

# WHY ADVERTISING IN LOVELL'S MONTREAL DIRECTORY PAYS

***YOU*** 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 THE YELLOW PAGES OF LOVELL'S MONTREAL DIRECTORY**—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 NOW***

**Phone MARquette \*2321**

# CIRCULATION

## LOVELL'S MONTREAL DIRECTORY HAS A WIDE DISTRIBUTION.

Besides being subscribed for by the principal towns and cities of Canada, it is constantly on view in the following places in the British Empire, Europe and the United States.

### BRITISH EMPIRE

AUCKLAND, N.Z.  
CALCUTTA, INDIA  
CORK, IRELAND  
DUBLIN, IRELAND  
GLASGOW, SCOTLAND  
KINGSTON, JAMAICA  
LIVERPOOL, ENGLAND  
LONDON, ENGLAND  
MANCHESTER, ENG.  
MELBOURNE, AUSTRALIA  
PORT-OF-SPAIN, TRINIDAD  
SOUTHAMPTON, ENG.

### EUROPE

BERLIN, GERMANY  
BOULOGNE, FRANCE  
BRUSSELS, BELGIUM  
COPENHAGEN, DENMARK  
LE HAVRE, FRANCE  
LIEGE, BELGIUM  
LYON, FRANCE  
MILAN, ITALY  
NAPLES, ITALY  
PARIS, FRANCE  
PRAGUE, CZECHO-SLO'VA  
REIMS, FRANCE  
ROTTERDAM, HOLLAND  
ROME, ITALY  
VENICE, ITALY

### MEXICO

MEXICO CITY, MEXICO

### ORIENT

TOKYO, JAPAN  
SHANGHAI, CHINA

### SOUTH AMERICA

BUENOS AIRES, ARGENTINE  
RIO DE JANEIRO, BRAZIL

### UNITED STATES

AKRON, OHIO  
ALBANY, N.Y.  
AMSTERDAM, N.Y.  
ANN ARBOR, MICH.  
ARCADIA, FLA.  
ASTORIA, ORE.  
ATLANTA, GA.  
ATLANTIC CITY, N.J.  
ATTLEBORO, MASS.  
AUBURN, N.Y.  
AUSTIN, TEX.  
BALTIMORE, MD.  
BANGOR, ME.  
BARRE, VT.

BATAVIA, N.Y.  
BATTLE CREEK, MICH.  
BAY CITY, MICH.  
BEAUMONT, TEX.  
BELLOWS FALLS, VT.  
BENNINGTON, VT.  
BERLIN, N.H.  
BIRMINGHAM, ALA.  
BOSTON, MASS.  
BRATTLEBORO, VT.  
BRIDGEPORT, CONN.  
BRISTOL, CONN.  
BUFFALO, N.Y.  
BURLINGTON, N.J.  
BURLINGTON, VT.  
BUTLER, PA.  
CAMBRIDGE, MASS.  
CANTON, OHIO  
CARTERSVILLE, N.Y.  
CASPER, WYOMING  
CHARLESTON, W.VA.  
CHEYENNE, WYOMING  
CHICAGO, ILL.  
CHILlicoTHO, OHIO  
CINCINNATI, OHIO  
CLARKSBURG, W.VA.  
CLEARFIELD, PA.  
CLEARWATER, FLA.  
CLEVELAND, OHIO  
COLORADO SPRINGS, COL.  
COLUMBUS, GA.  
COLUMBUS, OHIO  
CORNING, N.Y.  
CORTLAND, N.Y.  
DALLAS, TEX.  
DAYTON, OHIO  
DAYTON, FLA.  
DAVENPORT, IA.  
DELAND, FLA.  
DETROIT, MICH.  
DOVER, N.H.  
DULUTH, MINN.  
DURHAM, N.C.  
EAST LIVERPOOL, OHIO  
ELMIRA, N.Y.  
EL PASO, TEX.  
ERIE, PA.  
EUSTIS, FLA.  
EVANSTON, ILL.  
EVANSVILLE, IND.  
FAIRMONT, W.VA.  
FALL RIVER, MASS.  
FARGO, N.D.  
FITCHBURG, MASS.  
FINDLAY, OHIO  
FLINT, MICH.  
FORT MYERS, FLA.  
FORT WAYNE, IND.  
FORT WORTH, TEX.  
FULTON, N.Y.  
GALVESTON, TEX.  
GARY, IND.  
GENEVA, N.Y.

GLEN FALLS, N.Y.  
GLOUCESTER, MASS.  
GLOVERSVILLE, N.Y.  
GRAND FORKS, N.D.  
GRAND RAPIDS, MICH.  
GREAT FALLS, MONT.  
GREEN BAY, WIS.  
GREENFIELD, MASS.  
GREENSBORO, N.C.  
HAMILTON, OHIO  
HAMMOND, IND.  
HARRISBURG, PA.  
HARTFORD, CONN.  
HAVERHILL, MASS.  
HELENA, MONT.  
HOLYOKE, MASS.  
HONOLULU  
HOUSTON, TEX.  
HUNTINGDON, W.VA.  
INDIANAPOLIS, IND.  
IRONTON, OHIO  
ITHACA, N.Y.  
JACKSON, MICH.  
JACKSONVILLE, FLA.  
JAMESTON, N.Y.  
JERSEY CITY, N.J.  
JOHNSTON, PA.  
JOHNSTOWN, PA.  
JOLIET, ILL.  
KALAMAZOO, MICH.  
KANSAS CITY, KAN.  
KANSAS CITY, MO.  
KEY WEST, FLA.  
KINGSTON, N.Y.  
LAKELAND, FLA.  
LANCASTER, OHIO  
LANCASTER, PA.  
LAWRENCE, MASS.  
LEWISTON, ME.  
LEMA, OHIO  
LINCOLN, NEB.  
LOCKPORT, N.Y.  
LORAIN, OHIO  
LOS ANGELES, CAL.  
LOUISVILLE, KY.  
LOWELL, MASS.  
LYNCHBURG, VA.  
LYNN, MASS.  
MACON, GA.  
MADISON, WIS.  
MALONE, N.Y.  
MANCHESTER, CONN.  
MANCHESTER, N.H.  
MANKATO, MINN.  
MARIETTA, OHIO  
MARION, OHIO  
MASHILLON, OHIO  
MEADVILLE, PA.  
MEMPHIS, TENN.  
MERIDEN, CONN.  
MIAMI, FLA.  
MICHIGAN CITY, IND.  
MILWAUKEE, WIS.

MINNEAPOLIS, MINN.  
MINOT, N.D.  
MOBILE, ALA.  
MONTGOMERY, ALA.  
MUSKEGON, MICH.  
NASHUA, N.H.  
NASHVILLE, TENN.  
NEWARK, N.J.  
NEWARK, OHIO  
NEW BRITAIN, CONN.  
NEWBURGH, N.Y.  
NEW BEDFORD, MASS.  
NEW HAVEN, CONN.  
NEW LONDON, CONN.  
NEW ORLEANS, LA.  
NEWPORT, R.I.  
NEWPORT NEWS, VA.  
NEW ROCHELLE, N.Y.  
NEW YORK, N.Y.  
NIAGARA FALLS, N.Y.  
NORTH ADAMS, MASS.  
NORFOLK, VA.  
NORRISTOWN, PA.  
NORTHAMPTON, MASS.  
ODENSBURG, N.Y.  
OAKLAND, CAL.  
OCALA, FLA.  
OKLAHOMA, OKLA.  
OMAHA, NEB.  
ONEIDA, N.Y.  
ONEONTA, N.Y.  
ONKOSH, WIS.  
PARKERSBURG, W.VA.  
PASSAIC, N.J.  
PATERSON, N.J.  
PAWTUCKET, R.I.  
PENSACOLA, FLA.  
PETERSBURG, VA.  
PHILADELPHIA, PA.  
PHOENIX, ARIZ.  
PITTSBURG, PA.  
PLATTSBURG, N.Y.  
PONTIAC, MICH.  
PORTLAND, ME.  
PORTLAND, ORE.  
PORTSMOUTH, N.H.  
PORTSMOUTH, OHIO  
POTTSVILLE, PA.  
POUGHKEEPSIE, N.Y.  
PROVIDENCE, R.I.  
QUINCY, MASS.  
RACINE, WIS.  
RALEIGH, N.C.  
READING, PA.  
RICHMOND, VA.  
ROCHESTER, N.Y.  
ROCK ISLAND, ILL.  
ROUSES POINT, N.Y.  
ROCKLAND, ME.  
RUTLAND, VT.  
ST. AUGUSTINE, FLA.  
ST. JOSEPH, MIS.  
ST. LOUIS, MO.

ST. PAUL, MINN.  
ST. PAUL, WIS.  
ST. PETERSBURG, FLA.  
SACRAMENTO, CAL.  
SAGINAW, MICH.  
SALEMS, ORE.  
SALT LAKE CITY, UTAH  
SAN ANTONIO, TEXAS  
SAN DIEGO, CAL.  
SANDUSKY, OHIO  
SAN FRANCISCO, CAL.  
SAN JOSE, CAL.  
SAULT ST. MARIE, MICH.  
SCHENECTADY, N.Y.  
SEATTLE, WASH.  
SENECA FALLS, N.Y.  
SIOUX CITY, IA.  
SOUTH BEND, IND.  
SCRANTON, PA.  
SHAMOKIN, PA.  
SHARAN, PA.  
SOUTH NORWALK, CONN.  
SPOKANE, WASH.  
SPRINGFIELD, MASS.  
SPRINGFIELD, OHIO  
STAMFORD, CONN.  
STOCKTON, CAL.  
SUNBURY, PA.  
SUPERIOR, WIS.  
SYRACUSE, N.Y.  
TACOMA, WASH.  
TALLAHASSEE, FLA.  
TAMPA, FLA.  
TAUNTON, MASS.  
TERRE HAUTE, IND.  
TIFFIN, OHIO  
TOLEDO, OHIO  
TOPEKA, KAN.  
TRENTON, N.Y.  
TROY, N.Y.  
WACO, TEX.  
WALTHAM, MASS.  
WARREN, OHIO  
WASHINGTON, D.C.  
WATERBURY, CONN.  
WATERTOWN, N.Y.  
WESTERLY, R.I.  
WHEELING, W.VA.  
WICHITA, KAN.  
WICHITA FALLS, TEX.  
WILKES-BARRE, PA.  
WILMINGTON, DEL.  
WILMINGTON, N.C.  
WINONA, MINN.  
WINTER HAVEN, FLA.  
WOONSOCKET, R.I.  
WORCESTER, MASS.  
YONKERS, N.Y.  
YORK, PA.  
YOUNGSTOWN, OHIO

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

Established 1864

# ROBERT HAMPSON & SON

LIMITED

## INSURANCE AGENTS AND BROKERS

451 ST. JOHN STREET :: MONTREAL

Founded	REPRESENTING	Assets
1898	MARYLAND CASUALTY CO. Chief Agents for Canada	\$38,093,569.05
1863	FIREMAN'S FUND INSURANCE CO. General Agents for Eastern Canada	39,107,471.50
1864	HOME FIRE & MARINE INSURANCE CO. OF CALIFORNIA General Agents for Eastern Canada	6,554,542.15
1792	INSURANCE CO. OF NORTH AMERICA Provincial Managers for Quebec	98,695,129.67
1824	UNITED STATES FIRE INSURANCE CO. Provincial Agents for Quebec	30,301,114.05
1822	THE NORTH RIVER INSURANCE CO. (Marine) Marine Agents	21,292,386.80
1824	THE INDEMNITY MARINE ASSURANCE CO. LTD. Provincial Agents for Quebec	8,807,638.50
1859	THE OCEAN MARINE INSURANCE CO. LTD Chief Agents for Canada	9,366,831.15
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AUCKLAND, N.Z.	BATTLE CREEK, MICH.	GLOUCESTER, MASS.	MINOT, N.D.	ST. PAUL, WIS.
CALCUTTA, INDIA	BAY CITY, MICH.	GLOVERSVILLE, N.Y.	MOBILE, ALA.	ST. PETERSBURG, FLA.
CORK, IRELAND	BEAUMONT, TEX.	GRAND FORKS, N.D.	MONTGOMERY, ALA.	SACRAMENTO, CAL.
DUBLIN, IRELAND	BELLOWS FALLS, VT.	GRAND RAPIDS, MICH.	MUSEGON, MICH.	SAGINAW, MICH.
GLASGOW, SCOTLAND	BENNINGTON, VT.	GREAT FALLS, MONT.	NASHUA, N.H.	SALMON, ORE.
KINGSTON, JAMAICA	BERLIN, N.H.	GREEN BAY, WIS.	NASHVILLE, TENN.	SALT LAKE CITY, UTAH
LIVERPOOL, ENGLAND	BIRMINGHAM, ALA.	GREENFIELD, MASS.	NEWARK, N.J.	SAN ANTONIO, TEXAS
LONDON, ENGLAND	BOSTON, MASS.	GREENSBORO, N.C.	NEWARK, OHIO	SAN DIEGO, CAL.
MANCHESTER, ENG.	BRATTLEBORO, VT.	HAMILTON, OHIO	NEW BRITAIN, CONN.	SANDUSKY, CAL.
MELBOURNE, AUSTRALIA	BRIDGEPORT, CONN.	HAMMOND, IND.	NEWBURGH, N.Y.	SAN FRANCISCO, CAL.
PORT-OF-SPAIN, TRINIDAD	BRISTOL, CONN.	HARRISBURG, PA.	NEW BEDFORD, MASS.	SAN JUAN, P.R.
SOUTHAMPTON, ENG.	BUFFALO, N.Y.	HARTFORD, CONN.	NEW HAVEN, CONN.	
	BURLINGTON, N.J.	HAVERHILL, MASS.	NEW LONDON, CONN.	
	BURLINGTON, VT.	HELENA, MONT.	NEW ORLEANS, LA.	
	BULTER, PA.	HOLYOKE, MASS.	NEWPORT, R.I.	
	CAMBRIDGE, MASS.	HONOLULU	NEWPORT NEWS, VA.	
	CANTON, OHIO	HOUSTON, TEX.	NEW ROCHELLE, N.Y.	
	CARTHAGE, N.Y.	HUNTINGDON, W.VA.	NEW YORK, N.Y.	
	CASPER, WYOMING	INDIANAPOLIS, IND.	NIAGARA FALLS, N.Y.	
	CHARLESTON, W.VA.	IRONTON, OHIO	NORTH ADAM, N.Y.	
	CHEYENNE, WYOMING	ITHACA, N.Y.	NORFOLK, VA.	
	CHICAGO, ILL.	JACKSON, MICH.	NORRISTON, PA.	
	CHILICOTHO, OHIO	JACKSONVILLE, FLA.	NORTHAMPTON, N.Y.	
	CINCINNATI, OHIO	JAMESTON, N.Y.	ODENSBY, N.Y.	
	CLARKSBURG, W.VA.	JERSEY CITY, N.J.	OAKLAND, CAL.	
	CLEARFIELD, PA.	JOHNSTON, PA.	OCALA, FLA.	
	CLEARWATER, FLA.	JOHNSTOWN, PA.	OKLAHOMA CITY, OK.	
	CLEVELAND, OHIO	JOLIET, ILL.	OMAHA, NEB.	
	COLORADO SPRINGS, COL.	KALAMAZOO, MICH.	ONEIDA, N.Y.	
	COLUMBUS, GA.	KANSAS CITY, KAN.	ONEONTA, N.Y.	
	COLUMBUS, OHIO	KANSAS CITY, MO.	OSHEO, N.Y.	
	CORNING, N.Y.	KEY WEST, FLA.	PARKERSBURG, W.VA.	
	CORTLAND, N.Y.	KINGSTON, N.Y.	PASSAIC, N.J.	
	DALLAS, TEX.	LAKELAND, FLA.	PATERSON, N.J.	
	DAYTON, OHIO	LANCASTER, OHIO	PAWTUCKET, R.I.	
	DAYTON, FLA.	LANCASTER, PA.	PENNAAC, N.Y.	
	DAVENPORT, IA.	LAWRENCE, MASS.	PETERSBURG, VA.	
	DELAND, FLA.	LEWISTON, ME.	PHILADELPHIA, PA.	
	DETROIT, MICH.	LIMA, OHIO	PHOENIX, ARIZ.	
	DOVER, N.H.	LINCOLN, NEB.	PITTSBURG, PA.	
	DULUTH, MINN.	LOCKPORT, N.Y.	PLATTSBURGH, N.Y.	
	DURHAM, N.C.	LORAIN, OHIO	PONTIAC, MICH.	
	EAST LIVERPOOL, OHIO	LOS ANGELES, CAL.	PORTLAND, ME.	
	ELMIRA, N.Y.	LOUISVILLE, KY.	PORTLAND, ORE.	
	EL PASO, TEX.	LOWELL, MASS.	PORTSMOUTH, N.H.	
	ERIE, PA.	LYNCHBURG, VA.	PORTSMOUTH, OHIO	
	EUSTIS, FLA.	LYNN, MASS.	POTTSVILLE, PA.	
	EVANSTON, ILL.	MACON, GA.	POUGHKEEPSIE, N.Y.	
	EVANSVILLE, IND.	MADISON, WIS.	PROVIDENCE, R.I.	
	FAIRMONT, W.VA.	MALONE, N.Y.	QUINCY, MASS.	
	FALL RIVER, MASS.	MANCHESTER, CONN.	RACINE, WIS.	
	FARGO, N.D.	MANCHESTER, N.H.	RALEIGH, N.C.	
	FITCHBURG, MASS.	MANKATO, MINN.	READING, PA.	
	FINDLAY, OHIO	MARIETTA, OHIO	RICHMOND, VA.	
	FLINT, MICH.	MARION, OHIO	ROCHESTER, N.Y.	
	FORT MYERS, FLA.	MASSILLON, OHIO	ROCK ISLAND, ILL.	
	FORT WAYNE, IND.	MEADVILLE, PA.	ROUSE POINT, N.Y.	
	FORT WORTH, TEX.	MEMPHIS, TENN.	ROCKLAND, ME.	
	FULTON, N.Y.	MERIDEN, CONN.	RUTLAND, VT.	
	GALVESTON, TEX.	MIAMI, FLA.	ST. AUGUSTINE, FLA.	
	GARY, IND.	MICHIGAN CITY, IND.	ST. JOSEPH, MO.	
	GENEVA, N.Y.	MILWAUKEE, WIS.	ST. LOUIS, MO.	
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# The National Cash Register Co.

OF CANADA, LIMITED

New and Used National Cash Registers and Accounting Machines. Used Models Bought, Exchanged, Repaired

641 Craig Street West - LA. 8203

NO OTHER OFFICE IN MONTREAL



## LOUIS BURKE

ART and COMMERCIAL CALENDARS

DIRECT MAIL BLOTTERS

GREETING CARDS, PENCILS and OTHER ADVERTISING NOVELTIES

GIFT LEATHER

GATEHOUSE BUILDING, MONTREAL, QUE.

630 Dorchester Street West - Tel. LA 6034

## GEO. W. REED & CO. LIMITED

ESTABLISHED IN 1852

### ROOFING

AND

### SHEET METAL WORK

4107 RICHELIEU STREET - Phone WELington 2781

## HACKETT, MULVENA, FOSTER

### HACKETT & HANNEN

ADVOCATES AND BARRISTERS

507 PLACE D'ARMES - Phone HA. \*6251

AUDITS

## J. E. MORIARTY

AFFIDAVITS

### TRUSTEE

AUTHORIZED UNDER THE BANKRUPTCY ACT

### CORISTINE BUILDING

INVESTIGATIONS

Marquette 6701

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OF CANADA, LIMITED

### EVERYTHING IN GLASS FOR BUILDINGS

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SOLE CANADIAN AGENTS: EDWARD ILLIOTT GLASS BRICKS

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DAVES JACK HORSE ALE

