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WEST INDIES

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

THIS 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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JOHN LOVELL & SON, LIMITED

ESTABLISHED 1835

PRINTERS » » PUBLISHERS

Telephone MARquette 2321

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**

**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

BRANCH OFFICE
404 ROYAL BANK BUILDING :: TORONTO

Founded	REPRESENTING	Assets
1898	MARYLAND CASUALTY CO. Canadian Managers	\$89,067,254.41
1863	FIREMAN'S FUND INSURANCE CO. Eastern Canadian Representatives	122,808,101.30
1864	HOME FIRE & MARINE INSURANCE CO. OF CALIFORNIA Eastern Canadian Representatives	19,298,998.37
1792	INSURANCE CO. OF NORTH AMERICA Provincial Managers for Quebec	266,780,600.73
1824	UNITED STATES FIRE INSURANCE CO. Quebec Representatives	58,410,507.02
1822	THE NORTH RIVER INSURANCE CO. (Marine) Ocean and Inland Marine Underwriters	36,761,256.41
1859	THE OCEAN MARINE INSURANCE CO. LTD Chief Agents for Canada	15,474,865.00
1799	PROVIDENCE WASHINGTON INSURANCE CO. City of Montreal Representatives	31,513,127.37