

Contra Costa Building Materials Co.

Sand, Gravel, Cement, Lime, Plaster, Brick, Etc.

ROOFING AND INSULATING PAPERS
- CELOTEX -

Phones: BERkeley 3462, BERkeley 3463

808 GILMAN

BERKELEY, CAL.

TRADE! You like to patronize those concerns who are in business to stay.

It's human to expect that such business establishments always stand back of the wares they sell.

The advertising in this Directory is suggestive of the stability and permanency of the advertisers.

Frauds, fakes, get-rich-quick and other schemers have little use for directory advertising. It lives too long.

The modern City Directory is a business institution. It occupies a place peculiarly its own. It is as necessary to the progress and development of a city generally as anything naturally would be which deals with such a fundamental as the citizens themselves.

If you are not advertising your business in the Directory, may we explain how and why it will pay you?

THE PUBLISHERS