

Advertising—(Cont'd)

Melter R B Co 417 MarketSU ter-2644
 Miles & Scott Inc 500 SansomeEX brook-2650
 Mitchell-Faust Advertising Co
 Crocketer Bldg. GA rfd-0276
 Multipurpose Company of California
 135 Montgomery. DO ugla-8193
 National Outdoor Art Bureau
 Shell Bldg. DO ugla-5152

NELSON GREEN AND COMPANY
EXHIBIT AND DISPLAY ENGINEERS
 Exhibits, Booths, Mechanical & Itinerant Displays, Floats & Decorations, Murals & Diaramas
SILK SCREEN PROCESS
 1120 HowardMA rkt-7161

Nelson Green & Co
 Exhibit Division Russ Bldg.GA rfd-3263
 O'Dee Studio The 674 JessieUN drhl-6851
 Outdoor Advertiser 431 TurkTU xed-9686
 Outdoor Advertising Inc 100 BushSU ter-7465
 Pac Railways Adva Co Monad Bldg.DO ugla-2392
 Parnley Window Display Service
 160-7th. HE mlok-1166
 Partridge C J Co Phelan Bldg.EX brook-9814
 Point of PurchaseMississun.GA rfd-8006
 R & D Outdoor Display Co
 281 Natoma. DO ugla-5100
 Realesate Journal 68 PostDO ugla-1623
 Reed Merrill 229 BushGA rfd-2003
 Reliance Advertising Co 337 MarketGA rfd-7920
 Ross Federal Research Corp 935 Market. GA rfd-3130
 Russell Will & Co 100 SutterOR day-8776
 Russell's Mail Service Co 142 Sansome. DO ugla-2419
 Scanton Jerry Monadnock Bldg.OR day-6221
 Sheerman A A 25 TaylorOR day-6308
 Soper Harold C Russ Bldg.DO ugla-4586
SPECIAL SITE SIGN CO
 3225 Louise Oakland
 Call Operator forHU mbnt-1523
 Spight Lindsey Russ Bldg.DO ugla-3188
 Stuart Chas R 625 MarketDO ugla-2438
 Swanson Walter Gaines 449 Powell.SU ter-5700
THOMPSON J WALTER CO
 100 Bush. GA rfd-3510

TRADE MARK MERCHANDISING SERVICE
 It tells the consumer where to find your local dealer. With it, you control and safeguard the distribution of a advertised, trade marked merchandise and service.

"WHERE TO BUY IT"
PACIFIC TEL & TEL CO
 445 Bush. GA rfd-9000

Twomey E F Co Rialto Bldg.DO ugla-8155
 Udall Fletcher S & Associates
 111 Sutter. DO ugla-3161
 van Gesel Ted 417 MarketDO ugla-4690
 Veletones Poster Co 16 BealeEX brook-1024
 From telephones served from East Bay Zone only
 Call via Dial "Operator" and ask forEntrprise-10706
 (No Inter-City Charge)
 Vitachrome Inc 580 MarketGA rfd-4140
 Wakefield Carl C Advertising AgencyBldg. DO ugla-5407
 Walker Shirley Advertising Agency
 Russ Bldg. SU ter-8383
 Walsh V S Co 156-9nd.DO ugla-4024
 Warner W S Co 869 PineYU kon-0143
 West Coast Advertising Co
 1430 Divisadero. WA Int-2600
 Weston Advertising Agency 628 Market. SU ter-6744
 Western Feature Enterprises Hearst Bldg. SU ter-7357
 Western Poster Co 117 Golden Gate. UN drhl-1130
 Williams Howard E 485 California.DO ugla-2990
 Wright Frank & Associates 68 Post.DO ugla-8487
 Yeomans & Foote 1200 Van Ness Av. OR day-4494
YESSON'S SILVER STREAK TRAVEL BOARD SERVICE
 Yesson George M Card Sign & Display Co
 80 Golden Gate Av. OR day-6753

Advertising Adhesives
 —See Adhesives—Advertising

"I know the name of the product . . . but I do not know where to find it." Just look for the advertised brand name in your Classified Telephone Directory. There you'll find names, addresses and telephone numbers of authorized agents or dealers who can supply the article you want.

Advertising Agencies.

Ackins A L 114 New MontgomeryEX brook-7867
 Allen Advertising Co 218 SutterPA Int-5073
 Allied Advertising Agencies 528 Mkt.DO ugla-7018
 Ames-Hard Advertising Enterprises
 138-4th. SU ter-5191
AYER N W & SON INC Russ Bldg. SU ter-2534
 Baruch S 1029 MarketUN drhl-0288
 Baruch Walter Advertising Agency
 25 Taylor. OR day-4812
BEAUMONT & MOHMAN Mills Bldg. GA rfd-0847
BENTINCK CO 357 MarketEX brook-3242
 Bischoff Vincent J 11 SutterSU ter-2522
BOTSFORD CONSTANTINE & GARDNER Russ Bldg.EX brook-7565
 Brewer-Weeks Co 564 MarketDO ugla-8234
BRISACHER EMIL & STAR
 Crocketer Bldg. GA rfd-0276
CAMPBELL-EWALD CO 703 Mkt. DO ugla-5670
 Colman Company Phelan Bldg.GA rfd-3136
 Crossley & Ham Chronicle Bldg.GA rfd-7785
 Oske Advertising Agency Inc
 116 New Montgomery. SU ter-2403
D'EVELYN & WADSWORTH INC
 Kohl Bldg. GA rfd-8267
DOREMUS & CO 544 MarketGA rfd-6688
 Drennan Albert A 420 MarketDO ugla-2774
 Drury Company 114 SansomeDO ugla-2352
 DuFour F D 210 PostEX brook-3264
 Eisen La Bess 821 MarketGA rfd-8224
 Elliott Harry C Monadnock Bldg.DO ugla-1146
ERWIN WASEY & CO 333 Mtgy.EX brook-7004
 Exhibitors Art and Design Service Inc
 283 Market. EX brook-8930
 Facts Consolidated 405 Montgomery. DO ugla-0340
 Frank Albert-Guenther Law Inc
 111 Sutter. SU ter-2522
 Griffelton Jean Scott 1355 Market.HE mlok-6030

GARFINKEL SIDNEY ADVERTISING AGENCY
ADVERTISING COUNSEL & SERVICE
 PLANNING - PREPARATION - EXECUTION
 An Ellis Plan Agency
 Member, National Advertising Agency Network
 Offices in Principal American Cities
 703 Market.EX brook-3420

Gelsi-Medcot Advertising Agency
 470 Columbus Av. DO ugla-8966
 Gerth-Knollin Advertising Agency
 111 Sutter. GA rfd-1081
 Ham-Jackson Company Inc Chronicle Bldg. GA rfd-7785
 Harvey Howard G Phelan Bldg.DO ugla-4100
 Harlan M E Underwood Bldg.DO ugla-5721
 Heintz Pickering & Co Ltd 514 Market. SU ter-6557
KAY S L INC 155 SansomeEX brook-2583
 Kelo Norman Organization 26 O'Farrell. DO ugla-2848
 Le Vene Nate Advertising Agency
 383 Kearny. SU ter-7492
LIVINGSTON LEON ADVERTISING AGENCY Mills Bldg.SU ter-7340
LORD & THOMAS Russ Bldg.SU ter-2355
 Lyon Advertising Agency Rialto Bldg.DO ugla-3546
MCCANN ERICKSON INC
 114 Sansome. DO ugla-5560
 McCarty Co The Rialto Bldg.SU ter-8224
 National Advertising Inc Phelan Bldg. EX brook-7321
 Norman Ketsjo Organization26 O'Farrell. DO ugla-2848
 Pac Advertising Staff 111 SutterEX brook-3797
 Prosser Richard De Young Bldg.SU ter-6120
 Rea Fred W 114 New Montgomery.SU ter-2403
 Rhoades Rufus & Co deYoung Bldg.EX brook-6469
 Russell Will & Co 100 SutterEX brook-8776
 Rutherford & Ryan Inc Russ Bldg.DO ugla-5822
 Scgall Theodore H Advertising Agency
 744 Market. SU ter-6557
 Seid Frederick 127 MontgomeryGA rfd-0360
 Smith & Drum 417 MontgomeryEX brook-6411
 Standefer C C 251 KearnyDO ugla-5898
 Swanson Walter Gaines 449 Powell.SU ter-5700
 Termis of Security Inc Phelan Bldg.EX brook-7321
THOMPSON J WALTER CO
 100 Bush. GA rfd-3510
 Universal Radio Features 200 PughSU ter-6780
WAKEFIELD CARL C ADVERTISING AGENCY Rialto Bldg.DO ugla-5407
 Wank & Wank 504 MarketGA rfd-2921
 Warner W S Co 369 PineYU kon-0143
 Weston Advertising Agency 625 Market. SU ter-6744
 Wilkin Wm J 461 MarketDO ugla-2425
 Wilson Neill C 68 PostSU ter-6346
 Wilson W Harold 25 TaylorPR ospet-2282
 Yeomans & Foote 1200 Van Ness Av.OR day-4494
 Young Robt B Advertising Agency
 625 Market. SU ter-5411
 Zederman Julius F Hearst Bldg.EX brook-2957

Advertising—Beauty Shop
 Business Builders Advertising Service
 605 Market. EX brook-2012
Advertising Calendars
 —See Calendars—Advertising
Advertising Counselors
 AYER N W & SON INC Russ Bldg.SU ter-2534

Advertising—Direct Mail

A A A LETTER SHOP 55 New Mtgy. DO ugla-7170
 Addressing & Mailing Co. 214-13th.HE mlok-4230
 American Letter Press Phelan Bldg.GA rfd-3136
ANDREWS-BREEDING CO INC
 605 Market. DO ugla-7314
 Associated Arts 268 MarketYU kon-0645
 Banco Corp Ltd 830 MontgomeryEX brook-1450
 Bay Cities Duplicating Co 625 Market. SU ter-1323
BLUM'S ADVERTISING AGENCY
 809 Mission. GA rfd-1066
 Clem Jack & Co 1141 Market.HE mlok-4581
CODDING SERVICE Russ Bldg.DO ugla-4814
EVER-READY LETTER SERVICE
 26 O'Farrell. EX brook-1775
FLASH LETTER SERVICE 24 1/2 Hill. GA rfd-6275
 Lewis Advertising Co 625 Market. SU ter-2952
LEWIS AND MAYNE INC
 Complete Plan & Copy Service
 Letters, Mimeo, Typing
 Addressing, Lists, Printing
 558 SacramentoSU ter-2951
 Miles Harvey & Co 120 Battery.DO ugla-3424
MILES & SCOTT INC
 800 Sansome. EX brook-2850
 Mitchell & Laist 153 KearnyGA rfd-1320
 Robinson & Co 820 Market.SU ter-3690
RODGERS ADVERTISING BUREAU
 800 Mission. GA rfd-3848
ROSENSTEIN RANN SERVICE
 114 Sansome. EX brook-7478
 Russell Will & Co 100 SutterGA rfd-8776
 Schwabacher-Frey Co 735 Market.DO ugla-4848
 Wilcox Marie 120 MarketGA rfd-7275
WILSON LETTER SERVICE
 Hearst Bldg. GA rfd-8595

Advertising—Display

Dec-Art Studios The
 Screen Process, Show Cards, Windows
 38 GearySU ter-7561
 Nosted Eddie 1095 Market.UN drhl-2400
KOLOGRAPH DISPLAYS—
 Dealer Sales Builders
 420 Market. EX brook-5483
 Silverken Poser Co 283 Turk.PR ospet-6770

Advertising Distributing

—See Distributing—Advertising

Advertising Matches

—See Matches—Advertising

Advertising—Motion Picture

Duhem Motion Picture Mfg Co
 135 Hayer. HE mlok-1225
 Motion Picture Service Co 123 Hyde.OR day-9162
 Publicity Films 292 TurkGA rfd-8776
 Sheerman A A 25 Taylor.OR day-6203
SKINNER C R MFG CO 290 Turk.OR day-6509

Advertising Novelties

—See Novelties—Advertising

Advertising—Outdoor

Ames-Hard Advertising Enterprises
 Hway Signs All Parts California
 138-4th.SU ter-5191
EMPIRE ADVERTISING CO
 Boyer Bonussille
 7252 Mission. RA Int-6117
FOSTER & KLEISER CO 1675 Pgh.WE st-6600
PHOENIX OUTDOOR ADVERTISING CO
 141-5th. DO ugla-9558
 R & D Outdoor Display Co
 281 Natoma. DO ugla-5100
 Soper Harold C Russ Bldg.DO ugla-4586
SPECIAL SITE SIGN CO
 Poster & Painted Bulletin Adr.
 3225 Louise Oakland
 Call Operator forHU mbnt-1523
 West Coast Advertising Co
 1430 Divisadero. WA Int-2600

Advertising—Poster

SPECIAL SITE SIGN CO
 3225 Louise Oakland
 Call Operator forHU mbnt-1523

Advertising—Radio

Cullenward-Scanlon Monadnock Bldg.DO ugla-7221

Advertising Results Research Service

Clark-Hooper Inc Russ Bldg.GA rfd-0197

Advertising Sales Contests

—See Sales Contests