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McINTOSH & DUNMORE
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Our Specialty—Complete Ford - Plymouth - Chevrolet Service
Distributors for MILLER TIRES - BATTERIES
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Arnold S. Gosgrove

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Motor Hardware & Equipment Co.

Wholesale and Retail Garage, Machine Shop and Industrial Supplies and Equipment

SAVINGS INSURED UP TO $5,000.00

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GOOD WILL

WILLIS H. FLETCHER

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GOOD WILL
JOHNSON-SAUM COMPANY
FUNERAL DIRECTORS
1408 Fourth Ave.
Telephone Main 6168

SASH, WINDOWS, DOORS AND TRIM—Contd
WHITEHALL MFG. CO., 14th Ave. S. 7913, San Diego 11, 4128 University ave., Tel. Randolph 239
HAWKINS, Ed., 1004 W Main, E. Cajon, Tel. Hilldale 4-5183 (For further information see page 87 Buyers' Guide)

*Savings Banks
BANK OF AMERICA NATIONAL Trust & Savings Assn., 610 Broadway, Tel. Franklin 6117 (Further information see page 87 Buyers' Guide)
SAVINGS AND LOAN ASSOCIATIONS
CENTRAL FEDERAL SAVINGS & LOAN ASSN. OF SAN DIEGO, 1051 7th Ave., Tel. Franklin 7504 (For further information see page 109 Buyers' Guide and front cover)
CORONADO FEDERAL SAVINGS & LOAN ASSN., 1100 Orange Ave., Tel. Henley 3-6911
FIRST FEDERAL SAVINGS & LOAN ASSN. OF SAN DIEGO, 1260 4th Ave., nw cor B, Tel. Main 6117 (For further information see page 90 Buyers' Guide and front cover)
HOME FEDERAL SAVINGS AND LOAN ASSN., 1600 7th Ave., Tel. Franklin 6117 (For further information see page 111 Buyers' Guide and front cover)
LA JOYA FEDERAL SAVINGS AND LOAN ASSN., 7001 Herschel Ave., Tel. Glenview 5-4777 (For further information see page 112 Buyers' Guide)
SAN DIEGO FEDERAL SAVINGS AND LOAN ASSN., 15th Ave. S. 447, Tel. Main 6117 (For further information see page 111 Buyers' Guide and front cover and right side)

Saw Filers, Setters and Repairers
San Diego Saw Co, 3304 34th (For further information see page 116 Buyers' Guide and right side)

Scale Dealers
MAYER & BOYCE, 644 7th Ave., Tel. Main 5926 (For further information see page 102 Buyers' Guide)

Schools—Public
Adams John, 4341 Adams ave., Tel. Main 6218
Hayward, W S, 1404 Mira Monte, Tel. Main 6281
Young, John, 6224 California ave., Tel. Main 6258

Schools—Military
BROWN MILITARY ACADEMY, 1850 Garnet Pacific Beach, Tel. Humboldt 8-2821 and information see page 83 Buyers' Guide and left side lines)
SAVEDA, E H, ARMY & NAVY ACADEMY, 30 Miles North of San Diego, Carlsbad, Calif., Tel. Encinitas 6-4549

Schools—Navigation
BAKER ROBT H CAPT, 610 Broadway Bldg. 1017 1st Ave., Tel. Franklin 7690

Savings and Loan Associations
CENTRAL FEDERAL SAVINGS & LOAN ASSN. of San Diego, 1051 7th Ave., Tel. Franklin 7504 (For further information see page 109 Buyers' Guide and front cover)
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San Diego Saw Co, 3304 34th (For further information see page 116 Buyers' Guide and right side)

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MAYER & BOYCE, 644 7th Ave., Tel. Main 5926 (For further information see page 102 Buyers' Guide)
Welders and Brazers
ACME PIPE CO, 4350 Pacific Highway, Tel Franklin 2345 (For further information see page 59 Buyers' Guide)

HAULMAN WELDING WORKS, Weldon, Portland, Oregon (For further information see page 59 Buyers' Guide and right bottom lines)

Cutting and Welding Apparatus
Bottger Chas N & Bros 820 32d av
Pacific Ace Hardware Co 2206 Market St.

Wicker Furniture
DRYER'S STANDARD FURNITURE CO, 2318 Van Nuys Blvd, Tel Pelican 6261 (For further information see page 52 Buyers' Guide, right top line and front edge)

Window Shade Dealers
INCH PAINT CHASE, 102 C, Tel Main 1006 (For further information see page 52 Buyers' Guide, right top line and front edge)

Window Shade Manufacturers
Alexander John 1556 7th av

Women's and Misses Wearing Apparel
HUNTER, 458 7th av, Tel Franklin 2358 (For further information see page 131 Buyers' Guide and right side lines)

Women's Credit Clothing Outfitters
BENNETT'S, 425 Broadway, Tel Franklin 5992 (For further information see page 59 Buyers' Guide)

Werner Outfitting Co., Inc. 410 Broadway (Tel Franklin 5992)

Wood Dealers
Haleman M 1125 8th av
Holzman F A 217 Union av and 355 43d st.

Woolworth's FRED C & SONS INC., 540 3rd av, Tel Franklin 2514 (For further information see page 43 Buyers' Guide, right top line and back cover)

Wood Turners
Nicol J T 1401 G

Woodworking Furniture—Retail
BENNETT'S, 425 Broadway, Tel Franklin 5992 (For further information see page 52 Buyers' Guide)

Woodworking Furniture—Wholesale
BENNETT'S, 1400 Broadway (For further information see left bottom lines)

Wrenches
JACKSON, 1143 30th av, Tel Main 2871 (For further information see page 26 Buyers' Guide)

X-Ray Laboratories
Hahner Harley 410 Elm

Zeological Gardens
Los Angeles Co, Balboa Park

COMMON SENSE

ABOUT CITY DIRECTORY CIRCULATION

The true value of advertising circulation is consultation
To be exact by actual survey in twenty-four average American cities by actual count each city directory averaged three and one-half consultations for each business day.

The city directory is going to eliminate the sixty Sundays and Holidays when no tests were made.

For every thousand directories sold there will be an average of three and one-half daily consultations for each book for three hundred and five days, therefore —

1000 x 3 1/2 x 305 = 1,067,500

CONSULTATIONS OR CIRCULATION

CITY CHEVROLET CO.
Truck Repairs and All Types of Passenger Car Service
GUARANTEED HIGH QUALITY USED CARS

San Diego
Tel Franklin 66-41

BARNEY & BARNEY
INSURANCE (Every Form)
BOARDS (Burlington)
LIFE

PHONES
Franklin 5131
Scripps Bldg.
(Male 1st Floor)

Jewels
Jewelers
Stationers
Optometrists
Diamond Importers
J. Jessop & Sons, Inc.

STROM'S FLOWERS
FLOWERS FOR ALL OCCASIONS
617 B Street
Tel Franklin 3127
City Directory

Don’ts

DON’T put your Directory in an out-of-the-way place, but keep it where your customers can see and use it without stopping someone to find it.

DON’T think that a Directory is paying for itself unless you use it, any more than an iclle clerk can make you money.

DON’T look mad when a customer asks to look at your Directory.

DON’T look happy when a neighbor wants to borrow your Directory, for if you do, he will borrow it again, and if all were borrowers, when would the next Directory be published?

DON’T forget that an-up-to-date city must have a Directory; and a merchant that has no Directory is what?

DON’T forget that a Directory borrower today will forget to return it tomorrow and you will call him what?

DON’T forget that the man who has a Directory pays for it and the borrower gets for nothing what another man pays for.

Always Use the Latest Edition

San Diego Wholesale Credit Men’s Association
— MERCANTILE REPORTS — COLLECTIONS — ESCROWS —
508 COMMONWEALTH BLDG.
Tel. Main 4191

The Penn Mutual Life Insurance Company
INSURANCE — ANNUITIES
504 UNION BUILDING FRANKLIN 7141
GEORGE C. HOWARD, Gen’l Agt.

BRADLEY-WOOLMAN MORTUARY
SINCE 1905
Sixth and Cedar
Franklin 7428
Do You Know What INFORMATION This Directory Contains?

\[
\text{EVEN IF YOU THINK YOU DO IT WILL PAY YOU TO READ THE TITLE PAGE, FRONT OF BOOK}
\]
HOMELAND BUILDING CO.

Building Materials Since 1910
Completed Homes at a Moderate Cost
Assistance in Design and Financing

Building material, plumbing, tools and home equipment at market prices, with a personal interest, called service, that costs you nothing and makes you feel "At Home" with us.

22-32 East Eighth St.  Tel. Greeley 7-4126

LEATHER GOODS
LUGGAGE AND TRUNKS
for every need famous makes
☆
Visit Our Gift Dept.

We Manufacture Special Goods
REPAIR AND EXCHANGE
DEPARTMENT
☆
Phone Franklin 3470

COLUMBIA CLOTHIERS
Home of Famed Hart Schaffner & Marx Clothes
BROADWAY AT FOURTH (U.S. GRANT HOTEL BUILDING)

SAN DIEGO DIRECTORY CO'S
1943
DIRECTORY
OF THE FOLLOWING TOWNS
Chula Vista Coronado La Jolla
La Mesa National City

Copyright 1944 by
SAN DIEGO DIRECTORY CO.

For list of abbreviations see pages 19 and 20.

CHARLES C. OTIS
TRANSLATORS -- SHORTHAND REPORTER -- INTERPRETERS
SPANISH-AMERICAN MATTERS HANDLED -- BIRTH AND CITIZENSHIP ESTABLISHED AND RECORDED -- NOTARY PUBLIC
931 BANK OF AMERICA BLDG. Tel. Franklin 1727
Chula Vista is located eight miles south of San Diego on the shore of San Diego Bay. At present its principal interests are agricultural, with lemons, celery, eggs, cucumbers and other vegetables as its principal products. Chula Vista celery has a reputation in all the markets from Chicago west. The city has an airport on the Bay and one aircraft factory. Incorporated in 1911 with an area of about six square miles, Chula Vista has a complete city government, many miles of paved streets, a park, sewers, an excellent water system, fine schools, a well housed and well stocked library, a good hotel and a beautiful Woman's Club. The progressiveness of the community is marked by the fact that since 1927 a Chamber of Commerce with a full time secretary has been maintained. Chula Vista's population is 95 per cent native American with a large proportion of college and university graduates from all over America. Easy access to San Diego offers the advantages of both country and city life. Miles of wonderful beaches are but a few minutes away. High mountains are within an hour's drive over California's fine highways.

For further information write THE CHULA VISTA CHAMBER OF COMMERCE

The Chula Vista Chamber of Commerce

SAN DIEGO'S HEALTH FOOD CENTER
Health Food Store - Cafeteria
Fountain Lunch - Bakery
1125-31 Sixth Ave. SAN DIEGO
Phone Main 6996

Moving - Storage - Packing - Shipping
BEKINS VAN & STORAGE CO.
316 S. D. St. Trust & Savings Bldg.

ACME PIPE COMPANY
Pipe Valves Fittings
For All Purposes
Irrigation Systems Welding
4350 Pacific Hwy., Woodcrest Ave.
and 151 2nd Ave. Carlsbad
Phone Conolino 2508

PIONEER TYPESETTING COMPANY
MONOTYPE COMPOSITION
859 Second Av.
Coronado, approximately one mile square, population 8,000, located just across the bay from San Diego, is a city and resort center combined, harboring no manufacturing or big commercial plants, but a city of wonderfully attractive homes, four fine parks, modern business blocks, fine churches and schools.

The famous Hotel del Coronado, open all year, and attracting world travelers from January to December, is located on the ocean side of Coronado. On the north and connected by a narrow strip of sand is the great Naval Base, North Island.

Miles of ocean beaches, glorious in their seaward sweep, stretch across the southern boundary of the city and beside the Silver Strand to Mexico. Sparkling Glorietta Bay, yachtsmen’s delight, presents a year-round answer to your desire for boating. In Coronado there is amazing opportunity for recreation in accord and Coronado’s hotels, apartments, residence accommodation; its modern shops, churches, all assure a superb comfort in a friendly community.

That life in Coronado is delightful is apparent, for geography and climate have been kind to this “island-at-the-tip-of-the-Silver-Strand.” It’s easy to play in Coronado, and it’s entirely pleasant to live here, so closely in touch with the mainland, yet so free from its hurry and stress. Whether you come to Coronado for a few weeks or as another of its permanent residents, you will find a new adventure in happy living awaiting you.
Good Business Insurance

Your advertisement in the City Directory with proper business listings insures your business against loss of trade.

The manufacturer or business institution that overlooks this fact is not building for the future.

The City Directory is active 365 days every year — let it serve you as it does others.

Our representative will be pleased to explain the value of reference advertising.

BENSON LUMBER CO.

"THE PICK OF THE TREES"

1895 Main St. Tel. Main 6194
Halpin Breen h1261 Prospect ton pl
LIABILITY
Gould Dorothy elk Casa De Manana r845 Coast Hagen
Grace M Lois r545 Rushville blvd
Grimm Matilda r7853 Ivanhoe av
Grigsby Wm (Melvite)
Griffith Wallace
Guffens Arth
Guiney Wm B pilot CACorp r1164 Prospect Hanson Alf L res mgr Wansley, Crandall, l
Guthrie Felix
Gumbert Matt E (wld H B)
Gunn B (wld H) eng CACorp
Gurnsey T (wld J) h936 Prospect
Gutierrez Felix
Guiney Wm B pilot CACorp r1164 Prospect
Hanssen E C (Carrol) h648 LaCanada
Hare Wm B (wld H B) eng CACorp
Harlow Jack H
Harman Harry L jr (Clara M)
Hart J M (Margt) pntr h767 Nautilus
Hartman E Clancy Del Mar
Haworth Harry l
Hawkins Wm B (wld Geo)
Hawkins E E
Hawkins Wm B (wld Geo)
Hays Helen B
Hays Harry L jr (Clara M)
Hay Robt B (Gretchen)
Haynes Ethel E (wld J) h7811 Herschell av
Haynes H a
Hays Helen B
Hayes B (wld J) h7811 Herschell av
Hebner Earl L (Lucy) h945 Coast
Henderson George W (Jesta) h7444 Beach
Henderson Caroline B (wld H)
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La Mesa is a live community, and one that is steadily growing. New residents are attracted by the exceptional advantages of the place, its ideal climate, its up-to-date improvements and its charming location. It is eleven miles from San Diego, and is served hourly by San Diego Electric Railway. It is also connected with San Diego by three paved highways. Elevations 50 to 800 feet.

La Mesa is situated along the small mountains or foothills. It has a number of level blocks in which the business portion of the town is situated. Also, there are plenty of level residence lots for those desiring such while the remainder of the town site is made up of knolls and hillside, affording desirable locations for homes, with views of mountain and valley. La Mesa has pressure water piped to each residence, fine spring water supplies the downtown district; eight churches; fine grade school and high school fully equipped for manual training and domestic science and housed in enlarged new building; telephone, two banks, weekly newspaper, gas and electricity and modern stores and shops. The children of La Mesa have full advantages of the Grossmont Union High School.

An evidence of the progressive spirit of this community is this established La Mesa Country Club, which has laid out 103 acres in an eighteen-hole, all grass golf course, with modern clubhouse. A city park with tennis courts and court, board and card courts add attractive features. La Mesa has a Chamber of Commerce and well-equipped public library.

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Located adjoining San Diego on the south along the eastern shore of San Diego Bay, National City occupies a beautiful and healthful site that in its present state of development is attractive alike to the suburban home-seeker, the investor and the manufacturer.

National City is only twenty minutes ride from the business center of San Diego. Water supply for this city is conserved by the Sweetwater Dam. The capacity of the reservoir is 11,642,000,000 gallons. Mountain water from this reservoir is delivered under pressure in all parts of the city. The irrigation rates are very low. The city streets are well lighted.

Excellent high and grammar schools are found here; the public library is unusually well selected and occupies a $10,000 building. Churches of six different denominations own their own houses of worship. Nowhere can better suburban home conditions be found.

For further details address National City Chamber of Commerce.

H. Phil Scheuerman
Scheuerman and Co.
REAL ESTATE — RENTALS
GENERAL INSURANCE
Phone Greeley 7-4575
141 National Avenue
National City, Calif.

HOMELAND BUILDING CO.
Building materials since 1910
Completed homes at a moderate cost.
Assistance in design and financing.

BUILDING MATERIAL, PLUMBING, TOOLS AND HOME EQUIPMENT AT MARKET PRICES, WITH A PERSONAL INTEREST, CALLED SERVICE, THAT COSTS YOU NOTHING AND MAKES YOU FEEL "AT HOME" WITH US.

22-32 East Eighth Street
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Don't Contribute to Counterfeitors
KNOW YOUR MONEY!

The Government never redeems counterfeit money!

1. KNOW YOUR MONEY! Study the bills you receive so as to become familiar with the workmanship on them, especially in the portraits.

2. COMPARE a suspected bill with a genuine of the same type and denomination. Observe these things:

   PORTRAIT: Counterfeit—Dull, smudgy, or unnaturally white, scratchy; oval background is dark, lines irregular and broken. Portrait merges into the background.

   Genuine—Stands out distinctly from the oval background. Eyes appear lifelike. Background is a fine screen of regular lines.

   COLORED SEAL: Counterfeit—Saw-tooth points around rim are usually uneven, broken off.

   Genuine—Saw-tooth points around rim are even and sharp.

   SERIAL NUMBERS: Counterfeit—Poorly printed, badly spaced, uneven in appearance.

   Genuine—Figures firmly and evenly printed, well spaced.

   PAPER: Counterfeit—Generally has no silk threads, but these may be imitated by very small red and blue ink lines.

   Genuine—Printed on distinctive paper in which very small red and blue silk threads are scattered. The silk threads are not always noticeable on bills that are badly soiled or worn.

3. RUBBING a bill on a piece of paper will not prove it is genuine or counterfeit; ink can be rubbed from good bills as well as bad ones.

4. CONSULT an experienced money-handler or police officer to make sure, if you are still in doubt, whether a bill is genuine or counterfeit.

5. REMEMBER, NOT ALL STRANGERS ARE COUNTERFEITERS, BUT ALL COUNTERFEITERS ARE LIKELY TO BE STRANGERS.

This information is reprinted from the U. S. Secret Service 32-page booklet, "KNOW YOUR MONEY" which tells how to detect counterfeit notes and bills and how to guard against issues from forged Government checks. Copies may be purchased for 10c each, or $1.50 per 100, from the Superintendent of Documents, Government Printing Office, Washington, D. C.

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