

OFFICIAL  
HISTORICAL  
PROGRAMME

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TAVISTOCK  
CENTENARY

FRIDAY

July 30

through

MONDAY

August 2

1948

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And Brief History of Many  
Tavistock Business Concerns

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"We remember the past — we look to the future"

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## PLETSCH ELECTRIC

In 1937 we opened a business in the Woelfle Block, and in May, 1942, due to Active Service, the business was suspended. We returned to Tavistock in November, 1945, and reopened in our present location in May, 1946, in the Masonic Block, Hope Street West, ready for all types of electrical and radio engineering.

Elmer K. Pletsch

Phone 105

Tavistock

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## JOHN LEMP' & SON

Druggists

It was on July 7, 1905, when John Lemp purchased the drug store business, which he is still conducting, being one of the oldest continuing active business men in Tavistock. Since 1928, his son, Leonard has been associated in the business. Former owners were Mr. Zoellner, James Scott, Dr. Michael Steele and John Braun. The store has been in the same location since the block was erected in 1875.

A very hearty welcome to all Old Girls and Boys to Tavistock's Centenary.

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Ho Brother! It's the Handclasp  
And the Good Word and the Smile,  
That does the Most and Costs the Least,  
Toward Making Life Worthwhile.

BEST WISHES TO THE CENTENARY

Robert Krug Funeral Home

Phone 44

Tavistock

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## H. C. WEICKER & SONS

Phone 69

BUTCHERS

Tavistock

Extends a hearty welcome to  
Tavistock Old Girls and Boys

Herb Weicker started in the butcher business with his father, the late Charles Weicker in the former Kruspe Block on Woodstock Street North, and later worked for Wilson Cook, Conrad Krug and Henry (Finn) Quehl. In 1939 he opened his own business on Woodstock Street South opposite the Post Office, and in 1947 his sons, Earl and George became associates.

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# T A V I S T O C K — 1 9 4 8

## CHURCHES

Trinity Lutheran, Sebastopol .....	Rev. O. T. C. Stockmann
Zion Evangelical United Brethren .....	Rev. W. F. Krotz
Knox United .....	Rev. John W. Hughes
St. Paul's Lutheran .....	Rev. W. H. Wentzloff
St. Andrew's Presbyterian .....	Mr. J. K. L. McGown
Amish Mennonite .....	Bishop Henry Yantzi

## COMMUNITY ENTERPRISES

Tavistock Men's Club ..... Lloyd J. Faber, President

The Club was organized in 1938. It sponsored Blood Donor Clinics; tangibly recognized all those enlisting in the Armed Services, and sent parcels to all from the community Overseas; is sponsoring body of the Scout Troop and Cub Pack; sponsored sport activities, community Christmas Trees and supported the British War Victims' Fund; latest project was floodlights in the Park. Meets monthly.

Tavistock Rotary Club ..... Howard Zimmerman, President

Tavistock's newest Club, organized in June, 1948

The Tavistock Citizens' Band

William Seltzer, President

E. C. Seltzer, Director

Sponsors of the Tavistock Boys' Band

Operating continuously since 1920; there are seven members of the original Band active in the present Band; conducted an annual canvass during World War II and raised over \$800 for the British War Victims' Fund.



The Women's Institute

Mrs. Charles Vogt, President

Sponsors of the Brownies; sponsors of an annual canvass on behalf of the Canadian National Institute for the Blind; instrumental in introducing music instruction and hydro in the Tavistock School; erected the ornamental gates at the South entrance to Queen's Park;  
sponsors monthly Well Baby Clinics.

The Tavistock Horticultural Society .... K. H. Brown, President

The Tavistock Branch of the Canadian Red Cross .....  
..... Henry Schlemmer, President

The Tavistock Agricultural Society .... Carman Facey, President

FRATERNAL ORGANIZATIONS

Tavistock Lodge, A.F. & A.M., No. 609 ..... Clarence Rudy, W.M.  
Organized in 1922

Tavistock Loyal Orange Lodge, No. 3184 ..... Charles Quehl, W.M.  
Reorganized in 1945



A Sincere  
W E L C O M E  
is extended  
all visitors  
during the  
CENTENARY  
CELEBRATION  
on behalf of the  
citizens of Tavistock

THE TAVISTOCK COUNCIL

Robert Rudy, Reeve

K. H. Brown

A. H. Mohr

Council

M. R. Roth

H. A. Wilker

Charles J. Klein, Clerk



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Welcome Home

R O T A R I A N S

A cordial welcome is extended to our  
regular Monday night dinners at The  
Old Homestead at 6:45 p.m.

THE TAVISTOCK ROTARY CLUB

Howard Zimmerman  
President

Carl Seltzer  
Secretary

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THE TAVISTOCK EGG CIRCLE

Clarence C. Wettlaufer, Proprietor

This business was organized in November, 1919, with a membership of 51, and the first manager was the late D. N. McKellar, who acted in that capacity until ill-health forced his retirement and on April 1, 1930, the business was purchased by Frank P. Corp. The membership then was 140. Mr. Corp carried on until May 1, 1940, when Clarence C. Wettlaufer became the new owner, the membership then being 190.

Since purchasing the business, Mr. Wettlaufer has considerably increased the volume of business, and has had to erect a large warehouse to accommodate the handling of feeds and poultry supplies. The business increased to such an extent it was found necessary to put trucks on the road for the benefit of the producers.

Phone 78

Elizabeth Street

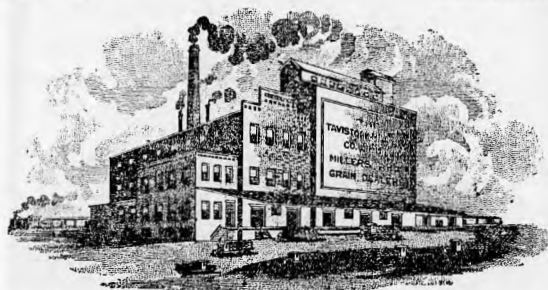
Tavistock

A most hearty welcome is extended to all to visit our enlarged quarters  
during the Centenary Celebration.

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Established 1886

Incorporated 1894



Flour Brands: White Seal, Gladstone, Golden Loaf, Swadown, Atlantic.

Feeds: HOMIX—Complete balanced feeds and concentrates  
for live stock and poultry.

Bran — Shorts — Middlings — Proteins — Grains, etc.

The directors of the Tavistock Milling Co., Limited, a pioneer industry of Tavistock, joins all the Old Boys and Girls here and everywhere in renewing their memorable days in Tavistock.

The Tavistock Milling Co., Ltd.

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Good Health and Best Wishes  
to one and all

Electric Motors, we service the large and the small  
If the windings are shorted, and the bearings are worn  
Call Wes Sommers at once on your telephone.

SOMMERS MOTOR SERVICE

Phone 56

Tavistock

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Compliments of

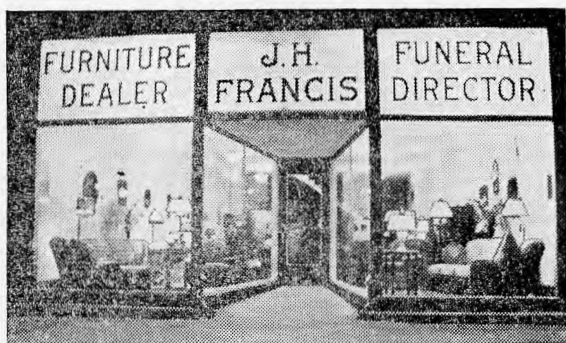
HOTEL OXFORD

(Fully Licensed)

A. E. (Art) Liebler

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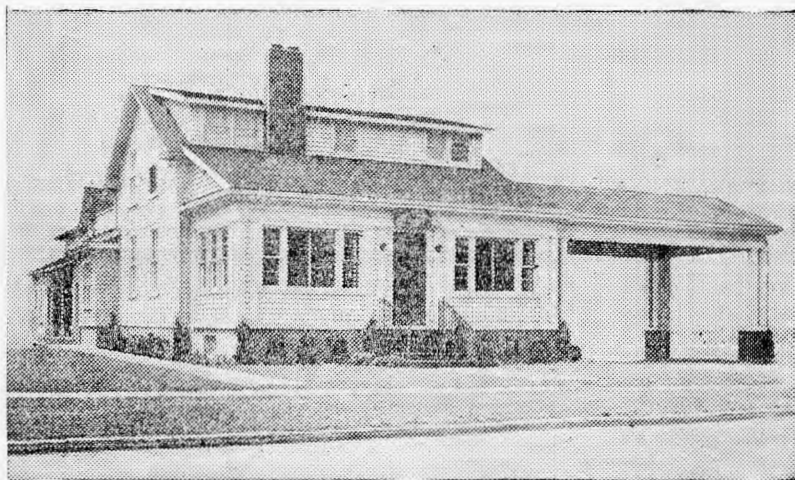
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FRANCIS FURNITURE STORE

John Kalbfleisch founded the business in 1869 and built our present Furniture Store in 1890. He served the community as Furniture Dealer and Funeral Director until his death in 1925. His son Otto and daughter Lottie (now Mrs. C. N. Greenwood of Stratford) carried on until the death of the former in June 1936. We took over the business in September of the same year, after which the store was renovated and a new front installed. In 1945 we purchased the Kalbfleisch home across the street. This has since been remodelled and is now our well appointed Funeral Home. We join the other citizens in welcoming you to the Centenary. May your stay be pleasant and your future visits many.

JAMES H. FRANCIS



FRANCIS FUNERAL HOME



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## Programme — Friday Night, July 30

### BAND TATTOO

Parade starts at 7.15 p.m., with Six District Bands participating, and forming at the School Grounds; thence singly to Jacob Street, re-forming there for a Massed Band Parade.

Program at the Park at 8.15 p.m., feature acts to be presented by Valee and Doreen, two beautiful girls in a marvellous hand balancing act, and Al Emerson, in a thrilling slack wire high balancing act, interspersed with numbers by the visiting Bands.

During the program the new Park floodlighting system will be formally turned on, Lloyd J. Faber, president of the Tavistock Men's Club presenting the System to Tavistock, the acceptance to be made by Reeve Robert Rudy.

The program will conclude with a colorful March Past of the Bands, and a spectacular display of fireworks.

10.00 p.m.—Modern Dance on an enlarged floor in the Arena, music supplied by Bob Turner's 10-piece orchestra.

Admission to Tattoo: 50c and 25c; cars, 25c. To dance, 50c

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## TAVISTOCK SEED & FEED

HARRY NUTTALL

In 1936 we purchased this long-established business, former owners including E. G. Budd, Theo Wettlaufer, Clarence Bollert and Stock & Hanson. Since purchasing, we have increased our business, and now handle a full line of feeds, seeds and farmers' supplies as well as doing custom chopping and rolling. In 1945 we purchased the block at the gore of Decew and Woodstock streets from T. A. Jickling and Chris Strahm, and converted part of it into our International Harvester machinery and parts show room in connection with a general car and truck repairing garage.

A sincere welcome to Tavistock during the Centenary.

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## Schaefer's Service Station & Lunch Room

Formerly The Commercial Hotel

The structure was built by Henry Eckstein, founder of Tavistock, in 1854, and was later owned by Mr. Zoellner, Mr. Loth, Mr. Otto Jung, Mr. Landreth and Mr. Jacob Meisner. In 1934 it was remodelled into a service station and lunch room by the Meisner Estate, operated by Mr. and Mrs. John Meisner. On July 1, 1945, William L. Schaefer became the owner, and on January 14, 1946, was sold to Walter G. Schaefer, who now operates the service station and garage, while Mrs. Schaefer operates the lunch room.

A hearty welcome to all during the Centenary.

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## E. A. KALBFLEISCH INSURANCE

This Agency was started under the present management in 1920, at which time the insurance business of the late William Appel was also taken over. During these years the business has expanded so that all lines of insurance are written. This includes fire, accident, automobile, theft, burglary, hail, windstorm, boiler, bond, etc. The many claims paid promptly during our term of business have given us a satisfied clientele.

Phone 87-W

Tavistock

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## EMERSON WEITZEL

Purchased the business from Pepler Brothers in 1917, and still in the same location, in the Roth Block opposite the former Commercial Hotel.

The business stand was one of the first established in Tavistock.

We will be pleased to greet you when in Tavistock for the Centenary.

Phone 54

General Merchant

Tavistock

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## TAVISTOCK PRODUCE

Established in Tavistock in 1946 with a staff of three. Now employs 10 persons, and have three trucks on the road. Equipped with the most modern egg-grading and cooling equipment for the direct benefit of our hundreds of customers. Are agents for Sun-Ray Feeds and have U.S. Permit for export of Poultry.

No customer too small or too large. We pick up right at your door.

Phone 123

Opera Hall Block

Tavistock

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## Stratford Day — Saturday, July 31

Arranged by the Stratford Committee

2:00 p.m.—Stratford residents, including former citizens of Tavistock, will gather at the Stratford Collegiate Flats for motor parade to Their Old Home Town. Upon arriving at the northern limits of Tavistock, the parade will be greeted by the Tavistock Citizens' Band and the parade will be headed into Tavistock by the Stratford Boys' Band, to the Park.

3:00 p.m.—Football game between the Woodstock Greenshirts and the Stratford C.N.R.A.

The Stratford Boys' Band will play during the afternoon.

7:00 p.m.—Girls' softball game between the Woodstock Shamrocks and the Stratford Kroehlers.

8:00 p.m.—Program, under the chairmanship of Roy Schmidt, will be presented by former Tavistock residents, now residing in Stratford, including barber shop quartets, acts of magic, comedy skits, vocal and instrumental numbers.

10:00 p.m.—Old Time Dance, with music by Fred Funk and his Old Timers.

Admissions: Afternoon, 25c, Children Free; Softball Game, 25c, Children Free; Program, 50c and 25c; Dance, 50c; Cars, 25c.

Supper available at Library Hall from 5:00 to 7:30, served by the Tavistock Women's Institute.

HENRY VOGT,  
Honorary President

LORNE W. APPEL,  
President

DON IRVIN,  
Secretary.

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## THE TAVISTOCK GAZETTE

First issued on September 26, 1895, by the late J. W. Green. Editors since then: 1900-1904, Frank H. Leslie; 1904-1908, Charles Fraser; 1908-1910, Norman E. Dopp; 1910-1914, George Shipley; 1914-1916, William M. Appel; 1916-1929, Lorne E. Appel; 1929-1932, George K. Brown; 1932- , K. H. Brown. The Gazette has had four homes: former Commercial Hotel; Staebler Block, (ground floor and upstairs), and for over 30 years on the second floor of the Opera Hall Block.

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CONGRATULATIONS

TAVISTOCK

on its

CENTENARY

The Citizens of the City of

Stratford salute its Good

Neighbor on its Anniversary.

It is hoped that the cordial  
relations which have existed

in the past will continue.

Thomas E. Henry  
Mayor

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## DYCK'S GARAGE

What, at one time, was the old Bauer Hotel Shed with an upstairs dance hall, later became a garage business operated by T. A. Jickling. In 1931 we arrived in Tavistock, and established our own gasoline and repair business. For the past 17 years we have made "Service to the Public" our motto, and we are always ready to go on to bigger and better things with Tavistock.

Leo P. Dyck

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A Hearty Welcome to all  
former residents

JOHN L. (Dick) KEUTSCH

Painter and Decorator

C.I.L. and Murphy Paints

Phone 35-W

Tavistock

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## FRED WESTON & SON

Bakery

This Bakery was the first to be established in Tavistock, Adam Seltzer starting in a frame building and making a two-pound loaf, selling at four cents. The Bakery burned while Mr. Woods was a tenant, and Mr. Seltzer then built the present brick building. Around 1907 Harry Weitzel bought the property, and in 1911 we took over the bakery and have since been conducting the business. In January, 1946, son Spencer became a partner.

A sincere welcome to Tavistock during the Centenary.

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## WILKER'S GROCERY

In 1932, we opened a store in the former Diehl Block, which we occupied for a short time, then moving to the Lemp Block which had been occupied by the Bank of Montreal, and which is still being occupied by us. In 1940 the small farm of Mogk Brothers was purchased and a pure-bred Holstein herd was started and which is still being run in conjunction with the store. We extend to all the Old Girls and Boys a very hearty welcome to the Tavistock Centenary. We trust that your visit home may be a pleasant and enjoyable one.

Phone 86

Tavistock

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# Programme for Sunday, August 1

Arranged by the Tavistock Ministerial Association

2:00 p.m. Assemble at the Cairn, Tavistock Band in Attendance.

2:15 p.m. Selection by the Band.

The Prayer of Dedication—The Rev. W. F. Krotz.

The Dedication Address—The Rev. Walter Veit, D.D., Easton, Pa.

Unveiling of Plaque.

The National Anthem.

Parade to the Park.

3:00 p.m. Prelude by the Band.

Open with the Common Doxology (Praise God from whom all blessings flow.)

The Invocation—The Rev. W. F. Krotz.

## Hymn

- |   |   |
|---|---|
| 1. All hail the pow'r of Jesus' Name!<br>Let angels prostrate fall;<br>Bring forth the royal diadem<br>And crown Him Lord of all.<br>Bring forth the royal diadem<br>And crown Him Lord of all. | 3. Let every kindred, every tribe,<br>On this terrestrial ball<br>To Him all majesty ascribe<br>And crown Him Lord of all.<br>To Him all majesty ascribe<br>And crown Him Lord of all.              |
| 2. Crown Him, ye martyrs of our God<br>Who from His altar call;<br>Extoll the Stem of Jesse's Rod<br>And crown Him Lord of all.<br>Extoll the Stem of Jesse's Rod<br>And crown Him Lord of all. | 4. Oh, that with yonder sacred throng<br>We at His feet may fall!<br>We'll join the everlasting song<br>And crown Him Lord of all.<br>We'll join the everlasting song<br>And crown Him Lord of all. |

The Scripture Lesson—The Rev. J. W. Hughes.

The Collect—The Rev. W. H. Wentzlauff.

Anthem: "O Worship The King"—Massed Choir, directed by Karl Wittig.

Offering Announcement—Mr. J. K. L. McGown.  
(Offering for European and Asiatic Relief)

## Hymn

- |  |   |
|--|---|
| 1. Faith of our fathers, living still<br>In spite of dungeon, fire and sword,<br>O how our hearts beat high with joy<br>Whene'er we hear that glorious word! | 2. Faith of our fathers, we will strive<br>To win all nations unto thee;<br>And through the truth that comes from God<br>Mankind shall then indeed be free.       |
| Refrain:<br>Faith of our fathers, holy faith<br>We will be true to thee till death!  | 3. Faith of our fathers, we will love<br>Both friend and foe in all our strife,<br>And preach thee, too, as love knows how,<br>By kindly words and virtuous life. |

The Centenary Address—The Rev. H. Siegner, Lockport, N.Y.

Anthem: "Dear Land of Home"—Massed Choir.

The Prayer—The Rev. O. T. C. Stockmann.

The Lord's Prayer (in unison).

## Hymn

- |   |   |
|---|---|
| 1. My faith looks up to Thee,<br>Thou Lamb of Calvary,<br>Saviour Divine,<br>Now hear me while I pray;<br>Take all my guilt away;<br>Oh, let me from this day<br>Be wholly Thine.             | 3. While life's dark maze I tread<br>And griefs around me spread,<br>Be Thou my Guide.<br>Bid darkness turn today,<br>Wipe sorrow's tears away,<br>Nor let me ever stray<br>From Thee aside.                      |
| 2. May Thy rich grace impart<br>Strength to my fainting heart<br>My zeal inspire!<br>As Thou hast died for me,<br>Oh, may my love to Thee<br>Pure, warm, and changeless be,<br>A living fire. | 4. When ends life's transient dream,<br>When death's cold, sullen stream<br>Shall o'er me roll,<br>Blest Saviour, then, in love,<br>Fear and distrust remove;<br>Oh, bear me safe above<br>A ransomed soul! Amen. |


Anthem: "O God Our Help in Ages Past"—Massed Choir.

The Benediction—The Rev. W. H. Wentzlauff.

Silent Prayer.

SOLI DEO GLORIA.

8:30 p.m. Sacred Band Concert in the Park.



## ROBERT RUDY

Your Coal and Lumber Man

The business was established by Neil Murray in 1875. He was also the buyer of cord wood for the G.T.R. for the operation of their locomotives. He sold the business to Eickenhauer and Wagner, who in turn sold to Fleischauer and Pfeffer in 1390. In 1900 Henry Schlemmer took over the business, and in 1902 C. E. Pfeffer became a partner. In 1907 Mr. Pfeffer left the partnership to form the Pfeffer & Company, in Stratford. In 1916 Neil Wettlaufer bought the business and resold it to Mr. Schlemmer in 1921. On May 26, 1955, the present owner purchased the business, and has been operating it ever since.

A Hearty Welcome to Visitors  
During The Centenary.

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### SERVING SINCE 1901 IN THE SAME LOCATION

Where Quality Hardware, Fair Prices and Good Service have prevailed for almost a half-century. We thank all the Old and Young Boys and Girls who have made this possible.

## KLEIN BROTHERS HARDWARE

Phone 58

Tavistock

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## JOE'S PLACE

Joe, Pete and Hap Steinman

Located in the former Baechler Block opposite the Post Office

Headquarters for Lunches, Tobaccos, Soft Drinks, Smokes

A most hearty welcome to Tavistock  
during the Centenary.



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# WALTER & McDERMOTT

Twenty-six Years of Progress

On August 14, 1922, Robert Walter purchased the business from Fred Wigg. Prior to that John Dopp had operated a barber shop, pool table and candy counter. When we started the chief business was in ice cream and quick lunch, and then we added groceries. On January 1, 1940, R. Clair McDermott became a partner in the business, and the firm name changed to that of today's. We handle a full line of groceries, cured meats, fruits and vegetables.

We will welcome visitors to renew old acquaintances during the Centenary.

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## Monday Afternoon — August 2

1:00 p.m.—Monster parade of Bands, Floats, Decorated Trucks, Bicycles, Tricycles, Industrial and Farm Machinery, from the School to the Park

2:30 p.m.—“What's Your Beef” radio program will be recorded, with Don Sims as Master of Ceremonies. The program will be broadcast over CBL, Toronto, on Monday, August 9.

3:00 p.m.—Beauty Contest—“Miss Tavistock Centenary” will be chosen by professional judges from Windsor and Detroit.

4:30 p.m.—Men's Softball game between the leaders of the Oxford-Waterloo Softball League.

Supper available at Library Hall from 5:00 until 7:30, served by the Tavistock Women's Institute.

Admission to Park: 25c; Children Free. Cars 25c

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For the best in body  
repairing and refinishing

H O U G H T O N  
BODY AND FENDER SHOP

In The Duval Block

Tavistock

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## C. L. ERB & SONS

Building Materials and General Contractors

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Serving Tavistock and

District Since 1900

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Best wishes to all visitors during the Centenary.

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## THE TAVISTOCK DAIRY

Henry J. Neeb

Harold J. Neeb

On November 15, 1946, we combined the milk distributing business of C. C. Matthies and G. L. Ratz.

The little barn which used to house the favorite cow, which the farmer brought with him from the farm when he retired to town, is fast disappearing. So has the custom of herding the cow to the country roadside each morning, returning in the evening for milking. We are proud to be able to supply you with pasteurized milk, the essential food, containing all the vitamins required. Penny for penny, your best food is milk.

We welcome you to Tavistock's Centenary.

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## M. McDERMOTT & SONS

Established in 1915 as automobile dealers, selling Chevrolet, which car we sold until 1925, when we took over the Hudson and Essex dealership, continuing with that product until 1931. Since then we have been dealers for Chrysler and Plymouth cars and Fargo trucks. We are also dealers for Rogers and Addison radios, Locomotive Washers and accessories.

Welcome to Tavistock during the Centenary.

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## C. Diehl's Garage & Electric

The business was established in 1933, and located in the building formerly used as a warehouse for the Glasgow Warehouse Store on Hope Street West.

General Repairing, Tires, Oil and Accessories; Stromberg-Carlson and General Electric Radios, Refrigeration and Washers and General Electric Appliances.

Welcome Home to Tavistock during the Centenary.

Phone 4

Tavistock

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## CLAYTON WIEDERHOLD

JEWELLER

This business was established over 60 years ago, and has always been situated at the main intersection on Woodstock street north. For many years the business was operated by the late Mose Staebler, from whom I purchased it in 1929.

A hearty welcome to all visitors in Tavistock during the Centenary.

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In The Same Stand In  
Tavistock Since 1920

B R I C K E R ' S

Stratford

Tavistock

Baden

Distributor for Imperial Oils and Gasoline

A hearty welcome to Tavistock during the Centenary.

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Compliments

of

C. J. KAUFMAN

INSURANCE

Phone 33

Tavistock

"Insure to be sure. Protect what you have."

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On our Eightieth  
Anniversary  
in wood package  
business  
we join  
with the Village of  
Tavistock in  
celebrating its  
100th anniversary

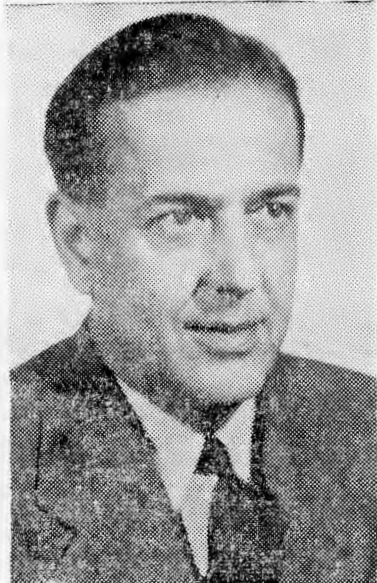
—  
Zimmerman  
Brothers  
Limited  
1868 — 1948



George, President



Harry, Vice-President



Howard, Secretary-Treasurer

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## JAKE WOELFLE

### PLUMBING AND TINSMITHING

About 1885 J. D. Adams established a tinsmithing business in the present location. He was succeeded by Ratz & Klein in 1902. A. H. Gingerich became a partner of Mr. Ratz in 1903, and in 1904 Mr. Ratz became sole owner. M. Woelfle & Son became the owners on November 29, 1911, and its present owner, Jake Woelfle, succeeded to the business on April 1, 1945. With his brother, Martin and his son, Martin G., Mr. Woelfle now is able to supply high grade modern plumbing, heating and air conditioning.

A hearty welcome to all during the Centenary.

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## Monday Evening — August 2

8:15 p.m.—Hilarious Vaudeville show "FUNZ A POPPIN", from the stage in the Park, with Hugh W. Simpson as Master of Ceremonies.

### Presenting

Connelly and Radcliffe, the Musical Chefs; Ethel Hendry, the acrobatic contortionist; Fred Maher, ventriloquist-comedian

Hugo, the Magician; Tom and Jerry, ace roller skaters

Orlando Bracci, the King of the Accordion; Valdare, comedy trick-cyclist.

Wally Townsend, accompanist and pianist

Admissions: 50c and 25c; Cars 25c.

10:00 p.m.—Dance in the Arena, with Music by Clarence Brodhagen and his 10-piece Orchestra.

Admission, 50c.

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### CONGRATULATIONS TO TAVISTOCK ON ITS HUNDRETH ANNIVERSARY

Permit your mind to travel back to the time when Mr. F. Krug conducted business in what was known as The Glasgow Warehouse. Time has wrought many changes. The present business, known as Tavistock 5c to \$1.00 Store, owned and operated by Ida, Minnie and Harry Roppel, was started November 25, 1933, and is associated with 260 stores throughout Canada.

You are invited to visit our store and meet your friends here.

Tavistock 5c to \$1.00 Store

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## J. G. FIELD & SON LIMITED

The woollen industry in Tavistock dates back to 1868, and it was in 1877 that the late J. G. Field took over the present mill, then a small concern. In the earlier days the mill produced tweeds, woollens, blankets, coverlets, etc., but during World War I the mill changed over to the exclusive manufacture of woollen socks, which it has continued since. In 1919, Mr. Field's son, James V. Field became partner in the business, and the firm name was changed to J. G. Field & Son. Continually expanding, the product of the mill is now known from coast to coast. Some years after the death of Mr. Field Sr., the business was disposed of, and is now known as J. G. Field & Son, Limited.

To Old Girls and Boys visiting Tavistock during the Centenary, we bid a most hearty welcome, and assure all that we will be pleased to see them.

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### A Message From The Committee

This Official Historical Programme was designed with a two-fold purpose: to preserve in print some of the history of Tavistock, and to provide a medium through which local business places could tell of their background. To the Advertisers who have made this Programme possible, we extend sincere thanks, and on their behalf, we request for them your patronage. We also request that you preserve this Programme for the entire Centenary, and then place it among your keepsakes.

Robert Rudy,  
Chairman

Harry I. Boyd,  
Secretary

Walter Hornell,  
Treasurer.

K. H. Bown, Lloyd J. Faber, James H. Francis, Adam Mohr, M. R. Roth,  
William Seltzer, Clarence C. Wettlaufer, Harold Wilker, Otto Wilker.

Representing the Tavistock Men's Club, the Tavistock Citizens'  
Band and the Tavistock Council.

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Compliments of

THE ARLINGTON HOTEL

(Fully Licensed)

Ed. Millington

1912

STRAHMS'

1948

Cities Service Garage

Official O.M.L. Road Service

Repairs to all makes of cars and trucks

Automotive Service in Tavistock: Chris Strahm, 36 years;  
Wilfred (Gus) Strahm, 31 years; Earl (Flanny) Strahm, 20 years,  
and Albert Wettlaufer, 5 years

Day, 11-J

Phone

Night 66-J

F R E D F U N K

Dance Band

and

Variety Entertainers

Now Booking For Fall Fairs

Floor Shows, Concerts, Banquets

Phone 88

Tavistock

The Centenary Committee gratefully acknowledge the new Plaque on the Cairn, erected in memory of Tavistock's Founder, Henry Eckstein, the gift of

The Superior Stone Co., Ltd.,

Kitchener, and their agent

Joseph Z. Baechler

R. R. 1, Tavistock

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## M O H R ' S B A K E R Y

In April, 1935, we started baking bread and pastries in a building on the property of Henry Mohr, beside the School. After seven years we bought the property of William Alles on Woodstock Street, and opened our new shop and store in May, 1942, and have since been conducting our business there. We are always happy to serve the public and extend a hearty welcome to all during the Centenary.

Adam and Edna Mohr

Phone 36

Tavistock

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A sincere welcome to all  
visitors during the Centenary

CARL J. EIFERT

(Formerly George Eifert & Son)

Plumbing, Tinsmithing, Air Conditioning  
and Frigidaire Refrigerators

Phone 77

Tavistock

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As a former Reeve

of Tavistock

I extend a

Hearty Welcome

To All Visitors

During the Centenary

WILFRED CORP.

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## O. C. Z E H R

Phone 119

Tavistock

I have been operating an implement business since 1939, first from the farm in East Zorra, and since 1946 in Tavistock when I located on Woodstock Street North.

Agent For: Oliver Farm Tractors and Implements; Blizzard Ensilage Cutters; Smalley Forage and Grain Blowers; Decker Weed Sprayers; Dow Chemicals. Also repairs to all types of farm machinery.

A hearty welcome to Tavistock during the Centenary.

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1922

1948

## R O T H T R A N S P O R T

Tavistock

Any load — anywhere — any time

None too small — none too large

Phones : Tavistock 11-W; New Hamburg 48 r 41; Shakespeare 16 r 26

T. N. ROTH, PROPRIETOR

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The Compliments of

### The Canadian Bank of Commerce

Tavistock, Ontario

V. E. Appel, Manager

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## SCHWANTZ RADIO & ELECTRIC

Established my business on Jacob Street in 1942 servicing radios, and later became dealer for Philco, Spartan and Marconi Radios, and Philco and Gilson Refrigeration. In 1947 was appointed dealer for Perth and Oxford for Chore Boy Milkers.

A hearty welcome to Tavistock during the Centenary.

### Ken Schwantz

Phone 30-M

Tavistock

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## R. Otto's Steel and Flax Products

Tavistock, Ont.

Started in business in 1927 with Conrad Matthies, and in 1932 moved to the present location, where the businesses have since been carried on.

Manufacturer of Cultivator Points and Pulper Knives

Growers of Export Flax Seed and Manufacturer  
of Upholstering Tow

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## A. Sippel Motor Sales and Service

Dodge and DeSoto Cars and Dodge Trucks

In 1930 I started a garage business, and since that time have been serving Tavistock and community. In 1938 I was appointed dealer for Dodge and DeSoto, and since then my son, Earl, has been in my employment.

For prompt tow truck service, phone 94, Tavistock

A hearty welcome to the friends of Tavistock

Arthur Sippel

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## Henry Matthies, Woodworker

59 Years in the Same Occupation

The original Blacksmith Shop and Carriage Works was built by William Matthies in 1875 at the gore of Decew and Woodstock streets. He was assisted in the business by his sons, Henry and Conrad until 1914, when the sons took over the business. In 1927 they sold the building to T. A. Jickling, and dissolved partnership, and since that time Henry has carried on the woodworking trade in a shop just east of the original shop.

Drop in and renew old acquaintances during the Centenary.

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Welcome Home to Old Boys and Girls

## LORNE YAUSIE

Cement Contractor

My father, Joseph Yausie, established the business in 1900, and I took over in 1946.

Phone 38

Tavistock

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Compliments Of  
**ANNE'S BEAUTY SALON**  
(Anne McDonald)

In The Masonic Block  
Since 1939

Phone 80

Tavistock

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**PFEIFFER'S GROCETERIA**

Sixteenth Anniversary (1932—1948) of Progress  
and Service in the community.

In 1932 I purchased the Groceteria owned by George MacKay, then located in the MacKay Block, and in 1936 I erected my own building on Hope Street West where I now carry on my business. During my business career it has been my policy to give courteous service, honest weight and first quality goods. We wish to thank the public at this time for their patronage, and trust we shall give you many more years of satisfactory service.

A hearty welcome to all visitors during the Centenary celebration.

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**SCHOECK'S MEAT MARKET**

Serving the people of Tavistock and District with first quality fresh and cured meats since 1940, when we purchased the business from the late George Schindler.

A hearty welcome to Tavistock during the Centenary.

**Stefan Schoeck**

Phone 13

In The Jaggard Building

Tavistock

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**SIEGNER'S HARNESS SHOP**

Oldest Established Retail Business in  
Tavistock Under the Same Name

The harness business was established in 1871 by Eckhardt Siegner, and in 1875, the business was purchased by his brother, Fred, who continued until May 1, 1928, when he sold out to his son, F. Walter, who has since carried on in the same stand, which was erected in 1873.

A sincere welcome to all Old Girls and Boys to the Centenary.

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Welcome Home

to

# Tavistock's Centenary

We cordially invite you to visit our  
Office while in Tavistock

## Morgenroth's Insurance Agency

"For all your Insurance Needs"

Tavistock

"We Manage Estates"