



Reference Advertising



Advertising—that is perpetual in mediums that have a permanent value.

Advertising—that protects and supplements all other forms of advertising that create desire.

Advertising—that directs the buyer when the need is imperative after the desire has been created.

Advertising—that by its permanence establishes confidence and stability.

Advertising—by which tomorrow's success is built on today's action.



*Your City Directory is
one of these mediums*



**The Price & Lee
Company**