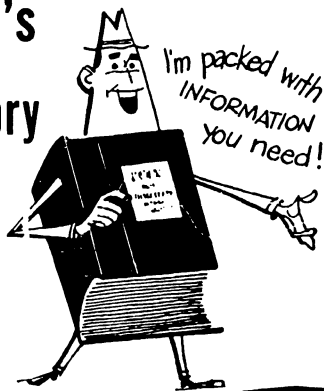


# ONLY Lovell's City Directory can give it to you!



A salesman that knows WHO his logical prospects are has a great advantage over a salesman who must make "cold" calls.

No matter what the product or service, their logical prospects have certain selective characteristics. For instance, they may be home owners — white collar or factory workers — business owners or corporation executives — live in apartment buildings, suburbs, or specific neighborhoods.

That's why your City Directory, which lists all this information (and more!), is invaluable in helping you and your sales force locate the BEST PROSPECTS for your products and/or services.

## VALUABLE INFORMATION FOR YOUR SALES DEPARTMENT

**Where employed?** Your City Directory tells where a person is employed — whether skilled or unskilled worker, professional, business owner, corporation executive, etc. Occupation listing makes selectivity of your prospects easy.

**Property owner?** Home owners are better prospects than renters for many products and services. It is a simple matter to select them as they are clearly defined in your City Directory.

**Business owner?** If your firm's success depends on reaching and selling owners of businesses in your area, by consulting your City Directory you can know who they are—and where they are located.

**Type of neighborhood?** Everyone buys bread—but not everyone can buy Cadillacs. A study of your City Directory will tell the approximate income of any resident of any neighborhood in your city. Whether "upper-upper" or "lower-lower" classification — you can find them all in your City Directory.

**Factory worker?** Factory workers are logical prospects for many products—work clothing and tools, for example. You can reach them all through the pages of your City Directory.

**Nearest telephone?** Often a sale depends upon contacting a prospect immediately by phone. Don't lose such a sale if your prospect isn't in the phone book. You can contact him immediately by finding the phone closest to him through your City Directory's Householder Section.

**Head of household?** The head of a household usually casts the deciding vote on making a purchase for that family. Make certain your salesmen save time and effort by contacting heads of households first. The letter "h" identifies them in your City Directory.

**Married?** In many cases you'll want or need to know if your potential prospect is married. You can tell at a glance in your City Directory.

**Wife's name?** Quite often it is the lady of the house who makes the buying decisions regarding many products and services. Lovell's City Directory will tell you her first name! And, of course, you will be able to personalize your sales approach to her.

**Business firm officer?** If so, your City Directory tells you! Frequently a firm's officer is a key man to contact on a sales approach—then, too, such an individual usually is a prospect for luxury products or services.

**If your prime prospects have selective characteristics,  
Lovell's City Directory will enable you to locate them!**

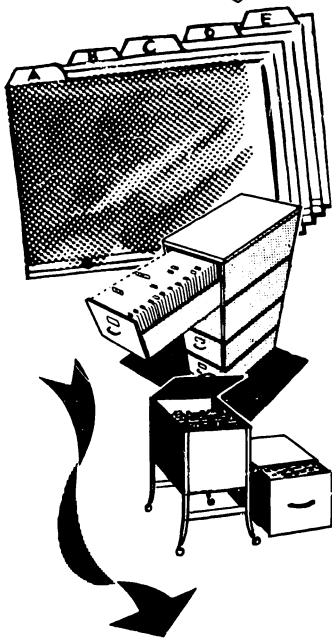
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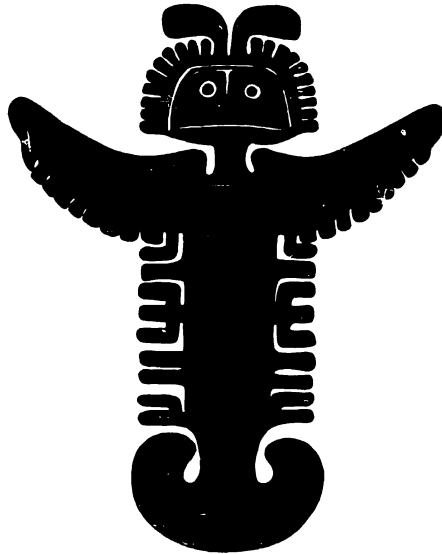
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ESTABLISHED 1835

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**The REAL Cost is ALWAYS Less  
 When an EXPERT does the Job!**



TUNJO-DOES HE MAKE  
WISHES COME TRUE??

## **This is a Tunjo**

It was believed by the Colombian Indians to have the power of making wishes come true. This design was taken from a Tunjo (the most powerful man) made of solid gold and was believed to have the double nature of spirit (with wings) and body (a scorpion). It may be seen in the Gold Museum in Bogota.

You could probably paint a picture of a Tunjo on a piece of plain paper, burlap or cloth, and hang it on your wall. Every morning when you rise, you could make a wish that business will get better.

Or You could be more positive and place an advertisement in **LOVELL'S DIRECTORY**.

**Act Now! Arrange for your Ad  
to appear in our next edition**

1977

L'Annuaire de Ville

JANUARY							FEBRUARY							MARCH							APRIL						
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1979

JANUARY							FEBRUARY							MARCH							APRIL						
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VITAL INFORMATION AT YOUR FINGERTIPS — A REAL NECESSITY IN EVERY OFFICE: **The City Directory**



## ***Si vos meilleurs "prospects" possèdent les caractéristiques sélectives, l'Annuaire de Ville Lovell les localisera!***

Un vendeur qui sait où il doit faire sa sollicitation possède un grand avantage sur celui qui va à l'aveuglette.

Quel que soit le produit ou le service, leurs clients en perspective possèdent certaines caractéristiques. Par exemple, ils peuvent être propriétaires de leurs demeures — collets blancs ou ouvriers — propriétaires d'entreprises ou directeurs de compagnies — demeurer dans des maisons de rapport, dans la banlieue ou un voisinage déterminé.

Voilà pourquoi votre Annuaire de Ville Lovell, donnant tous ces renseignements (et plus!), est une aide indispensable pour vous et vos représentants afin de localiser les **meilleurs clients probables** pour vos produits et/ou services.

***La Mémoire nous sert bien, mais un Annuaire de ville fait mieux***



## ***If your prime prospects have selective characteristics, Lovell's City Directory will enable you to locate them!***

A salesman that knows **who** his logical prospects are has a great advantage over a salesman who must make "cold" calls.

No matter what the product or service, their logical prospects have certain selective characteristics. For instance, they may be home owners — white collar or factory workers — business owners or corporation executives — live in apartment buildings, suburbs, or specific neighbourhoods.

That's why your Lovell's City Directory, which lists all this information (and more!), is invaluable in helping you and your sales force locate the **best prospects** for your products and/or services.

***A Memory is Good but a City Directory is Better***

*Vous pouvez améliorer vos affaires  
et votre publicité, les rendre plus  
PROFITABLES avec . . .*

**L'ANNUAIRE DE VILLE LOVELL**

## **VOICI LES FAITS**

Vos clients et "prospects" sont plus qu'une adresse, un nom de baptême ou un surnom. Ce sont des personnes. Voilà pourquoi votre Annuaire de Ville Lovell, lequel donne un inventaire récent des personnes et entreprises de votre localité, peut contribuer au succès de votre agence. Employez vos annuaires — la dernière édition et les précédentes — pour compiler la liste de clients et "prospects" la plus productive, ainsi que pour trouver les réponses aux questions qu'ils s'y rapportent. Votre Annuaire de Ville Lovell local vous donne les détails qui vous permettent de rencontrer chaque client ou "prospect" intelligemment — vous aidant ainsi dans la vente. Il vous sera possible de présenter vos arguments sur une base personnelle si vous prenez connaissance des renseignements concernant chaque client en perspective — nom et adresse, occupation, position, statut matrimonial, s'il fait affaires de sa résidence, familles à revenus élevés, propriétaire ou locataire, enfants au-dessus de 18 ans. Vous prouverez que votre intérêt est "bien fondé". Avec ces renseignements personnels, vous posséderez un avantage de vente assuré.

### **RENSEIGNEMENTS PRÉCIEUX POUR VOTRE SERVICE DE VENTES**

**OCCUPATION?** Votre Annuaire de Ville Lovell vous donnera l'occupation d'une personne et où il est employé — si c'est un ouvrier spécialisé ou un manoeuvre, professionnel, propriétaire d'entreprise, directeur de compagnie, etc. Ces renseignements donnant l'occupation facilitent le choix de vos clients en perspective.

**PROPRIÉTAIRE?** Les propriétaires de leurs maisons sont de meilleurs "prospects" que les locataires pour plusieurs produits et services. C'est facile de les trouver puisqu'ils sont indiqués clairement dans votre Annuaire de Ville Lovell.

**TÉLÉPHONE?** Il arrive souvent qu'une vente dépend d'un contact immédiat par téléphone. Ne perdez pas une telle vente même si votre "prospect" n'apparaît pas dans l'annuaire du téléphone, vous pouvez trouver le moyen de l'atteindre immédiatement par téléphone. Le numéro de téléphone le plus rapproché apparaît dans l'Annuaire rue-adresse "Criss-Cross" Lovell.

**PROPRIÉTAIRE D'ENTREPRISE?** Si le succès de votre maison dépend de vos contacts avec les propriétaires d'entreprises dans votre région, vous pouvez les identifier et savoir où ils sont en consultant votre Annuaire de Ville Lovell.

**VOISINAGE?** Tout le monde achète du pain — mais tous ne peuvent se payer des Cadillac. Une étude de votre Annuaire "Criss-Cross" vous fixera sur le revenu approximatif d'un résident de n'importe quel quartier de la ville. Qu'ils soient riches ou très pauvres, vous les trouverez tous dans votre Annuaire rue-adresse "Criss-Cross".

**OUVRIERS D'USINES?** Ce sont des "prospects" logiques pour plusieurs produits. Par exemple, les vêtements de travail et les outils. Vous les atteindrez par l'entremise de votre Annuaire de Ville Lovell.

**CHEF DE MAISON?** C'est ordinairement lui qui décide des achats importants pour la famille. Assurez-vous que vos représentants s'adressent à eux d'abord afin de leur épargner du temps et des démarches.

**MARIÉ?** Dans plusieurs cas, vous voudrez savoir si votre "prospect" est marié. Votre Annuaire de Ville Lovell vous renseignera rapidement.

**NOM DE L'ÉPOUSE?** Assez souvent c'est la tenancière de la maison qui a le dernier mot quant aux achats de plusieurs produits et services. L'Annuaire de Ville Lovell vous donnera son prénom. Et, bien entendu, il vous sera possible d'avoir un contact personnel avec elle pour vos ventes.

**CHEF D'ENTREPRISE?** Votre Annuaire de Ville Lovell vous renseignera! Souvent, un chef d'entreprise est une personne-clé pour la vente. En outre, il est un "prospect" pour des produits ou services dispendieux.

*You can make your whole business  
operation and advertising more  
efficient, more effective, more  
PROFITABLE by . . .*

**USING LOVELL'S CITY DIRECTORY**

## **HERE ARE THE FACTS**

Your customers and prospects are more than a street number, a first name or a nickname. They are people. That's why your Lovell's City Directory, containing an up-to-date inventory of the people and business in your community, can be so helpful to your success. Use your directory to compile prospect and customer lists and answer these questions about your prospects and customers. Your Lovell's City Directory tells you the details that allow you to plan each customer or prospect meeting intelligently — and thus increase your selling efficiency. By studying the facts about each prospect — name and address, occupation, job position, marital status, operates business at home, high income families, none owner or renter, children over 18 — you'll be able to present your sales story on a more personal basis. You will demonstrate that yours is not a "passing" interest. Possessing this individual, personal information, you'll hold a decided selling advantage.

### **VALUABLE INFORMATION FOR YOUR SALES DEPARTMENT**

**WHERE EMPLOYED?** Lovell's City Directory tells where a person is employed — whether skilled or unskilled worker, professional, business owner, corporation executive, etc. Occupation listing makes selectivity of your prospects easy.

**PROPERTY OWNER?** Home owners are better prospects than renters for many products and services. It is a simple matter to select them as they are clearly defined in Lovell's City Directory.

**NEAREST TELEPHONE?** Often a sale depends upon contacting a prospect immediately by phone. Don't lose such a sale if your prospect isn't in the phone book. You can contact him immediately by finding the phone closest to him through the "Criss-Cross" street-address Directory.

**BUSINESS OWNER?** If your firm's success depends on reaching and selling owners of businesses in your area, by consulting Lovell's City Directory you can know who they are — and where they are located.

**TYPE OF NEIGHBOURHOOD?** Everyone buys bread — but not everyone can buy Cadillacs. A study of the "Criss-Cross" Directory will tell the approximate income of any resident of any neighbourhood in your city. Whether "upper-upper" or "lower-lower" classification — you can find them all in the "Criss-Cross" street-address Directory.

**FACTORY WORKER?** Factory workers are logical prospects for many products — work clothing and tools, for example. You can reach them all through the pages of Lovell's City Directory.

**HEAD OF HOUSEHOLD?** The head of a household usually casts the deciding vote on making a purchase for that family. Make certain your salesmen save time and effort by contacting heads of households first.

**MARRIED?** In many cases you'll want or need to know if your potential prospect is married. You can tell at a glance in Lovell's City Directory.

**WIFE'S NAME?** Quite often it is the lady of the house who makes the buying decisions regarding many products and services. Lovell's City Directory will tell you her first name. And of course, you will be able to personalize your sales approach to her.

**BUSINESS FIRM OFFICER?** If so, Lovell's City Directory tells you! Frequently a firm's officer is a key man to contact on a sales approach — then, too, such an individual usually is a prospect for luxury products or services.



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The **RED BOOK** Numerical Phone Index

TELEPHONE NUMBERS IN NUMERICAL SEQUENCE  
NUMÉROS DE TÉLÉPHONE EN ORDRE NUMÉRIQUE

WHO CALLED ME?

De-code "blind" phone numbers left on your desk or appearing in classified advertisements. Indispensable for sales offices, real estate agencies, automobile dealers, etc.

QUI M'A APPELÉ?

Déchiffrez les numéros de téléphone laissés à "l'aveuglette" sur votre pupitre ou qui apparaissent dans les annonces classifiées. Indispensable pour les bureaux de ventes, les agences d'immobilier, les commerçants.

Publishers - Editeurs: JOHN LOVELL & SON, LIMITED **Tél.: 849-3518**



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