

MUNICIPALITIES IN THE VICINITY OF MONTREAL

FOR NAMES OF RESIDENTS AND GUIDE TO STREETS—SEE STREET AND ALPHABETICAL DIRECTORIES.

MUNICIPALITÉS AUX ENVIRONS DE MONTRÉAL

POUR NOMS DE RESIDENTS ET GUIDE DES RUES—VOIR ANNUAIRE ALPHABETIQUE ET DES RUES

LACHINE

A City on the St. Lawrence nine miles from Montreal and on the Island of Montreal, county of Jacques-Cartier. It is the summer residence of many Montrealers and one of the most prosperous manufacturing centres of the Province of Quebec. Its works are numerous and thousands of men are employed yearly. Population 31,267 (1962).

CORPORATION OF THE CITY OF LACHINE

Mayor—Louis Joseph Gaston.
City Manager and Director of Finance—René Laberge.

City Clerk—Emile Daoust.
Aldermen—John Linford, Frs G. C. Wayman, Donat Beauchamp, Remi Beauchamp, Raymond Rock, Daniel Lefebvre.

Recorder's Court—Paul Carignan, recorder, Paul Emile Meloche, clerk.

Electricity Plant and City Engineer—A J Deslauriers

Sanitary Unit—Dr. O. Mahen.

Chief of Police Department—Frank Pitre

Chief of Fire Department—Angus Mickle.

City Assessor's Department—U T Benoit president.

Catholic School Commission—City of Lachine, Monsignor Aime Boileau, chairman; Jacques Viau, Patrick McCall, Donat Beauchamp, Joseph Filion, commissioners; Albert St Denis, secretary; Parish of St. Sacrament, Rev. Paul Jarry, chairman; Noel St. Germain, Roland Lafontaine, Florian Montpetit, J. A. Gingras, commissioners; Emile Daoust, sec-treas.

Protestant School Commission—J Pitcairn, chairman; R. M. Davidson, A. W. Stinson, W. A. Bayne, Leslie Keller, K. D. Sheldrick, commissioners; Mrs. V. Dixon, sec-treas.

LONGUEUIL

(Incorporated 1874).

Town 1881 — City 1920

A City situated on the south shore of the St. Lawrence River, county of Chambly. Distant from St. Lambert 3 miles, from Montreal 2 miles from shore to shore, and 6 miles by rail; 6 miles from Boucherville and 10 miles from Chambly. Mail delivered twice a day. Buses operated by the Montreal Transport Co., connect the city with Montreal. Population, 11,108.

THE CITY OF LONGUEUIL

Mayor—Paul Pratt.

Aldermen—Antoine Spickler, A. J. Doucet, Antonio Lebrun, J.-H. Ouellet.

Secretary-Treasurer—Paul Gagnon.

Assessors' Department—Wilfrid Fleury.

Legal Department—D. Brissette, legal advisor.

Police and Fire Department—Jules Brassard, chief.

Public Works—Hector Leclerc, director.

Water Works Department—Paul Gouin, superintendent.

Municipal Judge—Pierre Paul Langis.

COMMITTEES

Finance—A. J. Doucet, chairman.

Water Works and Lights—J. H. Ouellet, chairman.

Police, Fire and Health—Antoine Spickler, chairman.

Public Works—Antonio Lebrun, chairman.

MONTREAL (CITY OF)

See City of Montreal pages 894-895.

MONTREAL EAST.

(Incorporated 1910)

Adjoining Mercier ward, City of Montreal, a County of Hochelaga. The most important industries of Montreal East are that of cement, oil refineries and oil-storage tanks, copper refineries and extensive yards of C N R. Bus service operates from George V. and Notre Dame East throughout the town, 9.5 miles distant from Place d'Armes square, Montreal. Population about 5,000.

CORPORATION

Mayor—Roland McDuff.

Aldermen—Elzear Fournier, Henri Leroux, Edouard Rivet, Edmond Robin and Hormisdas Quintal.

Town Clerk—Joseph Legris

Town Manager—.....

Chief Accountant—Raoul Chénier.

Town Hall—11370 Notre Dame St.

Assessors' Department—J. N. Langeller, president; Leger Dussault, Charles Bourassa, J. F. Brett, Georges Chénier, Henri Gauthier, assessors; J. Legris, sec.

Legal Department—Vien and Taillefer, legal advisors.

Police and Fire Departments—Liguori Barbier, chief.

Health Department—Dr. D. R. Bisson, medical officer.

Public Works—Raoul Tiernan, director; O. Lantry, superintendent.

Engineer—Henri Gauthier, I.C.

Building Inspector—J E Courtemanche.

Municipal Judge—Jean Paul Renaud.

COMMITTEES

Finance—Henri Leroux, chairman.

Public Works—.....

Police and Fire—Elzear Fournier, chairman.

Public Buildings and Parks—Hormisdas Quintal.

Health—Edmond Robin.

AUDITOR

Victor Pelletier, C.P.A.

MONTREAL SOUTH

A Town on the south shore of the River St. Lawrence adjoining Longueuil and one mile from St. Lambert Station, County of Chambly.

The Montreal & Southern Counties Electric Railway (now operated by the Canadian National Railways) gives the residents a 20-minute service with Montreal via Victoria Bridge, and buses, operated by the Montreal Transport Co., connect with Montreal via the Jacques Cartier Bridge.

The Jacques Cartier Bridge over the St. Lawrence river ends in the centre of the town.

There are three churches, Catholic, United and Anglican, a Town Hall and two schools. Additional bus services operated by Laval Transport Co. and Chambly Transport Co. with connection to St. Catherine and Papineau Sts., every 20 minutes. Population: 3,502.

MUNICIPAL COUNCIL

Mayor—Marcel Salette.

Aldermen—Rene Lord, Lucien Ganmond, Luc Beauregard, Alex Southart, A. Lambert, Jacques Thibodeau.

Secretary-Treasurer—Yvon Saurette.

Police and Fire Chief—Albert Rioux.

Municipal Judge—C. H. Macnaughten.

School Commissioners—Catholic Board—A. Tardif, M.D., president; A. Faucher, G. Lorrain, A. Chevalier, H. Patry, commissioners.

School Commissioners of Protestant Board—D. Pollock, chairman, T. Gregson, Chas. J. Harrod, H. T. Palmer, T. V. Battersby, commissioners; Harold B. Lee, sec-treas.

MONTREAL WEST

(Incorporated as a Town, 1897).

This beautiful suburb, adjoining Notre Dame de Grace Ward of the City of Montreal on the West, is of easy access and in great favor for residential building.

Trains, motor-buses and tramways connect with the City at almost all hours of the day. There is also a frequent bus service between Mont' West and the City of Lachine.

There are three churches, Anglican, Presbyterian, and United; a Town Hall and two schools, public and high. Population about 3,800.

CORPORATION OF MONTREAL WEST

Mayor—G. W. Hodgson.

Commissioners—F. N. Wiggins, A. S. Runciman, M. W. Gallop, C. E. Kirkpatrick.

Secretary-Treasurer—Frank Radcliffe, F.C.I.S.

Police and Fire Chief—Henry Hunter.

Superintendent of Works—C. G. Robertson.

BOARD OF SCHOOL COMMISSIONERS

Chairman—Peter Millar.

Commissioners—G. P. Aspinall, Dr. C. H. Carruthers, R. G. Thompson, Mrs. C. S. Woolcombe.

OUTREMONT

(Incorporated in 1875.)

A City situated near the west end of Mount Royal Park, forming part of the parish of Montreal, county of Hochelaga. It is bounded on the east by Laurier and St. Michael wards, on the north by St. John ward and Town of Mount Royal, on the west by Mount Royal ward. Two electric car service routes are provided by the Montreal Transport Commission (Laurier av., St. Catherine rd. and Bellingham rd. for southern section; Bernard av., Outremont av. and Van Horne av. for northern section). A two and a half minute service is provided on each route, also autobus service on Bernard av. and Boulevard Mont Royal (its whole length) to Montreal Transport Commission terminus. The city contains fourteen very fine schools, ten Catholic (College Stanislas, College Jesus-Marie, Quebecs Academy, St. Germain Academy for boys and for girls, Notre Dame de Bonsecours Academy, St. Madeleine Academy, and Lajoie School, also a kindergarten for boys and a Business College for girls; three Protestant (Stratheona Academy, Alfred Joyce and Guy Drummond public schools), one Hebrew (A. Dath Israel School and Academy, and three large convents, a City Hall and the Outremont Curling, Tennis and Bowling Clubs, Municipal Tennis, Shuffleboard Courts, Skating Rinks and Toboggan Slides. A municipal plant lights the city with electricity. It has an ample water supply, a thorough system of drainage, and an efficient police and fire brigade is maintained for the protection of the city. Easy of access from the City of Montreal (centre) no finer suburb can be found. Population, 31,253.

CORPORATION OF OUTREMONT

Mayor—Romuald Bourque, M.P.

Aldermen—T. Beausoleil, Eugene Maynard, J.P., W. J. Collins, P. de G. Beaubien, S. A. Acres, L. P. Nelligan, M.D., B. Couvrette, Q.C., S. D. Gameroff, C. David, F.R.A.I.C., F.R.I.B.A.

City Solicitor—Louis-Philippe Gagnon, Q.C.

City Auditors—Sharp, Milne & Co. (Chartered accountants.)

City Clerk and Treasurer—Ernest T. Sampson, F.I.M.T.A., F.C.I.S.

City Engineer and Manager—Eugene Roy, P.Eng., B.A.Sc.

Building Inspector—Leo Lafleur.

Acting Director of Police and Fire Departments—J. Griffith.

Medical Health Officer—E. R. Dufresne, M.D.

Municipal Judge—Roger Lacoste, Q.C.

ST. LAMBERT.

A City on the south shore of the St. Lawrence, directly opposite Montreal two miles from the centre of the city, in the county of Chambly, district of Montreal. The electric car service is operated by the M. & S. C. Fy. There is also an excellent train service by the Canadian National Railways. The Jacques-Cartier Bridge over the St. Lawrence to the South Shore is only a short distance from the limits of St. Lambert. Population, 10,300.

MUNICIPAL COUNCIL

Mayor—J. D. Robitaille.

Aldermen—L. W. Oughtred, Y. Joyal, J. L. Townshend, R. Camerlain, J. C. Gilbert, G. R. Mark, C. F. Potter, sec-treas

City Manager—P. R. Martin.

Chief of Police—Gerald Reilly.

Supt. of Water Works—A. Le Royer.

City Engineer—P. E. Lafrance.

Municipal Judge—Aug. Angers, Q.C.

Board of Health—Mayor and Aldermen

Medical Health Official—J. R. Oulton

M.D., Dr. Gaudet, asst.

Chief Assessor—U. A. Rivard.

Food Inspector—R. M. Levert, V.S.

Catholic School Board—V. G. Charron, pres.; S. Clooney, sec.; Roger Cousineau, L. P. de Grandpre.

St. Lambert Board of School Commissioners—C. G. Bourne, chairman; Mrs. M. W. McMahon, G. K. Doak, Miss J. M. Christie, T. G. A. Henstridge, C. L. Robinson, secretary-treasurer.

Chambly County Protestant School Bd—H. L. Land, chairman; Dr. A. H. Heatley, D. M. Elliott, A. T. W. Barton, D. Murray, H. G. Greene, sec-treas.

TOWN OF HAMPSTEAD

A Town adjoining Notre Dame de Grace ward of the City of Montreal, from which it is separated on the south by Cote St. Luke Road, and on the east by Macdonald av. Hampstead begins four blocks (i.e. at Macdonald) west of Snowdon Junction along Queen Mary Road which leads directly into the Town.

Hampstead is a beautifully laid out garden Town, and has very rigid building restrictions. Population about 4,000

CORPORATION OF THE TOWN OF HAMPSTEAD.

Mayor—Lyman I. Playfair.

Aldermen—S. M. Finlayson, D. L. Campbell, A. E. Pierce, D. F. Planche, R. B. Rolland.

Board of School Commissioners—R. H. Chadwick, chairman; E. A. Hankin, E. T. Henry, G. Hulme, Mrs. W. O. Sorby, commissioners.

Manager—K. G. Cameron.

Engineer—Vacant.

Sec-treas—K. G. Cameron.

Chief of Police—Arthur Harris

Municipal Judge—G. R. W. Owen.

TOWN OF MOUNT ROYAL

THE MODEL CITY

Eight minutes from the heart of Montreal via the electrically-operated Tunnel of the Canadian National Railways, lying on the northwest slope of Mount Royal and adjoining the cities of Montreal and Outremont.

The Town is conveniently reached by automobile from Outremont by following St. Catherine road to Rockland avenue, crossing the Canadian Pacific Railway tracks. The Town of Mount Royal's territory commences at this point. To the westward it can be reached by Cote des Neiges rd which is the continuation of Guy street.

Montreal Transport Co. buses (corner Queen Mary rd. and Cote des Neiges) cross the Town of Mount Royal to Park av. and Jean Talon with a ten-minute service.

Municipal population: 12,400.
School enrolment: 2,703 pupils.

CORPORATION

Mayor—R. J. P. Dawson.

Aldermen—K. Aird, J. W. Edward, D. H. Kerr, E. E. Lanthier, G. M. Henderson

Manager—W. S. J. MacNeill.

Sec-Treasurer—D. W. Lough.

Engineer—C. B. Gale.

Police Dept.—Wm. Mather, chief.

Board of Protestant School Commissioners—H. F. Finemore, chairman; Mrs. R. H. Buchanan, J. F. Close, E. B. Jubien, J. J. H. Miller, commissioners; John Macdonald, sec-treas.

Board of Catholic School Commissioners—Lucien Ladouceur, chairman; Rene Vansever, Dr. Roland Decarie, Michael J. Hirt, Robert Thomas, commissioners; Adrien Perrault, sec-treas.

Town Office 90 Roosevelt av., Town of Mount Royal.

VERDUN

The City of Verdun is ideally located at the south-western limits of Montreal on the banks of the St. Lawrence River, which is about 5 miles wide at this point. The municipality was incorporated as a village under the name of Riviere St. Pierre in 1875, changed to a Town in 1907 and a City in 1912. Since 1901 its population has increased from 1888 to 80,069. Possessing few large industries it is mostly composed of homes and stores. Its famous boardwalk is now being replaced by a modern asphalt promenade, brilliantly lighted, along the entire three-mile river front, and banked with attractive lawns and scrubbery. Municipal tennis courts, a bowling green, a yacht club, two motor boat clubs and a sailing club are also situated here. In addition, a very modern Municipal Auditorium and Hockey Arena seating 4,500, and a municipal natatorium consisting of two magnificent open air swimming pools are located on the river front.

Great success has been achieved in the building of homes under the National Housing Act, the City offering suitable lots for sale at very low prices. On this plan a small model village has been constructed in the Crawford Park district.

Educational facilities are excellent, with thirteen Catholic and seven Protestant schools and three commercial colleges. There are two hospitals and nineteen churches. Public services such as health, police, fire, water and electricity are of the best. The City Council gives special attention to providing and supervising playgrounds for children, and the Municipal Playground Commission operates all sports on the numerous playing fields.

Two comprehensive juvenile libraries are also operated by the City.

The form of civil government consists of a mayor and eight aldermen elected every three years. The City Manager System has been in force since 1958. Population, 80,069.

CORPORATION.

City Hall—475 Church avenue.
Mayor—Edward Wilson.
Aldermen—R. Jeanneau, H. L. Poirier, J. Lareault, P. E. Joannette, J. A. Souliere, Geo. O'Reilly, C. H. Desgrossellers and T. A. B. Wilcox.

General Manager, Director of Finance and Treasurer—J. R. French.
City Clerk—A. J. Burgess.
City Engineer—Henry Hadley, C. E.
Asst. to City Engineer and Insp. of Roads—J. C. Brousseau.
Superintendent of Works—A. Lefort.
Director of Police—Pierre Gatiniau
Director of Fire—Raoul Proulx.
Municipal Playgrounds Commission—Ald. Geo. O'Reilly, chairman.
Medical Health Officer—Antoine Valois, M.D.
Chief Food Inspector—Dr. Geo. Etienne.
Legal Advisor—Francis Fauteux, K.C.
Asst. Legal Advisor—Yves Leduc.
Municipal Judge—Roger Desmarais, Q.C.
Auditor—L. D. Viau, C.A.
Assessors—L. Belanger, G. E. Good, W. Tessier.

VILLE LaSALLE

A Town on the North Shore of the River St. Lawrence, situated between Verdun and the City of Lachine, directly connected with Montreal West and Ville St. Pierre on the north, in Jacques Cartier County. The town is located at No. 12 Strathroy av. Council meets on second Wednesday of each month. Fire and police departments are located at 8745 La Salle Blvd., Ville La Salle. The C. P. R., N. Y. C. and Delaware & Hudson R. R. Co., supply service, "La Salle" being the name of the Railway Station. Population, 13,157.

CORPORATION OF THE TOWN OF LASALLE

Mayor—J. Anatole Leroux.
Aldermen—Albert W. Stinson, B. T. Clement, Georges Hebert, William Lapierre, Angus Bayne and A.E. Lefebvre.
Secretary-Treasurer—A.B. Gravel.
Engineer—Athanasie Latour.
Chief of Police and Fire—J. O. I. Tremblay.
Health Dept.—Maurice Lacharite, M.D.
Municipal Judge—Jacques Beique.

VILLE ST. LAURENT

A thriving Town in Jacques Cartier County on the island of Montreal. It is crossed by the Canadian National Railways and also by two highways, one to the Laurentians and the other one to Ottawa and Toronto. It is adjacent to the City of Montreal and close to its business center and about three miles from Dorval Airport. The Montreal Transportation Commission provides electric car and bus service. Population about 25,000.

CORPORATION

Mayor—Me J. M. Cousineau, Q.C.
Town Manager and Clerk—Lucien Toupin, C.A.A.
Assistant Clerk—Adrien Limoges
Assistant Treasurer—Robert Valade.
Town Engineer—Yvon Gariepy, prof. eng.
Roads Superintendent—Charles Bastien.
Aldermen—J. F. Belanger, A. Poirier, F. Houde, L.P. Chamberland, A. Goyer, J. M. Pettit, N. Hartenstein, L. Painter.

VILLE ST. PIERRE

The Town is situated on the north side of the Lachine Canal, between the City of Lachine and the Town of Montreal West, in Jacques Cartier County, being traversed by the C.N.Ry and the C.P.Ry., and having a twenty-minute service to the heart of the City of Montreal by the Montreal Transport Commission. Population, 5,116.

CORPORATION

Mayor—C. A. Kirkland, M.D., M.P.P.
Aldermen—Onesime Brossolot, Emile Pominville, Wilfrid Vincent, Lucien Rochon, Richard Scott, D. Gowans.
Sec-Treas.—H. F. Malo.
Asst. Sec-Treas.—Mme. C. Bougie.
School Commissioners—Donat Boyer, president. Councilors: Joseph Laurendeau, Maurice Gauron, Lucien Rochon, Arthur Downs; H. F. Malo, sec-treas. Com. Sch.
Fire & Police Chief—Eugene Lavallee.

WESTMOUNT

The City of Westmount is beautifully situated on the western slope of Mount Royal, and from the upper level a magnificent view of the St. Lawrence River, Lake St. Louis and surrounding country is obtained. The city is almost exclusively residential and may be designated a "city of homes." The city is governed by a mayor and five aldermen, elected for a term of two years by the city at large. The city manager form of government has been in vogue for 37 years, and the city's progress is evidence of the wisdom of the adoption of this system of government. The city owns an electric light and power plant and garbage destructor plant. Park and playground spaces owned by the city cover an area of about 119 acres equal to 12 per cent of the total area of the city.

Many municipal tennis courts are in great demand during the summer months and every facility is given for the enjoyment of winter sports. The Westmount Athletic Grounds on St. Catherine Street, containing an area of 7.8 acres, are equipped for sports and recreation.

The city owns a free public library. During the year 170,588 volumes were circulated for home use. The Victoria Hall is in great demand for activities of a varied nature. Public education is provided by the school commissioners of Westmount and the school commission of St. Leon de Westmount. In addition there are a number of private schools. The city is supplied with filtered water and a 98 per cent efficiency is required. The water is regularly tested to assure that a maximum of purity is maintained. Population about 27,606.

CORPORATION

City Hall—Sherbrooke W. cor Argyle av
Mayor—Roy L. Campbell.
Aldermen—J. S. B. Pemberton, commissioner of finance, A. Turner Bone, commissioner of roads and municipal buildings; H. L. Blackford, commissioner of electric light & power, health and public welfare; J. A. de Lalanne, commissioner of police & fire; R. Panet-Raymond, commissioner of parks and recreation.
City Clerk & Treasurer's Dept.—A. W. D. Swan, sec-treas.; A. R. Bourdon asst. sec-treas.; R. B. Seaman, city accountant; J. W. Weldon, Q.C., city solicitor; Biddell, Stead, Graham and Hutchison, C.A., Auditors.

Board of Assessors—J. Colin Kemp, chairman; Donald Baillie and A. S. Rutherford.

General Manager—T. J. Hughes.
Roads Dept.—J. R. Daye, City Engineer.
Assistant City Engineer—J. R. Warren, supt.

Electric Light Dept.—A. Je F. Heron, supt.

Police Dept.—R. A. Byford, chief.
Municipal Judge—A. Laverty; A. Stalker, deputy.

Fire Dept.—W. C. Cobb, chief.
Health Dept.—Dr. A. R. Doane, medical officer of health.

Parks and Playgrounds—G. Cooper, superintendent.
Recreation—B. A. Rothwell, superintendent.

Library—Miss Kathleen Jenkins, librarian; Miss Margaret Good, assistant librarian; Miss R. Gwendoline McEwen, children's librarian.

Library Trustees—Harrison C. Hays, chairman; Mrs. R. Grant Reid, Denny A. Hanson.

SCHOOL COMMISSIONERS FOR THE MUNICIPALITY OF THE CITY OF WESTMOUNT

G. L. Vickerson, chairman; T. W. Gilmore, vice-chairman; C. H. Savage, sec-treas.; J. R. Fenwick, Mrs. M. L. Tucker, Leeds M. Nelson, Alexander L. MacLaurin, A. J. Quarles, commissioners.

ADDENDA

Accurate Electric elec B Halickman prop rm 110 10 Pine av W
 Administration & Trust Co basement 5 St Jas E & 10 St Jas W
 Agnew Surpass Shoe Stores Ltd R Karn pres 101 St Cath W & 5325 Qu Mary rd
 Air Liquide (L.) A Caplette mgr 3560 Lafont E
 Anderson Chas acct Thos Robertson apt 2 6735 20th av
 Antaya P mono opr 549 Melrose av (V)
 Aniliff Miss Iris emp BTCo 3791 Marlowe av
 Ardill Miss Joan tchr Gilson School 3791 Marlowe av
 April Root lab 10153 St Hubert
 Archambault L H Enrg (uru La H Archambault prop 3909 St Cath E
 Art Fineraft Label Reg'd 3535 de Bullion
 Asch Harry prop Ross Co 4945 Fulton av
 Aubut Marcel 1296 Parc LaFont
 Audet Isidore fire stn 22 4316 Mentana
 Audet Miss Ther apt 1 1422 Pierce
 Audet Mrs Rita 872 Foucher
 Audet Noel emp Ideal Uphol 2204 St Germain
 Audet Paul emp CNR 8722 Foucher
 Aulet Rossaire ptr apt 29 4215 De la Roche Avenue Theatre W Currie mgr 1250 Greene 8V
 Baasch R W emp Furness Withy Co 3424 Fronte
 Beaumaringe T V Enrg R Poufflot prop 2173 Hochlga
 Bellair Marc emp Steel Co 482 7th av (Lac)
 Bellisle A A emp Lalterie Idale 2302 Fulum
 Bellisle Miss Aureore 6304 DeLor av
 Bell And emp MAAA Club 1275 Valliquette av (V)
 Blain Jean clk Dum Bdge 7795 Foucher

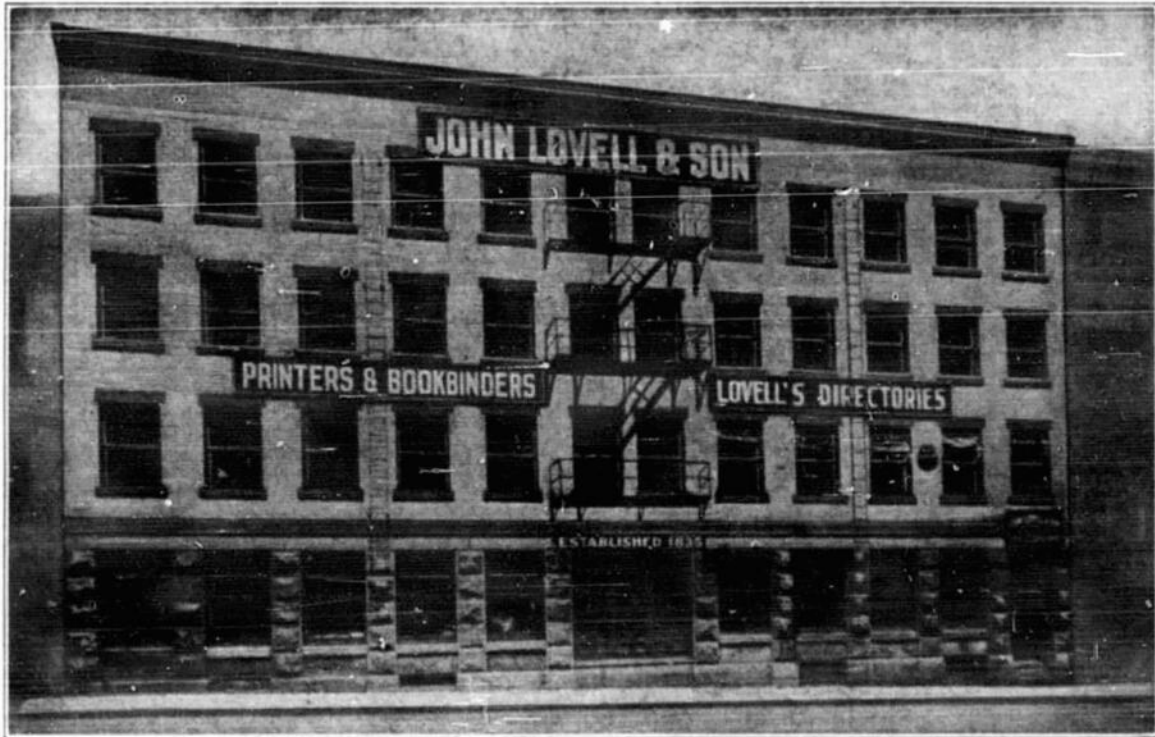
Blain Roger sec Empire Life Co res St Eustache sur le Lac P.Q.
 Blanchette Alb lab rms 5887 Laurendeau
 Boisvert Walter ptr 9903 Av Souigny
 Book Shop (The) Miss Frances Liben prop 2268 Prud'homme av
 Bourgie Oscar J Reg'd funeral director Mrs O Y Bourgie prop 6300 N Dame de Grace av
 Bouvier Pierre police stn 4 7250 Ibervl
 Bouvier Roland lab rms 4721 St Hubert
 Bradiev T emp Canadalr 747a Champagneur av (O)
 Brosseau Paul prop Laurentide Auto Elec res Bertier P.Q.
 Chez Roger 2236 DeLor av
 Brussels Ray millinery 4993 Qu. Mary rd h 806 McEachran (O)
 Camrand Paul slsmn 2549 Wartele
 Canmar Reg'd F Roy prop 1995 V Horne av (O)
 Canouette Mrs Bern wid Lac shoe rpr 6051 Blvd Monk h 6081 PARAGON
 Carbonneau Miss Juliette 1033 Mt Royal av E
 Cardinal Lionel asst mgr Metro Life Ins 85 Victoria av (Lon)
 Caron Moise lab 397 Sanguinet
 Carriere Francois Xavier 4024 Claude (V)
 Carruthers John brkmm CNR 6830 Blvd Monk
 Charles Omer lab 2310 Chapleau
 Chenard M lab 4832 Chambord
 Chez Roger store cocktail 2236 DeLor av
 Chey Russell receiver Nor Elec apt 3 3927 Clark
 Cloutier Paul Provisions Paul Cloutier prop 550 Guisot E
 Commercial Art & Photography 1021 Mtn Condon R E apt 5 5528 Decelles av

Cough T A prop Thos A Cough Reg'd 216 Dresden av (MTR)
 Cough Thos A Reg'd T A Cough prop 5772 St Law Blvd
 Creery K A pres British Metal Corp 5 Lansdowne Ridge (W)
 Crochetiere Mrs S 1509 St Cath E
 Curraler Salvator carp rms 252 St Philippe
 Dalton Miss Nancy studt 533 Grosvenr av (W)
 Dames Lorenzo rms 774 Wiseman av (O)
 de Cotret Rene pmbr Imp Oil 5157 Papi-neau av
 de Palma Art supvr Watt & Scott 4967 Beaconsfield av
 Dermine Miss Frie steno Institut Teccart 5127 Charlemagne av
 Dermine Pierre librarian J A Pony 5137 Charlemagne av
 Desormeaux Roger prop Metallic Industries 5320 12th av
 Di Tiello Miss Anna opr Phillips Elec Wks 7218 St Hubert
 Di Tommaso Mich emp Town of Mt Royal 6628 Blvd Monk
 Di Tommaso Seraphino prop D Tommaso Teoll 6286 Blvd Monk
 Dollo Jos emp CNR 2377 N Dame E
 Dollo Leon emp MTCom 2377 N Dame E
 Dollo Marc lab 2377 N Dame E
 Dubois Gaston apt 1 305 Blvd St Jos E
 Dugas G emp Wonder's apt 1 2961 St Hubert
 Dumoulin Miss Lise emp BTCo apt 19 1664 St Hubert
 Duncan W & M Ltd 2445 Duncan rd (MTR)
 Durocher Ger emp CPR 4127 St Ant
 Edwards Shirley emp Molson's 1616 Foyolle av (V)

Empire Life Insurance Co C D Shore mgr rms 105-108 1255 University
 Excel 5c to \$1.00 Store Wm Kabbash mgr 6851 St Law Blvd
 Farley Import Co rm 603 1449 St Alexander
 Finnarity John Joseph emp Vickers 2596 Leclair
 Funicelli Sisto prop Sisto Shoe Repair 4845 Verdun av (V)
 Gandet G pmbr 458 Blenville
 Gianakis K prop Dieppe Cafe 8338 Boyer
 Gibson Miss Ruth opr apt 9 1756 St Hubert
 Gracie Don emp BTCo 12176 Ranger
 Grant Gregory E sr opr YWCA apt 4 6730 Sher W
 Guy Tom rest 7472 DeLor av
 Guy Walter emp 3422 Blvd Decarie
 Hadeck Sam emp St Law Sugar apt 6 3511 J Mance
 Hamel Miss Irma waitress apt 41 161 Ont W
 Heckbell Miss Annie dom 2522 Colonial av
 Heckbell Mrs Anna wid G 3522 Colonial av
 Hooplainan Miss Ida emp Lineraft rms 14 Parkside Pl
 Howell R H apt 12 6261a Fielding av
 Huss L prop Russ' Snack Bar 853 Ball av
 Jekel John bldg supt Guardian Trust 195 51st av (Lac)
 Joannise A apt 52 477 St Jas W
 Johnson Vance dir G U Price & Co Ltd 504 Cote St Antoine rd
 Pallott J Jos civ emp 980 Av Girouard
 Ruggies H P & Co Ltd Importer 2141 Beaconsfield av
 St Jean Maurice adm Succession Jos Corbell 63 Blvd Gouin W
 St Lawrence Floor & Wall Tiles Ltd 10881 St Law Blvd

JOHN LOVELL & SON, LIMITED

ESTABLISHED 1835



Publishers-Printers-Bookbinders

CATALOGUES, PRICE LISTS, MAGAZINES, FOLDERS,
BOOKLETS, REPORTS, FINANCIAL, RAILWAY,
STEAMSHIP, COMMERCIAL & INSURANCE WORK

TELEPHONE

Marquette 2321

423 ST. NICHOLAS STREET, 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

LOVELL'S KEYLOID

AN EXCLUSIVE PRODUCT
to
PROTECT and RE-ENFORCE

Cards

LOVELL'S KEYLOID strengthens and lengthens the life of tabs and edges on index cards.

Folders

When used in files receiving constant use and severe abuse LOVELL'S KEYLOID gives lasting protection.

Price Book and Catalogue Indexes

Prevents corners from wearing or curling, tabs from breaking, or becoming 'dog eared'.

Strengthens BINDING EDGES AND HOLES FROM WEAR.

The entire edges, including tabs, are protected.

Special Features

LOVELL'S KEYLOID protects the entire edge, eliminating weak points when tab alone is re-enforced.

LOVELL'S KEYLOID can be cleaned with a damp cloth.

LOVELL'S SPECIAL INDEX (Paper Stock) selected after thorough testing is specially made for long wear, printing and finishing qualities.

Particulars Furnished on Request

Sole Canadian Manufacturer

JOHN LOVELL & SON, LIMITED

Established 1835

423 ST. NICHOLAS STREET - MONTREAL, CANADA



It takes cool control to become tops in boxing . . . just as it takes the famous "cool control" brewing to give Dow Ale its superb flavour, making this the most satisfactory Ale your money can buy.

Caps off! 'COOL CONTROL'
B R E W E D

the
RIGHT
Beer...
the
LIGHT



Beer... RICE BREWED TO THE CANADIAN TASTE

HIGH QUALITY OFFICE FURNITURE AND EQUIPMENT

FOR

EXECUTIVES AND GENERAL OFFICES



We especially invite consultations with our Interior Architecture and Office Planning Division which provides, free of charge, plans and suggestions for efficient and economical layouts for Executive and General Office use.



MITCHELL, HOUGHTON (QUEBEC) LIMITED

BEAVER BUILDING - 1015-21 BEAVER HALL HILL - MONTREAL 1, P.Q.

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BYCE R. CLARKE, *Manager*

MRS. E. D. SEGUN, *Secretary-Treasurer*