

## EASTERN TRADE. DOUBLED IN THREE YEARS

*It Pays to Advertise!*

"AUSTRALIA'S trade with the East has increased 100 per cent in the last three years. Next year, 1928, a further increase of 33 1-3 per cent. at least is expected."

This statement was made by the manager of a well-known shipping company, engaged in the Australia-Java, Singapore, and Malay State trade.

The increased trade, he said, was almost wholly due to better and more extensive advertising on the part of enterprising Australian firms.

Each vessel that sailed to the East from January to August was loaded to the plimsol with Australian goods.

## WISE'S DIRECTORIES

of the Australian States and New Zealand circulate not only to the East but to all parts of the World, and afford

## the best Advertising medium

to Australian firms in bringing their goods before buyers.

An Advertisement in any of WISE'S  
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Wells, E S, frmr, Kojonup  
Wells, E Stnly, frmr, Kullup  
Wells, Edwd, crotkr, 283 Murray st, Pth  
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Wells, Ernst, 39 Suburban rd, S Pth  
Wells, Ernst J, flter, Oakley st, Bunbury  
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Wells, Fredk, Roubourne  
Wells, Fredk W, 17 Glenroyd st, Mt Law  
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Wells Mrs Fanny, Gingin  
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Wells, Robt, butcher, Yes Bind  
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Wells, S, grndr, Wannamal  
Wells, S A, btchr, Kojonup  
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Wells, Syd A, Sewell st, Plympton  
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Wells W E, Webb's Patch Stn Cue  
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Wells, W J, stn mgr, Derby  
Wells Wm II L, frmr, Wongan Hills  
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Wellstead, R, bldg contr, Gnowangerup  
Wellstead, R, contr, Bremer Bay  
Wellstead, R W T, frmr, Borden  
Wellstead, Robt frmr, Esperance  
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Wellwood, Miss, 68 Richardson st, Bldr  
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Welsh, Ernst W, 8 President st, Kalg  
Welsh, F B, mgr Warralling stn, Marble Bar  
Welsh, Flr (Green Bros & W), Bamboo Creek  
Welsh Hy A, 11 Stafford st, Mid Junc  
Welsh, Hy A, Budry st, Mid Junc  
Welsh, Herbt B, 29 Berwick at, Vic Pk  
Welsh, Thos, Elizabeth st, N Fre  
Welsh, Wm, Berkshire Valley  
Welsh Wm 7 Coolgardie st, 126 Egan st, Kalg  
Welshman Henry, 16 Alnsle rd, Nth Fre  
Welshman, Jno, 50 Harvest rd, N Fre  
Welshman Thos Solomon st Palmyra  
Welshpool Mech Inst, Welshpool  
Welshman, Hubt, furn mfr, 205 Hannan st, Kalgoorlie  
Welsh, G T, Albany  
Welsh, R, caretkr Town Hall, Albany  
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Wem Wm French plshr 138 Claisebrook rd E Pth  
Wemma, Alf W, frmr, Kojonup  
Wemyss, Francis, 108 Quarry st, Fre  
Wenban, Wlr J, btmrk, 171 Rokeby rd Subico  
Wender, Mrs Dalsy, 130 Bonnet st, E Perth  
Wendstorm Richard V, 15 Galwey st, Leederville  
Wendt Emil H, frmr, Collicie  
Wendt, Ern, E Cannington  
Wendt, Mrs H, Jarrak st, Bunbury  
Wend, Vict, frmr, Doodlakine  
Weng, Seng & Co, tailors, Broome  
Wenham, Mrs C, ftr, 88 Geo. st, Plympton  
Wenless J, frmr Belka  
Wenlock, Frank E, 13 Charles at, W Subl  
Wenmouth, Miss Alice E, Karri st, Bunbury  
Wenmouth, Wm A, 40 Wittenoom st, Bldr  
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Wenm Alf, Vic st, 5th Pth  
Wenm, Clar R, Vic st, Bunbury  
Wenm, Douglas J, Wittenoom st, Bunbury  
Wenm Fred A, Stirling st, Bunbury  
Wenm, Hy, Ralsey at Bunry  
Wenm, Herbt, Forrest av, S Bunry  
Wenm, M A, Armitage st, Bunbury  
Wenm, Mrs B, Eliz st, Bunbury  
Wenm, Perence, Gibson st, Bunbury  
Wenm, Thos, rly crkr, Hester  
Wenstrom, Wm, ldg ho, 182 5th ter, Fre  
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Wenzel, Fred, 70 Davies st, Bldr  
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Wernally, C, frmr, Armadale  
Wendley H T, frmr, Dowerin  
Werner Emil J, 537 Wm st, Nth Prth  
Werner, Jno C, Austral st, Kalg  
Werner, Richd, carrier, Rail st, Qns Pk  
Werrall, Wm, 18 Rankin rd, Subl W  
Werrey, Jno H, Derby rd, Subl  
Werritt Stanley, 194 Nicholson rd, Subl
- Wertheimer, A H, St Extra htl, Lawlers  
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Wesbet, Thos, 66 Lawley cras, Mt Lawley  
Wesor Mrs Marlon, 65 Victoria st, Mid Junction  
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Wesley Boys College, Goods st, S Perth  
Wesley Beni R, 569 Beaumont st, 5th Hill  
Wesley College Office 90 William st, Pth  
Wesley, Ern C, 95 Basinghall st, Vic Pk  
Wessborg, Bernd J, chiropractor 59 Thomasson st Subl  
Wesson, Robt, 77 Findra at, Mt Haw  
West Arthur Bds Bd, Darkan  
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W A Alliance, Museum st, Perth  
W A Amateur Club Commerce Buildings King st Pth  
West Austn Apothecaries Co Ltd, chmsts, Murray & Wm sts, Perth  
W.A. Asbestos Mfg Co (reg off), 39 St Geo ter Pth; (fcty) Hay st Jollimot  
W A Authorized News Agents Co Ltd, whole bkslrs & stnrs, off 184 Murray st, Perth  
W A Book Depot, 47 Hay st, Subl  
W A Boot Mfrg Co, boot mnfrs, 276 Newcastle st, & 117 Lake st, Perth  
W A Bowling Assn, Espindo, Perth  
W A Brewers' Assn, Howard st, Perth  
W A Bldg Co Ltd, 62 St Geo ter, Pth  
W A Brushware Co (1909) Ltd, 96 Duke st, Plympton  
W A Cabinet Wks, Gldfd rd, Maylands  
W A Cake Mfrg, 77 Barrack st, Perth  
W A Camera Club (Incorp), St Geo ter, Perth  
W A Candy Store, 220 Murray st, Perth  
W A Chmbr of Mfrs (Incorp), 101 St Geo ter, Perth  
W A Chmbrs, 27 Mkt st, Fre  
W A Chmbrs, 104 St Geo ter, Prth  
"W A Churchman" Ltd, Cathedral av, Perth  
W A Club Ltd (W W Berry, sec), 46 St Geo ter, Perth  
W A Conference of Seventh Day Advnts, 47 Hay st, Subl  
W A Council of Artists ES and A Bank Chambers William st Pth  
W A Consultative Council (Political) 28 Barrack st Pth  
W A Cricket Ass Grnds, Hale st, E Pth office, 96 St Geo ter, Perth  
W A Crof Assn Grnds, Mueller rd, Sub W  
W A Deaf & Dumb School, Ocean rd, Perth  
W A Dental Laboratories Ltd 37 St Geo ter Pth  
W A Dried Fruits Distributors' Assoc, Phillimore st, Fre  
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W A Essential Oil Co Belmont Park  
W A Farms Landis Agcy Ltd, 66 St Geo ter, Perth  
W A Fat Stock Salesmen's Assn, 66 St Geo ter, Perth  
W A Fertilisers Assn 60 St Geo ter Pth  
W A Fire Brigades Brd, Irwin st, Perth  
W A Fish Co Ltd 131 Barrack st and 481 Wellington st Pth  
W A Flour Mill Owners' Assn, 66 St Geo ter, Perth  
W A Flour Mills Ltd 286 Aberdeen st Perth  
W A Football League (Inc), Forrest pl, Perth  
W A Forge Co Ltd, 150 Roe st, Perth  
W A Forge & Engng Co Ltd, 158 Roe st, Perth  
W A Freeman (mthly) Farmers (mthly), 971 Hay st, Pth  
W A Frt & Prod Mkt, 54 Roe st, Perth  
W A Fruit Shippers' Committee, 66 St Geo ter, Perth  
W A Tramway offices, 514 Hay st, Perth  
W A Gen Bndng Wrhse (F Manford Ltd), Mounts Bay rd, Perth  
W A Glass Mfrs Ltd, 115 St Geo ter, 78-81 Palmerston st, Perth, & 45 Kingston st, E Perth; & 212 Egan st, Kalg  
W A Gold and Copper Mines 44 St Geo ter Pth; and Ravensthorpe  
W A Goldfields Firewd Sup Ltd, 39 St Geo ter, Perth, & at Kurrarwang  
W A Govt Elect Supply, 514 Hay st, Pth & Summers st, E Perth