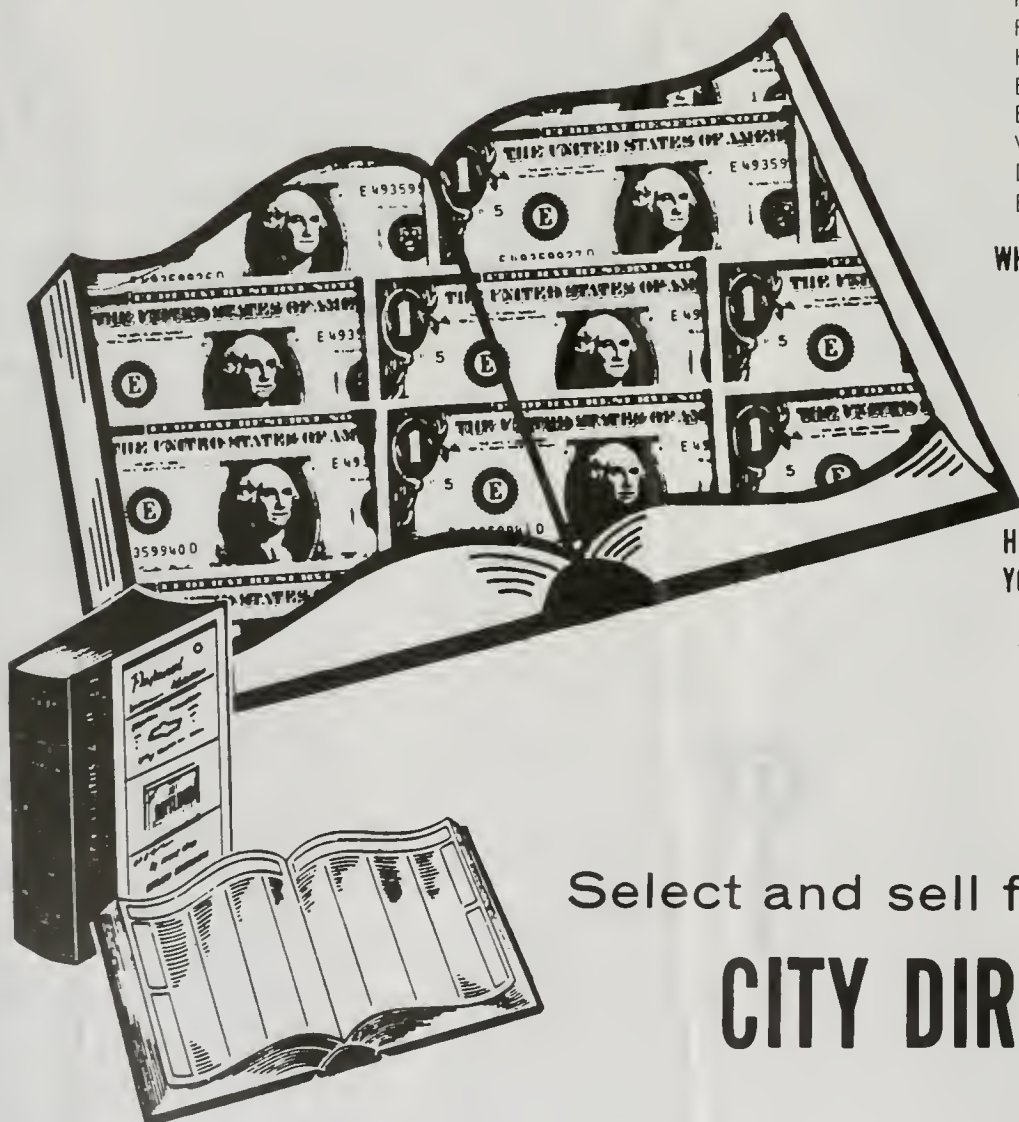


# Knowing what it's worth can be worth a lot.



## WHAT KIND OF PEOPLE DO YOU WANT TO SELL?

Homeowners  
Families who rent  
Housewives  
Executives  
Employed Women  
White collar workers  
Dual Income Families  
Blue collar workers

## WHERE ARE THEY LOCATED?

Select neighborhood  
New homes  
Apartments  
Residential  
Your immediate trade  
area  
Near neighbor to your  
present customer

## HOW AND WHERE WILL YOU CONTACT THEM?

Mail  
Telephone  
Personal interview  
At home or at office

Select and sell from your  
**CITY DIRECTORY**

*City Directory Division*  
**R·L·POLK & CO.**  
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