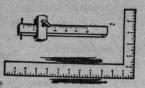
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# Your Criss Cross City Directory has Hundreds of Uses and Applications

### 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.

use of salesmen.

### CREDIT REFERENCE (and Collections)

Running down delinquent debtors.

Checking credit applicants as to address, moving habits, names of employers, stability of employment, family status, neighbors, whether owner or renter, etc.

Identifying persons of same or similar names.

### DELIVERY, COMMUNICATION, MAILING, Etc.

Investigating cases in welfare, charitable social service and legal work.

Routing deliveries.

Reducing dead letters and insuring more complete delivery of mail.

Effecting delivery of messages and parcels erroneously or defectively addressed. Correcting names and titles.

### Identifying names and titles of officials, for 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 of a certain date.