

THE CITY DIRECTORY

places the city on the map and is its only representative to the world beyond its own gates.

- ¶ It is the city's catalogue of business and represents the city, its citizens and institutions in every corner of these United States.
- ¶ It is the logical means of publicity in advertising the city, its manufacturing industries, its advantages and resources.
- ¶ The men who direct the affairs of progressive and up-to-date business institutions recognize the fact that the City Directory tells the story of the city's life and keeps it before the public as no other publication does or can.
- ¶ Its Classified Business Section furnishes a list of all trades, professions and pursuits, constituting a special trade directory or buyers' guide, and is the best advertising medium on earth.