# WHO'S WHO IN SIMCO Reviewing the Outstanding Businesses and Professions

#### GIBSON & BECKETT CONSTRUCTION CO. LTD.

HAVE SOLVED MANY OF THE BUILDING PROBLEMS OF THE DISTRICT

554 Norfolk St., N.

When you are admiring some of the beautiful homes and businesses it When you are admiring some of the beautiful homes and businesses in many of them. GIBSON & BECKETT CONSTRUCTION CO. LTD.. established since 1947. They can Plan. Estimate and Advise you on your Building to erect. With a vision of greater Community always in mind. they have become an important factor in the development of the area.

Simcoe. They built the beautiful homes in Simcoe Heights also the Cedar Wiew subdivision and are presently building a new addition to Cedar View. extensive service, the guiding influence of MR. R. E. GIBSON and MR. manship at most reasonable cost. This is a very dependable firm to consult

#### S. J. BETTERIDGE **FURNITURE STORE**

A SYMBOL OF QUALITY IN HOME FURNISHINGS

65 Norfolk St., S.

tremendous values.

Living room, Dining, Bedroom and Kitchen Suites are all featured here at very reasonable prices.

They also feature a fine display of floor coverings such as HARDINGS carpets of Brantford, ARMSTRONGS CORLON and SANDRAN floor coverings. MR. WAYNE JACQUES who is a trained floor covering mechanic. S. J. BETTERIDGE FURNITURE is capably directed by MR. STEVE

Tiving room, Dining, Bedroom and Kitchen Suites are all featured here customers. This shop prides themselves in producing the Finest Workman-ship, aided by quality materials, which is the only kind used. All these with JOE'S AUTO BODY & REFINISHING SHOP.

Total Representation and prompt attention extended to all unique features offered at Reasonable Prices is responsible for their excellent reputation and the fact that you find equal pleasure in doing business always assured of complete to the motoring public at a most reasonable to customers. This shop prides themselves in producing the Finest Workman-ship, aided by quality materials, which is the only kind used. All these with JOE'S AUTO BODY & REFINISHING SHOP. One is always assured of complete satisfaction as this firm is Reliable and Trustworthy, plus the fact that their staff are recognized for the personalized service they extend to every customer, and is the reason why this high recommendation

AUTO OWNERS DEAL WITH CONFIDENCE AT

## NORFOLK MOTORS LTD.

## **DOL-MOR BEAUTY SALON**

EXTENDS A COMPLETE SERVICE IN BEAUTY CULTURE

#### **WEST END MOTORS**

ONE OF SIMCOE'S MOST EXPERIENCED FIRMS

R.R. No. 6

This Firm, established in 1960, represents one of the foremost, Spring 7 Norfolk St. Service in the area, Under the capable guidance of MRS, FERN L. AITKEN it has become one of the most successful Firms of its kind.

Leaf Coil Springs, and Shock Absorbers play a work important cost in this part it has become one of the most successful Firms of its kind.

Leaf Coil Springs, and Shock Absorbers play a very important part in cquiment and skilled mehanics to make the necessary corrections to Their prices are very reasonable and they offer you the finest materials with free estimates and while you wait service. You may rely on what of already served, we cannot fail in this review to tell our friends, readers or anyone who is in need of their services, to visit this Firm, and assure not in Spring Replacement, Repairing. Re-Arching or

#### JOE'S AUTO BODY AND REFINISHING SHOP

CAN BE JUSTLY PROUD OF THEIR FINE WORKMANSHIP

49 William St.

## GEORGE SNYDER SHOES

WIDELY RECOGNIZED FOR STYLES, FASHION 451 Norfolk St. N., Simcoe AND PROPER FITTING

44 Norfolk St., S.

# SIMCOE RADIATOR SERVICE

ARE WELL RECOGNIZED EXPERTS IN THEIR SPECIALIZED TRADE

Advanced Hair Stylings is the answer to the success of DoL-Mor.

EAUTY SALON, serving style conscious women as expert in all Beauty Schools, stock over this shop in USEANDAL with the shop and get the Land Schools, so the style of the shop and get the Land Schools, so the style of the shop and get the Land Schools, so says as they are selected in all the newest methods. Beauty Culture Salon is amply prepared to serve you in the field of smart women of the district, and the splendid reputation they have stained as mostly due to the high stand the involved the part of the part of the same stained in the standard promoters and clear radial, is the shop and get the same and the splendid reputation they have stained as many women of the district, and the splendid reputation they have stained in most flow to the high stand the involved and the splendid reputation they have stained in the same stained in the splendid reputation they have stained in the special property of the standard promoters and clear radial splendid reputation they have stained as mostly due to the high standard promoters and clear radial splendid reputation they have stained as mostly due to the high standard promoters and clear radial splendid reputation they have stained as mostly due to the high standard promoters and clear radial splendid reputation they have stained as the splendi

GORD ASTLES MEN'S WENORRISON APPLIANCES LTD

MEETS THE DESIRES OF THE WELL DRESSED MEN OF NORFOLK COUBUILDS LARGE PATRONAGE THROUGH

In this part of Ontario, the needs, desires and demands population are more than satisfied at GORD ASTLES MEN'S GORD ASTLES (MEN'S WEAR has been established strong a sample to link of mon's clothing including a fine dis GORD ASTLES MEN'S WEAR has been established sine carries a complete line of men's clothing including a fine display wear. At this popular men's shop you will find only the high merchandise in their own makes of reputable brands such as clothes, which are not only backed by this dependable store a manufacturers. MR. GORD ASTLES, the popular owner, is as all the leading manufacturers of men's clothing. They are fewer on behalf of "GORD" and his staff, we extend a person all our readers to visit his shop which is more than worth

### SUSAN'S OF SIMCOE

IS THE SMARTEST CHILDREN'S

IN NORFOLK COUNTY 67 Robinson St.

This firm, established since January 1955, is widely recognized as the comparison in Home Furnishings in the district. They feature every brand pruniture, Lamps and Home Accessories on the market today. Most Furniture outlets carry a few leaders name of merhandise, but S. J. Home Furnishings, from leading Manufacturers, and well known as Leading Home Furnishers in the district, that always offer you, the Customer, Living room. Dining Redroom and Village and Service and is in a high class by itself. There is no isometed this most complete Collision Centre in jobs they have completed. With a background of years of experience in the many choice location, with a completely equipped shop, it is not surprising at A Specialist in a Complete Collision Service includes Expert Painting price.

JOE is known for the courtesus and some considered by their buyers. On display are branded nationally in the district them and accessories, which await your inspection. They are available in or matched themes embodying the newest styles. The owner of the success enjoyed by this firm.

A Specialist in a Complete Collision Service includes Expert Painting price.

JOE is known for the courtesus and service, and is in a high class by itself. There is no display are branded nationally itself lines in infants' clothes, coats, suits. dresses, children is and accessories, which await your inspection. They are available in the many of experience in the many of experience in the many and the many completed. With a background of years of experience in the many of experience in the many of experience in the many and the many completed. With a background of years of experience in the many of experience in the many of experience in the many and accessories, which await your inspection. They are available in the many and accessories, which await your inspection. They are available in the many and the many and the many completed. With a background of years of experience in the many and accessories, which await your inspection. They are available i

# M°KERLIE AUTOMOTIVE LTD

SERVES AN IMPORTANT NEED TO GARAGEM OF THE COUNTY

33 Main St. S., Hagersville

9 Queensway, E.

426-6150

This firm, founded in 1945, with the highest principles in business established in August 1961, has enjoyed great success deather perfected by MR. LLOYD SMITH and by a well chosen sales staff, as able to choose with great confidence, the car of their choice from a carbon where people from all parts of Norfolk Country are always assured of being darked to the confidence of the co

# **NEIL YOUNG & SONS**

THE AREAS MOST REPUTABLE

#### **RED KELLY LANES**

IN OUR NEIGHBORING TOWN

THROUGHOUT NORFOLK COUNTY

426-3815 R.R. No. 2, Simcoe

KSON CONSTRUCTION LTD.

KNOWN AS MOST EXPERIENCED AT

THEIR HONEST POLICIES

for the Fall season for either open or league bowling.

#### PROCTOR MARINE LTD.

IS THIS AREAS LEADER IN WATER RECREATION

426-5333

426-0530

There are many reasons why RED KELLY LANES, established October It's all captured in the O.M.C. "17", a fibreglass boat reflecting the newest 1958, have become the preferred Recreational Centre for Bowlers throughout concept in boating pleasure. This beauty is powered by an 88 horsepower

In this business review we wish to compliment JOE KELLY and MIKE service, check PROCTOR MARINE LTD. first. Learn all the reasons fo

THE GOVERNOR SIMCOE HOTEL

IS A DISTINCT CREDIT TO SIMCOE

AND DISTRICT

#### **TOWNSEND BUTCHERS**

AD BUILDING AND EXCAVATING IN NORFOLK COUNTY

apable direction of WILLIAM (Bill) COOKSON, provides the R.R. No. 4. Simcoe with the best services in ROAD BUILDING, which is a specialty irm, also BULLDOZING, EXCAVATING, GRADING, ASPHALT

Farm Drainage, Basement Digging, Grading, Bulldozing. Their cut and wrapped and equally important, freshest meats possible. oment assures you of the best in Service at reasonable rates

TOWNSEND BUTCHERS will cut meat to your specifications and are an arrange for Shovel of Bulldozer Equipment from this reliable also prepared to do custom killing.

The large patronage enjoyed by

and prompt service. SON CONSTRUCTION LTD. is a Firm held in high esteem the area, this business is worthy of the patronage of residents of the area. this area. They are only too pleased to give estimates without for your particular job. It is our extreme pleasure to recommend CONSTRUCTION LTD. for the finest services in this field.

NORFOLK REDI-MIX &

MATERIALS LTD.

FIRM SUPPLYING QUALITY CONTROLLED

EDI-MIX CONCRETE TO NORFOLK COUNTY

St. & No. 3 Highway

dance of CLARKE NAGEL, Manager.

HAVE ENJOYED LARGE PATRONAGE

dividually operated butcher shops such as this, who supply choice quality for its fine service and excellent appointments. THE GOVERNOR SIMCOE

413 Norfolk St., N. 426-6750 (Corner of Hwy. 3 & 24)

of this well established Hotel.

The owner, MR. ROY HICKS and his son "BILL" and staff strive at all times to please their guests and the management is widely recognized for The large patronage enjoyed by TOWNSEND BUTCHERS attests to their superior congeniality and friendliness. Their dining room is s for that new Building or Grading problem. You are sure of the fact that their meats are always choice quality. Serving a very import- highly recommended for the excellence in dining pleasure, which is air ant need in the community and of great convenience to the housewives of conditioned and furnished and decorated for your comfort. There is ample parking facilities at this Hotel.

We take great pleasure in recommending this excellent Hostelry, which has been established for over a quarter of a century and operates under the licence of the Ontario Liquor Control Board, and to congratulate MR. ROY HICKS and his son BILL who have done so much, to make it one of the finest in this district. We do not hesitate to suggest that you visit this popular stopping place the next time you are in Simcoe.

THE SUCCESS OF

#### **BURTOL CLEANERS LTD.**

HAS BEEN DUE TO QUALITY **CLEANING METHODS** 

679 Norfolk N.

426-6472 even greater improvements in the DRY CLEANING field, that was not birthday, graduation or any occasion, you will find that when you make business and industrial review of the progress and achievement thought possible, as their reputation for perfection has always left this your choice from this popular Jewellery Store, you will not only be choosing section, this firm, established since May of 1958, deserves favourable good impression. Their ability to process our clothing in such a high class in good taste, but you will be selecting Quality Jewellery and Gifts that will tested REDI-MIX CONCRETE, which is delivered anywhere in unequalled service.

the most careful and painstaking work.

every effort to meet the demands of each customer with the finest PRESSING SERVICE, is not confined to the pleasure of having clean and DIAMONDS. and service at all times. They deliver anywhere and we are pleased spotless clothes, but includes the additional service you can receive from We wish to compliment RUDY HALMO for the High Quality Jewellery

mmend their services to all our readers. You will find, as hundreds each garment through careful cleaning methods. placed Workmanship and Service above profit.

#### HALMO CREDIT JEWELLERS

HAVE A REPUTATION FOR INTEGRITY

38 Robinson at Kent

426-0935

426-3948

This well-known Jewellery and Gift Centre in Simcoe was established 1951 and is very capably directed by RUDY HALMO. We find this well known Firm, established in Simcoe in 1952, making. Whether you are selecting jewellery or a gift for yourself, for a wedding, They are well equipped to serve the needs of our area with their manner has been greatly appreciated by their many patrons who value their give great pleasure for years to come. HALMO CREDIT JEWELLERS is a

recognized headquarters for Quality Diamonds. Watches, Silverware and County. By employing only experienced help and by keeping up

This is a business that requires experience and at this firm only Giftware, in fact everything that pertains to a complete stock in the e latest developments in production methods, they are able to lead practical help is employed. The entire staff are efficient personnel in DRY Jewellery line. They feature Diamonds, Silverware, China and a complete gion with prompt service, which is so essential to the building CLEANING who know their line thoroughly and thus you are assured of assortment of Brand Names Ladies and Gents' Watches with such brand names as OMEGA. LONGINES, BULOVA and WITTNAUER also ORANGE ed to give commendable mention to this firm, which has

The economy of taking advantage of a regular CLEANING and BLOSSOM, BLUEBIRD, CIRCLE-OF-LIGHT and COLUMBIA TRUE-FIT

and Gifts which he has chosen in good taste and made available to the We are pleased to recommend the service of BURTOL CLEANERS people of the district, also the manner in which business is conducted.

We are pleased to recommend the service of BURTOL CLEANERS people of the district, also the manner in which business is conducted.

ERIALS LTD., a most dependable firm serving Norfolk County under buildeness of Creative County and County and