

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.

DRIVE YOUR ADVERTISING SHOTS HOME

A thunder of hoofs—a resounding smack—and another shot is driven home. Your ad in the Directory will be just as effective... a “thunderous” headline—a “smack” in your copy—and your story is driven home—to thousands of daily Directory users.

