

LOVELL'S KEYLOID

AN EXCLUSIVE PATENTED PRODUCT

Protects and Re-inforces

CARDS

When designed with tabs they should be re-inforced to protect the tabs from excessive wear. LOVELL'S KEYLOID strengthens and lengthens the life of tab cards

GUIDES

When re-inforced with LOVELL'S KEYLOID the entire handling edge is sealed and protected—not merely the tab, as is the case with most commercial products

FOLDERS

When used in files receiving even severe abuse, LOVELL'S KEYLOID will withstand the strain

PRICE BOOK and CATALOGUE INDEXES

When corners curl, tabs break and punches wear, LOVELL'S KEYLOID eliminates these faults

OVERALL COVERAGE

When charts and rate tables are exposed to soil and moisture, LOVELL'S KEYLOID IS the all weather protector

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Sole Canadian Manufacturers

JOHN LOVELL & SON, LIMITED

ESTABLISHED 1835

423-429 St. Nicholas Street

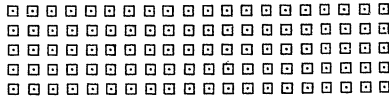
MONTREAL - CANADA

“BELIEVE IT OR NOT”

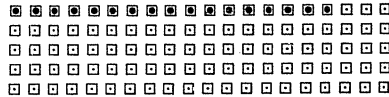
*A thousand Questions may be answered
on every page of*

LOVELL'S MONTREAL DIRECTORY

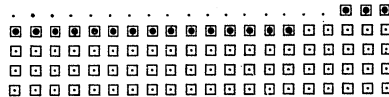
HOW MANY CHANGES IN A YEAR?



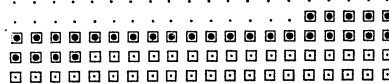
Out of every 100 People listed in
last Directory—



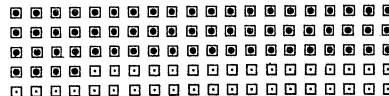
16% to 18% move away, or die



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

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	\$43,256,629.26
1863	FIREMAN'S FUND INSURANCE CO. General Agents for Eastern Canada	48,129,140.35
1864	HOME FIRE & MARINE INSURANCE CO. OF CALIFORNIA General Agents for Eastern Canada	8,317,334.32
1792	INSURANCE CO. OF NORTH AMERICA Provincial Managers for Quebec	116,796,307.20
1824	UNITED STATES FIRE INSURANCE CO. Provincial Agents for Quebec	37,010,537.22
1822	THE NORTH RIVER INSURANCE CO. (Marine) Marine Agents	24,352,502.93
1824	THE INDEMNITY MARINE ASSURANCE CO. LTD. Provincial Agents for Quebec	10,946,788.00
1859	THE OCEAN MARINE INSURANCE CO. LTD Chief Agents for Canada	12,233,250.00
1799	PROVIDENCE WASHINGTON INSURANCE CO. Agents for Montreal	16,744,054.68