favour by people of this area. They have assured the public that Feed coming from their plant is of top quality. They are manufacturers and distributors for MASTER CEMENT, C.L.L. FERTILIZERS, BULK GRAINS, FARM SUPPLIES, and also carry a complete line of Feed Service, including Custom Chopping, and have a complete line of available feed and poultry remedies. Rolling and Mixing Flour and they specialize in Chipman Sprays.

This Feed Supply House has always been a centre of activity for the Farmer of this region and is under the personal direction of MR. GEORGE MURDOCH who is well known in this district. By visiting HALDIMAND FLOUR & FEED MILL you will, without any doubt see for yourself the reason of preference for their services by many, many people in the area, as this is the oldest independent Feed Mill in Haldimand County.

### BOWMAN'S AUTO BODY

CAN BE JUSTLY PROUD OF THEIR FINE WORKMANSHIP  
ONEIDA ST. 768-3321

KEITH BOWMAN, who established this most complete Collision Centre as a business man that can take honest pride in the many jobs he has completed. With a background of 17 years of experience in auto body work, assisted by highly experienced Body & Fender mechanics, plus a well equipped shop, it is not surprising that his reputation in a Complete Collision Service includes Expert Painting, Refinishing, all offered to the motoring public at a most reasonable price.

It is known for the courteous and prompt attention extended to all clients. This shop prides themselves in producing the finest Workman-ship by this firm. "RAY'S" interest in upholding the excellent reputation acquired through this type of service since 1947.

Most of us are not mechanically inclined, so when we face the problem of car trouble which happens from time to time unexpectedly, we have to rely on what the garage mechanic relates as the problem. WINGER'S GARAGE has proven themselves reliable and trustworthy and are a credit to the community. This is also your Sales and Service Dealer for JOHN DEERE FARM EQUIPMENT. Whatever your problems in car repairs, you can be assured this firm will give you an honest estimate and complete the job to your satisfaction. They also have a towing service and are members of N.A.L. and O.A.A. For dependable service you can rely on WINGER'S GARAGE.

### DONNA'S BEAUTY LOUNGE

EXTENDS A COMPLETE SERVICE IN BEAUTY CULTURE  
KING ST., W. 768-3102

Stylish Hair Styling is the answer to the success of DONNA'S BEAUTY LOUNGE, serving style conscious women as experts in all Beauty Culture, which is capably owned and operated by MISS DONNA KETT who is all recognized Hair Stylist. Visit the shop and get the lustrious look for all occasions, as she is a Specialist in all the latest methods. This Styling Salon, established in December of 1961 is amply prepared to serve you in the field of Beauty Culture.

DONNA'S BEAUTY LOUNGE is worthy of the patronage of all the art women of the district, and the splendid reputation she has attained mostly due to the high state of her efficiency. Through well chosen treatments she is able to bring out those important qualities of youth, dignity and good grooming, which are so necessary for the women of today to this.

DONNA'S BEAUTY LOUNGE offers the most complete service in Beauty Culture. We are pleased to refer these services to you without reservation.

### GOODWIN BLOCK & TILE CO.

SUPPLYING HIGHEST QUALITY CONCRETE PRODUCTS THROUGHOUT THE AREA  
MAIN ST., S. 768-3032

This firm was originally established in 1930 by the late William Goodwin who operated this business by the highest standards until the time of his death in October 1955. Since that time the business has been successfully carried on by his wife MRS. HELEN GOODWIN.

GOODWIN BLOCK & TILE CO. has been meeting the demands for Concrete Material and has become widely recognized by builders throughout this section. Whenever you require materials for a job large or small, this firm's courteous and fully trained personnel can look after your requirements.

They have equipped their plant for the production of Concrete Blocks, concrete blocks, septic tile, culvert tile, well tile and manhole tiles, side walk slabs and patio slabs. Lawn ornaments such as Urns, in all shapes and sizes, also name plates and garden figurines are pleased to give commendable mention to this firm which has every effort to meet the demands of each customer with the finest and service at all times. We are pleased to recommend their products to all our readers.

### CANADIAN TIRE CORPORATION

ASSOCIATE STORE IN HAGERSVILLE IS THE FINEST IN THE DISTRICT  
MAIN ST., S. 768-3331

This is one of the most popular Automotive Centres in the area, that provides the motoring public with quality products and service. Established in 1958 and successfully owned and operated by MR. GEORGE A. BEAL, this firm is well known for its progressive policies in business. The service department has been greatly enlarged to handle the large increase in business enjoyed by this firm. There are no parking problems here either. Everything is featured for your convenience in shopping. Efficient members of the staff are always ready to assist or serve you in a most courteous manner.

With finest quality merchandise, such as Superluxe Tires, Tubes, Motor Batteries, Mastercraft Tools and Sporting Goods, and thousands of other items too numerous to mention, which are all featured at lowest possible prices, but provides the many essentials for your home and happy motoring. Canadian Tire Stores are associate stores and are 100% Canadian. They are operated by local businessmen like GEORGE BEAL who are deeply interested in their community. The quality merchandise provided by Canadian Tire Corporation with over two hundred and thirty associate stores in Canada, plus the efficient services by this popular store in Hagersville warrants our highest recommendation.

### WINGER'S GARAGE

IS ONE OF HAGERSVILLE'S MOST POPULAR SERVICE CENTRES  
R.R. No. 1, HAGERSVILLE 768-5552

Maintaining best possible service at lowest cost are the principles in business instituted by RAY WINGER, the owner of this fine business who has almost 26 years of experience. This has been achieved by expediting expert repair services with the aid of wide mechanical knowledge and modern equipment plus "RAY'S" interest in upholding the excellent reputation acquired through this type of service since 1947.

Most of us are not mechanically inclined, so when we face the problem of car trouble which happens from time to time unexpectedly, we have to rely on what the garage mechanic relates as the problem. WINGER'S GARAGE has proven themselves reliable and trustworthy and are a credit to the community. This is also your Sales and Service Dealer for JOHN DEERE FARM EQUIPMENT. Whatever your problems in car repairs, you can be assured this firm will give you an honest estimate and complete the job to your satisfaction. They also have a towing service and are members of N.A.L. and O.A.A. For dependable service you can rely on WINGER'S GARAGE.

### HAROLD M. COURTNAGE & SON

THE FINEST SELECTION OF EVERDAY ITEMS AND SPORTING GOODS  
42 KING ST., W. 768-3252

Located on King Street in Hagersville, this store is held in high esteem by its many patrons. Originally established over three quarters of a century ago by the late John William Courtmage, who was joined in business by his son HAROLD M. COURTNAGE. Then in 1951 a grandson of the founder, WILLIAM (BILL) COURTNAGE joined his father in business to make a third generation serving Hagersville and district. Here one will find the most complete line of Tobacco, Cigarettes and Smokers Accessories with the largest selection of Books in Haldimand County, featuring Dr. Plumb Medical Pipes, Kayewood and G. B. D. Also Confectionary, Greeting Cards for all occasions, Children's Books and the latest novels and books by well known authors are available here.

In January, 1963, they expanded their store to include a SPORTS DEPARTMENT featuring Baseball, Softball, Golf and Hockey Equipment in season, Fishing Tackle, Dart Games and Supplies, plus many hundreds of different indoor games.

The service at this store is very modern. Goods are well displayed and the clerks are always ready to aid customers. MR. HAROLD M. COURTNAGE and his son "BILL" extend a welcome to old and new customers, and are always glad to have you visit the store.

It is with this in mind that we recommend HAROLD M. COURTNAGE & SON to anyone interested in the purchase of Fine Quality Goods at the best prices, and we feel that a purchase there will more than satisfy your desires.

At this popular Men's Shop you will find only the highest quality merchandise featuring such famous brand names as Semi-Ready Clothes Co., Elite Sportswear, E. S. Curries manufacturers of Titehook Belts and Suspenders, Forsyth Shirts, Jockey Shorts, MacGregor Socks, Billionaire and Stetson Hats and Brotherhood Workwear, which are not only backed by this dependable store, but also by the manufacturers. MR. BILL KIEFER, the popular owner, is associated with all the leading manufacturers of Men's Clothing. They are featuring at the store the most complete selection in Summer Fashions.

On behalf of BILL KIEFER and his staff, we extend a personal invitation to all our readers to visit his shop which is more than worthy of our recommendations.

### BEAVER LUMBER CO. LTD.

THE GREATEST NAME IN THE BUILDING SUPPLY BUSINESS IN CANADA  
14 TUSCARORA ST. 768-5723

This firm enjoys the enviable reputation by virtue of over 50 years of honest business dealing with the public. This is an all Canadian Company with over 300 branches from British Columbia to Quebec. There are 75 branches in Ontario and this is the world's largest Building Supply Company and successfully owned and operated by MR. GEORGE A. BEAL, who is well known for his progressive policies in business. The service department has been greatly enlarged to handle the large increase in business enjoyed by this firm. There are no parking problems here either. Everything is featured for your convenience in shopping. Efficient members of the staff are always ready to assist or serve you in a most courteous manner.

With finest quality merchandise, such as Superluxe Tires, Tubes, Motor Batteries, Mastercraft Tools and Sporting Goods, and thousands of other items too numerous to mention, which are all featured at lowest possible prices, but provides the many essentials for your home and happy motoring. Canadian Tire Stores are associate stores and are 100% Canadian. They are operated by local businessmen like GEORGE BEAL who are deeply interested in their community. The quality merchandise provided by Canadian Tire Corporation with over two hundred and thirty associate stores in Canada, plus the efficient services by this popular store in Hagersville warrants our highest recommendation.

### HAGERSVILLE FLORISTS

50 MAIN ST., S. 768-3262

This well known floral business was established in February, 1959, and is capably owned and operated by MR. CALVIN KIVELL who has 11 years of experience in the field of Horticulture and is assisted by his wife LAVERNE.

This firm is well recognized as growers of the finest flowers and designers of the most beautiful floral arrangement and for the convenience of their many patrons they opened their popular flower shop to accommodate their valued customers.

Through their wide experience in flowers for every occasion they have gained an enviable reputation and without doubt, have done their share to make famous the slogan "Say It With Flowers". As members of the U.F.C., they can cable flowers to any part of the world. With an experienced staff in the art of floral arrangements, anyone desiring floral designs for parties, weddings, funerals, or creations for any occasion, will find using the services of this firm assure themselves of unique floral design from this firm which is recognized throughout the area for the "FLOWERS OF DISTINCTION".

### HARRY THOMAS REALTOR

PROVIDES PERSONALIZED REAL ESTATE SERVICE AND ENJOYS GREAT POPULARITY  
20 ONEIDA ST. 768-3785

No Firm could in this highly competitive era, survive and prosper without taking a personal interest in their community, in pleasing their clients and in giving full value to these clients. Hence, it is interesting to note that HARRY THOMAS has abided by these principles, and will continue to enjoy success in business. The business itself was established in 1958 and "HARRY" who is a Member of the Ontario and Hamilton Real Estate Boards, has figured prominently in transactions of every nature pertaining to the buying and selling of Real Estate, placing experienced counsel of practical value at the public's command. Having been so closely acquainted with values and their fluctuations, and noting the trends from year to year, he is in a position to give an appraisal of properties regardless of their type.

This Firm offers this area a complete Real Estate Service, which includes: INDUSTRIAL, COMMERCIAL, RESIDENTIAL and FARM PROPERTIES, as well as Rental Department, a Property Management Service and Mortgages. People come to this office with confidence, because HARRY THOMAS REALTOR has been decidedly fair at all times.

### BILL KIEFER'S MEN'S WEAR

MEETS THE DESIRES OF THE WELL DRESSED MEN OF THIS COUNTY  
12 MAIN ST., N. 768-3532

In this part of Ontario, the needs, desires and demands of the male population are more than satisfied at BILL KIEFER'S MEN'S WEAR.

BILL KIEFER'S MEN'S WEAR has been established since 1940 and carries a complete line of Men's Clothing including a fine display of casual-wear.

At this popular Men's Shop you will find only the highest quality merchandise featuring such famous brand names as Semi-Ready Clothes Co., Elite Sportswear, E. S. Curries manufacturers of Titehook Belts and Suspenders, Forsyth Shirts, Jockey Shorts, MacGregor Socks, Billionaire and Stetson Hats and Brotherhood Workwear, which are not only backed by this dependable store, but also by the manufacturers. MR. BILL KIEFER, the popular owner, is associated with all the leading manufacturers of Men's Clothing. They are featuring at the store the most complete selection in Summer Fashions.

On behalf of BILL KIEFER and his staff, we extend a personal invitation to all our readers to visit his shop which is more than worthy of our recommendations.

### HAGERSVILLE TIRE SERVICE

SERVES THIS AREA WITH QUALITY FIRESTONE TIRES PLUS SERVICE  
61 MAIN ST. 768-3241

HAGERSVILLE TIRE SERVICE was established April 1st, 1957. They are the Sales and Service dealers for the ever famous FIRESTONE TIRES, which will reduce your tire troubles to a minimum — or you can have your worn tires retreaded and vulcanized, and it can readily be said that this job will make your tires as good as new and is done with a precision and thoroughness that will more than satisfy.

Farm tractor service work is done on your farm or anywhere by experts. They have facilities for loading and unloading CALCIUM, saving you valuable time by doing the job with such efficiency. All sizes of tractor tires can be vulcanized, done right in their own shop in Hagersville.

They are specialists in passenger, truck and farm tires. Remember that this firm also allows a liberal trade-in allowance on your worn tires, and they welcome the people of the district. Visit HAGERSVILLE TIRE SERVICE which is capably directed by MR. ARNOLD SCHWEMMER the owner and see the large selection of quality FIRESTONE TIRES, which will give you more pleasurable driving during the months ahead.