# WHO'S WHO IN SIMCO

-- BY LARRY AND ROBERT BU

## CHIEF ALIGNMENT SERVICE

PROVIDES THE FINEST IN WHEEL ALIGNMENT, BALANCING AND FRAME SERVICE IN THIS AREA

No. 24 HIGHWAY, SOUTH 426-5441

This firm represents one of the foremost alignment services in the area. Under capable guidance, this has become one of the most successful firms of its kind.

Wheel Alignment and Balancing play a very important part in the safety and driving pleasure of your car. This firm has all the Latest "CHIEF" Equipment and Skilled Mechanics to make the necessary corrections to provide Safer, more pleasant driving for you. This includes axle, frame and wheel straightening.

Their prices are reasonable, so call this firm and get an estimate on your job. You will like the courteous and prompt attention you will receive.

When dealing with CHIEF ALIGNMENT SERVICE you will be sure to get the Best in Workmanship, Quality and Materials, and you will find that their prices are best.

You may rely on what CHIEF ALIGNMENT SERVICE mechanics tell you about your car, for they are recognized experts in this line, and with many hundreds of satisfied customers 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 yourself of the utmost in WHEEL ALIGNMENT SERVICES, Balancing, Wheel Straightening, Frame Straightening, complete with Towing Service at sensible prices.

## GRAND RIVER PAINT (SIMCOE)

IS THE COLOR CREATION CENTRE OF NORFOLK COUNTY

16 COLBORNE ST., S. 426-4917

The Color Creation Centre of this area is none other than GRAND RIVER PAINT (Simcoe) which was established in 1947 and is capably directed by Mr. Harry Chesney. This Color Centre provides the finest quality Paint and Wallpaper that is featured on the market today. Consult HARRY on any of your Color Scheming Problems as he has had almost twenty years experience which enables him to create beautiful Exteriors in harmonizing color tones also co-ordinating fabrics, furniture and walls in Interior decorating. They feature here the quality paint products of Pratt & Lambert, Casetone and Super Kem-Tone and Kem-Glo also Domestic and Imported Wallpapers. Custom Made Draperies, Scrubbers, Shampooers and Sanders for rent for floor service, also Vacuum Cleaners.

Call upon this firm to look after your Painting and Decorating requirements as they will convince you they have the most complete Decorating Services and Expert Advice, all made possible by many years experience and are worthy of recommendation for complete satisfaction for everything in Painting and Decorating supplies.

## PERCE BUTCHER MEN'S WEAR

MEETS THE DESIRES OF THE WELL DRESSED MEN OF THIS COUNTY

45 NORFOLK ST., N. 426-0581

In this part of Ontario, the needs, desires and demands of the male population are more than satisfied at PERCE BUTCHER MEN'S WEAR. PERCE BUTCHER MEN'S WEAR has been established since 1938 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 Warren K. Coake, Lipson Sport Shirts, Teen Man Clothes and Duck Shoes of which they are exclusive dealers, also Arrow and Forsythe Shirts, Stetson and Biltmore Hats, English Byford, Wolsley and Bagden Socks, Jantzen Sweaters, Sportswear and Swimwear, Terry Williams Sweaters and the famous Duck Slacks, which are not only backed by this dependable store, but also by the manufacturers. MR. PERCE BUTCHER, 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 PERCE BUTCHER and his staff, we extend a personal invitation to all our readers to visit his shop which is more than worthy of our recommendations.

## GEORGE W. BALDOCK FUNERAL HOME

ETHICAL STANDARDS WELL APPRECIATED

96 NORFOLK ST., N. 426-0291

This is one of the oldest established professions in the district, serving the area for almost a half century, which has been successfully operated by GEORGE W. BALDOCK and assisted by DON REYNOLDS and BRUCE BEAM since October 1, 1946. 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 GEORGE W. BALDOCK FUNERAL HOME on the distinctive service they have always offered to the people of Simcoe and surrounding communities.

## ROYAL SIMCOE LODGE

IS NORFOLK COUNTY'S MOST DISTINCTIVE DINING ESTABLISHMENT

50 QUEENSWAY, W. (No. 3 Highway) 426-0015

Thousands of people from Simcoe and surrounding districts, as well as the travelling public and commercial trade, find it a very enjoyable experience when dining at ROYAL SIMCOE LODGE. The manner in which all food is prepared, sets this restaurant apart from the average or ordinary eating establishments in the area and they have become a favorite with many, many families throughout the surrounding district.

They specialize in Steaks Chicken, Chops, Sea Foods, etc., with accommodation for large gatherings such as parties, banquets, receptions, etc., in either of their two large banquet rooms. The care and thought that has gone into the cooking, serving and arrangements, has created a dining place to visit regularly.

We suggest you bring the entire family and we are sure that every member will admit a most enjoyable repast. MR. GEORGE R. KENDRICK and his wife MARGARET and the entire staff are highly regarded by many people throughout this area. This firm has installed the best in restaurant equipment for the comfort of their customers, and it is their aim at all times to completely satisfy their patrons by maintaining these high standards. We would like to suggest that you visit ROYAL SIMCOE LODGE in Simcoe which we are very pleased to recommend to our readers and where you will become another of their completely satisfied patrons who enjoy their superb foods, courteous and efficient service.

## RYERSE REPAIR SHOP

ONE OF THE FINEST FIRMS FOR ALL WATER PROBLEMS

15 POTTS ST. 426-4316

This very reputable firm was established in 1962 and is very capably owned and operated by MR. TOM RYERSE. They can look after your requirements in water problems from Well Drilling to Water Pumps and Water Softeners. They specialize in Drilling in sand or gravel and the installing of Filter and Drive points their motto "If the water is there, we get it!" is most appropriate. They do repairs to all makes of pressure systems. They are sales and service for famous brand name pumps such as Jacuzzi, Beatty, Robbins and Myers, McDougal and Duro Pumps and Water Softeners. It has been the purpose of "Duro" to assist in the never ending improvements in our living standards by the use of soft water. Soft water in your home will aid in washing dishes, laundering, bathing, soap saving and aids in the life of the plumbing in your home. So why not call RYERSE REPAIR SHOP now and let them give you an estimate on your water problem whether it be for a new well, a new pump or water softener. You will be glad you did.

## F. W. WOOLWORTH CO. LTD.

ONE OF THE FINEST FIRMS OF ITS KIND SERVING ESSENTIAL NEEDS AROUND THE WORLD

1 ROBINSON ST. 426-3350

The firm of F. W. WOOLWORTH CO. LTD. was established 80 years ago and since then have built a world-wide reputation for themselves. Essentially established as a variety store, their large and varied selection of essential items for the home and family have made their store headquarters for really pleasant shopping as their slogan is "If goods are not satisfactory, your money is cheerfully refunded". Although this is probably the largest chain organization of its kind, the sales staff of each store is chosen from the immediate area, this combined with capable managers in the stores such as MR. JOE SCHOFFRO who started with this firm in 1936 became their Simcoe Manager in 1942, are responsible for the pleasant atmosphere, courteous and competent service extended to their customers. F. W. WOOLWORTH CO. LTD. established their branch store here in Simcoe in 1934. This firm founded on such great principles is certainly worthy of the highest recommendation, and we would like to suggest you always visit your WOOLWORTH STORE in Simcoe for the finest selection on the market. Congratulations are extended by us to F. W. WOOLWORTH CO. LTD., with sincere wishes for many years of continued success.

DISTINCTIVE FLORAL CREATIONS Created by

## LANDON'S NURSERY & GREENHOUSES LTD.

NORFOLK ST., S. 426-3190

This well known floral business was established in Simcoe in 1935 and is capably directed by ROBERT LANDON.

This firm is well recognized as growers of the finest flowers and designers of the most beautiful floral arrangements 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 F.T.D. they can exhibit flowers to any part of the world. With their experience in the art of floral arrangements, anyone desiring floral designs for parties, weddings, funerals, or creations for any occasion will in 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".

## R. E. MANN AGENCIES

PROVIDE PERSONALIZED REAL ESTATE INSURANCE SERVICE, AND EN... GREAT POPULARITY

BANK OF COMMERCE BLDG.

No firm could, in this highly competitive era, survive without taking a personal interest in their community, and clients and in giving full value to these clients. Hence, it is to note that R. E. MANN AGENCIES LTD. has abided by this and will continue to enjoy success in business. The business originally established in 1947 and is capably directed by R. E. MANN assisted by his two sons, BOB Jr. and RON., all of whom are licensed members, which attests to their qualifications. They figured prominently in transactions of every nature, pertaining and selling of Real Estate, placing experienced counsel at value at the public's command. Having been so closely associated with values and their fluctuations and noting the trends from time to time, are in a position to give an appraisal of properties regardless of All kinds of Insurance can be had at this reliable firm, as equal to any other insurance firm. This firm offers this area Real Estate Service, which includes: Industrial, Commercial, and Farm Properties which includes tobacco farms as well as ... partment, a Property Management Service and Mortgages, to this office with confidence, because R. E. MAN AGENCIES ... been decidedly fair at all times.

## CEDARVALE BEAUTY SALO...

EXTENDS A COMPLETE SERVICE IN BEAUTY CULTURE

R.R. No. 1 (Park Road)

Advanced Hair Stylings is the answer to the success of CE... BEAUTY SALON, serving style conscious women as experts in ... care, which is capably owned and operated by FLORENCE HOW... is a well recognized Hair Stylist and assisted by MARG DALE ... shop and get the lustrous look for special occasions, as she is a ... in all the newest methods. This Hair-Styling Salon is amply pre... serve you in the field of Beauty Culture.

CEDARVALE BEAUTY SALON, established in 1960, is worth... patronage of all the smart women of the district, and the splendid ... ton they have attained is mostly due to the high state of efficie... the part of the operators here. Through their well-chosen treatmen... are able to bring out those important qualities of youth, dignity an... grooming, which are so necessary for the women of today to obtain.

CEDARVALE BEAUTY SALON offers the most complete ser... Beauty Culture. We are pleased to refer these services to you ... hesitation.

## G. J. VANTRIGT & SON

PAINTING & DECORATING

Offering Craftsmanship of the Highest Quality for Thirty Years

59 OAK ST. 426-...

This widely recognized firm was established many years ago by ... GERRIT J. VANTRIGT who retired in April 1962. Both Mr. and Mrs. V... trigt are greatly missed in this area for their work in helping out others. ... They have always been active workers in the Salvation Army which is a... have moved to Jackson's Point on Lake Simcoe where Mr. Vantrigt ... Supervisor of Maintenance. The Painting and Decorating business has ... taken over by his son R. G. (DICK) VANTRIGT, who is assisted by ... highly skilled Tradesmen in the Painting and Decorating business. The ... maintain an up-to-date Contracting Department, with adequate Tradesm... to serve your requirements in Residential, Commercial, and Industrial ... Brush Roller, Spray Painting and Paper Hanging. They are widely ... recognized for Masterpiece Finishes for Factories, Offices, Churches and ... Homes, and their extensive work in Industrial Spray Painting. Their va... experience enables them to create beautiful exteriors, 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 Decorating Service ... of Expert Advice, all made possible by a quarter century of experience and ... are worthy of recommendation for complete satisfaction in Decorating ... Services.

## SIMCOE AUTO ELECTRIC

PROVIDES DEPENDABLE AUTO ELECTRIC SERVICE TO THIS AREA

70 WATER ST. 426-1040

SIMCOE AUTO ELECTRIC under the personal direction of LLOYD LEASK offers this area a complete generator and starter repair service. Their business has increased to its present size through a policy of quality service at a low cost. This is an important factor in the retail trade.

SIMCOE AUTO ELECTRIC established in 1952 are specialists in Carburetion, Batteries, Ignition, Generators, Starters, Windshield Wipers, Speedometers etc. They carry a complete line of Delco Remy and Auto-Lite replacement parts.

Modern test equipment enables their specially-trained staff to perform completely satisfactory work. We suggest you visit this firm when in need of their services which are rated highly throughout this area.

The efficient and courteous manner with which LLOYD LEASK and his staff conduct their business assures them of many years of continued success.



# Reviewing the Outstanding Businesses and Professions IN OUR NEIGHBORING TOWN

## W. H. ABBEY CO. LTD.

...ERY DEPENDABLE FIRM SERVING SIMCOE AND DISTRICT SINCE 1913

...OLBORNE ST., N. 426-0482

...his business was established in 1913 by MR. W. H. (HAROLD) ...EY, the firm was then made a Limited Company in 1947, then in 1950 ...siness was taken over by two sons FRASER and CLARENCE upon ...irement of their father. This firm has four departments: Plumbing, ...g, Electrical Contracting and Electrical Appliances.

...H. ABBEY CO. LTD. features only better known lines of Plumbing ...eating Fixtures, which are well recognized for Quality and Service ... is true that it takes good dependable products to have the finest ...bing and Heating System, but it is also important to have it properly ...ed by a firm such as W. H. ABBEY CO. LTD. who have been ...led with the trade for fifty years. All of their Plumbing and Heating ...nics are licensed members, which attests to their qualifications. They ...specialists in Modern Bathrooms and Modern Heating, both gas and ...th over fifty years of experience, also service work on all types of ...ing and electric water heaters, this includes Repairs, Alterations and ...stallations. They also do Electrical Contracting for Residential, ...mercial and Industrial services. They sell a complete line of Electrical ...es and Appliances featuring the brand names of General Electric ...ral and Moffatt.

...o suggest you try this up-to-date organization for your Plumbing ...g and Electrical problems as many others have been pleased with ...ery satisfactory jobs they have done in this district.

...nder the guidance of FRASER and CLARENCE ABBEY this has ...e one of Simcoe's most reputable firms.

...UTO OWNERS DEAL WITH CONFIDENCE AT

## GREENFIELD MOTORS LTD.

QUEENSWAY, W. 426-4517

...this firm, established in December 1960 and founded with the highest ...ples in business dealings, is directed by HORACE GREENFIELD, ...ded by a well chosen staff, where people from all parts of the area are ...e assured of being able to choose with great confidence the car ...r choice from a wide variety of models in the fabulous Rambler, ...the finest quality Clean and Dependable Used Cars ever offered people ...s area. The fabulous RAMBLER won the Motor Trend Magazine award ...r which is awarded for the car which is recognized for supremacy ...sign, performance and roadability. This firm's greatest asset is their ...Reputation, which they upheld through Fair and Honest Policies in ...s conducted by them during the past years. From the very instant ...here, you realize that this Firm's Courteous Sales Staff are on ...job to see that you are shown the many models suited to your individ...requirements. After a demonstration drive in your chosen car, you will ...m GREENFIELD MOTORS LTD. knowing that with their policy ...faction to customers, you have become another of their many ...ds of satisfied customers, who know that GREENFIELD MOTORS ...s the place to come for dependable transportation always.

## H. M. ELLIOTT & SONS

THE AREAS MOST REPUTABLE FARM EQUIPMENT DEALER

R.R. No. 3, WATERFORD, ONT. 426-0298

...ENRY ELLIOTT and his son FRANK have been in the farm equipment ...ss since 1960 and HENRY has a background of twenty-five years of ...al farming experience which is very valuable in this type of ...ess. This business is both sales and service for equipment by MASSEY ...USON, the name which is the symbol of perfection in farm machinery ...s taken the work from the farmers hands and placed it at his finger ...d have an efficient parts replacement service.

...o be properly sold, equipment must be properly serviced, and H. M. ...OTT & SONS, who sell this line of modern farm equipment maintains ...ll the finest service departments in Norfolk County. They have qualified ...tenance men to offer you speedy and reliable repairs, whether on the ... or in the shop. These services will save you both time and money ... you require it. They also have one of the best displays of used farm ...inery in this County featured at a great saving to you.

...our farmers do well to keep in mind the name H. M. ELLIOTT & SONS ...dealer who knows the many difficulties in farming and can give sound ...ce on proper equipment for the right job and who has helped keep farm ...ment prices at their lowest possible level in this area.

## D. B. KELLY CONSTRUCTION CO. LTD.

ARE WELL KNOWN AS THE MOST EXPERIENCED AT EXCAVATION

R.R. No. 2, SIMCOE, ONT. 426-6405

This firm which was established in 1947 by MR. DONALD B. KELLY ...rovides for this area the finest in Excavation Service.

Their operators are experts in Bulldozer service, Motor Graders, Drag ...ne, Back Hoe and Shovels are available at reasonable cost. They special...e in Excavating, Farm Drainage, Basement Digging, Grading, Bulldozing, ...o sell sand and gravel. Their power equipment assures you of the best ...Service at reasonable rates and you can arrange for Excavating Equip...ent from this reliable firm and they will do your job by the hour, or by ...ontract. Call them for your needs for that new Building or Grading ...roblem. You are sure of Courteous and Prompt Service.

D. B. KELLY CONSTRUCTION CO. LTD. is a firm held in high esteem ...throughout this district. They are only too pleased to give estimates without ...obligation for your particular job. It is our extreme pleasure to recommend D. B. KELLY CONSTRUCTION CO. LTD. to our readers for anything in ...Excavation Service.

## POND'S SPORT SHOP

CATERS TO ALL SPORTS ENTHUSIASTS IN NORFOLK COUNTY

19 NORFOLK ST., S. 426-0614

This very reputable firm was established in 1947 by MR. VIC POND and taken over in September of 1952 by MURRAY POND. It has become well recognized as the sports headquarters of Norfolk County. This is the store where all sports enthusiasts can obtain the best in supplies for all sports at reasonable prices. Maintaining a reputation as being most accommodating to the many people they serve, which includes many CLUBS, SCHOOLS and other ORGANIZATIONS, this top rated business firm has an enviable record for the largest selection at the prices and has met with great favour with the people throughout the County. Their large and varied selection includes: BASEBALL and SOFTBALL equipment also GOLF, BICYCLES and WHEEL TOYS featuring C.C.M. and RALEIGH. FISHING TACKLE of every description, DART GAMES and supplies, TEAM JACKETS and TROPHIES for every sport, plus a complete repair shop. So whatever YOUR PLEASURE BE in sports POND'S SPORT SHOP can look after your requirements most efficiently. By visiting this store regularly you will get acquainted with their vast selection of sporting goods plus friendly advice on your requirements provided by MURRAY and his staff for regardless of whether you are purchasing or just looking around you are always made welcome at POND'S SPORT SHOP in Simcoe.

## SIMCOE TIRE SERVICE LTD.

SERVES THIS AREA WITH QUALITY GENERAL TIRES PLUS SERVICE

85 WATER ST. 426-4360

SIMCOE TIRE SERVICE LTD. was established on July 1, 1945. They are sales and service dealers for the ever famous GENERAL TIRES, which will reduce your tire troubles to a minimum — or you can have your present 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 right on your farm. All sizes of tractor tires can be vulcanized, done right in their own shop here in Simcoe.

They are specialists in Passenger, Truck and Farm Tires, with their easy budget plan available to you. Remember that this firm also allows a liberal trade-in allowance on your worn tires, and they welcome the people of the district.

Visit SIMCOE TIRE SERVICE LTD., which is capably owned by ROSS and DON EDGE. They are having a Grand Opening of their Automotive Accessory Centre MAY 22nd, 1963 and they will be featuring prizes Galore. (1) is a trip to New York all expenses paid plus additional spending money; (2) Mans or Ladies Luggage; (3) Boys or Girls Bicycle; (4) 2 Seat Covers; (5) Safety Seat Belts installed free. Draw to be held on June the First.

## FILTER QUEEN SALES & SERVICE

LEADERS IN THEIR FIELD

RENTON, ONT. 426-4472

THE FILTER QUEEN has been rated as the finest AIR PURIFIER and HEALTH UNIT on the Market. Although there are many types of vacuum cleaners offered to the public, the FILTER QUEEN is not just another vacuum cleaner but an Air Purifier and Health Unit. You owe it to yourself, your home and furnishings to arrange for a demonstration. This can be arranged by calling their distributor, TOM J. TYRRELL. Remember, you are under no obligation to buy, no high pressure sales. They do not have to run down any competitive machine or make comparisons, they simply make a demonstration of what the machine does for you. YOU ARE THE JUDGE. — You will see for yourself the many benefits of having this Quality Built Unit in your home.

Their unit does the job of a vacuum cleaner in a quarter of the time as well as actually purifying the air that you breathe which is probably the reason that most of the hospitals and health institutions prefer their units to any others. This unit is recommended for dust allergy and asthma cases. Don't buy Today's Machine Tomorrow, Buy Tomorrow's Machine Today. Buy FILTER QUEEN. Now is the time to buy your FILTER QUEEN as they are featuring a special where as anyone seeing the FILTER QUEEN demonstration in their home is eligible for a free draw on the new FILTER QUEEN.

The Local Distributor, TOM J. TYRRELL is held in high esteem by the many who have had the pleasure of doing business with him.. We regard it an extreme pleasure and service to our readers in highly recommending this firm to you.

## ATLANTIC FINANCE CORP. LTD.

HAVE BUILT AN EXCELLENT REPUTATION

126 ROBINSON ST. 426-0671

Without a doubt, ATLANTIC FINANCE CORPORATION LIMITED, is one of the most reputable organizations serving the needs of our province with a friendly Finance Service. They are prepared to assist you with the required financing. All business is confidential. People in this vicinity have been greatly aided by this firm's convenient loan system. Reliable persons may discuss any worthwhile need for immediate cash with them and receive assistance.

Their office in Simcoe is capably managed by JAMES EARL who is assisted by a well chosen staff, all of whom have worked in the better interest of the public in need of financial assistance, and is an all Canadian Company with 40 branches in Ontario.

Their friendly service has been a wonderful help to many folks in the country. Many of us capable of successfully carrying on but lack ready cash to carry out our plans will receive prompt courteous service. It is indeed a pleasure to refer their services to you, and on behalf of the Management, to tell you that they are anxious to help you just as they have helped many others in the past. It is with pleasure, we highly recommend ATLANTIC FINANCE CORPORATION LIMITED, as we know you will find it a pleasure in doing business with this reputable firm.

## HOWE BROS. ROOFING CONTRACTORS

WELL RECOGNIZED EXPERTS IN THEIR SPECIALIZED TRADES

R.R. No. 7, SIMCOE 426-0494

This firm established in 1961 is capably directed by FRED and BEN HOWE are experts on all types of roofing, and an authority on materials.

From both the appearance and utility standpoint there is no part of a building that plays such an important role as does its roof. A good job of this type can transform an old home into one of distinctive beauty and attractiveness.

Now is a good time to take inventory of the appearance of your home building and determine what can be done to improve it. Remember: If your building needs a new roof you won't save money by letting it go for still another year or so. But you will save money on your roofing job by calling HOWE BROS. ROOFING CONTRACTORS who are well experienced on roofs for homes, churches, schools, etc. Here you get a good quality roofing material applied by experts at a very reasonable price. This includes built up roofing, sheet metal work and flat roof repairs, in fact roofing of all types. We feel sure if you keep all these fine points in mind about this reputable firm that you will not hesitate in calling upon their services which we are pleased to recommend to you.

QUALITY SHELL PRODUCTS COMBINED WITH THE EFFICIENT SERVICE OF

## E. L. RIDDLE OIL CO. LTD.

IS GREATLY APPRECIATED IN THIS AREA

101 2nd AVE. 426-4850

Good service being one of the most important factors in business today, has been the first consideration extended by E. L. RIDDLE OIL CO. LTD. to customers. Most of us realize that the SHELL PRODUCTS distributed by E. L. RIDDLE OIL CO. LTD. are of the Highest Quality, but the efficient service always extended by this firm, gives added assurance to our satisfaction.

That SHELL PRODUCTS of Canada have gained such recognition is in a large measure due to the highest quality of their products and the supreme efforts of such agents as E. L. RIDDLE OIL CO. LTD. serve the public with efficient service.

E. L. RIDDLE OIL CO. LTD. was established in 1946 by ELMO L. RIDDLE who was joined in business by his son GERALD F. L. RIDDLE in 1953.

We suggest you contact and let them supply you with these Top Quality SHELL PRODUCTS, such as Fuel Oils, both Stove and Furnace, Gasoline, Lubricating Oils and Greases, which are truly Canadian Shell Products of Canada.

## TURKEY POINT MARINA

IS THIS DISTRICT'S WATER RECREATION CENTRE

TURKEY POINT 426-6795

LYN FERRIS and his wife MARY LOU operate one of the best Marine Centres in this district, which offers to the Boating enthusiasts in the area complete Marine Services.

Established since 1958 and through years of honest dealings they have thus assisted the public that they feature only the finest in RUNABOUTS, SKIFFS, INBOARD BOATS, CANOES, MERCURY OUTBOARD MOTORS and everything in Marine Supplies. Great names in boats, such as Brunswick and Richardson Lap Strake. They also sell Gator Trailers, and have excellent launching facilities.

Stop in at this popular place which has free storeside parking, and acquaint yourself with the service, facilities and products available here, and regardless whether you are buying or shopping around you will be sure of being made welcome. LYN FERRIS and his wife MARY LOU have always extended a cordial welcome to the people of this area. We are pleased to recommend this firm to all our people.

## GAULD ELECTRIC & MOTOR SERVICE

NORFOLK COUNTY'S REPRESENTATIVE FOR ELECTRIC MOTORS

72 WATER ST. 426-3327

This progressive firm established since October 1951 is under the personal direction of GEORGE GAULD the owner, and provides industry, commercial and institutional establishments with one complete coverage for all ELECTRIC MOTOR requirements, big or small from a pump motor on the farm to a transformer in a factory.

The confidence shown in GAULD ELECTRIC & MOTOR SERVICE by their customers is reflected in the steady growth and expansion of their facilities. This firm specializes in the rewinding and repairing of electric motors of all sizes and types and controls. They are one of the largest electric motor servicing firms in the area. Their personnel now handle a complete range of mechanical transmission products such as conveyors, bearings, speed reducers, and drives of all types.

This firm also does Electrical Contracting. They were the first in Simcoe in the Electrical Heating and have the most installations which includes two gold medallion homes in Simcoe. Bill Webb's home and the Show Case home of the year.

Companies such as Leland Electric of Canada Ltd., who establish a standard of quality in electric motor servicing have selected GAULD ELECTRIC & MOTOR SERVICE as their representative. Large stocks of equipment are always available and 24 hour emergency breakdown service is provided. You will find this company a fine place to do business.