

LOVELL'S MONTREAL DIRECTORY

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	HARTFORD, CONN.	NEW BRITAIN, CONN.	SALEM, ORE.	
	HAVREHILL, MASS.			

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.

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.

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

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	\$60,255,683.74
1863	FIREMAN'S FUND INSURANCE CO. General Agents for Eastern Canada	54,977,549.06
1864	HOME FIRE & MARINE INSURANCE CO. OF CALIFORNIA General Agents for Eastern Canada	8,851,339.51
1792	INSURANCE CO. OF NORTH AMERICA Provincial Managers for Quebec	121,625,131.95
1824	UNITED STATES FIRE INSURANCE CO. Provincial Agents for Quebec	37,610,618.00
1822	THE NORTH RIVER INSURANCE CO. (Marine) Marine Agents	24,379,858.00
1824	THE INDEMNITY MARINE ASSURANCE CO. LTD. Provincial Agents for Quebec	12,435,227.00
1859	THE OCEAN MARINE INSURANCE CO. LTD Chief Agents for Canada	13,418,964.00
1799	PROVIDENCE WASHINGTON INSURANCE CO. Agents for Montreal	16,670,128.96