

# Your...

## **CRISS CROSS Phone Guide**

the blue pages of the subscribers edition  
USE IT DAILY FOR . . .

1. Learning the name of a caller who has left only his telephone number with your secretary while you were out of the office.
2. Learning the name of an advertiser who has listed his telephone number as the only contact for the inquirer.
3. Arranging pertinent business data prior to making return telephone call once name of caller is learned by tracing the numerical listings.
4. Deciding whether you wish to return telephone call, when name of caller who left only his telephone number is learned.
5. Initiating a more thorough search of pertinent data listed elsewhere, on firms leaving only a telephone number for a return call.
6. Follow through on a sale after an unsold prospect has given you only his telephone number (see point 5).
7. Follow through on sale as given in points 5 and 6 when you have failed to remember a prospects name and feel embarrassed about asking for it again.
8. Rounding out a near-perfect system of tracing down full personal data from the slimmest lead—a telephone number.
9. Verifying the authenticity of phone solicitations for sales and donations. Ask for the phone number, then verify it.
10. Learning the number of telephone subscribers within each telephone exchange for purpose of market research or sales concentration.
11. Analyzing the wealth of a community as reflected by the local number of telephone subscribers.

YOUR CRISS CROSS DIRECTORY IS BUILT TO  
SERVE YOU BETTER

COMPLETE

MODERN

COMPREHENSIVE

STANDARD RATES

GUARANTEED CIRCULATION

## **LUSKEY BROTHERS & COMPANY**

608 E. Broadway

Anaheim, Calif.

PRospect 4-5683