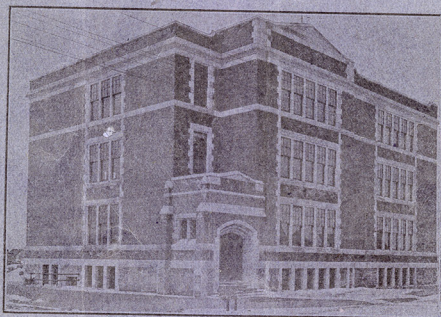


Commercial, Industrial and Progressive  
EDITION OF  
East Toronto, The Beaches & Surrounding  
Busy Districts

Greater Toronto - Ontario



GLEDHILL SCHOOL, EAST TORONTO  
—Photo by British & Colonial Press, Toronto

FROM THE COLLECTION

1915

A Descriptive Review of a Number of Mercantile and Manufacturing Interests located in East Toronto, The Beaches and Surrounding Districts, Greater Toronto, Ontario.

Compliments of.....



Established - 1875

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R. O. DARLING - - - MANAGER



# A Review of a Number of Live Wire Business Houses and Manufacturing Concerns Located in East Toronto, The Beaches and Surrounding Districts, Greater Toronto, Ontario.

## INDUSTRIAL AND PROGRESSIVE EDITION

### TORONTO

The City of Toronto is situated on the northern shore of Lake Ontario, nearly due north from the mouth of the Niagara River. It lies on a plateau gradually ascending from the Lake Shore to a height of 220 feet, and covers an area (not including land covered by water) of about thirty-two square miles. Its altitude is 300 feet above sea level. It is generally level with slight depressions at points where minor water-courses formerly existed. The harbor in front of the city (a square mile in area) is formed by an island lying to the south of it.

The name of the city is of Indian origin, meaning "a place of meeting," the site in early times being a rendezvous for Indian tribes for council or war-like expedition. It first appeared as a centre of trade in 1749, when the French built a fort and started a small trading settlement under the name of Fort Rouille. Its occupancy, however, was not long undisturbed, as British traders appeared soon from the south, and in the war between France and England the fort was burned in order to prevent English occupation in 1759.

Governor Simcoe chose the site of the city for the capital of the Province of Upper Canada, and changed the name to York in honor of the Duke of York, son of the then King George III. The town was occupied by the U. S. forces in 1813, and the Legislative Assembly building and archives were burned. Self-government was granted in 1817, and 1834, the population having increased to 9,000, it was incorporated as the City of Toronto.

Since then its progress has been rapid and substantial. The population has doubled practically every fifteen years since incorporation. It is the second city of the Dominion, and is rapidly approaching first place. The city is noted for its many fine public and other buildings, its parks and splendid shade trees. It is the capital of Ontario, the business of the Province being carried on in the Parliament Buildings, a magnificent brown stone structure, beautifully situated in Queen's Park.

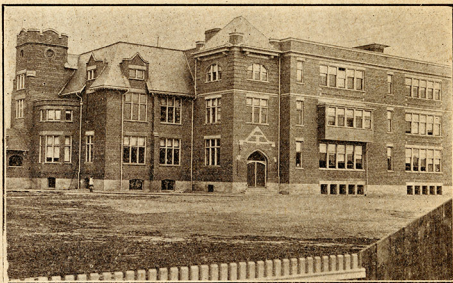
As a location for manufacturing and commercial establishments the city possesses many advantages for the production of almost every class of goods. Its growth in every direction is so noticeable that little need be said to prove its claim of having the most favorable conditions for the production and distribution of goods. It has water communication east and west to many important centres, to tide water and to more than one-half the way across the continent, and has railways to provide exceptional trade handling facilities. In addition to the foregoing advantages, the city is now in a position to offer to manufacturers an abundant supply of cheap electric power from Niagara Falls.

The government of the city is vested in a Municipal Council, consisting of the Mayor and four members forming the Board of Control (all five being elected annually by the citizens at large), and twenty aldermen (three being elected annually from each of Wards Nos. 1 to 6, and two from Ward No. 7, formerly the City of West Toronto). The Council as a whole is the legislative body of the municipality, and carries on its legislative work through standing committees in the usual way. The Board of Control is the executive body, and as such is responsible for the preparation of the annual estimates and the supervision of matters relating to finance, the appointment of officials, the carrying on of public works authorized by the Council, and the general administration of the affairs of the city, except as to the Departments of Education and Police, the first being under control of a Board of Education, elected by the citizens, and the latter under the Board of Police Commissioners, which consists of the

near the east entrance of High Park, to serve as a public restaurant in this vicinity, until such time as the development work is completed and additional permanent buildings can be erected thereon.

**Boulevard and Driveway.** A boulevard and driveway thirteen miles long is being constructed on the water's edge, protected by concrete sea-walls. This will run from Woodbine Avenue along the Island, crossing the eastern and western gaps by bridges, and along the city water front from Bathurst Street to the Humber River. Trees and grass seed will be planted on each side of the entire boulevard drive along the waterfront.

**Pleasure Boat Waterway.** Behind the boulevard a system of channels and lagoons, connected with the natural lagoons through the Island, will provide a protected waterway of 13 miles for small pleasure boats across the entire city front and opening into the Humber River on the west.



MALVERN AVENUE COLLEGIATE INSTITUTE  
C. Lehmann, Principal

Mayor for the time being, the County Judge and the Police Magistrate.

**Water-front Improvements.** As part of the work now being done by the Harbor Commission in the development of Toronto Harbor, improvements are being made along the whole water front, which will add enormously to the attractions of the city and place Toronto easily in the front rank of residential cities on the American continent.

**Water-front Park.** Some seventy acres of land have been reclaimed for a park between Bathurst Street and the Humber River. The Commissioners have also erected what is known as Sunnyside Pavilion,

### EAST TORONTO AND THE BEACHES

East Toronto and The Beaches, now Ward 8, Greater Toronto, with a population of nearly 25,000 souls, is bounded on the west by Greewood Avenue, east to the city limits, north to St. Clair Avenue, south to Lake Beach. In 1838 East Toronto was a deserted plain with scarcely a house. But about that time the G. T. R. began to look about for more room, and to East York they looked and found what has since become one of the best equipped yards on the continent.



In 1883 the G. T. R. roundhouse was built and freight trains were placed in operation from York, Mr. John Allman being the first official sent out to the new yards. The same year the G. T. R. built a row of houses on Gerrard Street, then called Lakeview Avenue. Business people followed closely. By the end of 1887 the population had increased so rapidly that incorporation into a village was talked of. East Toronto was incorporated as a village in 1888. The first Council was composed of the following gentlemen: D. G. Stephenson, reeve; Benjamin Morton, Richard Luttrell, Frank Boston and Charles Pickering. Mr. F. W. Monteith, Clerk.

East Toronto was raised to the status of a town in 1901 and became amalgamated to the City of Toronto in December, 1908. A view of the first Town Council is shown in this edition, from photo loaned by courtesy of Mr. A. Johnston. Two civic street railway lines connecting at Greenwood and Gerrard Streets East and Danforth Avenue

ter place in the city to live than East Toronto and the Beaches.

Who were straggling suburbs of the city in 1900 are in 1917 numbered amongst the most live, wide-awake and prosperous communities in Canada.

As the City of Toronto is constantly growing, the demand for suburban homes will constantly increase and more and more will come the desire to live away from the hustle, bustle, heat and dust of the tumbling city. To be able to reach the city on short notice for business hours, and when the day's work is done to practically step into a complete change of atmosphere, where clear air and happy surroundings will offset the strenuous work of the day, is a great treat, and yet it must be somewhere that affords all the many modern city improvements and conveniences. This section of the city fills all these requirements.

East Toronto, Kew Beach and Balmby Beach Districts, Greater Toronto, possesses 15 churches, all denominations are repre-

the presence of a number of branches of many leading banks located here.

The number of handsome residences, bungalows and summer cottages is very noteworthy in East Toronto and the Beaches. New houses are constantly being erected.

The various mercantile interests carried on here are remarkable in their extent and variety, every line is represented, and that, too, in a full and creditable manner.

The residents of this section can find no possible excuse for visiting other localities in the City to buy goods, as the same opportunities exist here and better prices can be had, as the expense of conducting business is merely trivial when compared to larger stores. The business men of these districts are deserving of your patronage at all times.

The publisher is indebted to Messrs. G. W. Ormerod, W. H. Givens, E. D. Morris and N. R. Mappin for information furnished in this edition regarding East Toronto, Kew Beach and Balmby Beach districts.

#### McMILLIN & COSTAIN HARDWARE CO.

In every centre of busy activity and progress the hardware trade must always form an important feature of its commercial fabric. The house very prominently identified with that trade in this locality is that of the above named, which was established by Messrs. McMillin & Costain fifteen years ago. They are dealers in general hardware, builders' supplies, mechanics' tools, bathroom requirements, paints, oils, varnishes, etc. The facilities enjoyed by this house are unsurpassed, being able to compete most favorably with any similar establishment in East Toronto. The assortment of the stock is a most desirable one, while the prices at which the goods are sold commend the house to the favorable consideration of all in whose interest it is operated. The premises in the McMillin & Costain Block on Main Street, East Toronto, Phone Beach 44, embrace a store of large dimensions. This is one of the neatest and best fitted up hardware stores to be found anywhere. It is heavily stocked in all lines. The business is carried on under the management of Mrs. S. Williamson, who is a competent business woman, thoroughly acquainted with all the details of the hardware trade. Messrs. McMillin & Costain have carried on business as builders in East Toronto for 30 years. They are proprietors and builders of a number of stores and business blocks on Main Street, as well as several apartment buildings in the near vicinity. Among the most prominent business and office buildings erected by them may be mentioned the McMillin & Costain Block. In the apartment line is the "Antrim," a three-story structure, of seven suites with five to seven rooms, and the Enderby, also a three-story building of six suites with five rooms, all equipped with the latest modern improvements and conveniences. They own and operate their own heating plant, which is connected with all their buildings, and is perfect in every respect. Messrs. A. McMillin and W. Costain both have played an important part in the building up of this section of the city. Having implicit faith in the future of East Toronto, they were among the men who helped carve along conservative and business-like lines, both in their private as well as in public affairs. Such firms are of inestimable value to the community in which they reside.



FIRST TOWN COUNCIL, EAST TORONTO

—Photo by courtesy of A. Johnston

pass through East Toronto, also the Scarborough division of Radial Railway at the Woodbine leaving for West Hill, making connections with King Street cars at Kingston Road.

The Beaches, Kew Beach and Balmby Beach, were made additions to the City of Toronto about 1909. This is a purely and strictly residential district, a favorite summer resort, the only beaches in the city having a sandy soil. Kew Beach was originally owned and laid out by Capt. Williams, who named it after the famous Kew Gardens in England. It is bounded on the west by Woodbine Avenue to Maclean Avenue on the East, on the north from Kingston Road to Lake Ontario South. Balmby Beach is bounded on the west by Maclean Avenue, east to the city limits, north to Kingston Road to Lake Ontario south.

Scarboro Beach Park, a tract of land comprising about 60 acres, owned and operated by the Toronto Street Railway, is centrally located between the Beaches.

People from all parts of the city are attracted to the Beaches during the summer months. Kew Gardens, comprising over 20 acres, also Victoria Park and Monroe Park, are favorite recreation grounds. There are city public baths at the Beaches. As a summer residential district there is no bet-

ter, Collegiate Institute and ten school buildings, as well as a number of private schools, branch of Shaw's Business College, branch of The Hambling Conservatory of Music, two public libraries, two fire halls, Masonic Temple, yacht and canoe clubs, bowling greens, skating and curling rinks, the famous Woodbine race course, baseball, football and hockey teams, a number of moving picture theatres, etc. In summer time the Beach makes one of the most delightful bathing resorts, excellent boat-houses afford canoes, rowboats, motor boats, etc., for those who do not possess their own. Excellent street car service to all parts of the city.

The water supply is obtained from Lake Ontario and is of excellent quality. It is safeguarded by filtration and sterilization, under the supervision of the Department of Public Health, with modern, up-to-date sewerage disposal system. All the city improvements have been added to this section in the last eight years, miles and miles of granolithic walks and its streets are paved with asphalt, brick and bitulthitic pavements.

That East Toronto, Kew Beach and Balmby Beach districts hold a prominent place in the financial world is shown by



## WIDDOWSON'S

The above named establishment is a well known mercantile house in East Toronto. It was taken over by Mr. A. T. Widdowson, its present proprietor, in December, 1914. It is recognized as one of the leading shoe stores in this locality and enjoys a liberal and permanent patronage owing to the superiority and reliability of the goods carried. The premises occupied are located at 178 Main Street, E. Toronto, phone Beach 1473. They are of ample area fully equipped with every convenience for the accommodation of the extensive and well selected stock carried and for the comfort of patrons. This house carries a nice line of "footwear for every occasion," in the latest up-to-date models and prevailing styles, as well as suitcases, trunks, and travelling goods. Only reliable goods are handled, while the prices in all cases are extremely moderate. Repair work is promptly attended to. Mr. A. T. Widdowson, the proprietor, gives his personal attention to all details of this establishment. He is a practical and thorough business man, who is meeting with gratifying success because his dealings are fair and upright, his goods of excellent quality, and the prices low.

## F. O'DONNELL

Prominent among the neat and well conducted stores doing business in East Toronto is the one located at 170 Main Street, phone Beach 3350, which is carried on by Mr. F. O'Donnell. Here can be found everything comprehended under the head of fancy and staple dry goods. The articles handled are of excellent quality and are always just as recommended, while the prices compare most favorably with that of any contemporary establishment. Among other high qualities of merchandise this house specializes in the latest novelties in collars, neckwear, hosiery, underwear, gloves, laces, embroideries, men's furnishing goods, etc. This business was established by Mr. F. O'Donnell four years ago. He is conducting it with the greatest satisfaction to his many patrons. Energetic and enterprising he leaves no stone unturned to please his customers and that he is doing so is attested by the fact that he is building up a nice and constantly increasing trade. Personally Mr. O'Donnell is well known in the East Toronto district and enjoys an excellent reputation in commercial and social circles.

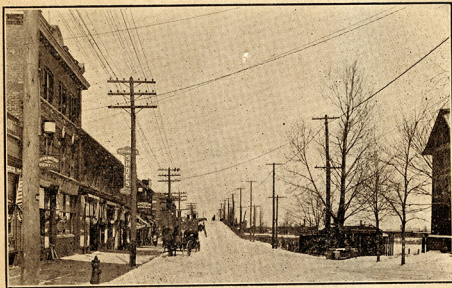
finest grade of work, and has never known to slight a job, no matter how small or commonplace, or upon whatever terms undertaken. The logical consequence of this is a plentifulness of orders and a steady, active and prosperous business. Enterprising and progressive, Mr. Taylor's success has been honorably achieved and worthily enjoyed.

**WM. CANDLER CO., LIMITED**  
**Ford Salesroom and Service Station**

In adapting themselves to the use of automobiles, the Canadian people have kept abreast of other countries of the world. Especially does this apply to East Toronto, where there are to be seen as many high class cars as in any other community of like size in the Dominion. This has been made possible because of the presence here of a number of well known representative dealers. Among the leaders in this section of the city we find the Wm. Candler Co., Limited, with first class garage, storage and repair shop located at Main and Stephenson Avenue, phone Beach 258. This is also the East Toronto service station for Ford cars, which represent the acme of perfection in every detail. Mr. Wm. Candler is well known in this section of the city. He established business as a carriage and wagon builder here over 30 years ago. The Wm. Candler Co., Ltd., was established six years ago and is under the management of Mr. Robert Watt. The premises occupied for garage and repair purposes are of large dimensions and have storage accommodation for 50 cars. All kinds of repair work is promptly attended to by competent mechanics at minimum charges. A full line of tires and accessories is always carried in stock. The Wm. Candler Co., Limited, is thoroughly versed in the automobile business. Since they established here they have continually worked up a large trade throughout this section of the city.

## FRED TAYLOR

Holding a prominent place among the well established business houses located in East Toronto is the one conducted by Mr. Fred Taylor. He began business operations here ten years ago. From its inception this establishment has generally advanced and extended its keeping abreast with the progress of this section of the city and its development. The premises occupied for business at 190-192-194 Main Street, phone Beach 166, are of large dimensions. Here may be found an endless variety of British and American magazines, newspapers, stationery, school supplies, cigars and tobaccos, sporting goods, go-carts and reed furniture, toys, games, cutlery, leather goods, notions, fancyware, etc., as well as Victor Victrola gramophones and records, cameras and photographic supplies. The motto of this establishment is "always the latest in everything handled." Mr. Taylor also conducts the Palm Gardens, where a nice line of choice confectionery is carried and ice cream served at all seasons. In addition he is the proprietor and manager of the Ideal Theatre, East Toronto's popular select photoplay house. He gives his personal attention to all details of his enterprise, and by a thorough knowledge of the requirements of the public, is ever ready to supply them with everything desired in his lines. A branch store is located at 290 Danforth Ave., phone Gerr. 3531.



MAIN STREET, LOOKING NORTH FROM GERRARD STREET EAST  
 —Photo by British & Colonial Press, Toronto

## H. WILLIAMS

Few houses have gained a more widespread and deserved popularity than the one conducted by Mr. H. Williams. He has had many years' experience in the grocery and provision line and established himself in business in East Toronto in March, 1917. From its inception this house has enjoyed a growing and valuable patronage. The premises occupied at 180 Main Street, phone Beach 2310, embrace a store of ample area, neatly arranged and thoroughly stocked throughout. Mr. Williams is a dealer in groceries and provisions, cooked meats, etc. A speciality is made of butter and eggs, fresh from the country, as well as choice teas and coffees. These goods are offered to consumers at prices which only the connections of this house with producers and its general facilities can warrant. Mr. Williams gives his close personal attention to the trade and how best to meet them his particular study. He possesses the confidence and esteem of the community in general and the trade in particular.

## F. E. TAYLOR

East Toronto is pre-eminently a place of ideal homes and palatial residences. The business, therefore, of painting and decorating is an important one in this section. A representative house engaged in this line is the one conducted by Mr. F. E. Taylor. As a designer and decorator he is an authority on interiors in this line. He is an expert hand at the business, and the many evidences of his skill to be seen on every hand in this locality stamp him as one of the best wielders of the brush. The premises occupied at 2190 Gerrard Street East, phone Beach 2739, are fully equipped with every convenience for the prosecution of the business. The stock is well selected and includes choice wall papers, paints, varnishes, etc. He employs skilled workmen and undertakes contracts for house, sign and fresco painting, graining, paper hanging, decorating and hard wood finish, which is done in the very best way known to a first class decorator at moderate prices. Estimates are cheerfully furnished. Mr. Taylor bears the highest reputation for the



### THE DEAN OF MAIN ST. MERCHANTS Twenty-One Years in Business — A Good Record.

To remain in business on one street 21 years, and in the same building 17 years, is a record for a comparatively young man to be proud of. To J. E. Ziemann of 146 Main Street belongs the title "Dean of Main Street Merchants," by having been continuously in business for the longest period of any merchant in this section of the city. To Mr. Ziemann belongs also the distinction of having both his sons at the front. Lieut. John R. of the Princess Patricia's, at present attached to the R. F. C. on service since July, 1915, and Dick, a signaller with the 134th 48th Highland Regiment, enlisted March, 1916, worthy sons of a sire who wore the Queen's scarlet in his youth. To the men of 15 to 25 years ago Mr. Ziemann is remembered as a baseball, la-

than the ones you have been getting elsewhere, try Mr. Ziemann. Also if you require a hat, cap or furnishings you can get them at 146 Main Street.

### FRED MURCH The Prescription Druggist

In every community the high class pharmacy is an important factor both to the physician, who relies on it for accuracy of the prescription given by him, and by the general public, who look to it for purity and freshness in drugs and chemicals used, and it is in this connection we wish to make mention of the above named drug store conducted by Mr. Fred Murch, which has won the confidence of the leading practitioners and general public. This business is an old established one and has been conducted by its present proprietor for the past fifteen

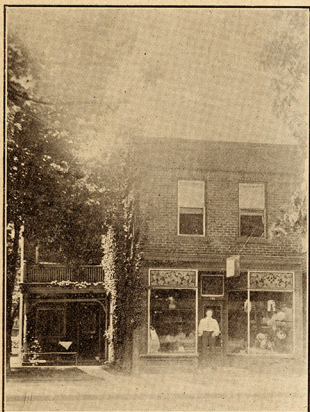
five years ago. The store occupied is located at 862 Kingston Road, phone Beach 1790. It is one of the attractive business establishments in East Toronto and is fitted with every modern convenience. The stock is one of the largest in this section, embracing everything in house, shelf and builders' hardware, stoves and ranges of the best makes, cutlery, mechanics' tools, and every description of furnishings for kitchen and house in the line of general hardware and tinware. A specialty is made of tin-smithing, roofing, heating and furnace work, for which he has every facility, and in this department he employs an ample force of skilled workmen. For prompt filling of orders an automobile delivery service is maintained. Mr. Merrill is always prepared to furnish estimates on any work, no matter how extensive, quality and price always guaranteed satisfactory. This is one of the representative business houses in East Toronto, and closely identified with her best interests.

### H. J. SANDERSON

A well known and prominent establishment of its kind in East Toronto is that conducted by H. J. Sanderson. It was established by him eleven years ago. "During this time the house has maintained an enduring hold on public favor and confidence. The premises, occupied for business purposes are located at 99 Main Street, phone Beach 640. The store is of large dimensions, neatly arranged and admirably fitted up, all the surroundings being in perfect keeping with the character of the business. The stock of goods is very complete and no pains have been spared by the management to make it complete and attractive in extent and variety. The articles carried includes staple and fancy dry goods, notions, gentlemen's furnishings of every description. All goods are new, stylish and up-to-date in perfect accord with the prevailing fashionable ideas. The business is conducted on a strictly cash basis, which enables Mr. Sanderson to sell his goods at the lowest possible prices. Polite assistants are employed. In every respect this house may be considered a representative one, prompt, liberal and enterprising.

### H. MATTHEWS

It is almost an invariable rule that in all centres of business there are certain houses in each line of trade that by close attention to business have built up a substantial patronage and an enviable reputation in commercial circles. Such an establishment is found in East Toronto conducted by Mr. H. Matthews, located at 843 Kingston Road, opp. Beach Avenue, phone Beach 1672. This business has been conducted by it's present proprietor for the past five years. The premises occupied embrace a modern store of large dimensions finely equipped and nicely arranged with every convenience and facility. The stock carried embraces high class groceries, provisions, flour, canned goods, choice fruits in season, etc. A specialty is made of fine teas and coffees, of which a large line is carried. Employment is given to experienced clerks, who are courteous and polite. All orders are carefully filled and promptly delivered. Mr. Matthews is an experienced business man devoted to his business, and does everything in his power to give perfect satisfaction and a square deal to every customer. He is well known in East Toronto as a popular and public spirited citizen.



J. E. ZIEMANN'S TAILORING AND FURNISHINGS STORE

cross and hockey player and a promoter of amateur sports generally. Though not a regular attendant at lodge, Mr. Ziemann has been a Mason for 20 years and for a lesser period an Odd Fellow and a Forester. In the days when York was a Grand Trunk Divisional point and a large number of G. T. R. employes lived in this section Mr. Ziemann did an extensive business with railway men. Now his business is in the city at large, customers coming from the extreme south, west and north to the east to have clothes made by him, as he is a specialist in made-to-order garments, being able to fit the most out of the ordinary figures as satisfactorily as the more normal types, and having been for years a member of the Custom Cutters' Association of Toronto, and of the International Association of America, he has an opportunity of keeping in touch with all the latest methods of cutting, fitting, etc., as well as keeping up on the latest and most approved styles for all classes of people. If you want clothes to fit you better and keep their shape longer

years. The store is located cor. Danforth Avenue and Main Street, East Toronto, phone Beach 146. It is stocked with the purest of drugs and chemicals, proprietary medicines, toilet articles and accessories, rubber goods, physicians' and surgeons' supplies and druggists' sundries. A full line of Kodaks and photographers' supplies is also carried. Special attention is given to the compounding of prescriptions and family recipes. Mr. Murch is an expert graduate pharmacist and personally looks after every detail of his flourishing business. He is a practical and representative business man and has a host of personal friends.

### W. J. MERRILL

In every community there is no industrial enterprise so closely identified with the development and advancement than the dealer in the materials used to build the home and then furnish it. In this line we call special attention to the hardware establishment conducted by Mr. W. J. Merrill. He established himself in business here



**SNELLS LIMITED**

This business was originally established by Mr. W. H. Snell in a modest way 20 years ago. It became incorporated in 1917, and to-day commands a very distinct position in business circles in Toronto and this section of the city generally as a bakery establishment of the highest qualifications. This firm has prospered by hard work and close application to business. As practical bakers they thoroughly understand all the secrets of bread, cake making and general bakery products. The bakeshop, located corner Main and Gerrard Streets E., Phone Beach 24, is one of the most modern establishments of its kind in Canada. It is a model of cleanliness, being free from dirt, flies and other pests, and this fact is primarily responsible for the success they have accomplished. The premises occupied comprise a building 70 x 150 feet in dimensions, elegantly fitted up with all the latest appliances for carrying on this business. Upwards of \$4,000 worth of machinery has been added recently. Five ovens, are in use, which have a capacity of 1,000 loaves of bread per hour. They employ eight experienced bakers. Ten wagons and two motor trucks are utilized for delivery purposes. The secret of the delicious bread made in this establishment lies in the ovens. They are the most modern procurable, being heated by steam, so that no dirt or dust can possibly get on the bread while being baked. These ovens were installed at enormous expense and were the first of their kind in Canada. The result of these ovens is marvellous, every particle of natural moisture is baked right into the loaf. That is what makes Snells' bread so delightful and popular. The bakeshop department is a plant in itself and represents a spacious flour room, where the flour is hoisted from the wagons by an automatic conveyor. Here it is stored in a room having a capacity of 1,000 barrels of flour at one time. This flour is received in car load consignments direct from the largest milling houses in Canada. From this room the flour is taken into the mixing and dough room. Here is located the powerful dough mixer, which thoroughly incorporates the purest ingredients into a perfect dough. The dough is then emptied from the mixer into the dough trough, where it is left to rise. When ready it is conveyed to the divider and weighing machine, which is the most modern form of weighing the dough, without being touched by the workmen's hands. It is then conveyed to the moulding machine by a carrier belt and then, after going through the moulding process, is placed into the baking tins, which are conveyed to the prover, where it is left to rise until ready to be baked. The premises are open night and day, and the public is invited to come in and see the bakers' work. Snell's cakes have become famous in Toronto households. The ingredients used in Snell's bread consist of very high grade flour, malt extract, shortening, sugar and milk, making Snell's' the best bread baked in Toronto. The trade principally covers all sections of the city east of Broadview Avenue. The business is conducted under the management of Mr. A. K. Asling. It is safe to say there are few baking establishments in this section of the city to excel Snells Limited.

**W. H. SALT**

This is in all respects one of the best kept markets and provision stores in the East Toronto district. Purchasers here being always assured of getting a superior article, satisfactory attention and courteous treatment. This business has been conducted

by Mr. W. H. Salt, its present proprietor, for five years. The premises occupied located at 872 Kingston Road, opp. Beach Ave., phone Beach 104, embrace a store nicely fitted up with cold storage facilities and well kept. A large stock is constantly carried, including fresh and salt meats, sugar cured hams, breakfast bacon, pickled tongue, butter, eggs, canned goods, etc. A specialty is made of poultry, game, fruit and vegetables in season. Careful attention is given to the family trade. None but strictly inspected meats are handled in all lines and sold at prices that cannot be duplicated elsewhere, quality considered. The proprietor, Mr. W. H. Salt, personally supervises all details of this establishment. He understands the wants of the purchasing public and is a business man of long

**H. A. ZIMMERMAN**

Among the well known grocery and meat establishments in East Toronto, we wish to call special attention to the one conducted by H. A. Zimmerman. He has been engaged in business in this locality for the past ten years and opened his present store in this line two years ago. The premises are located at 873 Kingston Road, phone Beach 167. They are of ample area neatly arranged and fully equipped with every facility for the successful carrying on of the business. Mr. Zimmerman is a dealer in groceries, provisions, fresh and salt meats, etc. The articles handled here are noted for being the best and are in very much demand by the trade. The motto of this house is quick sales and small profits. The goods are purchased direct from first hands

**PUBLIC LIBRARY, KEW BEACH**

—Photo by J. A. Solomon.

practical experience in this line, thus ensuring perfect satisfaction in every instance. He is highly regarded by all who know him and has spared no efforts to make his store a leading one in this locality.

**THE WOODBINE HARDWARE**

A prominent and well known establishment engaged in the hardware, etc., line in East Toronto is the one under the above title conducted by M. H. Macbeth. The premises occupied for business purposes, located at 553 Woodbine Avenue, corner Gerrard Street, comprise a store of ample dimensions. The stock carried is a general line of hardware, furnaces, gas and coal stoves, ranges, paints, oils, etc. Furnaces and stoves repaired, tin, copper, sheet metal and galvanized iron work of every description promptly attended to. This business was established in East Toronto in July, 1916, since which time the trade has steadily increased in form and influence from the day of its inception, until now it enjoys a wide patronage and is recognized as one of the substantial houses in its line in this locality. The proprietor, M. H. Macbeth, gives careful attention to all details of the business. The Woodbine Hardware will be found a most reliable establishment to form business relations with. It is continually building up a growing patronage upon the everlasting basis of equitable dealings coupled with low prices and honest representations.

and are offered to the public at very close prices. The facilities enjoyed here are unexcelled, resulting in an extensive and flourishing trade. Personally Mr. Zimmerman is well known in this locality and is a business man of good standing. A trial will convince you that you can do well by trading with him.

**JAMES G. GRANT****The Penslar Store**

A well conducted pharmacy is of inestimable advantage to any community, and East Toronto is fortunate in the possession of a number of first class establishments, which fully come up to the standard requirements. We wish to make particular mention of the establishment conducted by Mr. James G. Grant. He established himself in business here in November, 1917. The premises occupied are located at 1560 Gerrard Street East, phone Beach 485. They are nicely fitted up in an elegant and attractive manner. The slogan of this house is "pure drugs and honest values." Here is carried a large assortment of goods incident to the drug trade, comprising chemical, proprietary and patent medicines and pharmaceutical preparations, toilet articles, stationery, rubber goods and druggists' sundries. This establishment enjoys an extensive dispensing practice, which is alike a proof of the skill exercised in the compounding of medicines, as of the purity and excellence of the goods used. Physicians' and family remedies are compounded in the most prompt and careful manner and the lowest prices prevail.

**Do Your Trading and Encourage the Business Men in Your Own Locality**



**W. H. GIVENS**

A review of the business interests of East Toronto would not be complete without mention being made of the above named establishment carried on under the management of Mr. W. H. Givens, which has met with deserved success. This house deals in staple and fancy dry goods, clothing, hats, caps and furnishings. The slogan of this store is quick sales and small profits. This business was established over 50 years ago and is one of the oldest business houses in East Toronto. The premises



DANFORTH AVENUE, LOOKING EAST, NEAR DAW'S ROAD, EAST TORONTO

—Photo by British & Colonial Press, Toronto

occupied, located at 1622 Danforth Avenue, embrace a store of ample dimensions and is a most convenient place for the people in this section for anything in the lines mentioned, consequently it is a much frequented store. The prices in the lines carried and the quality of the stock will compare favorably with any of the downtown stores. All orders are correctly filled and promptly delivered. Experienced salespeople are employed, who will be found ready, obliging and courteous to the trade at all times. Mr. W. H. Givens is well and popularly known in this section. He was a member of the school board for 15 years and served as chairman and secretary-treasurer. He will be found an able and progressive business man, thoroughly reliable and always interested in everything pertaining to the general advancement of East Toronto.

**G. W. ORMEROD**

There is no investment which is more safe and none which in the long run is more profitable than that made in well located property in a progressive city or community. This is especially true when the transactions in real estate are free from reckless speculation. In this connection it is a pleasure to make prominent mention of Mr. G. W. Ormerod, real estate broker, arbitrator and valuator, East Toronto, whose office is located cor. Main and Gerrard Sts. Mr. Ormerod originally established himself in business in East Toronto as a lumber dealer in 1833. He was town assessor and tax collector for East Toronto from 1896 to 1908, and served one year as general valuator for the city of Toronto. He has built up the highest reputation as a talented and responsible real estate broker, arbitrator and valuator in all descriptions of

reality. He has been a witness and acted as arbitrator and valuator on properties in cities and towns all over the Province and has rendered valuable assistance in all cases. If you have any kind of property to dispose of or property you wish to purchase, your listings and patronage are solicited by Mr. Ormerod, and you may be assured that he will give special attention to your interests with courteous treatment and entire satisfaction guaranteed. He enjoys the confidence and esteem of all who know him in East Toronto or the city in general.

**THE BONNET SHOP**

The popular emporium under the above title conducted by the Misses E. M. Purdy and F. L. Malloy, located at 1578 Danforth Avenue, is regarded as a representative exponent of what the millinery trade has come to under the stimulating effects of ample resources, distinguished enterprise and unremitting energy and industry. These qualifications are readily apparent in the management of this house. This business was established two years ago. The Bonnet Shop has an unrivalled reputation for offering the widest variety of goods at the lowest prices, while substantial bargains are offered at intervals, which prove exactly as represented. In stock is carried a large line of ladies' hats and bonnets, Parisian novelties in millinery, exquisite trimmings, flowers and feathers in great variety, etc., in fact everything usually found in a first class establishment of this nature, which are sold at remarkably low prices. The proprietors, the Misses E. M. Purdy and F. M. Malloy, are ladies of wide experience with a keen appreciation of public expectation and demand. They devote their close personal attention to the prosecution of the business and thereby assure the perpetuity and continued success of their house.

**TOMS BROS.**

Among the reliable houses which have materially added to this section of the city's commerce is the one conducted by Tom's Bros. They assumed control of this old established business five years ago. The premises occupied at 1576 Danforth Avenue, phone Beach 1120, embrace a store of ample dimensions, which is well stocked throughout. Tom's Bros. are practical and experienced hardware merchants. They are dealers in all kinds of hardware, tin and graniteware, stoves, ranges, building material, paints, oils, varnishes, etc. Customers are waited on politely and no efforts are spared to please. A nice flourishing trade is enjoyed, which extends all over East Toronto and vicinity and is constantly increasing. The business is carried on under the personal supervision of Messrs. S. and E. Tom's. They will be found honorable in their dealings and are well regarded by all who know them.

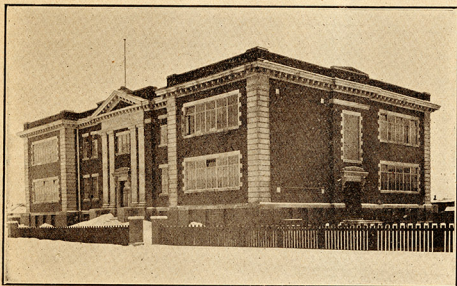
**A. C. STOBA**

In the great progress and advancement of this busy section one cannot overlook the fact that the artistic merchant tailor has played a most conspicuous part. While clothes do not make the man, there is no doubt that wearing apparel is an important factor in determining his place in the community. The well dressed man always inspires confidence and so possesses a very decided advantage over his shabbily dressed brother in every walk of life. We are led to the consideration of these facts by noticing the results of the art sartorial and wish to call special attention to the above named located at 1584 Danforth Avenue. This business was established by Mr. A. C. Stoba 22 years ago. He is a high class merchant tailor and importer of Scotch and English tweeds, broadcloths, worsteds, etc. A large stock of the latest foreign and domestic goods are here displayed, many of the selections being in line of the most seasonable novelties in patterns, styles and shades. A nice trade is enjoyed, which extends all over East Toronto, and is steadily increasing. Mr. Stoba gives his personal attention to all branches of this business. He is well known throughout this section for honest and square dealings.



### THE EAST TORONTO BOOT AND SHOE STORE

In any community fine footwear is the imperative demand for the classes and the masses. It is characteristic of all men and women to desire fine, dressy and well fitting shoes. In East Toronto Mr. A. Johnston, proprietor of the above named store, has abundantly provided for these demands. He has had many years of experience in this line and established himself in business in this section of the city 30 years ago. By constant energy and courtesy he has built up a splendid trade that is steadily increasing. He is a dealer in ladies' and men's boots and shoes. Boys' and children's school shoes a specialty. For high class boots in all styles and quality of footwear, he is not easily duplicated anywhere in this section of the city. He does all kinds of repairing. All work is neatly done and promptly attended to. The premises occupied at 1526 Danforth Avenue, East Toronto, embrace a store and workshop of ample area and well stocked throughout. The business is under the personal supervision of the proprietor. He gives his close undivided attention to all its affairs. Mr. A. Johnston is well known in this district. He served on the school board both as member and chairman, and was also a member of the council for many years until East Toronto was taken into the city. Personally he enjoys the confidence of the trade and is very popular in the community in which he resides.



SECOND SCHOOL, EAST TORONTO

—Photo by British & Colonial Press, Toronto

### JOSEPH ARMSTRONG

A representative establishment engaged in business in East Toronto, which during its period of existence has secured a widespread reputation in this important branch of trade is the one conducted by Joseph Armstrong, which was established by him six years ago. He is a wholesale and retail dealer in hay, grain, flour and feed, shorts, oats, corn, potatoes, etc. He has gained an enduring hold on public favor and confidence, developing a large and rapidly increasing trade, which extends throughout the city and country. The premises occupied, located at 1554 Danforth Avenue, phone Beach 566, comprise a store and warehouse of ample area, fully equipped for the rapid handling and storage of the stock carried, which comprises the best brands of the products mentioned. These

supplies are received in large quantities and the connections of the proprietor with producers throughout the country enable him to secure fresh and first class commodities at the most advantageous rates and to place his goods on the market at terms which command the attention of the closest and most prudent buyers. All orders are satisfactorily filled without delay and the trade continues to show a steady growth. Mr. Jos. Armstrong, the proprietor of this store, is widely and favorably known in the East Toronto district and throughout the city in general.

### ELMER E. PINE

#### Druggist and Chemist

Mr. Elmer E. Pine, whose business is located at 1604 Danforth Avenue, corner of Dawes Road, phone Beach 2468, is one of the well known chemists in this section of the city, and his establishment has always been considered one of the best appointed. He established himself in business here in September, 1916, since which time the patronage has rapidly grown to its present proportions and importance, and now gives a service to the public unequalled in East Toronto. The premises throughout are neatly and attractively appointed and fitted up with modern improvements. Competent assistants serve patrons promptly and prices are just and moderate. Par-

### DOBSON & CO.

The magnificent residential and progressive business centres of East Toronto are striking evidences of her wealth. The true basis of wealth is real estate, and the buying, selling and handling of it should be entrusted to an intelligent and reliable concern. We wish to call attention to Dobson & Co., realty brokers and insurance agents, with office at 1520 Danforth Ave., phone Beach 2832, residence phone, Gerr. 191. Mr. W. C. T. Dobson, the manager of this firm, has had a wide experience in the real estate line in this locality. In the purchase of land they handle some of East Toronto and York County's choicest real estate, giving their customers the very best results, and their business policy has ever been one of courtesy and hearty interest toward their patrons. Their integrity with the business community has been such as to gain for them the entire confidence of the people of East Toronto and surrounding country. Estates and property of nonresidents are handled with care and fidelity. Rents are collected. Conveyancing, deeds, mortgages, leases and agreements drawn on short notice. Money to loan on first class securities. All business strictly private and confidential. In addition to the real estate line, they also carry on a general fire, life and accident insurance business and represent some of the largest and best companies in this line. Dobson & Co. will be found public spirited citizens, identified with East Toronto's advancement, and splendidly equipped to look after real estate and general insurance of any name or nature.

### N. B. COBLEDDICK

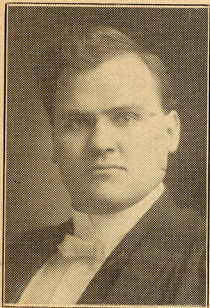
The avocation of the undertaker is certainly a peculiar and delicate one, and to thoroughly prosecute it requires a faculty of sympathetic attention to alleviate the misfortunes of friends and relatives of the deceased. Mr. N. B. Cobledick is well qualified in this vocation and by personal attention is prepared to supply all its requirements. This business was originally established in East Toronto by the late A. Hunter in 1885, and is the oldest in this line east of the Don. It has been conducted by Mr. N. B. Cobledick, its present proprietor, since 1905. The office and residence is located at 1506-8 Danforth Avenue, phone Beach 73. Private ambulance service in connection. The Beaches office, located at 2068 Queen Street East, phone Beach 676, was opened in 1909. This house is regarded as one of the leading and popular ones in its line in East Toronto, and the Beaches district and has always maintained a qualified reputation in this critical profession. Mr. Cobledick uses the latest and most improved process in embalming and takes charge of funerals from the time of death to the last rites at the grave. Special attention is given to all calls day or night. His funeral cars and carriages are among the finest in the city. He has a full motor equipment, consisting of hearse, motor cars and careful drivers for conducting motor funerals. The business is under the personal supervision of Mr. N. B. Cobledick. He has had a long experience in this line and will be found an honorable gentleman, widely known in trade, fraternal and society circles.

ticular attention has always been paid to the dispensing of physicians' prescriptions, and only the highest standard of drugs are employed in this work, and this probably accounts for so much of this class of work being centred in this establishment, and affords the public an opportunity to have their prescriptions properly filled with the proper chemicals. Many of the better known wholesale houses have recognized the high standard of this store by placing the agency for their goods with Mr. Pine. He also carries a line of photographic supplies and does developing and printing for amateurs. Mr. Pine is well known in this community and his business is conducted on sound principles of integrity and the highest professional ability. Coleman, post office in connection. G. N. W. Telegraph, messages sent for and delivered.



**CAPT. A. G. ELSON, PH.M.**

Well regulated drug stores are one of the prime necessities of all cities. Apropos of the above remarks is the establishment conducted by Captain A. G. Elson, located at 1291 Danforth Ave., phone Beach 1146. This is known to be one of the best equipped and most popular drug stores in the east end of the city. It is thoroughly stocked and constantly replenished with all the representatives of the pharmacopæa, as well as all the patent and proprietary medicines of note, toilet accessories, per-



CAPT. A. G. ELSON

fumes, stationery, confectionery, tobacco, cigars, etc., as well as cameras and photographic supplies. He has the agency in this district for the Pathephone musical instruments and carries a nice stock of the latest Pathephone records. This business was established by Captain A. G. Elson in August, 1917. This store enjoys that which no drug establishment can be made a success without, namely, the confidence of the community, as well as that of the leading practitioners. Physicians' prescriptions or family recipes are always accurately compounded. Captain Elson is a graduate pharmacist and gives his personal attention to all prescriptions. Before going into business here he was late Adjutant of the 256th Railway Construction Battalion, C.E.F. He will be found a gentleman of sterling worth, whose position in professional and social circles is just results of first class ability and equitable business transactions. The Sub Postal Station No. 3 is also located at this store.

**A. & E. WOODRUFF**

The establishment under the above title is among the leading stores of its kind in this section of East Toronto, and has met with wonderful success from its inception. The business was established here four years ago. The premises occupied at 1297 Danforth Avenue, Phone Beach 1744, embrace a neatly appointed store which is well fitted up and stocked with the best goods made by the most reliable manufacturers. This establishment always carries in stock a nice line of dry and fancy goods, whitewear, millinery, furnishings, fancy needle work in various designs, from which to make selection, sofa cushions, table cen-

ters, embroidery threads, wools, art goods, infants' and children's wear, etc. In the millinery department all the late styles and models are shown here and expert trimmers are employed in season. A full and complete line of chinaware has recently been added. The stock in general for quality and excellence is the best the market affords. This house is liberally patronized by all classes of the community. The business is conducted under the management of Mrs. E. Woodruff. She will always be found in attendance to welcome her friends and patrons.

**J. M. BOYD**

A concern worthy of favorable mention at our hands is the one under review. Mr. J. M. Boyd has had many years' experience in this line. He was formerly connected in business under the firm of Boyd & Leslie, and established himself on his own account in October, 1917. He has won a marked degree of success and is building up a permanent and widely extended trade. The store and workshop, located at 1293 Danforth Avenue, third door east of Cedarvale, phone Beach 828, is of ample dimensions fully stocked with a complete line of shelf hardware, tinware, paints, oils, varnishes, gas stoves, plumbing and heating fixtures, bathroom supplies, electrical appliances, etc. Mr. Boyd is a practical plumber, gas-fitter and heating engineer and makes a specialty of plumbing, steam and hot water heating. He is prepared at all times to furnish estimates on any work at most satisfactory figures. He uses only the very best quality of materials and employs experienced and competent workmen, who work under his personal supervision. Mr. Boyd will be found an enterprising and progressive merchant, who is at all times interested in the progress and advancement of this section of the city in general.

**SIMONE BROS.**

The growth and advancement of Cedarvale, East Toronto, during the last few years, has been very rapid in almost every branch of commerce and industry, and especially is this noticeable in the houses supplying fruits and vegetables. A house recently opened in this line in this locality is that of Simone Bros., who established them-

selves in business in February, 1917. The premises occupied at 1267 Danforth Avenue, Phone Beach 1605, are well arranged for keeping the stock and preserving the fruit, as well as for the accommodation of customers. The stock carried is a high class and comprehensive one, embracing imported and domestic fruits and vegetables, groceries, butter, eggs, etc. The trade controlled is principally local. Only the highest grade goods, efficient service and square dealing has been the motto of this house. The proprietors, Messrs. A. & C. Simone, may be regarded as progressive and hustling business men. They have been very successful since they established themselves in business in this section of the city.

**RELIABLE BUTCHERS & GROCERS**

In the management of the household there is no more important a factor than the commissary department, and to this branch of her kingdom the housewife gives her most careful attention. The articles which go to make up her daily bill of fare must be fresh, of the best quality, and handled under cleanly surroundings. Especially is this the case with the meats and groceries she uses, and the market that comes closest to her ideal in these regards is the one to which her custom is sent. In the Cedarvale East Toronto district this ideal is found in the neatly appointed meat and grocery market under the above title conducted by Messrs. A. Burnett and D. Hallat. They established themselves in business here one year ago. The premises occupied at 1289 Danforth Avenue, phone Beach 2176, are of large dimensions, fitted up with modern up-to-date sanitary appliances and conveniences. Messrs. Burnett & Hallat are wholesale and retail dealers in fresh, salt, smoked, pickled and cooked meats, fish, and poultry in season as well as groceries, provisions, fruits, etc. Their stock of government inspected fish is kept in a specially constructed glass covered refrigerating cabinet, and is always fresh and free from dirt. They handle only the highest grades in the lines mentioned. Orders are carefully attended to and promptly delivered all over East Toronto. Messrs. Burnett & Hallat, the proprietors of this store, will be found men of enterprise, push and the highest business qualifications.

DANFORTH AVENUE, LOOKING EAST FROM CEDARVALE, EAST TORONTO  
—Photo by British & Colonial Press, Toronto

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## WOODBINE FEED SUPPLY

There is no commercial interest in any large community of greater importance than the flour and feed trade, and in this connection we wish to call attention to the well equipped store conducted by Mr. H. Sloan, located at 1243 Danforth Avenue, Phone Beach 125. He established himself in business in this line in the city ten years ago and has been located in his present place since July, 1916. By square dealing, honorable treatment and prompt service he has built up an extensive trade. The store occupied is of large dimensions, neatly and conveniently fitted up and excellently situated for business purposes. It is filled with a complete stock of flour, feed, hay, straw, oats, chopped foods, etc. A specialty is made of poultry and pet stock and poultry supplies. The trade is exclusively retail and the stock carried is the highest grade. Mr. Sloan is very moderate in his prices. All orders are promptly and satisfactorily filled. He carefully inspects everything sent to the store, consequently customers are assured of receiving only the best. Personally Mr. Sloan enjoys the fullest esteem of his patrons and is well deserving of the success he has achieved.

## A. W. PINFOLD

Furnishing meat and provisions to a thriving section like the East Toronto district is an important feature of business, and one of the popular concerns engaged in this line is the one conducted by Mr. A. W. Pinfold. He is a dealer in fresh, salt and cooked meats, poultry, butter, eggs, vegetables, canned goods, etc. He established himself in business here in November, 1917. His neat and conveniently arranged market is located at 1630 Danforth Avenue, phone Beach 169. Mr. Pinfold personally attends to all the buying. He controls an extensive patronage achieved by the quality of meats handled, square dealing and courteous treatment combined. A large custom is drawn from the particular housekeepers of this community. Personally Mr. Pinfold is a merchant of wide experience and practical ability in this trade, is progressive and up-to-date, and at all times interested in matters pertaining to the general advancement of this section of the city.

## J. A. DELLOW

An establishment which is well known in this community and devoting much study and attention to bicycle repairing, etc., we find that conducted by Mr. J. A. Dellow. He does all kinds of bicycle repair work, deals in bicycles, sporting goods, fishing tackle, and carries a full line of supplies, tires, etc. Lawn mowers, skates and cutlery sharpened and repaired, baby carriage tires and wheels put on while you wait. He established himself in business here two years ago. The premises occupied, located at 1340 Gerrard Street East, for shop and repair work, are of ample area, fully equipped for the successful prosecution of the business. Work entrusted to his care is sure to receive prompt attention and his prices will be found very moderate. The trade, which is constantly growing, extends all over the East Toronto district. The proprietor, Mr. J. A. Dellow, is well known here.

## THE CEDARVALE SHOE STORE

## L. HULME

Since the above named gentleman established himself in business in this section of the city in August, 1917, the purchasing public is obliged to admit that there is no cheaper place in its line than this establishment. The premises occupied for business purposes, located at 1318 Danforth Avenue, phone Beach 3370, comprise a store of ample dimensions, which is neatly fitted up and well adapted for the successful carrying on of the business. Here may be found a nice stock of boots and shoes suitable for all classes in the most modern and up-to-date styles. A specialty is made of school boots for boys and girls. The stock is renewed by constant invoices and sold at the most reasonable prices. Prompt, careful and courteous attention is given to all customers. The business is carried on under the personal supervision of Mr. L. Hulme. He has had many years' experience in the shoe line. As his expenses are low, he can save you money by giving him a call. You can rest assured that the prices here will compare favorably, if not lower for the quality of the goods shown, than any other store in this line in the east end of the city. Mr. Hulme will be found a business man of strict probity and gives his close attention to all details of this establishment.

## W. H. ROYLE

With the rapid growth of East Toronto and surrounding districts, the ever-increasing demand for residences and commercial buildings, the real estate interests of this community have naturally come to form one of the chief investments for capital with the well-to-do and thrifty portion of the population. Among the popular real estate concerns in this locality we wish to call particular attention to W. H. Royle, located at 1212 Danforth Avenue, corner Cedarvale Avenue, Phone Beach 1162. This gentle-

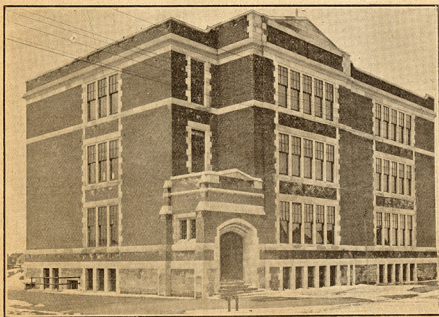


W. H. ROYLE

man began business operations in this section of the city five years ago. He has on hand many desirable properties for sale, rent or exchange. He does renting and collecting, manages estates, as well as negotiates loans on good security, etc. He has enjoyed a very successful business in this line. In connection a general fire, life and accident insurance business is also carried on here. Mr. W. H. Royle is a practical and experienced business man. He firmly believes in the great future of this section of the city, and is always keenly interested in everything pertaining to the real estate and insurance line, for the benefit and welfare of his patrons in general.

## JOLLY'S FURNITURE EXCHANGE

The enterprise and progressiveness of the people of East Toronto is shown in the constant additions to the mercantile circles of this place. Among those established in October, 1917, we wish to make particular mention of Mr. T. E. Jolly, dealer in new and second hand furniture, chinaware, and house furnishings. The stock carried is a large and representative one, and offers rare opportunities to the economical buyer. The premises occupied at 1556 Danforth Avenue, phone Beach 2607, are of ample area and well arranged. When Mr. Jolly purchases goods, he goes all over them if necessary and gives them a decided touch of newness by skilful repairing, upholstering or polishing. He buys all kinds of furniture, household goods, etc., and pays highest cash price. As he buys for cash, he is able to give his customers the benefit of low prices and really superior furnishings. The trade controlled is principally local. In the commercial life of this community Mr. Jolly is held in high regard and his establishment is noted for honest dealing.



GLEDHILL SCHOOL, EAST TORONTO

—Photo by British &amp; Colonial Press, Toronto

Do Your Trading and Encourage the Business Men in Your Own Locality



**C. WILLIAMSON**

Identified with the jewelry and watch-making trade in this section of the city the store of C. Williamson is a well known one. He has had many years' experience and established business in his present place five years ago. The premises occupied at 1471-1473 Gerrard Street East, corner Rhodes St., Phone Beach 3188, embraces a double store and comprise a well assorted stock of watches, clocks, jewelry, diamonds, gold and silver plated ware, plain and fancy gold rings, silverware, jewelry novelties, souvenir specialties, etc. A specialty is made of Old Country watches, wedding rings are altered to any size while you wait. Old gold and silver bought. Highest price is paid for Old False Teeth. Mr. Williamson also deals extensively in Antique Furniture, which he makes a leading feature, as well as ladies' and gentlemen's wardrobes. The stock is of a superior quality, a portion of which is imported by him direct and the whole bought mostly for cash, which enables him to sell his goods at the lowest prices. Particular attention is given to watch and jewelry repairing. All orders are promptly attended to, best quality and workmanship guaranteed. Mr. C. Williamson is a practical watchmaker and jeweler. He attends to the mechanical part of the business. No work is too complicated for him to handle, and none too small to receive his utmost attention. He is well known throughout this entire section. A flourishing trade is carried on at this most reliable establishment.

**T. F. CHALMER**  
**Home Bakery**

Among the well known manufacturers of bread, cakes, pastry, etc., in the east end, we find as a leading one the establishment of Mr. T. F. Chalmer. He has had many years' experience in this line and established himself in business here one year ago. He enjoys an enviable reputation as a high class baker and confectioner and it is not to be wondered at that he controls a large share of the high class trade in this locality. He is a manufacturer of bread, cakes, pastry and ice cream. A specialty is made of wedding cakes. The highest grade of flour and other ingredients are used in the baking of the goods mentioned. In connection he always carries a fine assortment of confectionery, fine chocolates, etc. The store and bakery, located at 1444 Gerrard Street East, Phone Beach 2876, is neatly fitted up. Every convenience is at hand for the successful prosecution of the business. Employment is afforded to experienced bakers. The trade is supplied on short notice. Mr. Chalmer is a practical baker and gives his personal attention to the affairs of this establishment. He will be found a gentleman of good standing and has earned a reputation for honor and reliability.

**MRS. A. WEIR, MILLINER**

There are numerous reliable and responsible millinery houses in the East End of the city, and the one conducted by Mrs. A. Weir is worthy of liberal mention. It was established by her in April, 1917, and since that time its name and reputation for splendid goods, the latest fashions and extremely low prices, became well known in this locality. The millinery parlors at 1406 Gerrard Street East are ample in area and present a very attractive appearance. The business is carried on under the sole supervision of Mrs. A. Weir, who has had 18 years'

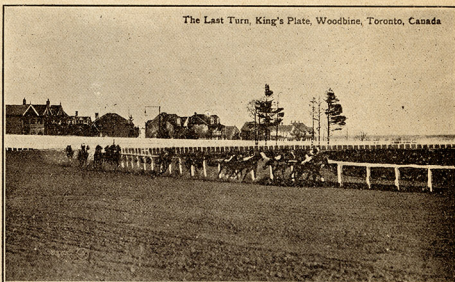
experience in this line of business. She is a lady of excellent taste and judgment, and selects her goods with the greatest care and attention. A nice display of hats and bonnets meets the eye on entering the parlors, and the assortment is of such variety that no one, not even the most critical, need find any difficulty in obtaining just what is most desired. In season a full force of trimmers is employed. Special and immediate attention is given to mourning millinery. Mr. Weir has a wide circle of friends and patrons among the best families in this section of the city. A branch store was formerly located at 2203 Gerrard Street East, corner Main Street, East Toronto. This store was closed and the stock removed to her present place at 1406 Gerrard Street East.

**WATTS' MARKET**

Of the many varied business enterprises which are closely connected with the management of the home, there is none of more importance than those devoted to food pro-

**F. R. JACKSON**

In every line of industrial activity high grade goods, prompt fulfillment of orders and promises, and rock bottom prices are qualities which always insure success, the concern, firm or individual who makes this motto the foundation of all business is bound to succeed. In this section of the city an illustration of this method may be seen in the business done by Mr. F. R. Jackson. He assumed control of this old established business six years ago. The premises occupied are located at 1596 Queen Street E., phone Beach 1184, where they comprise a substantial building fitted with every modern appliance and convenience for the trade. It is stocked with everything in the line of shelf hardware, tin and grantware, fine cutlery, carpenters', mechanics', farm and garden tools, kitchen utensils, pure paints, oils and varnishes. All orders are given prompt attention. Mr. Jackson gives all details his personal supervision. His patronage is of a first class and permanent character and the success achieved by him is well deserved.

**The Last Turn, King's Plate, Woodbine, Toronto, Canada****WOODBINE RACE COURSE, TORONTO**

ducts, and in this the dealer in meats and provisions is most prominent. To be of the most value meats must be of high quality and receive careful handling with ideal sanitary conditions around. These requirements are fully carried out in the up-to-date market under the above title. This business was originally established by Watts Bros. six years ago. It has been conducted by Mr. A. L. Watts, its present proprietor, alone since January, 1918. This is one of the most attractive and best patronized shops in this locality. The premises occupied are well arranged and fitted with modern conveniences, spacious coolers and refrigerators, which are stocked with choice fresh, salt and cured meats, ham, bacon, sausage, game and poultry in season, groceries, etc. Competent assistants are employed, who fill orders promptly. The business covers all sections of the Woodbine and Beaches District. The store is located at 1598 Queen Street East. If you need anything in the meat or provision line, phone Beach 1526. We are pleased to remark that such an establishment as the above is a credit to any community and will undoubtedly receive its share of patronage at all times.

**W. FRIEDMAN****Cleaning and Pressing Parlor**

In every community of progressive people there is always a call for the professional cleaner, repairer and presser, for it is to him that the busy man or woman looks to keep their clothes in order by systematic cleaning, pressing and repairing when necessary. Prominent in this line is the establishment conducted by Mr. W. Friedman, located at 1382 Queen Street E., phone Beach 3379. Mr. Friedman established himself in business here in October of 1917. By close attention to business, combined with courteous treatment and superior service, he is building up a growing and constantly increasing patronage. He does the very finest of work in French dry cleaning, pressing, reining, remodeling, and repairing of ladies' and gentlemen's garments, and from soiled and worn goods evolves clothing almost as good as new. All work is guaranteed to be satisfactory. Orders for dyeing carefully attended to. Mr. Friedman is thoroughly familiar with every phase of this business. The growing reputation for the quality of work produced by him is bringing business from all sections of the Woodbine district. A trial will convince you that you can do well by trading here.



## MUIR'S BEACH DAIRY

The purifying, bottling and delivering of milk is a great and important industry, vitally affecting the health of a large community. The people of the Beaches and East Toronto district are fortunate indeed in having the services of so excellent a dairy as that operated by Mr. W. Muir. This house purchases the output of milk and cream from a number of farmers receiving the products fresh every twenty-four hours. The premises occupied are lo-



cated at 19 Herbert Avenue, phone Beach 1248. They are perfectly sanitary and constitute one of the most scientific dairies in the east end of the city. In the milk house immaculate cleanliness is maintained, and the milk and cream is handled in such a manner as to insure the satisfaction of any who are to make an inspection of the methods pursued. This is an old established business. It has been carried on by Mr. W. Muir, its present proprietor, for nine years. He is a wholesale and retail dealer in pure, fresh country milk and cream, scientifically pasteurized. A large business has been built up in this section of city, principally east of Coxwell Avenue. The output is 250 gallons per day, which is steadily increasing. A staff of capable assistants are employed. Three wagons are in service and prompt delivery is one of the points for which this house has gained a reputation amongst its patrons. The business is under the sole supervision of the proprietor, Mr. W. Muir. By his admirable and progressive methods of conducting this business, he is enjoying a splendid success, as well as gaining the good will and respect of the people in this community.

## FRED TOSELAND

There are a number of reasons why reliability is essential to success in the hardware business in this section of the city. Difficult conditions have developed extraordinary expertise among dealers, and success can only be achieved by those who can keep pace with the times. This is the reason for the success achieved by the reliable establishment conducted by Mr. Fred Toseland, located at 300 Kingston Road, corner Woodbine Avenue, phone Beach 1225. Mr. Toseland carries a complete line of builders' heavy and shelf hardware, paints, oils, glass, granite and tinware, farmers' and mechanics' tools and supplies. He also does plumbing, smithing and repair work. He has a well equipped workshop for all branches of his business and employs experts in his line. Mr. Toseland established himself in business here six years ago, and is numbered among the representative business men of this section, and the ability with which he has built up his business has won for him the admiration of his friends and the general public.

## WOODBINE PLANING MILLS

This business was established by Mr. Wm. Williamson 25 years ago. Being a lumberman of many years' experience, he has met with unbounded success. He is a dealer in rough and dressed lumber, lath, shingles, posts, etc., as well as manufacturer of doors, sash, mouldings, and interior finish. The office, yards and mills located at 137-143 Woodbine Avenue, phone Beach 8, yard and sidings at 601 Woodbine Ave., phone 3332, cover a large area of ground space and are completely stocked with the articles mentioned, which are sold throughout the city and adjoining counties. Employment is furnished to a number of experienced hands, and all orders are given careful attention. By energy and perseverance, fair and honorable dealings, this concern has built up a most extensive trade and acquired an enviable reputation. The facilities of the house have expanded with the lapse of years since its establishment, and are now such as can apply only to those thoroughly understanding the business, and enterprising enough to take advantage of every convenience, whereby all orders are immediately attended to and promptly executed. Liberal and enterprising, all its operations are conducted with a zealous regard for the interests of patrons, while all goods handled or manufactured are equal to the best, no matter where produced. The proprietor of this establishment, Mr. Williamson, is a thorough business man popular with all who have dealings with him. He is widely known throughout Toronto, and has always been deeply interested in every movement pertaining to the advancement and progress of this section of the city.



KEW BEACH FIRE HALL  
—Photo by courtesy of Fred Creighton.

E. HUGHES  
Painter and Decorator

Mr. E. Hughes, the proprietor of this store, has had many years' experience as a painter and decorator. He was foreman of one of the leading establishments in this line in Toronto for ten years. He opened up business on his own account a year ago, since which time he has built up a first class reputation for the high character

of his work and the care he exercises in meeting the wants of his customers. The storeroom, which is located at 1600 Gerrard Street, corner Rhodes Avenue, is of ample area. The stock carried includes wall paper, fine interior decorations, room mouldings, etc. Painting, paper-hanging, sign work of all kinds, graining, marbling and kalsomining is done here in all its branches. A number of hands are employed in season. The work done by him is of the highest class, while the prices are kept at the lowest point consistent with a living business. Mr. Hughes is ever at the post of duty exercising a close supervision over his affairs and he and his assistants are kept constantly busy. All work undertaken by this establishment is promptly attended to. Personally Mr. E. Hughes is held in high regard by the community, while his house is considered a leading one in this section.

EAST FORD SALES AND SERVICE  
STATION

In the Beach district, Toronto, there are many fine autos, both in the local and tourist class, and for the accommodation of both these classes the modern garage and machine shop of the above named was established by Mr. W. H. Moore two years ago, and here every description of machine is cared for, repaired if necessary and furnished with supplies. This garage is located at 1852 Queen Street East, opp. Woodbine track, phones Beach 3200, residence, Beach 320. It occupies a modern building 50x100 feet in dimensions with storage accommodation for 50 cars. The garage is splendidly equipped with every up-to-the-minute convenience and facility, and carries a full stock of supplies and fixtures required for the general trade and for cases of emergency. A specialty is made of repairing and a sufficient number of expert mechanics and assistants are employed. Mr. Moore is the sole dealer for Ford cars in the Beach district, and many of the finest machines in this section were purchased through him. An automobile livery will be found in connection. The garage is open day and night. Mr. Moore will be found enterprising, progressive and practical, and is always active in all matters pertaining to the welfare of this section of the city.

GEORGE JACKSON  
Shoe Repair Shop

One of the most up-to-date establishments engaged in the shoe repairing line in the East Toronto district is the one conducted by George Jackson, located at 1322 Danforth Avenue. He established himself in business here in July, 1917, since which time he has built up a nice trade, which is constantly increasing. Mr. Jackson is a thoroughly practical shoemaker, having availed many years to this particular trade, thus ensuring the most perfect work. The premises occupied are neatly arranged. The trade extends all over this section of the city. He has a complete manufacturing outfit. He puts a new finish on old shoes, that costs no more than ordinary cobblering. Hurry up work is promptly attended to. Shoes are repaired while you wait. In connection he also carries a line of polishes and supplies. Personally Mr. Jackson, the proprietor here, will be found an honorable, hard-working mechanic, who is well worthy of the large measure of success he has achieved.



**CASTER'S****The Beaches Dry Goods and Shoe Store**

In gathering statistics for this review we find some firms that for straightforward, honorable methods, energy and enterprise, are entitled to special mention in these columns, and among those who come within

sage, poultry, game, hog products, butter, eggs, all kinds of vegetables, all of the choicest grades. The management is very careful in the selection of its meats, and gives its personal attention to all details, so customers are sure of receiving only the best meat products on the markets. As this

cupled at 1915 Queen Street East, phone Beach 96, comprise a store of large dimensions and here may be found a complete line of groceries and provisions, fresh vegetables, foreign and domestic fruits, fine teas, coffees and table delicacies. The stock handled here will meet the requirements of a general custom. This house has built up a nice trade by strict attention to business by understanding the wants of the public and supplying them with the best goods at the lowest prices, and by a uniform adherence to those sterling principles that govern all mercantile concerns, characterized by strict integrity. Polite and attentive assistants wait on customers promptly and purchases are correctly filled and delivered to all parts of this district. The business is conducted under the sole supervision of Messrs. F. and C. Stennett. They will be found energetic and reliable business men.

**H. B. MITCHELL**

Of the many professions which are called into daily use, and which in all communities are of absolute necessity, there is none holding a more important or significant position than that of the druggist and chemist. Among the popular stores in this line in this section of the city to attract attention is that of H. B. Mitchell. He assumed control of this old established business here seven years ago. He occupies a well arranged store located at corner of Queen Street East and Elmer Avenue, phone Beach 244. It is fitted up in the best manner with attractive show cases and counters. Here is carried a full line of all the Nyal remedies, pure drugs and chemicals, the most popular proprietary medicines, toilet articles of all kinds, sponges, brushes, perfumes, extracts and druggists' sundries, cigars, tobaccos, as well as a complete line of cameras and photographic supplies. Developing and finishing for amateurs is also done here, a 24 hour service in this branch is rendered. A specialty is made of compounding physicians' prescriptions and family recipes, which is done under the personal supervision of the proprietor. Competent assistants are employed. Mr. Mitchell enjoys a wide experience in his profession and is highly endorsed by the medical fraternity.



SCARBORO BEACH ENTRANCE

—Photo by J. A. Solomon.

this category is the above named house, which is one of the most complete in its line in the Beach district. The premises occupied at 2012 Queen Street East, Phone 280, embrace a store of large dimensions and well arranged throughout. Caster's are importers and dealers in staple and fancy dry goods, furnishings, boots and shoes, etc. The stock carried in general is marked at the lowest prices consistent with first class up-right dealing. The trade is at all times assured of getting reliable merchandise, honorable treatment and polite attention, at this deservedly well known establishment, while the patronage is fully commensurate with the name and standing of the house. This is the oldest established dry goods business in the Beaches district. It has been conducted as Caster's for two years. To-day this house enjoys an immense trade drawn from all parts of this locality, which is constantly increasing. A number of experienced and courteous salespeople are employed in season to attend to the wants of patrons. The management devotes its strict personal attention to every detail pertaining to the business. The scene about this store is at all times one of busy activity.

**CLAYTON'S MEAT MARKET**

Of her handsome stores and enterprising merchants, the Beach district is justly proud. Every branch of commercial industry is here represented, and prominent among the well established and most modern of her many stores is that known as Clayton's meat market. This business was established here in this locality 15 years ago. The store occupied at corner Queen Street East and Wheeler Avenue, phone Beach 113, is of large dimensions, containing every modern convenience, including marble topped counters, spacious sanitary racks, patent cutting blocks, ample coolers and refrigerating plant. The store is kept throughout in the most perfect state of cleanliness and order, and the large stock embraces all descriptions of fresh, salt, cured and cooked meats, hams, bacon, sau-

firm does all its own buying and having a long practical experience in this trade, it purchases none but the best, which is none too good for their customers. This is one of the Beaches' leading and representative establishments, always taking a keen interest in the welfare and advancement of the community in which it conducts business.

**STENNETT BROS.**

Among the popular mercantile establishments in this section of the city is that conducted by Stennett Bros. This is the oldest grocery house in the Beach district. This firm originally established themselves in business here in 1904. By handling goods of a standard grade an excellent trade has been built up. The premises oc-



THE BEACHES, TORONTO

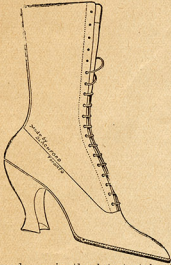
—Photo by J. A. Solomon.

**Do Your Trading and Encourage the Business Men in Your Own Locality**



**A. W. BIRD**

No establishment of a similar nature in the Beaches give better satisfaction when the quality of the goods is taken in consideration than the one conducted by A. W. Bird. The premises occupied, located at 2074 Queen Street East, opp. Leuty Ave., embrace a most modern and attractively arranged store of large dimensions. Here is carried a full and complete stock of fine boots and shoes for men, women and chil-



dren, made up in the latest styles by well known and reliable manufacturers and at prices that will or should keep you from going down town. This business was taken over by Mr. Bird in November, 1916. He has had an extended experience in this line and met with constantly increasing success. Customers are always treated in a most cordial way, and if honest goods and fair prices will command trade, this establishment is entitled to it. The proprietor, Mr. A. W. Bird, gives his personal attention to the business. He is a gentleman of energy and is looked upon as one of the Beaches' enterprising merchants and citizens. His house is in all respects a leading and representative one.

**J. L. GIROUX**

The above named gentleman has for the past eight years been prominently identified with the commercial growth of this section of the city. This establishment has had a career of unbroken prosperity and its trade has reached extensive proportions.



QUEEN STREET, LOOKING EAST FROM LEE AVENUE

—Photo by J. A. Solomon.

The main store and works is located at 2054 Queen Street East, Phone Beach 954. It is of ample dimensions and the facilities for handling goods are equal to any in this line. The stock carried is of the finest quality, latest and most fashionable styles and patterns. His slogan is "up-to-date goods for wide-awake people." He carries only the swellest styles in hats and furnishings, which accompanies his guarantee with every sale. All kinds of cleaning, pressing and repairing is also done here. This branch of the business is perfectly equipped with most up-to-date machinery for turning out all work of this kind, and we may rightfully say it is the most modern cleaning and pressing establishment east of the Don. Mr. Giroux is a member of the Toronto Cleaners and Dyers Association. He has had a wide experience in this line and thoroughly understands the art of catering to the trade. This establishment places its prices at the lowest possible point, is prompt and obliging and seeks to merit the favor of its patrons by fully deserving it. A branch store is located at 2230 Queen Street East, Phone Beach 897, Balm Beach.

**GEO. HESK**

Figuring conspicuously as a representative house and prominent in its line is the one mentioned above. This house has been continuously identified with the growth and development of this section's commercial interests. Mr. Geo. Hesk has had a life long experience. He served his apprenticeship in the meat line and knows its every detail. He originally established himself in business 16 years ago and has been located in this section for the past ten years. By his success he has become an example of what may be accomplished by push, energy and ability. That he has been successful in the highest degree, a glance at his excellent stock will at once show. He is a dealer in all kinds of fresh and salt meats, sugar cured hams, breakfast bacon, staple and fancy groceries, vegetables, flowers, etc. Mr. Hesk manufactures his own sausages. He is a heavy purchaser for cash and on this account he is able to offer the lowest market prices. The premises occupied at 2189 Queen Street E., phone Beach 350, will always be found neat and clean. Orders are called for daily, which are promptly filled and carefully delivered. Personally Mr. Hesk is well known in commercial circles and is regarded as a man of pronounced integrity, honorable and fair in all transactions.

**C. R. ATKINS**

An enterprising and very successful jewelry and optical establishment in the Beach district controlling a liberal share of trade is the above named, who enjoys a high reputation for handling the most reliable and satisfactory grades of goods for making exact representations and charging fair and reasonable prices. This business was established by Mr. C. R. Atkins five years ago. The store occupied, located at 2050 Queen Street East, is neatly and tastefully arranged, and the select and costly



C. R. ATKINS

stock displayed comprises a full line of gold and silver watches, clocks, diamonds, jewellery, wedding rings, silverware, cut glass, novelties, optical goods, etc. A specialty is made of watch, clock and jewelry repairing. Optical work of every description is given prompt and careful attention. Personally Mr. C. R. Atkins is well known in this section. He is a practical and representative business man and takes a keen interest in the advancement of this community.

**HILLIER & CO.**

With the advance in science, architectural construction and other classes of work, similar improvements have been made in plumbing, steamfitting and hot water heating. New methods designed to give the utmost satisfaction to the customer and also to facilitate proper installation, have been adopted. The firm that is quick to appreciate the value of these new and important innovations and whose charges are not based on the principle of "Get all you can," but rather on a fair profit only, will soon gain the confidence and hearty support of the public. In this respect we direct attention to the house of Hillier & Co., who are contractors for plumbing, drainage, hot water heating, electric wiring, galvanized iron work and hot air furnaces. The business premises occupied are located at 2199 Queen Street East, Phone Beach 202, residence Phone Beach 2292. This firm has met with liberal and constantly increasing patronage from many of the best residents in all sections of the city generally. The aim of this concern is to do only first class work, use only dependable materials and charge only a fair price. A number of skilled and experienced hands are constantly employed. Estimates on all work will be gladly and promptly furnished. This business was established here twelve years ago and is conducted under the management of Mr. H. J. Hillier, who is better known as "The Best Plumber." Every contract receives his personal attention, and his long and varied experience in these lines are of inestimable value to his many patrons.

Do Your Trading and Encourage the Business Men in Your Own Locality



### THE WILLIAMS & LITTLE STORAGE & FORWARDING CO.

With the progress and development of any community the cartage, storage and moving business is one of the most essential. In this particular field in the Beach district The Williams & Little Storage and Forwarding Co. takes a leading position. This business was established upwards of 15 years ago, and has been eminently suc-



cessful commanding all the advantages naturally secured by long years of practical experience in this special trade. The office and storage warehouses are located at 2177 Queen Street East, phone Beach 58. This company gives its attention to all kinds of general cartage and storage. They occupy a number of warehouses equipped with first class facilities for the purposes intended. They have modern moving vans, forklifts, etc., and experienced help to pack and handle furniture and household goods of every description, freight or baggage, hoist pianos, light delivery, express and baggage transfer to all parts of the city. Special and careful attention is given to packing and shipping. All orders are filled on the shortest notice and the prices and terms will compare favorably with any similar concern in the city. The residents, merchants and business concerns of the Beaches, Toronto, fully appreciate the advantages here extended, and the patronage is of a first class permanent character. The Williams & Little Storage and Forwarding Co. is well known throughout Toronto and will be found an honorable and upright concern to deal with.

### THE DOMINION BANK

One of the best exponents of the Canadian banking system is the Dominion Bank, with head office in Toronto and 159 branches in Canada, correspondents and agents in all parts of the globe. The Dominion Bank does a regular banking business along safe lines, though liberality is shown at all times to its patrons. Letters of credit and drafts payable in all parts of the world are issued. This institution was established in 1871. The Beaches branch, located corner Queen Street East and Lee Avenue, was opened in 1912 and is under the management of Mr. N. S. Lockie. In connection with each branch a Savings Department is maintained, where deposits are received, upon which interest is compounded half yearly. Special attention is given to this department and sums as low as \$1.00 may be deposited. The capital paid up is \$6,000,000.00, reserve fund and undivided profits \$7,500,000.00. The officers and directors are Sir Edmund B. Osler, M.P., President; W. D. Mathews, vice-president; A. W. Austin, W. R. Brock, James Carruthers, R. J. Christie, Sir John Eaton, E. W. Lumber, H. W. Hutchinson, A. M. Nanton, W. W. Neary, A. T. Reid, Mr. C. A. Bogart is the general manager.

### E. D. MORRIS

The advantages of the Beach district, Toronto, as a place of residence or for business are very great. But with all its advantages the development of this section depends upon an energetic and reliable presentation of the facts to the interested public. The real estate agents of the Beaches are a class of able and practical business men who know how this section has grown, why it has grown, and what are the best locations for residences or for business. We wish to call particular attention to Mr. E. D. Morris, with office in Dominion Bank Building, corner Queen and Lee Avenue, phone Beach 216, residence phone 1297. He is fully posted on values and cannot only offer investors an attractive list of city and farm properties for sale, but can give them valuable advice as to the most remunerative investments. Money is loaned on real estate at lowest current rates. In connection he also carries on a fire insurance business. Mr. Morris established himself in business in this locality twelve years ago. He is well known among all classes of the community.

### JOHN W. CLARK

#### Ladies' and Gents' Tailor

The fashionable tailor's art is extremely hard to master, and to excel in it requires special talent and ability. The time was when clothing only comfortable and suitable to climatic necessities was called for, but now elegance, fit and superior finish are added, and no merchant or importing tailor can hope to become noted or eminent unless he meets these indispensable conditions. A leader in this department is the well known house of John W. Clark, whose attractive emporium is located at 2040 Queen Street East, phone Beach 154. The premises occupied are admirably adapted for storage, display and sale purposes, and here is constantly exhibited a carefully selected and choice stock of English and

the Beach district, Toronto, will find this house always ready to offer inducements in workmanship, finish, fabric and fashion not easily duplicated elsewhere. Mr. Clark established himself in business in this locality ten years ago. He is highly regarded by all who know him for his ability and strict integrity.

### WM. BLACK

A deservedly popular house engaged in supplying the residents of this section of the city with fresh food products is that of Wm. Black, dealer in groceries and provisions. He has an attractive store stocked with the lines mentioned, located at 1960 Queen Street E., cor. Kenilworth Avenue, phone Beach 346. Mr. Black established himself in business here six years ago. He has met with the best of success and is aiming to keep his business in the lead. All orders are carefully and promptly filled, while the most moderate prices are quoted. Several assistants are employed. By adopting up-to-date methods in the management of the store, by making prompt deliveries of orders, he has steadily built up a highly satisfactory trade among the careful housewives of this vicinity. Mr. Black personally will be found an experienced and enterprising merchant. A trial will convince you that you can do well by trading with him.

### F. LEGERTON

Among those actively engaged in supplying the citizens of the Beach district with fresh meats, provisions, etc., we find Mr. F. Legerton, located at 1908 Queen Street East, phone Beach 994. The shop is of ample dimensions, and all the surroundings are in keeping with the character of the business. Mr. Legerton assumed control of this well known establishment in June, 1917. By his energy and fair dealing he acquired a wide reputation and secured a first class substantial patronage. He is a dealer in fresh and cured meats, poultry, butter, eggs, and vegetables. The highest cash



QUEEN STREET, LOOKING WEST FROM LEE AVENUE

—Photo by J. A. Solomon.

Scotch tweeds for suitings, etc., in all the latest styles and novelties. A special feature is made here of ladies' tailor made clothing. All garments turned out by Mr. Clark are characterized by artistic cut and most careful workmanship, while the facilities for prompt fulfillment of orders are unsurpassed. Parties living in or visiting

price is paid for produce. Butter and eggs taken in exchange. Customers are waited on daily for orders and prompt delivery is guaranteed in every instance. The business extends all over this entire section, and a fine family trade is catered to. Mr. F. Legerton, the proprietor of this establishment, is well and favorably known throughout the Beaches and vicinity.

Do Your Trading and Encourage the Business Men in Your Own Locality



**THE BEACHES DRY GOODS STORE**

This popular establishment conducted by Mrs. A. Brewer is a credit to her enterprise and ability. She commenced business operations in the Beach district three years ago, since which time she has met with substantial success. The store occupied is located at 1925 Queen Street East, phone 2007. This lady has by energy and perseverance gradually developed a trade that is constantly growing and is now recognized as one of the best stores in its line in this section, a record of which any establishment may point to with pride. The premises occupied comprise a store of ample area, which is a model of neatness and order, and here Mrs. Brewer has brought together a splendid stock of goods distinguished for superior excellence. Here is carried a full and complete line of staple and fancy dry goods, ladies' and children's wear, corsets, stamped goods, etc. Prices will be found as good, and in some cases better, than the larger city stores. Mrs. Brewer is widely and popularly known in this community. During her business career here she has won a foremost position among the reliable establishments in this line in the Beach district, Toronto.

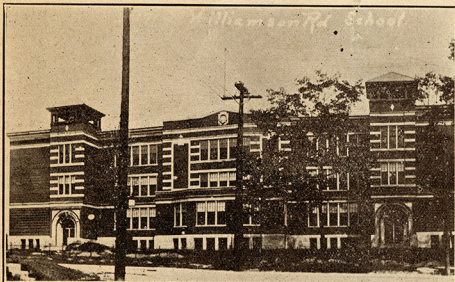
**J. E. SPEARS & CO.**

There are very few homes in the Beach that are not fitted with a piano, few families who have not some one who can play the king of musical instruments. It has been comparatively few years since the piano became a factor in home furnishing, but to-day the modern and up-to-date house is not complete without it. The parties responsible for this are first the makers of the pianos, next—and they should be first—the men who sell them. There is always a temptation to sell a cheap piano, but quality tells, and to this fact is due possession, in the majority of the finest homes in the Beach district of the sterling instruments made by the Nordheimer Piano Co., whose agent in this section is known as J. E. Spears & Co. They occupy an attractive store at 2201 Queen Street East, phone Beach 1299, which is fitted with every convenience. This business was established here in August, 1915. This firm are also dealers in Heintzman gramophones, Victor records, magazines, stationery, etc. J. E. Spears & Co. are thoroughly experienced in this line of commercial enterprise, and have built up a clientele that is a credit to their business ability. They are identified with the best interests of this section and possess a host of personal friends.

their wants fully supplied by trading with Mrs. Shanks. She keeps in touch with the leading centres, and ladies can always be sure of getting the best quality of goods they buy ready-trimmed hats or have them trimmed to order. Personally she is a competent business woman, fair and honorable in all dealings.

**H. G. GOOD**

The metropolitan character of the Beach district's trade accommodations can in no way be more forcibly demonstrated than by reference to the important and representative concerns and business houses of the community in their respective lines. One of the leading establishments of its character in the Beaches is the one conducted by Mr. H. G. Good. He is a dealer in Ideal phonographs and records, as well as repairs of all kinds. The store is conveniently located at 2191 Queen Street East, phone Beach 2854. The proprietor is neatly arranged and stocked with a complete line of the goods mentioned, sold at the most reasonable prices. Mr. Good has had an experience of 20 years in this line. He was formerly connected with the Columbia Phonograph Co. as manager of a number of their stores in various cities in the United States, having served in this capacity four years in Denver, Col.; three years in Colorado Springs, Col.; and one year in Montreal, Que. He was also engaged in business on his own account for three years in Denver, Col., before opening his present place in the Beach district, Toronto, in July, 1916. He will always be found courteous and competent, ever willing to demonstrate the superiority of the stock carried. Goods are sold for cash or easy payments. Old machines are taken in exchange for new ones, at the highest price allowed. Old records, if in good condition, can be exchanged for ten cents. The proprietor, Mr. H. G. Good, will be found an experienced business man conversant with all details of the line in which he is engaged.



WILLIAMSON ROAD SCHOOL

—Photo by J. A. Solomon.

**T. BAIN**

The conducting of a liberal modern business such as the handling of magazines, periodicals, stationery, etc., requires an amount of energy scarcely dreamed of a generation ago. Among those engaged in this branch of trade in the Beaches who has ever maintained the conduct of a reputable centre is that of T. Bain, stationer, news agent, etc., located at 1954 Queen St. East, phone Beach 347. Here may be found a full line of magazines, periodicals, story books, stationery, picture post cards, fancy goods, tobaccos, cigars, etc. This business was established by Mr. Bain 12 years ago, and the splendid trade this house enjoys has been built upon the enduring basis of equitable dealing and small profits. A noteworthy fact is that the business is constantly increasing and expanding. Mr. T. Bain, the proprietor and manager of this establishment, has had an extensive experience in the lines he handles and knows how to discriminate to a nicety as to the exact requirements of the trade.

**MRS. S. E. SHANKS  
Louvre Millinery**

The Beach district has many well dressed women, and with these the above named millinery establishment is becoming a well known place. This old established business was taken over by Mrs. Shanks in May, 1917. The premises occupied at 2185 A Queen Street East, comprise a neatly fitted-up and well stocked show-room, which is a delight to its patrons. Mrs. Shanks has a full and carefully selected line of all the new fashions in imported millinery, hats, trimmings, feathers, velvets, etc. Expert assistants are employed in her workroom in season, making up and trimming hats to order. A special feature is made in exclusive hats, thus ensuring the purchaser of no danger of seeing her hat duplicated. All work is guaranteed of the highest quality and prices are always moderate. Many ladies in the Beach district who used to think they had to go to the larger city stores to get modern millinery can find

**BEACHES 5, 10, 15, 25 CENT STORE****B. E. Geisel & Co.**

The above named establishment is well known in this locality. They assumed control of this old established business seven years ago. The premises occupied, located at 2203 Queen Street East, phone Beach 707, embrace a store of large dimensions, neatly fitted up and thoroughly stocked throughout. Here can be found numerous articles, including many indispensable household necessities, therefore a visit to this store would be of interest to the patrons and much benefit might accrue therefrom. This house will be found a liberal one in its management and honest in its representations, while the prices asked at all times are lower than the lowest. Everything in household supplies, tin and granite ware, china, glassware, kitchen utensils, small wares, fancy goods, toys, novelties, etc., is carried. A number of salespeople are employed, who work on customers promptly and satisfactorily. You are invited to call and see the exceptional bargains offered by this house, whether you buy or not. The business is conducted under the personal supervision of Mr. B. E. Geisel. He will be found prompt and reliable in all transactions, an business one entered into with him is sure to be profitable as well as pleasant to all concerned.



**C. H. HOWARD**

Among the representative houses in the Beach district none has a wider reputation for superior goods and workmanship than the above named establishment, located at 2195 Queen Street East, opp. Hambley Ave., phone B314. The premises occupied are neatly arranged and fully stocked at all times with a high class and large assortment of fashionable and seasonable men's, youths' and boys' wear, Arrow collars and

cated at 2082 Queen Street East, phone Beach 3048. They embrace a store of ample area, well systematized and adapted for the display of the stock carried, which includes everything in general hardware, builders' supplies, cutlery, paints, oils, varnishes, glass, etc. Roofing, tinsmithing, furnace work, plumbing, gasfitting and electrical work of all kinds, is done in first class manner. The trade is constantly growing and covers all sections of the Beach

success. The premises are located at 2084 Queen Street East, phone Beach 607. They are well arranged throughout. Your wardrobe is kept in good order at reasonable cost. All kinds of ladies' and gentlemen's garments are cleaned, dyed, altered, pressed and repaired, and in the application of ed and correct principles, the productions of the house are equal to any in the city. Special attention is given to ladies' evening dresses, white coats, feathers and gloves, as well as French dry cleaning. Their method makes it possible to clean without injury whatever all garments of the most delicate texture, the more expensive the article the more perfect will be the work done. The business was established here in July, 1913, since which time this establishment has enjoyed a steadily growing patronage from the people of the Beach district. All orders are promptly and carefully attended to, the aim being to meet the approbation of patrons. The slogan of this house is "particular cleaning for particular people." Work is called for and delivered.

**WALMSLEY'S ORIGINAL ALL FISH STORES**

This is the pioneer fish store in this section of the city. It was established by Mr. Thos. Walmsley four years ago. He is a wholesale and retail dealer in fresh, salt, and smoked fish, oysters, clams, lobsters, all kinds of sea food, poultry, canned goods, etc., handling A-1 goods only. These goods are received fresh daily and you can depend on getting the best, and having purchases promptly delivered. This house possesses every facility for conducting business under the most favorable auspices, being conversant with the wants of the trade, and takes advantage of every means whereby patrons can be supplied with the best goods at the lowest possible prices. The trade extends all over the Beach and East Toronto districts. The premises occupied are located at 2066 Queen Street East, phone Beach 2408. They are nicely fitted up and thoroughly equipped for the preservation of perishable goods and for the comfort of patrons. The business is conducted under the personal supervision of Mr. Thos. Walmsley. He has by his enterprise, energy and liberal dealing secured a large and constantly increasing patronage.



HAMBLAY AVENUE

—Photo by J. A. Solomon.

shirts, gloves and mitts, working shirts, Peabody's overalls, odd trousers and boys' bloomers. All goods are made and trimmed in the best manner possible and are guaranteed to give satisfaction in every instance. The goods are marked down to such low figures as to be within the reach of everybody. All the new styles as soon as brought out will be found on sale in this store. Ladies' and gents' cleaning, pressing and repairing is also done, and Mr. Howard is out to render the best service possible in this branch of his business. Hoberlin's made-to-measure high class clothing is also handled, accompanied by their usual guarantee. Mr. C. H. Howard is well known in the Beach district, having been a resident for the past 21 years, before taking over the business from Mr. W. Geisel on a recent date. Mr. Howard was connected with a large Toronto dry goods and manufacturing house for nine years in various capacities. Previous to that he spent five years in the retail trade and is therefore well qualified to give the people of the Beach real value and service for their money. Besides dependable merchandise at economical prices, you will find in this store the unwavering desire to render you real service. A cheerful spirit of willingness to show our goods will meet you at every turn. Mr. Howard gives his close attention to all the affairs of this establishment and will be found honorable in all his dealings. He well merits the success that has attended his well directed efforts.

**H. E. THOMAS**

A representative and growing business in this section of the city extensively engaged in general hardware, etc., is the one conducted by H. E. Thomas. He established himself in business in the Beach district in December, 1917, since which time he has been most successful and is building up a constantly increasing patronage. The premises occupied for business purposes are lo-

district. It is not necessary to dwell at length regarding the superior lines carried as they represent the leading manufacturers in the country and are emphatically the best procurable. The proprietor, Mr. H. E. Thomas, is well regarded in trade circles for his energy and ability.

**THE BEACH TAILORING AND CLEANING CO.**

The business of the dyer and cleaner is one that calls for and obtains a large amount of the patronage of the public. A well known and reliable house in this section of the city is the Beach Tailoring & Cleaning Co., who are expert dyers and cleaners and have met with unbounded



NEVILLE PARK BOULEVARD

—Photo by J. A. Solomon.

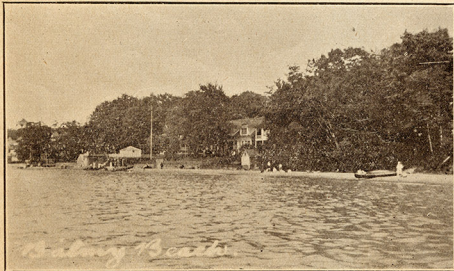


**BEACHES ELECTRIC & GAS STORE****Gyatt Bros.**

The above named gentlemen succeeded T. R. Hassall in January of 1918. They entered upon their duties with every prospect of success and a permanent and useful career. By careful attention to business, furnishing only reliable apparatus and employing only thoroughly competent electricians, there is little reason to doubt the success of this concern in building up a paying and prosperous business. Messrs. Gyatt Brothers are fully prepared to execute every variety of electrical work, install fixtures, electric light wiring, bells, motors, make any necessary repairs that may be required, and can safely guarantee their work. They carry in stock a full line of electric fixtures, shades, fans, electric light supplies, repairs, etc. The trade extends all over the Beaches and surrounding districts and is constantly increasing. The business is under the management of Messrs. R. and G. Gyatt. They have a practical experience in this line and are at all times ready to confer and give their valuable advice to those who may wish to employ their services. The premises occupied for business purposes are located at 2193 Queen Street E., phone Beach 1545. Here may be found all the requisites to meet the demands in the lines carried, and there can be no question that this enterprise is a valuable acquisition to the resources and conveniences of the Beaches and vicinity in which it is located.

**THE MELBA CONFECTIONERY**

There is no one who does not possess to a greater or less degree what is known as a sweet tooth and to whom dainty confectionery does not appeal. This taste is a healthy one, always providing the candy used to gratify it is pure. In Balmly Beach the lovers of sweets find just what they want under ideal conditions in the delicious home made confectionery and candies manufactured and retailed at the above named store. This confectionery and ice cream business was established by its present proprietor, Mr. R. H. Reynolds, five years ago, who since that time has achieved a high reputation and extensive patronage on the merits of his goods. The store, located at 2190 Queen Street East, phone Beach 635, is well arranged and furnished, having plate glass counter cases and show windows, elegant soda fountain and ice cream parlor

**BALMLY BEACH**

—Photo by J. A. Solomon.

in connection, in charge of competent and courteous attendants. His ice cream has attained a high standard for its purity. All the goods retailed in the store are manufactured fresh every day on the premises, which are kept in a scrupulously clean condition, and in which only the purest and

served here. The stock carried is of the best and sold at prices which are bedrock in every respect. Considering the quality of the goods handled here this concern can compete successfully with any concern in this locality. This store is always stocked with a splendid representation of every-

**SCARBOROUGH ROAD**

—Photo by J. A. Solomon.

highest grade ingredients are used. A leading specialty is made of manufacturing the celebrated Victory Creamy Toffee. The trade in this line extends to all sections of Canada and is growing to large proportions. Mr. Reynolds is an expert practical man in this particular trade. He is prepared to furnish any amount of ice cream and ices on the shortest notice for social functions. He enjoys a high position in commercial and social circles of this community, and has a large number of friends and acquaintances.

**WILKINSON'S BAKERY**

Mr. Wilkinson established himself in business in the Beach district one year ago. The premises occupied at 2207 Queen St. East, phone Beach 3404, comprise a store with bakery in connection of ample dimensions, which is well fitted up to the business carried on. Mr. Wilkinson is a practical baker and dealer in bread, cakes, pies, bakery goods of all kinds, confectionery, etc. Ice cream and soft drinks is also

thing that such an establishment should carry. The sales being regular, very little perishable stuff is kept on hand and the proprietor of the store is therefore able to guarantee that everything disposed of is fresh and reliable. All orders are filled with dispatch. Mr. Wilkinson has had many years' experience in this line and is well known in the Beaches generally.

**REID DRUG CO., LIMITED****G. D. Reid, Phm.D., Oph.D., Fres.**

Of the many up-to-date concerns which go to make up the progressive community of Balmly Beach, Toronto, none exceeds in importance the reliable drug and optical establishment widely known as the Reid Drug Co., Limited. This is an old established business, the last change in proprietorship occurred in July, 1917, when Mr. Reid took possession. The store occupies an attractive building located on the corner of Queen and Balsam Streets, phone Beach 1525, having an elegant plate glass frontage and well appointed and arranged glass counter, wall cases, etc., all filled with choice specimens of the large stock carried, which embraces pure drugs and chemicals, patent medicines, toilet and bath requisites, physicians' supplies, optical goods, stationery, picture post cards, cigars and druggists' sundries, cameras, photographic supplies, etc. A specialty is made of physicians' prescriptions, in which only the freshest and best ingredients are used, and done by graduate pharmacists. This house has the agency in this section for Vinol, Dr. Burns (Glasgow) remedies, Sateen Vanishing cream, Infants' Delight, cough syrup, classy optical goods, Brunswick phonographs and records. Special attention is given to optical work. As Mr. Reid is a graduate politician, he gives his personal attention to the optical department in fitting all kinds of complicated cases and guarantees entire satisfaction. The business is carried on under the management of Mr. G. D. Reid. He is a graduate druggist and chemist, and enjoys the highest reputation among his professional associates and the general public.



**W. P. LEEDER**

In the household economy there is no more important factor than the modern grocer, for it is to him the careful housewife looks for quality, purity and cleanliness in the food products supplied, and the dealer who comes closest to her ideal in these respects receives the best custom. In



BALMY BEACH CLUB HOUSE

—Photo by J. A. Solomon.

Balmy Beach she finds all necessary requirements in the pure food products supplied her from the attractive grocery store owned and conducted by W. P. Leeder. He established himself in business here in 1914 and has one of the model grocery establishments in this section of the city, located at 2194 Queen Street East, phone Beach 2555. The store is stocked with a carefully selected line of choice fancy and staple groceries, imported and domestic delicacies, canned goods, farm and garden produce and general family supplies. The best that farmers or manufacturers produce are to be found at this establishment. Prompt delivery is assured on all that is sold and good measure is a certainty. All the goods handled are properly stored and kept in good condition, and everything about the place shows splendid system and order. The trade covers all sections of the Beaches and is steadily increasing. Mr. Leeder is well known in Balmy Beach and has made hosts of friends in commercial and social circles.

**W. A. CLARK**

Mr. W. A. Clark, the well known shoe man in Balmy Beach, established himself in business here four years ago. Under his careful supervision a substantial patronage has been developed. The premises occupied at 2246 Queen Street, a few doors east of the Bank of British North America, are neatly fitted up in a most convenient manner, with special reference to the business. In the full and complete assortment handled will be found everything in the line of boots, shoes, rubbers, dressings, etc., in all styles, widths, sizes and grades. The goods carried are representative of the best makes and latest styles of the day. Patrons of this house are assured of being fully satisfied with the fit, quality and work-

manship of the goods purchased and the prices quoted are always reasonable. A specialty is made of all kinds of shoe repair work. A trial is solicited. Personally Mr. Clark will be found an experienced business man, with whom it is a pleasure to deal.

E., corner Willow, phone Beach 308. The stock handled includes all kinds of fresh, salt and smoked meats, sausages, lard and vegetables in season. A specialty is made of vegetables and poultry. These goods Mr. Beard is prepared to supply in large quantities to suit private families and consumers generally. Several assistants are employed, prices are gauged at lowest market rates, and all orders are filled and promptly delivered to all parts of Balmy Beach section. Personally Mr. A. A. Beard, the proprietor of this establishment, is well regarded for his enterprise and sterling integrity.

**T. H. BOYD****Balmy Beach Hardware**

During the past few years there has been marked activity in the building trades of Balmy Beach, Toronto, and this place has grown beyond even the expectations of the most optimistic of her citizens. In this review we wish to make particular mention of the hardware establishment conducted by Mr. T. H. Boyd. He established himself in business in this locality seven years ago. From the outset the patronage grew until now the house enjoys a nice trade and may be regarded as a safe and reliable business institution. The premises occupied at 2252 Queen Street East, phone Beach 446, comprise a store of ample dimensions. The stock handled is of a high ware, furnaces, stoves, ranges, cutlery, painters', builders' and farmers' supplies, carpenters' and contractors' tools, paints, oils, varnishes, granite, tinware, general housefurnishings, etc. The goods handled here are sold upon the most reasonable terms, and satisfaction is guaranteed. Sheet metal and jobbing work of all kinds is promptly done. A special feature is made of the installation of steam and hot air furnaces. Mr. Boyd is the exclusive agent in this section of the Empire King furnace. He is a practical heating engineer of many years' experience. His personal character is sufficient assurance that all transactions will receive faithful attention.

**A. A. BEARD**

There is no more popular or well patronized meat market in this locality than that conducted by A. A. Beard. He established himself in business here ten years ago. By satisfactory dealing with the residents of the Beaches district Mr. Beard has succeeded in winning the confidence of the public. Under his efficient management this market has become very prosperous. This house has the reputation of cutting the best meat procurable. The premises occupied are located at 2256 Queen Street



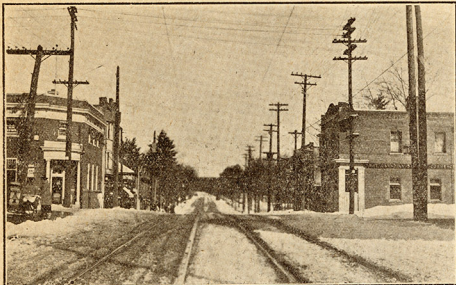
THOS. H. BOYD

Do Your Trading and Encourage the Business Men in Your Own Locality



### THE BANK OF BRITISH NORTH AMERICA

The Balmy Beach, Toronto branch, was opened in September, 1917, and a steady growth and substantial progress has marked its history. From its inception this branch has been managed with skill, pru-



QUEEN STREET, LOOKING EAST FROM QUEEN & BEACH AVENUE  
—Photo by F. Watts

dence and success until at the present time it is the centre of a wide patronage extending throughout this entire section. The Bank of British North America is one of the oldest established institutions in the Dominion, and by common consent it is acknowledged to be one of the most stable and reliable. The bank was established in 1836 and incorporated by royal charter in 1840. The head office in Canada is situated on St. James Street, Montreal, the general manager being Mr. H. B. MacKenzie. An advisory committee also sits in Montreal and is composed of Sir Herbert B. Ames, W. R. Miller, Esq., and W. R. MacInnes, Esq. A general banking business is carried on in the Balmy Beach branch. A special department is maintained for saving customers. Paid up capital amounts to \$4,866,000. The reserve fund is \$2,017,333. Branches are maintained in all the principal cities of the Dominion, whilst the bank has agents and correspondents over all the world. The Balmy Beach branch is located corner Queen and Beach Streets. It is under the management of Mr. Jos. Cant. He received his early banking training with the British Linen Company, Bank of Edinburgh, Scotland. He is well qualified to look after the interests of the public, and is deservedly popular with his customers and the community at large. By those who know him best, he is looked on as somewhat of an authority on banking and his advice is always valued.

### PRINCE EDWARD GROCERY J. & G. Basnett

The grocery trade is the most important feature in the commercial fabric of a city, and each year new establishments devoted to that trade are being opened. A house which is becoming well known in the Beaches district, Toronto, is the one conducted by J. & G. Basnett under the above title. They established themselves in business here in January, 1918. They are dealers in high class groceries and provisions, teas, coffees, etc. A speciality is made of Wil-

low Grove creamery butter and fresh laid eggs direct from the farm. The stock handled will compare favorably with that of any store in this locality. The premises occupied are located at 2238 Queen Street East next to Prince Edward Theatre, phone Beach 2392. They embrace a store neatly

fitted up and well arranged throughout. The trade carried on by this house is a flourishing one, being mostly local and an excellent family patronage is enjoyed. Messrs. J. and G. Basnett enjoy superior facilities in the prosecution of the business, buying and selling for cash, knowing thoroughly the markets in which to deal, and being able to supply at the most reasonable prices the wants of the trade, with which they are familiar. All orders are given careful attention and prompt delivery of goods is assured. The business is conducted under the sole supervision of Messrs. J. and G. Basnett. They will be found energetic business men and enjoy the confidence of all who have dealings with them.

### THE CANADIAN BANK OF COMMERCE

The Canadian Bank of Commerce, with its 390 branches in all parts of the Dominion of Canada and in England, United States and Mexico, is one of the oldest and most solid financial institutions in the country. Founded in 1867, it has steadily progressed, until at the present time with a paid up capital of \$15,000,000.00 and a rest fund of \$13,500,000.00, it is in a position to do an enormous business and to furnish all legitimate banking facilities so vital to the interests of every community. Its position as one of the leaders of the banking world is ably maintained by a strong board of directors and by intelligent, well trained officers of long experience. They are: Sir Edmund Walker, C.V.O., LL.D., D.C.L., president; Z. A. Lash, K.C., LL.D.; vice-president; John Hoskin, K.C., LL.D.; Sir J. W. Flavell, Bart., LL.D.; A. Kingman, Hon. W. C. Edwards, E. R. Wood, Robert Stuart, Sir John Morrison Gibson, K.C., M.G., LL.D.; G. F. Galt, Wm. Farwell, D.C.L.; A. C. Flumerfelt, Hon. Geo. G. Foster, K.C.; Chas. Colby, M.A., Ph.D.; G. W. Allan, H. J. Fuller, H. C. Cox, and C. N. Candee. Sir John Aird is the general manager, H. V. T. Jones, assistant general manager; A. H. Ireland, superintendent of branches. The Balmy Beach branch, located corner Queen and Beach, was opened in March, 1917, and is under the management of Mr. J. S. Greenshields. It has ever merited public confidence and has steadily increased its volume of business at this point. A general banking business is transacted and careful attention is given to every account. This bank has unexcelled facilities for handling every description of banking business throughout the world. Customers can look to their collections receiving the best care and attention. The savings department, to which special care is paid, interest is allowed on deposits at the current rates twice a year. Accounts may be opened at every branch of the Canadian Bank of Commerce to be operated by mail, and will receive the same attention as is given to all other departments of the bank's business. Money may be deposited or withdrawn in this way as satisfactorily as by a personal visit to the bank. Many advantages may be had by customers of this well managed and solid institution.



QUEEN STREET, LOOKING WEST FROM QUEEN & BEACH AVENUE  
—Photo by F. Watts.

Do Your Trading and Encourage the Business Men in Your Own Locality



### MAPPIN—SPECIALIST IN BEACH PROPERTIES

With the rapid growth of Balmy Beach District, Toronto, the ever-increasing demand for residences, commercial buildings, etc., the real estate interests of this community have naturally come to form one of the chief investments for capital with the well-to-do and thrifty portion of the population. One of the most active and progressive real estate men in this locality is Mr. N. R. Mappin, Real Estate and Insurance Agent, located at Queen and Balsam Streets, Phone Beach 1675. This gentleman began business operations in this line in Toronto 16 years ago and established himself in Balmy Beach in 1912. He always has on hand many desirable properties for exchange, sale or rent, and is specializing in Beach bungalows. Mr. Mappin is an ex-



A BALMY BEACH BUNGALOW

perienced valuator, and has rendered valuable service as an expert witness in a number of cases on values of Beach properties. He does renting and collecting, manages estates, as well as having money to loan on good security. He is also engaged as an insurance agent and underwriter and represents some of the wealthiest and most substantial companies in the world in all kinds of insurance. Mr. Mappin is a practical business man, and is always keenly interested in everything for the benefit and wel-



fare of the Balmy Beach District. He has shown his firm belief in the great future of this part of the city by recently erecting some modern apartments and a splendidly appointed office devoted exclusively to the development of real estate in this vicinity.

### SINGER SEWING MACHINE CO.

Few can dispute the right of the sewing machine to be placed with its powerful rivals of the nineteenth century, the steam engine, electricity and the telegraph. The Singer Sewing Machines have revolutionized

the sewing circle, and have in their present state of perfection been brought within the reach of the most obscure household. It is unanimously conceded that of all the productions of this class none exceed the celebrated Singer Machines, the manufacturers of which by the influence of expert mechanics are constantly adding of its value in improvements. It has a self-setting needle, the simplest stitch adjustment and best balanced tension, a perfect bobbin winder, is light running, rapid, noiseless and does family or art sewing equally well, sewing anything from lace to leather. Having charge of the East End Store, located at 723

### WATTS, CONFECTIONER

Watts' confectionery, located at 2371 Queen Street East, a view of which is here shown, is to the lovers of dainty sweets and delicious frozen creams too well known to require special introduction. The premises comprise a store of ample area nicely fitted with up-to-date equipment and furnishings of the very best. On one side of the store is the soda fountain and candy display cases, while on the opposite side are the display cases for confectionery and fancy groceries. There are fifteen feet of very fine display cases, which are entirely of glass, with the exception of the oak



WATTS' CONFECTIONERY STORE

—Photo by F. Watts.

Queen Street, near Broadview Avenue, Phone Gerrard 2357, we find Mr. A. Miller. He has had an experience of many years in the business. He has proven his efficiency as an active, energetic, intelligent and earnest worker. The office and sales-room are well arranged for the convenience of such a business, and from this center of distribution hundreds of machines are annually put out, necessitating the employment of many assistants. Mr. Miller is fully qualified to pursue this business to the satisfaction of a trusting patronage and commands the approbation of social and trade circles.

bases. The refreshment room and ice cream parlor at the rear of the store is supplied with up-to-date equipment, the service being the well known Vortex sanitary paper cup ice cream and soda holders. The glass cases are well filled with every description of candy, confectionery, baked dainties and fancy groceries, all pure and properly kept. Polite and experienced attendants are employed, and the best of service is maintained. Mr. Watts gives his undivided attention to the management of this business, and by square dealing and courteous treatment he has built up an extensive patronage in the Balmy Beach district.



DOMINION BANK CHAMBERS, IN WHICH IS LOCATED SHAW'S BEACHES BUSINESS SCHOOL

Do Your Trading and Encourage the Business Men in Your Own Locality



JANUARY							APRIL							JULY							OCTOBER									
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT			
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FEBRUARY							MAY							AUGUST							NOVEMBER									
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT			
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MARCH							JUNE							SEPTEMBER							DECEMBER									
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT			
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24	25	26	27	28	29	30	23	24	25	26	27	28	29	29	30						29	30	31							

# INDEX

	Page		Page		Page
Armstrong, J.	7	Hambourg Conservatory Music, Front In-		Royal Bank of Canada, Front Inside Cover	
Atkins, C. R.	13	side Cover.		also	6
Bain, T.	15	Hesk, Geo.	13	Royle, W. H.	9
Bank of British N. A.	19	Hillier & Co.	13	Salt, W. H.	5
Basnett, J. & G.	19	Howard, C. H.	16	Sanderson, H. J.	4
Beach Tailoring & Cleaning Co.	16	Hughes, E.	11	Shanks, S. E.	15
Beard, A. A.	18	Hulme, L.	9	Shaw's Business College, Back Outside Cover	
Bird, A. W.	13	Imperial Bank		also	20
Black, Wm.	14	Front Inside Cover		Singer Sewing Machine Co., Back Outside	
Bonnet Shop	6	Introduction	1 & 2	Cover, also	20
Boyd, J. M.	8	Jackson, F. R.	10	Simone Bros.	8
Boyd, T. H.	18	Jackson, Geo.	11	Snells Limited	5
Brewer, A.	15	Johnston, A.	7	Spears & Co., J. E.	15
Canadian Bank of Commerce	19	Jolly, T. E.	9	Stennett Bros.	12
Gandler Co., Wm., Ltd., Front Inside Cover		Keeder, W. F.	18	Stoba, A. C.	6
also	3	Legerton, F.	14	Taylor, Fred	3
Chalmer's	12	McCord, S.		Taylor, F. E.	3
Chalmers, T. F.	10	Back Outside Cover		Thomas, H. E.	16
Clark, J. W.	14	McMillin & Costain	2	Toms Bros.	6
Clark, W. A.	18	Mappin, N. R.	20	Toseland, F.	11
Clayton's Market	12	Matthews, H. J.	4	Walmesley, Thos.	16
Cobblediek, N. B.	7	Merrill, W. J.	4	Watts, F.	20
Dellow, J. A.	9	Mitchell, H. B.	12	Watts, A. L.	7
Dobson & Co.	7	Muir, W.	11	Weir, A.	10
Dominion Bank	14	Murch, F.	4	Widdowson, A. T.	3
East Ford S. & S. Station	11	O'Donnell, F.	3	Wilkinson's Bakery	17
Elson, A. G., Capt.	8	Ormerod, G. W.	6	Williams, H.	3
Friedman, W.	10	Pine, E. E.	7	Williams & Little	14
Geisel & Co.	15	Pinfold, A. W.	9	Williamson, C.	10
Giroux, J. L.	13	Reid Drug Co., Ltd.	17	Woodbine Feed Supply	9
Givens, W. H.	6	Reliable Butchers & Grocers	8	Woodbine Hardware	5
Good, H. G.	15	Reynolds, R. H.	17	Woodruff, A. & E.	8
Grant, J. G.	5			Zieman, J. E.	4
Gyatt Bros.	17			Zimmerman, H. A.	5



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