

**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.

Copyright, 1960, by John Lovell & Son, Limited

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.

ACCOUNTS PURCHASED — ACHAT DE COMPTES

Tél. REgent 1-2789

ARTHUR DROUIN

LIMITÉE

ACHAT DE CRÉANCES

Chambre 420

3600 BARCLAY AVENUE

coin Côte des Neiges

ADVOCATES — AVOCATS

ROBERT E. FUSEY

Avocat et Procureur - Barrister and Solicitor

2226 SHERBROOKE EAST

MONTREAL

Telephone LA. 6-9154

LACOSTE, LACOSTE, SAVOIE & LANIEL

**Roger Lacoste, C.R.
André Savole
Robert Lanteigne**

**Marc Lacoste, C.R.
Maurice C. Lanier
Guy Houle**

**Marcelle Hémond Lacoste, C.R.
Claude Joncas**

Avocats

510, BOULEVARD ST-LAURENT

MONTREAL 1

Téléphone UN. 1-2861

AREA-CODE 514

**ALUMINUM WINDOWS & DOORS
FENETRES & PORTES EN ALUMINUM**



HERE'S THE ONLY WAY  **ALSCO**
TO CHANGE FROM
STORM WINDOWS TO SCREENS 



3 seconds and job's done Raise storm windows and presto there's your summer screen. Next fall, switch back to storm windows just as fast! Finest mesh aluminum screen in production for the home. Rustproof, never needs painting, won't streak or stain. It's fireproof, too. Geon sealed edges. Guaranteed workmanship, materials and service.

AUTOMATIC SELF-ADJUSTING FRAMES

Only AlSCO has all **THREE!**

-  RECOMMENDED BY PARENTS
-  GUARANTEED BY GOOD HOUSEKEEPING
-  ACCEPTED BY AMERICAN FOREIGN HEALTH

Costs Nothing Now! make first payment after (month)

ALSCO

Call Today
ALSCO MONTREAL INC.
1530 BEAUBIEN EAST
CR. 9-8551

Copyright 1954 by AlSCO, Inc.
401 COURTEMANCHE, MI. 5-8755 MONTREAL EAST

**AUTOMOBILE ACCESSORIES & SUPPLIES
ACCESSOIRES & FOURNITURES POUR AUTOMOBILES**

Handy Andy

AUTO-SUPPLIES

SPORTING GOODS



JACQUES CARTIER SHOPPING CENTER

1363 CHAMBLY ROAD

Tel.: OR. 7-3201

**AUTOMOBILE DEALERS, PASSENGER CARS
COMMERÇANTS D'AUTOMOBILES POUR PASSAGERS**

S. J. A. (Sam) Blair



YOUR LOCAL G.M. REPRESENTATIVE



Pontiac



Buick



Vauxhall



G.M.C. Trucks

OR

A BETTER BUY

“Goodwill Used Car”

MY REPUTATION IS YOUR ASSURANCE

Albias Pepin Automobiles Limitée

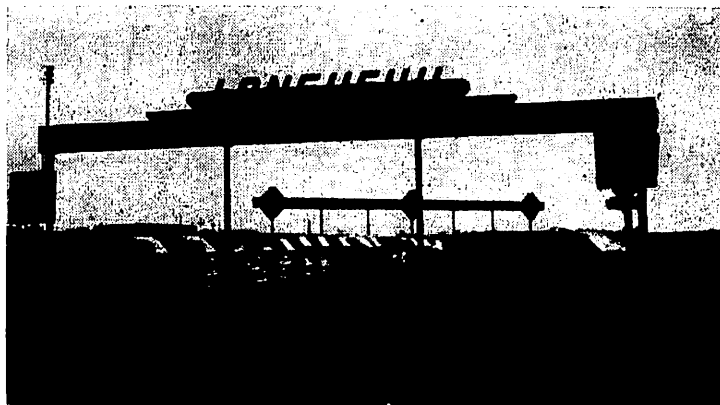
**155 OUEST, ST-CHARLES (COIN
GUILBEAULT)**

LONGUEUIL

OFFICE: OR. 4-4924 - RES: OR. 1-6609

**AUTOMOBILE DEALERS, PASSENGER CARS
COMMERÇANTS D'AUTOMOBILES POUR PASSAGERS**

CHRYSLER - DODGE - VALIANT - SIMCA



**NEW & USED
CARS**

**AUTOMOBILES
NEUVES - USAGÉES**

RÉPARATIONS GÉNÉRALES

REPAIRS OF ALL KIND

POSTE DE SERVICE "WHITE ROSE" SERVICE STATION

Longueuil Automobile
LIMITÉE

268 ouest, ST-CHARLES west



LONGUEUIL — TEL.

**VENTES - SALES
OR. 4-1571**

**SERVICE
OR. 4-1571**

**STOCKROOM - PIÈCES DE RECHANGE
OR. 4-1575**

**AUTOMOBILE DEALERS, PASSENGER CARS
COMMERÇANTS D'AUTOMOBILES POUR PASSAGERS**

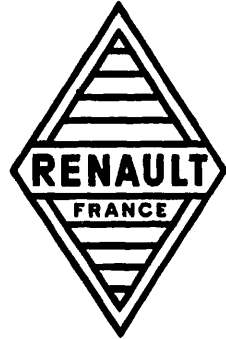
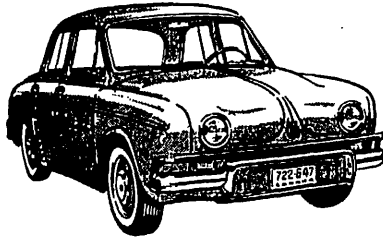
BOULOGNE AUTOMOBILE LTÉE LTD

AUTHORIZED DEALER — AGENT AUTORISÉ

SALES - VENTES

SERVICE

PARTS - PIÈCES



ARTHUR G. SNOW, President

**750 VICTORIA
ST. LAMBERT**

Tel. OR. 1-5974-5

LEMENN AUTOMOBILE ENRG.

VENDEUR AUTORISÉ

“AUSTIN”

AUTHORIZED DEALER

RÉPARATIONS GÉNÉRALES

REPAIRS OF ALL KINDS

TOWING



**3839 BLVD. TASCHEREAU
LAFLECHE**

Tel. OR. 6-1888

**AUTOMOBILE DEALERS, PASSENGER CARS
COMMERÇANTS D'AUTOMOBILES POUR PASSAGERS**

PAGE & SON LIMITED

DODGE & CHRYSLER DEALERS

A-1 USED CARS

SALES & SERVICE

3350 WELLINGTON STREET • VERDUN

POntiac 6-3571

AUTOMOBILE GARAGES — GARAGES D'AUTOMOBILES

GARAGE BLANCHETTE INC.

Spécialité: Transmissions De Tous Genres

Specialty: All Types of Transmissions

- DÉBOSSAGE
- BODY WORK
- MÉCANIQUE
- MECHANICAL

RENÉ BLANCHETTE, Prop.

Tel. OR. 7-6347

900 RUE ST-LAURENT OUEST (Longueuil)

Sortie du Pont Jacques-Cartier Exit

GARAGE PHILIAS LANCTOT

VENDEUR AUTORISÉ

PLYMOUTH — CHRYSLER — FARGO

SERVICE JOUR ET NUIT

TÉL. OL. 9-1972

**170 TASCHEREAU
LAPRAIRIE, QUÉ.**

PHILIAS LANCTOT

IMMEUBLES



REAL ESTATE

MAIRE DE LA PRAIRIE • MAYOR

AUTOMOBILE SERVICE STATIONS STATIONS DE SERVICE D'AUTOMOBILES

RESIDENCE

OR. 4-1964



OFFICE

OR. 4-0475

RENÉ DUBUC

RÉPARATIONS GÉNÉRALES



1078 ST-LAURENT OUEST



LONGUEUIL

AUTOMOBILE SERVICE STATIONS
STATIONS DE SERVICE POUR AUTOMOBILES



STATION DE SERVICE
RÉAL TRUDEAU
SERVICE STATION

BATTERIES et PNEUS

ATLAS

BATTERIES and TIRES

GRAISSAGE - LUBRICATION
JEEP SERVICE DE JEEP

Tel. ORchard 1-7133

197 RIVERSIDE DRIVE

ST. LAMBERT

BAILIFFS — HUISSIERS

Golden, Gertsman & Goldberg

Bailiffs Superior Court



Room 2, 486 St. John

Tel. VI. 2-9192

181 GRANT AVE.



LONGUEUIL

TEL. ORLeans 7-2841 - 2842

Mainville

PAIN
"CANADIEN"
"AU LAIT" ENRICHÉ

BREAD
"CANADIAN"
"MILK" ENRICHED

GÂTEAUX
ANNIVERSAIRE
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 MILLIÈME 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 . . .

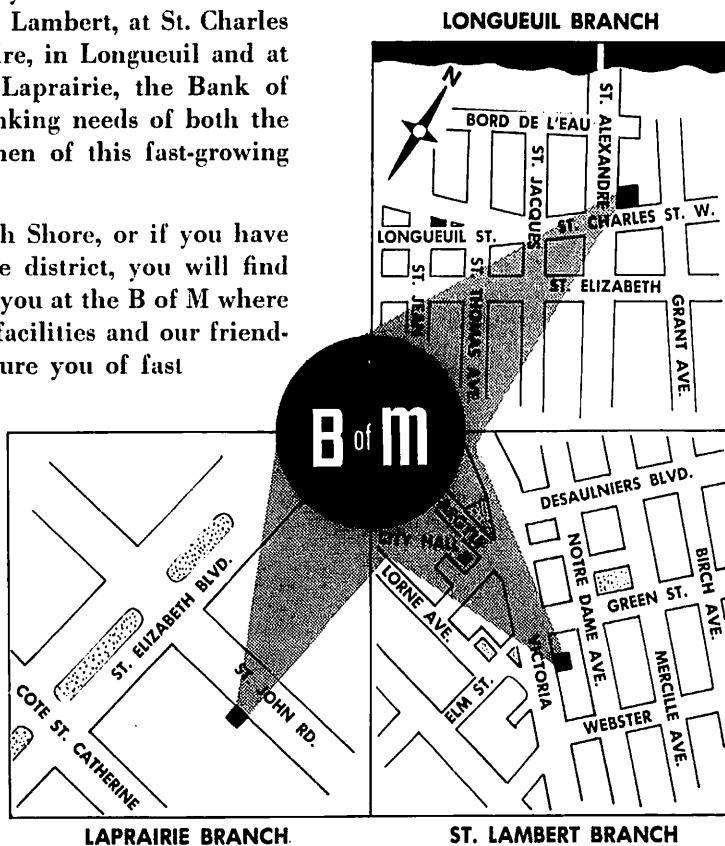
with

THREE OFFICES ON THE SOUTH SHORE

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.



BANK OF MONTREAL

Canada's First Bank

Longueuil Branch, 55 St. Charles St. W.: N. HENRI DEMERS, Manager
Laprairie Branch, 528 St. Jean Road: HENRY N. POULIN, Manager
St. Lambert Branch, 500 Victoria Ave.: FRED CAPEN, Manager

WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817



101 BUREAUX DE LA

BANQUE CANADIENNE NATIONALE

DANS L'ÎLE DE MONTRÉAL

ET

10 BUREAUX DANS LA

RÉGION MÉTROPOLITAINE DE LA RIVE SUD

sont à votre disposition

**IL Y EN A UN DANS VOTRE LOCALITÉ
VOUS Y SEREZ TOUJOURS BIEN ACCUEILLI**

101 OFFICES OF THE

NATIONAL CANADIAN BANK

ON THE ISLAND OF MONTREAL

AND

10 OFFICES IN THE

SOUTH SHORE COMMUNITIES

Are at Your Service

**THERE IS ONE IN YOUR NEIGHBOURHOOD
YOU WILL BE ALWAYS WELCOME**

CHOIX — SERVICE — QUALITÉ

CHAUX ET PLÂTRES
CIMENT — PIERRE — SABLE
ISOLANTS — REVÊTEMENTS
MATÉRIAUX DE TOITURES
PLANCHE MURALE
TUYAUX ET TUILES
PEINTURES BENJAMIN MOORE
BRIQUES
PORTES MODERNFOLD, ETC.

ORchard 1-7278



GASTON LACROIX, President

245 ST. DENIS

ST. LAMBERT

ORchard 1-7278

LIME AND PLASTERS
CEMENT — STONE — SAND
INSULATING — SHEATING
ROOFING MATERIALS
WALLBOARD
PIPES AND TILES
BENJAMIN MOORE PAINTS
BRICKS
MODERNFOLD DOORS, ETC.

CHOICE — SERVICE — QUALITY

BUILDING MATERIALS & SUPPLIES
MATERIAUX & FOURNITURES POUR L'INDUSTRIE DU
BATIMENT

TELEPHONE: ORchard 6-1833



- BOIS
- FERRONNERIE - PEINTURE
- MATÉRIAUX DE CONSTRUCTION
- LUMBER
- PAINTS - HARDWARE
- BUILDING MATERIALS

Gavard

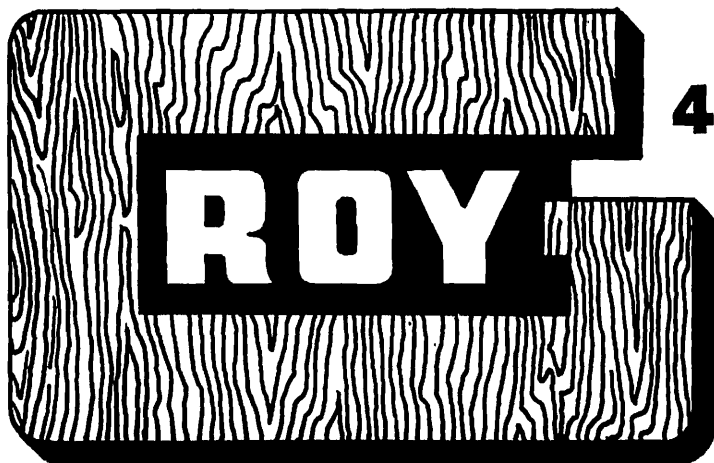
BUILDERS SUPPLIES DIVISION

P.H. DESROSIERS ENTERPRISES LTD.

475, BOUL. TASCHEREAU

VILLE BROSSARD, P.Q.

BOIS - MATÉRIAUX



OR.
4-6228



LUMBER-BUILDING MATERIALS

1080 BOUL. STE-FOY

JACQUES-CARTIER

AGENCE DE RECOUVREMENT

NOUS METTONS À LA DISPOSITION DE NOS CLIENTS
UN SERVICE DE **PERCEPTION** EMPRESSÉ ET
COURTOIS QUI A FAIT SES PREUVES

■

BERNARD & TREMBLAY

Licenciés en vertu de la Loi des Agents de
Recouvrement de la Province de Québec

10 ouest, ST-JACQUES

●

MONTRÉAL

Suite 306

Victor 9-4229

PAUL E. DUFRESNE

GOVERNMENT BONDED COLLECTOR

COLLECTIONS ANYWHERE

4474 OLD ORCHARD AVENUE

Telephone: HUnter 8-0241

MONTREAL

CRescent 9-5024

FIDELITY COLLECTION COMPANY LTD.

BONDED:—UNITED STATE FIDELITY & QUARANTEE CO.

MEMBERS:—CHAMBRE DE COMMERCE DE MONTRÉAL

6732 ST. HUBERT STREET

MONTRÉAL, QUE.

Financial Collection Agencies

LARGEST IN CANADA

COLLECTIONS OF EVERY DESCRIPTION

SPECIAL DEPARTMENT TO HANDLE "GOOD WILL ACCOUNTS"

DEBTORS TRACED EVERYWHERE

TURN YOUR DELINQUENT ACCOUNTS INTO MONTHLY DIVIDEND CHEQUES

NO COLLECTION — NO CHARGE

PRINCIPAL OFFICES AT: MONTREAL — QUEBEC — TORONTO — WINNIPEG — HAMILTON
ST. JOHN, N.B. — HALIFAX — OTTAWA — CALGARY — EDMONTON — VANCOUVER
LONDON — PEMBROKE

(OFFICE ALSO IN BOSTON, MASS.)

5757 DECELLES AVENUE

REgent 9-2311

NATIONAL COLLECTION BUREAU

455 CRAIG STREET WEST

MONTREAL, P.Q.

As an affiliated member of

COLLECTION SERVICE DIVISION

of the

ASSOCIATED CREDIT BUREAUS OF AMERICA

our service is local in character

international in scope



STATE COLLECTION COMPANY

COLLECTIONS OF ALL KINDS

NO COLLECTION — NO CHARGE

DEBTORS TRACED EVERYWHERE

COLLECTIONS DE TOUS GENRES

PAS DE COLLECTION — PAS DE FRAIS

DÉBITEURS RECHERCHÉS PARTOUT

2040 BOUL. ROSEMONT BLVD.

MONTREAL

TEL. CR. 9-4355

ORleans 4-4951

LAITERIE ST-ALEXANDRE
LIMITÉE

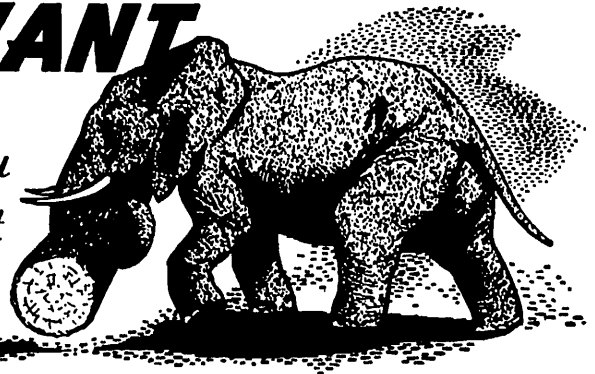


263 ST. ALEXANDRE

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

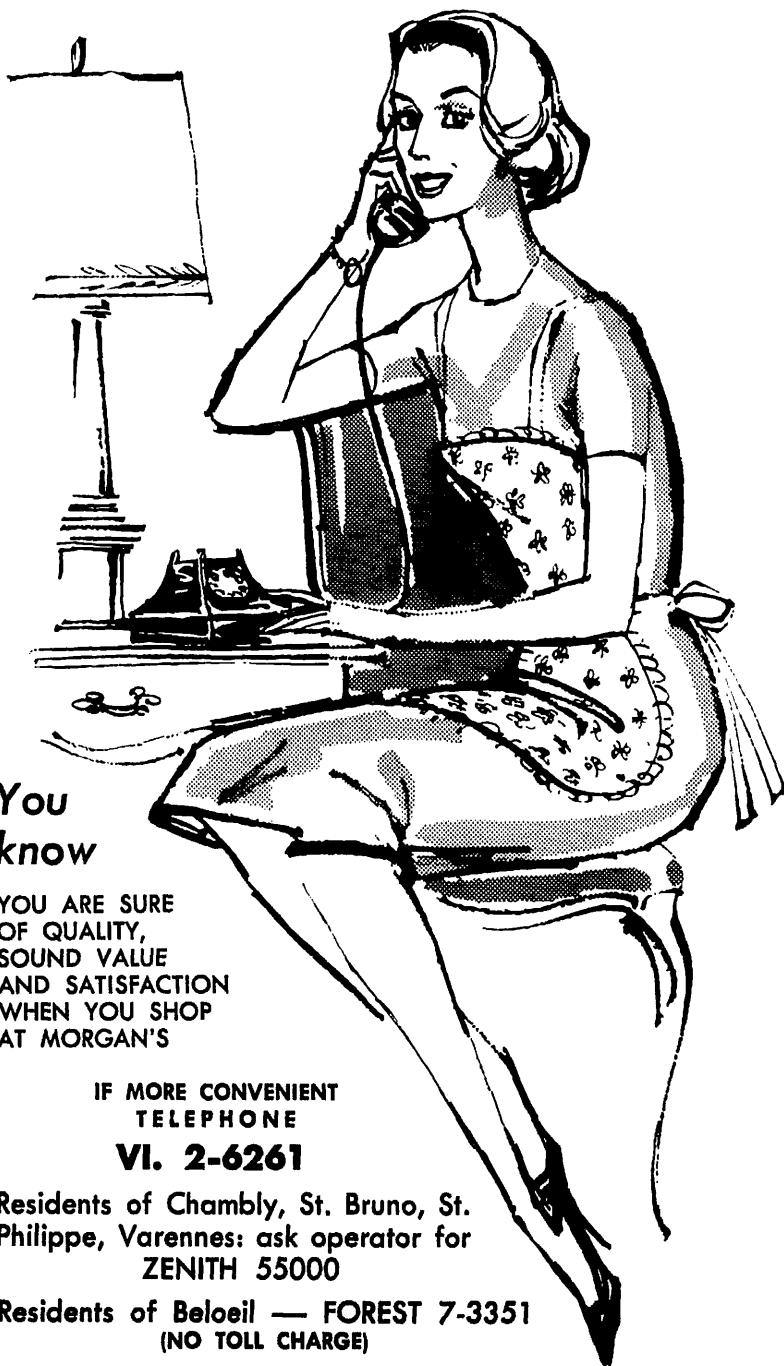
***“Goods Satisfactory
or money refunded”***

protects every purchase you make.

You know that EATON'S will stand behind every article they sell.

Get acquainted with EATON'S own brands and get more value for your shopping money. EATON'S buying power and large scale purchases result in extra savings, and in accordance with our custom these savings are passed along to EATON customers.

THE T. EATON CO. LIMITED
OF MONTREAL



You
know

YOU ARE SURE
OF QUALITY,
SOUND VALUE
AND SATISFACTION
WHEN YOU SHOP
AT MORGAN'S

IF MORE CONVENIENT
TELEPHONE

VI. 2-6261

Residents of Chambly, St. Bruno, St.
Philippe, Varennes: ask operator for
ZENITH 55000

Residents of Beloeil — FOREST 7-3351
(NO TOLL CHARGE)

HENRY MORGAN & CO. LIMITED



*Ogilvy's is as close
as your Phone or Mail Box . . .*

if unable to shop in person

simply call VI. 2-7711

(Order Service) or write to

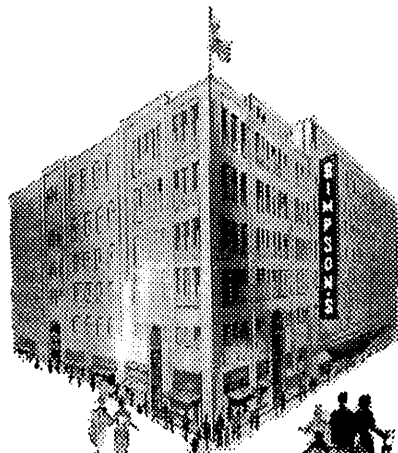
Personal Shopping Service.

Open every Friday night until 9.00 p. m.

JAS. A. OGILVY'S LIMITED

ST. CATHERINE ST. WEST • MONTREAL

*You'll enjoy
Shopping*



at

SIMPSON'S

Simpson's
MONTREAL

Montreal's most beautiful store . . . where you'll find wide selections of choice merchandise from all parts of the World . . . and where courteous service and air-conditioning enable you to shop in comfort with complete confidence in Simpson's tradition of excellent values and guaranteed satisfaction.

Store Hours: 9 a.m. to 5.30 p.m. Monday through Saturday.

Open Every Friday Night Until 9.

Taylor's

"THE FAMILY STORE OF THE SOUTH SHORE"

- LADIES' READY-TO-WEAR
 - MEN'S CLOTHING & FURNISHINGS
 - CHILDREN'S WEAR
 - HOUSEHOLD FURNISHINGS
 - CURTAINS & DRAPES
-

"LE MAGASIN FAMILIAL DE LA RIVE SUD"

- CONFECTIONS POUR DAMES
 - HABITS ET ACCESSOIRES POUR HOMMES
 - VÊTEMENTS D'ENFANTS
 - ARTICLES DE MÉNAGE
 - RIDEAUX ET DRAPERIES
-

J. L. TAYLOR & SONS LTD.

ORchard 1-7216

556 VICTORIA AVE.

ST. LAMBERT, P.Q.

BUSINESS HOURS:

**TUESDAY TO SATURDAY
9 A.M. TO 6 P.M.
FRIDAY FROM 9 A.M. TO 9 P.M.
CLOSED ALL DAY EVERY MONDAY**

OUVERT:

**DE MARDI À SAMEDI DE
9 A.M. À 6 P.M.
VENDREDI DE 9 A.M. À 9 P.M.
FERMÉ TOUTE LA JOURNÉE
TOUS LES LUNDIS**

*Achète
bien
qui
achète
chez*



*It
pays
to
shop
at*

dupuis *Frères*

865 est, rue Ste-Catherine St. East

COMMANDES TÉLÉPHONIQUES VI. 2-6171

AFFAIRES DU MAGASIN VI. 2-5151

COMPTOIR POSTAL WE. 3-1171



UN

GRAND

CENTRE

D'ACHATS

AU COEUR

DE LA VILLE



*M***ESSIER***Limitée*

1480-1490 est, MONT-ROYAL, MONTRÉAL

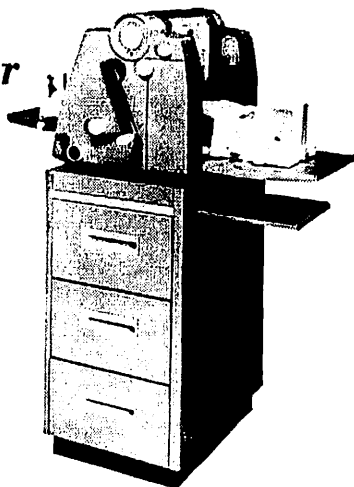
LAfontaine 4-3781*

J. E. CADIEUX
Président

ARMAND RIENDEAU
Vice-Président — Gérant Général

Gestetner

Makers of the World's
Premier
Duplicator



OFFSET
DUPLICATORS

- NO CANS
- NO BRUSHES
- NO PADS
- NO LEAKAGES

STENCIL
DUPLICATORS

Montreal Office :
1081
Beaver Hall Hill

BRANCHES IN ALL PRINCIPAL CITIES

Telephone :
UNiversity
6-2091-2-3 & 4

Please!

Do Not Lend Your
CITY DIRECTORY

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 the LESS NECESSITY THERE IS FOR THE BORROWER TO SUBSCRIBE FOR THE SERVICE.

MORE BORROWERS result in FEWER SUBSCRIBERS which means INCREASED COST.

THE PUBLISHERS

QUEBEC HYDRO-ELECTRIC COMMISSION

JEAN CLAUDE LESSARD, *President*

Commissioners

R. LATREILLE

R. DUPUIS

L. PREFONTAINE

L. O'SULLIVAN

L. ROY

Gen. Manager

C. C. PARKES

Ass't. to the President

B. LACASSE

Joint Secretary

W. E. JOHNSON

Joint Secretary

G. FONTAINE

Treasurer

J. FIELD

Ass't. Treas.

Hydro-Québec Building

107 CRAIG STREET WEST

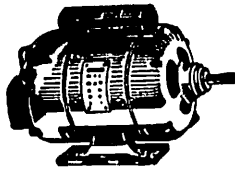
**ELECTRIC MOTORS REPAIRS
REPARATIONS DE MOTEURS ELECTRIQUES**

Tél. ORLÉANS 4-6126

ROY ELECTRIQUE ENRG.

PAUL GAGNON, Prop.

**RÉPARATIONS
ET REFILEGE
DES MOTEURS
ÉLECTRIQUES
MOTEURS À VENDRE**



**ELECTRIC
MOTORS
REPAIRS
& MOTORS
FOR SALES**

OUVRAGE GARANTI



106 ST-JEAN

LONGUEUIL

**ELECTRICAL CONTRACTORS
ENTREPRENEURS ELECTRICIENS**

LACOSTE ELECTRIC INC.

ENTREPRENEUR ÉLECTRICIEN

INDUSTRIEL - COMMERCIAL

ESTIMÉS GRATUITS

ELECTRICAL CONTRACTOR

INDUSTRIAL - COMMERCIAL

FREE ESTIMATES

**164 RUE JEANNETTE
VILLE LEMOYNE, P.Q.**

Tel. OR. 1-0622

**ESTATE ADMINISTRATORS
ADMINISTRATEURS DE SUCCESSIONS**

EXÉCUTION TESTAMENTAIRE

ADMINISTRATION DE PORTEFEUILLES

PLANS D'ÉPARGNE-RETRAITE

DÉPÔTS GARANTIS



TRUST GÉNÉRAL DU CANADA

84 QUÉBÉ, RUE NOTRE-DAME
MONTREAL

FINANCE COMPANIES — COMPAGNIES DE FINANCE

**VOS DÉSIRS SE RÉALISENT
LORSQUE VOUS UTILISEZ
LE PLAN MÉRITE I.A.C.**

Achetez votre automobile et tous vos appareils domestiques selon le PLAN MÉRITE I.A.C. — le plan de financement le plus en usage au Canada.



**INDUSTRIAL ACCEPTANCE CORPORATION
LIMITED**

110 succursales au Canada

— Le bureau le plus près de chez vous —

OR. 4-4991

125 ouest, rue St-Charles, Longueuil, P.Q.

OR. 4-4991

SMITH BROTHERS

FLOWERS FOR ALL OCCASIONS

CUT FLOWERS

POTTED PLANTS

—
FLORIST
—

WE DELIVER ANYWHERE

—
FRESH FLOWERS DIRECT FROM OUR GREENHOUSES

ORleans 7-2826

139 ST. JEAN

LONGUEUIL, QUEBEC

Vital Information

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

CHARLES FLORIST SHOP

FLOWERS FOR ALL OCCASIONS

CUT FLOWERS

FUNERAL DESIGN — CORSAGES

WEDDING BOUQUETS

LANDSCAPING CONTRACTORS

POTTED PLANTS

FRESH FLOWERS FROM OUR GREEN HOUSES

ART. CHARLES

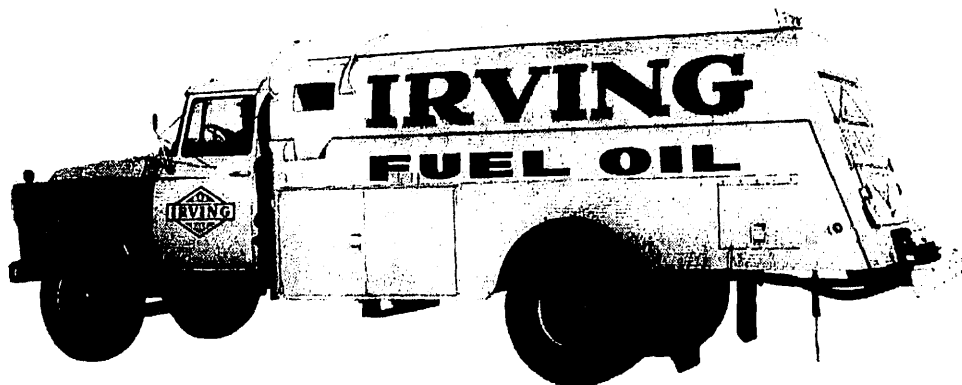
NOE CHARLES



488 DEVONSHIRE ROAD

GREENFIELD PARK, QUE.

OR. 1-0404



SYSTÈME
DE CHAUFFAGE
AUTOMATIQUE

AUTOMATIC
HEATING
SYSTEM

CONSULTEZ-NOUS

EXPERTISE GRATUITE
SYSTÈME ULTRA-MODERNE
INSTALLATION ÉCONOMIQUE
TERMES FACILES
JUSQU'À 5 ANS À VOTRE CHOIX
50 CAMIONS À VOTRE
SERVICE

ASK US

FREE SURVEY AND ESTIMATE
ULTRA-MODERN SYSTEM
OIL SAVING INSTALLATION
EASY TERMS
UP TO 5 YEARS IF DESIRED
50 TRUCKS TO SERVE
YOU



IRVING
OIL
I N C .



VARENNES

UN. 1-8231

**GROS ET DÉTAIL
WHOLESALE AND RETAIL**

Sénéchal & Frère Inc.

2024 ST-GEORGES

VILLE LEMOYNE

ORchard 1-5986

- **BOIS**
- **CHARBON**
- **FUEL OIL**
- **HUILE À CHAUFFAGE**
- **WOOD**
- **COAL**

SYSTÈME AIR CHAUD

HOT AIR SYSTEM

FUEL OIL — *HUILE A CHAUFFAGE*

Emile

ELIE

LIMITEE

FUEL OIL

OIL BURNERS

FUEL OIL FOR ALL TYPES OF HEATING
COMPLETE HEATING INSTALLATIONS



ANTHRACITE & BITUMINOUS COAL

24 HOUR SERVICE

925 HIBERNIA, Montreal

TEL. WELLINGTON 7-9171

GOBEILLE

Aldéric Gobeille L^{TÉE} TD.

7190 AVE. GRAND — MONTREAL

TEL. CRescent 3-2435

HUILE à CHAUFFAGE — FUEL OIL

Brûleurs à l'huile — Oil Burners

Fournaies à Air Chaud — Warm Air Furnaces

LENNOX

VENTE ET SERVICE — SALES AND SERVICE

**HUILE LEGERE
TRAITEE**



**TREATED
FURNACE OIL**

PLAN BUDGÉTAIRE

LIVRAISON AUTOMATIQUE

SERVICE DE 24 HEURES

CONTRATS

SERVICE DE 24 HEURES

SUR BRÔLEURS À L'HUILE

BUDGET PLAN

AUTOMATIC DELIVERY

24-HR SERVICE

CONTRACTS

24-HR SERVICE

ON OIL BURNERS

IDEAL PETROLEUM (1959) Ltd.

15 St. Louis

OR. 1-1961

Ville Lemoyne

MONGEAU & ROBERT CIE LTEE

OIL BURNERS AND OIL BURNER EQUIPMENT

FUEL OIL, COAL AND COKE

Wholesale and Retail

1600 MARIE ANNE EAST

LAfontaine 1-2131

FUEL OIL — HUILE A CHAUFFAGE

FUEL OIL
OIL BURNERS & HEATING EQUIPMENT
COAL
WOOD
HUILE COMBUSTIBLE
BRÛLEURS À L'HUILE ET OUTILLAGE
DE CHAUFFAGE
CHARBON
BOIS



C. W. SMILEY & SON LTD.

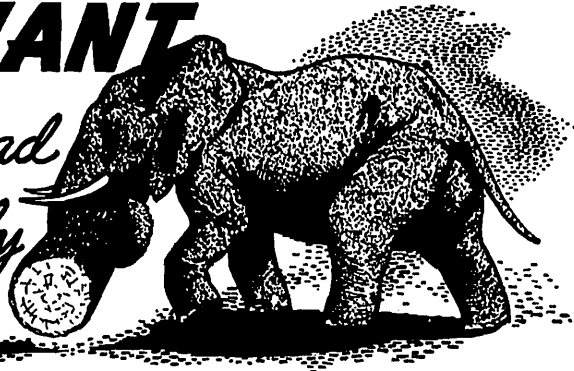
698 VICTORIA AVE.

ST. LAMBERT

OR. 1-5557 AND 8

ESTABLISHED 1903

the **ELEPHANT**
carries a heavy load
Gently and Easily



Lovell's Directory can carry your sales load—gently and easily —because it will be read by thousands. Your ad will have the power to put your story across.

Make Lovell's Directory carry your heavy load.

ADD POWER TO YOUR ADVERTISING PROGRAM

1840



1960



JOS. C. WRAY & BRO.

**INC.
UNDERTAKERS**

1234 MOUNTAIN ST.

UN. 6.6363

AMBULANCE HEADQUARTERS

DOUGLAS C. WRAY

G. KENNETH WRAY

KEITH M. WRAY

JOHN F. WRAY

120 YEARS OF SERVICE

FURNITURE, RETAIL — MEUBLES, DETAIL



10 magasins
pour mieux vous servir

BUREAU

OFFICE

1950 ONTARIO EST
EAST

LA. 6-3301

LEFEBVRE RADIO & MEUBLES INC.

PROPRIÉTAIRE D'ECONOMIC PROPANE GAS

AGENT AUTORISÉ DU GAZ NATUREL

REPRÉSENTANT

— FRIGIDAIRE —

— RCA VICTOR —

— CANADIAN WESTINGHOUSE —

— PHILCO —

— NECCHI - BERMINA —

— PEINTURES - EN GROS —

— ACCESSOIRES ÉLECTRIQUES —

VENTE & SERVICE



TEL.: OR. 1-2677

1502, RUE ST-PAUL

1024, RUE STE-ELIZABETH

VILLE LEMOYNE

VILLE LAPRAIRIE

HARDWARE, RETAIL — QUINCAILLERIE, DETAIL

FERRONNERIE

JEAN CAOUCETTE

HARDWARE

PEINTURE

LOWE BROS.

PAINTS

OUTILS

MATÉRIAUX BÂTIMENT

NOUVEAUTÉS ET JOUETS

TOOLS

BUILDING MATERIALS

NOVELTIES & TOYS

LIVRAISON GRATUITE • FREE DELIVERY



**842 CURÉ-POIRIER
JACQUES-CARTIER**

Tel. OR. 7-1413

Ferronnerie DUSABLON Hardware

Matériaux de Construction • Building Materials

Peinture Benjamin Moore Paints

Bicyclettes CCM • CCM Bicycles

Prélarts - Tapisserie • Linoleum - Wallpaper

LIVRAISON — DELIVERY



**2240 CHEMIN CHAMBLY
CITÉ JACQUES-CARTIER**

Tel. OR. 4-8900

3 STORES — — 3 MAGASINS

Ferronnerie RANGER Hardware

476 Victoria St., St. Lambert, Que. Tel. OR. 1-7249



Devonshire Shopping Centre & Candiac Shopping Centre

Tel. OR. 1-1628

Tel. OL. 9-5424

**HEATING & VENTILATING CONTRACTORS
ENTREPRENEURS EN CHAUFFAGE & VENTILATION**

FORTIER AIR CONDITIONING INC.

Vente - Installation - Sales

Appareils de Chauffage à l'huile Automatique -

Automatic Oil Heating Equipment

5 Ans Pour Payer - Up to Five Years To Pay

CHAUFFAGE

AIR
CLIMATISE

VENTILATION

HUMIDITE

FERBLANTERIE

FILTRE

HEATING

AIR
CONDITIONING

VENTILATION

HUMIDITY

FILTER

SHEET METAL WORK

Tel.: OR. 1-4863

221, rue St-Louis

Ville Lemoyne, Que.

**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 MILLIÈME 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

OR. 1-0279 - 1-0124

GEORGES A. LAFRENIÈRE

VIE - FEU - VOL

AUTOMOBILES

RESPONSABILITÉS, ETC.



1130 RUE VICTORIA

VILLE LEMOYNE

INSURANCE AGENTS & BROKERS, GENERAL
AGENTS & COURTIERS D'ASSURANCES GENERALES

INSURANCE

- FIRE
- BURGLARY
- LIABILITY
- HOSPITALIZATION
- AUTO
- ACCIDENT & SICKNESS
- FLOATER
- PACKAGE PLANS
- FEU
- VOL
- RESPONSABILITÉ
- HOSPITALISATION
- AUTO
- ACCIDENTS ET MALADIE
- FLOATER
- PLANS DE GROUPES

=====
=====
G. D.
=====
=====

BAXTER

=====
=====
& CO. LTD.
=====
=====

236 ELM STREET ORchard 1-1989 ST. LAMBERT

Raymond Beauchemin

DEPUIS — 1946 — SINCE

ASSURANCES GENERALES — INSURANCE BROKER

- VIE
- AUTOMOBILE
- FEU
- ACCIDENTS
- LIFE
- AUTOMOBILE
- FIRE
- ACCIDENT

EDIFICE BOISSY BLDG.
Corner Victoria & Aberdeen
ST. LAMBERT

Tel. OR. 1-7173
OR. 1-7338
DAY & NIGHT

Téléphone: OR. 4-3500

GASTON BOUCHARD

Assurances Générales

1366 BOULEVARD MARIE-VICTORIN
VILLE JACQUES CARTIER, P.Q.

Fatima Center Realities

AGENT D'IMMEUBLES REG'D

| | | |
|------------------|---|------------------|
| V E N T E | • | P R E T |
| S A L E | • | L O A N S |

PAUL DUFAULT

ASSURANCE GENERALE • GENERAL INSURANCE

- | | |
|--------------------------------|--|
| • FEU | • VOL AVEC VIOLENCE |
| • GLACES | • RISQUES DIVERS |
| • AUTOMOBILE | • ASSURANCE COMBINÉE POUR RÉSIDENCE |
| • CAMBRIOLAGE | • ASSURANCE COMBINÉE MERCANTILE |
| • INTERRUPTION DES AFFAIRES | |

GROUPE — ACCIDENT — MALADIE

876, rue STE-HÉLÈNE (Mtl Sud)

TÉL. OR. 4-6469

PLAN DE PAIEMENTS MENSUELS, TRIMESTRIELS, SEMI-ANNUELS DISPONIBLES

**INSURANCE COMPANIES, GENERAL
COMPAGNIES D'ASSURANCES GENERALES**

LIBERTY MUTUAL

The Company that stands by you

| | | | |
|-------------------------|-------------------|-----------------------|-----------------------|
| *L'Abord-a-Plouffe | Crystal Beach | Laval sur le Lac | Ste. Dorothee |
| L'Abord-a-Plouffe Ouest | D'Argenson | Mount Royal | St. François de Sales |
| Bale-d'Urfe | Dorval | Petite Cote Ste. Rose | Ste. Dorothee — East |
| Bas de Ste. Rose | Greenfield Park | Pointe-Claire | St. Elzear de Laval |
| Beaconsfield | Ile Bigras | Preville | Ste. Marie de Laval |
| Beaurepaire | Ile Bizard | Ste. Rose | St. Lambert |
| Brosseau | Ile Perrot | St. Vincent de Paul | St. Laurent |
| Cap St. Martin | Laffèche | Saraguay | Summerlea |
| Cartierville | Lakeside | Senneville | Valois |
| Cote des Perrons | Laval-des-Rapides | Roxboro | Rosemere |
| Coteau Rouge | Laval-Ouest | Ste. Anne de Bellevue | Strathmore |

IF YOU LIVE HERE*

*... you get low rates on your car insurance
by switching to LIBERTY*

3333 CAVENDISH BLVD.

HU. 9-8281

**INSURANCE COMPANIES, LIFE
COMPAGNIES D'ASSURANCES, VIE**

Bureau: UN. 1-8351

PIERRE BOUTHILLIER

Assureur Vie - Life Underwriter

**THE PRUDENTIAL ASSURANCE COMPANY
LIMITED OF ENGLAND**

635 OUEST, BOUL. DORCHESTER. SUITE 711
MONTRÉAL 2

**INSURANCE COMPANIES, LIFE
COMPAGNIES D'ASSURANCES, VIE**



**FIVE BRANCHES TO SERVICE THE GROWING
COMMUNITIES OF THE MONTREAL DISTRICT**

Montreal Branch:.....Empire Life Building, 1434 St. Catherine St. W., Tel. UN. 6-6301
Montreal Centre Branch:.....Shell Tower Building, 1255 University, Tel. UN. 6-1705
Montreal Uptown Branch:.....1420 Sherbrooke Street West, Tel. VI. 2-8461
Mount Royal:.....128 Lazard Avenue, Tel. RE. 7-4470
Amalgamated Insurance Services:.....4649 Van Horne Ave., Tel. RE. 1-2709

**CINQ SUCCURSALES À VOTRE SERVICE
DANS LA RÉGION DE MONTRÉAL**

La Rive Sud

EST BIEN SERVIE PAR
L'INDUSTRIELLE

Pour tous vos problèmes d'assurance-vie
accident-maladie et groupe

30

REPRÉSENTANTS À VOTRE SERVICE



L'INDUSTRIELLE
COMPAGNIE D'ASSURANCE SUR LA VIE

"LA COMPAGNIE LA PLUS PROGRESSIVE DU CANADA"

M. ROUILLARD, C.L.U., gérant

429 Ste-Hélène

**Téls: ORléans 4-6297
ORléans 4-6298**

MONTRÉAL-SUD

... Security for business and industry ...

COMPLETE GUARD AND PATROL SERVICE

TWO WAY RADIO EQUIPPED CARS — UNIFORMED MEN



Security is our business...

- *A Complete Investigational Service*
- *Male and Female Agents*
- *Lie Detector Service*
- *Tracers of Missing Persons*

NEVER CLOSED

**CONFIDENTIAL MATTERS DISCREETLY
AND EFFICIENTLY DEALT WITH**

BY

CITY INVESTIGATION AGENCY LTD.

**ROOM 507
1255 PHILLIPS SQUARE
MONTREAL, P.Q.**

**TEL. VI. 2-1510
UN. 8-1855**

International Detective Service Reg'd.

- INDUSTRIAL INVESTIGATIONS
- CRIMINAL INVESTIGATIONS
- CIVIL INVESTIGATIONS
- DOMESTIC INVESTIGATIONS
- GUARD SERVICE



**Room 109
1459 BELANGER E.**

Tel. RA. 7-8106

New Health Kitchen Equipment Ltd.

LUSTRE-CRAFT

**CHARLES MARCHAND
President**



5320 - 13th AVE.

Tel. RA. 7-2881

TOILET LAUNDRIES LIMITED

LINEN SUPPLIERS

BEST FOR YOUR BUSINESS

750 GUY STREET • MONTREAL • WELLINGTON 2-5121

Please!

**Do Not Lend Your
CITY DIRECTORY**

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 the **LESS NECESSITY THERE IS FOR THE BORROWER TO SUBSCRIBE FOR THE SERVICE**.

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

THE PUBLISHERS

PRÊTS PERSONNELS JUSQU'À \$2,500 OU PLUS



125, rue

St-Charles

Près de St-Jean

Longueuil

ORleans 4-4991

PERSONAL LOANS UP TO \$2,500 OR MORE

11 SUCCURSALES À MONTRÉAL:

11 OFFICES IN MONTREAL:

OUEST—WEST

**4120 ouest, rue
Ste-Catherine
à l'ouest d'Atwater**

Wellington 7-7721

**1247, rue Guy, Ch. 120
Près de Ste-Catherine**

Wellington 7-6361

**4704, rue Wellington
à Verdun**

PONtiac 9-4538

**5250, avenue Verdun
à Verdun**

PONtiac 6-8505

CENTRE—CENTRAL

**400 ouest, rue St-Jacques
Chambre 101
à l'est de la rue McGill**

AVenue 8-8136

EST—EAST

**3737 est, rue Ontario
Près de Nicolet**

LAfontaine 6-4434

**5786, Christophe Colomb
Coin de Fleurimont**

CRescent 4-3551

**4321, avenue Papineau
au sud de Mont-Royal**

LAfontaine 2-2166

1015 Ste-Catherine E.

Tel. VI. 2-4111

NORD—NORTH

**6847, rue St-Hubert
près de Bélanger**

CRescent 7-1143

**5291 Chemin de la
Reine Marie**

HUnter 4-3554

Immeuble de tout genre
PRÊTS HYPOTHÉCAIRES
ADMINISTRATION
CONSTRUCTIONS

Every type of Real Estate
MORTGAGE LOANS
ADMINISTRATION
BUILDINGS

BELL ENTERPRISES REG'D.



7722A ST-DENIS

MONTREAL

CRescent 3-4221*

***Why* A BUYERS' GUIDE!**

It is customary to include a Buyers' Guide in the City Directory because:

It gives business firms the opportunity to elaborate upon a description of their products and services impossible in the limited space of regular Alphabetical and Classified listings.

THE BUYERS' GUIDE IS A NECESSARY SUPPLEMENT TO THE REGULAR LISTINGS; IT IS GOOD CITY DIRECTORY INFORMATION . . . EXTENDED

**LUMBER & TIMBER, RETAIL — BOIS DE CONSTRUCTION ET
BOIS DE CHARPENTE, DETAIL**

dupuy



& frère inc.

BOIS DE CONSTRUCTION — LUMBER

MOULURES DE
TOUTES SORTES

ALL KINDS
OF MOULDINGS

- **PLYWOODS**
- **ARBORITE**
- **PANELYTE**
- **TEN-TEST**
- **MASONITE**
- **DURATILE**

PORTES ET
CHÂSSIS

DOORS
AND WINDOWS

Tél. ORchard 1-1969

301 ST. DENIS AVE.

— ST. LAMBERT, P.Q.

LUMBER & TIMBER, RETAIL
BOIS DE CONSTRUCTION & BOIS DE CHARPENTE, DETAIL

LÉO PERRAULT LTÉE

MANUFACTURIERS

PORTES — CHÂSSIS — ESCALIERS

BOIS ET MATÉRIAUX DE CONSTRUCTION

BOIS PRÉPARÉ

ORchard 1-1921

1010 VICTORIA

ST-LAMBERT

Bureau Chef:

1100 BEAUMONT, MONTREAL • CRescent 4-8301

MERCANTILE AGENCIES — AGENCES MERCANTILES

CREDIT GRANTERS need

More Facts about Persons
Than Names and Addresses

Over 1,700 Firms Use

Credit Bureau of Montreal

To get Facts that help speed Credit Sales

CREDIT BUREAU OF MONTREAL LTD.

400 ONTARIO STREET WEST

Tel. AVenue 8-7161

Merchants' Mercantile Co. of Canada

705 CRAIG STREET WEST

ESTABLISHED 1895

CREDIT REPORTS & COLLECTION

LIONEL DUHAMEL, *Manager*

UNiversity 6-8639

MIRRORS — MIROIRS

OR. 4-7057

VITRERIE DOMINIQUE GLASS

MIROIRS — MIRRORS

Vitrage Général — Plate Glass Twindows

SPÉCIALITÉ: VITRE D'AUTO

SPECIALTY: AUTO GLASS

REDSEAL THERMOS GLASS

VITRE THERMOS REDSEAL

141 BLVD. STE. FOY

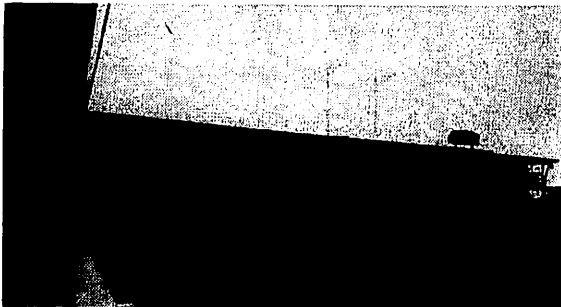
CITÉ JACQUES-CARTIER

La Prairie Bar-B-Q & Motor Court

**CHINESE & CANADIAN FOOD
FREE DELIVERY**



**SPECIAL RATE
FOR COMMERCIAL TRAVELLERS**



**40-UNIT AIR CONDITIONED MOTEL
WITH TELEPHONE, TV, AND ROOM SERVICE**

**1051 ST. ELIZABETH ROUTE 9
LA PRAIRIE N.Y. HIGHWAY**

OL. 9-0032 OL. 9-5466 OL. 9-0625

“Toujours le premier!”

- ★ NOUVELLES
- ★ ACTUALITÉS
- ★ PHOTOS
- ★ SPORTS



Lisez

MONTREAL MATIN

“Le plus grand quotidien français du matin”

1124 est, Marie-Anne — LA. 4-1171

MONTRÉAL

**ORNAMENTAL IRON WORKS
TRAVAUX DE FER ORNEMENTAL**

La Forge Longueuil Enr.

GÉRARD GUÉRETTE, Prop.

FER FORGÉ À LA MAIN

FER ORNEMENTAL

TABLES - LAMPES - TOUR DE MIROIR

RAMPES - ESCALIERS - BALCONS

STRUCTURE LÉGÈRE

FIBERGLAS - MARQUÉES

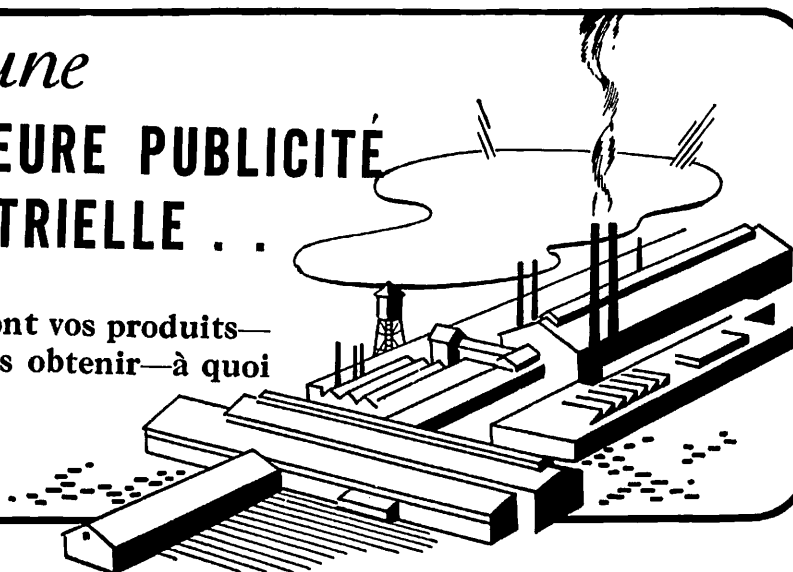
**54A STE-ELIZABETH
LONGUEUIL**

Tel. OR. 7-4212

Pour une

**MEILLEURE PUBLICITÉ
INDUSTRIELLE . . .**

Dites quels sont vos produits—
où on peut les obtenir—à quoi
ils servent.



. . . . utilisez les Annonces de L'Annuaire

PHARMACIE **BERKE'S** PHARMACY

GILLES LAPLANTE, B.A., B.PH., L.PH. - MGR., Co-Owner

MAURICE BERKE B.PH., L.PH. Co-Owner

REEMPLIR VOS PRESCRIPTIONS C'EST NOTRE PROFESSION
TO FILL YOUR PRESCRIPTIONS IS OUR PROFESSION

OR. 4-1588

La première pharmacie de la Rive-Sud à ouvrir et livrer

24 HEURES PAR JOUR

The first pharmacy on the South Shore to open and deliver

24 HOURS A DAY

**Personne ne vend à plus bas prix que la
Pharmacie Berke**

**Nobody but Nobody undersells Berke's
Pharmacy**

LA PHARMACIE BERKE EST LA PLUS GRANDE PHARMACIE À RAYONS DE LA
RIVE-SUD INCLUANT UN DÉPARTEMENT SPÉCIAL POUR

COSMÉTIQUES

PHOTOGRAPHIE

BIJOUTERIE

JOUETS

BERKE'S PHARMACY IS THE LARGEST DEPARTMENTAL DRUG STORE ON THE
SOUTH SHORE INCLUDING A SPECIAL DEPARTMENT FOR

PHARMACIE DURET

JEAN-CHARLES DURET, B.Ph., L.Ph.

PHARMACIEN - CHIMISTE



ORleans 4-1565

OUVERT JOUR ET NUIT
OPEN DAY AND NIGHT

SPEEDY SERVICE RAPIDE

par
by **AUTOMOBILE**

SPECIALISTES EN — PRESCRIPTIONS — A SPECIALTY

COSMÉTIQUES

COSMETICS

ARTICLES DE TOILETTE

TOILET ARTICLES

ORleans 4-1565

769 BLVD. STE. FOY

CITÉ JACQUES-CARTIER

Pharmacie Guillet

J. A. LÉON GUILLET, B.A., L.Ph., Prop.

PRESCRIPTIONS

COSMETICS — COSMÉTIQUES

TOILET ARTICLES — ARTICLES DE TOILETTE

FREE DELIVERY — LIVRAISON GRATUITE

TEL. OR. 1-4203

420 VICTORIA AVE.

ST. LAMBERT

PHARMACIE

JONCAS & FILS PHARMACY

HENRI JONCAS, L.PH.
JACQUES JONCAS, B.A., B.PH., L.PH. PROPS.

**YOUR DOCTORS' PRESCRIPTIONS
CAREFULLY FILLED**

**SPECIAL MOTORIZED DELIVERY
FOR THE SOUTH SHORE**

**SERVING
BOUCHERVILLE, VARENNES
VERCHÈRES**

H. JONCAS RES. VERCHÈRES LUerne 3-3116

**TELEPHONE ACCOUNTS PAYABLE
HERE WITHOUT SERVICE CHARGE**

**STAR & LA PRESSE
CLASSIFIED WANT ADS.
C.N. TELEGRAPH OFFICE**

**111 ST-CHARLES O.
OPPOSITE CITY HALL
VIS-A-VIS DE L'HOTEL DE VILLE**

**PRESCRIPTIONS
REPLIES AVEC SOIN
SERVICE SPECIAL DE
LIVRAISON PAR AUTO SUR
TOUTE LA RIVE SUD**

**DESSERTANT
BOUCHERVILLE, VARENNES
VERCHÈRES**

**COMPTES DE TELEPHONE PAYABLES
ICI SANS FRAIS ADDITIONNEL**

**ANNONCES CLASSIFIEES
DE LA PRESSE ET DU STAR
OR. 4-4470**

OR. 4-6201

Pharmacie **MONTREAL** Pharmacy

La plus grande pharmacie de détail au monde

The Largest Retail Drug Store in the World

OUVERT JOUR ET NUIT

OPEN DAY AND NIGHT

LIVRAISON GRATUITE PAR TOUTE
LA VILLE ET LA RIVE SUD

FREE DELIVERY THROUGHOUT
THE CITY AND SOUTH SHORE

TEL. Victor 5-7251

PHARMACIE ORLÉANS

415, STE-HÉLÈNE



MONTRÉAL-SUD

À L'ENTRÉE DU PONT • AT BRIDGE ENTRANCE

SPÉCIALISTES EN

PRESCRIPTIONS

SPECIALISTS

LIVRAISON RAPIDE PAR AUTOMOBILE • SPEEDY MOTORIZED DELIVERY

TEL. Orleans 4-6541

PHARMACIE ROLAND

ENRG.

SPÉCIALISTES EN PRESCRIPTIONS

TÉL. ORLeans 7-2883

LIVRAISON RAPIDE PAR AUTOMOBILE

1289, CHEMIN CHAMBLY

Près Blvd Ste-Foye

CITÉ JACQUES-CARTIER, P.Q.

PLUMBERS — PLOMBIERS

Bureau: OR. 1-6030

Rés.: NE. 2-0396

LA PLOMBERIE SICOTTE LTÉE

PLOMBIER - PLUMBER

SYSTÈME À EAU CHAUDE - HEATING SYSTEM



1668 Blvd. Taschereau

Ville Lemoyne

PRINTERS, COMMERCIAL — IMPRESSIONS COMMERCIALES

DANIEL MARSAN, Prop.

ORleans 4-7763

IMPRIMERIE

DANIEL

ENRG.

PRINTING

**IMPRESSIONS GÉNÉRALES ET COMMERCIALES
ALL TYPES OF COMMERCIAL WORK**

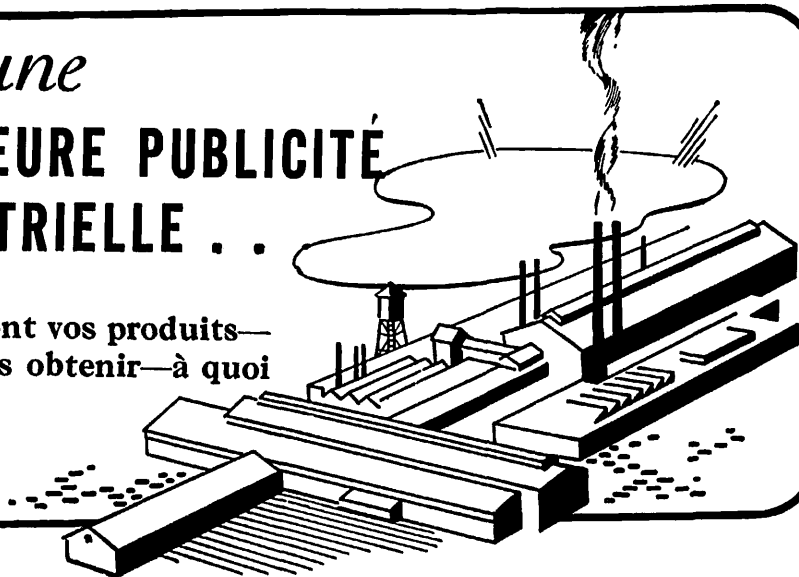
863 BLVD STE. FOY

CITÉ JACQUES-CARTIER

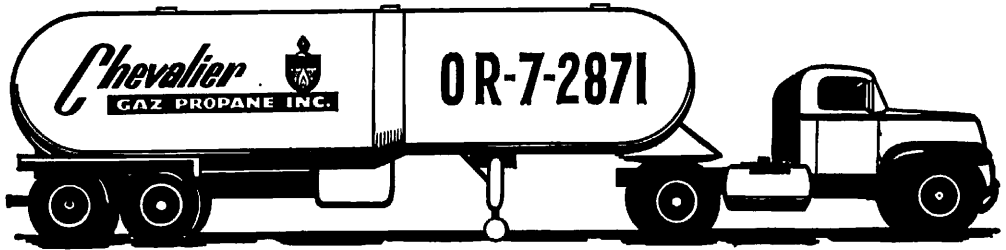
Pour une

**MEILLEURE PUBLICITÉ
INDUSTRIELLE . . .**

Dites quels sont vos produits—
où on peut les obtenir—à quoi
ils servent.



. . . . utilisez les Annonces de L'Annuaire



918 ST-LAURENT OUEST — LONGUEUIL

ORleans 7-2871

Succursales

243 Ste-Marie
Laprairie
Tel. OL. 9-1914

290 Champlain
St-Jean
Tel. Fl. 7-1113

AIR CONDITIONNÉ

RESTAURANTS

CUISSON

COMMUNAUTÉS
RELIGIEUSES

EAU CHAUDE

HÔPITAUX

CHAUFFAGE

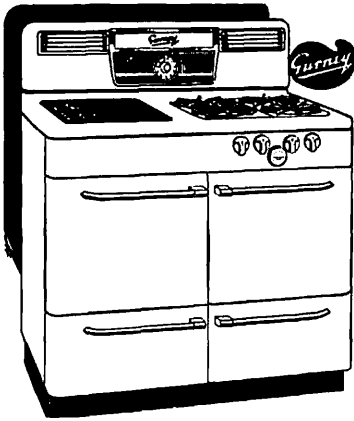
MANUFACTURES
ET INDUSTRIES

"CHEZ CHEVALIER TOUT EST BON MARCHÉ"

ORleans 7-2831

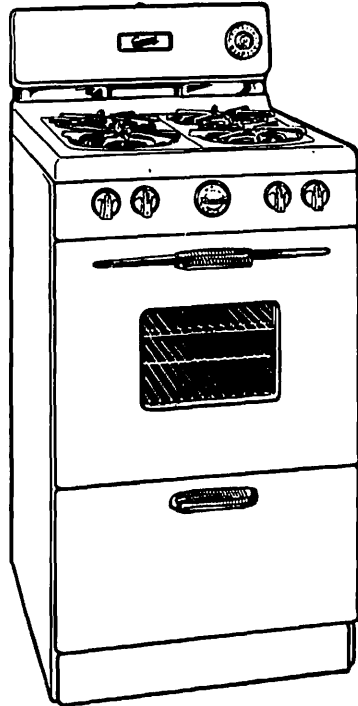
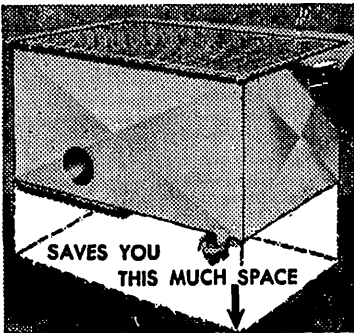
—

ORleans 7-2831



- COOKING
- HEATING
- WATER HEATER

Floor Furnace



- CUISSON
- CHAUFFAGE
- EAU CHAUDE

| | | |
|------------|-------------|------------|
| DOMESTIQUE | COMMERCIALE | INDUSTRIEL |
| DOMESTIC | COMMERCIAL | INDUSTRIAL |



H. C. PANET, Pres.
QUICK PROPANE GAS CO. LTD.

2253 Blvd. Taschereau Cité Jacques-Cartier

Périodiques publiés par les Éditions Bellarmin (Pères Jésuites)

Actes pontificaux • Actualité • Cahiers de l'Institut Social
Populaire • Collège et Famille • Croisillons • La Croisade
Eucharistique • Le Messager canadien du Sacré-Coeur •
Rayonner • Relations • Vouloir

Les Éditions Bellarmin ont également 25 collections

•

LES ÉDITIONS BELLARMIN

8100, boulevard Saint-Laurent, Montréal II — Téléphone: DUpont 7-2541



POUVOIR D'ACHAT—Votre Bottin de la Ville déborde de faits révélateurs au sujet de tous les résidents adultes de la ville et en même temps rend facile et détermine le pouvoir d'achat de clients en perspective.

ORchard 1-0369

Immeubles *Chambly* Realities

L. J. GALLETTI, Prop.

GENERAL REAL ESTATE

RESIDENTIAL, COMMERCIAL AND INDUSTRIAL

Every deal a good deal or no deal

- Selling
- Buying
- Renting
- Property Management
- Vente
- Achat
- Location
- Administration

ORchard 1-0369

276 CHURCHILL BLVD.

GREENFIELD PARK

du Berger Realty Sales

1410 GUY

Suite 18

Wellington 5-2407

A COMPLETE REALTY SERVICE

Buy your Home

for no more than

you now pay as rent

Little or No Down payment

MANY PROPERTIES FOR SALE

CITY & SUBURBS

WE FINANCE

SALES — RENTALS — ADMINISTRATION — MORTGAGES

REDPATH REALTIES LTD.

Covering the South Shore and Richelieu Valley

Before buying or selling;

for administration, mortgages and general insurance;

consult an old reliable firm

and a member of the MONTREAL REAL ESTATE BOARD.

REDPATH REALTIES LTD.

OR. 1-1906 — OR. 1-1907

594 VICTORIA, ST-LAMBERT

Couvrant la Rive-Sud et la Vallée du Richelieu

Avant d'acheter ou de vendre;

pour administration, hypothèques et assurances

générales;

consultez une maison de confiance de longue date,
membre de la CHAMBRE D'IMMEUBLE DE MONTRÉAL.

M. Lefebvre, gérant

SANFORD REALTIES REG'D.

FRED BROWNING, Prop.

REAL ESTATE

- **BUYING**
- **MORTGAGES**
- **SELLING**
- **INSURANCE**

**555 SANFORD AVE.,
ST. LAMBERT
QUEBEC**

Tel. OR. 1-3610

MEMBER

REAL ESTATE



IMMEUBLES

- SALES
- VALUATIONS
- RENTALS
- PROPERTY MANAGEMENT
- MORTGAGES

- VENTES
- ÉVALUATIONS
- LOCATION
- ADMINISTRATION
- HYPOTHÈQUES

G. D.

BAXTER

& CO. LTD.

236 ELM STREET

ORchard 1-1989

ST. LAMBERT

LONGUEUIL ANNEX REALTY REG'D

BUILDING LOTS

HOUSES FOR SALE

MORTGAGE LOANS

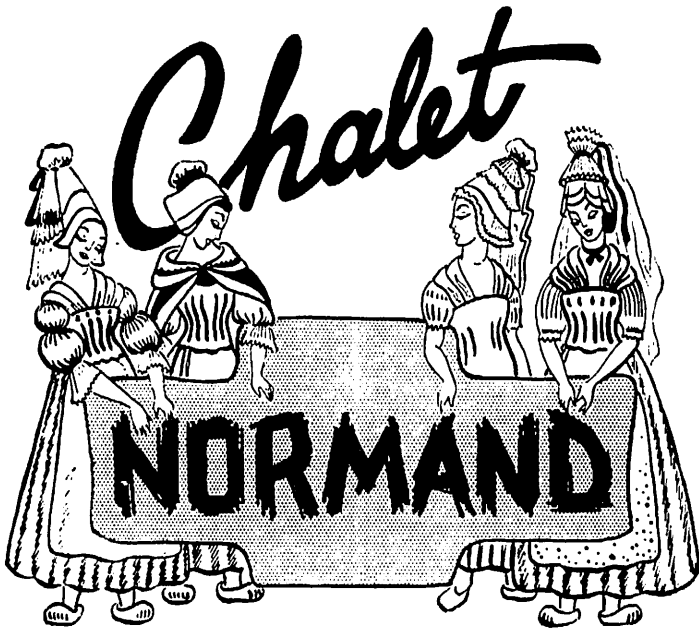
ORleans 7-2835

M. A. SAURIOL

2293 CHEMIN CHAMBLY

JACQUES-CARTIER

JEAN ALLAIRE, Prop.



BAR-B-Q

CHARCOAL STEAKS

FREE DELIVERY - LIVRAISON GRATUITE

MINIMUM 3.00

BANQUETS

SALLES DE RÉCEPTION • RECEPTION HALLS



**1924 TASCHEREAU
VILLE LEMOYNE**

OR. 1-1924

1½ MILLE DU PONT JACQUES-CARTIER
ROUTE 9 & 9B

OR. 7-0128

Roma Restaurant Enrg.

REPAS COMPLET

MENUS VARIES

POUR

DINER • SOUPER

SPECIALITÉ: FÈVES AU LARD

2252 CH. CHAMBLY

VILLE J.-CARTIER

Please!

Do Not Lend Your
CITY DIRECTORY

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.

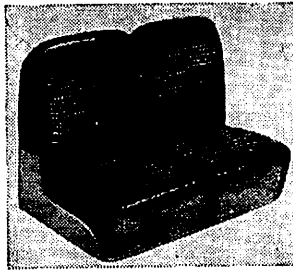
Every time you loan your City Directory the LESS NECESSITY THERE IS FOR THE BORROWER TO SUBSCRIBE FOR THE SERVICE.

MORE BORROWERS result in FEWER SUBSCRIBERS which means INCREASED COST.

THE PUBLISHERS

REBUILDING & RECOVERING SEAT REG'D.

SEAT COVERS SERVICE



SERVICE DE COUVRE-SIÈGES

REMBOURRAGE D'AUTO • AUTO UPHOLSTERING

Siège de camion remis à neuf

Truck seat rebuild

Housse d'automobile

Seat covers

Chesterfield

Chesterfield



RÉAL SICOTTE

**1255 CHEMIN CHAMBLY ROAD
CITÉ JACQUES-CARTIER**

TELS: OR. 4-4284-OR. 4-1345

ORleans 4-9797

JOSEPH LABONTÉ & FILS

SEMENCES EN
GROS & DETAIL
GRAINES A GAZON
GRAINES A JARDIN
BULBES DE FLEUR
ENGRAIS CHIMIQUES
ET ORGANIQUES
INSECTICIDES
HERBICIDES
PEINTURE
CANADA PAINT

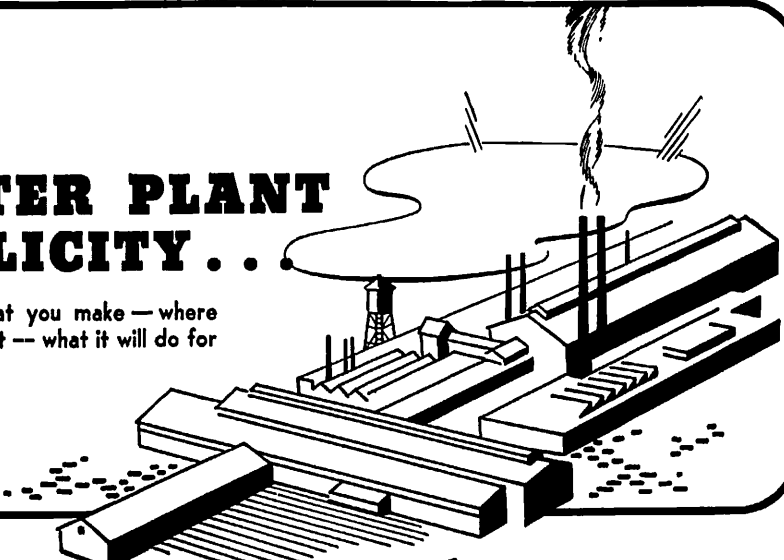
SEEDS WHOLESAL
& RETAIL
LAWNGRASS SEED
GARDEN SEEDS
FLOWER BULBS
FERTILIZERS
INSECT KILLER
CANADA PAINT
DISTRIBUTOR

250 CHEMIN CHAMBLY

LONGUEUIL, QUÉ.

for
**BETTER PLANT
PUBLICITY...**

Tell them what you make — where
they can get it — what it will do for
them.



....use Directory Advertising

ST. LAMBERT SPORTING SUPPLY

JACQUES CARDINAL, Prop.

- RALEIGH BICYCLES

SALES & REPAIRS

- BICYCLES RALEIGH

VENTES & RÉPARATIONS

- SPORTING EQUIPMENT

- ÉQUIPEMENT DE SPORT

- TOYS — JOUETS

•

OR. 1-7811

•

17 BLVD. DESAULNIERS

ST. LAMBERT



MONTREAL-SUD: Entrée Pont Jacques-Cartier • Coin Victoria et Joliette

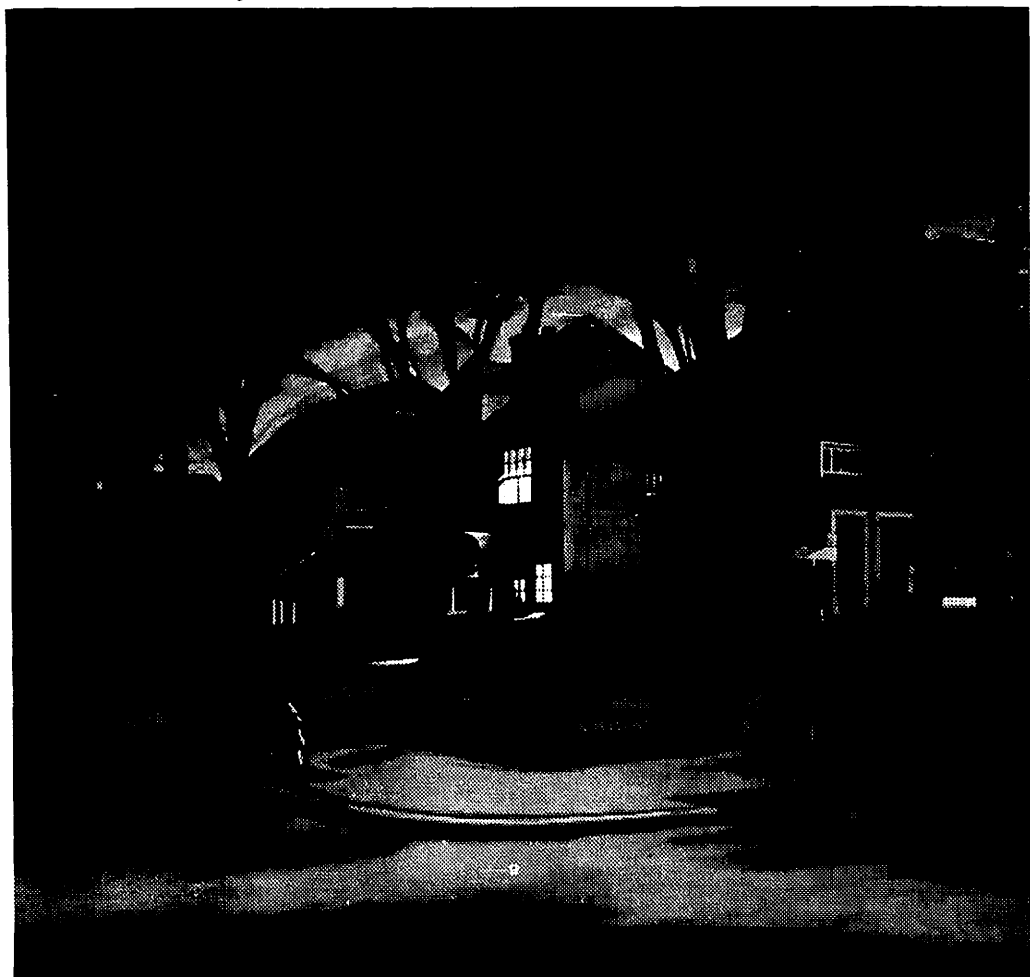
CITE JACQUES-CARTIER: { 1183 Ch. Chambly • 1095-486-164 Blvd Ste-Foy
1125 Joséphine (Office) • 1023 Blvd Taschereau

LONGUEUIL: 23 Guillaume • 156 205 Ch. Chambly



BUYING POWER

Your City Directory is brimful of revealing facts about all of your city's adult residents—making it easy to determine prospects' potential buying power.



Even at 3 a.m.
your telephone is on the job

Lights have just gone on at the Johnson House. It may only mean that young Bill is restless. Or it may mean something more serious . . . perhaps a hurried call for the doctor.

At such moments the instant help of the telephone can be beyond price. Nights, Sundays and holidays, in 666 Central Offices, Bell people are always on the job to make life more pleasant, more secure for all of us.



THE BELL TELEPHONE COMPANY OF CANADA

TELEVISION EQUIPMENT, SALES & SERVICE
FOURNITURES DE TELEVISION, VENTES & SERVICE

Bunker

OR. 7-2843

885 STE-HELENE — CITY OF JACQUES CARTIER

•

SALES AND SERVICE

TV • RCA, ZENITH, FLEETWOOD

WASHERS • GE, THOR

**RANGES & APPLIANCES • FRIGIDAIRE,
WESTINGHOUSE AND ALL OTHER MAKES**

TIRE DEALERS & REPAIRERS

COMMERÇANTS & REPARATIONS DE PNEUS

**North End Branch:
6511 ST. LAWRENCE BLVD.
MONTREAL, P.Q.
CR. 7-2135**

**Granby Branch:
500 RUE PRINCIPALE
GRANBY, P.Q.
FR. 8-4436**

**Head Office
324 COLBORNE STREET
MONTREAL, QUE.
WE. 2-6193**

ARMITAGE TIRE LTD.

**Complete Tire Service
Wheel, Brake, Front End Work
Road Service**

Distributors: DUNLOP — GOODYEAR

**South Shore Branch:
339 TASCHEREAU BLVD.
GREENFIELD PARK, P.Q.
OR. 1-7291**

**TRANSPORTATION COMPANIES
COMPAGNIES DE TRANSPORT**

**LAPOINTE
TRANSPORT ENR'G**

TRANSPORT GÉNÉRAL

LOCAL AND LONG DISTANCE

BOIS - CHARBON

HUILE À CHAUFFAGE

•

OR. 4-4416

132, RUE ST-JEAN

LONGUEUIL

TRAVEL AGENTS — AGENTS DE VOYAGES

G. W. CLARK & CO., LTD.

TRAVEL AND SHIPPING AGENT

Reservations & Tickets

Steamship

Air and Bus

Tours

Hotel Reservations

Tickets, Passports & Visas

Foreign Freight Forwarding & Custom Brokers

*Special Service: Air Tickets Delivered on Request
There is no charge for Travel Reservations and Services*

★ ★ ★

General Insurance

Phone ORchard 1-5555

596 VICTORIA AVE.

ST. LAMBERT

"THERE IS NO CHARGE FOR TRAVEL RESERVATIONS AND SERVICES"

TRUST COMPANIES — COMPAGNIES DE FIDEL-COMMIS

National Trust Company Ltd.

Capital and Reserve \$6,500,000

Total Assets under Administration in excess of \$660,000,000

EXECUTORS • TRUSTEES • ADMINISTRATORS

FINANCIAL AGENTS • STOCK TRANSFER AGENTS

Montreal Office: 225 ST. JAMES STREET WEST
Rockland Shopping Centre — Town of Mount Royal

WATCH & JEWELLERY REPAIRS
REPARATION DE MONTRES & BIJOUTERIE

173, RUE ST-JEAN
83, RUE ST-CHARLES, O.
423, RUE STE-HÉLÈNE
MONTRÉAL-SUD

Tél. ORleans 4-8118
Tél. ORleans 7-7311
Tél. ORleans 4-4564

RÉPARATIONS • MONTRES • BIJOUX

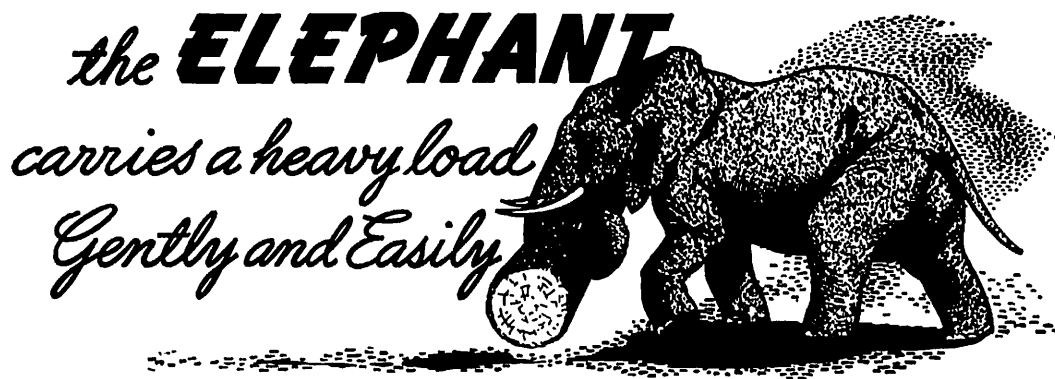
BIJOUTIERS

Véronneau & Cie, Ltée

JEWELLERS

VENTES MONTRES SUISSES

- OMEGA
- BULOVA
- VECA
- DIAMANTS
- VALISES
- BAGUES
- PIERRES NAISSANCES
- RASOIRS ÉLECTRIQUES
- BRIQUETS, ETC.



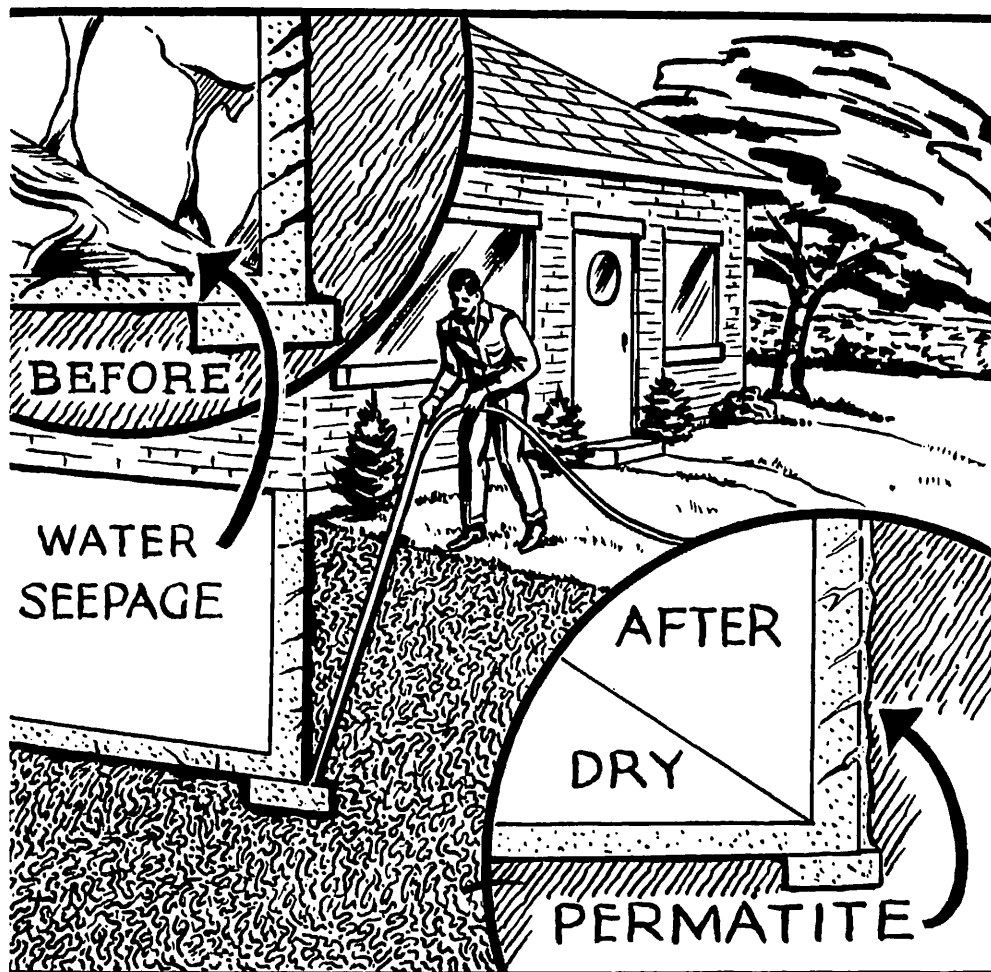
Lovell's Directory can carry your sales load—gently and easily—because it will be read by thousands. Your ad will have the power to put your story across.

Make Lovell's Directory carry your heavy load.

ADD POWER TO YOUR ADVERTISING PROGRAM

Waterproof Your Basement forever with PERMA-WELD

**. . . the new guaranteed waterproofing process for
residential, commercial and industrial basements**



- Eliminates costly repairs
- No excavation or lawn injury
- Free estimates
- 5 year guarantee

*Rid yourself forever from
water seepage or flooding*

**TERMS AVAILABLE
PHONE
WE. 4-1377
NOW!**

PERMA-WELD CORPORATION

Waterproofing Contractors and Engineers

175 METCALFE

WESTMOUNT, QUEBEC

WELDING APPARATUS & SUPPLIES
ACCESSOIRES & FOURNITURES DE SOUDURE

**ACCESSOIRES
DE SOUDURE**

RICHELIEU
LTEE LTD.

**WELDING
SUPPLIES**

- **OXYGEN**
- **ACETYLENE**
- **ARGON**



TEL. OR. 6-1877

825 TASCHEREAU BLVD.

GREENFIELD PARK

MORE GOODS
ARE BOUGHT AND SOLD
THROUGH THE
CLASSIFIED BUSINESS LISTS
OF **LOVELL'S**
MONTREAL DIRECTORY
THAN
ANY OTHER MEDIUM
IN MONTREAL