

Are you Tut, Cheops, or Rameses ?

One noticeable difference between King Tut and many other Pharaohs of Ancient Egypt was that he had to be discovered. He buried himself so thoroughly that it took the world three thousand years to unearth him.

He did not possess the well-developed ability for telling about himself as did one Cheops, who built an everlasting monument to his greatness in the way of a pyramid weighing about six million tons and big enough to cover several city squares. Seventy-five other rulers of Egypt also built pyramids of various sizes as evidence of their appreciation of publicity.

Rameses II was called "the Great," and he believed in letting everybody know about it. He was the originator of spectacular advertising. The results of his activities may be found all over Egypt emblazoned on imperishable stone. He left his mark on everything in Egypt except the shifting sands. He carved his likeness on the eternal cliffs of the Nile, or framed them between the solidest temples. He blazoned his story upon the walls of giant pylons that everyone might look and read and marvel and applaud.

His annual advertising appropriation would make our modern efforts look very insignificant indeed. His advertisements are still so numerous and conspicuous as to make the modern traveller in Egypt think that Rameses was not only the greatest but the only king that Egypt ever had.

This noble advertiser of antiquity certainly placed his name on the map. What Rameses II would have done in the way of advertising if he had at his disposal the telephone directories of the world is a question for feats of imagination.

The period in which he worked knew only the slow and toilsome method of sculpture, which by the way, proved of greater advertising value to posterity than to contemporaries, but with the use of photo-engravings and printing presses he could have had a million times greater results from his effort and would have seen these results in his own lifetime.

If you have the desire to become the Rameses in your domain of business these facilities are at your disposal in the advertising spaces of the telephone directories.

All Communications relating to Advertisements must be addressed to

L. T. WATKINS, LIMITED

Printers of the Official Telephone Directories

115 TARANAKI STREET - - - WELLINGTON

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ACCOUNTANTS and AUDITORS

1775 Anderson, Bicknell & Co., 213 Manchester St
1775 Anderson, O. W. B., 213 Manchester St.
1307 Best, H. R., 63 Cathedral Square
A5381 Byrne & Co., 176 Hereford St
3027 Caygill, Newburgh & Co., 183 Cashel St
A5145 Cookson, J. A. B., Bank of Australia Cbs.
1256 Cooper, Thornhill, 154 Hereford St
5179 Deighton, Fisher & Co., 183 Cashel St
621 Duncan, Reed & Co., 162 Manchester St
A5427 Dunn, F. G., 150 Hereford St.
A5184 Gibbs, T. N. & Co., 89 Hereford St
3489 Gilby, C. H., Royal Exch. Bldg., Cathedral Sq
730 Godfrey & Franklin, 100 Hereford St.
A5383 Gray, A. I., Stewart Dawson Bldg., High St
1554 Green, F. Sheppard, 54 Averill St., Shirley
A5241 Harle & Sheppard, cr. Liverpool and Hereford St
3175 Hervey, C. W., 59 Cathedral Sq.
2577 Hicks & Ainger, 162 Manchester St
1263 Hoare & Kingscote, 176 Hereford St.
A4118 Hutchins, Jas., 178 Manchester St.
2534 Jameson, Wm. & Son, 213 Manchester St
678 Labatt, F. H., Inglis' Bld., High St.
2624 Lawrence, J. W. K., Hereford St
1818 Lyttle & Lyttle, Hereford St.
8225 McGillivray, J. O., Ridley's Bldgs
234 McKellar & Son, 77 Hereford St
261 McKellar, C. G., 94A Hereford St
925 Mitchell & Aldridge, 154 Manchester St
1665 Mosley, C. T. & Co., Royal Exch. Bldgs!
3511 Neale, J. B., 162 Manchester St.
1174 Newburgh, Best & Co., Dom. Bldg., Cathedral S
A5331 Nicholson, A. L., 188 Cashel St.
A4109 Noall, A. H., 165 Cashel St.
1441 Quartermain, P. N., Colombo St
A5499 Rhodes, Preston, & Co., 94A Hereford St.
A4405 Sampson Stuart & Co., 226 High St.
2837 Shepherd, C. H., 166 Manchester St.
2670 Stewart, Mawson & Beckett, 152 Hereford St
233 Stringer & Bridge, 81 Cathedral Square
A5403 Tabley, R. P., 209 Cashel St.
2408 Tosswill, R. T. & Co., 89 Worcester St
2614 Treleaven, C. J., 119 Worcester St
3474 Tyers, W. M., 77 Hereford St
953 Whittingham & Holland, 161 Hereford St
1912 Woodfield, M. W. & Co., 194 Cashel St
3850 Woolf, E. J., 231 Manchester St.

ACCOUNT BOOK MAKERS.

1840 Foster & Paul, cr. Madras and Tuam Sts

ADVERTISING AGENTS.

1275 Chandler & Co., Ltd., 188 Hereford St
2533 Goldberg Advertising Agency, 161 Hereford St
A4532 Haines, Charles, Advtr. Agcy., Ltd., Lichfield St
A5171 Hutchison, Gordon, Ltd., 63 Cathedral Square
A4014 Hott, J., Ltd., 168 Manchester St
2533 Jewell Skinner Advtr. Agency, 161 Hereford St
1995 McWhannell & Spanjer, 183 Hereford St
1070 Smith, Norman V. & Co., Herwood's Bldg

AERATED WATER & CORDIAL MFRS

A5029 Empire Medical & Cordial Mfrg. Co., 84 Kilmore St.
2990 Griffiths & Co., 9 Edgeware Rd.
1773 Hill, T. C., Shakespeare Rd & Cecil St., Waltham
2234 Long & Barden, 221 Montreal St. South
705 Mace, H. & Co., 240 St. Asaph St
1124 Robinson, John & Sons, 475 St. Asaph St., Lin.
1431 Saunders & Co., cr. St. Asaph & Barbadoes Sts
1761 Sharpe Bros., 276 Armagh St
1372 Smith, Gardiner & Co., 20 Suffolk St., Linwood
3223 Were Bros., 21 Papanui Rd
2346 WRIGHT & CO., 483 Tuam St., Linwood

FOR

**AERATED WATERS AND
CORDIALS**

RING 2346

Prompt Deliveries

WRIGHT & CO.

For Better Drinks