

CHURCHES



YOU'LL BE SO WELCOME

at **Bethel Temple**

1325 Valencia at 24th Street
San Francisco 10, California

Phone: ATwater 2-4918

SERVICES:

Sunday School - - - 9:45 a.m.
Worship Service - - 11:00 a.m.
Evangelistic Service - 7:30 p.m.
Midweek, Tuesday - 7:45 p.m.
Youth Meeting, Friday - 7:45 p.m.

Broadcast, Sunday 8:30 A.M. to 9:00
KSNAN 1450 Kc



CHAS. G. WESTON
Minister

Tel. Mission 8-0957

COCKTAIL LOUNGES

COCKTAILS



HI-FI ROOM

VLASIE SAVANTES—PLINIO RUTA

COCKTAILS

LIGHT LUNCH

HI-
FI

SANDWICHES

3358 Army St.

Mission 8-3033

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.

THE PUBLISHERS