

# 1976

## Annuaire "Criss-Cross" Directory

\* Marque Enregistrée



\* Registered Trade Mark

Annuaire des chefs de maisons, des locataires  
des édifices à bureaux et autres places d'affaires,  
incluant un guide complet des rues et avenues

Directory of Householders, Occupants of Office  
Buildings and other Business Places, including  
a Complete Street and Avenue Guide

**Renseignements précis concernant les résidents et  
les entreprises dans la région de Montréal  
en ordre de rue-adresse.**

**Accurate information concerning the Householders  
and Businesses in the Montreal Region  
in Street-Address Sequence.**

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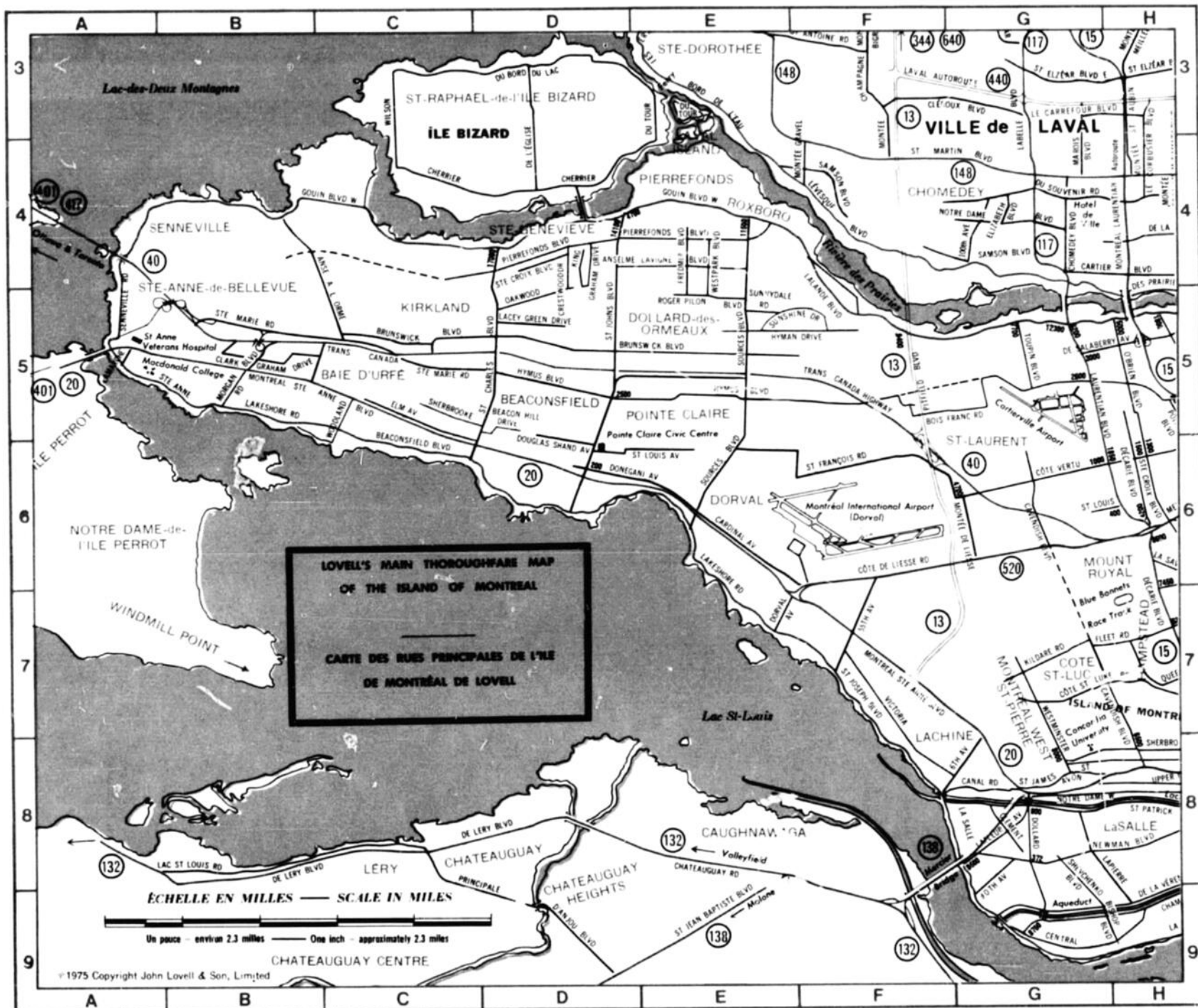
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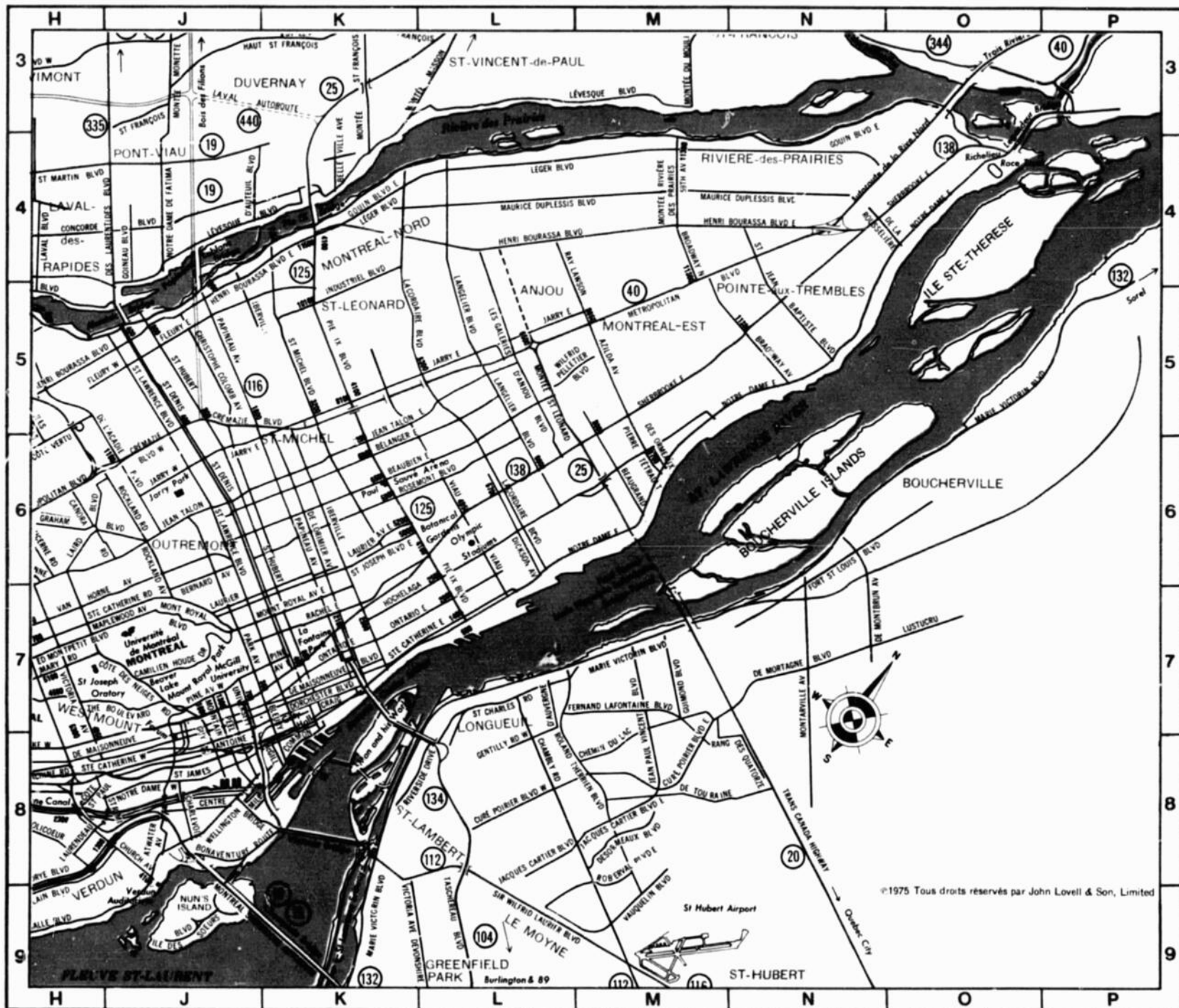
# MAIN THOROUGHFARE MAP



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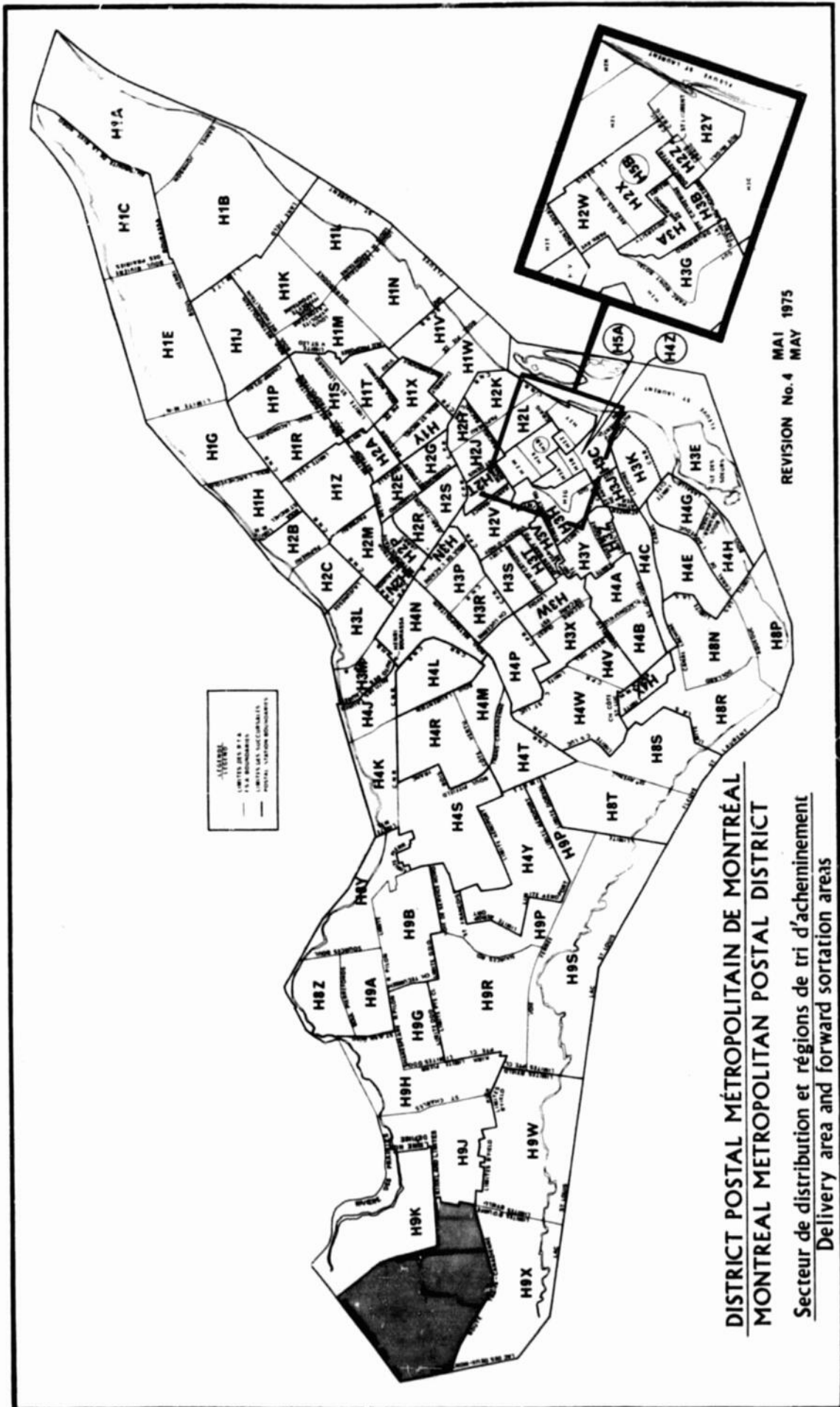
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Morgan Rd (Bd'U)	B 5						

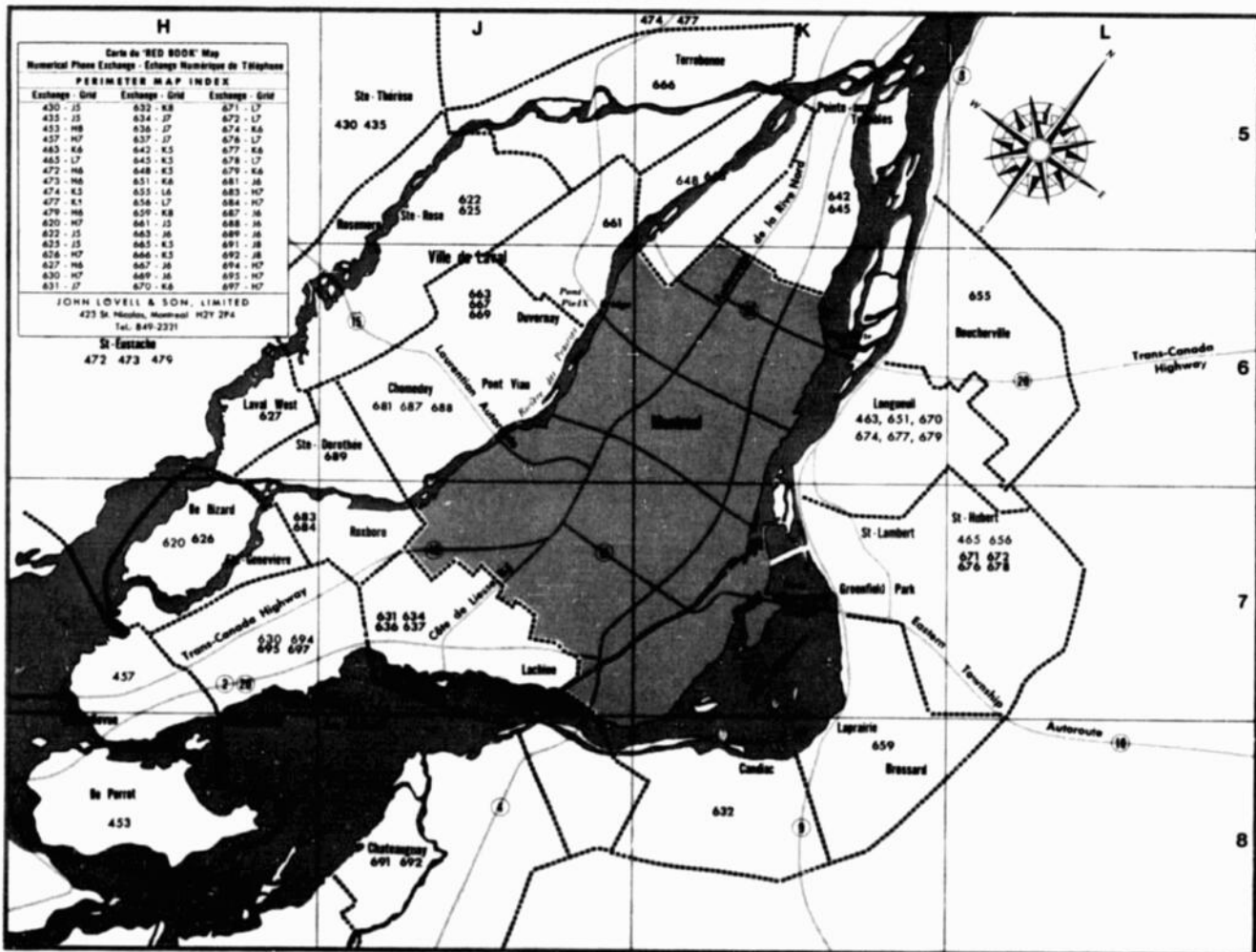
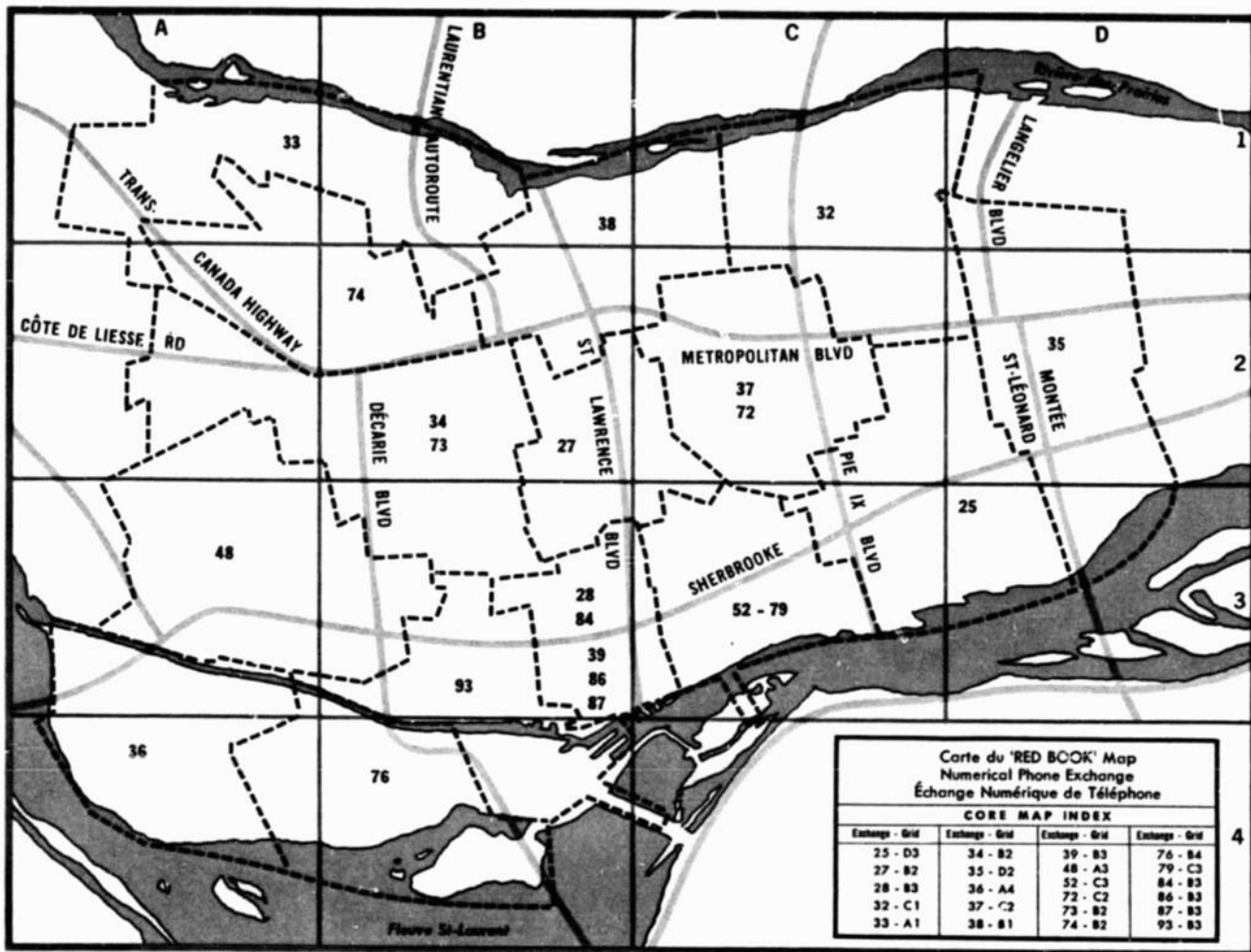


**DISTRICT POSTAL MÉTROPOLITAIN DE MONTRÉAL**  
**MONTREAL METROPOLITAN POSTAL DISTRICT**

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

REVISION No. 4  
 MAI 1975  
 MAY

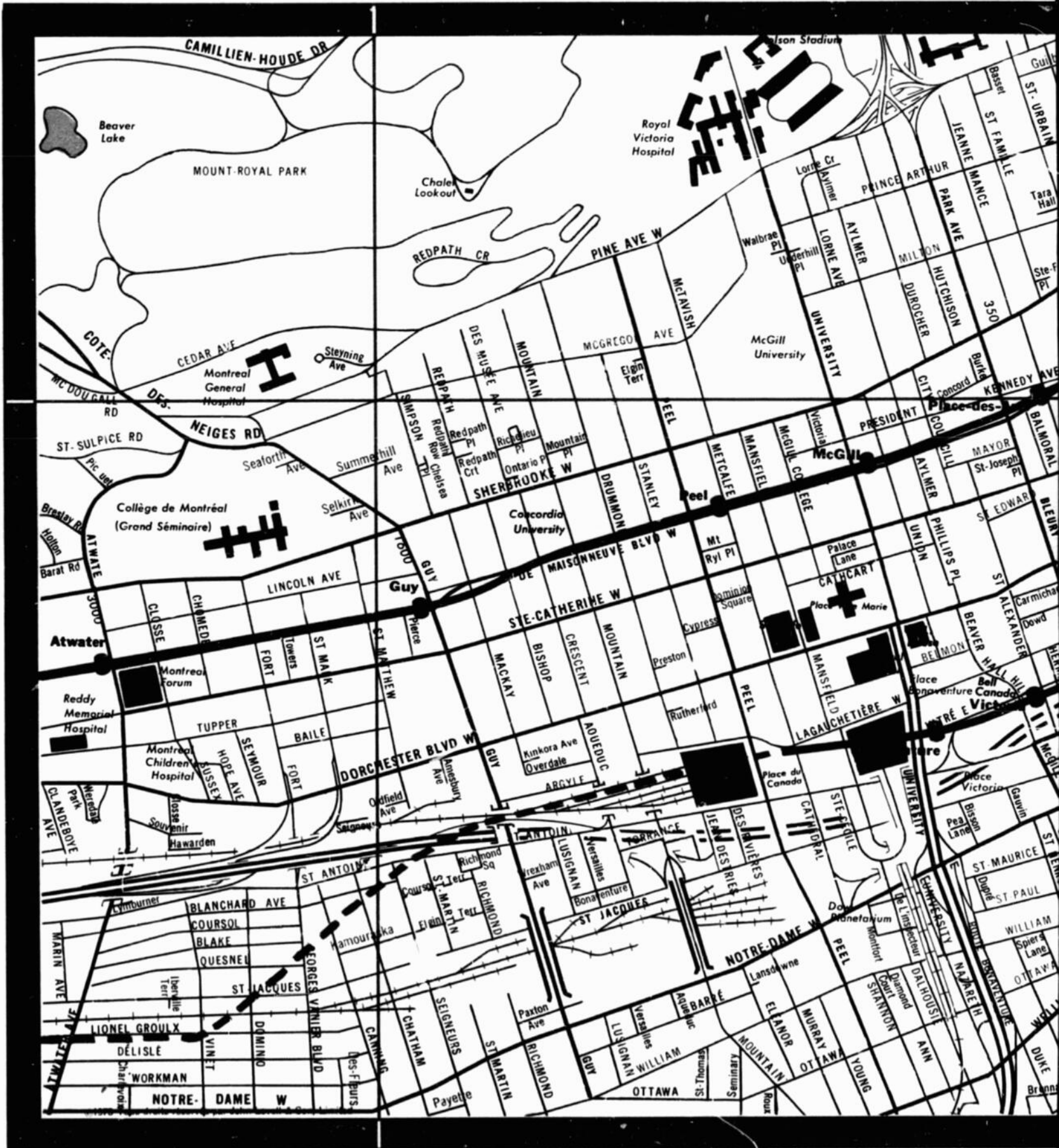
- |   |   |
|---|---|
| <p><b>1</b> — Indiquez toujours le numéro, la rue, la zone postale, le nom du bureau de poste et la province dans l'adresse.</p> <p><b>2</b> — Sur le courrier adressé aux maisons d'appartements et immeubles de bureaux, indiquez le numéro de l'appartement ou du bureau.</p> <p><b>3</b> — Indiquez l'adresse de l'expéditeur à l'angle gauche supérieur.</p> <p><b>4</b> — Lorsque vous écrivez à l'étranger, indiquez toujours le nom du pays au complet.</p> <p><b>5</b> — Affranchissez intégralement vos envois.</p> | <p><b>1</b> — Always include number, street, zone number, Post Office and Province in address.</p> <p><b>2</b> — Mail addressed to apartments or Office Buildings should bear suite or office number.</p> <p><b>3</b> — Place your return address in the upper left corner.</p> <p><b>4</b> — When writing to places outside Canada always add name of Country in full.</p> <p><b>5</b> — Prepay postage fully.</p> |
|---|---|
- Pour renseignements supplémentaires concernant ces zones postales, appelez 934-0881.**
- For additional information concerning these postal zones, please call 934-0881.**



*Qui vous a appelé?*  
Déchiffrez les numéros de téléphone avec le "Red Book".

*Who called?*  
The Red Book decodes "Blind" Phone Numbers.

# CENTRE VILLE



# DOWNTOWN MONTREAL



# 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

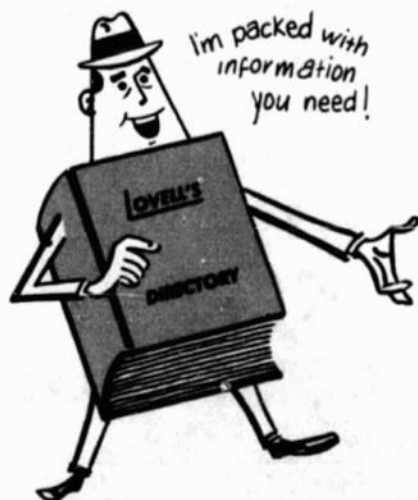
1. Save mileage and time by establishing exact locations and nearest cross streets.
2. Map practical, quicker delivery routes using the Street and Avenue Guide. Determine the best way around closed streets.
3. Contact customers before making a delivery. The telephone number can be quickly obtained from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

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