



70th Anniversary: Erb & Good Family Funeral Home

ERB & GOOD
FAMILY FUNERAL HOME
Exceeding Expectations Since 1946

Every day in 1946, a trolley would pass by 171 King Street South, and would for years to come to carry workers home from their daily grind. At the time, this address was known as the Edward R. Funeral Home.

"The story goes that there was a gentleman who would hop off the train if he saw the signal from Edward R. Good," explains current co-owner and director Rob Wintonyk. "If the gentleman saw a broom on the front porch of the funeral home, he knew to hop off the train because Edward needed help in preparing for a funeral."

2016 marks the 70th anniversary of the Edward R. Good Funeral Home, currently known as the Erb & Good Family Funeral Home.

"When the name of the funeral home was changed to Erb & Good Family Funeral Home, we wanted to recognize the 37-year involvement of the Erb family, the ongoing support of the



EDWARD R. GOOD - FOUNDER - 1918-2002

Good family but also, the word 'family,'" says Wintonyk. "Family is key to us, because our team is a family of co-workers. As well, the culture of our business is not about clients, but the families

we are privileged to serve at a difficult time in their lives."

The funeral home itself was built in 1913 and was originally owned by a family that utilized the building as a tea room. It was later purchased by Edward R. Good and as the business grew, the building did, too. The building has undergone 11 additions and renovations in the last 70 years and now totals 24,365 square feet.

"After all of the expansions, we didn't plan it that way but I felt the square footage was reflective of our service," says Wintonyk. "We work together 24 hours a day and 365 days a year. Our work is not scheduled; we are there to help people whenever they need us."

With multiple floors, visitation rooms and two reception rooms including the Fireside Reception Room and the Historic Kuntz House, Erb & Good optimize the much-needed space.

"The needs of families are met where privacy is needed," explains co-owner and director Mark Erb, who has been with the funeral home for nearly 35 years. "Our two levels and rooms are designed in such a manner that allows for ▶

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IS PLEASED TO CONGRATULATE

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on their 70th anniversary

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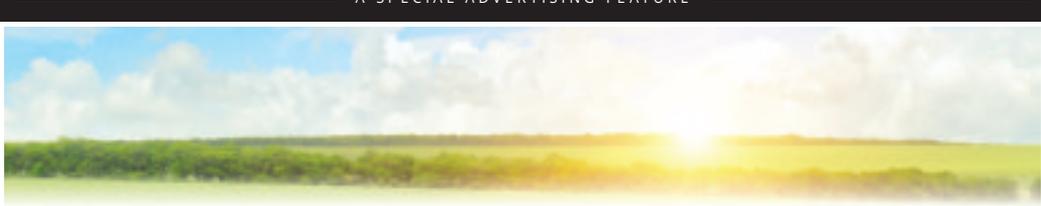


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PAUL GOOD - FORMER OWNER



JIM ERB - FORMER OWNER



MARK ERB - CO-OWNER & FUNERAL DIRECTOR



ROB WINTONYK - CO-OWNER & FUNERAL DIRECTOR

privacy for our families from other crowds or events throughout the facility."

"We encourage people to allow us to help personalize their ceremony," said Wintonyk. "One thing we pride ourselves on is creating what the family does and doesn't want. We want to give them something that is going to best serve them and serve their guests. Our rooms can be transformed into whatever they want. Many people still feel that the traditional ceremony is important as well, but that's where the diversity of the funeral and the team are very important."

After 70 years of success, what more could Erb & Good ask for but continue to achieve milestone anniversaries into the next generation?

"It's not an easy business to sit down with people who have had a loss," explains Erb. "Truly, when all is said and done, the knowledge of serving a family to the best of our ability is quite rewarding. We're here to help in every way and people lift you up with the fact that you've done well, and that keeps us going."

The train tracks that started in front of the Edward R. Good Funeral Home were eventually pulled out to make way for a four lane road way. However, like many things in life, things come full circle.

"Now that a new generation has spanned, it seems Light Rail Transit has come into our community and boom, we've got a train again," laughs Wintonyk. "It's an exciting time to be a part of the growth in this great community. We are so thankful to

our patrons and people throughout K-W who have continued to support local businesses throughout the construction period. We are also thankful to the many construction teams who are working so hard to complete this work. We are pleased

that the timelines have been met for our roads to be open again and UpTown looks more exciting than ever."

For more information on the Erb & Good Family Funeral Home, visit: erbgood.com.

ERB & GOOD

FAMILY FUNERAL HOME

Exceeding Expectations Since 1946

King Street in UpTown Waterloo is open!

Please help us continue to support our local businesses throughout our community who have been affected by construction.

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