

## Your City Directory has HUNDREDS OF USES AND APPLICATIONS

### BUYING

Learning new sources of supply.  
Keeping up with known sources of supply.  
Checking on the record of firms from which you buy  
as to dependability, stability, etc.

### SELLING *(Including market analysis and sales promotion)*

Locating new markets.  
Maintaining up-to-date mailing lists.  
Analyzing the buying power of a community or  
street.  
Routing salesmen to avoid lost motion in reaching  
prospects.  
Locating residents of hotels and apartment buildings,  
many of whom are listed nowhere else.  
Identifying names and titles of officials, for use of  
salesmen.

### CREDIT REFERENCE *(and Collections)*

Running down delinquent debtors.  
Checking credit applications as to address, moving  
habits, names of employers, stability of employ-  
ment, family status, neighbors, whether owner  
or renter, etc.  
Identifying persons of same or similar names.  
Investigating cases in welfare, charitable, social ser-  
vice and legal work.

### DELIVERY *Communication, Mailing, Etc.*

Routing deliveries.  
Reducing dead letters and insuring more complete  
delivery of mail.  
Effecting delivery of messages and parcels errone-  
ously or defectively addressed.  
Correcting names and titles.

### LAW ENFORCEMENT *Criminal Detection and Apprehension*

Tripping bad-check passers.  
Deciphering illegible signatures.  
Guarding against habitual bill dodgers.  
Tracing heirs and witnesses, settling estates, and  
establishing facts as of a certain date.

## CONSULT YOUR DIRECTORY FIRST