



S&W FINE FOOD PRODUCTS

CONSISTENTLY THE BEST



YOU'LL NEVER GO WRONG ON S&W

HARDWARE

Famous Homeware and Hardware Headquarters Since 1857

GIFTS

SILVER • CHINA • CUTLERY
EVERYTHING FOR THE HOME
FINE HARDWARE • TOOLS • PAINT
GARDEN SEEDS • BULBS • SUPPLIES

CHAS. BROWN & SONS

813 Market Street

San Francisco

Power of Advertising

The *City Directory* is the power that generates information for the buyer that he may know who deals in the product he wishes to purchase. If your business is not classified properly, and a display advertisement arranged to describe your business, how can you expect the buyer to trade with you?

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

ADVERTISING is the power of an idea multiplied.



OUR SERVICE CANNOT BE EXCELLED



R. L. POLK & CO.