

FOR EVERY BUSINESS

d. Identifying applicant and applicant's references.

The alphabetical directory gives complete information for each individual. (See Information about customer). The references given by the applicant for credit, can be identified in the same manner—who they are, what position they hold, etc.

e. Collecting accounts.

Tracing and locating debtor. Locating other members of debtor's family or relatives.

3. DELIVERY AND SHIPPING:

a. Routing—laying out route for delivery.

Use description of streets in the Householders' Street Directory, with an indexed map of the city for locating and laying out delivery route.

b. Obtaining correct addresses.

Where numbers on shipping instructions are not plain, or only street is given, the correct number can be found in the alphabetical or Householders' Street Directory.

c. Locating streets, buildings, un-numbered houses.

A full description of every street—with location is given in the Householders' Street Directory. When the address given is an apartment or building without street and number being given, the alphabetical section will give you the correct street and number for that building. Many buildings on streets are not numbered—or badly numbered—making it difficult to find the building wanted. The Householders' Street Directory shows the location of the buildings along the streets.

4. PURCHASING:

The complete classified business section in the back of this directory, makes available all sources of goods wanted; assists in selection of most reliable and satisfactory firms to deal with; the nearest companies to facilitate delivery of purchases, and determining the proper official of firm to deal with. The standard classified headings are complete and show all firms under the proper headings. There are many special headings marked with an asterisk (*) showing firms in display type. These firms are progressive and desire a more complete classified representation of their products.

5. GENERAL INFORMATION:

The Alphabetical Directory lists—Persons' full name and correct spelling, occupation, where employed, street address of residence, if married gives wife's name, head of house or roomer, renting or owns home. Lists all corporations showing officers, all partnerships showing partners, all individual business showing proprietor. All public officers, clubs, associations, etc.

The Householders' Street Directory shows every street—a description of its location, all occupants on each street, the ownership of the property and all intersecting cross streets.

The Classified Business Directory shows all business in the city arranged under heading most descriptive of the nature of the business.