

Features and Departments of a City Directory

Your new, improved City Directory is the most complete and comprehensive catalog ever published of the inhabitants, business concerns and institutions of your city. It is much more than just an alphabetical list of names and addresses.

Your City Directory Contains:

1 An *Alphabetical* list of names and addresses of every resident, business concern and institution, plus wife's name and if a widow the deceased husband's initial, and the occupations of all. Principal officers or owners and a description of businesses are included as well.

2 A *Householders' Directory* including a Street and Avenue Guide. This section lists every street and where intersecting streets appear. It lists numerically every location on each street, naming the householder or business at each number and whether the person is a homeowner or renter and if he has a telephone. Similar information is provided on office and public buildings and their occupants.

3 A *Classified Business Directory*—listing every business, classified as to type, and showing names and addresses. It also lists every profession, club, society and association, hospital and cemetery, labor organization, library, park and playground and school.

4 A “*Yellow Section*” or *Buyers' Guide*, where the advertiser may explain in greater detail the services or products he has to offer.

5 A *Statistical and Historical Story* of your city; plus miscellaneous other information.