

Every line of BUSINESS
calls for

INTELLIGENT ADVERTISING

Eye-catching Advertising caters to a chance trade, whose eyes are wandering.

Businesslike Advertising puts its display where it will be seen by those Looking for the message it bears.

IF YOU WANT TO KNOW

The meaning of a word, Where Do You Look? In the Dictionary.

Who sells what you want to buy,
IN THE DIRECTORY.

A directory is On The Job 365 Days in the year, and he who looks therein does so because he
WANTS SOMETHING.

THE PRICE & LEE CO.

Directory Publishers

270 Orange Street New Haven 11, Conn.