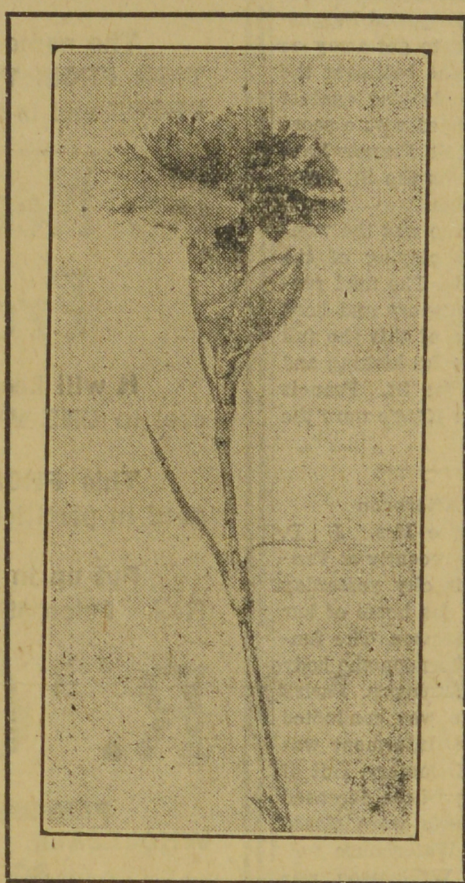


1000 CARNATIONS

Will Be Given Away to Celebrate

Lemont's 75th Anniversary

These flowers will be on exhibition in our store window Friday afternoon and evening November 7th and Saturday November 8th.



Beginning Saturday afternoon November 8th at 2.30 every lady who visits our store will be presented with a beautiful carnation.

-:- The Story of a Successful Business House -:-

The history of the Lemont business goes back to 1844, four years before Fredericton had its first Mayor and Board of Aldermen, long before the days of railways and telegraphs. In that year Martin Lemont an American citizen, who had settled in this city in 1841 or 1842, and had for a short time been in partnership with S. A. Akerley, opened a store on his own account and laid the foundation of the present business.

CHANGES IN THE CHARACTER OF THE BUSINESS

Mr. Lemont bought and sold nearly everything that could be thought of, and the store was for many years familiarly known as Lemont's Variety Store. The character of the stock has undergone many changes since the early days, but furniture has always remained the backbone of the business.

In 1855 Mr. Lemont imported the first kerosene oil ever used in Fredericton. At the same time he placed on sale the first oil-burning lamps. This change from the old candle and candlestick was evidently appreciated for his sales increased rapidly during the following years. The store still sells lamps, particularly the famous Rayo Lamp, but the sale of oil has long ago been handed over to the grocers.

In the old advertisements Messrs. Lemont made prominent the fact that they were buyers and shippers of Raw Furs. Modern conditions have brought about the abandonment of this feature, but for many years the firm was able to pay all its European bills by drafts on the London fur concern to which it made shipment of its skins. What a

surprise it would be to Martin Lemont, if he could come back to earth and see the muskrat skins such as he used to buy at ten or twelve cents bringing four and five dollars a piece in New York.

For many years crockery was an important feature, and the founder of the firm as well as his two sons made trips across the water at various times to purchase crockery, china, and fancy goods. The following item appears in a newspaper advertisement dated July 26, 1867:

"Mr. Lemont having returned home from England after six months absence, has made arrangements to buy, and has already bought English, French, and German goods which we are receiving by different vessels from Liverpool. Also our stock of American goods will be as large as the wants of the market require."

The crockery department has now become of minor importance, while fancy goods and toys have entirely disappeared. Indian goods, formerly extensively handled, have been almost entirely eliminated. Pianos and organs, bicycles and other special articles have long since been dropped, and for a number of years past the description House Furnishing Store has taken the place of the old sign Variety Store.

About the year 1890 the first purchases of carpet were made, and the floor covering department is now second in importance to the furniture end.

CHANGES IN LOCATION

The original Lemont Store was in the Slason Building, opposite the Offi-

cer's Square, where Sharkey's building now stands. It went up in flames in the great fire of 1850, and Mr. Lemont started again in Phoenix Square. Here he again suffered from fire in 1854, and moved down town to what was known as the Coy Block just above the present store. A fire destroyed this building in 1859, and he took up temporary quarters on the opposite side of the street. In 1860 he returned to the rebuilt Coy Block where Harry Crowley now does business, and remained there until 1871 when the present building was purchased from Wm. Wheeler. The store premises were greatly enlarged in 1901 by the lease of the adjoining property from the Timothy McCarthy Estate, thus giving the store a frontage of 52 feet. During the present year this property has been purchased from the McCarthy estate as well as the vacant lot just below it extending to the Neill building.

SOURCE OF SUPPLY

Prior to the introduction of the Protective Tariff of 1878 nearly all of the furniture sold in this country was made in the United States. There were no commercial travellers in the early days, and Martin Lemont spent much of his time in Boston, buying furniture and other goods for his customers. At the time of the Civil War a great deal of old mahogany and walnut furniture was thrown into the auction rooms of Boston, and Mr. Lemont picked up many bargains in this line. Indeed much of the old mahogany furniture now to be seen along the St. John river was imported by him at that time.

In 1859 he began the practice of chartering schooners in Boston which he loaded with goods for this market. In an old advertisement appears the announcement that on July 13th, 1859 was the first arrival of a direct shipment from Boston including ten dozen cane seat chairs. In 1862 there is an advertisement of a shipment including "well-seasoned, beautifully finished wood seat chairs, selling at two shillings and six pence for cash only." With the development of Canadian manufactures, shipments from the United States have gradually dwindled until now only a few special articles such as the Hoosier Cabinet can be advantageously bought in the American market.

CHANGES IN OWNERSHIP

The present head of the firm is Mr. J. M. Lemont, a grandson of the founder, the founder and his two sons having all passed away. William Lemont who entered into partnership with his father in 1862 died in Alabama in 1917. The younger son, Martin Lemont, Junior, entered the partnership in 1874, and died in 1904. The firm has been known as Lemont & Sons since 1874, but in 1905 the word Limited was added, the business in that year being transferred to a joint stock company, of which William Lemont became President, and J. M. Lemont Secretary. At present J. M. Lemont is President, and W. L. Jennings Secretary.

STANDING AND POLICY

It is a matter of pride to the present owners that the store through the long period of seventy-five years has always been able to meet every dollar of its liabilities, and has never even

asked an extension of time from its creditors. For nearly half a century the firm has not given a note or accepted a draft, and for many years has paid cash for all purchases.

The business has never been a money maker, the proprietors being content with a moderate profit, and being willing to live in a modest way. The oft-repeated prayer of the founder was the prayer of Agur, and the prayer was granted both for himself and his successors. "Give me neither poverty nor riches; feed me with food convenient for me; lest I be full, and deny thee, and say, Who is the Lord? or lest I be poor, and steal, and take the name of my God in vain."

Any success which we have attained during three quarters of a century has been through the generous co-operation of the public and we hope to merit the confidence of the people during the fourth quarter century upon which we are now entering.

The old-fashioned virtues of integrity and honesty which dominated the mind of the founder of the business are still our ideal, but in this 20th century we have added the new note of Service.

We are glad to place at the disposal of the community all our facilities, all our knowledge, our long experience, our brains and our hands. We have no higher wish than to carry out the thought embodied in the simple and beautiful motto of the Prince of Wales—"I serve."

LEMONT & SONS, LTD.

Nov. 6th., 1919.

SPECIAL MONDAY, TUESDAY and WEDNESDAY, November 10th, 11th and 12th, we will further celebrate our 75th Anniversary in the following way:

To everyone who makes a cash purchase of \$75.00 or more during the three days mentioned, we will give, absolutely FREE (in addition to our usual cash discount) \$10.00 worth of any goods in our entire stock, the choice of these goods to be left entirely to the purchaser.

LEMONT & SONS, LTD.

1844-75 years in Business-1919
November 1919

Lemont & Sons Ltd
Furniture, Carpets etc. - Fredericton, N. B.