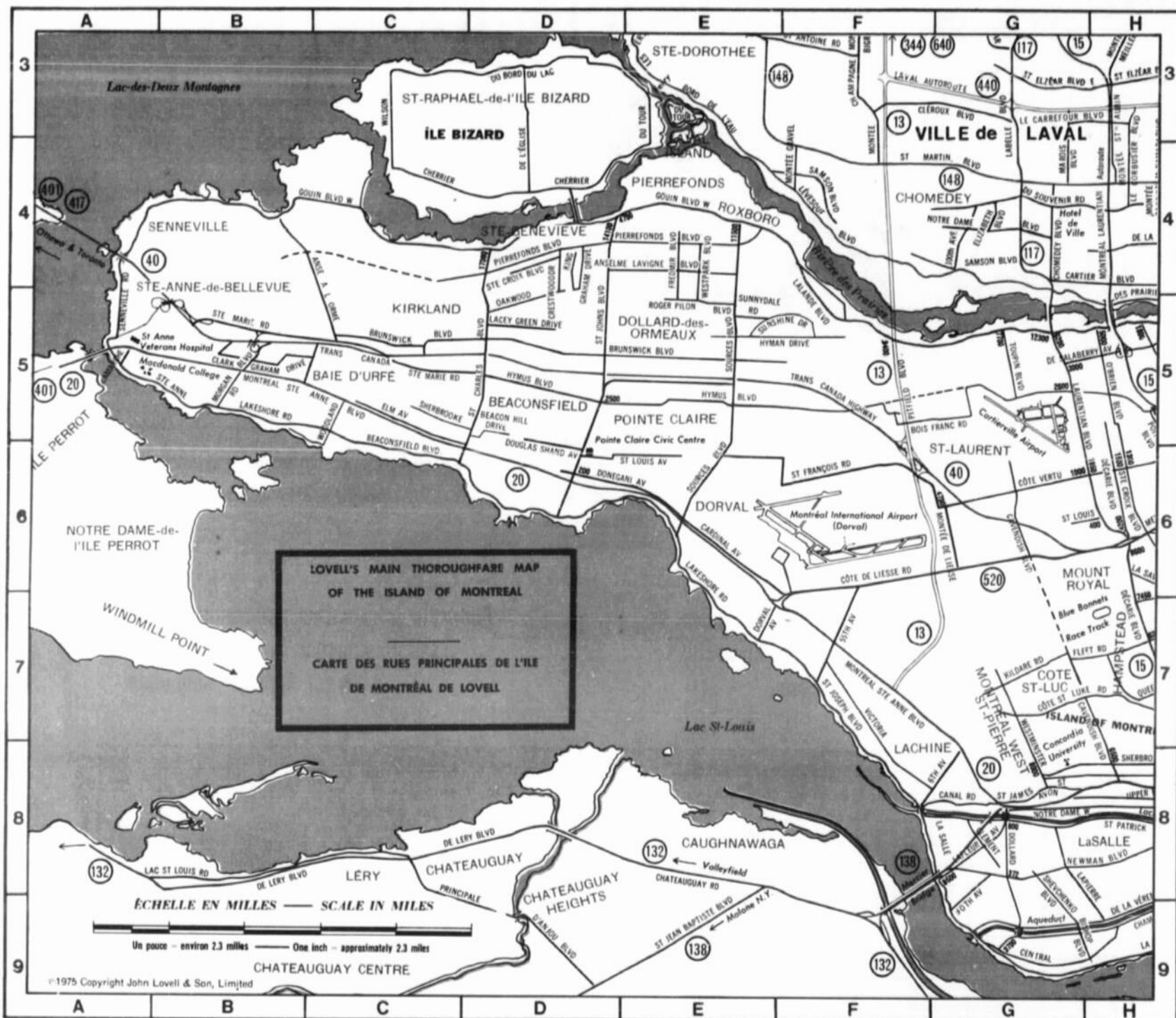


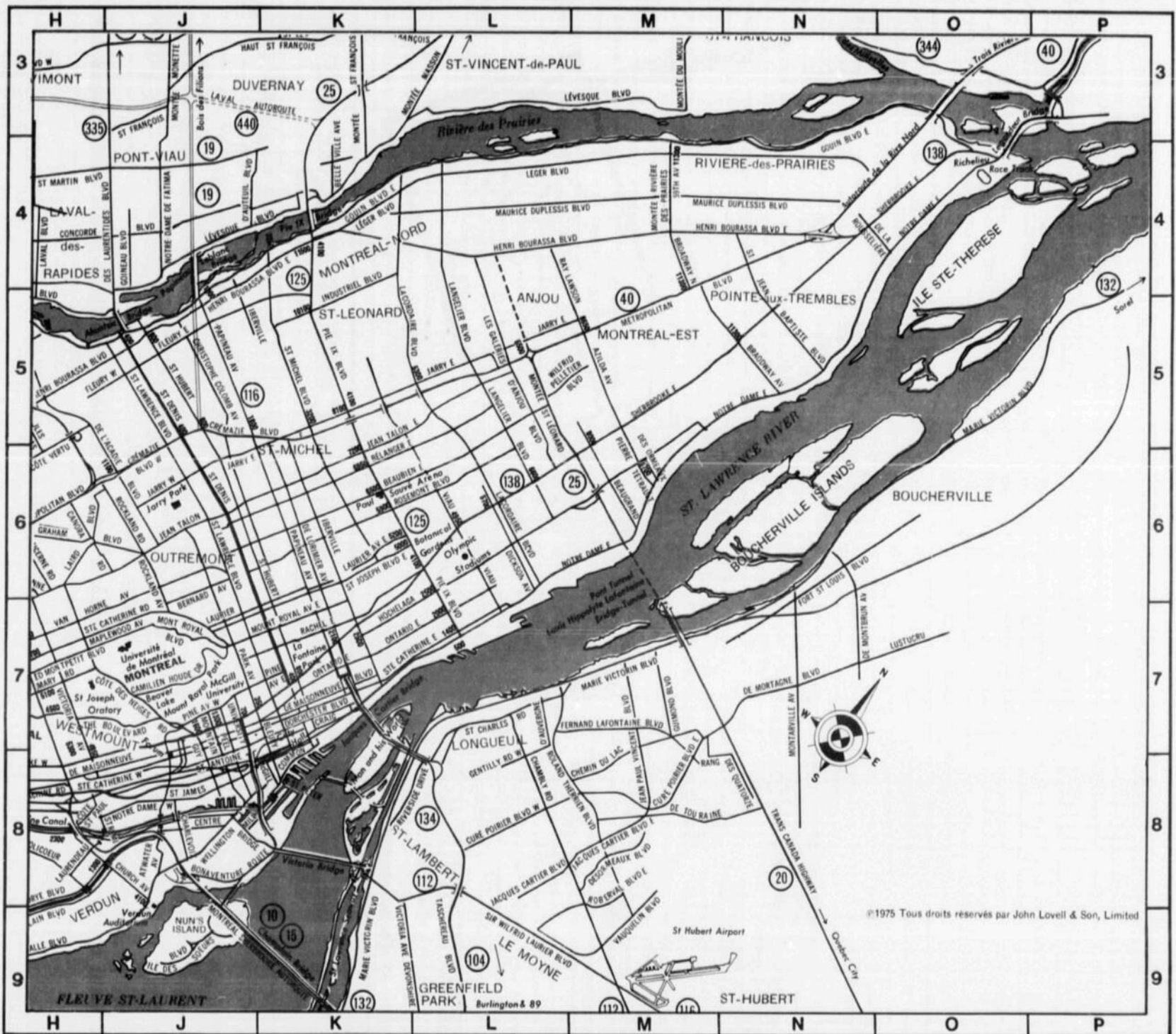
MAIN THOROUGHFARE MAP



INDEX

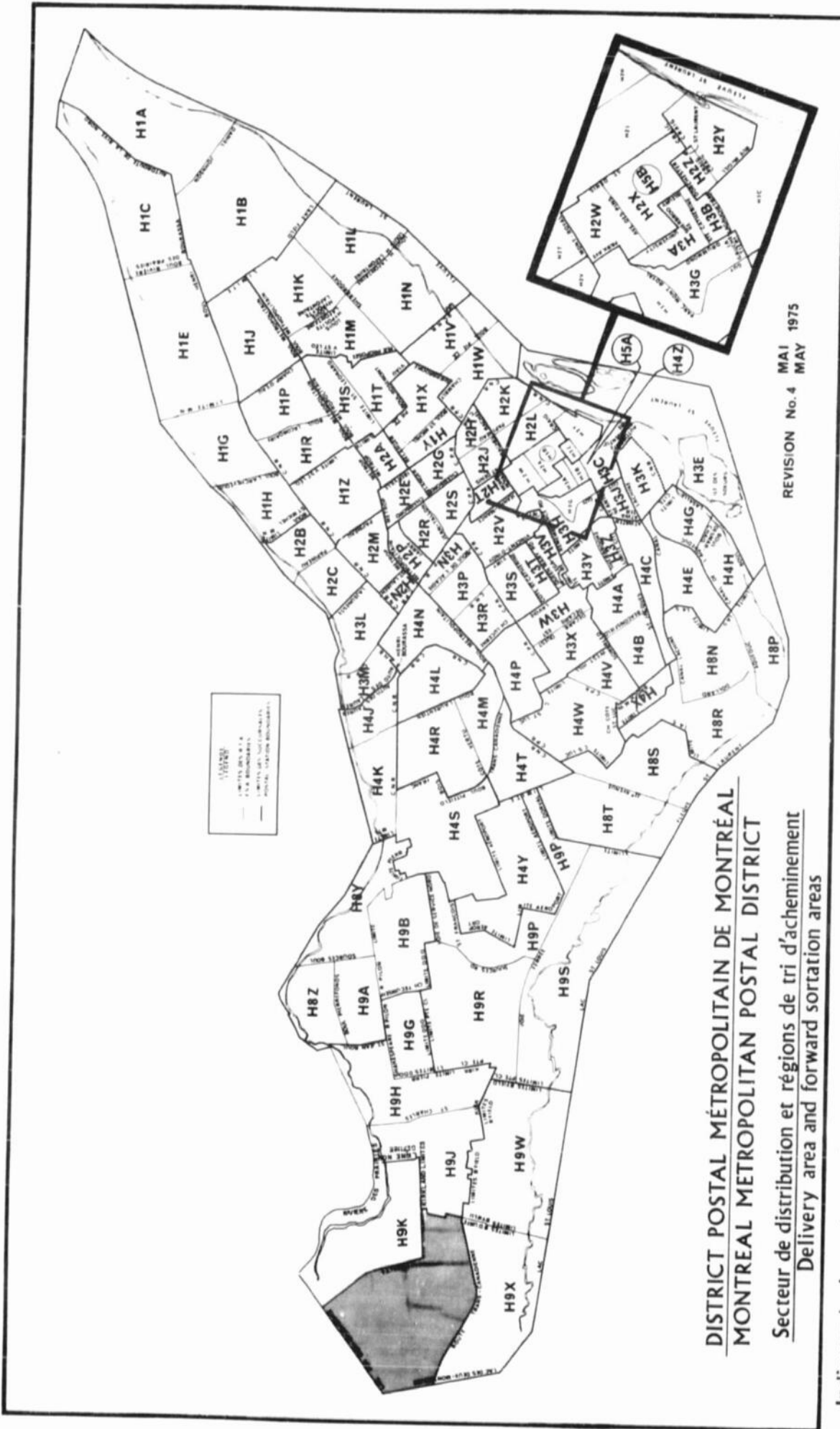
6th Av (Lac)	G 8	Camilien Houde Drive	J 7	De La Rousselière (PauxT)	N 4	Henri Bourassa Blvd E	J 5, L 4
55th Av (Lac)	F 7	Canal Rd (StP)	G 8	De La Savanne	H 6	Henri Bourassa Blvd W	H 5
59th Av (RdesP)	M 4	Canora Rd (MtR)	H 6	De La Vérendrye Blvd	H 9	Hochelaga	K 7
90th Av (LaS)	G 9	Cardinal av (D)	E 6	De Lorimier av	K 6	Hyman Drive (DdesO)	F 5
Anselme Lavigne Blvd (DdesO)	E 4	Cavendish Blvd	G 6, H 7	De Maisonneuve Blvd E	K 7	Hymus Blvd (PC)	D 5, E 5
Atwater av	J 8	Central (LaS)	G 9	De Maisonneuve Blvd W	H 8	Iberville	J 5, K 6
Avon Rd (MW)	G 8	Centre	J 8	De Salaberry av	G 5	Ile Des Soeurs Blvd (Nun's Island) (V)	J 9
Azilda av (Anj)	M 5	Champlain Blvd	H 9	Des Ormeaux	M 6	Industriel Blvd (MN)	K 5
Beacon Hill Drive (B)	D 5	Charlevoix	J 8	Dickson av	L 6	Jarry E	J 6, L 5
Beaconsfield Blvd (B)	C 6	Christopher Colomb av	J 5	Dollard (LaS)	G 8	Jarry W	J 6
Beaubien E	K 6	Church av (V)	J 8	Donegani av (PC)	D 6	Jean Talon E	K 5
Beaugrand	M 6	Clark Graham Drive (Bd'U)	B 5	Dorchester Blvd E	K 7	Jean Talon W	J 6
Bélanger E	K 6	Clément (LaS)	G 8	Dorchester Blvd W	K 7	Jolicoeur	H 8
Bernard av W	J 6	Common	K 8	Dorval av (D)	E 7	Jules Poitras Blvd	H 5
Bishop Power Blvd (LaS)	H 9	Côte de Liesse Rd	F 6	Douglas Shand av (PC)	D 6	Kildare Rd (CStL)	G 7
Bleury	K 7	Côte des Neiges Rd	J 7	Edouard Montpetit Blvd	H 7	King (Pfds)	D 4
Bois Franc Rd (StLau)	G 5	Côte St Luke Rd	G 7	Elm av (B)	C 5	Lacey Green Drive (K)	D 5
Bonaventure Autoroute	J 8	Côte St Paul Rd	H 8	Fleet rd (H)	H 7	Lacordaire Blvd	K 5, L 6
The Boulevard	J 7	Côte Vertu (StLau)	G 6, H 6	Fleury E	J 5	Lafleur av (LaS)	G 8
Bridge	J 8	Crestwood Drive (Pfds)	D 4	Fleury W	H 5	Laird Blvd (MtR)	H 6
Broadway av (PauxT)	N 5	Crémazie Blvd E	J 5	Fredmir Blvd (DdesO)	E 4	Lakeshore Rd	B 5, E 6
Broadway North (ME)	M 4	Crémazie Blvd W	J 6	Gouin Blvd E	L 4, N 3	Lalande Blvd (Pfds)	F 5
Brunswick Blvd (DdesO)	E 5	Crémazie Blvd W	J 6	Gouin Blvd W	C 4, E 4		
		Decarie Blvd	H 6, H 7	Graham Blvd (MtR)	H 6		
		De L'Acadie Blvd	J 6	Graham Drive (Pfds)	D 4		
				Guy	J 8		

CARTE DES RUES PRINCIPALES



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Lamarche (SteA)	A 5	Mount Royal av E	K 7	Rockland Rd (MtR)	J 6	St Patrick	H 8
Langelier Blvd	L 5	Mount Royal av W	K 7	Roger Pilon Blvd (DdesO)	E 5	St Peter	K 8
Lapierre (LaS)	H 8	Mountain	J 7	Rosemont Blvd	K 6	St Rémi	J 8
La Salle Blvd	G 8, H 9	Newman Blvd (LaS)	G 8	Ste Anne (SteA)	B 5	Senneville Rd (Sen)	A 5
Laurendeau	H 8	Notre Dame E	M 6, N 5	St Antoine	J 8	Sherbrooke (B)	C 5
Laurentian Blvd	H 5	Notre Dame W	G 8, J 8	St Catherine E	K 7	Sherbrooke E	M 5, O 4
Laurier av E	K 6	Oakwood (Pfds)	D 5	St Catherine Rd	J 7	Sherbrooke W	H 8
Laurier av W	J 7	O'Brien Blvd	H 5	St Catherine W	J 8	Shevchenko Blvd (LaS)	G 8
Léger Blvd (MN)	K 4, L 4	Ontario E	K 7	St Charles Blvd	D 5	Sources Blvd	E 5, E 6
Les Galeries D'Anjou Blvd (Anj)	L 5	Ontario W	K 7	St Croix Blvd (Pfds)	D 4	Sunnydale Rd (DdesO)	E 5
Lucerne Rd (MtR)	H 6	Papineau av	K 6, J 5	St Croix Blvd (StLau)	H 6	Sunshine Drive (DdesO)	F 5
McGill	K 8	Park av	J 7	St Denis	J 5, J 6	Toupin Blvd	G 5
Maisonneuve Blvd E	K 7	Peel	J 7	St François Rd (StLau)	F 6	Trans Canada Highway	C 5, F 5
Maisonneuve Blvd W	H 8	Pie IX Blvd	K 5, L 6	St Hubert	J 5, K 6	University	J 7
Maplewood av (O)	J 7	Pierrefonds Blvd (DdesO)	D 4, E 4	St James (StP)	G 8	Upper Lachine Rd	H 8
Maurice Duplessis Blvd	L 4, M 4	Pierre Tétrault	M 6	St James W	H 8, J 8	Van Horne av	H 7
Metropolitan Blvd	H 6, M 5	Pine av E	K 7	St Jean Baptiste Blvd	N 5	Viau	L 6
Metropolitan Blvd (Lakeshore)	E 6	Pine av W	J 7	St Johns Blvd	D 5	Victoria (Lac)	F 7
Mill	J 8	Pitfield Blvd (StLau)	F 5	St Joseph Blvd (Lac)	F 7	Victoria av	H 7
Mont Royal Blvd (O)	J 7	Queen Mary Rd	H 7	St Joseph Blvd E	K 6	Wellington	J 8
Montée De Liesse (StLau)	G 6	Rachel E	K 7	St Joseph Blvd W	K 6	Westminster av	G 7
Montée Rivière des Prairies (RdesP)	M 4	Rachel W	K 7	St Lawrence Blvd	J 5, J 6	Westpark Blvd (DdesO)	E 4
Montée St Léonard	L 5	Ray Lawson (Anj)	L 4	St Louis av (PC)	E 6	Wilfrid Pelletier Blvd (Anj)	L 5
Montreal Laurentian Autoroute	H 4	Rockland av (O)	J 6	St Louis (StLau)	H 6	Windsor	J 8
Montreal Ste Anne Blvd	B 5, F 7			Ste Marie Rd (K)	B 5, C 5	Woodland av (B)	C 5
Morgan Rd (Bd'U)	B 5			St Michel Blvd	K 5		



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



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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