



**Do you realize that a City Directory advertisement is a testimonial to the permanency, the stability, of the advertiser?**

That's the sort of concern all of us want to patronize, because we know when they sell us merchandise they are behind it in every way, today, tomorrow, and for the years to come.

*"Fly-by-night," "fire-sale"* and other temporary or *"get-rich-quick"* concerns rarely appear in the City Directory.

And it is a noteworthy fact that the concerns which advertise one year in the city directory are there again next year. 90% of directory advertising is renewed.

Directory advertising, is profitable. In connection with the classified business headings it is doubly effective.

*May we explain how and why it will pay you?*

**The Publishers of this Directory**