

GM AGENCY OBTAINED by CARTIER MOTORS

GOOD LUCK

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EDDY OFFICE SUPPLY CO.

51 Third Ave.

Phone 3540



First Pontiacs for Cartier Motors Arrive



ED VAILLANCOURT

Another step ahead in the business career of Edward Vaillancourt, proprietor of Cartier Motors, was marked this week when it was announced that this young and energetic businessman had obtained the franchise to handle Buick and Pontiac automobiles and General Motors Trucks.

Previously Mr. Vaillancourt had been dealer in Studebaker automobiles, also a first line agency. The results of his efforts with Studebaker are evident today in Timmins from the number of these automobiles now on the streets of the town.

"I consider myself very fortunate to have obtained dealership for such outstanding products as Buick and Pontiac," Mr. Vaillancourt said.

He stated that the minute he had learned that he had been appointed a GM dealer he had ordered work to commence on the construction of the large, modern and fully equipped garage which he is going to build at the corner of Mountjoy street and Third Avenue. A good portion of the excavation work for the new garage was completed last week. Construction will begin with the coming of Spring.

Since he first went into business here in 1939, Eddie Vaillancourt has expanded from humble beginnings to one of the most prominent positions in local business circles.

Despite intense competition in the taxi business, he purchased three automobiles and set up a firm calling it Cartier Taxi. Within three years he had the largest taxi business in town. He operated 11 cars and had three sub-stations scattered in Timmins.

In the Spring of 1946, Mr. Vaillancourt obtained the opportunity to handle Studebaker automobiles and quick to sense the superior opportunity which lay in this branch of the automotive field, he sold his taxi business and took over the agency under the name of Cartier Motors.

As aforementioned, his remarkable success in distributing and servicing Studebakers made this automobile a best-seller and favorite in Timmins.

"Much of the success of Cartier Motors as a Studebaker dealer can be attributed to the type of service the firm provided its customers. Continued sales of any car can only continue as long as buyers are satisfied with a car's performance. The answer to this is to maintain a top-notch service department. That's what we did with Studebaker and what we will continue to do with Buick, Pontiac and GM trucks. My new garage will have the finest service department in the North," he stated. "It is just good business."

Eddie Vaillancourt came to Timmins eleven years ago after attending Sacred Heart College in Sudbury where he specialized in business administration. For a time he worked on odd jobs, later taking employment at Coniarum Mine.

"You here a lot of talk in Timmins today about the town being in a slump," he said. "Well, I've been here for 11 years now and I have just as much faith in the place today as I did the day I saw it first. Timmins is the best town in the province and I am sold on its future. The best evidence I can give of my faith in the town is the building I am erecting at Mountjoy and Third. Timmins is here to stay mister, and so am I."

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