

A List of Club Members

MANY users of the Blue Book desire to address the Club Members of St. Louis, realizing that they are

The Best Class of Buyers in St. Louis

The names of all members of clubs appear in the Blue Book, but it is difficult for advertisers to circularize from these lists, owing to the duplication resulting from the many persons' names appearing in the roster of two or more clubs. Realizing this, the List and Letter Department of the Gould Directory Company has recently compiled a list of all club members in such a way that no matter to how many clubs a man may belong, his name appears but once upon the list.

This list is invaluable to the advertisers reaching for the better class of trade. Price and information concerning it will be furnished upon request.

List and Letter Department

Gould Directory Company

GOULD BUILDING

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