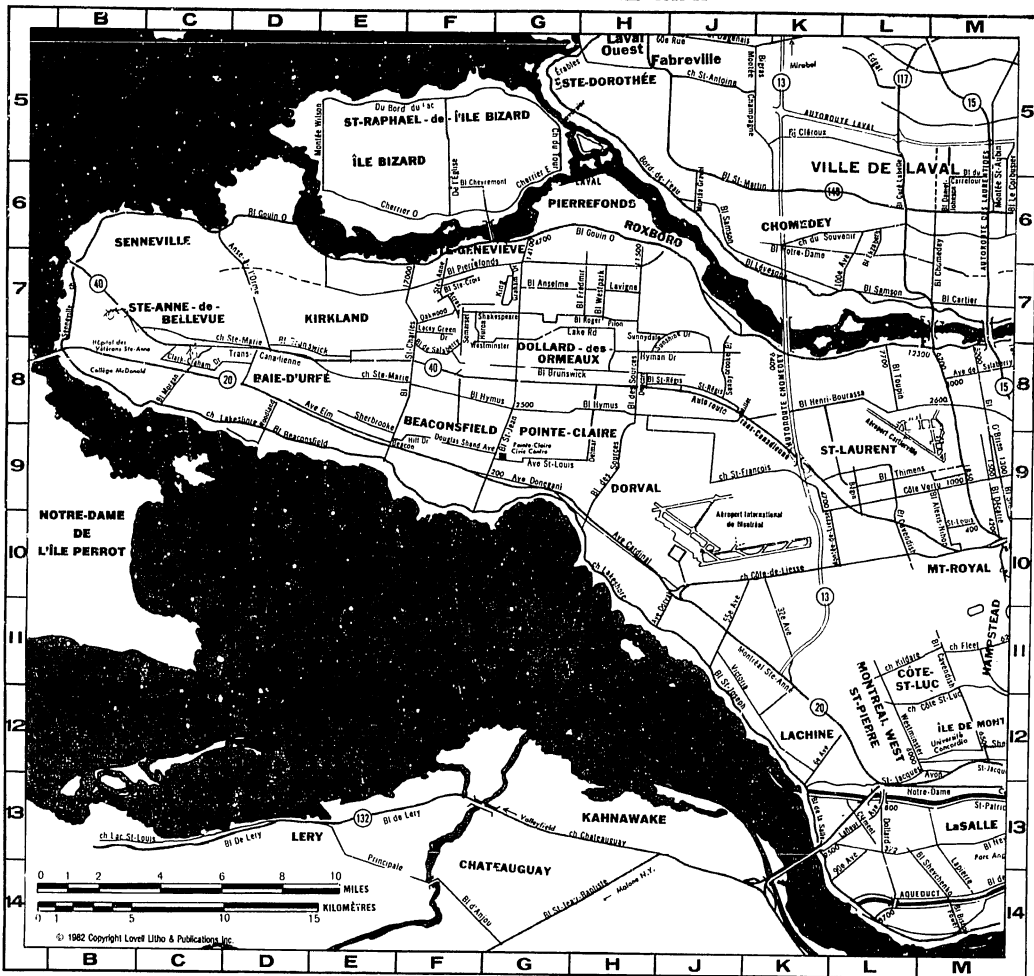


# MAIN THOROUGHFARE MAP



## INDEX

6th Av (Lohn)	K 12	Bonaventure Autoroute	P 12	Elm av (Bonfld)	E 8	Crémazie Boul O	O 8
32th Av (Lohn)	J 11	The Boulevard	N 11	Fleet Rd (H)	M 11	Décarie Boul	M 10
55th Av (Lohn)	J 11	Bridge	P 12	Fleury E	P 7	De l'Acadie Boul	N 8
59th Av (RivP)	U 5	Broadway av (PaT)	V 7	Fleury O	O 8	De la Montagne	P 12
90th Av (LaS)	L 13	Broadway Nord (MtlE)	V 7	Fredmir Boul (DdesO)	O 7	De La Rousselière (PaT)	W 7
Acres (DdesO)	F 7	Brunswick Boul (DdesO)	H 7	Gouin Boul E	G 7	De La Savanne	V 14
Anse à l'Orme(K)	L 13	Camillon Houde Drive	P 11	Gouin Boul O	O 7	De La Vérendrye Boul	N 13
Ansime Lavigne Boul (DdesO)	C 6	Canal Rd (SIP)	K 12	Graham Boul (MtRyl)	N 9	De l'Église	O 13
Alexis Nihon Boul (StLnt)	C 6	Canora Rd (MtRyl)	O 10	Graham Drive (Prfds)	F 7	De Lorimier av	O 9
Atwater av	C 6	Cardinal av (Drvl)	H 9	Guy	P 12	Delmar (PICir)	Q 8
Armand-Bombardier (RivP)	S 6	Cavendish Boul	M 12	Henri-Bourassa Boul E	O 7	De Maisonneuve Boul E	Q 11
Autoroute des Laurentides M 6, 9	M 9	Centrale (LaS)	M 14	Henri-Bourassa Boul O	O 7	De Maisonneuve Boul O	P 12
Avon Rd (MtlW)	L 12	Centre	O 12	Hochelaga	R 10	De Salaberry av	N 7
Azilda av (Anj)	T 8	Champlain Boul	M 14	Honoré-Beaugrand	S 9	Des Grandes-Prairies Boul	O 7
Beacon Hill Drive (Bonfld)	E 8	Charlevoix	P 9	Huron (DdesC)	F 7	Des Ormeaux	(StLnd) U 9
Beaconsfield Boul (Bonfld)	C 8	Christophe Colomb av	P 9	Hyman Drive (DdesO)	F 7	Des Pins E	P 11
Beaubien E	P 10	Church av (Ver)	O 13	Hymus Boul (PICir)	F 8	Des Pins O	P 11
Beaugrand	T 9	Clerk Graham Drive (Bd'U)	G 12	Iberville	O 10	Des Sources Boul (DdesO)	H 8
Bégin (StLnt)	K 9	Clément (LaS)	L 13	Ile des Soeurs Boul (Nun's)	P 14	Dickson (LaS)	L 14
Bélanger E	P 9	Common	L 10	Industrial Boul (MtlN)	O 7	Donagay av (PICir)	L 9
Béland av O	P 9	Côte-de-Liesse Rd	N 10	Jarry E	O 9	René-Lévesque Boul E	Q 11
Bishop Power Boul (LaS)	M 14	Côte-des-Neiges Ch	N 10	Jarry O	P 9	René-Lévesque Boul O	P 12
Bois-Franc Ch (StLnt)	M 14	Côte-St-Luc Ch	N 11	Jean-Taton E	M 10	Dorval av (Drvl)	H 8
	P 12	Côte-St-Paul Ch	N 13	Jean-Taton O	N 13	Douglas Blvd av (PICir)	F 8
	M 8	Côte Vertu (StLnt)	L 9	Jolicoeur	N 13	Edouard-Montpetit Boul	O 11
		Crémazie Boul E	P 8	Jules Poitras Boul	N 8		

# CARTE DES RUES PRINCIPALES



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- |                                 |      |                                    |      |                          |      |                              |      |
|---------------------------------|------|------------------------------------|------|--------------------------|------|------------------------------|------|
| Kildare Rd (CS/Luc)             | L 11 | Montée Rivière-des-Prairies (RivP) | U 6  | Rockland Rd (MtRyl)      | O 9  | St-Rémi                      | O 13 |
| King (Prfd)                     | F 6  |                                    |      | Roger Pilon Boul (DdesO) | G 6  | Sonnerville Rd (Sanvl)       | B 7  |
| Lacey Green Drive (K)           | E 7  | Montée St-Léonard                  | T 8  | Roi-René (Anj)           | S 6  | Stakespeare (DdesO)          | F 6  |
| Lacordaire Boul                 | R 7  | Montréal Ste-Anne Boul             | D 8  | Rosemont Boul            | P 10 | Sherbrooke (Bonfid)          | F 8  |
| Lafleur av (LaS)                | L 14 | Morgan Rd (Bd'U)                   | B 7  | St-Antoine               | B 7  | Sherbrooke E                 | O 11 |
| Laird Boul (MtRyl)              | N 9  | Mont-Royal av E                    | P 11 | St-Catherine E           | P 12 | Sherbrooke O                 | P 12 |
| Lake Rd (DdesO)                 | N 9  | Mont-Royal av O                    | M 13 | St-Catherine O           | P 12 | Shevchenko Boul (LaS)        | L 13 |
| Langelier Boul                  | C 8  | Newman Boul (LaS)                  | Q 12 | St-Charles Boul          | F 6  | Somersat (DdesO)             | H 7  |
| Lapierre (LaS)                  | S 8  | Notre-Dame E                       | Q 12 | St-Croix Boul (Prfds)    | M 9  | Sunnydale Rd (DdesO)         | H 7  |
| La Salle Boul                   | L 13 | Oakwood (Prfds)                    | F 6  | St-Croix Boul (StLnt)    | M 9  | Sunshine Drive (DdesO)       | L 7  |
| Laurendeau                      | N 13 | O'Brien Boul                       | M 8  | St-Denis                 | Q 11 | Thimms Boul (StLnt)          | L 9  |
| Laurentien Boul                 | N 10 | Ontario B                          | O 11 | St-François Ch (StLnt)   | J 8  | Trans-Canadienne Route       | D 7  |
| Laurier av E                    | P 10 | Ontario O                          | O 11 | St-Hubert                | Q 11 | University                   | K 9  |
| Laurier O                       | P 10 | Papineau av                        | O 10 | St-Jacques (StP)         | L 12 | Upper Lachine Rd             | N 12 |
| Léger Boul (MtLN)               | O 6  | Parc av                            | O 11 | St-Jacques               | P 12 | Van Horne av                 | P 10 |
| Les Galeries d'Anjou Boul (Anj) | S 8  | Peel                               | P 12 | St-Jean-Baptiste Boul    | V 7  | Viau                         | S 10 |
| Lucerne Rd (MtRyl)              | N 10 | Perras Boul                        | L 4  | St-Joseph Boul (Lohn)    | J 12 | Victoria (Lohn)              | J 12 |
| McGill                          | C 12 | Pis IX Boul                        | Q 8  | St-Joseph Boul E         | O 10 | Victoria av                  | N 12 |
| Maisonneuve Boul E              | O 11 | Pierrefonds Boul (DdesO)           | F 6  | St-Joseph Boul O         | P 10 | Wellington                   | O 13 |
| Maisonneuve Boul O              | P 12 | Pierre Tôtraul                     | U 9  | St-Laurent Boul          | P 10 | Westminster av               | O 12 |
| Maurice Duplessis Boul          | R 6  | Pitfield Boul (StLnt)              | K 8  | St-Louis av (PtCr)       | P 10 | Westpark Boul (DdesO)        | H 6  |
| Métropolitain Boul              | Q 8  | Queen Mary Ch                      | N 11 | St-Louis (StLnt)         | F 8  | Willrid Pelletier Boul (Anj) | T 8  |
| Métropolitain Boul (Lakeshore)  | H 10 | Rachel E                           | P 11 | St-Marc Rd (K)           | M 9  | Willrid Pelletier Boul (Anj) | T 8  |
| MiII                            | P 12 | Rachel O                           | P 11 | St-Michel Boul           | D 7  | Woodland av (Bonfid)         | P 12 |
| Mont-Royal Boul (O)             | O 11 | Ray Lawson (Anj)                   | T 7  | St-Patrick               | O 8  |                              | N 13 |
| Montée-de-Liasse (StLnt)        | K 8  | Rockland av (O)                    | O 10 | St-Pierre                | P 12 |                              |      |



# POSTAL CODE POSTAL

## Comment utiliser le CODE postal

1. Le numéro de CODE doit toujours figurer en dernière place dans l'adresse.
2. Écrivez 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 rattachez 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.

## 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.

Pour renseignements additionnels, composez 283-2564.

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.

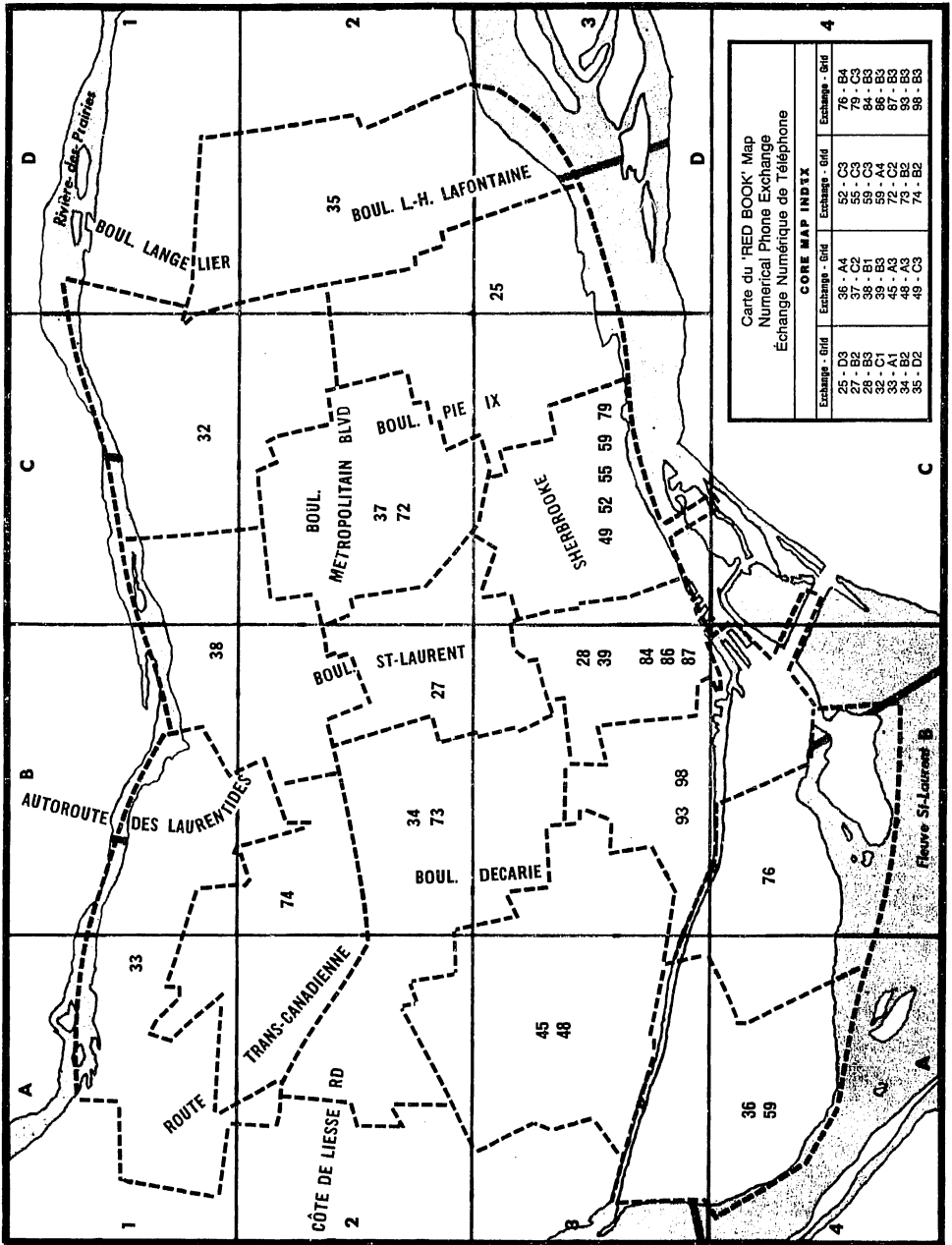
2. When an asterisk precedes a number, or group of numbers, in the second column, this number specifies a suite or room number at the address listed. This suite or room has a separate postal CODE, listed on the same line in the last column.

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

<b>ADAM CR</b>					
VERDUN					
DE RIVERVIEW AVE NORD À 400 ST-ÉDOUARD					
-> 2E OF 1000 CHURCH AVE					
IMPAIR	2331	2355	K4H	699	
	2365	—	K4H	671	
	2365	*189	K4H	672	
PAIR	2328	2340	K4H	673	
<b>PRINCIPALE AV</b>					
LAVAL, CHOMEDEY					
DE 1216 GOSBELLIN EST À 1206 1E AVE					
IMPAIR	211	219	K4E	5N6	
	225	233	K4E	5N7	
	140	154	K4H	652	
PAIR	182	214	K4H	658	
	182	—	K4H	657	
	192	—	K4H	658	
	214	—	K4H	659	





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

**CORE MAP IND TX**

Exchange - Gld	Exchange - Gld	Exchange - Gld
25 - D3	36 - A4	52 - C3
27 - B2	37 - C3	55 - C3
28 - B3	38 - B1	59 - C3
32 - C1	39 - B3	59 - A4
33 - D2	40 - A1	72 - B2
34 - D2	42 - A3	73 - B2
35 - D2	49 - C3	74 - B2
		76 - B4
		79 - C3
		84 - B3
		86 - B3
		87 - B3
		93 - B2
		99 - B3



# 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**

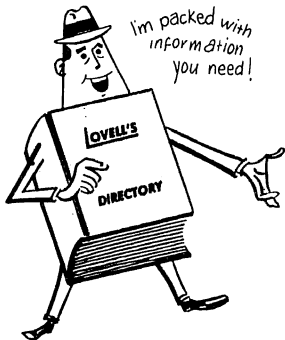
1. Contact neighbours of your present satisfied customers, who often are prime prospects, using your customers as reference.
2. Get complete coverage in each sales territory — all businesses and residents on every street are clearly listed.
3. Newcomers, newly married couples, new homeowners — all such 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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