

E. P. Robins, Books and Stationery.

According to the juvenile's theory, in response to a school teacher's query, "readin', writin' an' 'rithmetic," were the three fundamental principles of education. Other than the elementary instruction, these same practical principles can, in a measure, be evoked from the establishment of Mr. E. P. Robins, located in the Opera House block, East Main Street, and which is in succession to Mr. O. H. Garner, who relinquished his interest therein to Mr. Robins something over four years ago. Mr. Robins can supply not only the necessary text books and school supplies, but the reading and writing materials, as well as stationery of all kinds, including pads and writing tablets. To properly describe the store would be a duplication of Vanity Fair itself, for Mr. Robins not only deals in bound educational chunks, such as text books, but other literature of perhaps a more pleasing variety, including the latest novels and bound historical and biographical works, together with all the leading periodicals and magazines, weekly and monthly. In addition thereto Mr. Robins deals in musical merchandise, and musical text books and compositions, also toys, art novelties and bric-a-brac galore, beside a hundred and one other equally as useful articles and as pleasing to patrons. To top off with, Mr. Robins carries as fine and varied a line of wall papers as can be found anywhere in this section. In fact, there is not a person of any age, or of either sex, but that would feel a pang of pleasure in dropping a little spare change in this modern Vanity Fair, and feel well repaid otherwise, at an inspection of the premises.

J. E. Cutler, Builder and Contractor.

The building of air castles is neither profitable or substantial, but not so with the design and finish of a modern residential or business structure. The latter requires not only close business application, but years of experience, and this has been the basis of the success of Mr. J. E. Cutler, who is not only a contractor and builder of eminent qualifications, but if required, is prepared to draw plans and specifications for any structure that may be desired, and to superintend the construction thereof, from cellar to garret, as is evidenced by the numerous residences built by him in Welland and its contiguity, including the interior finish of Welland's handsome town hall, the Industrial Home and other equally as fine work. Mr. Cutler, in addition to being a builder, is also the proprietor of the Welland planing mill, the office and factory being located on North Main Street, between West Main Street and the river

bridge, which he has successfully operated for the past sixteen years. Aside from a modern two-story office building, the mill is a two-story structure, the main floor of which is thoroughly equipped with modern machinery, and the necessary paraphernalia in connection therewith, for the manufacture of builder's finish of every description, including moulding, sheathing, mantle and stair work, while the upper story is given over to the manufacture of sash, doors and blinds, the mill being operated by a 30 h.p. engine and boiler, employment being given during the season to a dozen or more hands. Mr. Cutler, aside from manufacturing and dealing in builder's finish of all description, also handles all kinds of hardwood and pine lumber, plain and fancy window and door glass and is also interested in the manufacture and sale of several planing mill novelties, including the Perfection clothes reel, patent roller sash lift-ers, and folding wash stands. Then again if a building needs repairing in any essential, Mr. Cutler can do it in the shortest possible time, at the least expense compatible with finished workmanship. Mr. Cutler is one of Welland's most active and enterprising residents, and has been a member of the town council, and is at present a member of the High School Board.

Goodwin & Ross.

Messrs. Goodwin & Ross are practically new comers to Welland, yet in the four years of their business career they have gained a prestige which is greater than many of the



JOHN GOODWIN

old established places. Messrs. John Goodwin and Wm. Ross went into partnership and opened up an exclusively

men's clothing and furnishing business here in March, 1900. Mr. Goodwin came from Toronto, and Mr. Ross from Niagara Falls. Both had had city experience in their particular line, and they have successfully adopted modern ideas and tactics into their business here. They started with a fair sized and well assorted stock of ready-to-wear clothing and men's furnishings. The first year's business was large and satisfactory. Last year's was better, and at the present time their stock is three times as large as it was the first year, and the trade has easily doubled. These handsome results have been brought about by thorough newspaper advertising and honest methods with the



WILLIAM ROSS

public. It is a house built on a foundation of the belief in small profits and a volume of business. All goods are cash and one price to everyone. The motto itself is a winner. "Up to date goods for wide awake people," has attracted attention and drawn trade which style, quality and price has maintained. Fashionable clothing combined with durability has made pleased and dressy men of the store's many customers. Several popular and exclusive lines are controlled by Messrs. Goodwin & Ross, any one of which offer splendid selections. For original and dressy ideas in men's apparel, Messrs. Goodwin & Ross take first place among all the clothing establishments in the county. This trim and busy store, with its ever increasing custom, and its reputation for fair prices and reliability, should be a pride to Wellanders, and particularly to the young and enterprising proprietors. It is the home of new ideas and honest values.