

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 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

JOHN LOVELL & SON LIMITED

ESTABLISHED 1835



Publishers-Printers-Bookbinders

CATALOGUES, PRICE LISTS, MAGAZINES, FOLDERS,
BOOKLETS, REPORTS, FINANCIAL, RAILWAY,
STEAMSHIP, COMMERCIAL & INSURANCE WORK

TELEPHONE

Marquette 2321

423-429 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.

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.

5798

LOANS

CK — PRIVATE

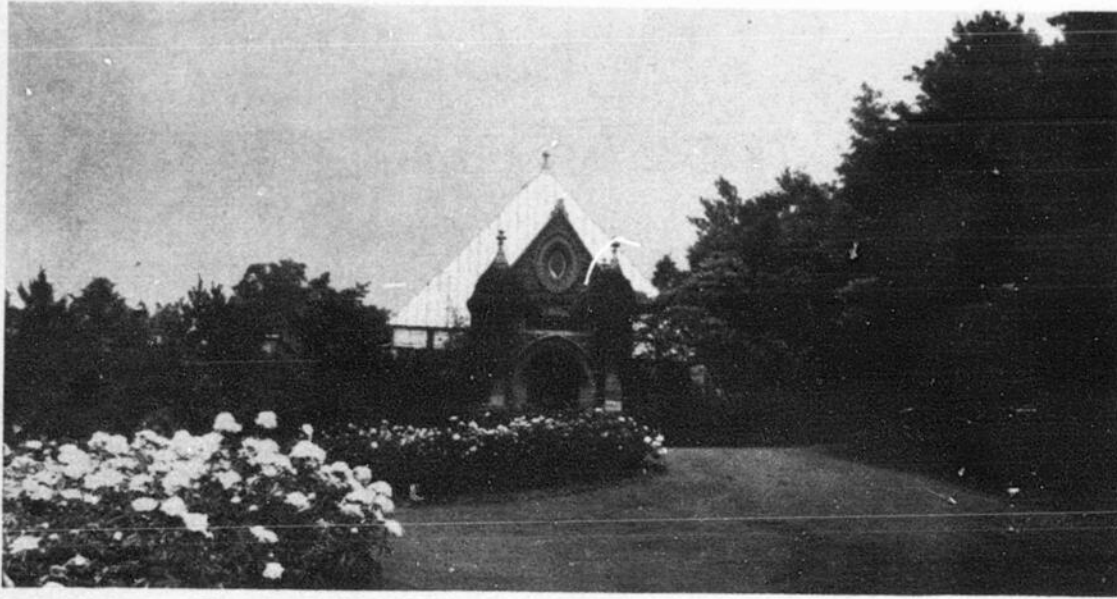
to \$1500

**BRANCHES TO
SERVE YOU**

**INDUSTRIAL LOAN
FINANCE CORPORATION**

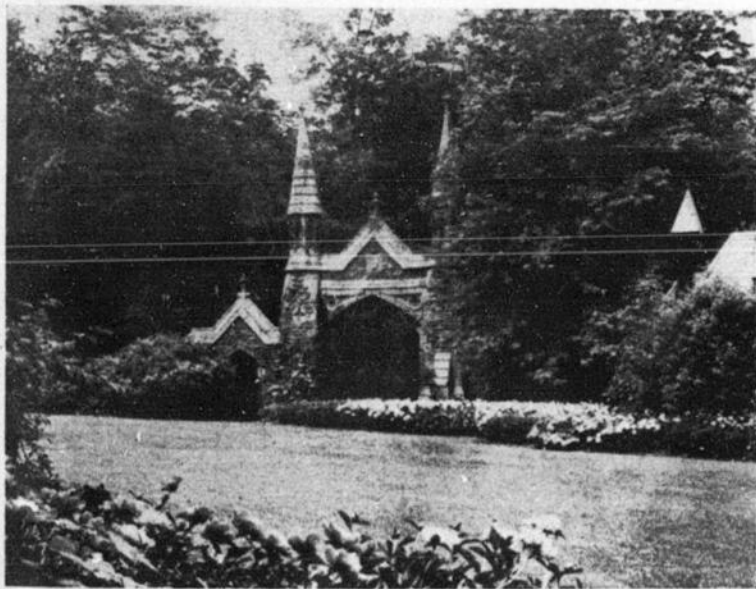
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Ample Cemetery Space for Another 100 Years



Crematory—Mount Royal Cemetery, First Crematorium in Canada

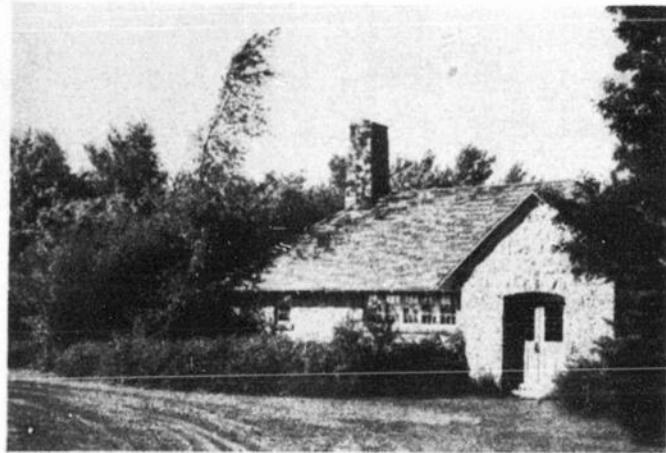
**NON-PROFIT—ALL REVENUES ARE USED FOR OPERATION, DEVELOPMENT
AND MAINTENANCE**



Main Entrance — Mount Royal Cemetery

**The Trustees Give Their Services
Without Remuneration**

**No Commission paid to any Undertaker
or Monument Dealer**



Waiting Room — Hawthorn-Dale Cemetery

Mount Royal Cemetery Company

1207 Drummond Street, Montreal 25 - Phone MARquette 8059

Office Hours (Except on Legal Holidays)	{	MONDAY to FRIDAY: 9.00 a.m. to 12.00 Noon
		1.30 p.m. to 5.00 p.m.
		SATURDAYS: 9.00 a.m. to 12.00 Noon

TRUE TO THE HIGHEST TRADITIONS OF FINE, PAPERMAKING



**SUPERFINE LINEN
RECORD**

Canada's finest bond paper, owes its time-defying strength and beauty to its 100% new rag content. Yet it costs but a fraction of a cent more per letter than the cheapest bond. Your printer, lithographer or engraver will be pleased to produce your stationery on this superfine Rolland paper.

IN the family of papers which bear the "R" Shield watermark are types for every business purpose. Some, like Superfine Linen Record, are supreme examples of the papermaking craft; others are "service" papers for routine tasks.

But all are true to the Rolland tradition—all meet the most critical tests of their fitness to fulfill their appointed purpose in their appointed price class.

ROLLAND PAPER

COMPANY LIMITED

High Grade Paper Makers since 1882
MONTREAL, QUE.



BRANCH OFFICE: TORONTO, ONT. • MILLS AT ST. JEROME, QUE. AND MONT ROLLAND, QUE.