

Town has changed since merchant opened in 1950

In 1950, when Curt Fleischer first began selling furniture in the Markham area from a small rented room on Main St., "...there were few stores and the rest of the area was all fields."

"If we had two or three people pass by the store, that was really something," reminisced the owner of Toromark Furniture House about his early beginnings.

Mr. Fleischer, as a Jew, had to emigrate from his home town (Teplitz-Schonau) in Czechoslovakia in order to escape the 1938 German occupation prior to his arrival in Canada in 1942. His eventual decision to move to Markham was influenced by the friendliness of its citizens.

Two years later he moved across the road to an old three storey house, and in 1966 he was on the move again, re-locating to his present address

at 128 Wellington St. W in the Sherwood Shopping Plaza.

There was a time when Mr. Fleischer operated three furniture stores in Markham, and one near Queen and Spadina from 1955 to 1962, although he noted that running the one large Markham store is more efficient.

His present store houses more than 6,000 sq. ft. of Canadian-made furnishings, bedding, draperies, and carpeting. He also specializes in reupholstering.

"We are not the biggest," he explained "but I am proud to say that we are the best."

Mr. Fleischer offers an interest-free payment plan. Toromark customers have the option of buying their furniture now and paying for it in one month installments interest-free for six months.

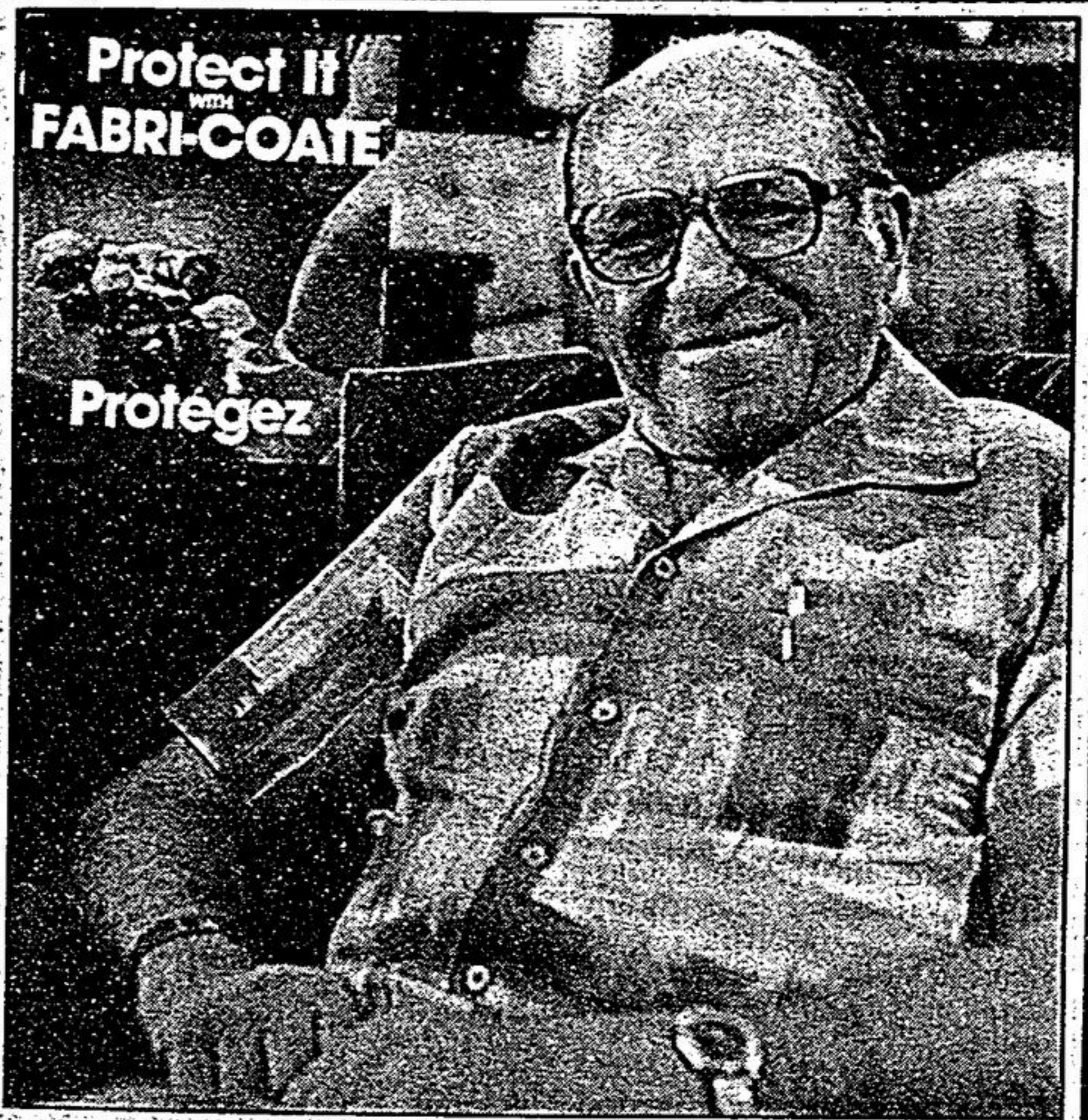
"We also don't charge for delivery, which many of the big-

ger stores are doing today," he added.

His truck, besides making deliveries to the Markham area, is also known to deliver merchandise to surrounding communities such as Stouffville, Unionville, Pickering, Thornhill, Oshawa, Lindsey, Belleville, and even as far away as Sudbury.

He pointed out that most of his customers learn about his reputation for low prices by word-of-mouth.

Mr. Fleischer admits that the secret to his success has been simple: keep your overhead low, maintain a personalized approach, and have a helpful staff (for which he would like to extend kudos to Betty Sagi, Betty Hansplant, George the upholsterer and the two boys working on the delivery truck).



Curt Fleischer has seen a lot of changes over the past 36 years. The owner of Toromark Furniture prides himself on providing personal service at competitive prices.

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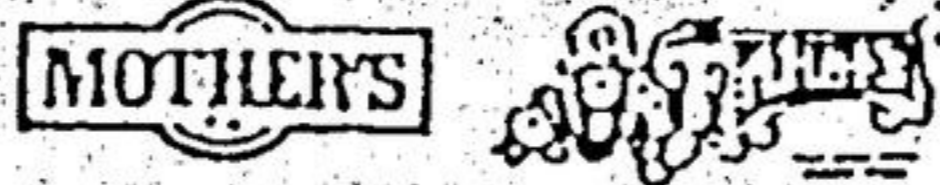
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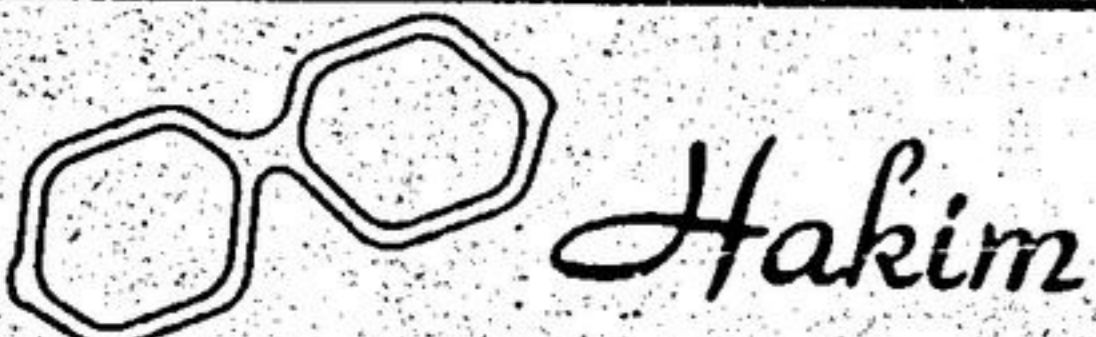
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