WHO'S WHO IN SIMCOE

-- BY LARRY AND ROBERT BU

SINGER SEWING MACHINE CO.

MOST POPULAR WITH THE PEOPLE THROUGHOUT ONTARIO

30 ROBINSON ST. 426-2826

This reliable firm established over a century ago, offers a wide selection of new Singer and trade-in sewing machines. The Manager. TONY GLOWESKI and completely efficient staff have many years of experience and carry a complete line of parts for these machines. The Singer. which is the finest machine on the market today. does embroidery. buttonholes, sews on buttons. etc.

SINGER SEWING MACHINES are quality built in Canada by skilled Canadian craftsmen, from Canadian materials, thus aiding in the economy of our nation, as well as providing the finest sewing machines. polishers and sewing notions ever offered in this country.

Singer has three types of automatic machines, their completely automatic machine does hundreds of embroidery patterns, they also have a slant needle and straight needle, plus the famous SLANT-O-MATIC which is fully automatic with a slant needle advantage. These fine sewing machines have STATIC-FREE motors and are available in a wide variety of modern cabinets in all models.

SINGER also has a vacuum cleaner which is well known in Canada, there are four different models in all price ranges. They also have quality built floor polishers which include the model which will fit and operate off of any make of vacuum cleaner. also washing machines. both wringer type and automatic, two different models of automatic dryers.

SINGER is featuring two terrific buys. They have the SPARTON ZIG-ZAG sewing machine for $144.50 and the newest addition to the Singer family of quality products. the Singer Typewriter at $79.95 with Singer's easy budget plan available. We suggest you visit this firm which we are pleased to recommend to you.

CALLAN SHOES

WIDELY RECOGNIZED FOR STYLES, FASHION AND PROPER FITTING

44 ROBINSON ST. 426-4862

This business established in 1950 has enjoyed great success through the care and attention given in proper fittings and is regarded as the authoritative centre for better fitting foot wear for the entire family. Capably directed by ROY CALLAN who has 35 years of experience. always assures patrons of shoes fitted with great care. giving complete comfort in footwear.

Shoes in a wide variety of styles. that play a leading role in the correct costume of the well dressed man or woman are on display at this store. as well as shoes for children, that fit with great comfort and style. Featured here are such brand names as SAVAGE, SCOTT McHALE, HARTT NATURALIZER. BROUWER'S, RESEARCH and DR. LOCKE.

CALLAN SHOES is a valuable contribution to the complete assurance and satisfaction in regards to anything in footwear, and has certainly aided the people of the area to better walk in life. Always remember, for Better and Healthier feet tomorrow, Buy Better Quality shoes today.

TED BLUME MEN'S WEAR

MEETS THE DESIRES OF THE WELL DRESSED MEN OF NORFOLK COUNTY

15 NORFOLK ST., N. 426-2722

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

TED BLUME MEN'S WEAR has been established since 1932 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 in their own makes of reputable brands such as W. R. Johnston Clothes, Fennmans, Stanfields and B.V.D. undergarments, Biltmore Hats, Hickock Assessories and Kitchen Work Clothes. These famous brands are not only backed by this dependable store but also the manufacturers. MR. TED BLUME. the popular owner. is associated with all the leading manufacturers of men's clothing. They are featuring at the store a most complete selection of Spring and Summer fashions.

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

THE NORFOLK HOTEL

IS A DISTINCT CREDIT TO SIMCOE AND DISTRICT

41 NORFOLK ST., S. 426-6260

This Hotel located in downtown Simcoe is noted throughout Ontario for its fine service and excellent appointments. THE NORFOLK HOTEL is viewed with great favour by the travelling public and commercial trade all of whom partake with keen enjoyment of the luxurious facilities of this well established Hotel.

The management. MR. JOE DUMSHA and his son FRANK and staff strive at all times to please their guests and the management is widely recognized for their superior congeniality and friendliness. Their dining room is highly recommended for the excellence in dining pleasure. which is air conditioned, furnished and decorated for your comfort. There are facilities for banquets, weddings and meetings anywhere from 6 to 600. also there is ample parking facilities at this Hotel.

We take great pleasure in recommending this excellent Hostelry. which has been established since August 24, 1961 and operates under the licence of the Ontario Liquor Control Board, and to congratulate MR. DUMSHA and his son 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.

INDUSTRIAL ACCEPTANCE CORP. LTD.

— AND —

NIAGARA FINANCE CO. LTD

ARE TWO OF THE GREATEST NAMES SERVING THIS COUNTY

41 NORFOLK ST., S. 426-3750

Without any doubt, NIAGARA FINANCE CO., LTD. and it's parent Company, INDUSTRIAL ACCEPTANCE CORPORATION LTD., are two of the most reputable organizations serving the needs of our country. With a most efficient and friendly Finance Service. INDUSTRIAL ACCEPTANCE CORPORATION LTD. serves Businesses. Industry and Dealers with service unexcelled. enabling the business world to finance cars. trucks, appliances, equipment, etc., in fact everything in financing or leasing for Business and Industry. On the other hand NIAGARA FINANCE CO., LTD. supplies the essential service in loans to the public. At NIAGARA FINANCE CO., LTD. reliable people may discuss any worthwhile need for immediate cash and certainly receive assistance. The combined efforts of the two companies gives a complete service in Financing, with over 235 Branches from Coast to Coast.

The local managers in Simcoe are MR. KERV JOHNSTON of "I.A.C." and MR. BARNEY VIJDA of Niagara Finance, assisted by well chosen personnel working in the better interests of the public need of financial assistance. Their service is greatly appreciated by many in this County.

It is a pleasure to review and refer the services of this organization to our readers.

MARVYN M. VEALE

FUNERAL HOME

Ethical Standards Well Appreciated

214 NORFOLK ST., S. 426-1314

This firm formerly known as Walsh Funeral Home is now known as MARVYN M. VEALE FUNERAL HOME and has served the area since 1948 and is successfully operated by MARVYN M. VEALE. The director has received finest comments from the many families that this funeral home has served. The sincerity with which services are conducted and the reverent atmosphere created by the funeral home is something not to be forgotten.

This funeral service, whose director has a natural aptitude in the profession enables him to afford a dignified and distinctive service at all times, serving families of the area from every financial status. In a time of sorrow, it is a relieving thought to know that your loved one is laid to rest by a firm that has never forgotten their dedicated profession to humanity.

We wish to compliment MARVYN M. VEALE on the distinctive service they have always offered to the people of Simcoe and the surrounding communities.

FORSYTHE FASHION SHOP

IS ONE OF THE MOST POPULAR FASHION CENTRES IN SIMCOE

79 NORFOLK ST., S. 426-2262

There are very few stores that cater to MILADY that have gained the prominence that is awarded FORSYTH FASHION SHOP which introduces the ultimate in fashions for the smartly dressed women of the area. You will find at this shop a wide selection of coats. dresses. suits. skirts, blouses sweaters and lingerie, in sizes ranging from Junior Misses. Misses, Women's and Oversize.

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 authorative fashions from the foremost designers.

FORSYTH FASHION SHOP have well chosen personnel who realize the importance of a satisfied patron. This fine Ladies Wear Shop was established in September of 1937 by MR. HILTON FORSYTH who believes that customer satisfaction comes before anything else.

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 your headquarters for more pleasant shopping.

RICHARD VAN MAANEN

HAS SOLVED MANY OF THE BUILDING PROBLEMS IN THIS AREA

27 FOSTER ST. 426-6383

When you are admiring some of the beautiful homes in the area, we would like to congratulate the responsible firm who has built many of them. RICHARD VAN MAANEN CONSTRUCTION established since 1953. They can Plan Estimate and Advise you on your Building Problems. regardless of Size, Shape. Type or Price of Home you plan to erect. They also do alterations. repairs. modernizing kitchens and building recreation rooms. With a vision of greater Community always in mind, they have become an important factor in the development of the area.

While it has been the object to obtain fair and honest profit from their extensive Service, the guiding influence of RICHARD (Dick) VAN MAANEN with thirty years experience, has always been to furnish the highest standards in workmanship at most reasonable cost. This is a very dependable firm to consult on all Building problems.

FINEST QUALITY AND LATEST F IN FURS RATES

W. KINDY FURRIERS

OUTSTANDING

56 NORFOLK ST. S.

One of the best assurances that you are purchasing Garment or receiving Finest Cold Storage for your furs is to FURRIERS. which has been established since 1898 by the and is capably directed by his son "HUGH" who is as "DON" and MR. FRANK NEIL. "DON" is the third this area. This Firm has one of the most modern Fur their past years of honest policies in business, has built clientele based on confidence and trust. The choice furs, this Firm. are of the Finest Quality.

Their well chosen staff are well qualified to give expert purchase suited to your individual tastes and requirements choice in good taste for "Milady" will be a Quality Fur, by W. KINDY FURRIERS, a name of distinction in Fur seen on hundreds of choice fur garments, proudly worn by women of Norfolk County. who know quality. They also Cold Storage facilities.

Milady will find Capes, Jackets, and Stoles to set off a Inspect this shop's fine display as early as possible as that W. KINDY FURRIERS is the headquarters for Fines which are worthy of highest recommendation.

THE SUCCESS OF

RASMUSSEN CLEANER

IS DUE TO QUALITY CLEANING MET

2nd AVE. SIMCOE

Jarvis Agent— LEATHERDALE'S STORE

We find this well known Firm making even greater impr the Dry Cleaning field. that was not thought possible, as for perfection has always left this good impression. Their ability our clothing in such a high class manner has been greatly appr their many patrons who value their unequalled service.

This is a business that requires experience. at this Firm only help is employed. Their entire staff are efficient personnel in the most careful and painstaking work.

The economy of taking advantage of a regular cleaning service is not confined to the pleasure of having clean and spotless but includes the additional service you can receive from each ing of FURS. CARPETS, RUGS, DRAPES and UPHOLSTERY through careful "SANITONE" cleaning methods. They specialize TURE. They have 5 stores. 60 agencies and 5 trucks waiting to better.

We are pleased to recommend the service of RASMUSSEN CLEA which is capably directed by MR. KNUD RASMUSSEN who has workmanship and service above profit.

ROBT. McKENZIE

ONE OF THE FINEST WELL DRILLERS IN THIS AREA

VITTORIA VILLAGE Phone Simcoe 426

ROBT. (Bob) McKENZIE established his popular business in in May. 1959, and is highly regarded by the many people who have pleasure of doing business with them. Some of the places he has Drilling in the area include: Don McKee's on Evergreen Hill Rd., Mathews on 24 Highway, John Cooper. the owner of Norfolk Farms Vittoria. Wilks of the 5th and 6th Concession of Charlotteville Town

BOB McKENZIE has fifteen years of experience at this Special Trade of WELL DRILLING. and has become very well known throu the area for the very satisfactory jobs he has completed. He would be too pleased to give you an estimate at no obligation. Before you for any Well Drilling we suggest you call ROBT. McKENZIE first. B his services to our readers as we feel your best guide to the very be Well Drilling Services is to contact ROBT. McKENZIE where you will completely satisfied and find equal pleasure in doing business.

QUALITY FINA PRODUCTS

COMBINED WITH THE EFFICIENT SERVICE O

E. A. SWEET FUELS

IS GREATLY APPRECIATED IN THIS AREA

FIRST AVE. 426-

Good service being one of the most important factors in business has been the first consideration extended by E. A. SWEET FUELS to customers. Most of us realize that the FINA PRODUCTS distributed EARL are of the Highest Quality. but the efficient service always extended by this firm which has been established since June of 1959. gives assurance to our satisfaction.

The reason FINA PRODUCTS have gained such recognition is large measure due to the highest quality of their products and the supreme efforts of such agents as EARL A. SWEET to serve the public with efficient service.

We suggest you contact him and let him supply you with these fine Quality FINA PRODUCTS. such as Fuel Oils, both Stove and Furnace white Stove Oil. Tobacco Curing Oil and Fina Petroleum Products. Gasoline Lubricating Oils and Greases, which are truly Canadian Products of Canadian Petrofina Ltd., which is one of the world's major Oil Companies is certainly worthy of highest recommendation.

Reviewing the Outstanding Businesses and Professions

IN OUR NEIGHBORING TOWN

JAMES COWAN & CO. LTD.

SERVES A VERY IMPORTANT NEED TO AGEMEN THROUGHOUT WESTERN ONTARIO

OUNG ST. 426-2820

re is probably no other organization in the whole automobile trade extended such an efficient service to garage operators in the area rm of JAMES COWAN & CO. LTD. The reason of preference for the provided by this firm are with the need of speedy repairs to-day es. and this firm is fully equipped to supply automobile car truck tor parts and equipment. and specializes in an automotive machine vice. For you, the public, to receive fast, efficient service it is im- for your garage operator to have the necessary outlet which can be d upon to supply your garage or service centres without placing well in advance. Fitting into this group of supply firms in this area S COWAN & CO. LTD. which is capably directed by MR. GORDON GH. the manager.

wholesale firm. but its part has been to supply garage and service ch parts, accessories, tools and all the equipment to make it possible to put your car serviced and repaired without delay. Few service ations can keep on hand all the many items needed to keep a car running order. and thus JAMES COWAN & CO. LTD. steps in and st need with quality, factory-built approved parts and accessories, eedy service unexcelled in the area, and certainly merits review special edition.

TO OWNERS DEAL WITH CONFIDENCE AT

AITKEN MOTORS LTD.

ENT ST., N. 426-1680

s firm, founded in 1922 with the highest principles in business deal- d is capably directed by MR. FRANK HICKEY the President. who ted by a well chosen staff, where people from all parts of the area ays assured of being able to choose with great confidence, the car r choice from a wide variety of Chevrolet, Oldsmobile, Chevy II, r and Chevrolet Trucks, plus the finest quality clean and dependable used cars ever offered people of the area.

ts firm's greatest asset is their good reputation which they have up- rough fair and honest policies in all sales conducted by them during st 41 years of service.

n the very first instant you stop here you realize that this firm's ts sales staff are on the job to see that you are shown the many s suited to your individual requirements. After a demonstration drive e chosen car. you will drive from AITKEN MOTORS LTD. knowing their policy of satisfaction to customers you have become another r many hundreds of satisfied customers who already know that N MOTORS LTD. is the place to come for dependable transportation

DRUMMER'S RADIATOR SERVICE

A MOST EFFICIENT SERVICE IN RADIATORS, CAR WASHING AND STEAM CLEANING

R.R. No. 5, SIMCOE 426-0043

(on No. 3. Highway)

This is one of the finest and most efficient services that was ever extended to car owners in this part of the province. Here they have a fully equipped and trained staff to give your car that better type of car wash that you have always wanted and at the same time doing it in a minimum of time.

We wish to direct the special attention of our readers to this fine service which can be had at any time they are in Simcoe. While shopping drive around to this car wash and have your car attended to for a real clean wash.

We know that if you stop in here just once that you will also become another of their many hosts of satisfied customers that they have, who drive in here every time their car needs a wash. They also clean. repair and recore radiators for car, trucks and tractors. also steam cleaning.

Through their fast. efficient and courteous service which we have witnessed. we are pleased to include this firm owned and operated by VLAGA and GORD BORAN in this review and recommend them to our readers.

NORFOLK GLASS & MIRROR LTD.

LEADERS IN GLASS INSTALLATIONS AND SERVICE, ALSO REPRESENTING HALLIDAY HOMES

48 PEEL ST. 426-3300

This firm established in September 1950 and capably directed by MR. DAVE BRALEY, has enjoyed a continuous uninterrupted contact with contractors, home owners, merchants and industries. supplying them with a complete glass service. including complete store fronts and installation, Window Glass. Insulating Units. Plate Glass. Table and Furniture Tops. Glass Blocks. Patio Doors. Shower Doors, and Mirror Resilvering. Their employees are highly skilled craftsmen and installation experts in the glass business and their knowledge and experience enables them to complete the finest glass jobs. This firm also represents HALLIDAY CO. LTD. for prefabricated factory engineered Homes, Cottages and Garages.

NORFOLK GLASS & MIRROR LTD. believe in rendering good service with the highest quality materials. It is just this policy that has won so many satisfied customers for this firm in this region.

Should you be considering anything in the way of glass, it will pay you to drop into this firm the next time in Simcoe and they will familiarize and give you an estimate on your requirements. This firm is certainly worthy of recommendation.

CASWELL DAIRY

LEADERS IN QUALITY DAIRY PRODUCTS SINCE 1937

473 NORFOLK ST., N. 426-1673

The quality dairy products processed by this popular Simcoe firm, plus the very personalized service provided by their many driver-salesmen of the community have sky-rocketed CASWELL DAIRY into a position unequalled in the area. This most modern plant comes under the most rigid control and inspection of the President. MR. WELLINGTON W. WEBER, who took this business over in 1941 and whose vast experience in the dairy business plus his progressive policies in keeping up to date on the latest developments in the dairy industry and has kept pace with modern trends in marketing. Their spotlessly clean and sanitary plant. fully equipped with the most modern equipment produces only highest quality products.

CASWELL DAIRY occupies a very prominent position in the better class of dairy markets and is highly favoured by completely satisfied patrons throughout Simcoe and District and is a firm worthy of highest recommendation.

W. BRADFIELD LTD.

DESIGNERS AND CRAFTSMEN OF MEMORIALS OF DISTINCTION

QUEENSWAY W. 426-4817

In selecting a Family Memorial, this firm established in 1934 by WALTER BRADFIELD has been operated by his son "ART" since 1956. W. BRADFIELD LTD. 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 idea which is 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 honour to the dead, a constant source of inspiration to the living.

They have the very latest and most modern appliances. enabling them to produce the finest grades of work. They 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.

We are pleased to recommend W. BRADFIELD LTD. which is capably directed by ART BRADFIELD. who has upheld the highest principles in ethical business practices.

JACKSON'S BAKERIES LTD.

BAKERS OF DISTINCTIVE PRODUCTS WHICH ARE FAVOURED IN THIS AREA

OLBORNE ST., N. 426-1921

The tasty products of this firm are greatly appreciated by the people this area. Fully recognizing their responsibility to the public. JACKSON'S ES LTD., which was established in 1922 and serving the larger part Western Ontario. backed by their long and continued experience g an ever improved bread. for 40 years are providing a most palat- distinctive loaf — a bread to please the taste of the discriminating: complete variety of the freshest and tastiest baking products such Tarts, Cakes, etc.

every product of JACKSON'S BAKERIES LTD.. is the best grade ilk, sugar, yeast. salt, shortening and other essential ingredients. are carefully blended and mixed, then accurately and scientifically y means of the most modern equipment. under approved and most conditions under the careful supervision of highly skilled bakers. our readers who may have been so unfortunate as not to have tried excellent products. may we suggest you visit the retail store at Col- Street in Simcoe which was established in 1926. which is capably ed by MR. LEO O'CONNOR, as their products are worthy of highest mendation.

SIMCOE MEAT MARKET

ENJOYS LARGE PATRONAGE THROUGH CHOICE QUALITY PRODUCTS

54 ROBINSON ST. 426-0657

This business has been recognized as an established meat market for half a century. It was purchased in 1953 by MR. TONY ZDRILUK who now owns and operates the business by the highest standards. Individually operated butcher shops and meat markets such as this who supply choice quality government inspected and approved meats which are specially selected and the fact that meats are their main business. not a sideline. assures the consumer of quality meats, properly cut and wrapped and equally important. freshest meats possible. A feature service at the SIMCOE MEAT MARKET is they will cut and wrap your meat to specification for your freezer.

As well as meat they feature a variety of groceries for shoppers convenience. The large patronage enjoyed by SIMCOE MEAT MARKET attests to the fact that their meats are always choice quality. Serving a very important need in the community and of great convenience to the housewives of the area. this business is worthy of the patronage of residents of Simcoe and District.

JACK'S AUTO BODY

CAN BE JUSTLY PROUD OF THEIR FINE WORKMANSHIP

R.R. No. 5, SIMCOE 426-3567

(No. 3 Hwy. 7 miles east of Simcoe)

JACK MARR, who established this most complete Collision Centre at R.R. No. 5. Simcoe, is a businessman that can take honest pride in the many jobs they have completed. With a background of years of experience in business. assisted by highly experienced Body & Fender mechanics, plus a choice location with a completely equipped shop. it is not surprising at the success enjoyed by this firm.

A Specialist in a Complete Collision Service includes Expert Painting and Refinishing. all offered to the motoring public at a most reasonable price.

JACK is known for the courteous and prompt attention extended to all customers. This shop prides themselves in producing the Finest Workmanship, aided by quality materials, which is the only kind used. All these unique features offered at Reasonable Prices is responsible for their excellent reputation and the fact that you find equal pleasure in doing business with JACK'S AUTO BODY.

SIMCOE'S POPULAR

MODELLA HAIR STYLISTS

EXTEND A COMPLETE SERVICE IN BEAUTY CULTURE

29 PEEL ST. 426-5775

Advanced Hair Stylings is the answer to the success of the MODELLA S STYLISTS, serving style conscious women as experts in all beauty which is capably directed by a well known hair stylist. Visit the shop get that lustrous look for special occasions. as they are specialists in the newest methods. This Hair Styling Lounge is amply prepared to you in the field of Beauty Culture.

The MODELLA HAIR STYLISTS is certainly worthy of the patronage all the smart women of the district and the splendid reputation they attained is mostly due to the high state of efficiency on the part of operators here. Through their well-chosen treatments, they are able to out those important qualities of youth, dignity and good grooming- ch are so necessary for the woman of today to obtain. Ladies, MODELLA IR STYLISTS offers a most complete service in beauty culture. We very pleased to refer their services to you without hesitation.

ADAMS & SMITH

SUPPLIERS OF QUALITY BUILDING MATERIALS SINCE 1952

50 FIRST AVE. 426-3515

This progressive Firm established August 1, 1952, features a complete line of Plywoods. Lumber. Wallboards. Windows. Roofing, Doors. Trim, and Builders' Hardware. This Firm has become an important factor in the development of this section. By purchasing to an advantage when the market is right, and by employing experienced help. they are able to offer at reasonable prices, the Highest Quality Building Material, thus encouraging the extensions of homes and business enterprises.

Let them serve you with your next order of Building Supplies; you will get the type that builds permanency. The public in general have come to know whatever they desire in this line can be secured from this Firm. with a knowledge that it will be one of the best grade, consistent in price.

We are pleased in this edition to give commendable mention to ADAMS & SMITH, which is capably directed by W. E. (Bill) ADAMS and W. H. (Harold) SMITH, and to assure the buying public that they will receive the best service and courtesy.

SIMCOE FARM SUPPLY

WELL RESPECTED NAME TO THE FARMERS OF THE AREA

POND ST. 426 4617

As a feed service this firm has always worked in the interest of the farmers of the area. Being most accomodating at all times has been a well known trait of SIMCOE FARM SUPPLY. established in June of 1954.

This top rated business firm has an enviable record for fair price and good quality and has always met with great favor by people of this area.

They have assured the public that feed coming from their place is of top quality. They are distributors for PURINA CHOWS. FEEDS and also carry FERTILIZERS, BULK GRAINS. FARM SUPPLIES and have a complete FEED SERVICE also HOG AND POULTRY REMEDIES.

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. JACK COHOON who is well known in this district.

By visiting SIMCOE FARM SUPPLY you will without any doubt see for yourself the reason of preference for their services by many, many people in the area.