

CLASSIFIED BUYERS' GUIDE

This Buyers' Guide
contains the advertisements
of the more progressive
business men and firms
in the city.



GUIDE CLASSIFIÉ des ACHETEURS

Ce Guide des Acheteurs
contient les annonces
des commerçants les plus en vue
et des maisons les plus progressives
dans la cité.

1972-73

JOHN LOVELL & SON, LIMITED

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866-4301 Res: 103 Martin Crescent - Pointe Claire Tel.
695-1871

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526-9154

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Suite 211 - 2615 Van Horne - Mtl 251 Québec Canada
Tél. 735-4753

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Tél. 849-4215

Agence de Détectives Nationaux — National Detective Agencies

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Rd - Mtl 260 Tel. 489-5361

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Mtl 382 Tél. 334-4950

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CAYOUCETTE C A & CIE LTEE, Aluminum Double Hung Win-
dows Sash & Door Aluminum Sliding Windows F Cayouette
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341-3040

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Associations, Societies & Lodges (See also Clubs) (also Organizations) — Associations, Sociétés & Loges (Voir aussi Clubs)

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Dir Gén Secréariat Suite 1080, 550 Sherbrooke W - Mtl 111
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RHYTHMIQUE, Jacques Langlois Dir 8434 B St-Denis
8694 St-Denis Suite 4 - Mtl 351 Tél. 387-2552

Associations — Continued

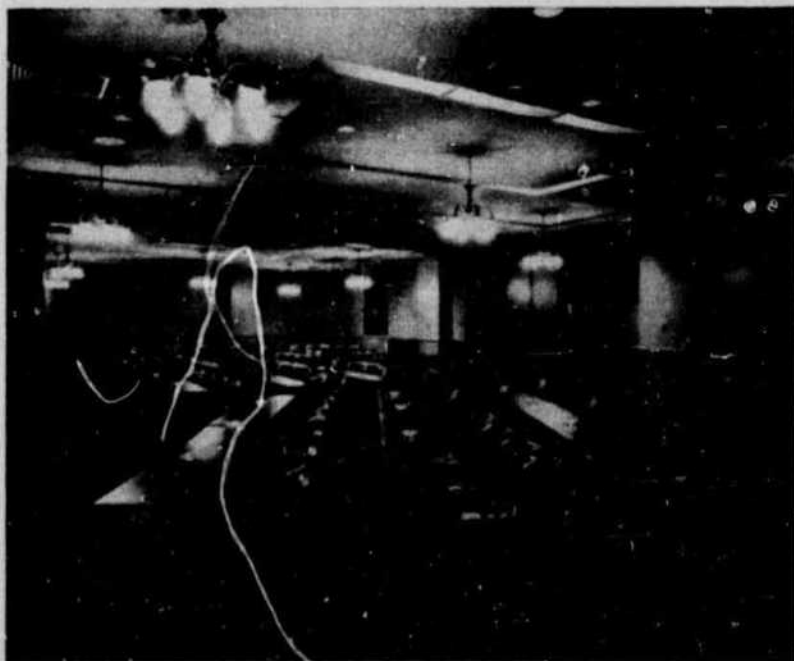


The Montreal Board of Trade is a voluntary association of businessmen founded in 1822 which provides a wide range of services and facilities for its membership. Membership is drawn from the commercial and industrial community of Montreal and surrounding area and includes manufacturers, wholesalers, retailers, professions, financial institutions, transportation and other service industries.

Services available to members include the following:

- *A reference library* which contains numerous publications such as trade directories, almanacs, statistics, telegraphic code books, encyclopaedias, and other material of interest and concern to businessmen.
- *An International Trade Section* which, through receiving foreign visitors and directing import/export trade inquiries to members, is actively involved in the promotion of increased trade with other countries.
- *An Employee Relations Section* which undertakes surveys of wages/salaries and working conditions in the Montreal area and prepares special releases on various personnel matters, all designed to provide businessmen with up-to-date information respecting trends and practices in this field.
- *An education programme* which includes the organization of courses and seminars for the local business community, as well as the developing of a close liaison with the various elements of the educational community with a view to having the "story" of business presented to those who are involved in the education of our youth.
- *An information service* which includes monthly bulletin providing current information on such matters as taxation, election procedures, Municipal, Provincial and Federal legislation/regulations, trade opportunities, and related day-to-day business information, as well as special publications released on a periodic basis.
- *Club facilities* in Commerce House, 1080 Beaver Hall Hill and the Board of Trade Building, 300 St. Sacrement Street for the use of members in connection with social and/or business functions where meeting facilities and meal and/or bar service is required.
- *Representations* to governmental authorities concerning proposed regulations or legislation where it appears that the effect of these developments would be unduly restrictive or burdensome to the business community.

The Board of Trade offices are located on the 6th Floor, Commerce House, 1080 Beaver Hall Hill, Montreal 128 (telephone 878-4651) and the permanent staff is headed by Mr. E. Lorne Tracey, the General Manager.



"Le Vieux Montréal" readied for a course presentation
1080 Beaver Hall Hill



"La Chambre de commerce du district de Montréal a pour but de contribuer à l'essor économique et à la prospérité du milieu dans le respect des valeurs humaines et sociales de la communauté.

"La Chambre centre son activité sur le développement et l'éducation économiques des citoyens du milieu métropolitain, ceux de langue française en particulier. De plus, à cause de sa position au sein de la communauté, elle s'intéresse aussi à des questions économiques et sociales de plus grande envergure. Elle touche donc au développement des intérêts de toute la collectivité québécoise dont Montréal constitue le noyau essentiel. Par son action communautaire, la Chambre contribue au progrès de tous les Canadiens, qu'ils soient membres ou non de la Chambre."

Fondée en 1886, la Chambre de commerce du district de Montréal compte quelque cinquante employés et près de 4,000 membres dont 700 entreprises.

LA VOIX DES HOMMES DE L'ENTREPRISE

Par ses études, ses recherches, ses mémoires et ses prises de position publiques, la Chambre contribue à créer un climat favorable au développement de l'entreprise. Elle suit l'actualité, écoute les avis des hommes de l'entreprise et se fait leur porte-parole toutes les fois que l'intérêt commun le commande.

LES SERVICES AUX MEMBRES

Le service de renseignements

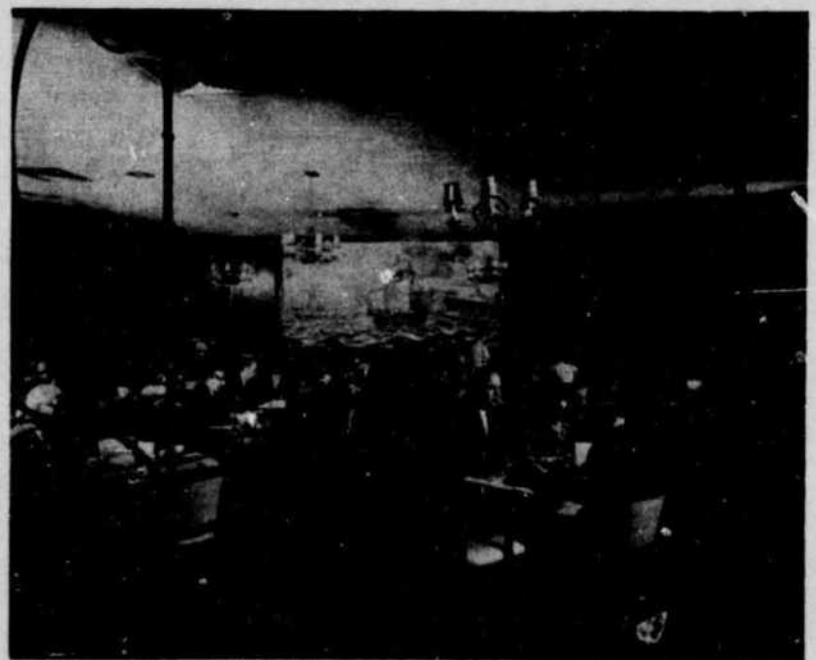
Ce service traite les demandes de renseignements qui parviennent à la Chambre (plus de 25,000 en 1972). Il est équipé pour donner une réponse personnelle à toutes les questions sur la région de Montréal. Maintenant lié au Service d'analyse de l'information technologique du Québec (S.A.I.T.), il répond à la plupart des questions techniques des entreprises, à propos des producteurs et des distributeurs, des matières premières et des produits manufacturés, de l'outillage disponible et de l'état des recherches industrielles. D'autre part, il est lié au réseau international des Chambres de commerce et peut aider les importateurs et les exportateurs, aussi bien que les voyageurs.

Le service d'animation

En comptant sur la compétence exceptionnelle de certains de ses membres, la Chambre organise des stages de perfectionnement qui permettent la mise en commun de l'expérience des membres dans la solution des problèmes pratiques de la vie des affaires. La Chambre offre aussi des sessions d'information sur des questions d'actualité économique et sociale.

Le service des manifestations

Les déjeuners-causerie hebdomadaires de la Chambre constituent la tribune publique de langue française la plus prestigieuse au Canada. D'autres manifestations, à l'occasion des fêtes ou d'événements sportifs, favorisent l'intégration des membres et multiplient les occasions de rencontres d'affaires.



La Salle Internationale: la sculpture et les nombreuses armoiries qui ornent ses murs dotent cette salle d'une atmosphère internationale.

Le Club

Les membres peuvent utiliser le Club de la Maison du Commerce. Muni de salles à manger, de salons privés et de bars, le Club se prête à tous les genres de manifestations.

(Suite à la page 6)

Associations—Continued

(Suite de la page 5)

Les publications**COMMERCE MONTREAL**

Organe officiel de la Chambre, Commerce Montréal informe à chaque quinzaine les membres des activités de cette dernière.

COMMERCE

La revue Commerce, publication mensuelle, est au service des cadres moyens et supérieurs de l'entreprise publique et privée; elle compte 27,000 abonnés et environ 60,000 personnes la lisent chaque mois.

LE REPERTOIRE D'ASSOCIATIONS

publié chaque année par la Chambre, est un document unique au Québec qui contient les noms des présidents et des secrétaires, les adresses et les numéros de téléphone de près de cinquante associations, groupes, organismes et clubs sociaux de la métropole.

ENQUÊTES ET ÉTUDES

établissent les tendances et les coutumes relatives à divers sujets susceptibles d'intéresser les membres dans l'administration de leurs entreprises. Par exemple: salaires des employés, allocations pour les dépenses d'automobile, congés payés, fermeture pour les vacances d'été, etc. . .

ANNUAIRE DES MEMBRES

Chaque année, la Chambre publie un Annuaire des membres complété par un Guide de l'acheteur, dans le but d'aider ses membres à mieux se connaître et de susciter la collaboration.

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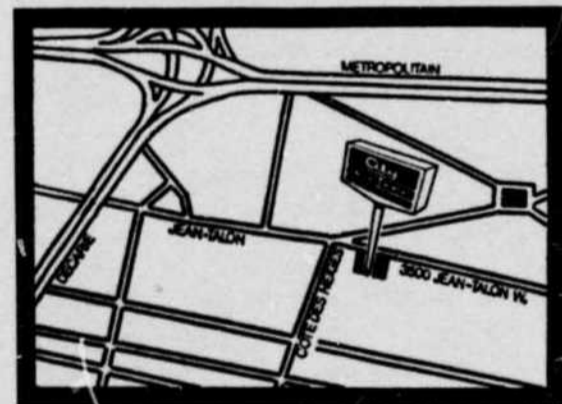
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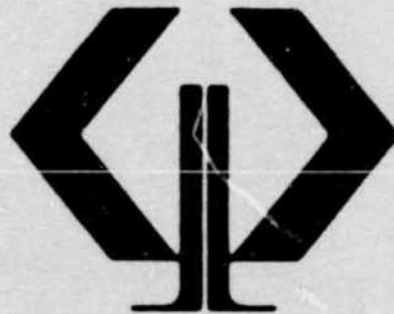
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
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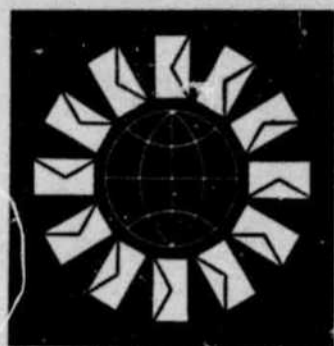
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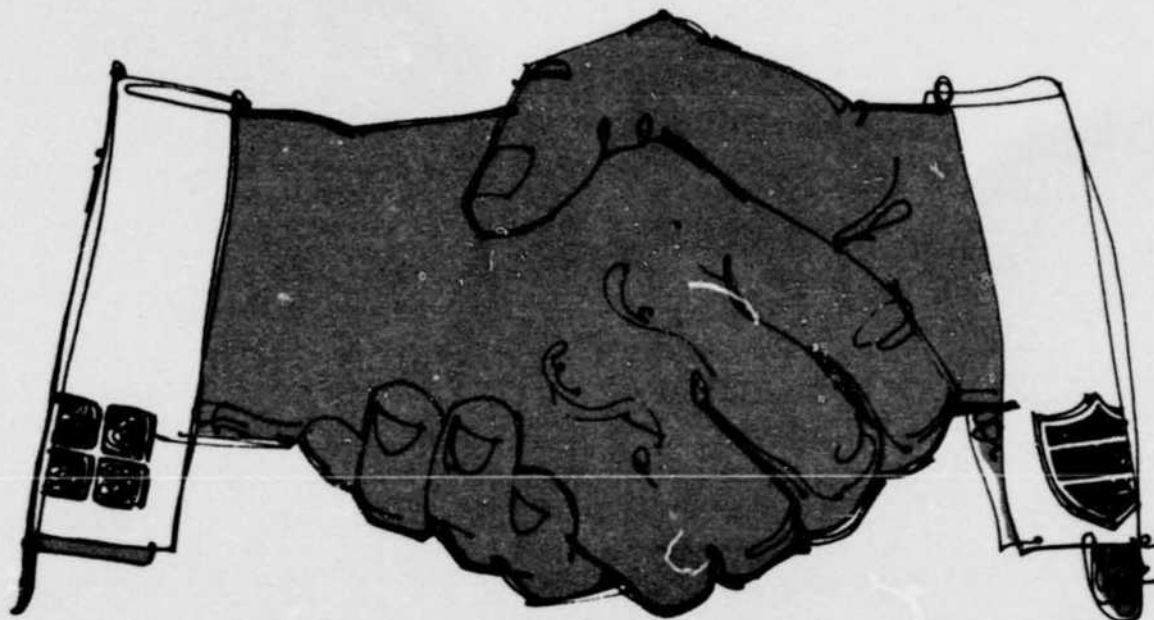
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 Mng Dir Joan Kutyn Sec-Treas 616 Lagauchetiere W - Mtl
 101 Tel. 866-3494

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L'UNION DES EMPLOYÉS DE SERVICE, Local 298 1677
 Mont Royal Est - Mtl 177 Tél. 527-8571

Universities — Universités

McGILL UNIVERSITY GRADUATES' SOCIETY, 3605 Mountain - Mtl 109 Tel. 392-4805

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Valve Mfrs — Mfrs de Soupapes

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ANTON WILFER REG'D, Violin Maker & Repairer Anton Wilfer A Fogl E Fuchs Props 2000-2002 Mackay - Mtl 107 Tel. 933-7865

Warehouse — Entrepôt

BLAIKLOCK BROS LTD, 300 St Sacrement Suite 520 - Mtl 125 Telephone 842-5231 - Telex 01-20714

ST LAWRENCE WAREHOUSE INC, Merchandise Storage and Distribution Two locations Multi and Single Story Buildings Canadian Customs Bonded space Private rail sidings Local Cartage Allan J Sullivan Pres & Gen Mgr Head Office: 50 Grey Nun - Mtl 101 Tel. 849-1261 Telex: 01-20192

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CAMERON D & SON INC, Weighers Gauges Samplers & Supervisors 101 de la Commune W - Mtl 125 Tel. 842-9077

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DE JEAN & CO LTD, Machinists E A De Jean Pres Ian E De Jean Vice-Pres & Gen Mgr Yvette David Sec-Treas 1405 St James W - Mtl 102 Tel. 935-2434

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Welfare Agency — Service Social

SERVICE D'ACCUEIL AUX VOYAGEURS ET AUX IMMIGRANTS, Pierre Lemieux Prés Gertrude Notebaert Dir 750 Cote Place d'Armes - Mtl 126 Tel. 842-2971

White Printing — Reproduction Blanche

WADE REPRODUCTION SERVICES INC, David Woffenden Pres 380 Craig W - Second Floor - Mtl 126 Tel. 842-8416

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CHANTECLER WINES LTD, D J Black Pres H A S Fraser Secty & Comp 1808 Sherbrooke W Rm 606 - Mtl 109 Tel. 935-2523

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ABBOTT WOOD PRODUCTS REG'D, Automatic & Hand Turning, Precision Wood Parts & Items for Chalk Board Use Norman A Abbott Prop 6256 Henri Julien - Mtl 326 Tel. 277-4672

Woodworkers — Ebenistes

M BELANGER LTEE, Architectural Woodworkers & Wall Paneling Daniel Bélanger Vice-Pres Marcel Bélanger Sec Treas 5655 Christophe Colomb Ave - Mtl 326 Tel. 274-3671

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LOVELL'S MONTREAL DIRECTORY is consulted daily by people in other cities seeking information about Montreal and its people. It is the only complete "Catalog of Montreal"

CONNAISSEZ MIEUX VOTRE CLIENTÈLE ACTUELLE ET FUTURE !



Les Usagers sont d'accord

1. L'Annuaire de Ville Lovell vous permet de différencier les personnes, les classer et les séparer par catégories.
2. Le Guide des rues et avenues de l'Annuaire de Ville Lovell est le seul moyen sûr de trouver l'emplacement exact des résidences de vos clients.
3. Les renseignements sur les maisons d'affaires sont importants. L'Annuaire de Ville Lovell indique les propriétaires et directeurs, genre d'affaires et l'emplacement exact.
4. Avec l'Annuaire de Ville Lovell, on peut vérifier les renseignements donnés par un client qui désire un compte courant. Votre Annuaire est un moyen rapide d'établir sa solvabilité.
5. L'Annuaire de Ville Lovell offre la meilleure liste pour la publicité postale de vos produits, services, personnel et place d'affaires.
6. C'est la meilleure façon de trouver les noms, épellations exactes, occupations, titres et adresses.

PROMOTION DES VENTES

Liste d'adresses la plus productive

- par voisinage, district, section urbaine
- par occupation, position, revenu

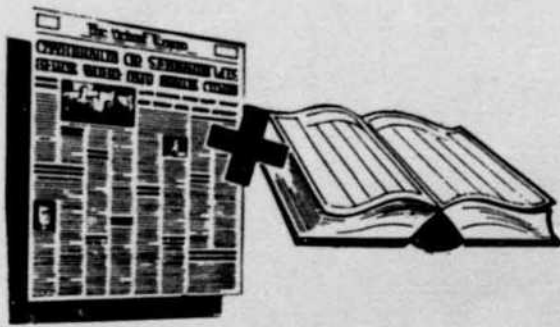
Aucune autre source fournit autant de renseignements vitaux sur les résidents de votre localité. Employez-la pour dresser une liste de clients possibles, ainsi que pour adresser la publicité postale sur vos produits, services, personnel et place d'affaires. En plus, votre Annuaire de Ville Lovell peut vous fournir les noms et adresses des voisins où vous avez récemment complété un ouvrage ou une installation.



TROUVEZ DES CLIENTS PAR LES NOUVELLES DU JOURNAL

- Naissances
- Nouveaux arrivés
- Changements d'occupation
- De locataire à propriétaire
- Fiançailles
- Retraités
- Promotions
- Nouvelles résidences
- Nouvelles d'affaires
- Mariages

Vous pouvez aller chercher de bons indices de ventes avec les renseignements dans vos Annuaire de Ville Lovell et votre journal quotidien. Vous retracerez les locataires devenus propriétaires; des gens dont le pouvoir d'achat a augmenté dû à un changement de position ou promotion; des nouveaux venus dans votre district, lesquels doivent trouver de nouveaux fournisseurs et services; des nouveaux mariés en train de fonder un foyer; des propriétaires qui déménagent dans de nouvelles maisons. Tous ces changements et déménagements créent de nouveaux besoins et peut-être des nouvelles affaires pour vous!



EPARGNEZ PARCOURS, TEMPS ET ARGENT (Livraisons, Envois Postaux, etc.)

Un service prompt et courtois multiplie les ventes. Vous pouvez maintenir un haut standard de service à la clientèle avec votre Annuaire de Ville Lovell. Par exemple, employez le Guide des rues et avenues de votre Annuaire de Ville Lovell pour tracer des routes de livraisons pratiques et rapides; déterminer l'emplacement exact des adresses; trouver les rues fermées; communiquer avec les voisins des clients absents. Vous épargnez du parcours, éliminez le gaspillage et améliorerez votre service à la clientèle après une consultation rapide de votre Annuaire de Ville Lovell.



USAGE GÉNÉRAL DE BUREAU (Solvabilité et Recouvrements)

L'utilité de votre Annuaire de Ville Lovell pour le travail quotidien du bureau est considérable. Exactitude dans la correspondance... livraisons, facturation, dossiers personnels des clients, solvabilité, avis spéciaux et publicité aux clients anciens et nouveaux... sont aussi importants que les ventes. Vous éviterez des incidents embarrassants avec les nouveaux clients en vérifiant leurs noms complets et l'épellation exacte. Si vous connaissez son occupation et le poste qu'il occupe, vous pouvez prendre une décision immédiate quant au crédit à accorder à un nouveau client. Vous pouvez vous fier à votre Annuaire de Ville Lovell pour vérifier l'identité d'un étranger qui présente un chèque. Les renseignements donnés sur les "voisins" et "rues transversales" sont rapidement corroborés. Les faux papiers d'identification sont facilement découverts.



ASSUREZ-VOUS QUE TOUS VOS SERVICES CONSULTENT L'ANNUAIRE DE VILLE LOVELL

KNOW MORE ABOUT YOUR PROSPECTS AND CUSTOMERS!

Users Agree



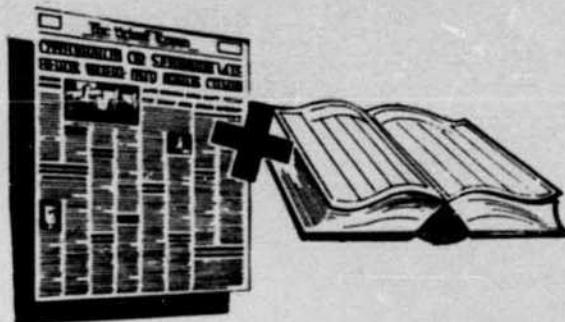
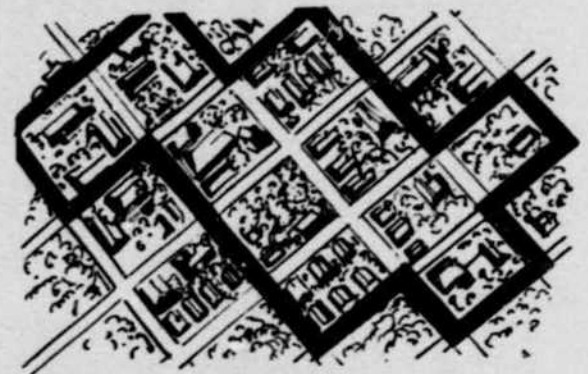
1. Lovell's City Directory enables you to learn the differences between people, to screen them, to separate them in different categories.
2. Lovell's City Directory's Street and Avenue Guide Section is the only sure way to establish exact location of customer residences.
3. Lovell's City Directory is used for verification of information which a prospective open account customer might give. Your Lovell's City Directory is a quick reference to help establish credit information.
4. Facts about business concerns are important. Lovell's City Directory lists proprietors and officers, type of business and exact location.
5. Lovell's City Directory can provide the best circulation list for Direct Mail Advertising promoting your products, services, personnel and your location.
6. There's no better place to positively establish full names and their correct spelling; occupation; job title; and addresses.

SALES PROMOTION

Most Productive Mailing List Available

- by neighbourhood, area, section of city
- by occupation, job title, income

No other source provides so much vital information about the residents of your community. Use it to compile a prospect list; also as the circulation for Direct Mail Advertising about your products, your services, your personnel and your business location. In addition, your Lovell's City Directory can provide you with names and addresses of nearby residents of a job or installation you have recently completed.



CONVERT NEWSPAPER ANNOUNCEMENTS INTO CUSTOMERS

- Births
- Retirements
- Newcomers
- Promotions
- Occupation Changes
- New Homes
- Renter to Owner
- Business News
- Engagements
- Marriages

From information you can obtain from your Lovell's City Directory and your daily newspaper, remarkable sales leads can be assembled. You'll be able to trace renters who have assumed home ownership responsibilities; individuals who have increased their buying power because of job changes or promotions; newcomers to your area who must establish new sources of supply and service; newly married couples setting up housekeeping for the first time; home owners moving into newer homes. All such moves and changes create new needs and possibly new business for you!

SAVE MILEAGE, TIME AND MONEY (Delivery Mailing etc.)

Prompt, courteous services are usually reflected in future sales. Your Lovell's City Directory can assist you in maintaining a high standard of customer services. For example, utilize your Lovell's City Directory's Street and Avenue Guide in mapping practical, quicker delivery routes; to establish exact address locations; to determine if any streets are closed; to contact neighbours of a customer who may be out. You'll save driving time, eliminate wasted mileage and better your customer services with a quick check of your Lovell's City Directory.



GENERAL OFFICE USE (Credit Reference and Collection)

The usefulness of your Lovell's City Directory in your everyday general office work is tremendous. Accuracy in all your paperwork . . . deliveries, billing, personal customer records, credit reference, special notices and advertising to new and regular customers . . . is as important as sales. You'll avoid any embarrassing experiences with new customers by checking your Lovell's City Directory for full names and their correct spelling. By knowing occupation and job title, you can decide whether to offer credit to a new customer immediately. And, in cashing a stranger's check, you can depend on your Lovell's City Directory to help. Answers obtained about "nearest neighbours" and "nearest cross-streets" can be quickly verified. It's easy to expose false identification papers.

BE SURE ALL YOUR DEPARTMENTS USE LOVELL'S CITY DIRECTORY