

Out of Sight--Out of Mind

☆ Out of Business ☆

The importance of keeping firm and product names in the public eye is recognized by all business men. It is astonishing to see how a firm or product, however meritorious, will slip into the limbo of the forgotten if not persistently advertised.



The City Directory is the natural medium for keeping a business or product name in the spotlight. *Insist on being well represented in its pages.*