

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.

Price \$1.00 per copy, folded, on paper

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.



We Answer Buying Information Questions

RELATING TO ALL LINES OF TRADE

WE INVITE YOU to make use of LOVELL'S BUYERS' SERVICE in locating materials which you are experiencing difficulty in finding. Just telephone MArquette *2321, wire, write, or come in person; state your name, telephone number and business with which you are identified. Give us definite information as to amount, specific kind of material desired, time of delivery and any efforts which you have already made in locating a source of supply.

Being Directory Publishers since 1835 we have exceptional resources of our own for supplying this information. If in need of trade literature, we will gladly refer you to the Publishers of Trade Directories or Periodicals in your own special line.

This is part of the service given with LOVELL'S DIRECTORIES and is ENTIRELY FREE. All we ask is that our name be mentioned in using this business information.

JOHN LOVELL & SON, LIMITED

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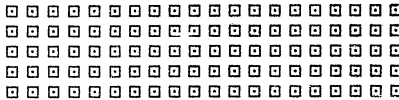
423-429 ST. NICHOLAS ST. MONTREAL TEL. MARQUETTE *2321

“BELIEVE IT OR NOT”

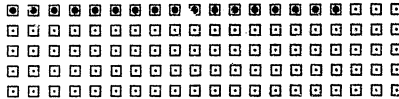
*A thousand Questions may be answered
on every page of*

LOVELL'S MONTREAL DIRECTORY

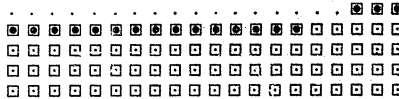
HOW MANY CHANGES IN A YEAR?



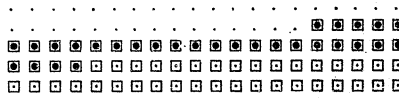
Out of every 100 People listed in
last Directory—



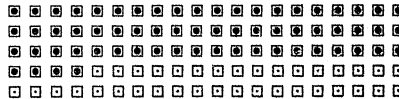
16% to 18% move away, or die



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

423 St. Nicholas Street, Montreal

Telephone MARquette 2321

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

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 AGENTS AND BROKERS

451 ST. JOHN STREET :: MONTREAL

Founded	REPRESENTING	Assets
1898	MARYLAND CASUALTY CO. Chief Agents for Canada	\$40,760,004.84
1863	FIREMAN'S FUND INSURANCE CO. General Agents for Eastern Canada	42,134,784.92
1864	HOME FIRE & MARINE INSURANCE CO. OF CALIFORNIA General Agents for Eastern Canada	7,492,899.32
1792	INSURANCE CO. OF NORTH AMERICA Provincial Managers for Quebec	111,121,151.68
1824	UNITED STATES FIRE INSURANCE CO. Provincial Agents for Quebec	34,544,933.00
1822	THE NORTH RIVER INSURANCE CO. (Marine) Marine Agents	23,571,622.00
1824	THE INDEMNITY MARINE ASSURANCE CO. LTD. Provincial Agents for Quebec	7,801,112.00
1859	THE OCEAN MARINE INSURANCE CO. LTD Chief Agents for Canada	9,133,118.00
1799	PROVIDENCE WASHINGTON INSURANCE CO. Agents for Montreal	15,496,380.37