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WISE'S DIRECTORIES

embrace an area of 3,169,872 square miles.

Think what it means to the alert Advertiser!

VALUE OF ADVERTISING

Sir Robert Horne, President of the Board of Trade, England, is a great advocate of advertising.

He said Britain must "get a move on," and advertise her goods to the world. Australia can be likewise urged upon to "get a move on," and advertise her goods. She has the goods, and they only require to be widely advertised to create a demand.

WISE'S DIRECTORIES,

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