

NEWSPAPERS



San Mateo County's
LEADING DAILY NEWSPAPER

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- Pictures
- Features
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(Member of Audit Bureau of Circulation)

The Newspaper with "ALL THE NEWS"



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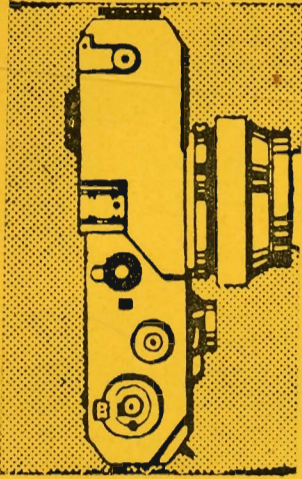
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**VITAL INFORMATION
AT YOUR FINGER-TIPS!**

▶ Tens of thousands of people who were formerly strangers to the City Directory are consulting it on questions of citizenship, employment, sources of supply, communication, etc. Also, Directory usage is **up** among regular subscribers.

More People Are
SEEING CITY DIRECTORY ADS



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Di 3-5738

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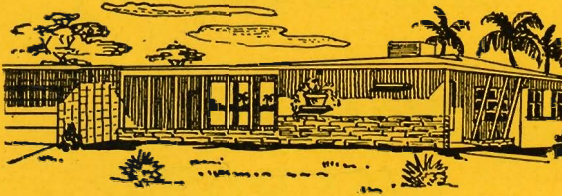
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CASHIERS! TELLERS!

— CLERKS! —



Do your employers furnish you with
the latest edition of the City Directory?



You need it at your elbow at all times, to protect your company from forgers and bad-check artists. A few questions, checked against City Directory information, will trip them at once. Intelligent use of the City Directory for this purpose has saved thousands of dollars and helped make some cities "too sharp" for bad-check "operators."

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DIRECTORY SYMBOLS AND DESIGNATIONS

HOUSEHOLDERS SECTION

Caldwell intersects

4100 Myre Vernon P
 4140 Anderson Victor F
 4170 Nordberg Herbert F
 421 Bonnevillie John S
 427 Schaleity Edw H
 4400 Flood Victor C
 4310 Drawn Siegfried W
 434 Michalski Cath M Mrs
 435 Baker Lima V Mrs
 439 Boker Roy J
 449 Hegman Alvin E
 4400 Miettinen Albert
 462 Slater Ralph H
 510 LaMaurea Roland
 Coleman intersects

5110 Kellett Marvin E

530 AV N (W Div)—From NPrY
 north to French (Riverside)

54TH AV N (W Div)—From NPrY
 north to DW&PrY (Norton Ph)

5130 Mostrom Beda Mrs
 515 Drill Geo G
 5170 Wingness Melvin
 5180 Nixon Helen
 519 Salmonson
 5200 Bagley

ALPHABETICAL SECTION

Fred W (Rose A) dentist 120 3d av
 SW h602 2d av SW
 Gregory (Dorothy) driver 338 C
 av NE
 Harold Jan Court House r Marion
 Hattie (wid Jehn) r1432 A av NE
 apt A
 Henry J (Ellz) slsmn Ia Mfg 245
 23d dr SE
 Herman (Miriam) slsmn Seven-Up
 Bottling Co r1909 Williams blvd
 SW
 Huron L (Mary D) eng custdn Har-
 rison Sch 1112 6th SW
 Jas T (Jacqueline) sta agt h830 5th
 av SE
 John (Edna) (Crucker) h829 B av NE
 Oster E (Victor) Torinn ICSys
 h1007 O av NW
 Loren L wtchmnn Eddy Paper h1041
 34th NE
 Louella (wid Louis A) r1626 5th
 NW
 Loys E (Pauline) r Ia Mfg r
 2925 Johnson

HOME OWNER (circle)

RESIDENT (dash)

HOUSEHOLDER (circle with dot)

WIFE'S NAME (circle)

OCCUPATION (circle)

EMPLOYER (circle)

TELEPHONE SUBSCRIBER (bell)

IN ADDITION to names and addresses, your City Directory contains much detailed information concerning the people of your community. In order to list this information certain symbols and designations have been developed which enable important statistics to be compressed into the smallest possible space. You will receive far greater benefits from your City Directory if you familiarize yourself with the symbols and what they stand for.

In checking credit applications, in conducting direct mail advertising programs, in planning sales campaigns, in building prospect lines, and in scores of other ways your City Directory will prove of invaluable assistance.

KNOW YOUR DIRECTORY SYMBOLS