

CITY DIRECTORY USES

1. SALES PROMOTION:

a. Sales Analysis—

Comparing present amount of business obtained in a given area with possible maximum business in that area. The Householders' Directory shows the classes of business located on a street, in office buildings, in sections of the city, etc. In checking up salesmen's calls on business in an assigned territory the directory presents a picture of how many places have not been reported upon, and shows a ready list of prospects for your goods or service.

b. Leads—

Determining parts of city best suited for increasing business. The alphabetical listing for each business and professional concern, shows the names of the owners, partners or officers.

c. Selected districts—

Determining parts of city best suited for increasing business. The Householders' Street Directory shows the exact type of business or residences along each street of the city—and shows if the occupant of the home is the owner.

d. Building mailing lists and direct mail campaigns—

1. List of local people (Neighborhood List) within a given radius of Business location. On a city map, draw a circle to include the territory you wish to cover in your neighborhood list. From the map you can obtain the name of each street with intersections in the circle you have drawn. In the Householders' Street Directory you will find the correct name of the occupant at each house, or building on these streets. This will give you a 100% list of the territory desired.
2. Lists of business houses and the professions—The business directory at the end of the book classifies every business and profession according to the nature of the business. Complete lists such as doctors, lawyers, printers, garages, auto dealers, furniture stores, contractors, etc., can be found in this classified directory section.
3. Vocational Lists—Such as clerks, stenographers, telephone operators, carpenters, salesmen, purchasing agents, laborers, etc. The alphabetical directory shows the occupation of every individual in the city.
Run over the alphabetical pages—check marking the persons whose occupation is the one wanted for your list. This will give you a complete and accurate list for the entire city.

2. CREDIT:

a. Verifying customer's statements and information.

b. Information about customer.

Correct name, address, where employed and wife's name is given in the alphabetical directory for every individual. Whether he rents or owns home is usually shown in the Householders' Directory.

c. Determining character and stability of applicant for credit.

This directory gives his present occupation and residence. By referring to each yearly edition of the directory for the past few years, it is quickly determined whether the applicant holds the same job and residence, or flits from one job to another and one residence to another. After the new directory is delivered to you keep the old one on file. Never destroy it. You'll find old ones invaluable in checking your past records.