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 Polk 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 Polk 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