

# LOVELL'S MONTREAL DIRECTORY

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	GLEN FALLS, N.Y.	MERIDEN, CONN.	ROCHESTER, N.Y.	WILMINGTON, N.C.
	GLOUCESTER, MASS.	MIAMI, FLA.	ROCK ISLAND, ILL.	WILMINGTON, N.C.
	GLOVERSVILLE, N.Y.	MICHIGAN CITY, IND.	ROUSES POINT, N.Y.	WINONA, MINN.
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	GRAND RAPIDS, MICH.	MINNEAPOLIS, MINN.	RUTLAND, VT.	WOONSOCKET, R.I.
	GREAT FALLS, MONT.	MINOT, N.D.	St. AUGUSTINE, FLA.	WORCESTER, MASS.
	GREEN BAY, WIS.	MOBILE, ALA.	St. JOSEPH, MIS.	YONKERS, N.Y.
	GREENFILED, MASS.	MONTGOMERY, ALA.	St. LOUIS, MO.	YORK, PA.
	GREENSBORO, N.C.	MUSKEGON, MICH.	St. PAUL, MINN.	YOUNGSTOWN, OHIO
	HAMILTON, OHIO	NASHUA, N.H.	St. PAUL, WIS.	
	HAMMOND, IND.	NASHVILLE, TENN.	St. PETERSBURG, FLA.	
	HARRISBURG, PA.	NEWARK, N.J.	SACRAMENTO, CAL.	
	HARTFORD, CONN.	NEWARK, OHIO	SAGINAW, MICH.	
	HAVERHILL, MASS.	NEW BRITAIN, CONN.	SALEM, ORE.	
				<b>WEST INDIES</b>
				HAVANA, CUBA

# LOVELL'S MONTREAL DIRECTORY

PUBLISHED SINCE 1842

BY

JOHN LOVELL & SON, LIMITED

Established 1835

423 to 429 St. Nicholas Street, MONTREAL

# LOVELL'S MAP OF MONTREAL

IN COLOR—SIZE 48" x 36"

Parks and Playgrounds, Prominent Buildings, Clubs, etc., shown.

Also Railway and Street Car Lines and intersecting  
street numbers on main thoroughfares.

PUBLISHED BY

**JOHN LOVELL & SON, LIMITED**

ESTABLISHED 1835

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**T**HIS MAP covers Montreal from Bout de l'Isle northwest to and including Ahuntsic, Cartierville and Ville St. Laurent, and west to and including Lachine, Ville St. Pierre and Montreal West. In addition to the City of Montreal the following places are shown:— Westmount, Verdun, Outremont, Montreal West, Montreal East, Lachine, Ville St. Pierre, Cote St. Luc, Ville St. Laurent, Ville La Salle, Town of Hampstead, Town of Mount Royal, Laval de Montreal (Bout de l'Isle), Pointe aux Trembles, Montreal North, Ville St. Michel, St. Leonard de Port Maurice.

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**Price \$1.00 per copy, folded, on paper**

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PLUS SALES TAX

*Copies may be obtained mounted on wallboard or linen with rollers.*

Complete Index, in book form, of Streets, etc., supplied with  
each Map.

# WHY ADVERTISING IN LOVELL'S MONTREAL DIRECTORY PAYS

**Y***OU men who spend large amounts of money on creative advertising—who when you think of advertising, think ONLY of creative advertising—  
A word with you.*

When you invest a dollar you protect that dollar to the utmost.

What are you doing to protect the money you invest in creative advertising ?

The morning paper that lies before you on your breakfast table has in it an advertisement that cost you many dollars. This same paper has the day of the month printed at the top of each page, twice on each sheet; where everyone can easily read it.

You saw the date.

But when you reached the office, sat down at your desk, and wanted the day of the month, **YOU REFERRED TO YOUR CALENDAR**, and a dozen times that day you referred to your calendar. Your employees did the same. The whole business world did likewise.

Why ?

The public will see your creative advertisement.

But when they want your goods — **THEY WILL TURN TO LOVELL'S MONTREAL BUSINESS DIRECTORY AT THE END OF THIS BOOK—** just as you turned to your calendar.

Protect that money you are putting into creative advertising.

Protect it with **REFERENCE** advertising in **LOVELL'S MONTREAL DIRECTORY**.

A small percentage of the amount you spend for creative advertising **WILL DO IT.**

**LET US TALK IT OVER WITH YOU**

*Call our Advertising Department*

**Phone MARquette \*2321**

**PLEASE  
DO NOT ASK US TO LOAN  
THIS DIRECTORY**

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**Our Signed Contract with the Publishers  
reads as follows**

“This contract is entered into by us personally and we warrant that we are in no way acting as agent or representative of any undisclosed principal and on the distinct understanding that we particularly undertake and agree not to re-sell, lend, or in any other manner part with the possession of this directory.

“And we hereby agree that in the event of a breach of the above warranty or in the event of our failure to respect these covenants which are the essence of this agreement we shall be liable for a penalty of Two Hundred and Fifty Dollars as liquidated damages.”

Established 1864

# ROBERT HAMPSON & SON

LIMITED

## INSURANCE

451 ST. JOHN STREET :: MONTREAL

Founded	REPRESENTING	Assets
1898	MARYLAND CASUALTY CO. Canadian Managers	\$73,412,837.51
1863	FIREMAN'S FUND INSURANCE CO. General Agents for Eastern Canada	82,556,657.22
1864	HOME FIRE & MARINE INSURANCE CO. OF CALIFORNIA General Agents for Eastern Canada	11,562,265.45
1792	INSURANCE CO. OF NORTH AMERICA Provincial Managers for Quebec	160,999,033.64
1824	UNITED STATES FIRE INSURANCE CO. Provincial Agents for Quebec	46,908,780.58
1822	THE NORTH RIVER INSURANCE CO. (Marine) Marine Agents	29,974,334.30
1824	THE INDEMNITY MARINE ASSURANCE CO. LTD. Provincial Agents for Quebec	15,988,622.32
1859	THE OCEAN MARINE INSURANCE CO. LTD Chief Agents for Canada	14,476,958.76
1799	PROVIDENCE WASHINGTON INSURANCE CO. Agents for Montreal	20,600,076.10