

## *You May Spend*

Millions in advertising and yet be poorly advertised if your business is not properly classified in the City Directory under all headings where people may look.

## *A Great Deal of Good*

Advertising reaches those who are not ready to buy, and when they are ready to buy, in many cases they will have forgotten the name and address of the advertiser and will seek it in the classified lists of the City Directory.

Using the Classified Directory of a city is like going to the market place; it brings to view each and every individual in any and all lines of trade, and here the intelligent buyer may select the best of everything.

## *To the Advertiser*

The City Directory is the most economical and effective method of saying what he has to say to the entire population.

## *The City Directory a Buyer's Guide*

## *More Goods Are*

Bought and sold through the classified lists in the City Directory than by any other one medium. All business and professional men should be properly and fully classified under all headings where prospective patrons may look.