

Date 5/8/64

Miss NAOMI GABRIEL, Administrative Assistant to Sales Manager, R. L. Polk and Company, 7168 Envoy Court, Dallas, Texas, publishers of Polk's City Directories for the Dallas - Fort Worth area, furnished the following information relative to preparation of the City Directories by her firm:

Miss GABRIEL explained that the Dallas division of R. L. Polk and Company covers a six-state area of the southwestern portion of the United States and that the company employs in this area approximately two hundred travel enumerators who are continuously compiling resident information of principal communities throughout this six-state area. Groups of travel enumerators are dispersed to these areas where scheduled compilations are made and the company enumerators then hire local individuals in their respective communities to conduct a door-to-door canvass to obtain the desired information. Each resident is asked to supply the following information: head of household; wife (or spouse); number of residents 18 years of age or older; occupation of all occupants at each address; whether householder owns home or rents; whether residence has a telephone.

The house-to-house canvasser is furnished a list of specific addresses and is asked to obtain information regarding occupants at all addresses, including apartment dwellers and occupants of rooming houses who have taken up residence in excess of one month. The canvasser is required to make three personal contacts in an effort to obtain the desired information, and if canvasser is unable to contact the resident on third attempt, a self-addressed card is left at the residence with the request it be filled out and forwarded to R. L. Polk and Company, Dallas. If the card is not returned within seven days, the canvasser will resort to second-hand information, that is, neighborhood contacts, in an effort to obtain the information.

1066/217

212

on 5/7/64 at Dallas, Texas File # DL 100-10461
 by Special Agent EUGENE F. PETRAKIS and A. RAYMOND SWITZER/ds Date dictated 5/8/64

DL 100-10461

Miss GABRIEL advised the canvass is so comprehensive the company estimates less than one-half of one per cent of all residents of a community are not listed and this is usually at their request. In many of these instances a householder may desire not to be listed in the directory, but in such cases the available information regarding the householder is listed anyway, unless he furnishes a personal, signed letter to R. L. Polk and Company confirming this request. A check of these records by Miss GABRIEL revealed no such letter having been received from an OSWALD.

Miss GABRIEL advised, further, that upon completion of the compilation, the results of the canvass are reviewed by checkers at the Dallas office for correct spelling and other entries and are then sent to the R. L. Polk and Company printer in Hutchinson, Kansas, for final assembling and binding.

Miss GABRIEL advised her records reflect that the 1963 Irving, Texas, Directory canvass was started December 3, 1962, and was completed January 5, 1963, and the completed directory was delivered to R. L. Polk and Company customers in April 1963. The canvass for the 1963 Dallas Directory was started September 22, 1962, and completed January 12, 1963. The completed directory was delivered to Polk customers June 21, 1963.

The canvass for the 1964 Dallas Directory was initiated December 1963 and completed March 19, 1964, and is presently being printed at the R. L. Polk and Company plant, 1 South Lorraine Street, Hutchinson, Kansas. This directory is expected to be delivered to directory customers around June 1, 1964. The canvass for the Irving, Texas, Directory was started May 4, 1964, and is expected to take five weeks to complete. It is contemplated this directory should be ready for distribution in August 1964.

The Fort Worth Metropolitan Directory was delivered to directory customers in November 1963 and the Fort Worth

DL 100-10461

Suburban Directory was delivered October 6, 1963. The canvass for the 1964 Fort Worth Metropolitan and Suburban Directories has not yet been initiated.

Miss GABRIEL advised the results of the canvass for the 1964 Dallas Directory which is now being printed are not available at the R. L. Polk and Company Dallas office, and a proof copy of the composite directory is not expected to be received by their office until the end of May, 1964.