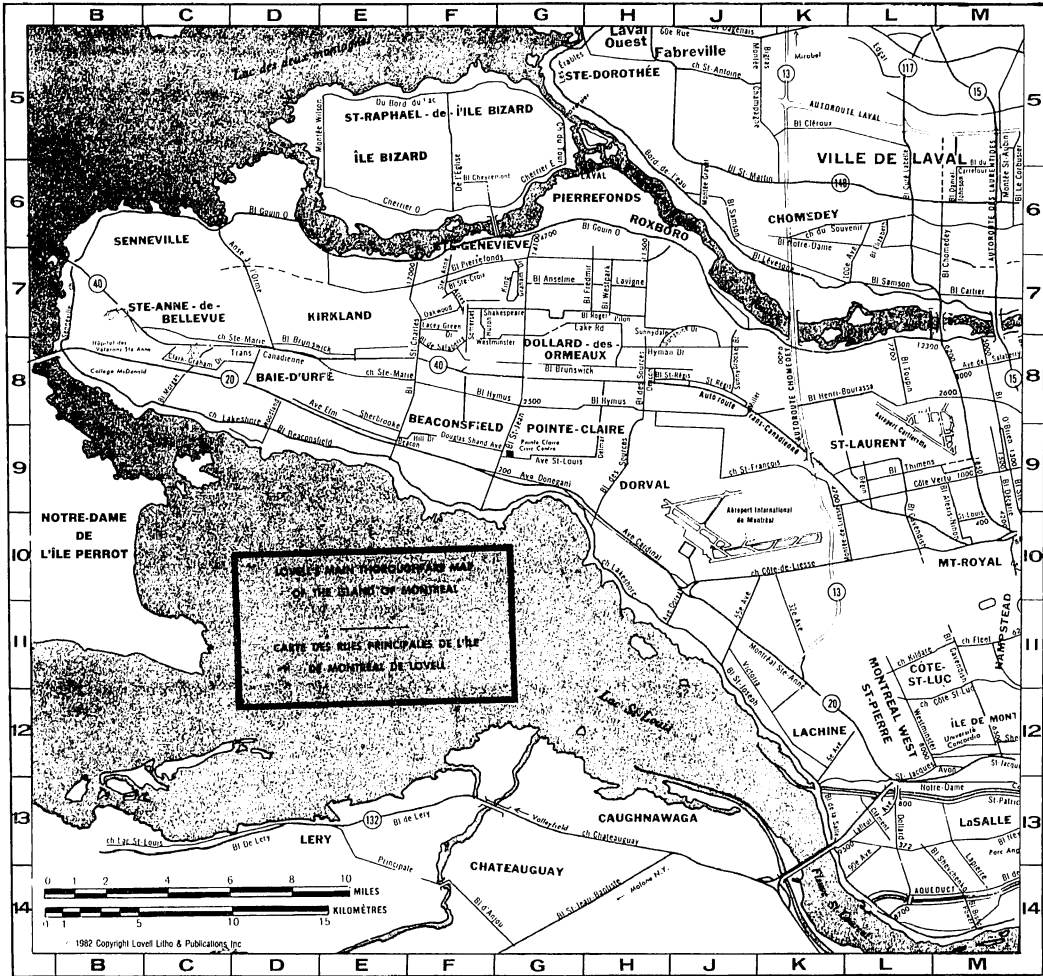


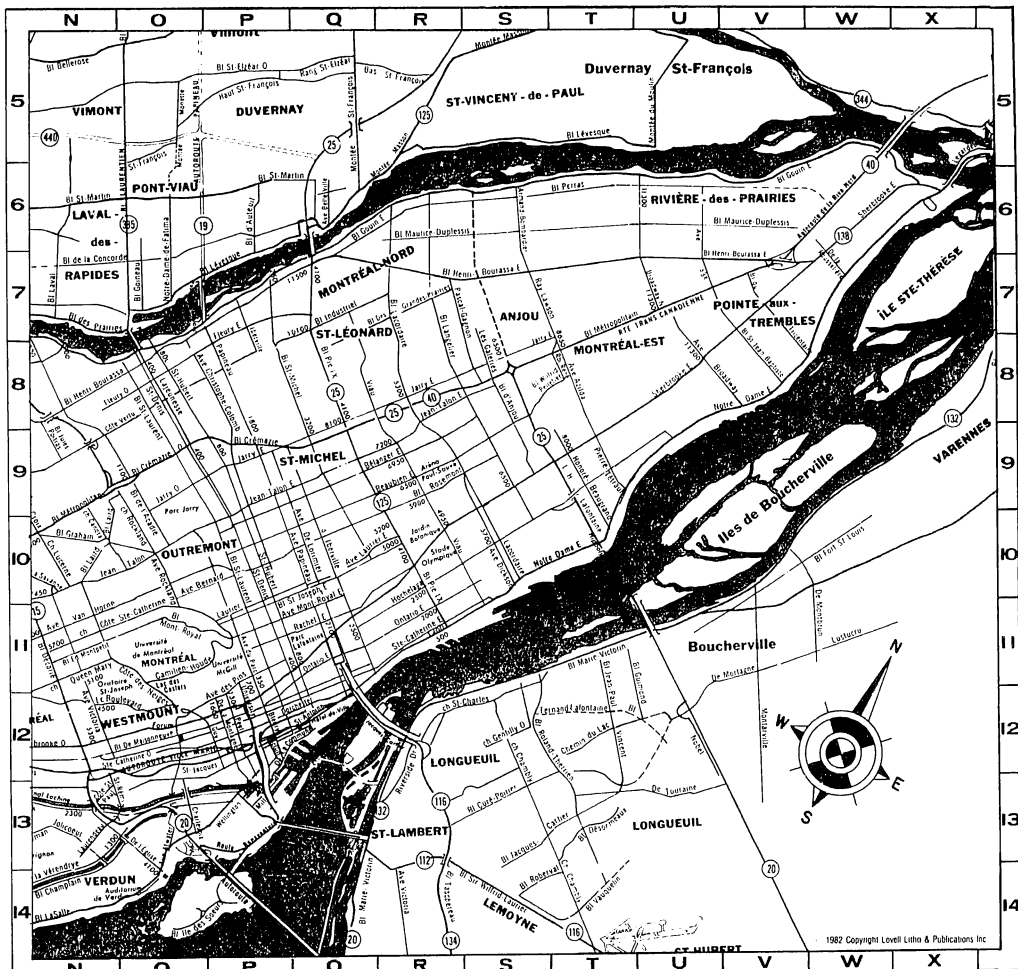
MAIN THOROUGHFARE MAP



INDEX

| | | | | | | | |
|-----------------------------|--------|---------------------------|------|------------------------------|------|---------------------------|------|
| 6th Av (Lchn) | K 12 | Bonaventure Autoroute | P 12 | Elm av (Bonfid) | E 8 | Crémazie Boul O | O 8 |
| 32th Av (Lchn) | J 11 | The Boulevard | N 11 | Fleet Rd (H) | M 11 | Décarie Boul | M 10 |
| 55th Av (Lchn) | J 11 | Bridge | P 12 | Floury E | P 7 | De l'Acadie Boul | N 8 |
| 59th Av (RivP) | J 11 | Broadway av (PaT) | V 7 | Floury O | O 8 | De la Montagne | P 12 |
| 90th Av (LaS) | U 5 | Brunswick Boul (DdesO) | H 7 | Gouin Boul E | O 7 | De La Savanne | W 7 |
| Acres (DdesO) | L 13 | Camielien Houde Drive | N 11 | Gouin Boul O | N 7 | De La Vérandrye Boul | N 13 |
| Anse à l'Orme(K) | F 7 | Canal Rd (StP) | K 12 | Graham Boul (MTRyl) | N 9 | De l'Église | O 13 |
| Ansime Lavigne Boul (DdesO) | H 6 | Canora Rd (MTRyl) | O 10 | Graham Drive (Prlds) | F 6 | Des Lorimier av | Q 9 |
| Alexis Nihon Boul (StLnt) | C 6 | Cardinal av (Drvl) | H 9 | Guy | P 12 | Delmar (PtClr) | O 11 |
| Atwater av | C 6 | Cavendish Boul | M 12 | Henri-Bourassa Boul E | O 7 | De Maisonneuve Boul E | G 8 |
| Armand-Bombardier (RivP) | M 9 | Centrale (LaS) | M 14 | Henri-Bourassa Boul O | R 10 | De Maisonneuve Boul O | P 12 |
| Autoroute des Laurentides | M 6, 9 | Centre | O 12 | Hochalaga | S 9 | De Salaberry av | N 7 |
| Avon Rd (MtlW) | L 12 | Chaplain Boul | M 14 | Honoré-Beaugrand | F 7 | Des Grandes-Prairies Boul | Q 7 |
| Azilda av (Anj) | T 8 | Charlevoix | O 13 | Huron (DdesC) | F 7 | (StLndr) | |
| Beacon Hill Drive (Bonfid) | E 8 | Christophe Colomb av | P 9 | Hyman Drive (DdesO) | H 7 | Des Ormeaux | U 9 |
| Beaconsfield Boul (Bonfid) | C 8 | Church av (Ver) | O 13 | Hymus Boul (PtClr) | F 8 | Des Pins E | P 11 |
| Beaubien E | P 10 | Clark Graham Drive (Bd'U) | B 13 | Iberville | O 10 | Des Pins O | P 11 |
| Beaugrand | T 9 | Clément (LaS) | L 13 | Ile des Sources Boul (Nun's) | P 14 | Des Sources Boul (DdesO) | H 8 |
| Bégin (StLnt) | T 9 | Common | G 12 | Island (Ver) | Q 7 | Dickson av | S 9 |
| Bilanger E | K 9 | Côte-de-Liesse Rd | L 10 | Industriel Boul (MtlN) | P 9 | Dollard (LaS) | L 14 |
| Bernard av O | P 9 | Côte-des-Neiges Ch | N 10 | Jarry E | P 9 | Donegani av (PtClr) | G 9 |
| Bishop Power Boul (LaS) | M 14 | Côte Ste-Catherine Ch | N 10 | Jarry O | O 9 | Dorchester Boul E | Q 11 |
| Bleury | P 10 | Côte St-Luc Ch | M 11 | Jean-Talon E | P 9 | Dorchester Boul O | P 12 |
| Bois-Franc Ch (StLnt) | M 14 | Côte St-Paul Ch | N 13 | Jean-Talon O | M 10 | Dorval av (Drvl) | H 10 |
| | P 12 | Côte Vertu (StLnt) | L 9 | Jolicoeur | N 13 | Douglas Shand av (PtClr) | F 8 |
| | M 8 | Crémazie Boul E | P 8 | Jules Poitras Boul | N 8 | Édouard Montpetit Boul | O 11 |

CARTE DES RUES PRINCIPALES

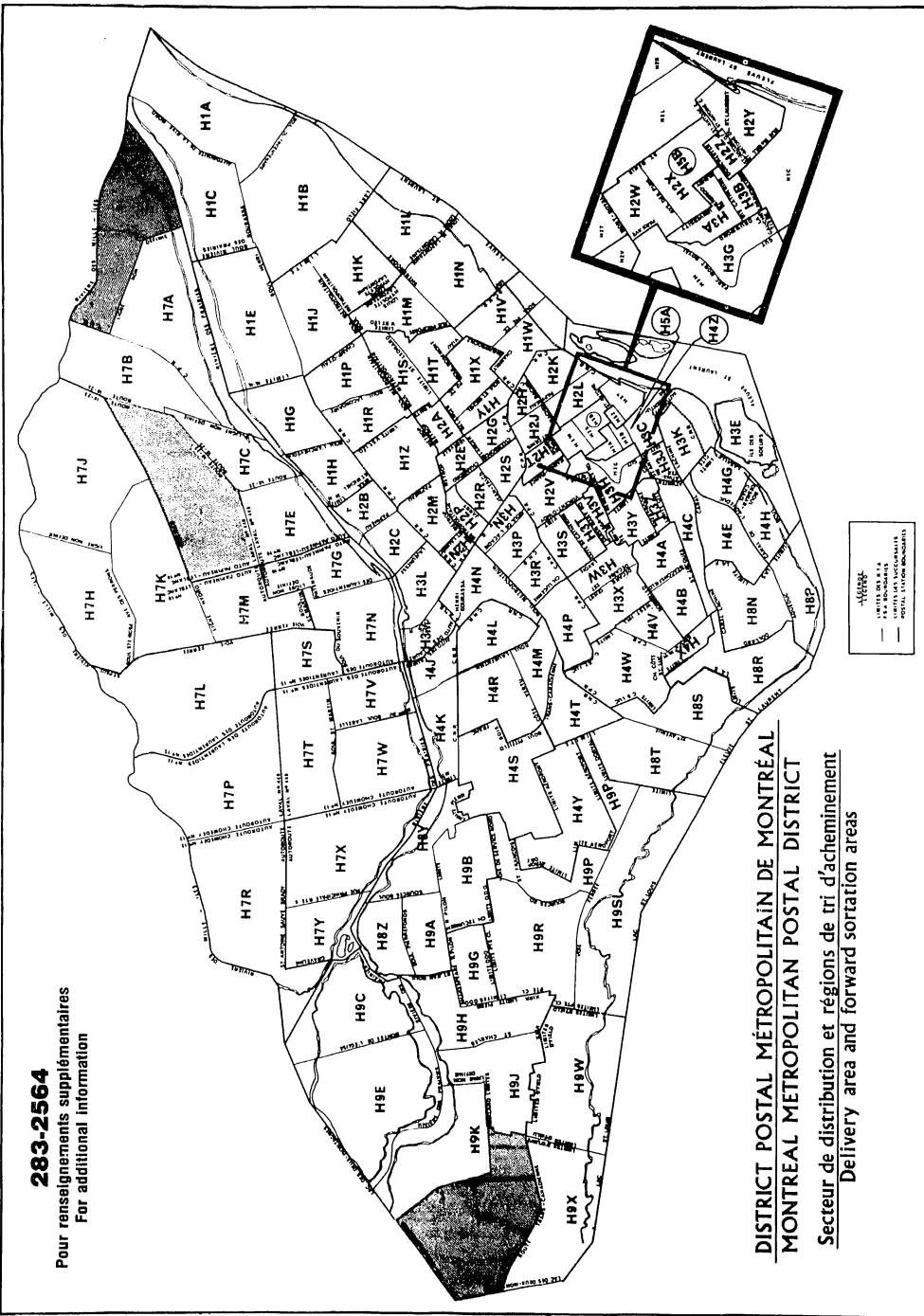


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| | | | | | | | |
|---------------------------------|------------|------------------------------------|-----------|--------------------------|------|------------------------------|----------|
| Kildare Rd (CS/Luc) | L 11 | Montée Rivière-des-Prairies (RivP) | U 6 | Rockland Rd (M/Ryl) | O 9 | St-Rémi | O 13 |
| King (Prfd) | F 6 | | | Roger Pilon Boul (DdesO) | G 6 | Sennerville Rd (Senvl) | B 7 |
| Lacey Green Drive (K) | E 7 | Montée St-Léonard | T 8 | Roi-René (Anj) | S 5 | Shakospaaro (DdesO) | F 6 |
| Lacordaire Boul | R 7 | Montreal Ste-Anne Boul | D 8, H 10 | Rosemont (SteA) | P 10 | Sherbrooke (Bonfld) | F 8 |
| Lafleur av (LaS) | L 14 | Morgan Rd (Bd'U) | P 11 | St-Antoine | B 7 | Sherbrooke E | O 11 |
| Laird Boul (M/Ryl) | G 7 | Mont-Royal av E | P 11 | St-Catherine E | P 12 | Sherbrooke O | P 12 |
| Lake Rd (DdestO) | G 7 | Mont-Royal av O | M 13 | St-Catherine O | Q 11 | Shevchenko Boul (LaS) | L 13 |
| Lakeshore Rd | C 8 | Newman Boul (LaS) | Q 12 | St-Charles Boul | P 12 | Somersét (DdesO) | F 7 |
| Langelier Boul | S 8 | Notre-Dame E | Q 12 | St-Croix Boul (Prfd) | E 7 | Sunnyside Rd (DdesO) | H 7 |
| Lapierre (LaS) | L 13 | Notre-Dame O | F 6 | St-Croix Boul (StLnt) | F 6 | Sunshine Drive (DdesO) | H 7 |
| La Salle Boul | K 14, N 14 | Oakwood (Prfd) | Q 11 | St-Denis | M 9 | Thimins Boul (StLnt) | L 9 |
| Lauréndeau N 8 | N 8 | O'Brien Boul | Q 11 | St-François Ch (StLnt) | Q 11 | Toupin Boul | L 7 |
| Laurentien Boul | M 8 | Ontario E | Q 10 | St-Hubert | J 8 | Trans-Canadienne Route | D 7, K 9 |
| Laurier av E | P 10 | Ontario O | Q 10 | St-Jacques (SIP) | O 11 | University | P 11 |
| Laurier O | P 10 | Papineau av | O 11 | St-Jacques | L 12 | Upper Lachine Rd | N 12 |
| Légar Boul (M/IN) | Q 6 | Parc av | P 12 | St-Jean-Baptiste Boul | V 7 | Viau | S 10 |
| Les Galeries d'Anjou Boul (Anj) | S 8 | Peel | O 11 | St-Joseph Boul (Lchn) | J 12 | Victoria (Lchn) | J 12 |
| Lucerne Rd (M/Ryl) | N 10 | Perré Boul | L 4 | St-Joseph Boul E | Q 10 | Victoria av | O 13 |
| McGill | N 12 | Pte IX Boul | Q 8 | St-Joseph Boul O | P 10 | Wellington | N 12 |
| Maisonneuve Boul E | O 11 | Pierrefonds Boul (DdesO) | F 8 | St-Laurent Boul | P 10 | Westminster av | O 13 |
| Maisonneuve Boul O | R 12 | Pierre Tétrault | U 9 | St-Louis av (PiCir) | F 8 | Westpark Boul (DdesO) | H 6 |
| Maurice Duplessis Boul | P 16 | Pitfield Boul (StLnt) | K 8 | St-Louis (StLnt) | M 9 | Wilfrid Pallotier Boul (Anj) | T 8 |
| Métropolitain Boul | O 8 | Queen Mary Ch | N 11 | St-Marie Rd (K) | D 7 | Windsor | P 12 |
| Métropolitain Boul (Lakeshore) | H 10 | Rachel E | P 11 | St-Michel Boul | Q 8 | Woodland av (Bcnfld) | N 13 |
| Mil | P 12 | Rachel O | T 7 | St-Pierre | O 13 | | |
| Mont-Royal Boul (O) | O 11 | Ray Lawson (Anj) | O 10 | | P 12 | | |
| Montée-de-Liesse (StLnt) | K 8 | Rockland av (O) | | | | | |

283-2564

Pour renseignements supplémentaires
For additional information



**DISTRICT POSTAL MÉTROPOLITAIN DE MONTRÉAL
MONTREAL METROPOLITAN POSTAL DISTRICT**

**Secteur de distribution et régions de tri d'acheminement
Delivery area and forward sortation areas**

POSTAL CODE POSTAL

Comment utiliser le CODE postal

1. Le numéro de CODE doit toujours figurer en dernière place dans l'adresse.
2. Ecrivez toujours le numéro de CODE en majuscules.
3. Ne mettez ni point, ni aucun autre signe de ponctuation dans le numéro de CODE.
4. Laissez un espace équivalent à un caractère entre les deux parties du numéro de CODE.
5. Ne soulignez jamais le numéro de CODE. Ne rattachiez pas de quelque façon que ce soit les caractères du numéro de CODE.
6. Si possible, inscrivez le numéro de CODE sur une ligne distincte au bas de l'adresse.

Pour renseignements additionnels, composez 283-2564.

How to use the Postal CODE

1. Always show the CODE as the last item of the address.
2. Always print the CODE in block capitals.
3. Do not use periods or other punctuation marks anywhere in the CODE.
4. Leave a clear space, equivalent to one character, between the two parts of the CODE.
5. Never underline the CODE. Do not join the characters of the CODE in any way.
6. Whenever possible, place the CODE on a line by itself at the end of the address.

For additional information, call 283-2564.

Comment utiliser cet annuaire

1. Les CODES postaux sont indiqués pour chaque rue après la description de la rue. Dans le cas des municipalités qui ont le service par facteurs, les numéros civiques des maisons sont répartis en chiffres impairs, puis pairs. Le CODE postal correspondant apparaît sur la même ligne. Quant aux municipalités qui n'ont pas le service par facteurs, le CODE postal est indiqué à l'endroit habituel mais sans numéro civique.
2. Lorsqu'un astérisque précède un numéro, ou un groupe de numéros, dans la deuxième colonne, ce numéro désigne une suite ou une pièce à l'adresse apparaissant. Cette suite ou pièce possède son propre CODE postal, lequel est indiqué sur la même ligne, dans la dernière colonne.
3. Parfois, les numéros de rue ("182", "192", ou "214" par exemple) font partie d'un ensemble de numéros ("182-214") ayant un CODE particulier. Ces numéros (ou numéro, dans certains cas) sont ensuite déplacés vers la gauche et répétés sur les lignes suivantes avec un CODE postal différent. Cela se produit quand une organisation importante, une conciergerie ou un immeuble à bureaux, chacun avec son propre CODE, se situent à ces adresses.

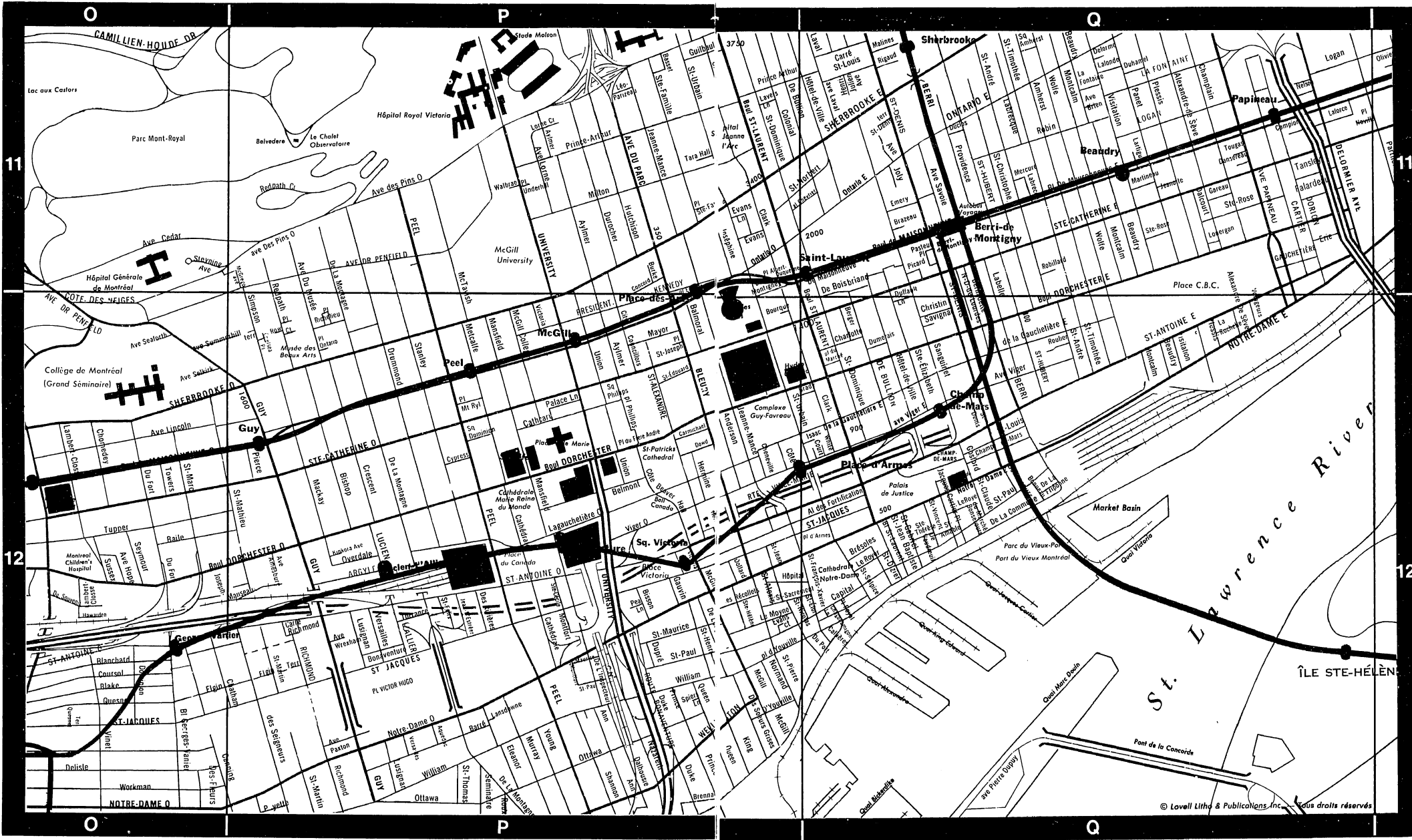
How to use this directory

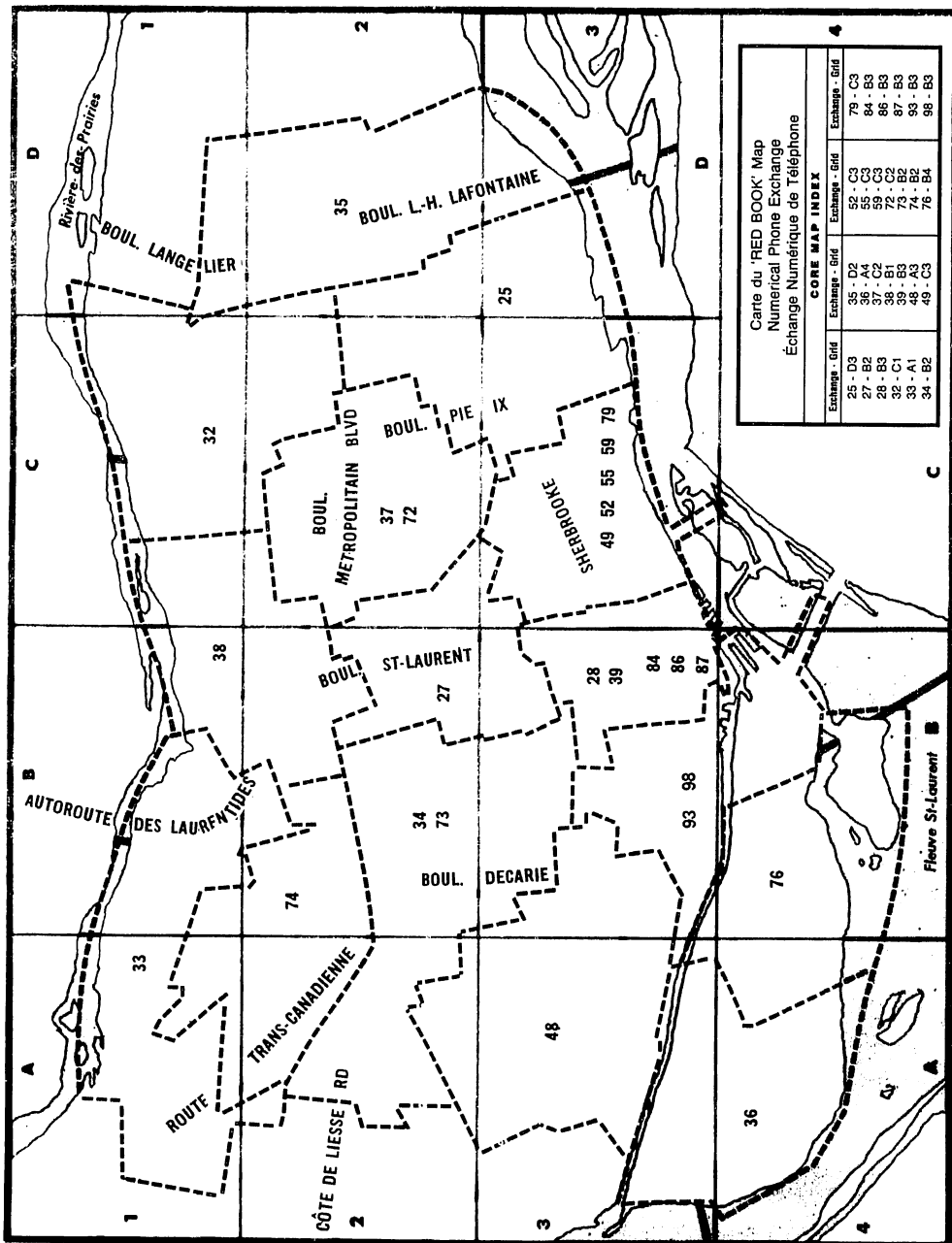
1. The postal CODES are listed for each street following the street description. For municipalities served by letter carriers the civic house numbers are broken down into odd then even numbers. The corresponding postal CODE appears on the same line. For municipalities not having letter carrier service the postal CODE is listed in the usual position but civic house numbers are not shown.
2. When an asterisk precedes a number, or group of numbers, in the second column, this number specifies a suite or room number at the address listed. This suite or room has a separate postal CODE, listed on the same line in the last column.
3. Occasionally, street numbers (in this example "182", "192" and "214") are part of a group of numbers ("182-214") which has a particular CODE. These numbers (or number, in some cases) are then moved to the left and repeated on the following lines, with different postal CODES. This indicates that at these addresses are located a large business firm or organization, or an apartment or office building, with their own CODES.

ILLUSTRATION

| | | | |
|--|------|------|---------|
| ADAM CR | | | |
| VERDUN | | | |
| DE RIVERVIEW AVE NORD À 450 ST-ÉDOUARD | | | |
| > 2E OF 1500 CHURCH AVE | | | |
| IMPAIR | 2331 | 2355 | K4H 6S9 |
| | 2365 | — | K4H 6T1 |
| | 2365 | *389 | K4H 6T2 |
| PAIR | 2328 | 2340 | K4H 6T3 |

| | | | |
|------------------------------------|-----|-----|---------|
| PRINCIPALE AV | | | |
| LAVAL, CHOMEDEY | | | |
| DE 1218 DOSSÉLIN EST À 1206 1E AVE | | | |
| IMPAIR | 211 | 219 | K4E 6N6 |
| | 225 | 233 | K4E 6N7 |
| | 140 | 164 | K4H 6S3 |
| PAIR | 192 | 214 | K4H 6S6 |
| | 182 | — | K4H 6S7 |
| | 192 | — | K4H 6S8 |
| | 214 | — | K4H 6S9 |





Carte du 'RED BOOK' Map
 Numerical Phone Exchange
 Échange Numérique de Téléphone

CORE MAP INDEX

| Exchange - Grid | Exchange - Grid | Exchange - Grid |
|-----------------|-----------------|-----------------|
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| 28 - B3 | 37 - C2 | 59 - C3 |
| 32 - C1 | 38 - B1 | 72 - B2 |
| 33 - A1 | 48 - A3 | 74 - B2 |
| 34 - B2 | 49 - C3 | 76 - B4 |
| | | 79 - C3 |
| | | 84 - B3 |
| | | 86 - B3 |
| | | 87 - B3 |
| | | 93 - B3 |
| | | 98 - B3 |

Chart No. 1182 BOCX Map
 Modified From Lighthouses, Lightships, Buoyage & Tides
 PRELIMINARY DATA INDEX

| SECTION | NUMBER | SECTION | NUMBER |
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| 425 | 24 | 444 | 85 |
| 426 | 25 | 445 | 86 |
| 427 | 26 | 446 | 87 |
| 428 | 27 | 447 | 88 |
| 429 | 28 | 448 | 89 |
| 430 | 29 | 449 | 90 |
| 431 | 30 | 450 | 91 |
| 432 | 31 | 451 | 92 |
| 433 | 32 | 452 | 93 |
| 434 | 33 | 453 | 94 |
| 435 | 34 | 454 | 95 |
| 436 | 35 | 455 | 96 |
| 437 | 36 | 456 | 97 |
| 438 | 37 | 457 | 98 |
| 439 | 38 | 458 | 99 |
| 440 | 39 | 459 | 100 |
| 441 | 40 | 460 | 101 |
| 442 | 41 | 461 | 102 |
| 443 | 42 | 462 | 103 |
| 444 | 43 | 463 | 104 |
| 445 | 44 | 464 | 105 |
| 446 | 45 | 465 | 106 |
| 447 | 46 | 466 | 107 |
| 448 | 47 | 467 | 108 |
| 449 | 48 | 468 | 109 |
| 450 | 49 | 469 | 110 |
| 451 | 50 | 470 | 111 |
| 452 | 51 | 471 | 112 |
| 453 | 52 | 472 | 113 |
| 454 | 53 | 473 | 114 |
| 455 | 54 | 474 | 115 |
| 456 | 55 | 475 | 116 |
| 457 | 56 | 476 | 117 |
| 458 | 57 | 477 | 118 |
| 459 | 58 | 478 | 119 |
| 460 | 59 | 479 | 120 |
| 461 | 60 | 480 | 121 |
| 462 | 61 | 481 | 122 |
| 463 | 62 | 482 | 123 |
| 464 | 63 | 483 | 124 |
| 465 | 64 | 484 | 125 |
| 466 | 65 | 485 | 126 |
| 467 | 66 | 486 | 127 |
| 468 | 67 | 487 | 128 |
| 469 | 68 | 488 | 129 |
| 470 | 69 | 489 | 130 |
| 471 | 70 | 490 | 131 |
| 472 | 71 | 491 | 132 |
| 473 | 72 | 492 | 133 |
| 474 | 73 | 493 | 134 |
| 475 | 74 | 494 | 135 |
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| 477 | 76 | 496 | 137 |
| 478 | 77 | 497 | 138 |
| 479 | 78 | 498 | 139 |
| 480 | 79 | 499 | 140 |
| 481 | 80 | 500 | 141 |
| 482 | 81 | 501 | 142 |
| 483 | 82 | 502 | 143 |
| 484 | 83 | 503 | 144 |
| 485 | 84 | 504 | 145 |
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| 498 | 97 | 517 | 158 |
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| 505 | 104 | 524 | 165 |
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| 521 | 120 | 540 | 181 |
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| 583 | 182 | 602 | 243 |
| 584 | 183 | 603 | 244 |
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| 594 | 193 | 613 | 254 |
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| 597 | 196 | 616 | 257 |
| 598 | 197 | 617 | 258 |
| 599 | 198 | 618 | 259 |
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| 740 | 339 | 759 | 400 |
| 741 | 340 | 760 | 401 |
| 742 | 341 | 761 | 402 |
| 743 | 342 | 762 | 403 |
| 744 | 343 | 763 | 404 |
| 745 | 344 | 764 | 405 |
| 746 | 345 | 765 | 406 |
| 747 | 346 | 766 | 407 |
| 748 | 347 | 767 | 408 |
| 749 | 348 | 768 | 409 |
| 750 | 349 | 769 | 410 |
| 751 | 350 | 770 | 411 |
| 752 | 351 | 771 | 412 |
| 753 | 352 | 772 | 413 |
| 754 | 353 | 773 | 414 |
| 755 | 354 | 774 | 415 |
| 756 | 355 | 775 | 416 |
| 757 | 356 | 776 | 417 |
| 758 | 357 | 777</ | |

6 Important Ways to Increase Your Profits:

Here are a few major uses for this Directory.

✓ *Check those that will help you most and put them to use.*

Increase Your Sales

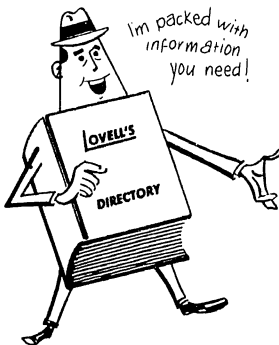
1. Contact neighbours of your present satisfied customers, who often are prime prospects, using your customers as reference.
2. Get complete coverage in each sales territory — all businesses and residents on every street are clearly listed.
3. Newcomers, newly married couples, new homeowners — all such changes create new needs and possibly new business for you. Year of occupancy shows you the last digit of the year residents were first listed at their present address.
4. Full names and telephone numbers are given enabling you to "blanket" any area and obtain maximum results by personal calls or telephone.
5. Homeowners are better prospects for many products and services. It is simple to select them.

Develop Prospects and Customers

1. Select your kind of prospects — type of street, year of occupancy, homeowner, apartment dweller, newcomer or business.
2. Mail your advertising directly to those having the best potential for you. Zero in with telephone and personal calls.
3. You can contact prospects whose business or residence address is known by checking in the Directory.

Promote Business — Improve Customer Relations

1. Complete and accurate spelling of your customers' names and addresses is important. Be certain they are shown correctly by checking your Directory for full names and their correct spelling.
2. "Blitz" pre-selected territories. "Clustered" appointments give you a real advantage over a random approach.
3. Let your customers know this Directory is available for their reference. They will visit your place of business instead of a competitor who does not furnish such a service for them.



Systematize Deliveries

1. Save mileage and time by establishing exact locations and nearest cross streets.
2. Map practical, quicker delivery routes using the Street and Avenue Guide. Determine the best way around closed streets.
3. Contact customers before making a delivery. The telephone number can be quickly obtained from the Directory. Obtain the nearest telephone, if none at the address.
4. You can frequently eliminate costly "panic" or special trips by contacting an employee en route.
5. De-code the name, address, or telephone number if poorly written, incomplete, or misspelt. Fill in the correct or missing information by checking in the Directory.

Collect Outstanding Accounts

1. Telephone neighbours, or the new resident at the debtor's last known address; often you will be able to learn where he has moved to.
2. Outstanding accounts can become delinquent because of incorrect spelling of names. Checking the Directory will provide correct information on the account.
3. Neighbourhood merchants are listed — they may be helpful in determining the debtor's whereabouts.

Avoid Bad Cheques

1. Verify the given address and telephone number in the Directory before authorizing credit or accepting a cheque. If not listed, you may question the customer further.
2. Ask the individual to identify nearest neighbours, businesses or nearest cross streets. These can be quickly verified in the Directory.
3. Telephone nearest neighbour to identify the individual; it's easy to expose false identification papers.
4. If a cheque is returned marked 'Insufficient Funds' and the address is known, refer to the Directory to get the telephone number for a quick follow-up.

**One sale made
One account collected
One trip saved
One bad cheque avoided or
One customer satisfied
and
Your Directory has proved its worth.**

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