

YELLOW PAGES

STOCKTON

CALIFORNIA

1958



The following pages contain . . .

A COMPLETE LIST OF ALL BUSINESS AND PROFESSIONAL CONCERNS OR INDIVIDUALS in alphabetical order under appropriate headings . . . *This list is preceded by . . .* ADVERTISEMENTS AND BUSINESS CARDS OF FIRMS AND INDIVIDUALS who desire to present a complete list of their services or products . . . These are grouped together under appropriate headings which are arranged alphabetically.

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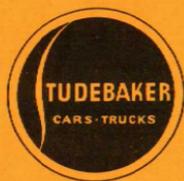
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ADVERTISING is the foundation upon which successful businesses are built. You must apply this to your own particular business.

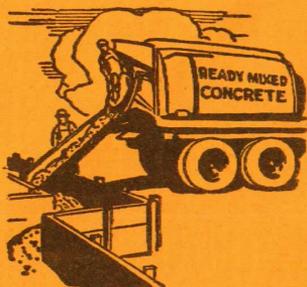
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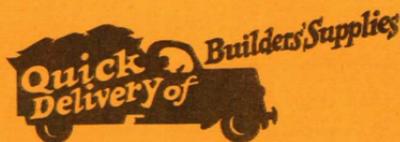
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STOCKTON, CALIFORNIA

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The City Directory is the natural medium for keeping a business or product name in the spotlight. *Insist on being*

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Please! Do Not Lend Your CITY DIRECTORY

IT COSTS YOU MONEY—Every Time it Is Loaned

The practice of lending your City Directory, in a great measure, is responsible for the increasing cost of Directory Service.

The reason is:—

There is a definite cost involved in the making of the DIRECTORY of Your City.

THIS COST MUST BE ABSORBED BY THE SUBSCRIBERS BE THEY ONE—OR BE THEY 1000.

If there were but ONE SUBSCRIBER to the CITY DIRECTORY THE ONE SUBSCRIBER would of necessity have to absorb THE WHOLE COST.

If there were 100 SUBSCRIBERS—each one would have to absorb 1/100th PART OF THE WHOLE COST.

If there were 1000 SUBSCRIBERS—each one would have to absorb 1/1000th PART OF THE WHOLE COST.

From which it is obvious that the GREATER the number of subscribers —the LESSER the cost to each.

And

It is also obvious that the LESSER the number of subscribers —the GREATER the cost to each.

Every time you loan your City Directory the LESS NECESSITY THERE IS FOR THE BORROWER TO SUBSCRIBE FOR THE SERVICE.

MORE BORROWERS result in FEWER SUBSCRIBERS which means INCREASED COST.

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