

WHO'S WHO IN SIMCOE

-BY LARRY BURN



DOL-MOR BEAUTY SALON

Rated Very High
By the Women of This County

42 Kent Street, North 426-3020
Advanced hairstyling is the answer to the success of the DOL-MOR BEAUTY SALON, which was taken over by BETTY and FLOREY ENGELHARDT in 1952. Serving style conscious women throughout the area. They have introduced to this area, one of the greatest and most beneficial professional services in creating styles for women's hair to suit each person who wish to add a distinctive touch to good grooming should visit the DOL-MOR BEAUTY SALON, which has been decorated very tastefully with the WOMEN APPEAL. Since this exclusive service first became introduced to the area, women of the district started making regular visits to this shop. Then the trend began to catch on and soon every person who had heard of DOL-MOR BEAUTY SALON was interested in having her hair re-styled.

DOL-MOR BEAUTY SALON is certainly worthy of the patronage of the smart women of the district. Through their well chosen treatments, they are able to bring out those important qualities of youth, dignity and good grooming. We take great pleasure in this review referring to the DOL-MOR BEAUTY SALON for the ultimate in Hairstyling, as we feel that once you visit here you will find your name added to a long list of completely satisfied customers, who have found that "IT COSTS SO LITTLE TO LOOK SO NICE".

BUTCHER'S PLUMBING & HEATING

Your Servisoft Soft Water Dealer.
A VERY DEPENDABLE FIRM SERVING SIMCOE AND DISTRICT

R.R. No. 4, Simcoe 426-2126
This business which has been established since 1954, is under the personal direction of Mr. Russell Butcher, who is assisted by his two sons, Donald and Darwin Butcher, who are well known in this district. This firm features only the better known lines of Plumbing and Heating Fixtures, which are well recognized for Quality and Service ability. It is true that systems are good dependable products to have the finest Plumbing and Heating work done. It is also important to have it properly installed by a firm such as BUTCHER'S PLUMBING & HEATING, who have been identified with the trade for many years. All of their Plumbing and Heating Modern Heating, also service work on all types of Modern Bathrooms and water heaters, this includes Repairs, Alterations and New Installations for Residential, Commercial and Industrial services.

We suggest you try this up-to-date organization for your Plumbing and Heating problems as many others have been pleased with the very satisfactory jobs they have done in this district.

Under the guidance of Mr. Russell Butcher, BUTCHER'S PLUMBING AND HEATING has become one of Simcoe's most reputable Firms.

CLIFF POST MEN'S WEAR

MEETS THE DESIRES OF THE WELL DRESSED MEN OF THIS COUNTY

21 Peel Street 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 GARNETT satin-faced Venetian, gabardine, which is an all wool cloth imported from Great Britain, also ARROW Shirts, STEYSON Hats, G.W.G. BYFORD wool suits and Tuffles by Monarch, Hickock Belts. Cooper's Jockey Shirts and Briefs all featured in both Boys' and Men's Wear and facturers. MR. CLIFF POST, the popular owner, is associated with all 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.

Jackson's BAKERIES LTD.

BAKERS OF DISTINCTIVE PRODUCTS WHICH ARE FAVOURED IN THIS AREA

Colborne Street, North 426-1921
The tasty products of this firm are greatly appreciated by the people of this area. Fully recognizing their responsibility to the public, JACKSON'S BAKERIES LTD., which was established in 1922 and serving the larger part of South Western Ontario, backed by their long and continued experience at baking an ever improved bread, for 40 years are providing a most palatable and distinctive loaf - a bread to please the taste of the discriminating; plus a complete variety of the freshest and tastiest baking products such as Pies, Tarts, Cakes, etc.

In every product of JACKSON'S BAKERIES LTD., is the best grade flour, milk, sugar, yeast, salt, shortening and other essential ingredients, which are carefully blended and mixed, then accurately and scientifically baked by means of the most modern equipment under approved and sanitary conditions, under the careful supervision of highly skilled bakers. Any of our readers who may have been so unfortunate as not to have tried these excellent products, may we suggest you visit the retail store at Colborne Street in Simcoe which was established in 1928, which is capably managed by Mr. LEO O'CONNOR, as their products are worthy of highest recommendation and certainly merits review in this special issue of Outstanding Businesses of Simcoe.

SUCCESSFUL BUSINESS CAREERS MADE POSSIBLE BY THE HIGH STANDARDS AT THE SIMCOE BUSINESS COLLEGE

20 Kent Street 426-1695
An institution in this region that has won wide acclaim throughout this section of Ontario is SIMCOE BUSINESS COLLEGE, which was founded over half a century ago, and has one of the most impressive records of successful graduates that can be found in any archive of a business school. Through its efforts, many hundreds of local and out-of-town people have been launched upon successful business careers. They are members of the Business Educator's Association of Canada.

At SIMCOE BUSINESS COLLEGE, one will find the facilities for rapid progress. The individual method of instruction is used in connection with special lectures and class work. The courses offered are studies in Secretarial and Commercial courses, which will lead the graduate into a position of responsibility. In fact, the name of SIMCOE BUSINESS COLLEGE on your diploma is one of the best assurances of acceptance by the better business establishments throughout the County.

The facilities of the SIMCOE BUSINESS COLLEGE are, as was stated, of the very highest and you should enroll for proper training in a commercial business career. You can be assured that Mrs. A. W. MITCHELL, the Principal and the staff are deserving of your fullest consideration and support in their continuous effort to maintain their institution as a real foundation of business education.



QUALITY PRODUCTS Plus the EFFICIENT SERVICE of EEDY AND LANKEY

Are Greatly Appreciated In Norfolk County First Avenue 426-6161

Good Service being one of the most important factors in business today, has been the first consideration extended by CHARLES (CHUCK) EEDY and LOUISE LANKEY who have been established since June 15, 1955, with an excellent record of good service. Most of us realize that the TEXACO brand is the efficient service always extended by this firm in Simcoe gives added assurance to our satisfaction.

That TEXACO Products have gained such recognition is in a large measure due to the highest quality of their products and the service of their agents as Charles (Chuck) Eedy and Louise Lankey to the effort of with efficient service. They service an area radius of 50 miles.

We suggest you contact EEDY AND LANKEY and let them supply you with these quality products such as fuel oils, stove oil, diesel fuel, tobacco curing oils, gasoline, lubricating oils and greases, which are truly Canadian Products of TEXACO CANADA LTD. and worthy of recommendation.

SIMCOE ELECTRIC CO. LTD.

One of the Most Experienced Firms Of Its Kind Serving Norfolk County

250 Colborne Street, North 426-3160
This Firm was founded on July 22, 1946 and operates under the capable guidance of Mr. BLAKE MCCANN who has over 30 years experience in the Electrical Field.

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 both immediate and future needs; so that it is not necessary in 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 and commercial services installations of motors and controls for industrial and commercial services and specializing in Electric Heating for residential services and special.

Our readers will do well to consult SIMCOE ELECTRIC CO. LTD. for services to you.

SIMCOE DRIVE-IN THEATRE

THE ENTERTAINMENT CENTRE FOR THE FAMILIES OF NORFOLK COUNTY

Elizabeth Street 426-6852
This Drive-In Theatre was established in Simcoe in 1950 and taken over in 1954 by Mr. Harry L. Simons, who is assisted by Mr. BOB MAGILL and a courteous staff.

DON SCHOTT HARDWARE

YOUR IFA HARDWARE

With Modern Shopping Facilities at this New Location Provides the Same Dependable Service

40 Sydenham St. (at the corner of Culver St.) 426-3952

This firm, which was formerly known as Frepp-Schott Hardware, was founded in 1956 by Mr. Don Schott and was previously located at 20 Kent Street, North. In November of 1963, Don moved to this new location to provide for his customers better service and shopping facilities. This new store has enabled him to better merchandise for your convenience.

On display here you will find only the finest stock in plumbing, garden and farm tools, fencing, builders' supplies, electrical supplies and hardware for the outdoor enthusiasts, a beautiful display of barbecues and barbeques for the outdoor enthusiasts, a beautiful display of paint and hardware in the gift shop, quality paint products featuring Benjamin Moore paints, plus thousands of other articles and numerous to mention. They are Norfolk County's exclusive dealer in numerous Bernina Sewing Machines. Come in for your free trial and see for yourself.

Free lessons are also given with the purchase of one of their sewing machines. The friendly atmosphere, which has been created by the DON SCHOTT HARDWARE LTD., has created a class by itself. In making this special the outstanding businesses and professions of Simcoe we would like to mention DON SCHOTT HARDWARE LTD. as one of the distinctive commercial efficiency of this area.

ROBT. MCKENZIE

ONE OF THE FINEST WELL DRILLERS IN THIS AREA

VICTORIA VILLAGE Phone Simcoe

ROBT. (Bob) MCKENZIE established his popular business in May, 1959, and is highly regarded by the many people who have pleasure in doing business with him. Some of the plans and drilling in the area include: Don McKenzie's on Evergreen Road, Matthews on 24 Highway, John Cooper, the owner of Norfolk and Victoria, Wilks of the 5th and 6th Concession of Charlotteville.

Trade of WELLS DRILLING, has fifteen years of experience at the area for the very satisfactory work he has completed. He is pleased to give you an estimate at no obligation. Believe in any well drilling, we suggest you call ROBT. MCKENZIE for a review of the better businesses in the area. We are pleased to review of our readers that we feel your best guide to the well drilling services is to contact ROBT. MCKENZIE who completely satisfied and find equal pleasure in doing business with him.

WESTBROOK ELECTRIC

THE APPLIANCE CENTRE OF NORFOLK COUNTY 12 Peel Street

This Appliance Centre has been serving this area since 1937. You will see a large selection of modern Appliances such as refrigerators, ranges, washers, dryers, etc. and T.V. sets. You will like their fine display and you will find this store your service according each customer. They offer only quality goods such as MOFFAT PHILIPS KELVINATOR, ENGLISS R.C.A. VICTOR which are recognized leaders which offer the service department at this store. Radio, Stereo and Major Appliances in this store. Radio, Stereo and Major Appliances in this store. Radio, Stereo and Major Appliances in this store.

technicians to give you the type of service you will find only at WESTBROOK ELECTRIC. We are pleased to give you a call on the telephone will make available information you desire in this line. You will find, to the many advantages of shopping at WESTBROOK ELECTRIC. Quality Merchandise at prices that will certainly please yourself why WESTBROOK ELECTRIC is Appliance Centre of Norfolk County. This firm is recommended to you.

HOTSON'S JEWELLERS

Has A Reputation For EXCELLENT REPUTATION THROUGHOUT NORFOLK COUNTY

16 Colborne St. N. 426-3471

This well known Jewellery and Gift Centre has been established in 1928 and was taken over in 1948 by Mr. TED WESTON. He is a graduate or jeweller or a gift for yourself, for a wedding or any occasion, you will find that when you visit this Quality Jewellery Store, you will not only be pleased with the quality of their work, but also with the friendly and helpful service you will receive.

HOTSON'S JEWELLERS is a recognized headquarters for watches, silverware and giftware, in fact everything that is complete stock in the Jewellery line. They feature such as Longine, Bulova, Elgin and Rolex watches; Bluedial Wallace Sterling, along with doing watch and clock repairs. An excellent variety of gifts for all occasions.

We wish to compliment HOTSON'S JEWELLERS for the quality of their work, which are chosen in good taste and made to order. We may choose with confidence at HOTSON'S JEWELLERS excellent reputation warrants your patronage.

Reviewing the Outstanding Businesses and Professions IN OUR NEIGHBORING TOWN

THE DRAGON DRIVE-IN RESTAURANT

SERVES THE EXCELLENCE IN DINING PLEASURE

East, R.R. 5, Simcoe 426-3952

Among the outstanding establishments, there are very few Dining Restaurants that can measure up to the high standards of the DRAGON RESTAURANT. DAVID MAH, TOM JUNG, DON LOR and BOB SPENDOR are the highly respected Dining establishment of Splendor can be proud of the respect that has been attributed to them. Their vast menu include a large parking lot, take out service and delivery and is ideal for your dining pleasure. All of their take out orders are prepared with the utmost care for the highest use of flavor. Management need to be congratulated for success towards this end. You enjoy dining here in an atmosphere created as it seems to be for your dining pleasure. This is a complete combination, with its very best, cheerful atmosphere, courteous and efficient service, and your dining pleasure. We are pleased to recommend THE DRAGON RESTAURANT established in March 1962, where good service is your guide to better eating.

STEWARTSON'S B.A. STATION

Countless Satisfied Customers Through Quality Products Combined With Service

Queensway Street, W. 426-6205

It is a well known fact that every Service Station offers the travelling public a wide variety of products. STEWARDSON'S B.A. SERVICE STATION, established in January, 1959, offers you quality B.A. Products, ensuring that the products are guaranteed by the British Petroleum Co. of Canada, who have the finest research laboratories in the world. These B.A. gas and oil products, lubricants and tires, plus the combined services of TONY STEWARDSON and his staff, are responsible for the success of this business.

STEWARDSON'S B.A. SERVICE STATION is a very dependable business, offering you the moving public confidence that their car is properly as well as Top Quality B.A. PRODUCTS.

WEST END MOTORS

One of Simcoe's Most Experienced Firms

426-6606

Established in 1950, represents one of the foremost spring service firms in the area. Under the capable direction of Mr. W. (SID) WESTON, who has 25 years of experience as a mechanic, it has become a very successful firm of its kind.

This firm has a very important part to play in the driving pleasure of your car. This firm has all the latest skilled mechanics to make the necessary corrections to your car for more pleasant driving for you. Repairs for all makes of cars are done in a most efficient manner. They also feature a 24-hour towing service for your cars. Their prices are very reasonable and they offer you free estimates and while you wait service. You may rely on WEST END MOTORS tell you about your car or truck, for they are experts in this line and with the many hundreds of satisfied customers who are very pleased with the service they receive. We cannot fail in this special review to tell you that if you are in need of their services to visit this firm yourself of the utmost in Spring replacement, repairing and re-inforcing.

NOTTINGHAM'S TRUCK SERVICE LTD.

THEIR FAMOUS TRUCKS HAVE AN EXCELLENT REPUTATION THROUGHOUT NORFOLK COUNTY

West, SIMCOE 426-3471

Sales and Service Centre for International Trucks and Industrial Equipment. This store has added greatly to the progress of Simcoe's downtown business. Year after year this firm has made new improvements in their store to make shopping easier and more pleasant. This whole store has been set up as a self-serve store where goods are well displayed with an adequate efficient staff to aid you in making your choice. You may choose your merchandise from one of the largest stocks of goods in the area and have them delivered to your home or business. In choosing an appropriate gift for hard-to-please persons, they offer the largest selection of varied merchandise and quality and more satisfaction always been their first consideration. They have one of the largest displays in the area, and have been continually on the alert for the new ideas of today, which would further assist the shopper.

Their large stock expansion has increased your choice in books of every description. They have the largest stock of school supplies, text books, children's books, bibles, hymnaries, prayer books, leather goods, greeting cards, stationery, fountain pens and office supplies including desks, chairs, filing cabinets, steel shelving lockers and also typewriters and calculating equipment by Smith-Corona, which merit your inspection. We are pleased to recommend PORTER'S STATIONERS LTD. to all our readers who are interested in the finest quality merchandise at the best prices and we feel that a purchase here will more than satisfy your desires.



IN SIMCOE SERVE THE AREA WITH QUALITY PRODUCTS AND COMPLETE TIRE SERVICE

609 Norfolk St., North 426-2596

DOMINION TIRE STORES, one of the most experienced firms in the tire industry, serving Canadians from coast to coast with their famous "Domination Royal Tires," also tubes for passenger cars, trucks, industrial farm equipment, plus a complete tire service including retreading and vulcanizing. This work is done with such precision and thoroughness, by well experienced craftsmen, which is your guarantee of good workmanship. Farm tractor service work is done on your farm or anywhere by experts. All sizes of tractor tires can be vulcanized, done right in their own shop. They are specialists in passenger, truck and farm tires, with Dominion Tire's easy budget plan available to you. Remember that this firm also allows a liberal trade-in allowance on your old tires and they welcome the people of this district.

For speedy and efficient service they have three service trucks and one tow truck and maintain four licensed mechanics at your service for Front End Alignment, Wheel Balancing, Installing Mufflers, Tailpipes, etc., Rebuilt Motors, Tune-ups, Automatic Transmissions and Repairs to all makes of cars and trucks.

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. In Simcoe 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.

DECORATOR'S SUPPLY

IN SIMCOE IS THE DECORATING CENTRE OF NORFOLK COUNTY

50 Robinson Street 426-4150

Your Decorating Headquarters in this area is none other than DECORATOR'S SUPPLY which was established in 1948 by MR. GORDON MISENER who sold the business to MR. RON SINDEN formerly of Sinden's Ltd., in Tillsonburg. RON took over on June 5, 1963.

This Color Centre provides the finest quality Paint and Wallpaper that is featured on the market today. Consult "RON" on any of your Color Scheming Problems as he has twenty years experience in the decorating field and was foreman of eight decorating experts at Sinden's Ltd., which enables him to create beautiful exteriors in harmonizing color tones also co-ordinating fabrics, furniture and walls in interior decorating. They feature the quality paint products of C.I.L., also Domestic and Imported Wallpapers, Custom Made Draperies, Custom Picture Framing and Sanders for rent for floor service.

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.

Why not stop in now at DECORATOR'S SUPPLY and let RON SINDEN'S experience help you have a better decorated home or business.

PORTER'S STATIONERS LTD.

A Very Prominent Business in Simcoe Since 1948

41 Norfolk Street, North 426-3737

This fine outstanding business which was established in 1948, and which moved to its present location in August of 1963, is very capably directed by Mr. FRED PORTER. This store has added greatly to the progress of Simcoe's downtown business. Year after year this firm has made new improvements in their store to make shopping easier and more pleasant. This whole store has been set up as a self-serve store where goods are well displayed with an adequate efficient staff to aid you in making your choice. You may choose your merchandise from one of the largest stocks of goods in the area and have them delivered to your home or business. In choosing an appropriate gift for hard-to-please persons, they offer the largest selection of varied merchandise and quality and more satisfaction always been their first consideration. They have one of the largest displays in the area, and have been continually on the alert for the new ideas of today, which would further assist the shopper.

Their large stock expansion has increased your choice in books of every description. They have the largest stock of school supplies, text books, children's books, bibles, hymnaries, prayer books, leather goods, greeting cards, stationery, fountain pens and office supplies including desks, chairs, filing cabinets, steel shelving lockers and also typewriters and calculating equipment by Smith-Corona, which merit your inspection. We are pleased to recommend PORTER'S STATIONERS LTD. to all our readers who are interested in the finest quality merchandise at the best prices and we feel that a purchase here will more than satisfy your desires.

MERRILL H. HARE, REALTOR

PROVIDES PERSONALIZED REAL ESTATE SERVICE AND IS ENJOYING GREAT POPULARITY

84 Talbot St., N. 426-2645

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

The business itself was established in 1956 and MERRILL H. HARE assisted by his wife NYNA E. HARE, CHARLES GODDARD in Renton and in transactions of every nature pertaining to the buying and selling of Real Estate, placing experienced counsel of practical values at the public's command, and their 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 Tobacco Farms. People come to this office with confidence because MERRILL H. HARE has been decidedly fair at all times.

ROULSTON'S I.D.A. DRUG STORE

EXTENDS PERSONALIZED SERVICE TO MANY PEOPLE OF THE AREA

17 Norfolk Street, S. 426-1731

This popular I.D.A. Pharmacy in Simcoe carries a complete line of Imported Perfumes, Cologne, Toilet Waters, Cosmetics, 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 at all times. In keeping with their modern policy, they have kept up to date on all new items on the market today. Under the personal direction of Mr. R. P. "BOB" RICHARDSON who has been a graduate Pharmacist since 1956 and is assisted by MISS CAROLE EEDY 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 desire anything in up-to-date drugs, it is suggested that you visit ROULSTON'S I.D.A. DRUG STORE "Norfolk County" in their "Prescription Centre" who have many satisfied patrons throughout the area.

STOP DREAMING AND RELAX WHILE TRAVELLING WITH PLANS LAID BY FEATHERSTONE TRAVEL SERVICE

26 Peel Street 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 activities complete with conducted tours, arranged for Clubs, Groups, etc. at very reasonable rates. At this time of year they also arrange choice vacation accommodations for the summer holidays.

FEATHERSTONE TRAVEL SERVICE help you decide and find the holiday spot to suit your budget. They always have a large listing of information and services directed from their place are up to date. Stop in and acquaint yourself with the vast service facilities available 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 Service.

You Can Deal With Confidence of Sales And Service At SLOAT DISTRIBUTORS LTD.

Queensway East 426-5650

With the automobile manufacturers of today producing the finest cars ever, it makes a very difficult task for us to select the dealer from which to make our purchase. SLOAT DISTRIBUTORS LTD., which was founded in June, 1961, with the highest principles in business. This firm has, since first established, always provided the best in sales plus the finest service to all their customers over the past three years.

At SLOAT DISTRIBUTORS, they feature the outstanding products of the Ford Motor Company of Canada such as Galaxie's, Fairlane's, Falcon's, and the famous Ford Line of Trucks, and also one of the finest displays of Quality Used Cars in this area.

SLOAT DISTRIBUTORS LTD., which is directed by Mr. ARNOLD SLOAT, the President and General Manager, and Mr. GLEN SLOAT, the Vice President, who are assisted by a friendly sales staff and an efficient Service Department, to assure you of fast and courteous service on your selected automobile after your purchase. We know that "YOU" as a customer can deal with this fine firm and they in turn will earn your confidence too.