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Think of the advantages obtained by using

Wise's Post Office Directories

with a well set up Advertisement therein

Get the habit and commence now.

WISE'S DIRECTORIES

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

issued annually, offer World-wide Publicity to Advertisers.

Offices :T. and G. Chambers, St. George's Terrace, Perth; 317 Collins Street, Melbourne; and at Sydney.

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