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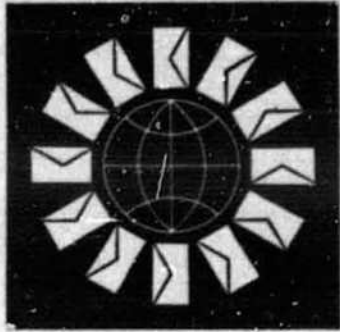
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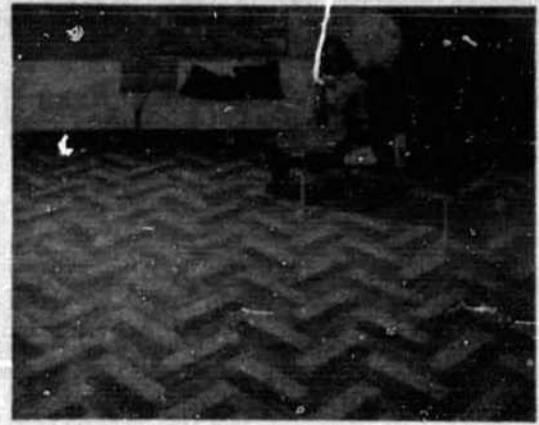
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Every day all over the country, thousands of people are consulting these Libraries, and aside from their personal assistance, the Directories in the collection are good advertising for their respective cities and their industries.

Likewise the individual advertisers in the various books profit by the increased distribution which their Directory Advertising and Classified References receive through this Library plan, which places Directories throughout the country to direct those who need them. In other words, it nationalizes a service which formerly was only local in its use.

As a work of reference the modern City Directory is on a par with the Dictionary and the Encyclopedia. Centuries before the telephone came into existence the City Directory had earned its place as an essential to the social and commercial activities of the people.

It gained in prominence and prestige as the relations of man with his neighbor became more complex.

The first printing from movable type in the English language was done in London in 1477. Newspapers appeared in the early part of the seventeenth century—as did also the first real City Directory, which was published in London, England, in 1640. Prior to this there was a publication hardly called a Directory. It was issued in 1595 during the reign of Queen Elizabeth, and entitled "The names of all such Gentlemen of Accompts as were residing within the City of London."

Paris had its first Directory in 1691; Liverpool, England, in 1766; Dublin, Ireland, 1770; Edinburgh, Scotland, 1773; Hamburg, Germany, 1787; Philadelphia, Pa., 1785; New York City, N.Y., 1786, followed by Boston, Mass., 1789; Baltimore, Md., in 1796 and Montreal, Canada, 1819.

One of the difficulties of Directory publishing in the early period was the lack of house numbers. Because of this, many houses were known as "The Black Bear," "The White Swan," "The Six Golden Lights"—or on such and such a road next door to the Goldsmith's.

It was not until 1800 that house numbering became general. Difficulties had to be overcome gradually until the present system was evolved. Directory publishers have always been—and still are—of great assistance to the authorities in the house numbering problem.

To-day the City Directory occupies a place peculiarly its own. It supplies in one volume names, addresses, facts and information about a city not to be had elsewhere. It is as necessary to the progress and development of a city generally as anything naturally could be which deals with such a fundamental—as the citizens themselves.

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ESTABLISHED 1835

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Comment Profiter de Notre Bibliothèque d'Annuaire

Vous pouvez faire une visite à n'importe quelle ville du pays en quelques minutes en consultant l'annuaire de cette ville qui se trouve dans notre bibliothèque d'annuaire.

Car l'annuaire d'une ville est la ville elle-même, complète en un volume compact et bien indexé. Ce que vous trouvez dans votre propre annuaire, vous le trouverez dans l'annuaire d'une autre ville—s'il est publié par un autre membre de l'association des éditeurs d'annuaire de l'Amérique du Nord.

SERVEZ-VOUS DE LA BIBLIOTHÈQUE D'ANNUAIRES

Si vous connaissez le nom d'une compagnie ou d'une personne et la ville dans laquelle elle se trouve, mais ne pouvez vous souvenir de l'adresse de la rue;

Si vous ne pouvez vous rappeler le nom réel d'une compagnie ou si vous avez oublié les initiales d'une personne;

Si vous désirez avoir les noms et les titres des fonctionnaires municipaux, provinciaux ou fédéraux dans une autre partie du pays;

Si vous avez besoin des noms des banques, des agents d'immeubles, des avocats, ou d'autres maisons ou individus faisant affaires dans une autre ville;

Ou si vous avez besoin de tous autres genres de renseignements que l'on trouve seulement dans les annuaires des différentes villes—la bibliothèque d'annuaire la plus rapprochée est à votre service.

Les bibliothèques d'annuaire sont une suite naturelle des besoins commerciaux et sociaux qui ont été anticipés et auxquels ont répondu John Lovell & Son, Limited et les éditeurs d'annuaire qui sont associés avec cette compagnie.

SERVICE D'URGENCE

Dans les cas d'urgence, les bibliothèques d'annuaire ont rendu des services inestimables aux personnes ayant besoin du nom d'un médecin, d'un avocat ou d'un notaire dans un endroit rapproché ou éloigné. Les annuaires des villes, grandes comme petites, sont gardés en casiers pour référence rapide. La preuve qu'on les apprécie se constate par le grand nombre de lettres d'appréciation qui nous parviennent continuellement. Les voyageurs de commerce et les touristes les trouvent particulièrement utiles.

Tous les jours, par tout le pays, des milliers de personnes consultent ces bibliothèques et, en sus de l'aide qu'ils leur donnent personnellement, les annuaires dans la collection sont une bonne publicité pour leur propre ville et leurs industries.

De la même façon, les annonceurs individuels dans ces divers annuaires profitent d'une augmentation de distribution que leur annonce dans l'annuaire et dans les affaires classifiées reçoit de ce système de bibliothèque, qui place les annuaires dans tout le pays pour renseigner ceux qui en ont besoin. En un mot, ce système nationalise un service qui n'était autrefois que purement local.

Comme référence, l'annuaire moderne va de pair avec le dictionnaire et l'encyclopédie. Des siècles avant l'invention du téléphone, l'annuaire avait conquis sa place comme élément essentiel de la vie sociale et commerciale du peuple.

Il a acquis encore plus d'importance et de prestige à mesure que les relations de l'homme avec son voisin devenaient plus complexes.

La première impression avec caractères mobiles dans la langue anglaise a été faite à Londres en 1477. Les journaux ont commencé à paraître au début du dix-septième siècle—de même que le premier annuaire réel, qui a été publié à Londres, Angleterre en 1640. Avant cette date, il existait une publication qu'on ne pouvait guère appeler un annuaire. Il a été publié en 1595 pendant le règne de la reine Elizabeth et avait pour titre "The names of all such Gentlemen of Accompts as were residing within the City of London."

Paris a connu son premier annuaire en 1691; Liverpool, Angleterre, en 1766; Dublin, Irlande, en 1770; Edinbourg, Ecosse, en 1773; Hambourg, Allemagne, en 1787; Philadelphie, Penn., en 1785; New-York, N.Y., en 1786, ensuite Boston, Mass., en 1789; Baltimore, Md., en 1796 et Montréal, Canada, 1819.

Une des grandes difficultés de la publication d'un annuaire au début était le manque des numéros sur les maisons. A cause de cette lacune, plusieurs maisons étaient connues sous les noms de "The Black Bear," "The White Swan," "The Six Golden Lights"—ou un mentionnait qu'elles étaient situées sur telle route, à côté de l'orfèvre.

Ce n'est qu'en 1800 que le numérotage des maisons devint général. On a eu à résoudre graduellement un bon nombre de difficultés jusqu'à ce que le système actuel soit adopté. Les éditeurs d'annuaire ont toujours été—et sont encore—de beaucoup d'aide aux autorités dans la solution du problème du numérotage des maisons.

Aujourd'hui, l'annuaire a sa place à part. Il comprend en un seul volume les noms, les adresses, des faits et des renseignements sur une ville qui ne peuvent se trouver ailleurs. Il est devenu aussi nécessaire au progrès et au développement d'une ville en général que tout ce qui touche à son principe fondamental—c'est-à-dire aux citoyens eux-mêmes.

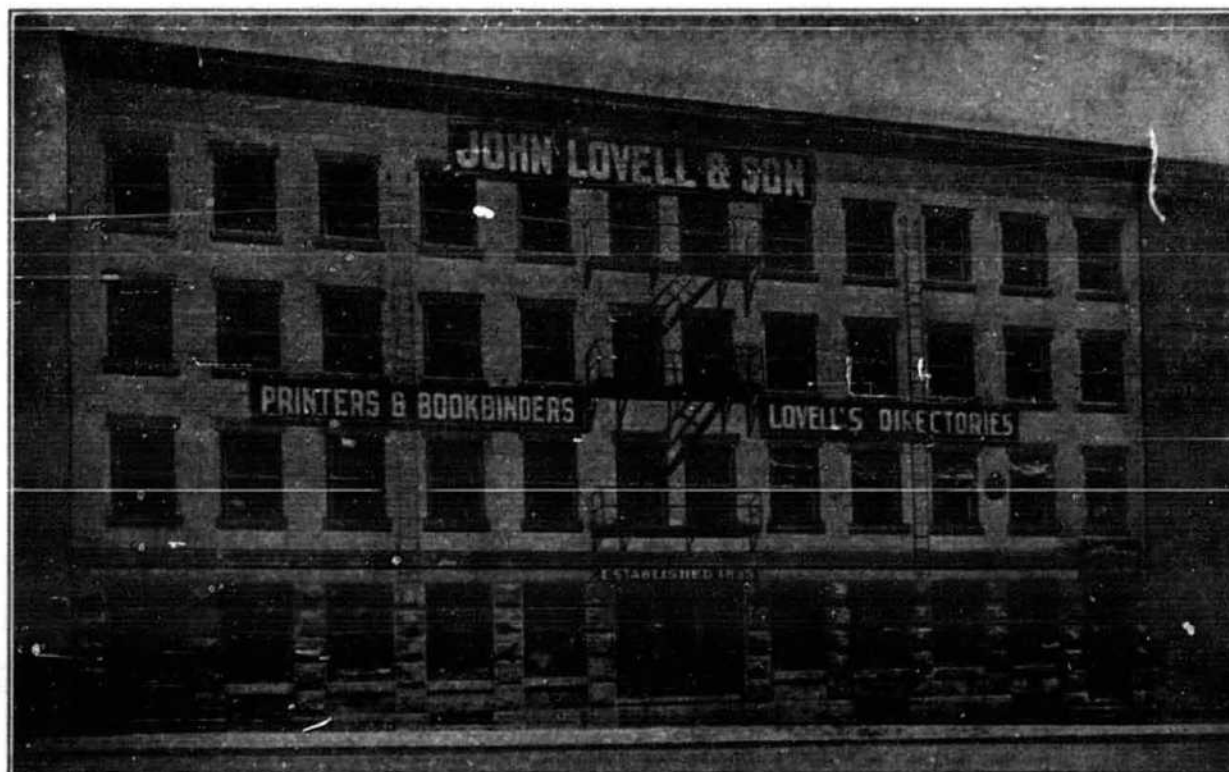
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