

# WHO'S WHO IN SIMCOE

- - BY LARRY AND ROBERT BURTON

## MOTORCADE STORE IN SIMCOE

FEATURES QUALITY PRODUCTS AND SERVICE  
16 YOUNG ST. 426-4323

We find that few, if any, business firms have attained the prominence that is awarded the MOTORCADE STORE in Simcoe. They have built their business and increased their number of friends and customers through their policy of GOOD SERVICE, COURTEOUS ATTENTION and SATISFACTION above all to all.

The prices have been their by-word for the many thousands of pieces of Top Quality merchandise such as TIRES, TUBES, POWER TOOLS, AUTO ACCESSORIES, SPORTING GOODS and many other kinds and types of small items, both necessary and useful around your Auto or Home. We feel that we would be far amiss if we would fail to count the MOTORCADE STORE which is personally managed by MR. HOWARD REICHELDE as a multitude of satisfied customers already served. With their great commend this firm to our readers.

## GRAM'S ESSO SERVICE STATION

HAS GAINED COUNTLESS SATISFIED CUSTOMERS THROUGH QUALITY PRODUCTS COMBINED WITH SERVICE  
95 NORFOLK ST. S. 426-6450

It is a well known fact that every Service Station offers the travelling public gas and oil products. GRAM'S ESSO SERVICE STATION offers you by Imperial Oil Co. Ltd. who have the largest research laboratories in the Dominion. These ESSO GAS and OIL PRODUCTS, Lubricants, Atlas Tires and Batteries, plus the combined services of ROY GRAM and well chosen attendants are responsible for the success of this business. They assure efficient service for Repairs, Wax Washes, Lubrications, Polishing, Speedy Road Service, and are affiliated members of Dominion Automobile Association. GRAM'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.

## TRAFFORD TILE & CABINET

SUPPLYING THE MOST EXPERIENCED FLOOR SERVICES IN NORFOLK COUNTY  
11 COLBORNE ST. 426-0857

In reviewing outstanding businesses and professions of Simcoe, it is only proper that we include some of the highly skilled Trades. Headed at the top of this group, we find one of Simcoe's finest firms TRAFFORD TILE & CABINET, established by JOHN TRAFFORD and his son DON TRAFFORD back in 1946. The personal interest shown by the TRAFFORD family in complete customer satisfaction has increased their recommendation from all customers beyond realization. This firm has met the requests of plus Custom Cabinet Making, their Services cover: Homes, Commercial Buildings, Schools, etc. and their modern equipment, operated by Skilled Tradesmen, assures the very best. It affords us great pleasure to recommend the valued services of TRAFFORD TILE & CABINET, which has built an excellent reputation throughout Norfolk County.

## C. W. BUCK & SONS LTD.

HAVE SOLVED MANY OF THE BUILDING PROBLEMS IN NORFOLK COUNTY  
4 WEMBLEY 426-4571

When you are admiring some of the beautiful homes and businesses in the area, we would like to congratulate the responsible firm who has built many of them. C. W. BUCK & SONS LTD., established since 1887 by the late C. W. Buck who was in the building business for over 30 years, regardless of Size, Shape, Type or Price of Building you plan to erect. 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 work, the guiding influence of ROSS and ARLOFF BUCK who took this business over when their father, the late C. W. Buck passed away in September 1961, 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.

## ROULSTON'S I.D.A. DRUG STORE

EXTENDS PERSONALIZED SERVICE TO MANY PEOPLE OF THE AREA  
17 NORFOLK ST., S. 426-1731

This popular I.D.A. Pharmacy in Simcoe carries a complete line of Imported Perfumes, Cosmetics, Toilet Waters, Comedics, and a wide variety of Medical Supplies and also carries a minimum supply of Photographic Equipment.

This professional concern has always given an exceptionally good service date on all new items on the market today. Under the personal direction of MR. R. P. "BOB" RICHARDSON who has been a graduate Pharmacist since 1956 and is assisted by MISS CAROLE EDDY who is also a qualified Pharmacist, assuring you of the best attention at this friendly store.

We are glad to compliment this modern store, both as a business and 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 ROULSTON'S I.D.A. DRUG STORE, "Norfolk County's leading Prescription Centre" who have many satisfied patrons throughout the area.

## BURTON ELECTRIC

ONE OF THE FINEST FIRMS OF ITS KIND IN THE AREA  
277 SOUTH DR. 426-4795

This Firm has been established since 1945, under the capable guidance of JOHN BURTON who has over 25 years experience in Electrical Contracting.

This Firm is one of the popular and successful concerns of this section, rendering a Quality of Personal Service which is distinctly satisfactory in its line.

The proper Wiring of a Building at the time of construction is the only way to ensure satisfactory use of the Electrical Equipment. This Firm has complete Wiring Plans of individual Quality Engineering.

The up-to-date standardized plans of this Firm take into consideration later years to tear up walls and go to additional expense and annoyance when a needed outlet is discovered necessary. The careful planning of the Firm gives the patron the satisfaction of knowing that job is the last word in Electrical Efficiency. This includes wiring of Industrial, Commercial and Residential Buildings.

Our readers will do well to consult BURTON ELECTRIC when in need of Electrical Service of all types, including Electrical Heating, as we do not hesitate to recommend their service to you.

## QUALITY B.A. PRODUCTS

COMBINED WITH THE EFFICIENT SERVICE OF WALTER RIDDEL  
736 NORFOLK ST., N. 426-4715

IS GREATLY APPRECIATED IN THIS AREA

Good service being one of the most important factors in business today, has been the first consideration extended by WALTER RIDDEL to his customers. Most of us realize that the B.A. PRODUCTS distributed by him are of the highest Quality, but the efficient service always extended by this firm in Simcoe, gives added assurance to our satisfaction.

That BRITISH AMERICAN OIL CO. LTD. has gained such recognition in a large measure due to the highest quality of their products and the supreme service of another major Oil Company in Hagersville and became the dealer for B.A. PRODUCTS in October 1962.

We suggest you contact WALTER RIDDEL and let him supply you with these Top Quality B.A. PRODUCTS, such as Fuel Oils, both Stove and Furnace, Gasoline, Lubricating Oils, Greases and Tobacco Curing Fuels which are used by more Canadians than any other. This business, established since July 11, 1961, is certainly worthy of highest recommendation.

## DECORATOR'S SUPPLY

IN SIMCOE IS THE DECORATING CENTRE  
NORFOLK COUNTY  
50 ROBINSON ST. 426-6461

Your Decorating Headquarters in this area is none other than DECORATOR'S SUPPLY which was established in 1948 by MR. MISENER who has sold the business to MR. RON TINDEN, MISENER LTD. in Tillsonburg and is highly recommended. Mr. TINDEN will be taking over possession on June 5th, 1968, moving to Simcoe with his wife and three children at the end of the term.

This Color Centre provides the finest quality Paint and Decorating materials on the market today. Consult "RON" on any of your field and was foreman of eight decorating experience in the area which enables him to create beautiful Esters in interior decorating feature here the quality paint products of C.I.L. also Domestic Painters for rent for floor service.

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

## MERRILL H. HARE, REALTOR

PROVIDES PERSONALIZED REAL ESTATE SERVICE AND IS ENJOYING GREAT POPULARITY  
84 TALBOT ST., N. 426-2596

No firm could in this highly competitive era, survive and prosper without taking a personal interest in their community in planning and writing and in giving full values to these clients. Hence, it is interesting to note that MERRILL H. HARE and Associates have abided by principles and will continue to enjoy success in business.

The business itself was established in 1966 and MERRILL H. HARE, assisted by his wife NYNA E. HARE, CHARLES GODDARD in Real Estate, in transactions of every nature pertaining to the buying and selling of Real Estate, placing experienced counsel of practical values and fluctuations, and noting the trends from year to year, they are in a position to give an appraisal of properties, regardless of their type.

This firm offers this area a complete Real Estate Service, specializing in Industrial, Commercial, Residential, General Appraisals and Farms. People come to this office with confidence because MERRILL HARE has been decidedly fair at all times.

## THE DRAGON DRIVE-IN RESTAURANT

SERVES THE EXCELLENCE IN DINING PLEASURE  
No. 3 HWY., EAST, R.R. 5, SIMCOE 426-3853

In reviewing the outstanding establishments, there are very few Dining Drive-In RESTAURANTS that measure up to the high standards of THE DRAGON DRIVE-IN RESTAURANT, DAVID MAH, TOM JUNG, DON LOH and BOB YIP who operate this highly respected Dining establishment of Splendor facilities include a large parking lot, take out service and delivery and air conditioned for your dining pleasure. All of their take out orders are available in plastic coated cartons ensuring no loss of flavour.

Taking every precaution for the highest use of cleanliness and safety methods, the management need to be congratulated for success toward this goal. You can enjoy dining here in an atmosphere created as if several as Food at its very rarely do you find such complete combination, such service, plus comfortable atmosphere, courteous and efficient DRAGON DRIVE-IN RESTAURANT.

We regard it our extreme pleasure to refer and recommend THE DRAGON DRIVE-IN RESTAURANT established in March 1962, where good taste can be your guide to better eating.

# Reviewing the Outstanding Businesses and Professions IN OUR NEIGHBORING TOWN

## CENTRAL PIPE LINE CO.

ONE OF THE BEST ESTABLISHED FIRMS IN ITS FIELD  
NORFOLK ST., N. 426-6461

This Company which has been established for over half a century and full knowledge of the gas business provides for the people of Norfolk County a complete service in Natural Gas, Propane Gas and its many uses in modern heating, cooking, etc. Their appliances include Clothes Dryers, Furnaces, Water Heaters, Space Heaters and Camping Equipment. This firm's branch in Simcoe is capably managed by MR. DON SCHOTT, assisted by an efficient staff who have made many years of experience in the Hardware Business, assuring us all of able assistance with your purchases.

Through careful purchasing and by selecting only the finest stock of General Hardware, Garden Tools, Electrical Supplies, Brantford Roofing, China, and Giftware, Saw, Power Tools, Quality Paint Products, Benjamin Moore Paints, and thousands of articles too numerous to mention, they have built a reputation for the excellent service they have built.

The friendly atmosphere which predominates at all times places this store in a class by itself. In making this review of the progressive business in the area, we wish to refer PRELIPP-SCHOTT HARDWARE LTD., as one of the distinctive factors of the commercial efficiency of this area.

## DOMINION TIRE STORES

IN SIMCOE SERVE THE AREA WITH QUALITY PRODUCTS AND COMPLETE TIRE SERVICE  
NORFOLK ST., N. 426-2596

DOMINION TIRE STORES, one of the most experienced firms in the industry, serving Canadians from coast to coast with their famous "Dominion Royal Tires," also tubes for passenger cars, truck, industrial and farm equipment, plus a complete tire service including retreading and balancing. This work is done with such precision and thoroughness, by experienced craftsmen, which is your guarantee of good workmanship. Farm tractor service work is done on your farm or anywhere by experts. They are specialists in passenger, truck and farm tires, with Dominion tires easy budget plan available to you. Remember, that this firm also offers a liberal trade-in allowance on your old tires and they welcome the business of this district, and so with these points in mind, DOMINION TIRE STORES in Simcoe which is capably directed by MR. J. A. (AL) FREEMAN, Associate Dealer, is recommended to all who have tire troubles. The finest in Tires, plus service, we suggest you visit DOMINION TIRE STORES in Simcoe and have them install their fine tires on your car or truck for the heavy months of driving ahead.

## EMMOTT BUILDING SUPPLIES LTD.

(SIMCOE)  
SUPPLIERS OF TOP QUALITY BUILDING MATERIALS SINCE 1948  
NORFOLK ST., N. 426-5620

This progressive Firm established since 1948 features a complete line of Plywoods, Lumber, Wallboards, Windows, Roofing, Doors, Trim, Pumps, Alum Aluminum Greenhouses and Builder's 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 extension of homes and business enterprises.

Let them serve you with your next order of Building Supplies, you will get the type that builds Permanence. The public in general have come to know whatever their 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 EMMOTT BUILDING SUPPLIES (SIMCOE) LTD. which is capably directed by MR. W. BILL EMMOTT SR., assisted by his son W. BILL EMMOTT JR. who has been with the firm since 1962 and to assure the buying public that they will receive the best service and courtesy.

## PRELIPP-SCHOTT HARDWARE LTD.

PROVIDES MODERN SHOPPING FACILITIES TO THE PEOPLE FROM ALL PARTS OF THIS DISTRICT  
5 NORFOLK ST., S. 426-0270

Many department stores and discount houses carry some general hardware lines, but your independent hardware store such as PRELIPP-SCHOTT HARDWARE LTD., established since 1956 by MR. DON SCHOTT, features a most complete variety, where you can select Top Quality Lines of Merchandise at Popular Prices, plus the fact that DON and his staff have assistance with your purchases.

Through careful purchasing and by selecting only the finest stock of General Hardware, Garden Tools, Electrical Supplies, Brantford Roofing, China, and Giftware, Saw, Power Tools, Quality Paint Products, Benjamin Moore Paints, and thousands of articles too numerous to mention, they have built a reputation for the excellent service they have built.

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## NOTTINGHAM'S TRUCK SERVICE LTD.

AND THEIR INTERNATIONAL TRUCKS HAVE AN EXCELLENT REPUTATION THROUGHOUT NORFOLK COUNTY  
No. 3 HWY. WEST, SIMCOE 426-3471

This fine Sales and Service Centre for International Trucks and Equipment is fully equipped for the complete servicing of all International Trucks in this County. Here you will find trained International Mechanics to service your truck. MR. JIM NOTTINGHAM, the President, established this firm in Hagersville in 1947 and expanded to open their new branch in Simcoe in February of this year, which is capably managed by MR. GORD CULLMORE. Both JIM and GORD are assisted by a very efficient staff who have helped to build the fine reputation that NOTTINGHAM'S TRUCK SERVICE LTD. enjoys.

This firm is well known throughout Norfolk County for their fair and honest business methods. It certainly represents one of the most substantial and services that has established a dependable business of Sales and TRUCK SERVICE LTD., and we would like to take this opportunity in giving commendable mention to this firm and recommend their services to all truck owners in this County.

## SLOAT DISTRIBUTORS LTD.

AUTO OWNERS DEAL WITH CONFIDENCE AT QUEENSWAY, EAST 426-5650

This firm established on June 1, 1961, and founded with the highest principles in business dealings is very capably directed by MR. ARNOLD SLOAT, President, assisted by a well chosen Sales Staff, where people from all parts of the area are assured of being able to choose with great confidence the car of their choice from a wide variety of models, the new Galaxie's, Fairlane's, Falcon and the Ford Trucks plus the finest quality Used Cars ever offered the people of this area.

This firm's greatest asset is their good reputation which they have upheld through Fair and Honest Policies in all sales conducted by them during past years. From the very first instant you stop here, you realize that this firm's courteous Sales Staff are on the job to see that you are shown the many models suited to your individual requirements. After a demonstration drive in your chosen car, you will drive from SLOAT DISTRIBUTORS LTD. knowing that with their policy of satisfaction to customers, you have become another of their many hundreds of satisfied customers, who know that SLOAT DISTRIBUTORS LTD. is the place to come for dependable transportation, always.

## STOP DREAMING AND START TRAVELLING

WITH PLANS LAID BY THE

## FEATHERSTONE TRAVEL SERVICE

26 PEEL ST. 426-4015

ROBERT (BOB) FEATHERSTONE, who is very well known in the Travel Service business opened his own Travel Bureau in Simcoe in 1946. Since this time he has assisted hundreds of people with tours and Travel Services of the finest rating. This firm has assured fast service on all airline reservations, bookings on all steamships and are specialists in bus charters complete with conducted tours, arranged for Clubs, Groups, etc., at very reasonable rates. At this time of year they also arrange choice vacation accommodation for the summer holidays.

Let FEATHERSTONE TRAVEL SERVICE help you decide and find the holiday spot to suit your budget. They always have a large listing of choice summer vacation spots available and have assured the public that information and services directed from their place are up to date.

Stop in and acquaint yourself with the fast service facilities available here, come in and browse around, for, regardless of whether you are ready for a booking or just contemplating a trip, you are assured of being treated with the utmost courtesy from "BOB" and his staff. Arrange your Travel with this firm who assure you of the ultimate in Modern Travel Services.

## CLIFF POST MEN'S WEAR

MEETS THE DESIRES OF THE WELL DRESSED MEN OF THIS COUNTY  
21 PEEL ST. 426-1447

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

CLIFF POST MEN'S WEAR has been established since 1937 and carries a complete line of men's clothing including a fine display of casualwear. At this popular men's shop you will find only the highest quality merchandise featuring such famous brand names as House of Stone and Progress.

Work Clothes from Edmonton for both work and casual wear, English BYFORD wool socks and Ties by Monarch, Hickock Belts, Cooper's GAINETT satin-faced Venetian gabardine which is an all wool cloth imported from Great Britain, also ARROW Shirts, STETSON Hats, G.W.G. Jockey Shirts and Briefs all featured in both Boy's and Men's Wear and which are not only backed by this dependable store, but also by the manufacturers. MR. CLIFF POST, 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 CLIFF POST and his staff, we extend a personal invitation to all our readers to visit his shop which is more than worthy of our recommendations.

## STEVE SZILOCK JR. CONSTRUCTION

WELL KNOWN AS THE FINEST IN SERVICE IN EXCAVATION AND ROAD BUILDING  
R.R. No. 6, SIMCOE, Ont. 426-5217

This firm which was established in 1947 by MR. STEVE SZILOCK JR. provides for this area the finest in Excavation Service.

Their operators are experts in Bulldozer Service, Drag Line, Back Hoe and are available at reasonable cost. They specialize in Excavating, Farm Drainage, Slopement Digging, Grading, Bulldozing, also Road Building. Their power equipment assures you of the best in Service at reasonable rates and you can arrange for Excavating Equipment from this reliable firm. They have five Bulldozers, a Back Hoe and a Drag Line at your service and they will do your job by the hour, or by contract. Call them for your needs for that new Building or Grading Problem. You are sure of Courteous and Prompt Service.