

**APPLIANCES****LEE PRATER APPLIANCES**  
**LIQUIDATED STOCKS — HOME APPLIANCES**

Stoves — Refrigerators — Home Freezers — Washers  
Television — Furniture

210 "A" cor. 4th

SANTA ROSA

TEL. Liberty 2-5325

# **OUT OF SIGHT!**

# **OUT OF MIND!**

# **OUT OF BUSINESS!**

The importance of keeping firm and product names in the public eye is recognized by all business men. It is astonishing to see how a firm or product, however meritorious, will slip into the limbo of the forgotten if not persistently advertised.

**THE CITY DIRECTORY IS THE NATURAL  
MEDIUM FOR KEEPING A BUSINESS OR PROD-  
UCT NAME IN THE SPOTLIGHT. *INSIST ON  
BEING WELL REPRESENTED IN ITS PAGES.***