

Table S1. Strains use in this study

| Strain | Genotype | Reference/source |
|----------|---|------------------|
| NCIB3610 | Wild type. Undomesticated strain | Kolter lab stock |
| HV1048 | <i>amyE::P_{hag}-cfp</i> (spec) | (1) |
| DL821 | <i>lacA::P_{tapA}-yfp</i> (erm) | (2) |
| PB293 | <i>amyE::P_{spac}-cfp</i> (spec) | This study |
| HV1150 | <i>hag::tet</i> | (1) |
| PB371 | <i>motA::kan</i> | This study |
| RL2666 | <i>cheA::tet</i> | (3) |
| HV1235 | <i>eps::tet tasA::kan</i> | (4) |
| PB408 | <i>mcpA::tet</i> | This study |
| PB409 | <i>mcpB::tet</i> | This study |
| PB410 | <i>tlpA::tet</i> | This study |
| PB411 | <i>tlpB::tet</i> | This study |
| PB418 | <i>mcpC::erm</i> | This study |
| PB451 | <i>tlpC::spc</i> | This study |
| PB455 | <i>mcpB::tet mcpC::mls tlpC::spc</i> | This study |
| PB486 | <i>yvaQ::cm</i> | This study |
| ZK4262 | <i>hemAT::erm</i> | Roberto Kolter |
| PB434 | <i>yfmS::kan</i> | This study |
| PB465 | <i>yoaH::kan</i> | This study |
| PB461 | <i>mcpB::tet mcpC::mls tlpC::spc hemAT::kan</i> | This study |
| OI1085 | <i>his- met- trp-</i> (OI WT) | (5) |
| OI3545 | <i>(mcpA mcpB tlpA tlpB)101::cat mcpC4::erm tlpC::cat hemAT::erm yfmS::erm yoaH::erm yvaQ::erm</i> (OI Δ 10) | (5) |

*Unless indicated, strains are derivatives of *B. subtilis* 3610. Antibiotics: spectinomycin (spec), kanamycin (kan), erm (mls), chloramphenicol (cm), tetracycline (tet).

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2. **López D, Vlamakis H, Losick R, Kolter R.** 2009. Paracrine signaling in a bacterium. *Genes Dev* **23**:1631–1638.
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