

1959 REVIEW OF OUTSTANDING BUSINESSES & PROFESSIONS, PETERBORO

F. W. WOOLWORTH CO. LIMITED
George and Charlotte Streets RI 5-6435

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 stores headquarters for real pleasant shopping. 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, is responsible for the pleasant atmosphere, courteous and competent service extended to their customers. 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 Peterborough for the finest selection of items for your home and family on the market. Congratulations are extended by us to F. W. Woolworth Co., Ltd. on their 80th Anniversary and sincere wishes for many years of continued success.

HOOPER'S BAKERY & CONFECTIONERY

Stores at
414 - 601 George North RI 5-5915
216 Charlotte Street RI 2-2226

The well known products of the concern are greatly appreciated in this area. Fully recognizing their responsibility to the public, as manufacturers of a food product, Hooper's Bakery & Confectionery are providing, the freshest, tastiest baking products which has enabled them to uphold the large patronage they enjoy as quality Bakers. In every item is the best flour, milk, sugar, salt, shortening, and other essential ingredients. These are accurately and scientifically baked by means of

the most modern equipment, under sanitary conditions, by skillful bakers. In this review we compliment the management of this firm for their foresight and ingenuity. We suggest you try the products of Hooper's Bakery & Confectionery who are famous for weddings, birthday, and all types of party cakes. We suggest you avail yourself of the fine products of Hooper's Bakery & Confectionery which has met with great favour by the larger population in this area.

SILVERWOOD DAIRIES LIMITED

375 Aylmer Street Phone RI 5-5751

Silverwood Dairies Limited, established about 54 years, has always been recognized for their quality dairy products. The branch in Peterborough supplies the area, with the famous "SILVERWOOD'S DE LUXE ICE CREAM" which is known for its distinctive good taste. The reason for the preference of their products by thousands of patron is because Silverwood Dairies Ltd., with head office in London, Ont. and with branches in principal cities realize what the word "Quality" means in the fullest extent. This firm founded with the

word "Quality" deeply set in the minds of their entire staff has been the assurance that their customers would always get the finest quality products throughout the years. Ice cream is not only health giving but health protecting as well and people are beginning to realize the value of it in the daily diet. In making this business review we are pleased to compliment Silverwood's on the superior quality of their Ice Cream. Give yourself a real treat by trying some today. Remember, ask for Silverwood's DeLuxe Ice Cream.

SINGER SEWING MACHINE COMPANY

261 George Street North Phone RI 5-8425

This reliable firm, established over a century ago, offers a wide selection of new Singer and used trade-in sewing machines. Mr. "Bill" Pollock, the manager and his staff have many years of experience at repairing all makes and carries a complete line of parts for these machines. The Singer, which is the finest sewing machine on the market today, does embroidery, buttonholes, sews on buttons, etc. Singer also has a vacuum cleaner, which is well known in the U.S.A. and has been recently introduced into their stores in Canada. There are four different models to choose from in all price ranges, with the Singer Economy Vacuum you

being specially offered at a reduced price. Their completely automatic machine does hundreds of embroidery patterns. It has a static-free motor, and is an extra quiet machine, which is moderately priced. Singer has three types of automatic machines, also their slant needle and straight needle, and introducing their new slant-o-matic, which is a fully automatic machine with slant needle advantages and a wide variety of modern cabinets in all models from which to choose; with Singer's easy budget plan available for you. We suggest you visit this firm in Peterborough, whom we are pleased to recommend to

J. PIRIE-MEMORIALS

71 Crescent Street Phone RI 5-7431

In selecting a Family Memorial this firm located in Peterborough, can show you memorials built on a bases of quality and durability. They excel in all branches of memorial work and adhere strictly to the MEMORIAL IDEAL 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.
As designers, they have achieved a well merited reputa-

tion, the design being original and artistic, and they are ready at any time to submit designs and estimates for all classes of work. The proprietor of this firm is well-known to many of our readers. They have very latest and most modern appliances, enabling them to produce the finest grades of work. J. Pirie and son "Bob" can meet all requirements from the simple foot stone 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.

L. R. GROOMBRIDGE & SON AUTO UPHOLSTERS AND AUTO GLASS SERVICE
464 Aylmer Street Phone RI 3-3231

At L. R. Groombridge & Son Auto Upholsters, has afforded a unique auto upholstering and glass service to auto dealers and the public for many years. This firm is owned and operated by "Les" Groombridge with over 32 years experience, assisted by his son Robert, who are qualified to do a complete upholstering job on your car. Should you need new upholstery or if you need the springs reset, or cushions rebuilt or recovered you should call L. R. Groombridge & Son, Auto Upholstering, where you

will be sure of satisfaction, as all their work is guaranteed. Special attention is given to all Insurance claims. This firm has the largest stock of curved windshields in the area, to fit most makes of cars. Remember! For anything in auto upholstery, safety glass, curved window glass, carried in stock at all times for most makes of models, see L. R. Groombridge & Son, Auto Upholsters first and you will agree that their prices, their work and their service are the best.

PILON MARINE LIMITED

176 Simcoe Street Phone RI 2-4226

This is one place in this section that the boating enthusiast can obtain the best in supplies and services and at reasonable prices, always maintaining an up to date business for the accommodation of the many people they serve. This top rated business firm has an enviable record, and has always met with great favour by the people of this trade area. Through years of honest dealings, they have thus assured the public that they feature only the finest in Runabouts, Skiffs, Cabin Cruisers, Inboard Boats, Canoes, Johnson Outboard Motors and everything in marine supplies. They are

exclusive dealers for Peterborough Boats. They also handle Evinrude, Elto, Viking, and Lawnboy Products; Tee-Nee Trailers, Sporting Equipment, and have boat and motor storage. Stop in at this popular place, acquaint yourself with the services, facilities and products available here, and regardless whether you are buying or not, you will be sure of being made welcome, as John Evans and Doug Mortimer, the friendly owners, always extend a cordial welcome to the people of this area, we are pleased to recommend this firm to all our people.

H. & J. PRECISION INDUSTRIES MACHINE SHOP
New Modern Plant on the Kingsway Phone RI 5-7805

Serving Peterborough and district for years this is one of the best equipped Machine Shops in this part of the province. At their new location on the Kingsway, they have a larger plant, with new equipment, to offer the finest machine shop service in the area. They do general machine work and the superiority of their work is well known throughout this region. Specializing in tools, dies, special machinery, make special parts for farm machine

repairs, etc., they employ in their plant men all of whom are highly skilled workmen, thus this firm has the advantage of the work of men who have spent the better part of their lives at this trade. The H. & J. Precision Industries Machine Shop under the personal direction of "Doug" Hatton have proved to be one of the most valued additions to this region and in this review of the better businesses of this part of the province we are glad to refer this reliable firm to all our readers.

HAROLD BALL FARM EQUIPMENT

R.R. 3 Peterborough RI 2-7258

Today's successful farming is dependent on up to date, efficient machinery. New discoveries in farm chemistry also increase to-day's crop yield. To take full advantage of these advances often necessitates new methods and practices on the farm. ALLIS CHALMERS Farm Equipment are leaders in farm machinery design; supplying machines that save a maximum of the farmer's time; use a minimum of his effort for operation, and help produce the finest resultant crop, by being able to conform to all the methods of to-day's farming. To be properly sold, machines must be properly serviced, and

Harold Ball who sells Allis Chalmers Farm Equipment, and Malco Pop Up Bale Loader, an exclusive in the area, with Harold Ball, pride themselves on a modern Service Department, using trained mechanics for the repair up-keep of the fine machinery they sell and are always interested in economy to the farmers. They are equipped to give you service on the farm or in the shop. These services save you time and money when needed, and assure you of the use of your machine when you require it. Our farmers would do well to keep in mind the name HAROLD BALL who has helped keep prices at their lowest possible level in the area.

CANADA DRY BOTTLING CO. (PETERBOROUGH) LTD.
932 Mervin Street RI 2-2228

There is a reason why "Canada Dry" has earned its name as the "Champaign of Ginger Ales" and the fact that their other flavours have met with your good taste. Through many years of research and development they have perfected their products to a point where they are second to none. Canada Dry has gained recognition and is in demand the year round. It has proved to be not just a summer thirst quencher but a tasty, tangy beverage that everyone from the small child to the elderly enjoy. It is well to have it at home at all times.

In this area Canada Dry Bottling Co. (Peterborough) Ltd. are authorized processors and bottlers of the famously known "Canada Dry". It is a most modern and up-to-date plant, with equipment that assures the customer of a healthful drink, prepared under a special formula in a clean, sanitary plant. The firm has established a dependable service to retailers throughout a wide area and you need only stop at your favourite shopping centre to get a bottle or carton of Canada Dry, your favourite beverage.

FERGUSON CLEANERS & DYERS

261 Charlotte Street RI 3-3682
128 Hunter Street East RI 5-8752

Each year, we find this well known firm, making even greater improvements in the dry cleaning field, that was not thought possible, as their reputation for perfection has always left this good impression their ability to process our clothing in such a high class manner has been greatly appreciated by their many patrons who value their unequalled service. This is a business that requires experience and at Ferguson Cleaners & Dyers only practical help is employed. Their entire staff are efficient per-

sonal in dry cleaning, who know their line thoroughly and thus you are assured the most careful and painstaking work. The economy of taking advantage of a regular cleaning and pressing service is not confined solely to the pleasures of having clean and spotless clothes but also includes the additional service from each garment. We are very pleased to recommend the services of Ferguson Cleaners & Dyers, who have placed workmanship above profit.

MCCANNON ELECTRIC

274 George Street North Phone RI 5-5363

This fine business features everything to make home making really pleasant. We suggest that you visit their store in Peterborough and see for yourself, the many labour saving devices that are available for the busy housewife and mother. If you are interested in a toaster, iron, vacuum cleaner, washer or dryer, or any other item that will alleviate the work around the house, you will find this store your shopping mecca. In the service department at this store you will find only factory trained technicians to give you the type of service that you will appreciate. Their

friendly experienced salesmen will be glad to demonstrate their merchandise for you or call on the telephone, you will find that they can assist you with your problems in the electric appliance field. One of the many advantages of shopping at McCannon Electric which is owned and operated by "Dave" Walker is that you buy this Quality Merchandise at prices that will certainly please you. These many advantages certainly merit your inspection, so why not stop in and see for yourself why McCannon Electric is appliance headquarters in Peterborough. We are pleased to recommend this firm to YOU.

LYDA TELFORD SHOPPE

259 George Street N. Phone RI 5-5245
"Exclusive but not Expensive"

There are very few stores that cater to MILADY, that have gained the prominence that is awarded Lyda Telford Shoppe. Located in Peterborough's finest modern shopping district at 259 George below King St., this shop carries a complete assortment of dresses, suits, coats, and evening wear, in sizes for petite Miss and also the woman who is hard to fit. Especially interesting just now with this season's shopping uppermost, are the bargains for

the summer. We suggest you see these values and save yourself many dollars, getting quality merchandise for less money. Lyda Telford Shoppe extends our women readers an invitation to visit them. You will enjoy shopping or just looking in the quiet, pleasing atmosphere of this very artistic Shoppe, where you will be treated as a guest not just a customer. We suggest you visit this popular firm the next time in Peterborough.

SILVER MOON GRILL

334 George Street North Phone RI 5-9337
Finest Restaurant in Peterborough.

In this review we feel that a good place to dine while visiting Peterborough needs mentioning. To this end we have no hesitancy in recommending Silver Moon Grill for the excellence in dining pleasure. Taking precautions by the highest use of cleanliness and sanitary methods, the management of this popular restaurant Henry L. Young, needs to be congratulated for his success towards this goal. In recommending this place you will get tasty light lunches and the best dinners cooked by capable and efficient chefs, who have had years of experience in cooking and preparing meals. We suggest you try their wonderful Chinese dishes. Using only the best ingredients in preparing the meals, we are sure you will be more than pleased and will follow the crowd in patronizing The Silver Moon Grill any time you may be in Peterborough.

McWILLIAMS MOTOR SALE

Chemong Road Phone RI 2-4242

This firm is Sales and Service for Studebaker cars and trucks which are an honoured name in the automobile industry. Studebaker - Packard of Canada Ltd., who are manufacturers of the "LARK" which is Canada's number one economy car, have been enjoying great success in Sales on their new model. McWilliams Motor Sales which is capably directed by Ray McWilliams enjoy an excellent reputation as representatives for Studebaker, which has enabled them to keep increasing sales with satisfied customers, whom they have served very faithfully throughout the past few years. They are also Sales and Service for the French Car Renault Dauphine.

This fine concern maintains a complete service department which enables them to give fastest service possible. It is staffed by capable mechanics and modern equipment in order that their customers will be efficiently taken care of in the matter of repairs and adjustment. They also have a complete parts department and feature everything in Auto Service from A to Z. They are not just interested in quick sales but to know that all customers are completely satisfied. This fine policy has enabled them to take a leading position among auto dealers of the country. We are pleased to recommend this auto sales and service centre to our readers.

PETERBORO

186 Hunter Street West
One of the most complete satisfactory services ever offered the community is provided by this reliable firm which is directed by Les ("Bus") Den himself. This firm has location only at 186 Hunter so make no mistake in consulting the expert. This which is the Flooring and one of the finest showrooms this part of the province playing: Linoleum, Congol

FIRE

224 Charlotte Street
Firestone Stores, with branches in principal cities in North America, have a great reputation with thousands of satisfied customers.

This firm have built business and increased number of friends and customers, through their polite good service, courteous attention, and satisfaction above to all.

Fair prices for the many dreds of pieces of good quality merchandise such as Firestones, tubes, power tools, accessories, electrical a

PETERBOROUGH B

358 George Street North
An institution of our region that has won wide acceptance throughout this section of Ontario is the Peterborough Business College Ltd. Through efforts many hundreds of students and out of town people have been launched upon a successful business career.

At the Peterborough Business College Ltd. they offer courses in secretarial as well as regular business courses. High standards will lead graduates into a position of responsibility. In fact the Peterborough Business College Ltd. on your diploma is

THE

131 Hunter Street W.
This is one of the finest leather goods and gift stores of Peterborough with quality and price is featured at all times.

Ladies' Handbags of every colour, to suit the lady's taste, can be found here. They also carry a complete line of luggage by Carson, McBlair, Samsonite, Christie; leather goods, handbags, and shopping bags, billfolds, English, Chinese and figurines, Shantung Irish Linen (formerly carried at Fair's) Courtts Halling Cards, and a large array of beautiful gifts. Established July 1, 1954.

Jeweller and Watchmaker

"Where You"
The Jewellery and Gift Centre of this area is none other than Bert Austin established in 1911 who has but one ideal: SERVE FAITHFULLY. Their reputation for integrity and service of complete satisfaction. The management invites you to come in and look over the extra large stock. Watch leading makes in ladies' men's styles, are always on hand, as well as a pleasing assortment of Quality Diamond Silverware, China, Giftware, Trophies, of which this is

GRACE LADIES' AID MEETING AT HOME OF MRS. SKIP

Grace Presbyterian Church Ladies' Aid meeting was held at the home of Mrs. Tom Skip on Tuesday, June 30th. M