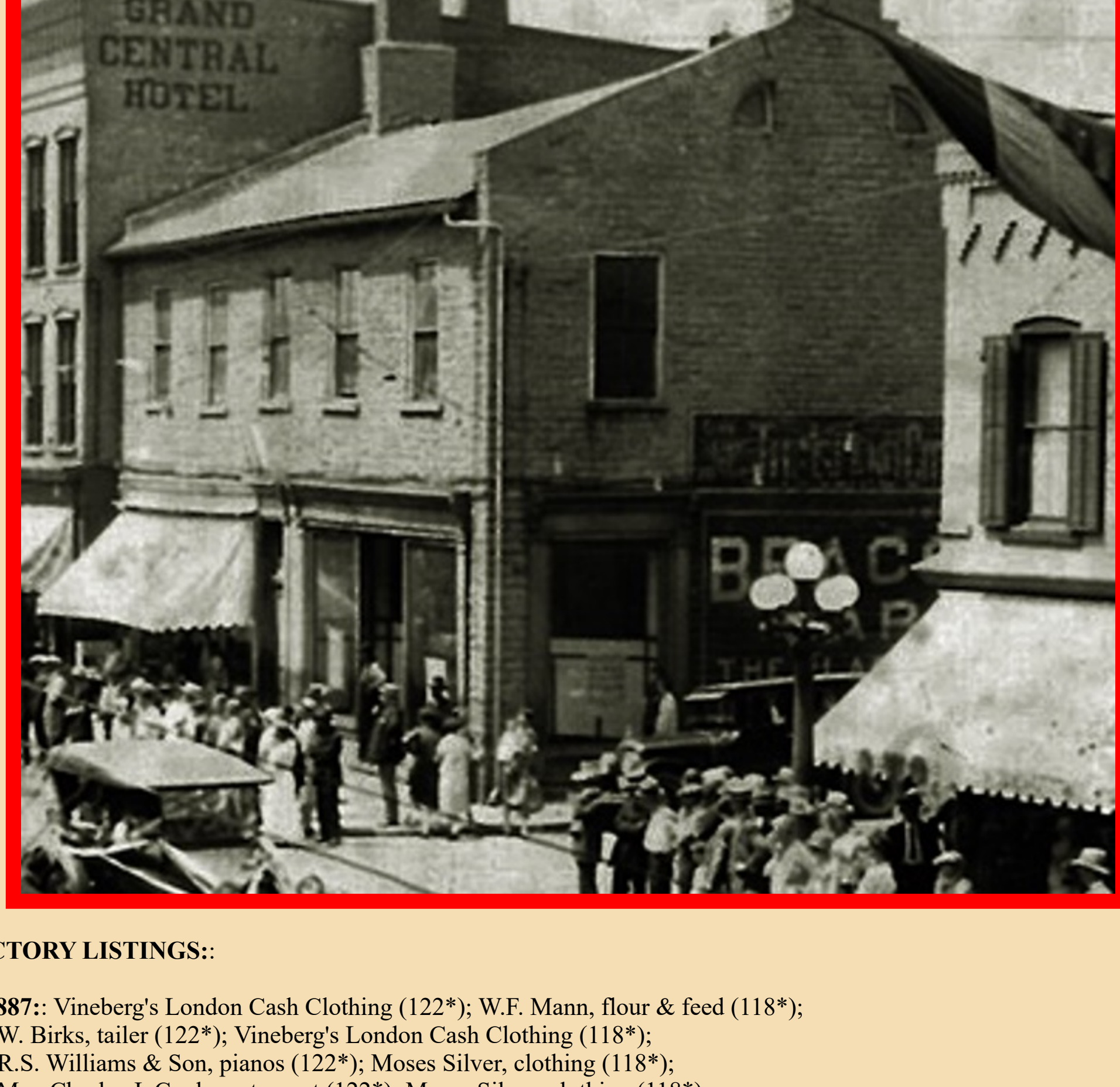




VINEBERG BUILDING

c1830 ?? - 1963

118 - 122 King St. W.



DIRECTORY LISTINGS::

- 1884/1887:: Vineberg's London Cash Clothing (122*); W.F. Mann, flour & feed (118*);
- 1890:: W. Birks, tailor (122*); Vineberg's London Cash Clothing (118*);
- 1895:: R.S. Williams & Son, pianos (122*); Moses Silver, clothing (118*);
- 1900:: Mrs. Charles J. Cook, restaurant (122*); Moses Silver, clothing (118*);
- 1910/1915:: Pulos & Leras, confectionary (122); E. Wiseman, clothing (118);
- 1917/1919:: M. Lyriotakis, confectionary (122); E. Wiseman, clothing (118);
- 1921:: M. Lyriotakis, confectionary (122); Louis Wiseman, clothing (118);
- 1924:: Board & Parker, meats & provisions (122); Louis Wiseman, clothing (118);
- 1926/1931:: Middagh Bros., meats & provisions (122); Wiseman Bros., clothing (118);
- 1935/1937:: Robert H. Lindsey, artist (122.5); William Horner, meats (122); Hugh Cameron, drugs (118);
- 1941/1954:: The Wrightway Laundry (122.5); Birrell's Meat Market (122); Hugh Cameron, drugs (118);
- 1956:: vacant (122.5); Hostess Bakery (122); Cameron's Pharmacy (118);
- 1961:: Joseph Danis, barbershop (122.5); Danish Pastry Shop (122); Cameron's Pharmacy (118);
- 1963:: Sportsman's Barber Shop (122.5); no entry (118);

Like the Seaman Building on the west end of King St., and the Field Building on the east end, this stone building probably was erected in the early 1800s. More than likely, it started out as a home / home business.

Vineberg's London Cash Clothing, owned by C.P. Vineberg. He specialized in Gents Furnishings. Vineberg's did not appear in J.F. Kimball's 1884 Brockville directory, yet they advertised in the Brockville Recorder that year (below) and so did exist. This establishment offered "Clothing and Gents Furnishing Goods ... Ready Made Clothing ... In Scotch, French, English and Canadian Tweeds and Worsteds of all grades ... hats, caps, overalls and smocks." Vineberg's were originally in the western store in the building, but moved to the eastern one when Mann's store closed. Vineberg is believed to have lived in [this complex](#) on Perth St.

..... **Moses Silver** took over the clothing store about 1893. Moses lived in the second house on the west side of Mill St., now John St. In the first decade of the 1900s, the store was acquired by **Ephriam Wiseman**, who resided at [22 Broad St. Louis Wiseman](#) (probable son) took over about 1920, advertising 'clothing & furnishings'. About 1925, the business became **Wiseman Bros.**, when Louis was joined by his brother Joseph A. Both brothers also lived at 22 Broad St. The store moved across Buell St to the Globe Block around 1933. This ended about 45 years as a clothing store at this location, #118 King St. W.

W.F. Mann opened 1884 or before. The store predominantly offered flour & feed, but also offered groceries and provisions. Mann lived at what is now [86 James St. E.](#), It closed around 1888.

W Birks was a tailor shop that opened in this block around 1888. William Birks had previously worked as a cutter at another establishment. It did not last long here, as it moved across the street to the south side about 1892.

R.S. Williams & Son was a Toronto based chain in the business of piano sales, opening around 1892. The local manager of the store was Charles H. Forrester, who lived upstairs in the building. They advertised pianos and organs, but would have had other musical products. It closed around 1897.

One thing to look at in the picture above is how narrow Buell St. is in the pre 1960s era. Removal of this building gave the city the opportunity to widen the street considerably. Initially, angle parking was set up on the west side of the street. This was later replaced by two southbound lanes, with left and right turning. This made it a major artery coming downtown from the north and going west on King.

Mrs. Charles J. Cook opened a restaurant about 1897. Her husband was a barber in town with his own business. The restaurant disappeared sometime in the first decade of the 1900s. Neither is shown in the city by 1910.

Pulos & Leras was a confectionary that opened in the first decade of the 1900s. Nicholas Leras lived upstairs in the building. George Pulos, at the same time, also had a cigar store across the street at 119 King St. W., where he lived upstairs at 121 King St. W. About 1916, the business was acquired by **M. Lyriotakis**, who ran it until it closed about 1922.

Board & Parker, offering 'meats & provisions' was opened around 1922 by George E. Board and Thomas R. Parker. George lived at 21 James St. E. (house no longer there), while Thomas lived in the [Devinslure Apts.](#) **Middagh Bros.** replaced Board & Parker about 1925, and was owned by Edward and Harry Middagh. They advertised 'High Class Fresh Meat, Fish and Provisions'. Edward lived with his wife Evadne at 222 Church St., while Harry lived with his wife May at 88 Church St. The Middagh's moved their business over to the Lafayette Block at #106 around 1933. **William Horner** then took over this store and continued with a meat business and was followed by **Birrell's Meat Market**, owned by John Birrell, about 1939. John lived with his wife Anne at [15 Grant St.](#) Birrell's closing about 1955 marked the end of roughly 32 years and 4 brands as a meat store.

The Wrightway Laundry first opened at the foot of St. Paul St. around 1928. It was owned by Wallace D. Wright, who lived with his wife Grace at 500 King St. W. (the original building may not be there). Around 1939, Wrightway opened a second location here, while keeping the St. Paul location where most of the actual work continued to be done. This spot was for convenience to have customers drop off/pick up items. In later years, it was called **Wrightway Laundry & Cleaners**. This King St. location closed about 1955, with all customer contact moving to St. Paul. Around 1967, the business was acquired by David C. Morton and renamed **New Wrightway Laundry & Cleaners**. The business closed about 1972 after almost 45 years.

Hugh Cameron opened his **Cameron's Pharmacy** around 1933. Hugh L. Cameron lived with his wife Vera at [83 James St. E.](#) After Hugh's passing, the business became **Cameron's Pharmacy**, in the hands of his wife Vera. It is unclear who was in charge afterwards. With the fire damage of 1963, the Pharmacy did not re-open elsewhere.

Murray & Son had a photo studio upstairs at #120 from c1933 to c1955. It was owned by John A. Murray, who lived with his wife Phyllis at [22 McCready St.](#) He advertised 'Photographers, Portraiture and Commercial Photography, Enlargements, Copying and Colouring, Studio'.

Central Beauty Salon was upstairs at #120 from c1936 to c1947. Vida Vankoughnette was proprietor of the Salon. She lived in this building with husband Donald, who was a soldier. Replacing them in the same spot around 1947 was **Nora's Beauty Shoppe**, owned by Nora Slack, who also lived in this building. She was here until the 1963 fire heavily damaged the building. The fire did not shut her down, as she moved her business to 82 King St. E.

Hostess Bakery moved to this building from Lafayette Block (#102 King W.) and was managed by Richard G. Hannah. He lived with his wife Elizabeth at [50 Louis St.](#) **Danish Pastry Shop** replaced Hostess around 1957 and was owned by Werner Anderson (wife Elinor). They lived outside of town, RR2. The 1963 fire shut them down, and the business did not re-open anywhere else.

ADVERTISING



Vineberg's London Cash Clothing, 1884; Danish Pastry Shop, 1958;

THE 1963 FIRE

This building was heavily damaged by fire in 1963, just a year after the fire that destroyed the Central Hotel in 1963, and two years before the disastrous fire that took out four buildings across the street in 1965. With the building being of stone, and seems that the barbershop continued in business for a short period after the fire, most likely it could have been saved, repaired or rebuilt. A fight against this may be the need to widen Buell St. at the corner with King. With the 401 coming through and the flow south on Stewart Blvd., traffic going west needed to come down Buell. Because of this, the old building was demolished, with the east half taken over by a widened Buell St., and the west half replaced by the much smaller single level, one store structure. In a span of three short years, and three fires, the entire centre of King St. was gutted out.

REPLACEMENT NOVA SCOTIA BLOCK / BUELL ST.



DIRECTORY LISTINGS::

- 1966/1978:: Bank of Nova Scotia (122);
- 1980:: vacant (122);
- 1982/1984:: Bread-Man Brockville (122);
- 1986:: Bakers Best (122);
- 1988:: Book World Video (122);
- 1990/1992:: Video Visions (122);
- 1995:: Casual Living (122);
- 1997:: Fahmi's International Deli & Catering (122);
- 2000:: vacant (122);
- 2003/2007:: Village Rose (122);
- 2009:: Cronk's Bicycle Shoppe (122);
- 2012/2023+:: Shopper's Drug Mart (Food Essentials) east extension (122);

The **Bank of Nova Scotia** moved here, its second location, after this new building was finished about 1965. It was managed by Ronald S. Robinson. About 1979, the bank moved to its third location in the new building that replaced the old Revere Hotel.

Bread-Man Brockville occupied the building from c1979 to c1985 and was managed by Diane Pike. John and Diane Pike replaced it with **Bakers Best** from c1985 to c1987.

Book World Video was opened by Jean Spratt around 1987. It was replaced by **Video Visions**, managed by Chuck Moore, about 1989 and closed about 1993.

Casual Living was here c1994 to c1996. There is no indication on who ran it or what the business was all about.

Fahmi's International Deli & Catering was opened by Fahmi Mostafa around 1996, but only lasted until about 1998.

Village Rose had a bit longer stay than most of its recent predecessors. Opened about 2002 by Ms Rose Hallett, it was a Gift, novelty, and souvenir shop. It closed around 2008.

Cronk's Bicycle Shoppe took over the location from c2008 to c2010. This business then moved down the street.

Shopper's Drug Mart (Food Essentials), located next door, needed more space and took over this spot, enlarging the store.

STOREFRONTS



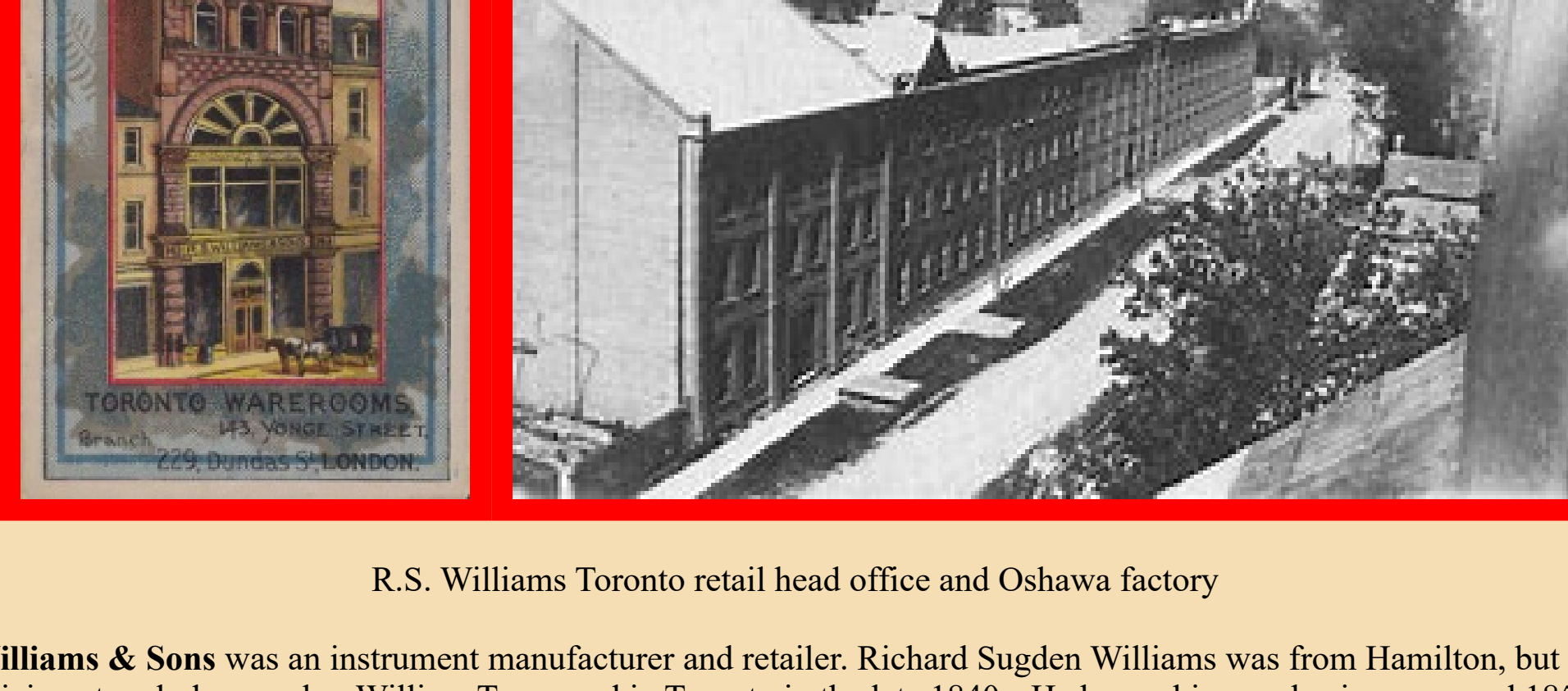
Cronk's Bicycle Shoppe;

Out of Town BACKGROUND

R.S. WILLIAMS & SON

Toronto, Ont.

358 km from Brockville



R.S. Williams Toronto retail head office and Oshawa factory

R.S. Williams & Sons was an instrument manufacturer and retailer. The richard Lyndean Williams was from Hamilton, but began apprenticing at melodeon maker William Townsend in Toronto in the late 1840s. He began his own business around 1855, manufacturing mandolins, banjos and later melodeons, pianos and larger reed organs. Even later, grand pianos, uprights, player pianos and a few pipe organs. The instruments were made under the brand names of Beethoven, Canada, Ennis, Everson, Krydner, Schubert, and Williams. The factory moved to Oshawa in 1889. Robert Williams took over the manufacturing division in 1889 succeeded his father as President upon his death in 1906.

The retailing end stayed in Toronto at various locations over the years. Sales outlet appeared in London, Winnipeg, Montreal and Calgary, among other places. A depot opened in London, England. By the millennium, they had the largest instrument factory in Canada, producing about 60 pianos a week. Queen Victoria requested two for Windsor Castle, giving them the opportunity to claim 'Piano Makers to the Queen.'

When R.S. became ill in 1903, the company itself had been sold and became the **Williams Piano Company**. With the coming of radio and the electric phonograph, the "Victrola", piano sales began a slow decline as people saw these as an alternative to get their music. To offset this, the company began manufacturing phonographs and radios. They even got into canoes and row boats. The Oshawa factory closed in the 1930s during the Great Depression. The Toronto retail end had been sold off in 1928, but continued under the Williams name as far ahead as about 1952.

The Brockville outlet only lasted a half decade or so. They could not have had enough sales to warrant continuation, and probably had their products sold through other music stores in the town afterwards.

(Information culled from the various directories, Kimball's, Foster's, Vernon's, The Canadian Encyclopedia, Oshawa Museum)