

SAN FRANCISCO

House and Street Directory

1940

CONTAINING RESIDENTS LISTED GEOGRAPHICALLY
BY STREET ADDRESS

HOW THEY USE IT

1. "We contact residents of a certain neighborhood to get information about a party for credit or collection purposes."
2. "We can contact almost anyone by calling the nearest place to a given address. One instance of this kind saves us dollars which it would cost to visit the party in person, especially in the outlying districts."
3. "I often want to reach someone in a certain building or on a certain street, and can not remember the name offhand, but would know it if I saw it. Having only the approximate location to go by I can find it in a minute or two by the use of this book."
4. "We can systematically 'cover' certain districts with any kind of advertising or canvassing, and find this book a quick and invaluable medium for work of this kind."
5. "I use the book to call a person who has moved to a new address, where the new listing is not known."
6. "We have a delivery service—sometimes we get the name wrong but the address right. Then we check it in the directory and get the proper spelling for our records."
7. "I can usually find out who the manager of a business is, as the executives are usually listed at the same address as the business name."
8. "I am a salesman. Everywhere I go I am constantly on the lookout for leads which may result in sales. Every day I scan the classified ads in the papers, which often give only blind numbers. Often sales result from leads which were vague when I first got them, but with the aid of this directory were made clear, resulting in many sales. I save much time by calling for information where only a blind address is given."
9. "We use it when cashing checks for strangers."

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HOUSE AND STREET DIRECTORY COMPANY

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