

BOTTLERS

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the others cold... Pepsi
pours it
on!**

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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.*