



"A Superlative Delivery"

—Ready, three times ready—to do its part in rendering the kind of service that Bullock's wants to give and that you want to receive this Christmas time.



The Picture Shows Just Nineteen of the Many Automobiles that Leave Bullock's Every Day for Nearly 400 Points in a radius that reaches at points to 40 miles from Los Angeles



"Service" as Bullock's understands *Service*—outstrips in meaning any definition that mere words can give—"Service" with Bullock's is an ideal—the inspiration for constant and earnest endeavor—"Service" as Bullock's understands *Service* is expressed in action *but* has its origin deep in the heart and mind of this organization—in thoughts that are as serious as they are sincere.

—So for months, as thoughts have been directed towards ways and means of rendering Service of a new high standard at the time of greatest Shopping Stress of all the year—at *Christmas time*—thoughts have naturally been directed toward the Building of *Delivery*—that very important part of Service—to a point of Adequacy Never Reached before—

And Now Christmas Time is Here and Bullock Service is Here

and ready and working—the New Kind of Bullock Service—that is of the new high standard—that thoughts and plans had determined that it should be—The New Kind of Bullock Service that is the natural development of the Bullock Idea—and that is expressed—in—

- Christmas Stocks of a character and in a range unapproached before—
- A Purchase Ticket System, stronger, more efficient and capable than ever before to help you economize your time—
- Other Systems greatly augmented—

- Wrapping, Inspection, Credit and Cash Systems that are keenly alert to save time and prevent error—
- A Sales Force that is here to give you that courteous, personal attention which makes Christmas Shopping a pleasure, and

A Delivery Service

—such as Bullock's has never approached before but for which experience has paved the way—

A Delivery Service that is not only capable of—but that is actually carrying all purchases made in Bullock's on one day to homes at or between nearly 400 points, some of them fully 40 miles away, on the following day.

A Delivery Service that is eager to be prompt—and accurate and careful—
 A Delivery Service that is imbued with the importance of Thoughtfulness and Courtesy—

A Delivery Service that has been developed upon knowledge of your Needs and your Wishes—
 A Delivery Service that is Earnest and that is Striving—

Let Bullock's Delivery be of Service to You—This Christmas Time

—Note the following points reached by Bullock's automobiles everyday. If you cannot come—Telephone or write.

- | | | | | | | |
|-------------------|------------------------|------------------|--------------------|---------------------|------------------------|-----------------|
| Abila | Carlos Heights | Fleming | Inglewood Park | Mason Home | Ramona Acres | Sunland |
| Airville | Carson | Florence | Inglewood Place | Medio | Ramona Park | Sunnyside |
| Alamitos Bay | Casa Verdugo | Florence Heights | Inglewood Rancho | Merrill | Ramsaur | Sunset |
| Alamitos Heights | Centinela | Florencia Park | Irwindale | Messmer | Rancho | Sunset Beach |
| Alhambra | Central Acres | Fredericks | Ivanhoe | Michaels | Redondo | Talambantes |
| Alla | Centralia | Freeman | Ivy Park | Midway Park | Redondo Villa | Talbert |
| Alondra | Chavez | Fruitland | Ivy Station | Miles | Regal Square | Termino |
| Alpers | Clanega School | Fullerton | Ivywild | Mira Mar | Rentchler | Thenard |
| Alsaco | Clarksdale | Fulton Wells | Joughins | Miramonte Park | Rivera | Titus |
| Altadena | Clearwater | Gardena | Kensington Green | Mission Villa Acres | Rodgers Park | Tokio |
| Amestoy | Clifton-by-the-Sea | Garden Grove | Kent | Modjesks | Roseboro | Torrance |
| Anahelm | Colegrove | Gardner Junction | Kenwood | Moneta | Rosecrans | Tropico |
| Andover Acres | Compton | Garvalia | La Ballona | Moneta Garden Lands | Rose Hill | Tustin |
| Angelus Mesa | Connelly | Garvanza | La Brea | Monrovia | Rosemary | U. S. Island |
| Annandale | Cota | Gaspur | La Canada | Montebello | Salt Air | Universal City |
| Anaer | Country Club | Gaston | La Crescenta | Monterey Park | Sanborn Junction | Vall |
| Arbor Vitae | Covina | Glassell Park | La Fresa | Montrose | San Fernando | Van Nuys |
| Arcadia | Crescent City | Glendale | Laguna Bell | Moonstone Beach | San Marino | Venice |
| Arnaz | Crescent Heights | Glendora | La Habra | Naples | San Gabriel | Vardugo Canyon |
| Artesia | Crutcher | Glenhurst | La Jota | Neff | San Pedro | Vermont Heights |
| Athens | Cudaby Ranch | Graham Station | Lamanda Park | Newport Beach | San Rafael Heights | Vernon |
| Azus | Cuerna | Granada Park | La Mesa | Newton | Santa Ana | Villa City |
| Baldpate | Culler | Greening | Lankershim | Newton Park | Santa Anita | Vineyard |
| Baker Station | Culver City | Guyer | Lary Junction | Northam | Santa Fe Springs | Vista del Mar |
| Balboa Beach | Cypress | Hacienda Heights | Las Altas | Northam | Santa Monica | Walker |
| Baldwin Park | Cypress Grove | Hacienda Park | La Senda | North Glendale | Santa Monica Highlands | Wallace |
| Bandini | Dayton Heights | Hahne | Las Rosas | North Pasadena | Sativa | Wallgrove |
| Bangle | Del Amo | Harbor City | Latin Station | Norwalk | Savannah | Walnut Park |
| Bassett | Del Mar | Hauser | Laughlin Park | Nutwood | Sawtelle | Watson |
| Bellflower | Delphi | Hawthorne | Laurel Canyon | Oakhurst | Scripps | Watts |
| Bells | Delta | Hazard | Lawndale | Ocean Park | Seal Beach | West Athens |
| Bellvernon | Dos Molnes | Hermon | Leffingwell | Ocean Park Heights | Searby | Westgate |
| Bellmole Place | Doheny | Hermosa Beach | Lenox | Ocean Villa | Seaside Park | Westland |
| Belvedere | Dolano | Hermosillo | Lima | Oliverio | Seal Gardens | Westminster |
| Belvedere Heights | Dolgeville | Hersom | Lincoln Park | Oliver | Selby | West Olive |
| Benkert | Dolores | Hickman | Linda Vista | Olivitos Heights | Sentous | Whittier |
| Berlin Acres | Dominguez | High Bridge | Lines | Oneonta Park | Shakespeare Beach | Wilcox |
| Bethel | Downey | Hillcrest | Little Lands | Orange | Sherman | Wildeson |
| Beverly Hills | Dozier | Hollywood | Lockhart | Owensmouth | Sherman Heights | Willoughby |
| Beverly Villa | Duarte | Holmes | Lockwood | Pacotma | Shorb | Willowbrook |
| Bixby | Dunham | Holton | Lomita | Pallsades | Sierra Madre | Willows |
| Blackburn | Eagle Rock | Home Junction | Long Beach | Palma | Sierra Park | Willowville |
| Bolsa | East San Gabriel | Hornbrook | Los Alamitos | Palm Place | Sierra Vista | Wilmar |
| Royer's Grove | Edgewood Park | Humphreys | Los Cerritos | Palomar | Signal Hill | Wilmington |
| Brentwood Park | El Camino | Huntington Beach | Los Nietos | Palo Verde | Smeitzer | Wilmington Park |
| Brentwood Place | El Cerrito | Huntington Park | Lugo | Panama Acres | Socorro | Winona |
| Bridgedale | Elizman | Hyde Park | Lynwood | Pasadena | Soldiers' Home | Winship |
| Broadacres | Ellinda | Hyperion | McDonald | Pasadena Heights | Southland | Winslow |
| Brooklyn West | El Molino | Hynes | McDor | Perry | South Los Angeles | Winston |
| Buena Park | El Monte | Immergruhn | McKinley | Piedmont Heights | South Pasadena | Wintersburg |
| Buenos Ayres | El Porto | Independence | Machado | Placentia | Spaulding | Wisburn |
| Bundy | El Poso | Ingledale Acres | Maddex | Playa del Rey | Springdale | Wolfekill |
| Burcamont | El Segundo | Ingledale Knolls | Manchester Heights | Pleasant View | Stanton | Woodcrest |
| Burleigh | Ethelwyn Manor Heights | Inglewood | Manhattan Beach | Plymouth Acres | Strawberry Park | Woodrow Park |
| Burnett | Fairfax Park | Inglewood Acres | Marion | Point Firmin | Studebaker | Ximeno |
| Calvert | Fairview Heights | Inglewood | Marquette | Quint | | Zafaria |
| Cambridge | | | | | | |

Bullock's
 Los Angeles

Bullock's Home Phone 60411.

Bullock's Pacific Phone Broadway 6403.