

Is this Reasonable?

A large portion of the users of this book are newspaper advertisers. All the advertisers in it are newspaper publishers. It is to the advantage of both classes to know each other better.

We presume that all publishers will admit that newspaper advertisers are the most enterprising of business men. The reverse is true, also, and the business men who use this work must admit that the advertisers in it are enterprising publishers.

It would seem that no one who is an advertiser himself should fail rightly to value the motive or the announcement of another advertiser. The advertisements which this book contains present fuller statements than can be made in the reference pages, concerning any paper.

Because of all this we recommend that when the facts concerning any paper are being looked for in this book the index (pages 1462 to 1468), be consulted, and if it shows the paper has an advertisement herein that the advertisement be turned to and consulted also.

N. W. Ayer and Son