

WHEN TO CALL

Here is a list of certain representative occupations, together with times which have been found to be particularly good for calling and arranging appointments.

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| Adjusters | 9:00 to 11:00 A.M. |
| Advertisers-- Account Executives and Media Staff | after 4:00 P.M. |
| Advertisers--Production Staff | 10:30 A.M. |
| Architects | late afternoon |
| Artists, Commercial | 2:30 to 3:00 P.M. |
| Assistant Personnel Directors | early afternoon |
| Attorneys | before 10:00 A.M. and after 4:00 P.M. |
| Auditors (CPA's) | between 12th and 20th of month |
| Bankers | before 10:00 A.M. |
| Brokers | before stock market opens |
| Builders | late afternoon on the job or 7:30 A.M. |
| Chemists | late afternoon |
| Clergy | mid week |
| Commission Merchants | after 2:30 P.M. |
| Convalescent Homes | 1:00 to 3:00 P.M. |
| Dairy Superintendents | late afternoon |
| Dentists | (check for days off) prior to 10:00 A.M. |
| Department Stores | 8:30 to 9:30 A.M. |
| Dieticians | 1:00 to 3:00 P.M. |
| Doctors | (check for days off) 10:00 A.M. to 1:30 P.M. (or rainy days) |
| Druggists | 1:00 to 4:00 P.M. |
| Executives | between 10:30 and 3:00 P.M. |
| Grocers | 1:00 to 4:00 P.M. |
| Movers | from 4th to 8th of month or 17th to 22nd of month — avoid Monday |
| Personnel Directors | early to mid morning |
| Photographers | mid morning |
| Printers | after 4:00 P.M. |
| Publishers | after 4:00 P.M. |
| Purchasing Agents | first thing in morning — avoid Monday and Friday |
| Real Estate Agents | mid morning, mid week |
| Retail Store Managers | half hour before opening |
| Surgeons | mid afternoon |
| Traffic People | 1:00 to 3:00 P.M. |
| Wholesalers | before 10:00 A.M. or Saturday morning |