

Advertisers Who KNOW

That which makes any advertiser's approval worth while is the prominence he has attained in his particular line of work.

The *advertisers in the Directory* are competent judges on the subject of advertising mediums—the fact that they approve of *Directory advertising* is evidenced by their continued patronage.



STRETCH YOUR "AD" DOLLARS

It isn't the cost — it's the ad coverage that counts and you get so much for so little when you advertise in the **DIRECTORY**.