



## *We Answer Buying Information Questions*

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RELATING TO ALL LINES OF TRADE

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**JOHN LOVELL & SON, LIMITED**

ESTABLISHED 1835

423-429 ST. NICHOLAS ST. MONTREAL TELEPHONE MAIN ★0229



## *Nous Renseignons Les Acheteurs Sur Toutes Les Lignes*

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COMMERCIALES ET INDUSTRIELLES

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**JOHN LOVELL & SON, LIMITED**

ETABLIE 1835

423-429 RUE ST. NICHOLAS MONTREAL TELEPHONE MAIN ★0229

# BUYERS' GUIDE

OF

## LOVELL'S MONTREAL DIRECTORY

THE "CATALOG OF MONTREAL"

PUBLISHED BY  
**JOHN LOVELL & SON, LIMITED**  
ESTABLISHED 1835

### ACCOUNTANTS

## CLARKSON, GORDON & DILWORTH

*Chartered Accountants*

E. R. C. CLARKSON & SONS  
*Trustees, Receivers, Liquidators*

TELEPHONE MAIN 5091  
260 ST. JAMES STREET  
MONTREAL

15 WELLINGTON STREET WEST  
TORONTO

## ARMAND GAUTHIER & CIE

COMMISSIONERS SUPERIOR COURT

*Auditors and Accountants*  
GENERAL ACCOUNTANCY, AUDITS AND INVESTIGATION  
INCOME TAX RETURNS

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## P. S. ROSS & SONS

CHARTERED ACCOUNTANTS

Auditors, Liquidators and Authorized Trustees Under Bankruptcy Act

Commissioners for the Provinces

SUN LIFE BUILDING :: 142 NOTRE DAME WEST :: MONTREAL

JAMES G. ROSS    G. W. SCOTT  
A. F. C. ROSS    IAN A. ROSS  
JOHN W. ROSS    S. B. PECKHAM  
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WINNIPEG BRANCH  
905 Electric Chambers

TORONTO BRANCH  
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J. Ed. LABELLE, C.R.  
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VERSAILLES BUILDING, 90 ST. JAMES ST.

Tel. MAin 2663

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Albert J. Brown, K.C., George H. Montgomery, K.C., Robert C. McMichael, K.C., Warwick F. Chipman, K.C., Frank B. Common,  
Orville S. Tyndale, K.C., Thomas R. Ker, K.C., Wilbert H. Howard, Linton H. Ballantyne, Eldridge Cate,  
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CANADIAN PACIFIC EXPRESS BLDG., 145 ST. JAMES ST. Tels. HARbour 4242, 4243, 4244, 4245, 4246

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H. R. MULVENA      F. WINFIELD HACKETT      GEO. B. FOSTER      F. RAYMOND HANNEN

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Tel. MAin 5407

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335 Bloomfield Avenue, Outremont  
Tel. Atlantic 1933

EMILIE GADBOIS, K.C., LL.L.  
29 Glencoe Avenue, Outremont  
Tel. Atlantic 3825

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P. P. HUTCHISON,

A. R. HOLDEN, K.C.  
R. C. HOLDEN, Jr.  
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Telephone Lancaster 9171

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276 Pine Avenue West

R. THEBERGE, B.C.L.  
276 Pine Avenue West

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GENERAL OFFICES :: Canada Cement Building :: MONTREAL

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Made by Murray — **ALEXANDER Murray**

A Few Murray - Made  
Products

Tarred Felts  
Asphalt Felts  
Dry & Tarred Sheathings  
Rubber Roofings  
Slate Surfaced Shingles  
Slate Surfaced Roofings  
Wallboard  
Crude & Refined Creosote  
Oils, Coal Tar & Pitches  
ROOFING PAINTS & STAINS  
WOOD PRESERVATIVES, ETC.

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**Everitt** RADIATORS  
FOR  
FORD, CHEVROLET & DODGE CARS

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NEW YORK

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BUCKRAMS PADDINGS  
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COTTON  
**BAGS**

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TORONTO :: WINNIPEG  
WELLAND

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# Canada Biscuit Company, Limited

MONTREAL PLANT

- - - -

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*Manufacturers*

**SUPERIOR QUALITY BISCUITS**

# McDOUGALL & COWANS

Members Montreal Stock Exchange

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Main 6815  
Main 6816  
Main 6817  
Main 6818

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## PRIVATE WIRES CONNECTING BRANCH OFFICES

AT

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SAINT JOHN, N.B. . . . .	28 King Street
QUEBEC . . . . .	79 St. Peter Street
OTTAWA . . . . .	Blackburn Building, Sparks St.
TORONTO . . . . .	304 Bay Street
WINNIPEG . . . . .	311 Fort Street

AND NEW YORK CORRESPONDENTS

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130 ST. JAMES STREET, MONTREAL

# MacDougall & MacDougall

Members Montreal Stock Exchange

HARTLAND B. MacDOUGALL  
R. E. MacDOUGALL  
NORMAN ROOT  
H. C. MacDOUGALL

## STOCK BROKERS

AND

## BANKERS

PRIVATE WIRE CONNECTIONS WITH

NEW YORK  
TORONTO  
QUEBEC  
THREE RIVERS  
SHERBROOKE

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Telephone MAin \*0258

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*For MEATS, VEGETABLES, MILK, SYRUP, FISH, PAINT, VARNISH, SHELLAC, ETC.*

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OF PLAIN *and* LITHOGRAPHED  
CANS

LEAD *and* PUTTY IRONS,  
CROWNS *and* LITHOGRAPHED  
SIGNS

ADVERTISING SPECIALTIES

**A. R. WHITTALL CAN CO.**

ESTABLISHED

1888

LIMITED

HEAD OFFICE AND FACTORY: MONTREAL

Sales Offices: TORONTO, ST. JOHN, WINNIPEG & QUEBEC

## COAL

# THE HARTT & ADAIR COAL COMPANY LIMITED

DOMESTIC FUELS, all kinds and sizes  
STEAM FUELS, Bituminous and Anthracite  
WHOLESALE AND RETAIL

### COAL YARDS:

WELLINGTON STREET, from COLBORNE to ANN,  
DE GASPE STREET, MILE END, and  
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HEAD OFFICE: 95 NOTRE DAME STREET WEST

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Telephone Main 5645\*

## COLOR PRINTERS

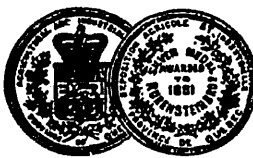
### OUR EXPERIENCE AND MODERN EQUIPMENT

enable us to produce COLOR PRINTING  
promptly and at moderate prices. ———

Phone Main \*0229 for our representative

**JOHN LOVELL & SON, Limited**

Established 1835

ESTABLISHED  
1864**RUBENSTEIN BROS.**TEL. LANCASTER  
5893**Silver, Gold, Brass, and Nickel Platers, Engravers,  
Gilders, Etc., Brass Founders and Metal Spinners****MANUFACTURERS OF**  
*Post Office Lock Boxes, Electric Railway Appliances,  
such as Trolley Wheels, Overhead Switches,  
Mechanical Clips, Sleeve, Solders, Ears, Etc., Etc.***Tableware Repaired and Replated Equal to New**  
*Manufacturers of Carriage and Harness Trimmings  
Carriage and Sleigh Plating a Specialty. Door, Pew  
& Number Plates Made to Order. Old Work Repaired  
Equal to New. Sheet Silver, Brass, Spinning Metals,  
Nickel Anodes and Nickel Salts constantly on hand.***LIGHT AND HEAVY BRASS CASTINGS MADE TO ORDER :: PRIZES AND MEDALS AT ALL PROVINCIAL EXHIBITIONS****41 CRAIG STREET WEST****(OLD NUMBER 537)****MONTREAL****ELECTROTYPERS****JOSEPH B. LOVELL****ELECTROTYPYPER****Prompt · Practical · Personal · Attention****TELEPHONE MAIN  
7587****423 ST. NICHOLAS STREET, MONTREAL****FLOORS (ASPHALT FOR)****Alexander MURRAY & Company  
LIMITED****GENERAL OFFICES :: Canada Cement Building :: MONTREAL****FACTORIES AND BRANCHES AT****MONTREAL :: TORONTO :: HALIFAX :: WINNIPEG :: VANCOUVER****Made by Murray — ALEXANDER Murray*****A Few Murray - Made  
Products*****Tarred Felts  
Asphalt Felts  
Dry & Tarred Sheathings  
Rubber Roofings  
Slate Surfaced Shingles  
Slate Surfaced Roofings  
Wallboard  
Crude & Refined Creosote  
Oils, Coal Tar & Pitches  
ROOFING PAINTS & STAINS  
WOOD PRESERVATIVES, Etc.**

## FLOOR COVERINGS



# Gold Seal CONGOLEUM ART-RUGS

are saving countless hours of tiresome labor in thousands of Canadian homes—  
These attractive, flat-lying Rugs, with all their advantages are surprisingly inexpensive.

### Guarantee

*All Gold Seal Congoleum is unconditionally guaranteed to your 'Satisfaction or Your Money Back'*

*When you see the Gold Seal you know it's Congoleum,—and guaranteed.*

### Write for Pattern Folder

showing the most attractive patterns created by the leaders in the art of Rug designing.

Then you can read about the many other advantages of Gold Seal Congoleum—

*Free, on request.*

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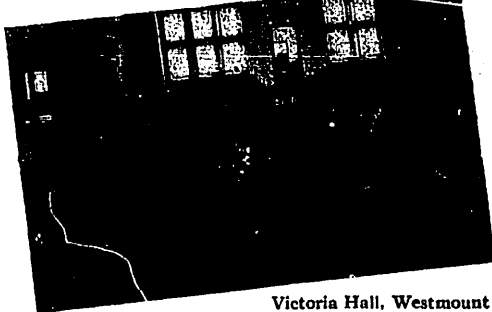
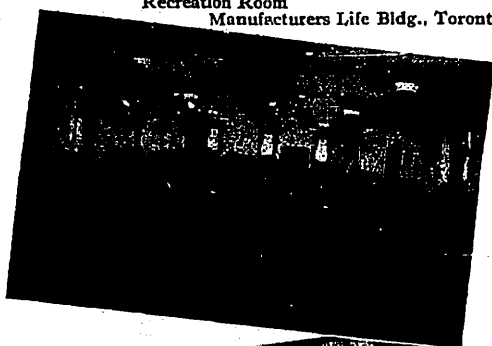
## CONGOLEUM CANADA Limited

1270 ST. PATRICK STREET - - - - - MONTREAL

# DOMINION Battleship Linoleum

**DOMINION BATTLESHIP LINOLEUM** is a permanent floor for Offices, Banks, Departmental and other Stores, Schools, Hospitals, Libraries and Public Institutions of every type. It is easy and quick to lay, odourless and sound-absorbing and comes in three qualities, AAA, AA and A, in a wide range of pleasing colours. The heaviest traffic cannot hurt **DOMINION BATTLESHIP LINOLEUM**, the easiest of floors to clean and keep clean.

Recreation Room  
Manufacturers Life Bldg., Toronto

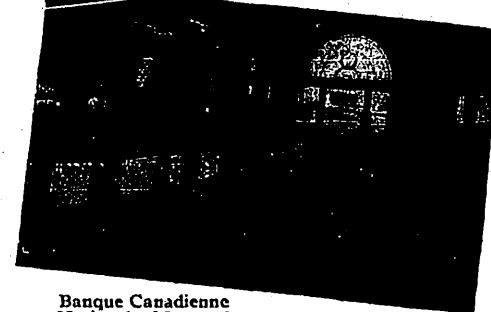
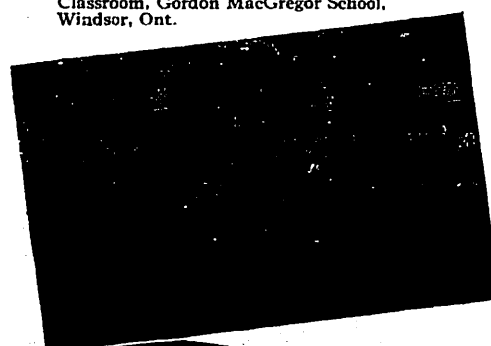


Victoria Hall, Westmount

### Recent Installations

- Oneida Community Building  
Niagara Falls
- Border Cities Star  
Windsor, Ont.
- Winnipeg Tribune  
Winnipeg, Man.
- New Birks Building  
Montreal
- Manufacturers Life Building  
Toronto
- Victoria Hall - Westmount
- Nurses' Home  
Montreal General Hospital  
Montreal
- Gordon MacGregor School  
Windsor, Ont.
- Simcoe Hall - Toronto
- Acadia University, Wolfville, N.S.

Classroom, Gordon MacGregor School,  
Windsor, Ont.



Banque Canadienne  
Nationale, Montreal

### Dominion Cork Carpet

For Churches, Vestries, Reading Rooms, Lodge Rooms, Music Rooms and similar places where an extra degree of quiet is essential, Dominion Cork Carpet provides a sanitary, permanent, attractive floor.

*We Manufacture the Following:*

### Dominion Floor Coverings

- Battleship and Plain Linoleum
- Jaspé and Granite Linoleum
- Inlaid Linoleum
- Printed Linoleum
- Passage Linoleum
- Cork Carpet
- Printed Floor and Stair Oilcloth
- Linoleum and Floor Oilcloth Rugs
- Feltol Floor Covering
- Linoleum Tile



### Dominion Special Products

- Table and Shelf Oilcloth
- Enamelled Oilcloth
- Brocade Covers
- Sanitile Wall Covering
- Decorative Wall Burlap
- Kraftol Book Cover Paper
- Bookbinders' Muslin



## Dominion Oilcloth & Linoleum Co., Limited

MONTREAL

MAKERS OF FLOOR COVERINGS FOR OVER 50 YEARS

# CORISTINE

## Quality Furs

HATS, CAPS, GLOVES, MITTS, SWEATERS,  
MACKINAWS, LUMBERMEN'S SUPPLIES

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DE HAUTE QUALITÉ  
Chapeaux, Casquettes, Gants, Mitaines, Chan-  
dails, Mackinaws, Vêtements pour bucherons.



### Coristine Furs are Guaranteed

They are 100% value.  
Honestly made; correctly fash-  
ioned to full size.  
They are made exclusively in  
our own factory.

### Les Fourrures Coristine sont Garanties

Elles constituent des valeurs  
de 100%  
Sont confectionnées conscien-  
cieusement.  
Sont correctement modelées  
pour convenir parfaitement aux  
tailles régulières.  
Elles sont exclusivement con-  
fectionnées dans nos propres  
ateliers.



FUR NECKWEAR, COATS & ROBES  
REPAIRING, FUR STORAGE

Tours de Cou, Manteaux et Couvertures en  
Fourrure, Réparations, Entreposage

## JAMES CORISTINE & CO.

LIMITED

LIMITÉE

### 371

St. Paul Street West Near St. Peter

Rue St-Paul Ouest Près St-Pierre

# ALLIANCE NATIONALE

## SOCIÉTÉ D'ASSURANCE MUTUELLE

VIE, MALADIE, INVALIDITÉ, ACCIDENT, PENSION DE VIEILLESSE  
LA PLUS PROSPÈRE DU CONTINENT

Cette institution fait honneur aux nôtres et ses succès dépassent toutes les espérances des fondateurs. Elle compte maintenant 631 succursales réparties dans tout le Canada et la Nouvelle-Angleterre. Son effectif au 31 décembre 1926 était comme suit:

	Nombre de membres	Nombre de certificats	Assurance en force
Adultes.....	33,158	33,849	\$28,379,820.56
Enfants.....	1,776	1,797	235,653.01
<b>Total.....</b>	<b>34,934</b>	<b>35,646</b>	<b>\$28,615,473.57</b>

Le rapport financier et le rapport de l'actuaire font voir l'excellente position financière dans laquelle se trouve notre grande institution et les garanties incontestables qu'elle offre pour les nombreux avantages que comportent ses certificats.

En prévision des charges plus lourdes que lui imposera l'avenir, l'Alliance Nationale accumule prudemment un capital de garantie.

### CAPITAL ET ACTIF ACCUMULÉS AU 31 DÉCEMBRE 1926

	Capital	Actif
Caisse d'assurance-vie.....	\$6,169,421.90	\$7,987,409.65
Caisse des malades.....	776,388.90	904,930.70
Caisse d'assurance infantile.....	17,705.86	20,598.98
Caisse d'assurance collective.....	5,712.14	6,671.14
Caisse générale.....	35,737.24	58,950.33
Surplus de remise.....	1,643.33	.....
<b>Total.....</b>	<b>\$7,006,609.37</b>	<b>\$8,978,560.80</b>

### BÉNÉFICES QUE L'ALLIANCE NATIONALE ACCORDE À SES MEMBRES

Elle émet des certificats de participation de \$250 à \$5,000.

- CERTIFICAT SYSTÈME No 1**— Vie entière, pouvoir d'emprunt ou valeur de rachat, certificat de participation acquise et prolongation d'assurance.
- CERTIFICAT SYSTÈME No 2**— Dotation à 70 ans, bénéfice d'invalidité, pouvoir d'emprunt ou valeur de rachat, certificat de participation acquise et prolongation d'assurance.
- CERTIFICAT SYSTÈME No 3**— Dotation à 60 ans, bénéfice d'invalidité, pouvoir d'emprunt ou valeur de rachat, certificat de participation acquise et prolongation d'assurance.
- CERTIFICAT SYSTÈME No 4**— Vie entière, bénéfice d'invalidité, pouvoir d'emprunt ou valeur de rachat, certificat de participation acquise et prolongation d'assurance.
- CERTIFICAT SYSTÈME No 5**— Vie entière à primes temporaires de 10, 15, 20, 25 ou 30 ans, au choix du membre, bénéfice d'invalidité, pouvoir d'emprunt ou valeur de rachat, certificat de participation acquise et prolongation d'assurance.
- CERTIFICAT SYSTÈME No 6**— Dotation de 10, 15, 20, 25 ou 30 ans, au choix du membre, bénéfice d'invalidité, pouvoir d'emprunt ou valeur de rachat, certificat de participation acquise et prolongation d'assurance.
- DOUBLE INDEMNITÉ EN CAS D'ACCIDENT**— En payant une légère contribution supplémentaire, les membres peuvent s'inscrire au bénéfice de la double indemnité en cas d'accident.
- BÉNÉFICES DE MALADIE**— \$5.00 par semaine pendant 20 semaines par année de calendrier, jusqu'à concurrence de \$400. Les membres du sexe masculin qui paient double contribution ont le privilège de s'inscrire pour double bénéfice.

### ASSURANCE INFANTILE

L'Alliance Nationale assure la vie des enfants.

### ADMISSION DES DEUX SEXES AUX MÊMES CONDITIONS

Grâce à son administration sage et prudente et à sa situation financière exceptionnelle, l'Alliance Nationale a passé la guerre et l'épidémie sans faire d'appel spécial pour rencontrer ses obligations. Peu d'institutions du genre peuvent se payer ce compliment.

Ayons un ardent amour pour nos véritables intérêts nationaux.

Notre devoir est d'entourer nos institutions de tout ce qui peut contribuer à leur stabilité.

Les Canadiens-français ne conserveront leur influence nationale qu'en imitant l'esprit pratique des nationalités au milieu desquelles ils vivent.

395, avenue Viger E., Montréal. - Tel. Est 3016 - 3017 - 3018

# DALE & COMPANY

LIMITED

## *Marine, Fire & Casualty Underwriters*

*President: R. J. DALE Lloyd's Agent*

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REPRESENTING LEADING BRITISH  
AND AMERICAN COMPANIES**

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**4811**  
**PRIVATE EXCHANGE CONNECTING ALL DEPARTMENTS**

---

**HEAD OFFICE**  
**Coristine Building :: Montreal**

# INSURANCE COMPANY OF NORTH AMERICA

FOUNDED A.D. 1792

<b>CAPITAL . . . . .</b>	<b>\$ 7,500,000.00</b>
<b>TOTAL ASSETS . . . . .</b>	<b>\$63,149,626.82</b>

FIRE, MARINE, AUTOMOBILE, TOURIST, HAIL, RENT, INLAND  
 FLOATERS, BAGGAGE, THEATRICAL, PARCEL POST,  
 SALESMAN'S SAMPLES, WAR RISK, HORSE AND  
 WAGON, RIOT & CIVIL COMMOTION,  
 USE AND OCCUPANCY,  
 MOTOR CYCLE



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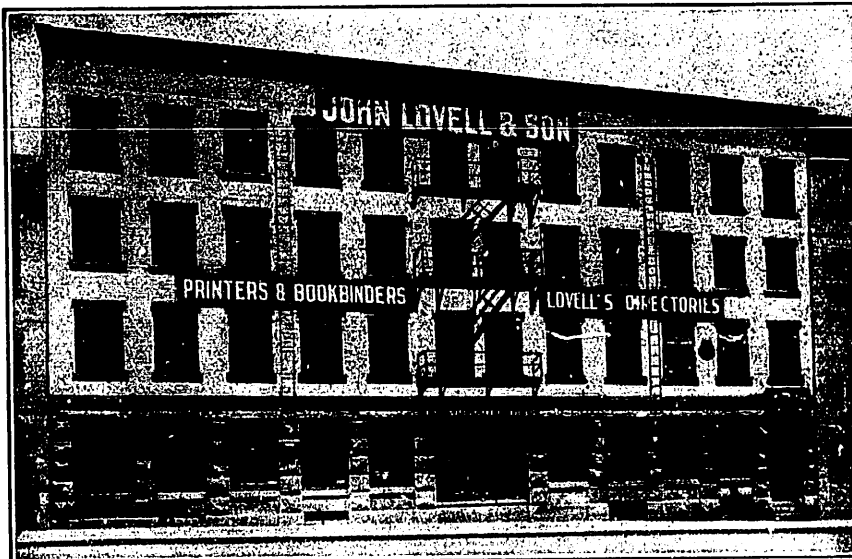
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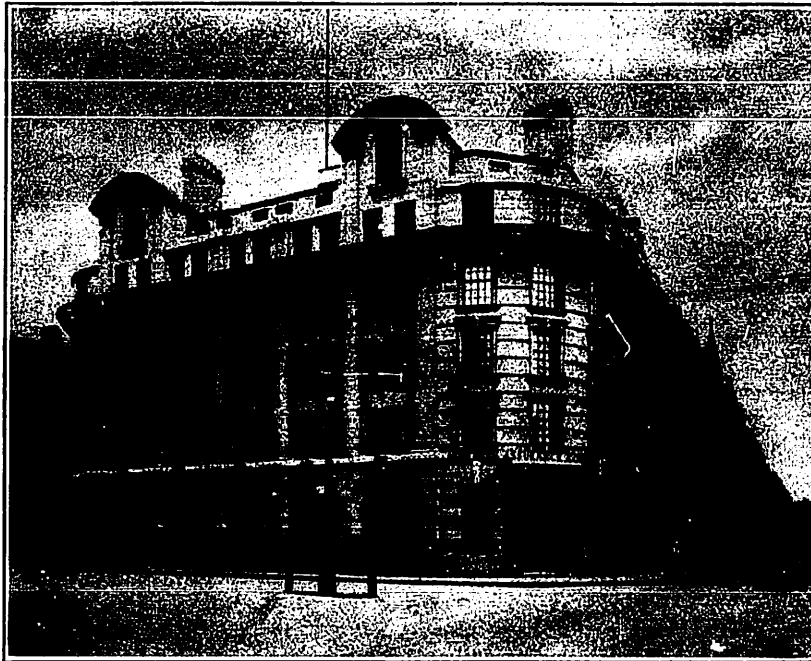
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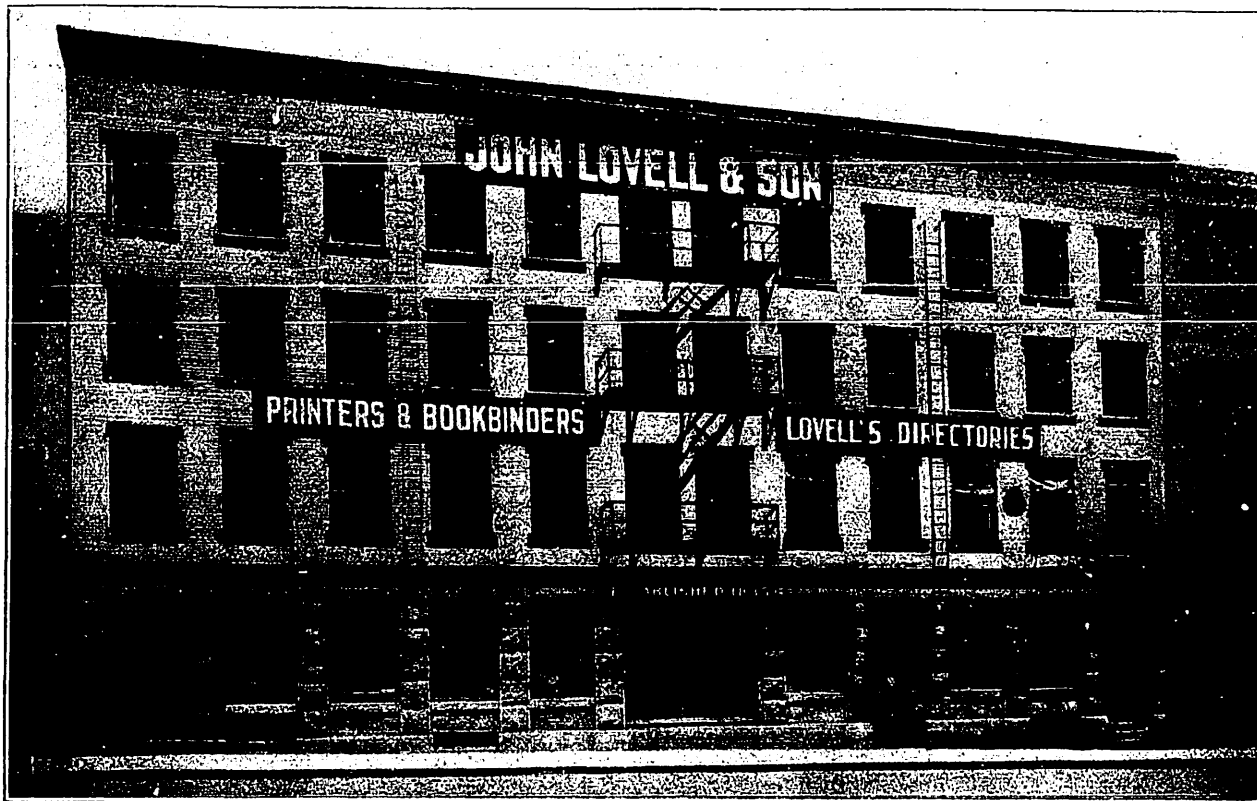
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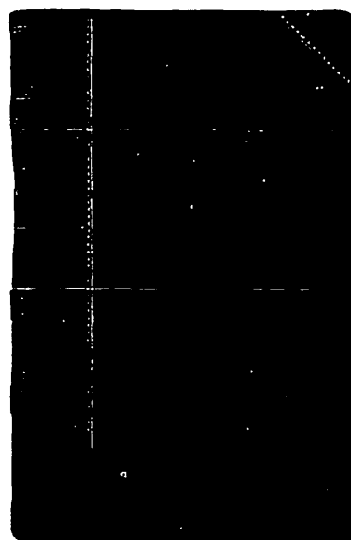


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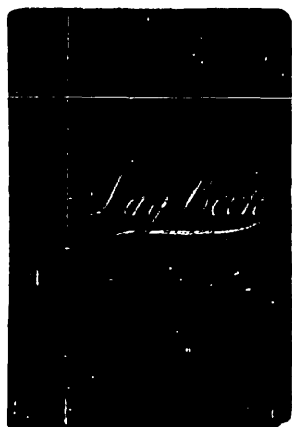
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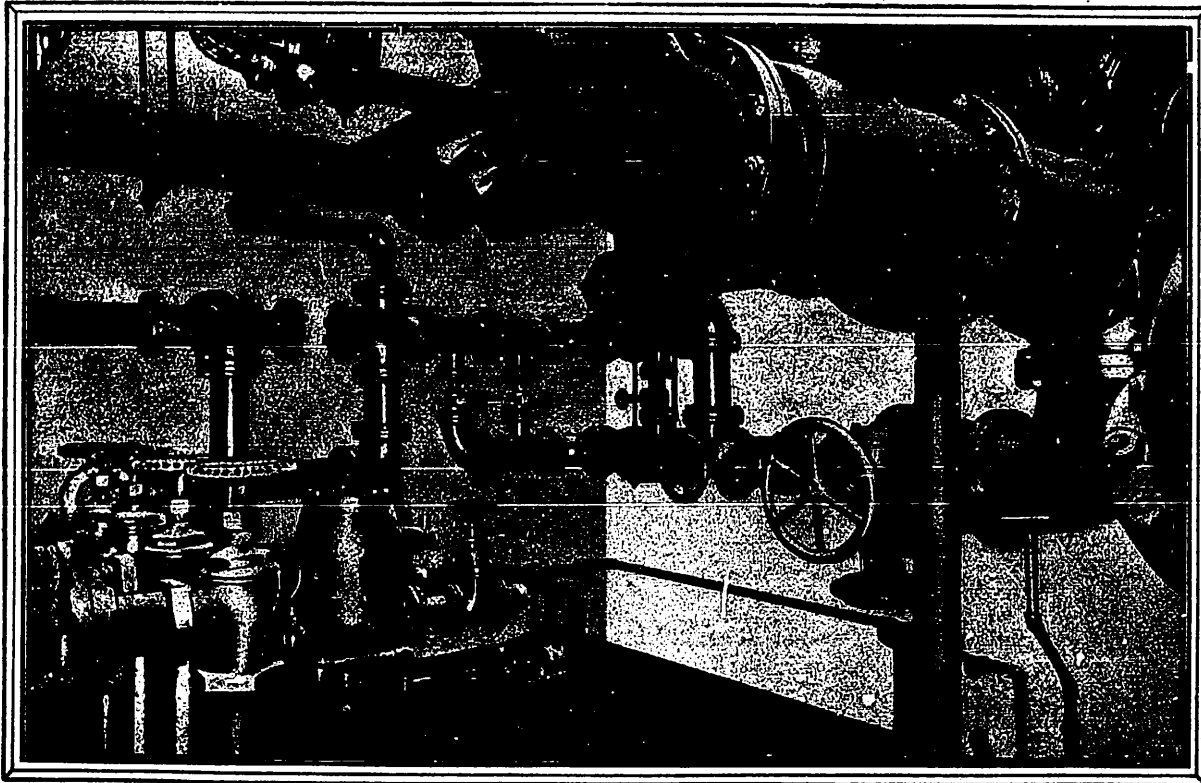
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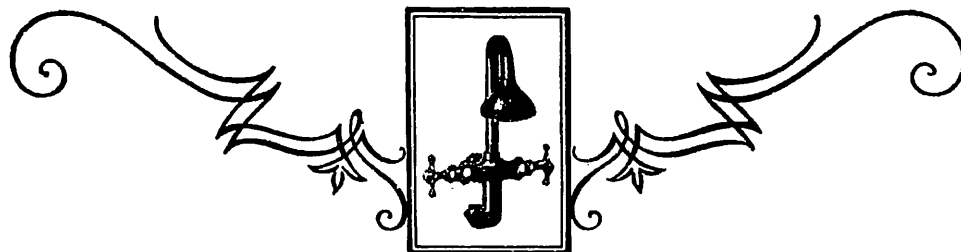
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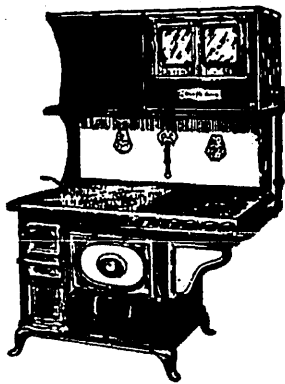
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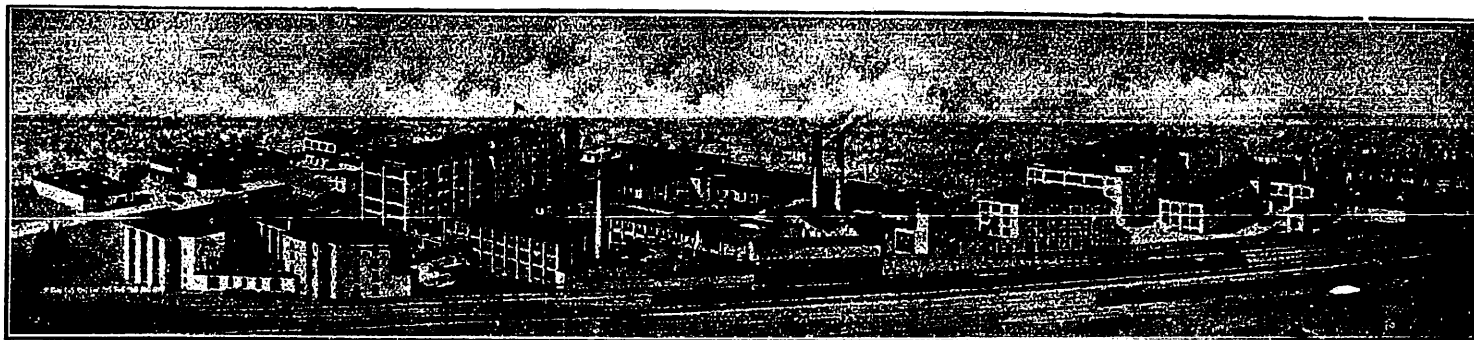
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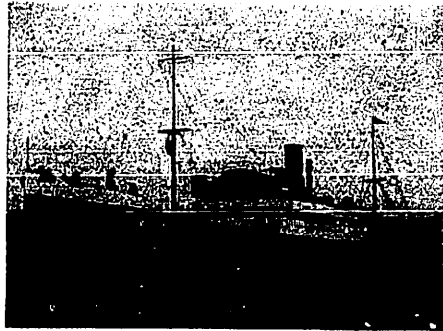
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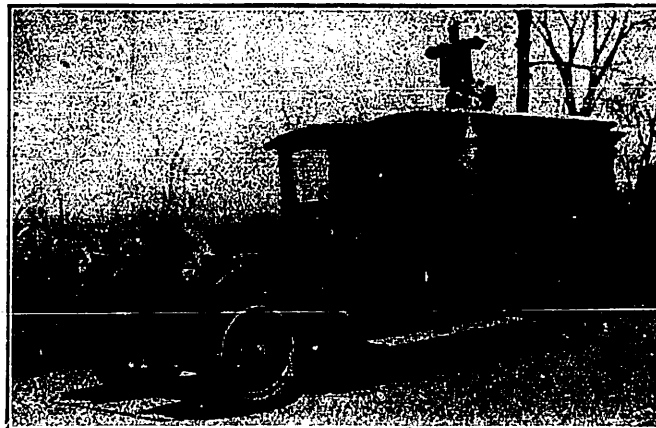
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