

LOVELL'S SOUTH SHORE CLASSIFIED BUSINESS DIRECTORY 1956

INCLUDING

**ST. LAMBERT (StLam), LONGUEUIL (Lon), GREENFIELD PARK (GPK)
JACQUES CARTIER (JC), LEMOYNE (LeM), MACKAYVILLE (Mkvl),
MONTREAL SOUTH (MS) and PREVILLE (Prvl)**

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Abbreviations used for the municipalities are as shown after the name of the city or town.

For general list of abbreviations see beginning of Alphabetical Section.

Headings marked thus (*) are inserted by special contract. For French Index of Headings, see end of this section.

ANNUAIRE d'AFFAIRES CLASSIFIEES de la RIVE SUD de LOVELL 1956

COMPRENANT

**ST-LAMBERT (StLam), LONGUEUIL (Lon), GREENFIELD PARK (GPK)
JACQUES CARTIER (JC), LEMOYNE (LeM), MACKAYVILLE (Mkvl),
MONTREAL-SUD (MS) et PREVILLE (Prvl)**

Tous droits réservés, 1956, par John Lovell & Son, Limited

Les abréviations utilisées pour les municipalités sont indiquées après le nom de chaque localité. Pour la liste complète des abréviations voir au commencement de la Section Alphabétique. Les Rubriques marquées (*) sont insérées par contrat spécial. Voir l'Index français des Rubriques à la fin de cette section.

ACCEPTANCE COMPANIES**SOCIÉTÉS D'ESCOMPTE**

LAURENTIDE ACCEPTANCE CORP LTD.,
Instalment Sales Financing Roland Therien
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5181

ACCOUNTANTS & AUDITORS — COMPTABLES & AUDITEURS VERIFICATEURS

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Bechard & Bechard 415 St Helene Blvd (MS)

BOILEAU HORACE Comptable Public
Enregistre 4280 Adam (Mtl) Tel. CL. 5-8634
Bureau 264 Carre St-Louis (Mtl) Tel. PL.
9719

Duguay L S 183 St Cath E (Lon)
Joyal Y 270 Lesperance (StLam)
Local Bookkeeping Bureau 203 Quinn Blvd
(Lon)
Peloquin Gaston 190 Walnut (StLam)

SYLVESTRE P. E. Comptable Public
Enregistre - Registered Public Accountant
3425 St-Denis (Mtl) Tel. MA. 2357

ACCOUNTS PURCHASED — ACHAT DE COMPTES

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de Creances Chambre 420 - 3600 Barclay
av coin Cote des Neiges (Mtl) Tel. RE. 1-
2789

ADJUSTERS — AJUSTEURS

CANADIAN ADJUSTERS CO Insurance
Adjusters H. F. Valois Prop. 710 Insurance
Exchange Bldg. 276 St James W. (Mtl) Tel.
HA. 9165

Quebec Public Adjusters Ltd 837 Oak av
(StLam)

**UNDERWRITERS ADJUSTMENT BUREAU
LTD.**, C. N. Turner Gen. Mgr. 410 St. Ni-
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(GPK)

ADVERTISING, DIRECT MAIL — PUBLICITE DIRECTE PAR LA POSTE

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(Mtl) Tel. UN. 6-2937

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Tels. MA. 5777-8

BRAIS, CAMPBELL, MERCIER & LEDUC
Advocates 611 Royal Bank Bldg. 360
St. James W. (Mtl) Tel. HA. 0123

Brais Emilien 130 Chambly rd (Lon)
Brisette D 203 St Alexandre av (Lon)
Brisson & Brisson 105 St Louis (LeM)
Barry L 36 Rivermere rd (StLam)

CARIGNAN, COLAS & PROVOST
Advocates and Solicitors 707 Insurance
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Tel. PL. 8792

Doucet Emile 80 St Chas E (Lon)
Ducharme Lucien 405 St Helene Blvd (MS)
Du Mesnil Mario 482 Victoria av (StLam)
Dupuis Ls Phil 301 St Denis (StLam)

FUSEY ROBERT E. Advocates Rm. 54
10 St James E. (Mtl) Tel. PL. 5484

GAUTHIER DANSEREAU & HEBERT Avocats
811 Edifice Aldred 507 Place d'Armes (Mtl)
Tel. HA. 0247

GEOFFRION & PRUD'HOMME
Advocates & Barristers 1200 St Alexander
(Mtl) Tel. UN. 1-5664

Gervais Eloi 61 St Chas E (Lon)

GILBERT DAVID Advocate Rm. 311
57 St James W. (Mtl) Tel. AV. 8-8172; res.
4992 Borden av (Mtl) Tel. DE. 6984

Houde Gabriel 453 St Helene Blvd (MS)

LACOSTE & LACOSTE Advocates
510 St Lawrence Blvd. (cor. Notre Dame)
(Mtl) Tel. UN. 1-2861

LAURIER, GAGNON, WOOD & AARON Advo-
cates 3444 Park av (Mtl) Tel. AV. 8-2132

Le Bel Jacq 1233 Chemin Chambly (JC)

**LETOURNEAU, QUINLAN, FOREST, DESCHE-
NES & EMERY** Avocats 700 Immeuble The-
mis 10 St Jacques O. (Mtl) Tel. HA. 6121

LIVERMAN LIVERMAN & BRISKIN Advocates
Rm. 1030 Sternthal Bldg. 1435 St Alexander
(Mtl) Tel. BE. 8877

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etc. Royal Bank Bldg. 360 St James W.
(Mtl) Tel. HA. 4242.

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713, Edifice Transportation 132 St-Jacques
O. (Mtl) Tel. HA. 4300; Armand Mathieu C.R.
res. 59 Nelson (O) Tel. CR. 4-7435; Francois
Mathieu L.L.B. M.A. res. 59 Nelson (O) Tel.
CR. 4-7435

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Monette Gustave apt 17 265 Riverside Drive
(StLam)

NADEAU ANDRE Avocat de Blain Nadeau
Nadeau & Blain Bureau ch.720 Immeuble
Transportation 132 O.rue St Jacques (Mtl)
Tel.HA.6241 res. 270 Av. Hickson (StLam)
Tel.OR.1-0325

**PAGE, BEAUREGARD, DUCHESNE & RE-
NAUD** Attorneys Barristers Solicitors
Suites 204-205 - 333 Craig E. (Mtl) Tels.
HA.1196-97-98

St Jacques Andre apt 2 100 Guillaume (Lon)

SAMPSON R. GERARD Advocate 455 Craig W.
(Mtl) Tel.UN.6-4986; res. 5510 Sterling av
(Mtl) Tel.RE.3-3698

TANSEY, de GRANDPRE & de GRANDPRE
Advocates Rm.205 276 St James W.(Mtl)
Tel.PL.9566

TRAHAN, HODGE & TRUELLE
Avocats - Lawyers - 183 E. St-Catherine
(Mtl) Tel.PL.8715

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FOURNITURES AERONAUTIQUES**

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(StLam)
Custom Air Conditioning and Metal Craft Co
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Chapel 1234 Mountain (Mtl) Tel.UN.6-6363

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Rinks) — PLACES D'AMUSEMENT (Voir aussi
Patinoirs)**

St Lambert Memorial Youth Centre 345 Les-
perance (StLam)

APARTMENT HOUSES—APPARTEMENTS

Argyle 7 Argyle av (StLam)
Edgewater 287-291 Riverside Drive (StLam)
Grant 210 Grant av (Lon)
Riverview 295 Riverside Drive (StLam)
Riverside Drive 299 Riverside Drive (StLam)
Riverside Drive apts 5 Argyle av (StLam)
Riverside Gardens 3-5-7 Logan (StLam)

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DUPUY & FRERE Lumber Bois de
Construction L.Dupuy Prop. 301 St-Denis
(StLam) Tel.OR.1-1969

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Williams Gordon 95 3rd av (GPk)

**ARTISTS, COMMERCIAL — DESSINATEURS-PEIN-
TRES (Commerce & Industrie)**

Sheppard Doris 323 Murray av (GPk)

ASBESTOS GOODS—ARTICLES EN AMIANTE
Asbestonos Corp Ltd 48 Fort (StLam)

**ASSOCIATIONS, SOCIETES & LODGES (See also
Clubs) — ASSOCIATIONS, SOCIETES & LOGES
(Voir aussi Clubs)**

CTO (Local for Sorel Ind) 191 Chambly rd
(Lon)

CANADIAN RED CROSS SOCIETY
Quebec Provincial Headquarters, Montreal
Br.Campaign Junior Red Cross 2170 Dor-
chester W.(Mtl) Tel.GL.7761; Blood Donor
Centre 2180 Dorchester W. GL.7761; Blood
Laboratory Victoria & Isabella (Mtl) RE.7-
6521 Veterans Welfare Centre 35 McGill
(Mtl) GL.7761

COMBINED JEWISH APPEAL 493
Sherbrooke W.(Mtl) Tel.BE.8621

**FEDERATION OF CATHOLIC CHARITIES
INC.** 1501 St Mark (Mtl) Tel.WE.7381

Knights of Columbus 268 Riverside Drive
(StLam)

LIBERAL ORGANIZATION (Federal)
Rm.100 261 St James W. (Mtl) Tel. MA.
5761

**LIGUE ANTITUBERCULEUSE DE MONT-
REAL INC (LA)** 3446 avenue de l'Hotel de
Ville (Mtl) Tel.PL.9966

**MONTREAL PARKS & PLAYGROUNDS ASSO-
CIATION INC.** Wm. Bowie Exec.Dir. Rm.
206 1040 Atwater av (Mtl) Tel.WI.1151

ST JOHN AMBULANCE 3489 Drummond (Mtl)
Tel.PL.9981

Scouts & Guides de Longueuil 66 Chambly rd
(Lon)

**AUTOMOBILE ACCESSORIES & SUPPLIES—ACCES-
SOIRES & FOURNITURES POUR AUTOMOBILES**

DUVERNAY AUTO PARTS REG'D
197 Chambly rd (Lon) Tel.OR.4-4921-2

**AUTOMOBILE ACCESSORIES & SUPPLIES—ACCES-
SOIRES & FOURNITURES POUR AUTOMOBILES**
cont'd. suite

Gravel John Auto Ltd 680 Victoria av (StLam)

ST LAMBERT AUTOMOBILE INC. Depositaire - Dealer Mercury, Lincoln, Meteor Passenger cars and Trucks. 208 Riverside Drive (StLam) Tel. OR. 1-7244**VERMETTE JOS** Distributeur General Tire 91 St Laurent W (Lon) Tel. OR. 4-6198**AUTOMOBILE AGENCIES (Passenger Cars) —
AGENCES D'AUTOMOBILES (Pour Voyageurs)****LANROL MOTORS LTD** Chrysler, Plymouth & Fargo Sales & Service 1646 St Catherine W. (Mtl) Tel. FI. 6383**AUTOMOBILE BODIES
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CARROSSERIES D'AUTOMOBILES****Garage Fatim Enrg** 2440 Marie Victorin Blvd (JC)**High-Way Garage** Reg'd 801 Taschereau Blvd (JC)**Millaire Robt** 1701 Joliette av (JC)**PEPIN ABIAS LTEE.,**

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COMMERÇANTS D'AUTOMOBILES (pour Voyageurs)****BLAIR S. J. A. (SAM)** 2085 Montcalm (Mkv) Tel. OR. 1-6609 Sales Representative Abias Pepin 155 St. Charles W. (Lon) Tel. OR. 4-4924**BREARD AUTOMOBILE INC** 864 Victoria (MS) Tel. OR. 4-6288**POUR PROPRIÉTAIRES-RÉSIDENTS
VOIR ANNUAIRE DES RUES****AUTOMOBILE DEALERS (Passenger Cars) —
COMMERÇANTS D'AUTOMOBILES (de Commerce)**
—cont'd. suite**LONGUEUIL AUTOMOBILE LTEE** Authorized Dealers for Dodge and DeSoto Medard Deniger Pres. 268 St Charles O. (Lon) Tel. OR. 4-6203**MONGEAU B. AUTOS LTEE.** Automobiles B. Mongeau Pres. Olier Percival Treas. 1580 Amherst angle DeMontigny & Amherst (Mtl) Tel. LA. 6-3701**NADON ERNEST INC.** Vendeur autorisé de Chrysler, Plymouth, Fargo. Huile a Chauffage Bruleurs a l'Huile 200 St Jean (Lon) Tel. OR. 4-1558**PAGE & SON LTD** Automobile Dealers 3350 Wellington (V) Tel. PO. 6-3571**PEPIN ABIAS LTEE.,** Authorized Distributors Buick, Pontiac & G.M.C. Trucks - Sales & Service Building Materials & Supplies - Fuel Oil 155 St Charles W. (Lon) Tel. OR. 4-4924**ST LAMBERT AUTOMOBILE INC.** Depositaire - Dealer Mercury, Lincoln, Meteor Passenger cars and Trucks. 208 Riverside Drive (StLam) Tel. OR. 1-7244**AUTOMOBILE ELECTRIC REPAIRS—REPARATIONS
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D'AUTOMOBILES****Beauchamp Drive Yourself** 1880 St George (LeM)**Quintal Drive Yourself** 202 St Denis (LeM)

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(Voir aussi Garages d'Automobiles)

Daigneault Paul 498 Coteau Rouge rd (JC)

NADON ERNEST INC. Vendeur autorisé de Chrysler, Plymouth, Fargo. Huile a Chauffage Bruleurs a l'Huile 200 St Jean (Lon) Tel. OR. 4-1558

ST LAMBERT AUTOMOBILE INC. Depositaire - Dealer Mercury, Lincoln, Meteor Passenger cars and Trucks. 208 Riverside Drive (StLam) Tel. OR. 1-7244

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TRUDEAU R. Station de Service - Esso Imperial - Service Station - 197 Riverside Drive (StLam) Tel. OR. 1-7133

AUTOMOBILE TOWING
REMORQUAGE D'AUTOMOBILES

TRUDEAU R. Station de Service - Esso Imperial - Service Station - 197 Riverside Drive (StLam) Tel. OR. 1-7133

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GOLDEN GERTSMAN & GOLDBERG
Bailiffs Superior Court Rm. 2 486 St John (Mtl) Tel. PL. 9192

LINTEAU PAUL E. H.C.S. Bailiff - Huissier Rm. 404 - 4 Notre Dame E. (Mtl) Tel. UN. 1-5473

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Boulangerie Lamontagne 132 St Thos av (Lon)

MAINVILLE & FRERE Boulangers et Marchands de Grains - Gros et Detail - 181 av Grant (Lon) Tel. OR. 4-4796

St Lambert Pastry Shop 478 Victoria av (StLam)

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Northern Products Ltd 105 Rene Phillippe av (LeM)

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BANK OF MONTREAL Longueuil Br. J E N H Demers Mgr. 55 St Charles W. (Lon) Tel. OR. 4-6249; St Lambert Br. F L Steeves Mgr. 514 Victoria av (StLam) Tel. OR. 1-1924

Bank of Montreal 514 Victoria av (StLam)

BANQUE CANADIENNE NATIONALE

Charles St-Pierre, President
Ulric Roberge, Gerant general
Siege social: 112, rue St-Jacques O.
Tel. HA. 4161 (Mtl)

Banque Canadienne Nationale 3228 Grande Allee (Mkvl)

Banque Canadienne Nationale 1150 Harrison av (MS)

Banque Canadienne Nationale 564 Victoria av (StLam)

Banque Canadienne Nationale 844 St Helene Blvd (MS)

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Principal 262 St Jacques O. (Mtl) Tel. HA. 8241

Royal Bank of Canada 1295 Chambly rd (JC)
Toronto Dominion Bk 572 Victoria av (StLam)

BARBERS — BARBIERS

Allain Jean 462 Victoria av (StLam)
Beland J N 3109 Grande Allee (Mkvl)
Boivin Gerard 436 St Helene Blvd (MS)
Cloutier Romeo 101 St Cath (Lon)
Hetu Eug 451 St Helene Blvd (MS)
Hollywood Hair Cut 85 Montenach (Lon)
Keable Adr Barber Shop 1500 St Joseph (LeM)
Labrosse Theo 1183 Chambly rd (JC)
Lahaise Lucien 1640 Chambly rd (JC)
Laplane Emile 200 Chambly rd (Lon)
Leo Barber Shop 3236 Grande Allee (Mkvl)
Mario Barber Shop 1154 Victoria av (MS)
North End Barrel and Drum 546 Empire av (GPK)

Papineau Leo 44 Guillaume (Lon)

Paquin Emile 1425 Grant av (JC)

Roux Lionel 37 St Chas W (Lon)

Rzasa M 1802 St Helene av (JC)

Salon Lemoine 178 Le Moynes Blvd W (Lon)

Salon Romain 16 Green (StLam)

Senneville Jas 1086 Coteau Rouge rd (JC)

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Turenne J A 88 Guillaume (Lon)

Vegiard Herb 17 Green (StLam)

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Raleigh - Torpado - Permis Chasse et Pe-
che 1270 Ste Helene (JC) Tel. OR.4-4898

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Castonguay E 667 Victoria av (StLam)
Longueuil Cycle & Sports 81a Montenach (Lon)
Maurais Geo 1103 Cure Poirier W (JC)
St Arneault Jos 1736 Godin (Mkvl)

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Richer Annette 1623 Cartier (JC)
St Helene 1270 St Helene av (JC)

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CLES REPAIRS** Raleigh Bicycles & C.C.M.
Reparation de tous genres - Repairs of all
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OR.1-0067

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Biscuiterie Rene 157a St Louis (LeM)
Patisserie Montenach & Buffet Enrg 80 Mon-
tenach (Lon)

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COMPAGNIE DE BISCUITS STUART LTEE.,
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Laurier O. (Mtl) Tel. CR.7-2165

Weston Bakeries Ltd 1100 Marie Victorin
Blvd (JC)

BLACKSMITHS — FORGERONS

Commercial Bodies 907 Taschereau Blvd (JC)
Daigheault Ray 267 St Jean av (Lon)

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Fairfield & Sons Ltd 400 Bute av (StLam)

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**CHAMBRE DE COMMERCE DU DISTRICT
DE MONTREAL (LA)** Gilbert A. Latour
Directeur General 14 E. rue St Jacques
(Mtl) Tel. PL.3901

BOOKSELLERS — LIBRAIRES

Beauchamp Honore 49 St Chas W (Lon)

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Longueuil 157 St Chas W (Lon)
St Lambert Bowling Academy 49 Green
(StLam)
St Lambert Lawn Bowling Club 250 Riverside
Drive (StLam)

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Kildon Ltd 1301 St Helene av (JC)

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(Mtl) Tel. CR.9-8431

BREWERIES — BRASSERIES

Canadian Breweries Beer Depot 33 King Edw
(GPk)

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Prop. Rm.3 232 St James W. (Mtl) Tel. PL.
9795

MC CUAIG BROS & CO LTD., Stock
Brokers - Insurance Exchange Bldg. 276 St-
James W. (Mtl) Tel. PL.8971; Uptown Branch
1420 Peel (Mtl) Tel. MA.9311

MARLEAU EDMOUR Broker Mc Cuaig
Bros & Co 8333 Casgrain av (Mtl) Tel. DU.
8-9148

BRUSH MFRS — MFRS DE BROSSES

SIMMS T.S. & CO LTD., Brushes
R.A. Gauthier Montreal Br. Mgr. Rm. 204
751 Victoria sq. (Mtl) Tels. MA.2838 - BE.
9829

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BREMNER ALEX LTD Builders' Materials 1040 Bleury (Mtl) Tel. UN.1-2631; Yards 901 De l'Epee av (O) 2146 Leclaire 1501 St Gregoire 5300 Drake and 10680 St Lawrence Blvd.

Driver Prefabricated 1842 Grant av (JC)

GAVARD BUILDERS' SUPPLIES & LUMBER LTD Retail and Wholesale J. St Pierre and A. Desmarais 475 Taschereau Blvd. Brosseau Station Tel. OR.1-1943

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Letourneau C Inc 24 Monk (Lon)
McNally W & Co Inc 315 St Louis (LeM)

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Authorized Distributors Buick, Pontiac & G.M.C. Trucks - Sales & Service
Building Materials & Supplies - Fuel Oil
155 St Charles W. (Lon) Tel. OR.4-4924

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Matériaux de Construction Peintures S.W.P.
1155 Joliette (JC) Tel. OR.4-8236

PREFONTAINE E. & FILS LIMITEE Bois de Construction Lumber Dealer 224 Grant av (Lon) Tels. OR.4-6704-OR.4-9810

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PERRAULT LEO LIMITEE Bois de Construction Matériaux de Construction aussi Portes et Chassis Lumber Building Products Sash & Door Hardwood Flooring Plywood 1010 Victoria (StLam) Tel. OR.1-1921

BUSINESS COLLEGES—COLLEGES COMMERCIAUX

LONGUEUIL BUSINESS SCHOOL
430 Ste Helene (MS) Tel. OR.4-6411 -
Principal's Residence 126 Victoria av.
Tel. OR.4-1008

St Lambert Business College 202 Elm (StLam)
Southern Business College 39c St Chas W (Lon)

BUTCHERS, RETAIL (See Meat Retail)—BOUCHERS, EN DETAIL (Voir Viandes, en Détail)
Martin J A 324 Goyette (JC)

CABINET MAKERS — EBENISTES

Descol Inc 15 Monk (Lon)
Vigeant Marcel 364 St Jean av (Lon)

CAISSES POPULAIRES

CAISSE POPULAIRE DESJARDINS DE LONGUEUIL Maurice Braut Gerant 22 rue St. Charles O. (Lon) Tel. OR.4-4307

Caisse Populaire De Montreal Sud 473 St Helene Blvd (MS)

**CAMPAIGN DIRECTORS
DIRECTEURS DE RECUEILLEMENT DE FOND**

TANSEY M.E. & ASSOCIATES
Fund Campaign Managers 2054 Mc Gill College av (Mtl) Tels. BE.5688 -HA.3713

CAN MFERS — MFERS DE BOITES DE CONSERVES
Domestic Canner Supplies 1010 Taschereau Blvd (JC)

CANDLES — CHANDELLES

Lasnier J L Enrg 2 St Ant (Lon)

CARPETS RUGS & FLOOR COVERINGS, RETAIL — TAPIS, CARPETTES, PRELARTS, ETC., EN DETAIL
Charland Philippe 785 St Helene Blvd (MS)

RIVERSIDE FLOOR COVERING REG'D.,
Tapis, Linoleum, Carpets. Linoleum Ventes et Installations - Sales and Installations
1138 Victoria (LeM) Tel. OR.1-3475

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SOUTH SHORE SHOE STORE 133a
 St-Charles O. (Lon) Tel. OR.4-4521

VEDETTE SHOE STORE Chaussures pour Dames, Hommes et Enfants. Shoes for Ladies, Men's and Children's. 85 O. St-Charles (Lon) Tel. OR.4-2133

SIGN PAINTERS—PEINTRES D'ENSEIGNES

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SPORTING GOODS, RETAIL**ARTICLES SPORTIFS, EN DETAIL**

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ST LAMBERT SPORTING SUPPLY & BICYCLES REPAIRS Raleigh Bicycles & C.C.M. Reparation de tous genres - Repairs of all kinds - Jouets - Toys. Peintures "Canada Paint" 17 Desaulniers Blvd. (StLam) Tel. OR.1-0087

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 Sicotte Gerard Co Ltd 180 St Louis (LeM)

STOVES MFRS—MFRS DE POELES

CANADIAN TAPPAN STOVE LTD., 380 St-Croix Blvd. St-Laurent (Mtl) Tel. RI.7-2464

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Chevalier Inc 918 Victoria av (MS)

FERRONNERIE PREVOST HARDWARE ENRG Produits Frigidaire Products, Westinghouse Philips-Kelvinator Meubles Furniture 1300 Chemin Chambly (JC) Tel. OR.4-4092

QUICK PROPANE GAS CO. H.C. Pa-net Prop. 32 O. St-Charles (Lon) Tels. OR.4-8702-OR.4-6408

QUINCAILLERIE LONGUEUIL HARDWARE Peintures, Bicycles C.C.M. Television Crosley, poeles et refrigerateurs marque "Frigidaire" Articles de Sport. 67 St-Charles O. (Lon) Tel. OR.7-2821

ROYAL ELECTRIC ENRG. Electrical Appliances and Electrical Contractors - 1422 Taschereau Blvd. (LeM) Tel. OR.1-0102

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 Kmetik Francis 103 St Chas W (Lon)

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Drummond Welding & Steel Work Ltd 2270 Joliette av (JC)

TAVERNS—Tavernes

Taverne du Roi 181 St Chas W (Lon)
 Tremblay Phil (Mrs) 33 Guillaume (Lon)
 Vincent L 111 St Laurent W (Lon)

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ARROW TAXI William Burton Prop. 24 hr. Service 201 Churchill Blvd. (GPK) Tel. OR.1-1946

Arseneault Taxi 1636 St Helene av (JC)
 Astor Taxi 30 Green (StLam)
 Central Taxi 23 Guillaume (Lon)
 Dieppe Taxi 405 St Helene Blvd (MS)
 Faire Marcel 168 St Jean av (Lon)

TAXICABS — TAXIMETRES — cont'd. suite

Fortin Taxi 156 Chambly rd (Lon)

GREENFIELD PARK TAXI REGD 24 hr. Service 174 Churchill Blvd (GPK) Tel. OR. 1-4664

Grignon Taxi Service 168 St Denis av (StLam)

Highway Taxi 1898 Taschereau Blvd (LeM)

Labrosse Theo 1183 Chambly rd (JC)

Laperle P E 912 Victoria av (StLam)

Lefebvre Central Taxi 3205 Grande Allee (Mkvl)

Local Taxi 2265a Chambly rd (JC)

Montenach Taxi 35 Montenach (Lon)

Orleans Taxi 1173 Victoria av (MS)

Radio Union Taxi Enrg 205 Chambly rd (Lon)

St Charles Taxi 173 St Chas W (Lon)

Taxi Blue Bird 1125 Josephine av (MS)

Taxi Greenfield Park Enr'g 174 Churchill Blvd (GPK)

Taxi Lahaise 1640 Chambly rd (JC)

Taxi Marier 1169 Chambly rd (JC)

Taxi Martin 324 St Denis av (StLam)

Taxi Robert Enr'g 2203 Chambly rd (JC)

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Senecal Cecile J 280 St Thos av (Lon)

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R. E. T. S. Radio Electronic Television Schools of Canada Ltd. 8607 St Lawrence Blvd. (Mtl) Tel. DU. 1-6258-9 - DU. 1-6250

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COMPAGNIES DE TELEPHONE

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Aube Martine 1779 Lafayette Blvd (JC)

Aubin Irene 1076 Victoria av (MS)

Baron Opirina 1265 Coteau Rouge rd (JC)

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Belisle Blanche 2421 Prefontaine av (JC)

Belmont Cafe 210 Chambly rd (Lon)

Benard Chas 1694 Dollard (JC)

Berthiaume L 1241 Coteau Rouge rd (JC)

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 Boisvert Leo 102 Coteau Rouge rd (JC)
 Brereton's Restaurant 180 Churchill Blvd (GPK)
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 Chez Mon Oncle 1090 Josephine av (MS)
 Cotry Norman 369 Vercheres av (JC)
 Cousineau Jean Roch 1322 Breboeuf av (JC)
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 Dagenais R 1172 Victoria av (LeM)
 Daigneault Real 388 St Michel (JC)
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 Deslauriers Rene 20 Webster (StLam)
 Dumond Jeannette 1564 LaSalle av (JC)
 Epicerie Fournier 957 Gardenville av (JC)
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 Fiset Alb 3544 Windsor (Mkvl)
 Fontaine J A 1437 St Hubert (Mkvl)
 Fontaine Paul E 222 Briggs W (JC)
 Gaudette Elphege 2511 Chambly rd (JC)
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 Georges Handy Store 92 LeMoyné Blvd W (Lon)
 Giroux Denis 1131 Nobert Blvd (JC)
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 Goudreau Lucienne (Mrs) 862 Prefontaine av (JC)
 Guillet Restaurant 3416 Grande Allee (Mkvl)
 Guimond R 1278 Gentilly (JC)
 Hebert G 2050 St Georges av (JC)
 Hebert R 1970 St Helene av (JC)
 Jim's Rest 1450 Rainville Blvd (JC)
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 Langevin Eugene 788 Rouville av (JC)
 Langlois Therese 1123 Vercheres av (JC)
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 Lemay Ad 1085 St Helene av (JC)
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 Longueuil Tobacconist 84 Montenach (Lon)
 Maher Arm 1520 Quinn Blvd (JC)
 Martin J Mrs 1001 Inkerman av (MS)
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 Rejeanne Snack Bar 187 StJean av (Lon)
 Restaurant Chez Jeannine 22 St Eliz (Lon)
 Restaurant Chez Paul 17 St Chas W (Lon)
 Restaurant Croteau 77 St Louis (LeM)
 Restaurant Du Parc 1000 De Lor av (MS)
 Restaurant Jeannette 1602 Prefontaine av (JC)
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 Restaurant Lapierre 186 St Laurent W (Lon)
 Restaurant Leopold 927 Despres (JC)
 Restaurant Madeleine 1462 Nielsen (Mkvl)
 Restaurant Marcel 1811 St Helene av (JC)
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 Restaurant Montenach 151-153 Montenach (Lon)
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Restaurant Thibault A 284 St Louis (LeM)
 Richard Paul Emile 248 St Jean av (Lon)
 Richard Vic 2356 Lavallee (JC)
 Romeo Snack Bar 493 Oak av (StLam)
 Rozon Eloi 2592 Prefontaine av (JC)
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 Vermette Jeanne (Mrs) 75 St Chas E (Lon)
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 Durable Steel Products 2824 Mackay (Mkvl)

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Bernier Denise 186 Brais av (Lon)
Bibeau A 446 St Jean av (Lon)
Bolly Lse 102 Quinn Blvd (Lon)
Brais Camille apt 1 127 Chambly rd (Lon)
Brinaley Florence 436 Joliette av (MS)
Chalmers B 595 Curzon av (StLam)
Christie Jessie M 761 Victoria av (StLam)
Cooper Florence 285 Curzon av (StLam)
Cote Mathilde apt 1 292 Chambly rd (Lon)
Couture Laurence 505 Walnut (StLam)
Couture Simone 505 Walnut (StLam)
Daigle Therese 540 N Dame (StLam)
Decelles Mad 3 St Ant (Lon)
Demers Gaetane 172 LeMoyné Blvd W (Lon)
Forsyth Eliz 40 Macaulay av (StLam)
Fournier Yvonne 640 Logan (StLam)
Frenette Marie 263 Labonte av (Lon)
Gahan M 187 Quinn Blvd (Lon)
Genest Mariette 248 Charron (LeM)
Goyette J 123 Caroline av (Lon)
Gravel G 306 St Denis av (StLam)
Guay S 1821 De Lor av (JC)
Guerette Gilberte 443 Montarville av (Lon)
Helie Gabrielle 144 Edison av (StLam)
Jette Jul (Mrs) 81 Chambly rd (Lon)
King L 464 Mercille av (StLam)
Laforte Rita 33 Charron (LeM)
Lajoie Michelle 229 Lesperance (StLam)
Laliberte Jul 173 Grant av (Lon)
Lamothe Arm 63 St Laurent W (Lon)
Langlois Mad apt 5 124 Montenach (Lon)
Lapointe Ther apt 1 292 Chambly rd (Lon)
Leblanc Rolande apt 1 152 St Laurent W (Lon)
Leclerc Anne apt 2 54 Montenach (Lon)
Le Royer Fernande 528 Maple av (StLam)
Lewis Marg 95 Lesperance (StLam)
Loranger A Marie 390 Guilbault av (Lon)
Malkin Dorothe 334 Dulwich av (StLam)
Marwick Claire 380 River (StLam)
Mercille Marie Paule 58 St Denis av (StLam)
Morin M E 198 St Alexandre av (Lon)
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Paquette Emilia 127 Labonte av (Lon)
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Chambly Transport Inc 234 Devonshire rd (GPk)
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**TRANSPORTATION COMPANIES
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LAPointe Leon L. Cartage Transport Charbon Bois Huile a Chauffage Coal Fuel Oil & Wood 132 St Jean (Lon) Tel. OR.4-4416

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Rebuilding & Recovering Seat Reg'd 1235 Chambly rd (JC)
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TISSUS & ETOFFES POUR CAPITONNAGE
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VOIR ANNUAIRE DES RUES**

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**ST LAMBERT VALET SERVICE REG'D
AND SOUTH SHORE TAILORING VALET
SERVICE REG'D.** 40 Green (StLam) Tel.
OR.1-8862

VARIETY STORES (See Five Cent to One Dollar Stores) — **MAGASINS D'OBJETS DIVERS** (Voir Managins de Cinq Sous à un Dollar)

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(Mkvl) Que. International 5 - 10 - 1.00
Store Inc. 787 St Helen (MS) Que. Tel.
OR.4-6394

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Couture J N L 505 Walnut (StLam)
Del Vecchio August D.V.S. 88 St Laurent
W (Lon)
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Aluminum Storm-Screen Doors 8945
St Lawrence Blvd. (Mtl) Tel. DU.1-2501

TISCO ALUMINUM WINDOWS & DOORS
244 av Laurier W. (Mtl) Tel. CR.7-2511;
W. M. Dubrofsky Prop. res. 6687 Wilderton
(Mtl)

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Longueuil Furniture Ltd 244 St Jean av
(Lon)

**WINDOWS STORM
FENETRES A L'EPREUVE DE L'ORAGE**

ALSCO MONTREAL INC Manufacturers and Distributors Aluminum Convertible Storm & Prime Windows and Storm Doors R. Dubrofsky Pres. 1373
Beaubien E. (Mtl) Tel. CR.9-8551

SECURITY WINDOW CORP LTD.,
Head Office and Factory 350 Decarie Blvd.,
(StLau) Tel. RI.8-7771

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A. Ruskin Prop. 1396 Mont Royal av E. (Mtl)
Tel. LA.1-8693

TAYLOR J. L. & SONS LTD. Dry
Goods 556 Victoria av (StLam) Tel. OR.
1-7216

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Guerin Dollard 1175 Coteau Rouge rd (JC)
Landry Leonard 1517 Joliette av (JC)
Langlois Lumber & Supplies Ltd 45 Taschereau Blvd (GPK)

LAPOINTE LEON L. Cartage Transport Charbon Bois Huile & Chauffage Coal
Fuel Oil & Wood 132 St Jean (Lon) Tel.
OR.4-4416

Menard Rene 1154 St Helene av (JC)
Roy Geo Enrg 1544 St Georges av (JC)

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facturiers Portes, Chassis, Armoires etc.
Ouvrage general 1182 Daniel (JC) Tel. OR.
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Blue & Grey Wool Shop 450 Victoria av
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**MORE GOODS
ARE BOUGHT AND SOLD
THROUGH THE
CLASSIFIED BUSINESS LISTS
OF LOVELL'S
MONTREAL DIRECTORY
THAN
ANY OTHER MEDIUM
IN MONTREAL**

WHY ADVERTISING IN LOVELL'S MONTREAL DIRECTORY PAYS

YOU men who spend large amounts of money on creative advertising—who when you think of advertising, think **ONLY** of creative advertising—

A word with you.

When you invest a dollar you protect that dollar to the utmost.

What are you doing to protect the money you invest in creative advertising ?

The morning paper that lies before you on your breakfast table has in it an advertisement that cost you many dollars. This same paper has the day of the month printed at the top of each page, twice on each sheet; where everyone can easily read it.

You saw the date.

But when you reached the office, sat down at your desk, and wanted the day of the month, **YOU REFERRED TO YOUR CALENDAR**, and a dozen times that day you referred to your calendar. Your employees did the same. The whole business world did likewise.

Why ?

The public will see your creative advertisement.

But when they want your goods — **THEY WILL TURN TO LOVELL'S MONTREAL BUSINESS DIRECTORY AT THE END OF THIS BOOK**— just as you turned to your calendar.

Protect that money you are putting into creative advertising.

Protect it with **REFERENCE** advertising in **LOVELL'S MONTREAL DIRECTORY**.

A small percentage of the amount you spend for creative advertising **WILL DO IT**.

LET US TALK IT OVER WITH YOU

Call our Advertising Department

Phone MARquette *2321