

lui-même la plupart de ses liqueurs, et il est le seul agent, pour le district de Joliette, des fameuses eaux-de-vie de Godet & Frère.

LA LIBRAIRIE MODERNE

M. Adélarde Charland tient une librairie sous le nom de "La Librairie Moderne". Son magasin qui est très moderne et très attrayant renferme un assortiment complet et choisi de papiers, livres, articles scolaires de toute espèce, de papiers peints, etc.

FERBLANTIER, PLOMBEURS ET POSEURS D'APPAREILS DE CHAUFFAGE, ETC.

Plusieurs à Joliette font d'excellentes affaires, dans la plomberie; mentionnons entr'autres M. J.-A. Landreville qui a dernièrement fait l'acquisition de l'ancien établissement de M. Alex. Bonin, situé sur la place Lavallée. M. Landreville a, à son service, un certain nombre d'ouvriers experts.

M. Rodrigue Lanoix exerce le métier de plombier avec succès depuis huit ans. Il emploie quatre hommes en été et 9 en hiver. M. Lanoix a exécuté des contrats de plomberie de la plus haute importance pour de grandes industries locales.

• G. MORRISSETTE

Au mois de novembre 1911, M. G. Morrisette quittait Trois-Rivières et venait s'établir à Joliette pour y exploiter une industrie de plomberie. Grâce à son esprit entreprenant son industrie naissante prit un accroissement considérable. M. J. Dufresne et le Couvent du Précieux-Sang lui confièrent d'importants contrats de plomberie et d'installation de chauffage à eau chaude.

M. G. Morrisette a continuellement à son service une douzaine d'hommes auxquels il paye un salaire hebdomadaire de \$150.00. Son chiffre d'affaires s'élève à \$20,000.00 annuellement.

COURCHESNE & CHAPUT,

Le magasin de fer appartenant à MM. Courchesne & Chaput, existe depuis plusieurs années, et est sous le contrôle de la présente société depuis 7 ans.

sional, business and labor interests, and are giving the town a careful administration.

GENERAL ADVANTAGES

The town has good sidewalks, the wooden ones being rapidly replaced by those of cement. The streets are macadamized. The sewers which are constructed all over the town, are of brick and vitrified glazed stone. It has 7875 ft. of 8 inch. water pipe, 3460 ft. of 6 inch., 1875 ft. of 4 inch., and 8100 ft. of 3 inch. or a total of 42450 feet. It has 89 hydrants and an up-to-date fire department, giving ample service in case of fire. There are 1409 numbered dwellings. It has both a long distance and local telephone, and good express service.

It has a fine town hall, which includes the fire station, a modern market building with a large market square. It has a modern water-works, and electric plant. It is a judicial centre. It has a band and orchestra, baseball, lacrosse and hockey clubs, as well as a moving picture theatre, all making for the intellectual and social entertainment of its people.

CONCLUSION

Joliette has a very promising future. It is not only already a thriving manufacturing town, but is rapidly becoming a railroad centre, as the Canadian Northern is constantly increasing its holdings, and adding to the number of its employees, who must find homes.

To the north and north-east stretches a boundless territory immediately tributary to Joliette, which is a natural distributing point for this district. This territory will in time become the home of a large population. With new railroads branching out from here, tapping this vast territory, with the increasing business of the Canadian Northern Railroad, carrying its products to the far north and north east, and the C.P.R., uniting it with territory to the south, Joliette has a prosperous future, and those with promising industries, ones that will bear the light of investigation, will find here not only a centre where labor and