

# Power of Advertising

THE CITY DIRECTORY is the power that generates information for the buyer that he may know who deals in the product he wishes to purchase. If your business is not classified properly, and a display advertisement arranged to describe your business, how can you expect the buyer to trade with you?

ADVERTISING is the foundation upon which successful businesses are built. You must apply this to your own particular business.

ADVERTISING is the power of an idea multiplied.

## Our Service Cannot Be Excelled

R. L. POLK & CO.