USE YOUR ALPHABETICAL DIRECTORY FOR ....

— *Efficiency...* IN EVERYDAY BUSINESS TRANSACTIONS

Accurate names and titles for
  correspondence
Complete Mailing Addresses
  including apartment numbers
Identifies signer of letters, statements
  or checks

Changes in employment, address, etc.
  for up-dating files
Accurate corporation and company
  names and principal officers
Identifies payments on accounts with
  same or similar names

— *Investigations* ... SAVES TIME AND CUTS COSTS

Identifies individuals, applicants, etc.
Verifies employment
Shows wife's name and employment
Locates references and relatives

Homeowners identified
Shows information about people
  without telephones
Indicates "double-income" families

— *Cashing Checks...* PROTECTS AGAINST BAD CHECKS

Identifies the stranger
Verifies address, occupation,
  employment

Reveals possible false statements
Provides information for
  "test" questions

— *Collections...* RECOVERS $$$ FROM UNPAID ACCOUNTS

Traces "skips," shows where now
  living
Indicates job "skip " now has and
  where employed

Locates relatives of "skip" shows
  their address and employment
Locates former business associates,
  friends and others who knew "skip"

— *Try This...* (OLD N.G.'s, DELINQUENTS AND "RETURNED AS UNCOLLECTABLE")

Look up the names in your newly delivered city directory. Changes of address may be found.
Check for employment. New employer may provide a contact. This should be a standard
procedure as soon as you receive your copy of the new city directory.

— *Sales...* A POWERFUL SALES TOOL

Where Employed?
Indicates earning potential, buying ability
Opportunities
Identifies business interests
Indicates buying power of neighborhood
Business Owner? Officer ?
Who's who in your community?
Identifies business associates, additional
  prospects, leads
Business Firm? Corporation?
Principal Officers, owner, partners,
  manager, director
Shows location of branch offices
Type of business or services

Householders
Indicates heads of families,
  roomers, other adults in family
Shows students 18 yrs., or over,
  members of armed forces, retirees
Married? Single?
Shows wife's name, middle initial
Identifies single adults,
Are Both Husband And Wife Employed ?
Identifies double-income families
Shows when evening call is required
Permits detailed qualification and
  selection of prospects