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Common Sense About City Directory Circulation

THE TRUE VALUE of advertising circulation is circulation consulted.

TO BE EXACT by actual survey in twenty-four average American cities by actual count each city directory averaged three and one-half consultations for each business day.

TO BE CONSERVATIVE we will eliminate the sixty Sundays and Holidays when no tests were made.

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Oak Park Office*.....2904 35th St.

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Know Your Directory SYMBOLS

Earle Frank r1126 Monroe
 " Henry r1126 Monroe
 " Isabel L (wid Geo. A.) r1126 Steadman
 " Jack lab. DPW&Eng r1126 Monroe
 " Jas J USA r7810 Necker
 " Morris fcty wkr r1126 Monroe
 " Thos fcty wkr Ford r1126 Jonathan
 " Willard mach opr Valor Tool & Mach.
 Co r181 Burke (RR)

"r" — RESIDENT

"h" — HOUSEHOLDER

"r" AND "h"

Two important symbols are used in your City Directory. The symbol "r", before an address stands for "Resident". That person resides at that address but is not the head of the family or family head. The symbol "h" stands for "Householder" — the person in whose name the home is occupied.

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