

# 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.

# 1970-71

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ASSOCIATION DES INFIRMIERES DE LA PROVINCE DE QUEBEC, Mlle N. Dumouchel Secrétaire Registraire 4200 Dorchester Ouest - Mtl 215 Tel. 935-2501

**Associations**



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 semi-monthly circulars 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.
- *Representation* 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

**Associations—Continued**



La Chambre de commerce du district de Montréal est une association communautaire qui concentre son action sur la promotion économique, civique et sociale des citoyens du milieu métropolitain, ceux de langue française en particulier. Fondé en 1886, la Chambre contribue au progrès de tous les canadiens, membres ou non de la Chambre.

Avec ses quelque cinquante-cinq employés et ses 4,000 membres dont 800 entreprises, la Chambre de commerce de Montréal est la plus importante Chambre du Québec et l'une des plus importantes d'Amérique.

**LES SERVICES AUX MEMBRES**

*Le service de recherche et de renseignements*

Ce service est en mesure de répondre pratiquement à toutes les demandes de renseignements. Des propositions d'affaires de tous genres et des demandes de tous les coins du monde sont traitées et diffusées de façon à rendre service.

*Le service des cours*

L'éducation permanente de son personnel est devenue un impératif pour toute entreprise progressive dans notre monde économique de concurrence et de changement.

La Chambre, dans ce domaine, remplit un rôle complémentaire et spécialisé en organisant des stages de perfectionnement. Ces stages répondent à des besoins bien particuliers.

*Le service des manifestations*

Les nombreuses manifestations sont à la fois un instrument d'intégration des membres et l'occasion de multiples rencontres d'affaires.

*Les publications*

**COMMERCE MONTREAL**

organe officiel de la Chambre, informe les membres des activités de cette dernière.

**COMMERCE**

La revue Commerce est reconnue comme une publication unique en son genre dans les milieux d'affaires canadiens-français.

**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 plus de quatre cents associations, groupes, organismes et clubs de la métropole.

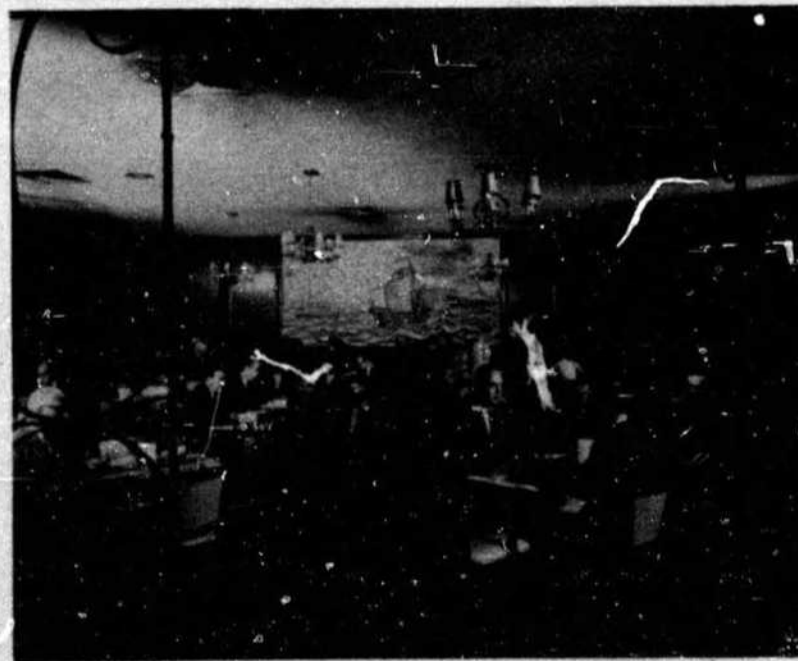
**ENQUETES ET ETUDES**

établissent les tendances et les coutumes relatives à divers sujets susceptibles d'intéresser les membres dans l'administration de leurs entreprises.

**LA MAISON DU COMMERCE ET SON CLUB**

Les bureaux de la Chambre sont installés dans la Maison du Commerce au 1080, côte du Beaver Hall, Montréal 128 (866-2861).

Le Club de la Maison du Commerce se prête parfaitement à tous les genres de manifestations privées: réceptions, réunions de vendeurs, expositions, journées d'étude, etc., etc.



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

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- CANADIAN FRIENDS OF THE HEBREW UNIVERSITY**, Lauterman House 1506 McGregor - Mtl 109 Tel. 932-2133
- CANADIAN MENTAL HEALTH ASSOCIATION**, Quebec Div Félix Guibert Pres Paul-Marcel Gélinas Gen Dir Headquarters Suite 303 5757 Decelles Ave - Mtl 251 Tel. 737-6558
- CANADIAN RED CROSS SOCIETY**, J A R Rochefort Commissioner Quebec Provincial Headquarters Montreal Branch Red Cross Youth Blood Donor Clinic 2170 Dorchester Blvd W - Mtl 108 P.Q. Tel. 937-7761  
Blood Transfusion Service Centre 3131 Sherbrooke St East Mtl 401 P.Q. Tel. 527-1501
- CANADIAN SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS**, L P Poirier Executive Director Administration Alain Perron Chief Inspector in charge of Inspection & Education Services Lucien Loiselle Inspector in charge of Municipal Services & Shelter Operations 5215 Jean Talon W - Mtl 308 Tel. 735-2711
- LA CHAMBRE DE COMMERCE DE LA PROVINCE DE QUEBEC**, 500 rue St Francois-Xavier 4E - Mtl 126 Tel. 844-9571  
**THE PROVINCE OF QUEBEC CHAMBER OF COMMERCE** 4th floor 500 St Francois-Xavier - Mtl 126 Tel. 844-9571
- CHAMBRE D'IMMEUBLE DE MONTREAL**, B J Bachand Gérant Général 1080 Côte Beaver Hall Suite 800 - Mtl 128 P.Q. Tél. 866-4711
- CHEVALIER ASSOCIATES**, Association Managers & Consultants Jacques Chevalier Michel Chevalier Paul Tree - Managing Partner 1010 St Catherine W - Suite 1004 - Mtl 110 Tel. 861-1433 Telex 01-025510
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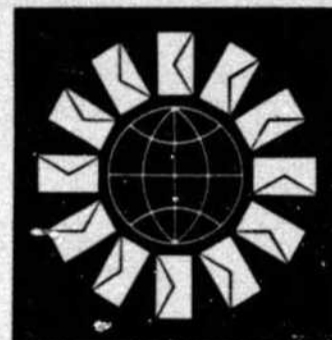
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†Duvernay  
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Ile Perrot  
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McCARTHY TRANSPORT INC, P H McCarthy Pres 1705 Moreau - Mtl 402 Tel. 527-4531

GAGNE R & G INC, Crane Rental & Heavy Transport Rejean Gagne Pres Gerard Gagne Vice-Pres J Alfred Ethier Dir Gen 190 Cremazie Boul East - Mtl 351 Tel. 381-2565 Garage 1965 Montee St Aubin Tel. 331-9920 Trois-Rivieres Branch 429 Baillargeon - Cap de la Madeleine, P.Q. Tel. (819) 375-7783

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GAGNE R & G INC, Grues Mobiles & Transport Lourd Réjean Gagne Prés Gérard Gagné Vice-Prés J Alfred Ethier Dir Gén 190 Est Blvd Crémazie - Mtl 351 Garage 1965 Montée St Aubin Tél. 331-9920 Succursales de Trois-Rivières 429 Baillargeon - Cap de la Madeleine, Qué. Tél. (819) 375-7783

**Transportation Companies — Companies de Transport**

MAISLIN BROS TRANSPORT LTD, Sam Maislin Pres Sydney Maislin Exec Vice-Pres Clement Beauregard Vice-Pres & Gen Mgr 7401 Newman Blvd (LaS) Tel. 366-0150

MONTREAL URBAN COMMUNITY TRANSIT COMMISSION, Chartered Buses 121 Craig St W - Mtl 126 Tel. 877-6060

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SPEEDWAY EXPRESS LTD, Daily Service From Montreal to Saint John Fredericton - Moncton Bathurst - Dalhousie - St Stephen, N.B., Truro & Halifax, N.S. L G Mowat Pres C Cottle Vice-Pres 1140 St Amour - Mtl 384 Tel. 336-5895

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**Trucks Dealers, Sales & Service — Vendeurs de Camions, Ventes & Services**

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CANADA TRUST COMPANY, Complete Trust Services Mortgage Loans - Stock Transfer 800 Dorchester Blvd W - Mtl 101 Tel. 861-9781 Branch 7040 St Hubert - Mtl 328 Tel. 861-9781

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**Trust Companies—Continued**

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SINCE 1898

Assets under Administration  
In Excess of  
\$2,000,000,000

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Tel. 849-9431

**Branch Offices:**  
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ROYAL TRUST COMPANY (THE), Provides Complete Personal and Corporate Trust Services Assets under Administration \$10,008,000,000  
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**Typesetting -- Composition, Imprimerie**

LOVELL JOHN & SON LTD, Established 1835 Printers - Publishers & Lithographers Robert W Lovell Pres. Philip N W Lovell Vice-Pres. James Peter Lovell Treas. 423 St Nicholas St - Mtl 125 Tel. 849-2321  
City Directory Division Tel. 849-3518 See Buyer's Advt Advertising & Direct Mail

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ROYAL TYPEWRITER COMPANY DIVISION Head Off Montreal Sales Br 8300 Cote de Liesse rd - Mtl 376 Tel. 735-4351

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**Typewriter Supplies -- Accessoires de Dactylographes**

IBM CANADA LTD, OFFICE PRODUCTS DIVISION, Electric Typewriters Dictating Equipment Magnetic Tape Selectric Typewriters Magnetic Cards Selectric Typewriters Cold Type Composing Equipment SALES BRANCHES: 1440 St Catherine St W - Mtl 107 Tel. 874-6408 (Service 874-6004 Supplies 874-6225) 1225 Laird Blvd (T.M.R.) - Mtl. 304 Tels 874-6252 or 6459

**Undertakers & Embalmers -- Entrepreneurs de Pompes Funèbres & Embaumeurs**

COLLINS D A INC, Completely Air Conditioned Funeral Home & Chapel F A Nunns Pres A F Williams Sec-Treas 5610 Sherbrooke W at Marcell Ave - Mtl 260 Tel. 484-1149

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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

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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 Laurent Pettigrew Cen Mgr Head Office: 50 Grey Nun - Mtl 101 Tel. 849-1261 Telex: 01-20192

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PESTROY COMPANY LTD (THE), Weed & Brush Control Specialists S Emanuel Pres 1655 Edouard Laurin Blvd (StLau) - Mtl 379 Tel. 336-6110

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**Welfare Agency -- Service Social**

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ANGLO-CANADIAN WINDOW CLEANING SERVICE, "Specialty Janitor Service" T Scott Pres (Ex - R.C.A.F.) 294 Lafleur Ave (LaS) Tel. 366-5281

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NORTHERN ELECTRIC COMPANY LIMITED, Telecommunications Equipment & Supplies Wires & Cables - Electrical Supplies - Illumination Equipment - Power Apparatus - Overhead & Underground Equipment V O Marquez Pres & Chairman of the Board  
Head Office 1500 Dorchester Blvd W - Mtl 108 Tel. 931-5711  
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SIMPSON'S — DOWNTOWN, FAIRVIEW-POINTE CLAIRE, LES GALERIES D'ANJOU — Department Store  
THE ROBERT SIMPSON MONTREAL LIMITED, J S Bryant Vice-Pres Mtl Area D E Avery Gen Merchandise Mgr Mtl Area A P Notman Gen Merchandise Mgr Mtl Area R D Etchest Supt Mtl Area D K Millbank Gen Mgr Downtown Store  
DOWNTOWN: 977 St Catherine W - Mtl 110 Adm & Gen Business Tel. 842-3241  
FAIRVIEW-POINTE CLAIRE: D K Campbell Gen Mgr T R Beauchamp Supt 6790 Trans-Canada Hwy - Pte Claire Adm & Gen Business Tel. 697-4870  
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Tel. 842-7221

# KNOW MORE ABOUT YOUR PROSPECTS AND CUSTOMERS!

## Users Agree



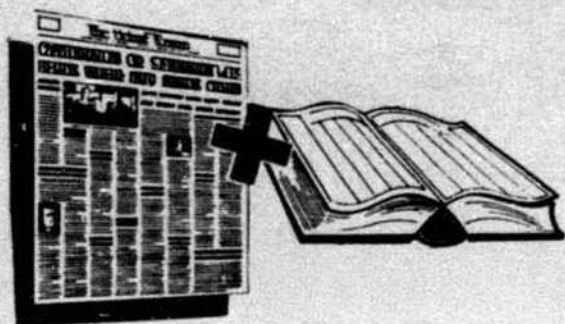
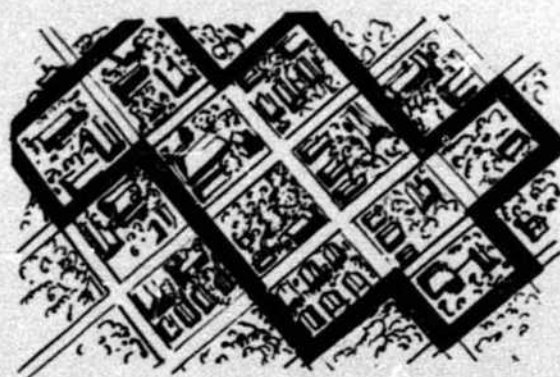
1. Lovell's City Directory enables you to learn the differences between people, to screen them, to separate them in different categories.
2. Lovell's City Directory's Street and Avenue Guide Section is the only sure way to establish exact location of customer residences.
3. Lovell's City Directory is 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

# CONNAISSEZ MIEUX VOTRE CLIENTÈLE ACTUELLE ET FUTURE !



## Les Usagers sont d'accord

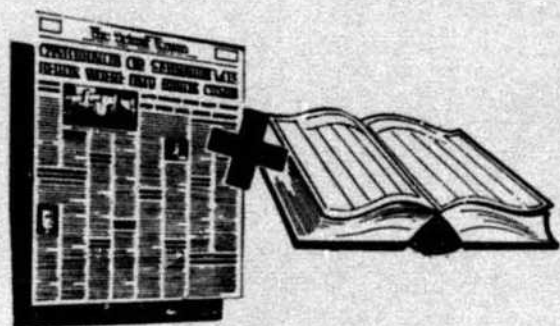
1. L'Annuaire de Ville Lovell vous permet de différencier les personnes, les classer et les séparer par catégories.
2. Le Guide des rues et avenues de l'Annuaire de Ville Lovell est le seul moyen sûr de trouver l'emplacement exact des résidences de vos clients.
3. Les renseignements sur les maisons d'affaires 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

**PLEASE!**

**DO NOT LEND  
YOUR CITY DIRECTORY**

---

*IT COSTS YOU MONEY — Every Time It Is Loaned*

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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.

*This Directory is leased to the Subscriber  
and remains the property of the Publishers*