CLASSIFIED BUYERS' GUIDE

OF THE CITY OF

SAN BRUNO

(CALIFORNIA)

Including

LOMITA PARK AND MILLBRAE, BADEN TRACT, BRENTWOOD, BURI BURI, COUNTRY CLUB PARK, FRANCISCO TERRACE AND SOUTHWOOD

1950



The Buyers' Guide contains the advertisements and business cards of the more progressive business men and firms, classified according to lines of business.

R. L. POLK & CO., Publishers

604 Mission Street, San Francisco, California

THIS PUBLICATION IS THE PRODUCT OF A MEMBER OF



Thus assuring you the ultimate service that skill and care can produce in the way of City Directories or other reference media, and providing protection against fraudulent advertising schemes which operate under the name of Directories.

The following "Standards of Practice," adopted at the inception of the Association of North American Directory Publishers in 1898, and strictly adhered to over the years, is your guarantee of satisfactory Directory Service.

The publisher of a Directory should dedicate his best efforts to the cause of business uplift and social service, and to this end pledges himself:

1. To consider, first, the interest of the user of the book.

2. To subscribe to and work for truth, honesty and accuracy in all

departments.

3. To avoid confusing duplication of listings, endeavoring to classify every concern under the one heading that best describes it, and to treat additional listings as advertising, to be charged for at regular rates.

4. To increase public knowledge of what Directories contain; to study public needs and make Directories to supply them; to revise and standardize methods and classifica-tions, so that what is wanted may be most easily found, and the Directory be made to serve its fullest use as a business and social reference book and director of buyer and

5. To decline any advertisement which has a tendency to mislead or which does not conform to business integrity.

6. To solicit subscriptions and advertising solely upon the merits of the publications.

7. To avoid misrepresentation by statement or inference regarding circulation, placing the test of reference publicity upon its accessibility to seekers, rather than on the number of copies sold.

8. To co-operate with approved organizations and individuals engaged in creative advertising work.

9. To avoid unfair competition.

10. To determine what is the highest and largest function of Directories in public service, and then to strive in every legitimate way to promote that function.

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others interested, we maintain a RESEARCH DEPARTMENT for the searching of city and other directories for lost persons or defendants in court actions. Our affidavits of search are generally accepted by judges as cause for summons by publication.

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We search over 700 cities, towns, villages and rural routes in California.

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CARS



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Sections reporting available information on banks operating outside of the United States.

Each state or section is arranged as a complete Directory, with a tab index to make all data easily accessible.

R. L. POLK & CO.

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130 Fourth Avenue, North, Nashville 3, Tennessee

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WHY A BUYERS' GUIDE?

★It is customary to include a Buyers¹
Guide in the City Directory because:::

It gives business firms the opportunity to elaborate upon a description of their products and services impossible in the limited space of regular Alphabetical and Classified listings.

The Buyers' Guide is a necessary supplement to the regular listings; it is good City Directory information . . . EXTENDED