

WHY ADVERTISING IN LOVELL'S MONTREAL DIRECTORY PAYS

Y*OU 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.

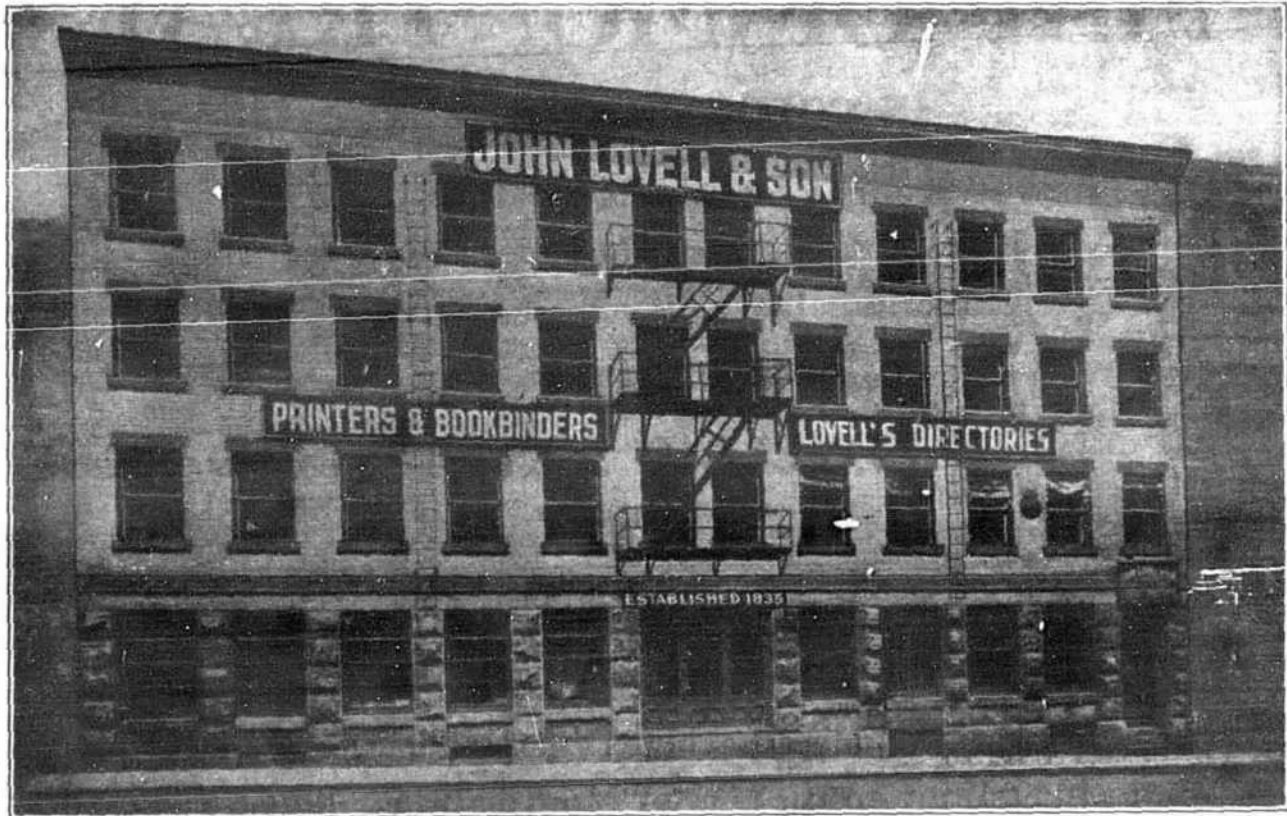
LET US TALK IT OVER WITH YOU

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

ALSO EQUIPPED FOR MONTHLY MAGAZINE & EDITION WORK

TELEPHONE
MARquette 2321

423-429 ST. NICHOLAS STREET, MONTREAL

5250

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

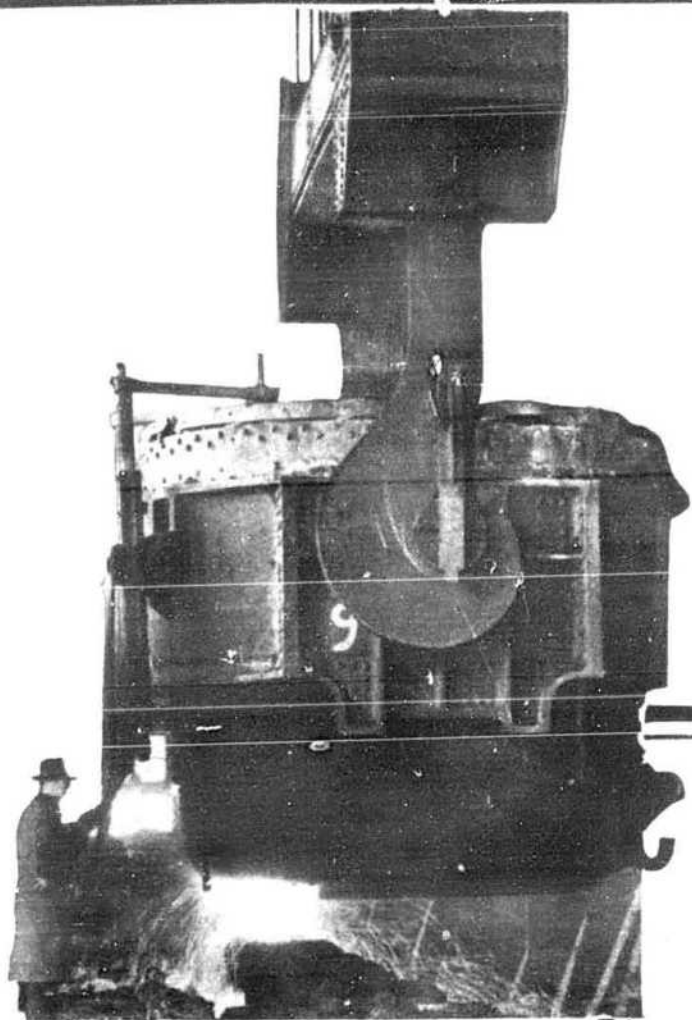
THIS MAP covers Montreal from Bout de l'Isle northwest to and including Ahuntsic, Cartierville and Ville St. Laurent, and west to and including Lachine, Ville St. Pierre and Montreal West. In addition to the City of Montreal the following places are shown: — Westmount, Verdun, Outremont, Montreal West, 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.



STEEL PRODUCTS

Made in our own plants and quality-controlled through every operation. Stelco Products cover the widest steel needs. Listings give a good idea of diversification but owing to space limitations many sub-classifications are not shown. The Stelco Office or Representative nearest you can give full information. Write for Catalogues.

THE STEEL COMPANY OF CANADA, LIMITED

HAMILTON MONTREAL

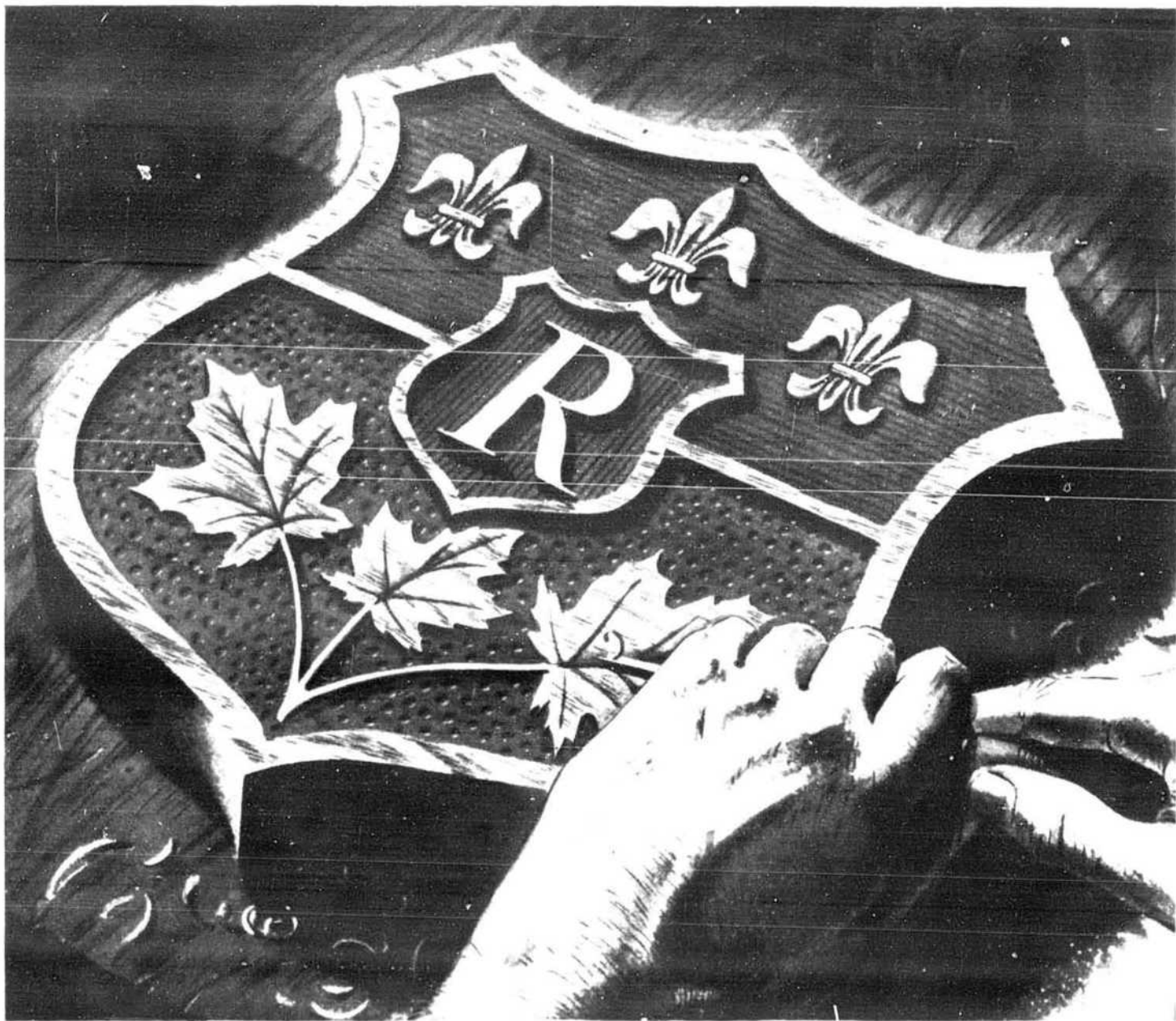
Sales Offices: Halifax, Saint John, Ottawa, Toronto, London, Windsor, Winnipeg, Vancouver. Works: Hamilton, Toronto, Brantford, Gananoque, Montreal, Lachine.

BRITISH AND FOREIGN REPRESENTATIVES

United Kingdom and Europe: A. H. Robertson, 4 Broad Street Place, London, E.C. 2, England. Australia: Hugh Scott-Young, P.O. Box 1031, Melbourne; S. F. Seargent, 17 George St., Redfern, Sydney, New South Wales. Bahamas: Mrs. M. V. Roberts, P.O. Box 586, Nassau. Barbados: J. A. Marson & Son, Bridgetown. Bermuda: Ambard & Company, Hamilton. British Guiana: S. Davson & Co. Ltd., New Amsterdam, Berbice and Georgetown, Demerara. Dominica: A. C. Shillingford & Company, Roseau. Jamaica: Canadian Agencies Limited, Kingston. Newfoundland: J. C. Pratt & Company, St. John's. New Zealand: Th. de Schryver Ltd., Auckland. South Africa: C. F. Shaw Ltd, Johannesburg. Transvaal, S.A. Trinidad: Spencer J. Kirton, Ltd., Port-of-Spain.

- COKE • COKE BY-PRODUCTS • PIG IRON
- SEMI-FINISHED STEEL
- ROLLED PRODUCTS
 - Merchant Bars • Angles
 - Reinforcing Bars • Spring Steel • Alloy Steel
- SHEETS
 - Galvanized • Galvannealed
 - Vitreous Enamelling • Copper Bearing
- HEAVY STEEL PLATES
 - Boiler • Circles • Firebox • Flange
 - Locomotive • Sheared • Ship • Sketch
 - Structural • Tank • Universal
- STEEL STRIP • TIN PLATE
- TRACK FASTENINGS • DROP FORGINGS
- BOLTS AND NUTS
 - Machine • Carriage • Stove • Lag
 - Blank & Tapped Nuts • Lock Nuts
- RIVETS • SPIKES • WASHERS
- POLE LINE HARDWARE
- STEEL PIPE
 - Black and Galvanized
 - Couplings • Nipples
- FENCING AND ACCESSORIES
 - Farm • Chain Link • Lawn • Posts • Gates
- WIRE
 - Heavy and Fine • Rope • Spring
 - Hot Galvanized • "Zinc Tight" Galvanized (Electro)
 - Barbed • Welding • Shaped
- AIRCRAFT FASTENINGS
- NAILS • STAPLES • TACKS
- WOOD, MACHINE AND SHEET METAL SCREWS
 - Slot Head • Socket Head • Recessed Head
- COTTER PINS • HORSE SHOES
- TOE AND HEEL CALKS • STEEL HOOPS

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.