

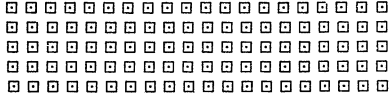


# “BELIEVE IT OR NOT”

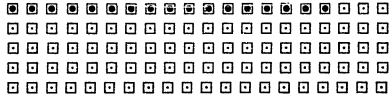
*A thousand Questions may be answered  
on every page of*

## LOVELL'S MONTREAL DIRECTORY

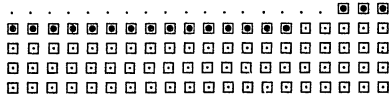
### HOW MANY CHANGES IN A YEAR?



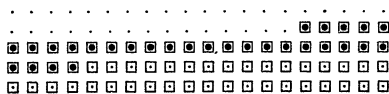
Out of every 100 People listed in  
last Directory—



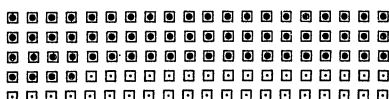
16% to 18% move away, or die



New People, equal to 17% to 19%  
move into town, or reach listing  
age



26% to 29% more change their address  
or their jobs, or some other vital fact  
that affects their listing



59% to 67% of the People listed have  
new information in some particular, which  
can be surely found only in the **Latest  
City Directory**

*Note: These figures are repeated checks in numerous cities, and do  
not vary 5% in any year*

**These people are your Customers**  
**This is why City Directories are issued yearly**

## JOHN LOVELL & SON, LIMITED

ESTABLISHED 1835

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