

LOVELL'S SOUTH SHORE CLASSIFIED BUSINESS DIRECTORY 1956

INCLUDING

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

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Abbreviations used for the municipalities are as shown after the name of the city or town.
For general list of abbreviations see beginning of Alphabetical Section.

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

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

COMPRENANT

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

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

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Southern Business College 39c St Chas W (Lon)

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Vigeant Marcel 364 St Jean av (Lon)

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WHY ADVERTISING IN LOVELL'S MONTREAL DIRECTORY PAYS

Y*OU 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