



pure cane sugar  
from Hawaii

1 CALIFORNIA STREET, SAN FRANCISCO, PHONE 392-7400

## VITAL INFORMATION AT YOUR FINGER-TIPS!



► Tens of thousands of people who were formerly strangers to the City Directory are consulting it on questions of citizenship, employment, sources of supply, communication, etc. Also, Directory usage is **up** among regular subscribers.



**More People Are  
SEEING CITY DIRECTORY ADS**