

**CLASSIFIED
BUYERS' GUIDE
of the
SOUTH SHORE
1960**

The Buyers' Guide contains the advertisements and business cards of the more progressive business men and firms, classified according to lines of business.

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For French Index of Headings, see end of Classified Business Section

**UN GUIDE
pour
ACHETEURS
de la RIVE SUD
1960**

Le Guide pour Acheteurs contient les annonces et les cartes d'affaires des commerçants les plus en vue et des maisons les plus progressives, classifiés selon leur genre d'affaires.

Tous droits réservés, 1960, par John Lovell & Son, Limited

Pour les titres utilisés dans ce Guide, veuillez consulter l'Index français imprimé à la fin de l'Annuaire d'Affaires Classifiées.

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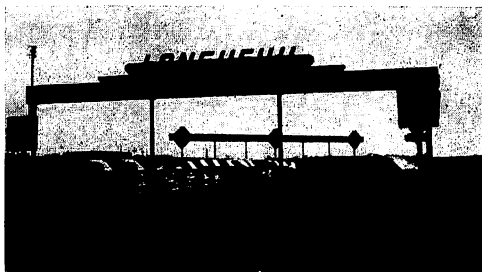
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NOCES

CAKES
BIRTHDAY
and WEDDING

S'il vous plaît! Ne prêtez pas VOTRE ANNUAIRE

IL VOUS COÛTE DE L'ARGENT CHAQUE FOIS QU'IL EST PRÊTÉ

L'habitude de prêter votre Annuaire, dans une grande mesure, est la cause de l'augmentation dans le prix du service de l'Annuaire.

La raison en est :

Les frais de préparation et rédaction de l'ANNUAIRE de votre Ville sont en grande partie invariables.

CES FRAIS DOIVENT ÊTRE NÉCESSAIREMENT ABSORBÉS PAR LES ABONNÉS—QU'IL Y EN AIT UN SEUL OU 1000.

S'il n'y avait qu'un SEUL ABONNÉ à l'Annuaire—c'est LUI SEUL qui devrait couvrir TOUS LES FRAIS.

S'il y avait 100 abonnés—chacun devrait supporter UN CENTIÈME DES FRAIS.

S'il y avait 1000 abonnés—chacun devrait supporter UN MILIÈME DES FRAIS.

Il est par conséquent évident que PLUS le nombre des abonnés sera grand, MOINS élevé sera le coût pour chacun.

Il est tout aussi évident que MOINS le nombre des abonnés sera important, PLUS élevé sera le coût pour chacun.

Chaque fois que vous prêtez l'Annuaire, l'emprunteur se considérera dispensé de s'abonner à ce service.

À UN NOMBRE ACCRU D'EMPRUNTEURS CORRESPOND UN NOMBRE RÉDUIT D'ABONNÉS, ce qui signifie UNE AUGMENTATION DU COÛT.

LES ÉDITEURS



. . . is at your service . . .

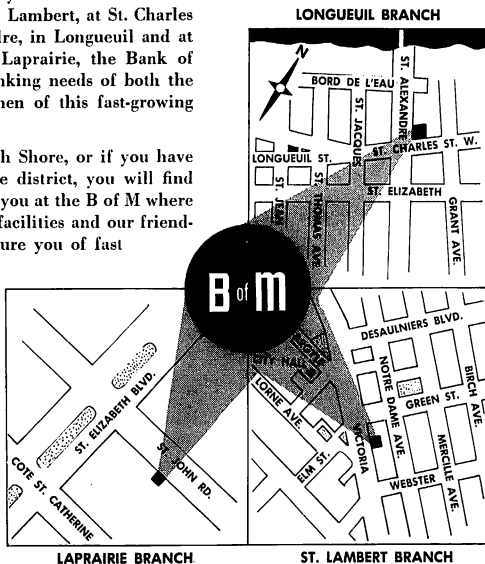
with

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With offices strategically located on Victoria Ave., at Green St. in St. Lambert, at St. Charles St. W., and St. Alexandre, in Longueuil and at 528 St. Jean Road in Laprairie, the Bank of Montreal serves the banking needs of both the residents and businessmen of this fast-growing district.

If you live on the South Shore, or if you have business interests in the district, you will find a warm welcome awaits you at the B of M where our up-to-date banking facilities and our friendly, courteous people assure you of fast efficient service.

Here, on the South Shore, as in hundreds of towns and cities, large and small, across Canada, our aim is to provide the same kind of helpful banking service we have been giving Canadians in all walks of life for the past 144 years.



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sont à votre disposition

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ON THE ISLAND OF MONTREAL

AND

10 OFFICES IN THE

SOUTH SHORE COMMUNITIES

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YOU WILL BE ALWAYS WELCOME**

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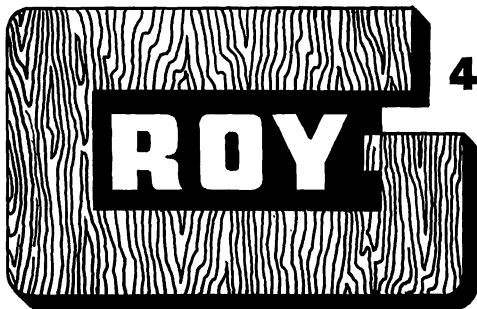
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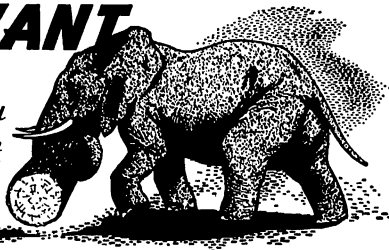


263 ST. ALEXANDRE

LONGUEUIL

L'ÉLÉPHANT

*porte un lourd fardeau
aisément et docilement*



L'Annuaire de Lovell peut porter—aisément et docilement—le fardeau de vos promotions, car il sera consulté par milliers . . . Votre annonce aura la puissance requise pour atteindre les milieux voulus. Confiez votre lourd fardeau à l'Annuaire de Lovell.

AUGMENTEZ LA PUISSANCE DE VOTRE PROGRAMME DE PUBLICITÉ

Yes, you can safely buy one of

EATON'S OWN BRANDS

without even

“looking under the hood”

Why do we make this statement? Why do we say you can buy so many things you know so little about at EATON'S without worrying?

Because EATON'S time-honoured guarantee of

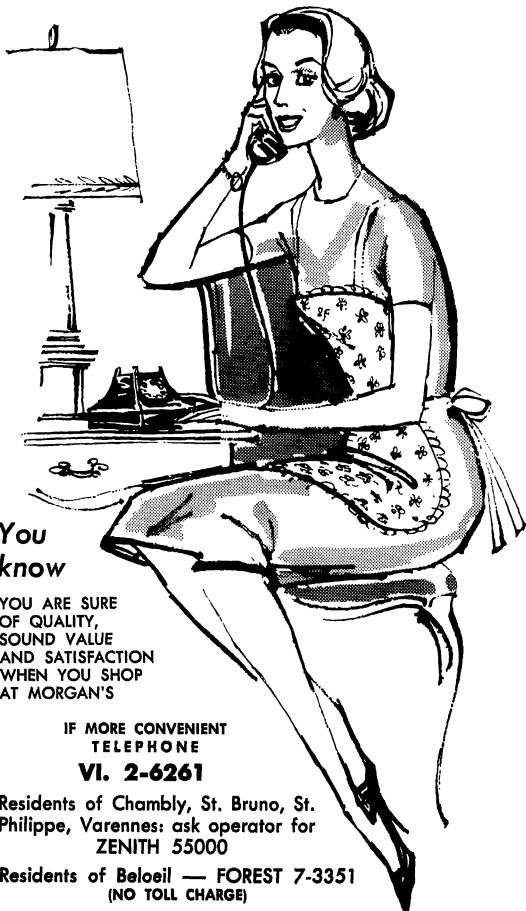
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WHEN YOU SHOP
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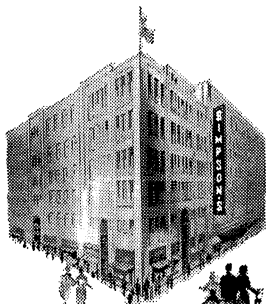
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where you'll find wide selections of
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bien
qui
achète
chez*



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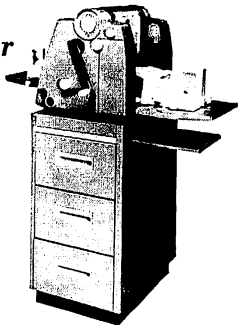
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Please!

**Do Not Lend Your
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IT COSTS YOU MONEY—Every Time it Is Loaned

The practice of lending your City Directory, in a great measure, is responsible for the increasing cost of Directory Service.

The reason is:—

There is a definite cost involved in the making of the DIRECTORY of Your City.

THIS COST MUST BE ABSORBED BY THE SUBSCRIBERS—BE THEY ONE—OR BE THEY 1000.

If there were but **ONE SUBSCRIBER** to the **CITY DIRECTORY**—**THE ONE SUBSCRIBER** would of necessity have to absorb **THE WHOLE COST**.

If there were **100 SUBSCRIBERS**—each one would have to absorb **1/100th PART OF THE WHOLE COST**.

If there were **1000 SUBSCRIBERS**—each one would have to absorb **1/1000th PART OF THE WHOLE COST**.

From which it is obvious that the **GREATER** the number of subscribers—the **LESSER** the cost to each.

And

It is also obvious that the **LESSER** the number of subscribers—the **GREATER** the cost to each.

Every time you loan your City Directory to **SUBSCRIBE FOR THE SERVICE** **THERE IS FOR THE BORROWER TO SUBSCRIBE FOR THE SERVICE.**

MORE BORROWERS result in **FEWER SUBSCRIBERS** which means **INCREASED COST.**

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ORleans 7-2826

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AT YOUR FINGER-TIPS!

★

Tens of thousands of people who were formerly strangers to Lovell's Directory are consulting it on questions of citizenship, employment, sources of supply, communication, etc. Also, Directory usage is up among regular subscribers.

★

More People Are Seeing Lovell's Directory Ads

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CUT FLOWERS

FUNERAL DESIGN — CORSAGES

WEDDING BOUQUETS

LANDSCAPING CONTRACTORS

POTTED PLANTS

FRESH FLOWERS FROM OUR GREEN HOUSES

ART. CHARLES

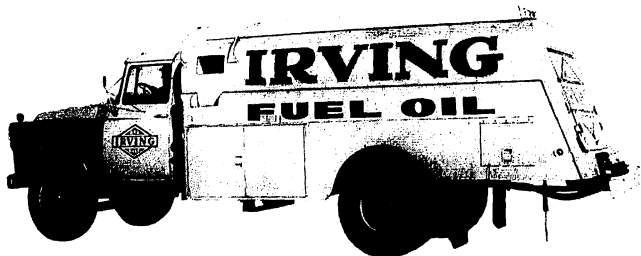
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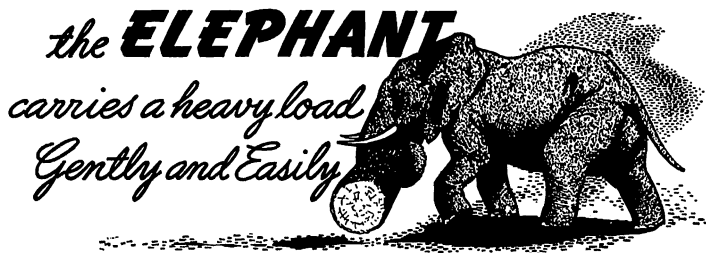
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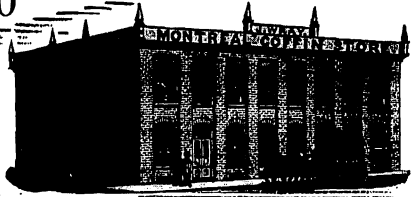


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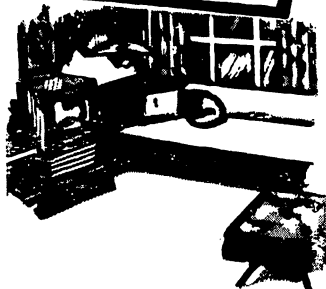
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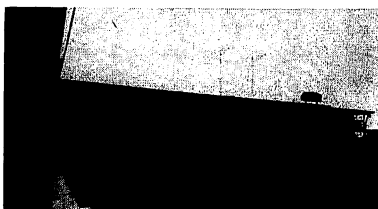
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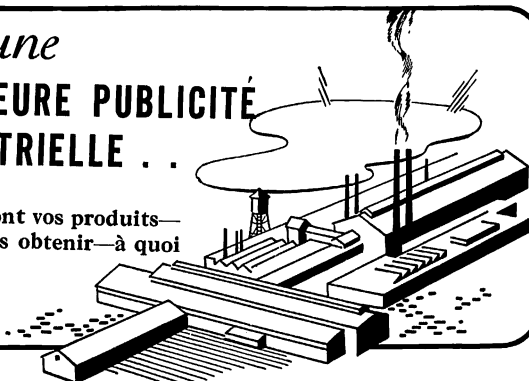
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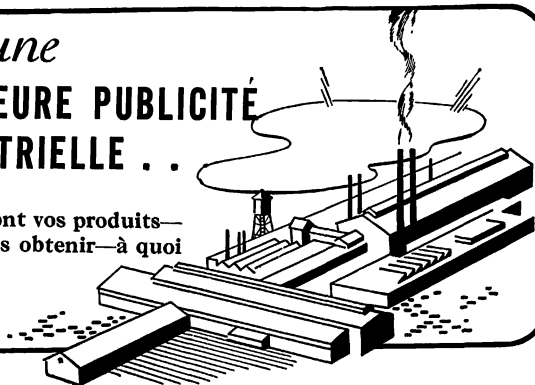
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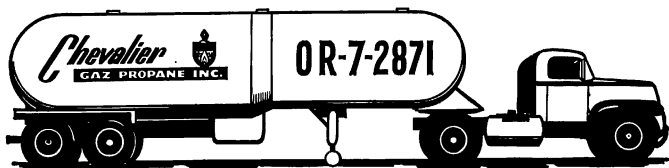
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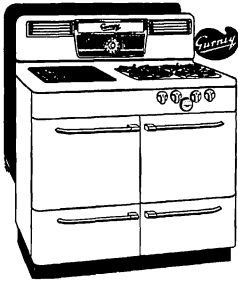
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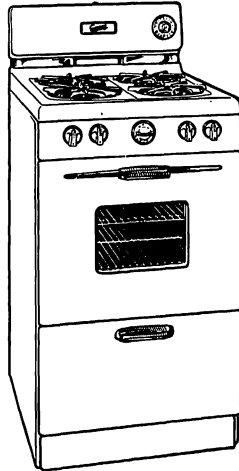
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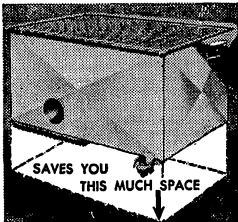
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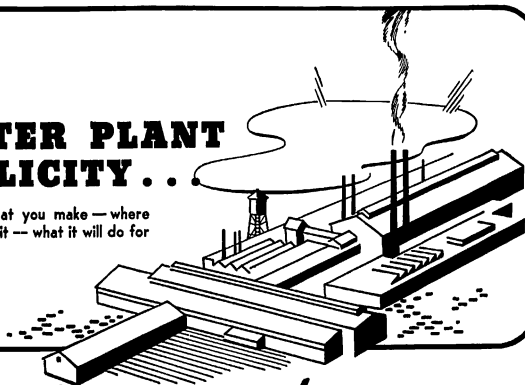
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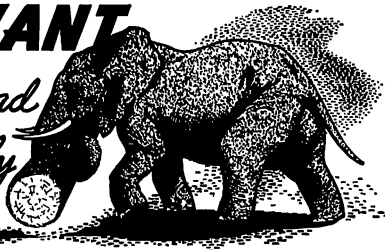
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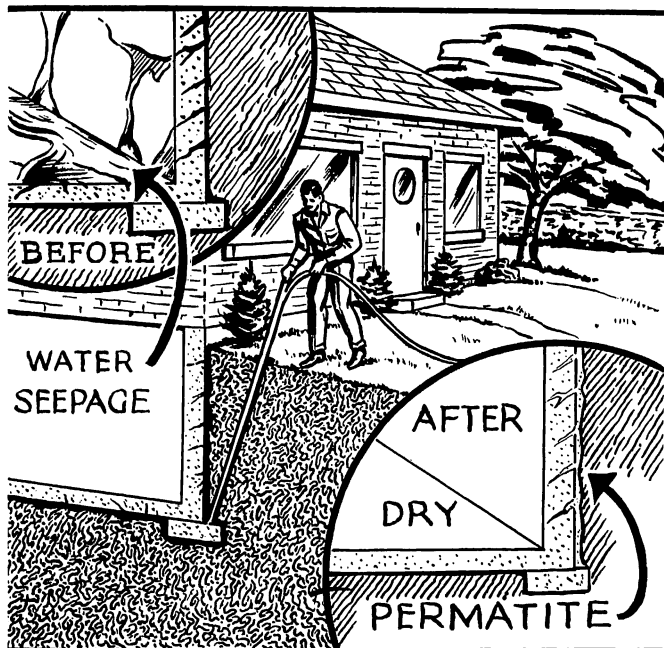
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