Judicious Advertising

CREATE A New Business
REVIVE A Dull Business
ENLARGE An Old Business
RESCUE A Lost Business
PRESERVE A Large Business
SECURE Success in Any Business
SAVE A Failing Business
ENABLE You to Pay Your Taxes

DIRECTORY ADVERTISING
BRINGS SATISFACTORY RESULTS

The Sign Over the Door

Is a good thing, isn't it? You would not think of doing business without it.

But it is only seen by those who pass your way.

If you could put a sign where everyone could see it, would it interest you?

THE CITY DIRECTORY

Is where people look for you when they want to do business. You should make it easy for them to find you, by putting such information as a buyer wants, in the Directory properly indexed under all headings where he might look for you.

To be properly registered costs less than to be left out

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Organized November, 1898

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