

# PROTECTION

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Every Sensible Business Man Carries an  
Insurance Policy

and for the same reason—it is just as senesible to  
———carry an———

## ADVERTISEMENT IN THE CITY DIRECTORY

The City Directory carries a special message  
that no other medium could convey for you.

If you are not represented in the City Directory  
in the same manner that the man who advertises is  
—YOU ARE LOSER.

### IF YOU ARE NOT PROTECTED

The other Fellow gets the Benefit

DIRECTORY ADVERTISING GIVES  
THE GREATEST RETURNS FOR THE  
LEAST MONEY

Your advertisement in the City Directory gives  
you that representation that you should have.