
Study all directory advertising invoices carefully

Business and Classified Directory publishers under various names have flooded our mails for several years with solicitations resembling City Directory invoices. Most such solicitations state that they are not invoices, but nevertheless business people frequently overlook this and process them for payment.

What seems like an invoice may really be a carefully worded proposal for service—of an indefinite nature—and questionable value—to be rendered in the future, *if you pay in advance*. If in doubt, check with your local Better Business Bureau, or your established City Directory publisher.

Before you invest, investigate!

CITY DIRECTORY DIVISION

R·L·POLK & CO.

publishers
