

Dean Witter & Co.

INCORPORATED

INVESTMENT SECURITIES
STOCKS BONDS

—MEMBER—

New York Stock Exchange
Pacific Coast Stock Exchange
and Other Leading Exchanges

Phone 546-2655

733 Fourth Street

Santa Rosa

TAILORS

FRANK WEIDNER'S

Custom Made Suits Are Made To Fit "YOU"

MEN'S *fine*
TAILORING

**Custom TAILORING and ALTERATIONS
REWEAVING**

Eve's By Appt. 542-0142

Over 26 Years Experience

Residence Phone 542-4562

**MONTGOMERY VILLAGE, 2410 MIDWAY DRIVE
SANTA ROSA**

BankAmericard
Master Charge



A PROSPECTIVE PURCHASER

turns to the Advertising Department covering the Desired Business and selects certain names and addresses.

Will He Find Your Advertisement There?

If not, you lose the business, and your competitor gets it through his advertisement in the Directory.