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California's Oldest Funeral Directors - Established 1850

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PHONE (415) 921-1231

(FOR EITHER ESTABLISHMENT)

CROSBY-N. GRAY & CO., 2 PARK ROAD, BURLINGAME (94080)

PHONE (415) 342-6617

City Directory Advertisers

By having and using your own copy of the local City Directory, you can positively identify—and reach—the kind of person, business firm and family that are most likely to be in the market for the type of product or service that you sell. Through the City Directory you'll be reaching the individuals and businesses with the top purchasing power in your community . . . those who consistently buy when they want to buy, not when they have to.

By advertising in your local City Directory, you can make sure these same people can identify and locate YOU.

You join with the backbone of your community business life; you become an integral part of the permanently established, successful firms in your community when you advertise in your local City Directory. This is prestige advertising without the financial penalties normally associated with prestige advertising.

*It's the most efficient use
of your advertising dollar*

