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BURLINGTON, VT.	HAMILTON, OHIO	NASHUA, N.H.	ST. PAUL, WIS.	
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	HAYERHILL, MASS.	NEW BRITAIN, CONN.	SALEM, ORE.	

LOVELL'S MONTREAL DIRECTORY

PUBLISHED SINCE 1842

BY

JOHN LOVELL & SON, LIMITED

Established 1835

423 to 429 St. Nicholas Street, MONTREAL.

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

**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.”

This Directory is leased to the Subscriber and remains the property of the Publishers.

Established 1864

ROBERT HAMPSON & SON

LIMITED

INSURANCE

451 ST. JOHN STREET :: MONTREAL

BRANCH OFFICE

404 ROYAL BANK BUILDING :: TORONTO

Founded	REPRESENTING	Assets
1898	MARYLAND CASUALTY CO. Canadian Managers	\$97,718,905.72
1863	FIREMAN'S FUND INSURANCE CO. Eastern Canadian Representatives	208,144,518.00
1864	HOME FIRE & MARINE INSURANCE CO. OF CALIFORNIA Eastern Canadian Representatives	
1792	INSURANCE CO. OF NORTH AMERICA Quebec Representatives	333,550,405.33
1824	UNITED STATES FIRE INSURANCE CO. Eastern Canadian Managers	63,067,650.27
1822	THE NORTH RIVER INSURANCE CO. (Marine) Ocean and Inland Marine Underwriters	39,666,347.72
1859	THE OCEAN MARINE INSURANCE CO. LTD Chief Agents for Canada	16,302,773.60
1799	PROVIDENCE WASHINGTON INSURANCE CO. City of Montreal Representatives	35,276,154.54