

**What person wouldn't want all Los Angeles, San Francisco and San Diego firms listed under those specific cities?**

**Doesn't that make a lot more sense than in the old days when California had 38 ads listed as follows:**

1. San Diego ad
2. San Francisco ad
3. Los Angeles ad
4. Santa Ana ad
5. Los Angeles ad
6. San Francisco ad
7. Los Angeles ad
8. San Francisco ad
9. San Francisco ad
10. Sacramento ad
11. Los Angeles ad
12. Los Angeles ad
13. San Diego ad
14. San Diego ad
15. Sacramento ad
16. Beverly Hills ad
17. San Diego ad
18. Los Angeles ad
19. Los Angeles ad
20. San Diego ad
21. San Mateo ad
22. Miscellaneous city ad
23. Fresno ad
24. Santa Rosa ad
25. Santa Rosa ad
26. San Francisco ad
27. Los Angeles ad
28. Santa Monica ad
29. San Diego ad
30. San Francisco ad
31. San Jose ad
32. Los Angeles ad
33. Orange County ad
34. San Diego ad
35. Thousand Oaks
36. Santa Ana
37. Palo Alto
38. Pasadena

**You will note many of the smaller California advertisers discontinued their ads when NCRA boards of directors wouldn't allow them to list their ads under their cities but left it to ad readers to have the burden of reading 38 ads before they reached the last ad and found out there was a firm in Pasadena or the readers having to read 36 ads to find there was a firm in Santa Ana.**