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RELIABLE lists must be the basis of any mail campaign, and in the preparation of such lists the Gould Directory Company has facilities possessed by no other concern in St. Louis. As members of the Association of American Directory Publishers, the company has access to lists of all kinds, and owns one of the largest and most complete libraries of Directories in this country. Many

SPECIAL LISTS OF LOCAL BUYERS

in St. Louis have been compiled, and the needs of any manufacturer or merchant can be promptly and properly taken care of. Lists covering practically every city, trade or profession throughout the United States are also on file, and the information contained in them is absolutely reliable and up to date.

Enterprising advertisers will do well to investigate the advantages of this department.

List and Letter Department

Gould Directory Company

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