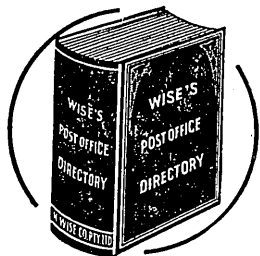


Advertising That Pays



Directories are read, consulted and studied by literally millions of people in their twelve months of busy life, and even then are not discarded.

They are kept because they contain information which can never be replaced and are continually wanted for reference.

Refer to the trades section of this directory. You immediately see just how many people you can buy from and exactly the goods they manufacture or sell.

Directory advertisements are not just fill-ins. They are displayed in large, clear type faces that catch the eye, are directly to the point, and appear just where readers are going to look.

Potential buyers' thoughts are not disturbed by extraneous matter as in the case of nearly every other form of advertising.

That is why business executives and advertising specialists value the Directory, and know Wise's Post Office Directories offer advertising advantages that are second to none.