

WHO'S WHO IN TORONTO

SHORT STORIES ABOUT TORONTO BUSINESS FIRMS

GEO. MIDDLETON & SON Sporting Goods

3238 Yonge St. Hyland 4661

This reliable firm located at 3238 Yonge St., welcomes all the people from this section. They strive to please and satisfy the demands of their many patrons.

They carry a complete line of sporting equipment, also a large and splendid stock of C.C.M. bicycles, boots, and skates, and a complete line of fishing and hunting equipment and are well known as a sportsman's headquarters. You will find on duty at all times experienced men who will help you to make your selection and the stock is so large and varied in price that you will be able to find something suitable.

They have sport supplies for all games.

George Middleton and Son Sporting Goods should be complimented for the need which their business is filling in that community. We recommend their services to our readers for anything in the sporting goods line.

UPTOWN RADIO SERVICE

3421 Yonge St. Hudson 8192

This firm has the latest and most efficient equipment for conducting a complete service for the repairing of all radios, regardless of the model or make.

Located at 3421 Yonge St., call Hudson 8192, they carry a complete line of supplies for your radio, so no matter what part you may require it will pay you to get in touch with them.

In many instances, the trouble is just some minor defect which can be remedied in a very short time when taken to a reliable shop such as this, and it is suggested that if your own set is giving any trouble at the present time it would be advisable to take advantage of a special service this firm is known for. When going to Toronto for three or four hours bring in your set and leave it at the Uptown Radio Service upon your arrival. When you are ready to go back home, if it is possible your set will be ready for you. A real service, we are sure you'll agree.

PARISI BROS. AUTO SUPPLY

"Garage and Body Shop To Serve You"

5535 Yonge St. Zone 8-919

Motorists, garage men and the general public have learned from experience that Parisi Bros. Auto Supply have a large stock of parts from all standard makes of cars.

This firm buys new and used automobiles, paying the top market price for them.

It makes no difference what the make of your car, if you need a part for it, or if you want to dispose of it, see Parisi Bros. and you will be pleased at the price they offer.

They have new and used parts for all makes and models of automobiles at prices which will save you many a dollar.

Everyone has learned that it pays both in time and money to see them first about auto parts. In this special review we are pleased to boost Parisi Bros. Auto Supply.

NORTH YORK APPLIANCES

"We Serve You Best"

4815 Yonge St. Mohawk 4031

They are well known to many of our readers for their large stock of electrical appliances. You can rest assured that the most modern and up-to-date improved stock will be on display at this progressive electrical firm. They are known to have a wide variety of electrical appliances and supplies and their staff are experts at repairing and servicing. A most complete display of radios, washing machines, refrigerators, ranges, electric irons, vacuum cleaners, electric toasters, etc., are carried and their clerks will gladly demonstrate any of the above articles at any time. They're agents for many major appliances and carry at all times a complete line.

In this special review of the leading firms of North Toronto and vicinity, the writer is pleased to refer North York Appliances without hesitation to our readers and urge them to visit this store.

BERT THOMAS ELECTRIC REPAIR CO.

4578 Yonge St. Mayfair 4555

A complete service is featured by this firm. Specializing in primary repairs and motor sales, this firm has the necessary equipment to take care of any of this kind of work. New motors can be purchased at reasonable prices.

Bert Thomas Electric Repair Co. has had years of experience in this line and enjoys a reputation for promptness and efficiency, doing their work scientifically and correctly.

They are specialists in three-phase motors, and they feature a complete service in Electric Motor Repairs and Rewinding. We say, try them. So, with this in mind, we suggest that the next time you are in North Toronto, consult Bert Thomas Electric Repair Co. for anything in this line and you will be more than pleased with the results.

LITTLE PIE SHOPPE

2568 Yonge St. Mayfair 6393

This popular bakery cordially invites the people of this section to visit them at any time. Manufacturers of fine home-baked pastries, you may rest assured you will find their service ideal.

If you stop in at this popular bakery you will understand why more and more people every day speak of their products as "every bite a delight."

Little Pie Shoppe specializes in wedding and birthday cakes and cakes of the better kind. They have a large patronage all over the section and because of the popularity of their products they are continually adding new and modern equipment to supply the demand.

This bakery pays particular attention to sanitation and uses every precaution in the making of their products to see that they are pure and fresh at all times.

In this review of the leading firms of North Toronto, we are glad to refer the Little Pie Shoppe to our readers.

F. H. STEPHENSON Jeweller

758 Yonge St. Kingsdale 4317

Whether selecting jewellery or a gift for a wedding, birthday or for any other occasion you will find that when you make your choice from the stock offered at this popular up-to-date jewellery store, 758 Yonge St., you will not only be choosing in good taste, but you will be selecting something that will give pleasure for years to come. Of course, everyone knows that Stephenson's Jewellery Store is headquarters for watches, diamonds, silverware, clocks, goldware, and everything else that pertains to a modern, complete stock of jewellery.

In fact, in this review, we feel F. H. Stephenson is worthy of your patronage for anything in the jewellery line.

DEER PARK AUTO BODY

1365 Yonge St. Kingsdale 7252

Featuring a complete body, fender, auto painting and mechanical repairs to all makes of cars, this firm is located in Deer Park District. Duco and Delux refinishing, simonizing, and expert workmanship make their service complete in every department.

They have installed the latest of equipment for a complete repair service. No matter what kind of smash up you may have been in you will find that they will be able to take your car or truck and put it in such condition that you would never know it had been in a collision. They feature a 24 hour towing service.

If in motoring over the highways you have been bumped and the body of the car is dented, or fenders bent, lamps crushed etc., drive around to Deer Park Auto Body and they will fix up your car or truck so that it will look like new, at very little cost.

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In this special review of the leading firms of North Toronto and vicinity, the writer is pleased to refer North York Appliances without hesitation to our readers and urge them to visit this store.

J. STAINTON'S HARDWARE

"The Store of Friendly Service"

3231 Yonge St. Mohawk 4351

The complete stock of this popular hardware store in North Toronto includes big values in garden tools, household utensils, electrical and plumbing supplies, tools, and builders' hardware.

This store is prepared for the proper handling of goods and display of stock to the advantage of the patrons. All their hardware and supplies are of the latest patterns and include all of the most recently approved inventions and improvements.

The staff in charge is courteous and accommodating, and will be pleased to demonstrate any article to anyone who desires to drop into this favorite trading place. This store is prepared to deliver at any time a reasonable purchase of merchandise.

In making this review of the progress of this section of the city, we wish to compliment Stainton's Hardware on their progressiveness and public spirited policies. We wish to refer this establishment to all our readers.

CANADIAN TIRE CORP. Associate Store

4896 Yonge St. Zone 8137

This modern and progressive business establishment, located at 4896 Yonge St., is well-known in this district.

Featuring an extra large and complete line of Auto Accessories it is impossible to enumerate everything that is on display at the popular auto supply as they are getting in new gadgets, new inventions and improvements continually and the only way to get any idea of the latest conveniences in auto attachments is by a visit to the store.

Extending a cordial welcome to the people of this section to visit this store the clerks will be only too glad to show you the latest accessories at surprisingly low prices.

In this review of the leading firms of North Toronto, we are glad to recommend Canadian Tire Corporation Associate Store to the motoring public.

JACK W. CARPENDER "Your Shell Dealer"

3446 Yonge St. Hyland 6741

This popular Service Station is located conveniently on Yonge St.

There is no endless delay when you drive into this reliable service station. An efficient attendant is always on the job to give you service, and real service at that.

If you buy only one gallon of gas, you are accorded the same courteous service as if you were having them fill the tank. Your radiator is filled, oil checked and it is done so quickly that before you realize it, once more you are on your way.

The products sold at Jack Carpenders are the very best obtainable. You can rest assured that when you fill up with gas here, you are assured of real satisfaction.

We suggest that you give them a trial the next time you are in North Toronto. The proprietor welcomes all our readers, and you can be assured that here you will find service at its best.

YONGE- EGLINGTON MOTORS

2340 Yonge St. Mohawk 3587

While they are Sales and Service agents for Mercury and Lincoln Motor Cars, this reliable concern merits a review when mentioning dependable business in North Toronto.

Located on Yonge St., they do mechanical repairs on all makes of cars.

They have always adhered to a principle of fairness and honesty, in their business transactions and as a consequence have won the confidence of the people throughout the district. Yonge-Eglington Motors deserves congratulations and in this review of better places to deal with in North Toronto it is only fitting to suggest you drop in, in the very near future. The staff here will extend the utmost courtesy and will be only too glad to give you the information you seek. Service with a smile at this firm.

ALLEN'S FURNITURE STORE

2084 Yonge St. Hyland 2505

The stock of this popular store is composed of tasteful and practical, yet artistic and inexpensive furniture from which you may make your selection.

Their stock rooms show many lovely living room, dining room, and bedroom suites, many separate articles that will add miracles of charm to the suites you already have. Perhaps you need just a chair to complete a correct grouping or add to the comfort of your living room.

ALLEN'S FURNITURE STORE has a wide experience in the furniture line and their knowledge of present-day needs places the modern art of furniture craftsmanship of beautiful and comfortable furniture at your command. In this review we are happy to say, visit Allen's Furniture Store, 2084 Yonge St., the next time you are in Toronto. Their famous slogan is "Our Low Overhead Saves You Money."

W. J. ADAMS Optometrist

2112 Yonge St. Mayfair 5688

This optometrical practice, located at 2112 Yonge St., in Toronto, is conducted by qualified optometrist, prepared to give your eyes the attention they demand.

Your eyes are your most precious possession and should receive the correct attention they deserve.

You cannot be too careful with your eyes. Very frequently eye trouble starts from the slightest defect. If you are having any trouble with your eyes it will pay you to consult J. W. Adams for an examination which may save you future trouble and pain.

This is Mr. Adam's 18th year in North Toronto and his practice extends all over this section and he is glad at all times to have people from this vicinity visit his office.

SINGER SEWING MACHINE CO.

2430 Yonge St. Mayfair 1107

This reliable firm located on North Yonge St., phone Mayfair 1107, offers a wide selection of new and used Singer Sewing Machines. They are experts in machine repairing and carry a complete line of genuine Singer parts — machine oils, needles, bobbins, shuttles and accessories to meet your needs.

As an added service The Singer Sewing Machine Co. does hemstitching and makes belts and buttonholes and covers all kinds of buttons and buckles.

This sewing machine centre is a popular spot with the ladies of this section. We suggest if you have not already stopped in to see the fine showing of sewing machines and supplies, that you do the next time you are in North Toronto.

CANVAS SPECIALTY CO.

1110 Yonge St. Randolph 4171 and 4172

Located at 1110 Yonge St., in Toronto, this firm features a complete service on residence and store awnings, canvas tarpaulins for trucks, and specializing in farm machine covers for binders, combines, or any other farm machine. This gives the farmer added protection for his machinery at very low cost.

Repairs to all kinds of awnings, tents, tarpaulins, etc., are also a specialty. Canvas Specialty Co. has had years of experience in this business and they can please you as well as the many hundreds of others whom they have served for many years.

They have the widest variety and best quality of materials, and with their excellent service we would suggest you patronize this business firm when in need of canvas work of any kind. You cannot do better than Canvas Specialty Co.

GORDON YOUNG LTD.

166 Keating St. Adelaide 3636

This establishment in Toronto renders a valued and essential service in the removal of dead horses, cattle and hogs. Collecting waste bones and fats from slaughter houses, butchers, etc., are just one of their many services. They will pay cash for these animals and remove them at once when notified, and should anyone have business for them they are advised to telephone and reverse the charges.

No review of business, agricultural and industrial interests of this section of the province would be complete without prominent mention of this firm.

It is a well known fact that there is no institution in the community that has met with greater favor than Gordon Young, Ltd. By reason of the fact that the management has had wide experience in every feature of this business, and because of their comprehensive knowledge of every branch of the trade, this establishment has continued to witness an increase in the number of their patrons.

In making this review of the progress of this section we compliment Gordon Young, Ltd., upon their progressiveness and public spirited policies.

SECOND SECRETARIAL SCHOOL For Girls

1 St. Claire W. Midway 4828 at Yonge

The people of Toronto have reason to be proud of this business school which is located at St. Claire and Yonge Streets. It is one of their leading institutions and is known all over this region as a school of high standing.

They offer complete courses in secretarial science and business training, including expert supervision in the operation of all modern office machines.

The success of a business college is of a three-fold nature: First, it is essential that the school maintains such a standard that it entices young people to pursue their courses. Second, it requires that they maintain a well trained faculty that can impart first class information to students. Third, it must maintain an efficient employment department, as the school depends upon its placing its graduates. This business school has always had a high record in this regard.

Students may enroll at this school at any time and can be assured of receiving the complete course in a surprisingly short time.

NORTH TORONTO CONTRACTING CO. LTD.

2415 Yonge St. Mayfair 7621

This very progressive firm are authorized sales and service dealers for the famous General Electric Oil Burners. These units are known far and wide for their durability, cleanliness and cheap cost of operation.

Automatically controlled heat ensures you a more even temperature for your home with less fuss or annoyance. Thus fire hazards are reduced to a minimum. This in itself is well worth the price of an oil burner. At the present time North Toronto Contracting Co. Ltd. is prepared to install either domestic, commercial, or industrial sizes to suit your own particular needs. Just phone and a representative will gladly furnish all information, concerning cost of operation, etc., without obligation on your part. Expert mechanics will do this work in the shortest time. Consistent with the high quality of work for which they are known, we are pleased in this review to recommend the North Toronto Contracting Co. Ltd. You can feel sure you too will be pleased with the results obtained.

DENTON MASSEY MOTORS (Canada Limited)

2424 Yonge St. Mayfair 7691

In review of a few of the better businesses of North Toronto, Denton Massey Motors deserves mention. Your next new car may be your first in long years, so choose wisely. Visit this showroom at 2424 Yonge St., and see the new Buick, Pontiac, and G.M.C. Trucks on display. You will be pleased with the distinctive styling and performance.

Be a wise buyer and place your order with this reliable dealer. The sooner you do this the sooner your new car will arrive. Meanwhile place your present car in the hands of this agency's modern service department. You will save time and it will mean money in your pocket on a trade-in.

Denton Massey Motors cordially invites our readers to drop in and get acquainted. Let their staff show you around. You will be sure of courteous attention and information concerning the NEW CAR, will be gladly given without obligation.

McCLELLAN BROS. Ornamental Metal Work

3252 Danforth Oxford 1863

This shop specializes in all types of Ornamental Iron Work. They manufacture and install grates, hand rails, inside stairways, grills, fences, machine guards or fire place equipment and many other types and designs of ornamental iron. Now is the time to have that hand rail on your steps or balcony. Order it now. See our many designs at remarkably low prices.

McClellan Bros. Ornamental Metal Work is equipped to do this work scientifically and correctly. The management are experts enjoying a reputation for promptness and efficiency. They will gladly give you a free estimate on any job you may want them to do for you. They also do aluminum and stainless steel work of all kinds.

We urge our readers to patronize McClellan Bros. Ornamental Metal Work.

HURLEY'S RADIATOR SERVICE

575 Yonge St. Kingsdale 3836

A complete service is featured by this firm, located at 575 Yonge St. Specializing in Radiator Repairs, this firm has the necessary equipment to take care of any kind of Radiator work.

There are few enterprises more important in this automobile era than a progressive establishment such as this, replete as it is with a complete line of equipment to handle all classes of radiator work. Hurley's Radiator Service has had years of experience in this line and enjoys a reputation for promptness, efficiency, and scientifically correct work.

They are specialists in over-heating cars and feature a complete service in re-coring, repairing, cleaning, etc. With this in mind, we suggest that the next time you go to Toronto that you bring your radiator work to Hurley's Radiator Service. You will be more than pleased with the result.

WELSH LUMBER CO. LTD.

"Established Over 20 Years"

2219 Yonge St. Mohawk 4311

This progressive firm located in North Toronto features the very best in building supplies. 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 materials, thus encouraging the extension of homes and business enterprises.

Let them serve you with your next order of builders' supplies and you will get the sort that builds for permanency. Contractors and the public in general have come to know that whatever they desire in this line can be secured from this firm with a knowledge that it will be the best grade consistent with price.

We are pleased in this edition to give commendable mention to the Welsh Lumber Co., Ltd., and assure the buying public that they will receive the best in service and courtesy.