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Vital Information

AT YOUR FINGER-TIPS!

Tens of thousands of people who were formerly strangers to the City Directory are consulting it on questions of citizenship, employment, sources of supply, communication, etc. Also, Directory usage is *up* among regular subscribers.

More People Are Seeing City Directory Ads

S. LINDROTH

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SACRAMENTO 21

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If there were 1000 SUBSCRIBERS—each one would have to absorb 1/1000th PART OF THE WHOLE COST.

From which it is obvious that the GREATER the number of subscribers—the LESSER the cost to each.

And

It is also obvious that the LESSER the number of subscribers—the GREATER the cost to each.

Every time you loan your City Directory the LESS NECESSITY THERE IS FOR THE BORROWER TO SUBSCRIBE FOR THE SERVICE.

MORE BORROWERS result in FEWER SUBSCRIBERS which means INCREASED COST.

THE PUBLISHERS