

MUNICIPALITY INDEX FOR LOVELL'S DIRECTORIES

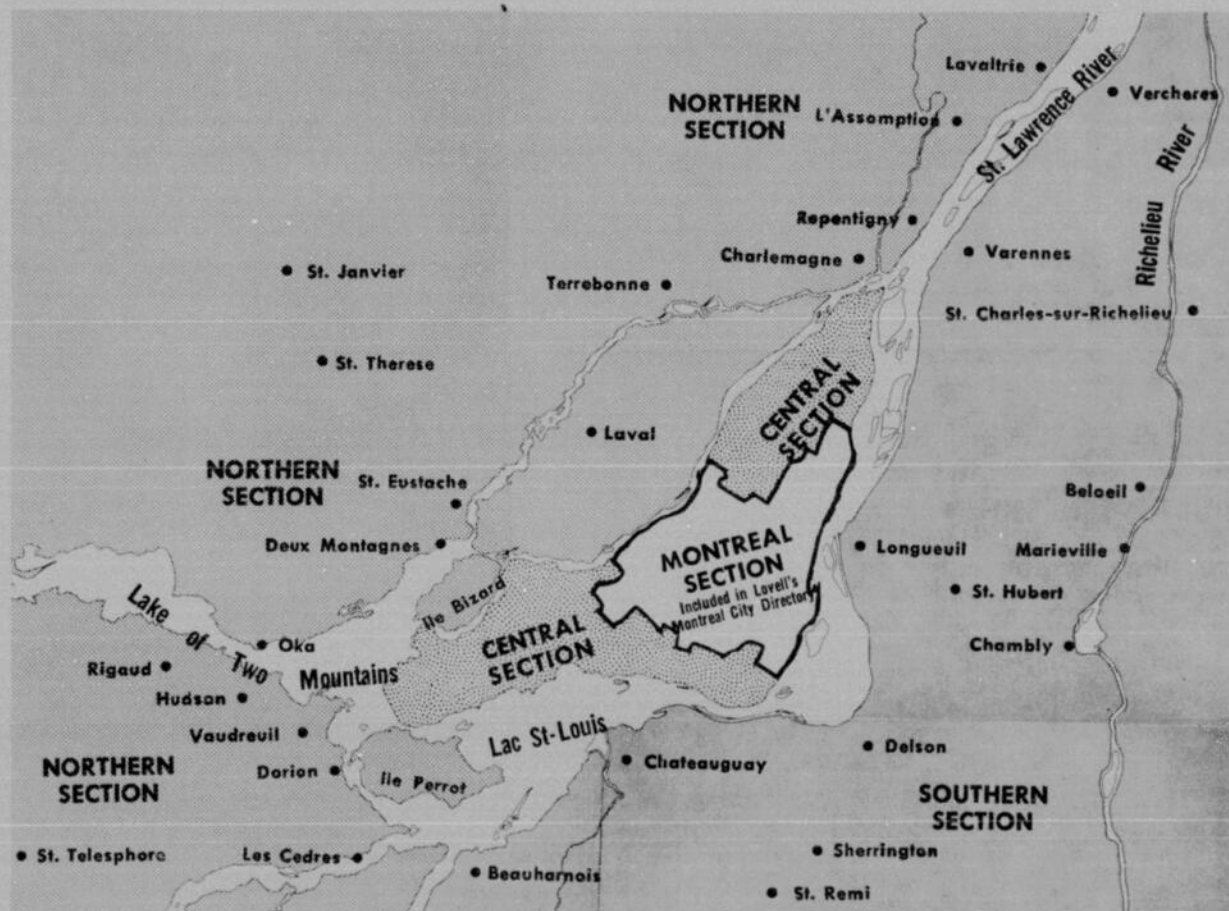
The Montreal Section is included in the Montreal City Directory, Montreal and Metropolitan "Criss-Cross" Directories.

The Central, Southern and Northern Municipalities are included in the Montreal Suburban and Metropolitan "Criss-Cross" Directories.

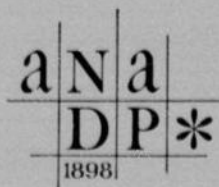
INDEX DES MUNICIPALITÉS POUR LES ANNUAIRES LOVELL

Le section montréalaise est incluse dans l'Annuaire de Ville de Montréal, les Annaires "Criss-Cross" Métropolitain et de Montréal.

Les Municipalités des sections du Centre, Sud et Nord sont incluses dans les Annaires "Criss-Cross" Métropolitain et des Banlieues de Montréal.



MONTREAL SECTION	CENTRAL SECTION	SOUTHERN (con.)	SOUTHERN (con.)	NORTHERN (con.)	NORTHERN (con.)	NORTHERN (con.)
Cote St. Luc	Anjou Boie d'Urfe Baconsfield Dallard-des-Ormeaux Dorval Kirkland Lachine LaSalle Riviere-des-Prairies (Now Montreal) St. Michel (Now Montreal)	Chateauguy Centre — Now Chateauguy Chateauguy Heights (See Chateauguy) Croydon — (See St. Hubert) Delson Fort Chambly — (See Chambly) Greenfield Park Jacques Cartier — (See Longueuil) Lafleche (See St. Hubert) Laprairie Lemoyne Lery Longueuil Mackayville — (See St-Hubert) McMasterville Maple Grove Marieville Melochville Mercier Mont St. Hilaire Notre Dame Ottoburn Park Prévile — (See St. Lambert) Richelieu St. Amable Ste-Angele-de-Monnoir St-Basile-le-Grand St-Bruno-de-Montarville Ste. Catherine- d'Alexandrie	St. Charles-sur-Richelieu St. Constant St. Edouard-Napierville St. Etienne- de-Beauharnois St. Hilaire-sur-Richelieu (See Mont St. Hilaire) St. Hubert St. Isidore-de-Laprairie St. Jacques-le-Mineur St. Jean Baptiste-de- Rouville St. Julie St. Lambert St. Marc Ste-Martine St. Mathieu-de-Laprairie St. Michel-Napierville St. Philippe-de-Laprairie St. Philomène — (See Mercier) St. Rémi Sherrington Varennes Vercheres Woodlands — (See Chateauguy)	Bois-des-Filion Cascades Pointe Charlemagne Chamedey — (See Laval) Como (See Hudson) Coteau-du-Lac Coteau-Du-Lac Parish Coteau Landing Dalhousie Station Deux-Montagnes Dorion Duvernay — (See Laval) Fabreville — (See Laval) Hudson Hudson Heights — (Now Hudson 1969) Ile Bizard — (See St. Raphael-de- L'Ile Bizard) Ile Cadieux Ile Perrot Ile Perrot North Ile Perrot South L'Annonciation L'Assomption Laval Laval-des-Rapides — (See Laval) Laval Island — (See Laval) Laval-sur-le-Lac — (See Laval)	Laval West — (See Laval) Lavaltrie L'Épiphanie Parish Les Cedres Lorraine Mascouche Notre Dame-de- l'Ile-Perrot Notre Dame-des- Rivieres Oka Pincourt Pointe Calumet Pointe du Moulin Pointe Fortune Pont Vieu — (See Laval) Repentigny Riviere Beaudette Rosemere Ste. Anne-des-Plaines Ste-Antoine-Lavaltrie St. Charles-de- Lachenaie St. Clot Ste. Darothée — (See Laval) St. Elzéar — (See Laval) St. Eustache St. Eustache Parish (Now St. Eustache 1972) St. Eustache-sur-le-Lac —(See Deux- Montagnes)	St. Francois — (See Laval) St. Gerard-Magella St. Henri-de-Masouche (Now Mascouche 1972) St. Janvier-de-Blainville St. Janvier-de-Lacroix St. Joseph-du-Lac St. Justine-de-Newton St-Lazare-De-Vaudreuil St. Louis-de-Terrebonne Ste-Marthe-Vaudreuil St. Paul l'Ermite St. Polycarpe St. Raphael-de- l'Ile Bizard St. Redempteur St. Roch l'Achigan Ste. Rose — (See Laval) St. Sulpice St. Telesphore St. Therese St. Therese West St-Timothée St. Vincent-de-Paul — (See Laval) St. Zotique Terrebonne Terrebonne Heights — (See Mascouche) Vaudreuil Vaudreuil Terrace Vimont — (See Laval) Windmill Point (Now Pointe du Moulin 1972)
Hampstead	Montreal East Montreal North Pierrefonds Pointe-aux-Trembles Pointe Claire Roxboro Ste. Anne-de-Bellevue Ste. Genevieve St. Léonard St. Pierre Senneville	Beauharnois Beloeil Boucherville Brossard Brossard — See Brossard Calixa-Levallée Candiac Carignan Caughnawaga Chambly Chateauguy	NORTHERN SECTION Auteuil — (See Laval) Blainville	Montreal Montreal West Mount Royal Outremont St. Laurent Verdun Westmount	SOUTHERN SECTION Beauharnois Beloeil Boucherville Brossard Brossard — See Brossard Calixa-Levallée Candiac Carignan Caughnawaga Chambly Chateauguy	



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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.

1. 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.

2. 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.

3. 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.

4. Systematize Deliveries

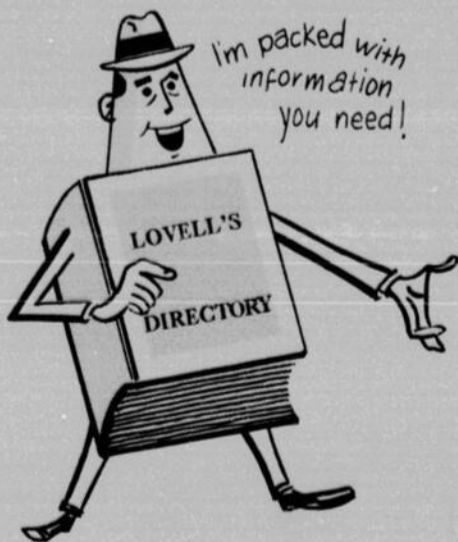
1. Save mileage and time by establishing exact locations and nearest cross streets.
2. Map practical, quicker delivery routes using the Street and Avenue Guide. Determine the best way around closed streets.
3. Contact customers before making a delivery. The telephone number can be quickly obtained from 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.

5. 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.

6. 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.**