



Ville de
MONT-TREMBLANT

J. R. Lavigne's grocery store Central to life in Lac-Mercier

If this building—built at the beginning of the 20th century—could talk, it would have a great deal to say. Its century-old walls heard the Lac-Mercier news starting in the era of Adélarde Richer, the village's first grocer. From the 1920s and for several decades thereafter, the grocery-butcher store was operated by J. Romain Lavigne, who was also mayor of Mont-Tremblant (as was Adélarde Richer) and postmaster. On foot, in horse-drawn carriages, by boat or by automobile, residents and vacationers came here to buy their provisions, fill up their gas tanks, get their mail and exchange the latest news.

Research and writing: Danielle Soucy



Tourists photographed in front of J. Romain Lavigne's grocery store, probably at the end of the 1920s.

Source: postcard from the collection of Marcelle Labelle, photographer unknown.