

**Every line of BUSINESS  
calls for  
INTELLIGENT ADVERTISING**

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

**Businesslike Advertising puts its dis-  
play 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 there-  
in does so because he  
**WANTS SOMETHING.****

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**THE PRICE & LEE CO.**

*Directory Publishers*