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THIS COST MUST BE ABSORBED BY THE SUBSCRIBERS - BE THEY ONE - OR BE THEY 1000.

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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.

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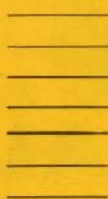
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► Tens of thousands of people who were formerly strangers to the City Directory are consulting it on questions of citizenship, employment, sources of supply, communication, etc. Also, Directory usage is **up** among regular subscribers.



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## Know Your Directory SYMBOLS

 means  
**TELEPHONE  
SUBSCRIBER**

**PARK PLACE (Highland Park)—From 21  
S 1st av east**  
110 Hayter Jennie A Mrs 4   
111△Cortelyou Wm E 2   
112△Shepard Robt L 3   
115△Redfield Benj F 3   
116 Whitmer Chas A   
117△McCrelis Cornelius B 3   
118△Ring Lawrence L 3   
119△Clapp Harry W 2 

 means  
**HOME OWNER**



If you wish to know whether a man owns his home or has a telephone, refer to the Householders and Street Guide Section of your City Directory. The symbols shown above enable you to learn if the occupant owns the home and is a telephone subscriber.

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## *EVERY STORE*

should appear in the Directory and the Directory should be in Every Store.

Besides its use to the storekeeper, it is a convenience the customer expects.

The store that offers an old Directory, or no Directory at all, fails to show its patrons a courtesy they will find elsewhere.