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Complete Home Furnishings and Interior Decoration

ADVERTISING AGENCIES (Contd)

Kahn Millstone & Clarke 935 Market R400
Katz Agency Inc 681 Market R930
Kay S L 681 Market R255
Kean H L 61 Brady
Knollin J C 105 Monty 3d fl
Knox-Reeves Advertising Inc 625 Market
R1111
Kudner Agency Inc 215 Market R524
Lane Gillett 830 Market R403
Lewis Saml 830 Market R315
Ley & Livingston 244 Cal R210
Livingston Leon Advertising Agency 220
Monty 1111 fl

Loger M C 116 New Monty R549
Long Alvin 681 Market R259
Lynn G I 681 Market R828
Lyvon D E 116 New Monty R426
Macdonald C H 320 Market R203
Mansfield H H Mrs 235 Monty R410
McCANN-ERICKSON INC, 114 Sansome, 8th
Floor, Tel DO uglas 5560
McCarthy Co 116 New Monty R236
McEnroe J P 1026 Market R321

MERCHANDISING FACTORS INC, 300 Mont-
gomery, Tel SU tter 6280
Norman Kelso 215 Kearny
Pacific Indoor Advertising Co 220 1st
Petry Edw & Co Inc 235 Monty R1214
Perozoff Nicholas 135 Stockton R605
Prosser Richd 690 Market R1504
Raymer P H Co 235 Monty R1671
Rhoades & Davis 690 Market
Robin Kay 209 Kearny 3d fl
Robinson & Co Ltd 682 Mission 2d fl
Rogers C A 45 2d R406
Rose C H 149 Hyde

RUTHRAUFF & RYAN INC, 1635 Ross Bldg,
235 Montgomery, Tel EX brook 4616
Scheibner Hugo Inc 26 O'Farrell
Segall T H 544 Market R800
Seid Fredk 127 Monty R605
Siegle Al 108 Golden Gate av
Sines R L 177 Post R604
SMITH, BULL & McCREERY, 612 Laew's
Warfield Bldg, 988 Market, Tel OR dway
7967

SPURGEON F W ADVERTISING AGENCY,
101 Post, Tel EX brook 1196, Res Tel MO n-
rose 0340

Standefer C C 251 Kearny R711
Steele Donald 709 Mission 6th fl
Tandy J N 1026 Market R312
Taylor Geo 420 Market R213
THOMPSON J WALTER Co, Shell Bldg, 100
Bush, Tel GA rfield 3510
Wakefield C C 400 Monty R801
Wank M E 580 Market R225
WEIGEL, BUTLER & RICHARDSON, 300
Montgomery, Tel SU tter 6280
WEST-MARQUIS INC, 516 Rialto Bldg, 116
New Montgomery, Tel GA rfield 1716
Western Advertising Agency 564 Market R723
Wildner E H 5 3d R722
Williams W D Mrs 156 Monty R303
Wilson W H 391 Suter R208
Woolley C H 605 Market R608
Young R B 625 Market R706
Young & Rubicam Inc 235 Monty R2406
Zederman J F 5 3d R1126

ADVERTISING COUNSEL AND SERVICE
Advertising Checking Bureau Inc The 16 1st
4th fl

Engelman Yvonne 681 Market R471
Nicholson D V and Associates 111 Sutter
R819
Pacific Coast Advertising Co 1167 McAllister
Randolph J P 681 Market R1085
Samish A H (public relations) 400 Monty
R804
Solomon S J 89 3d
Ward MacDonald & Stag 12 Geary R403

ADVERTISING NOVELTIES

Allen Earl 420 Market R271
Associated Ad-Products 7 Front
Barbour R W 760 Market R1170
Brown & Bigelow 116 New Monty R314
Casari P J 1691 Turk
Danziger M D 235 Monty R1014
Featuristic Advertising Co 218 Columbus av
Saltz S J 1339 Folsom
Sinclair Earle Co 2335 Clement
Walsh V S 156 2d 3d fl

*ADVERTISING PHOTOGRAPHY

KING PHOTOGRAPHER, 334 Kearny, Zone
8, Tel YU kon 6-0633 (For further in-
formation see page 125 Buyers' Guide and
right side lines)

ADVERTISING REPRESENTATIVES— NEWSPAPER AND MAGAZINE

Andrews Lee 420 Market R945
Block Paul & Associates 681 Market R241
Fitzpatrick Keene 135 Monty R708
Keenan & Eichelberg 235 Monty R2504
Reynolds-Fitzgerald Inc 58 Sutter R1401
Scott D A 220 Monty R627
Ward-Griffith Co Inc 235 Monty R1645
WEST-HOLIDAY G INC, 635 Market, Zone
5, Tel GA rfield 2003
Williams, Lawrence & Cresmer Co 681 Mar-
ket R433

*ADVERTISING SCHOOLS

GOLDEN GATE COLLEGE, YMCA, 200
Golden Gate Av, Tel YU xdo 4605 and
PR ospect 5774 (For further information see
page 139 Buyers' Guide and left top lines)

*AGRICULTURAL GYPSUM MANUFACTURERS

PACIFIC PORTLAND CEMENT COMPANY,
417 Montgomery, 6th Floor, Tel GA rfield
4100

AGRICULTURAL IMPLEMENT AND MACHINERY DEALERS

Berg Chas 342 Washn
CASE J I Co, Full Line of Farm Machinery,
1933 Peralta, Oakland, Zone 7, Tels TE mple-
ar 0838 and 0839
Deere John Plow Co of Moline 424 Town-
send
INTERNATIONAL HARVESTER CO, 201-223
Fulcrero Av, Tels KL andike 2-1382, 2-1383,
2-1384 and 2-1385
Peterson Tractor & Equipment Co 923 Har-
rison

*AGRICULTURAL IMPLEMENTS AND TRACTORS

DEERE JOHN PLOW COMPANY OF MO-
LINE, 424 Townsend, Tel SU tter 2929

*AIR COMPRESSORS—(PORTABLE)

RIX COMPANY INC THE, 582 6th, Tel UN-
derhill 5026

*AIR CONDITIONING

A-A-A-1 BAKER & CO, 1110-1112 Mission,
Zone 3, Tels BE mlock 2676 and 2677 (For
further information see page 165 Buyers'
Guide, page 10 Manufacturers Dept, top
edge and right side lines)
GILMORE AIR CONDITIONING SERVICE,
511 7th, Tel UN derhill 1507 (For further
information see page 3 Manufacturers
Dept and right side lines)
WARD EDWARD B & COMPANY, 270 Frem-
ont, Tel EX brook 3848

*AIR CONDITIONING EQUIPMENT

A-A-A-1 Baker & Co, 1110-1112 Mission, Zone
3, Tels BE mlock 2676 and 2677 (For fur-
ther information see page 165 Buyers'
Guide, page 10 Manufacturers Dept, top
edge and right side lines)
SWETT GEO E & CO, 256 Mission, Zone 5,
Tel YU kon 2100 (For further information
see page 118 Buyers' Guide)

AIR CONDITIONING EQUIPMENT— WHOLESALE

Chrysler Airtemp Sales Corp 681 Market R946

*AIR CONDITIONING MACHINERY
YORK CORPORATION, 1275 Folsom, Tels
UN derhill 1248 and 1249

*AIR CONDITIONING SERVICE

GILMORE AIR CONDITIONING SERVICE,
511 7th, Tel UN derhill 1507 (For further
information see page 3 Manufacturers Dept
and right side lines)

*AIR CONDITIONING AND GAS FIRED
WARM AIR HEATING EQUIPMENT—
MANUFACTURERS

HEATING EQUIPMENT CO (Custom-Aire),
600 Indiana, Tel AT water 1508

*AIR FILTERS

WESTERN FIBERGLAS SUPPLY LTD,
Fiberglas Duststop Air Filters, 739 Bryant,
Tel SU tter 5967

AIR TRANSPORTATION

AMERICAN AIRLINES SYSTEM, Ticket Of-
fice Ground Floor of Ross Bldg, 231 Mont-
gomery, District Sales Office 664 Ross Bldg,
Zone 4, Tel GA rfield 8336, From East Bay
Zone, Tel EN terprise 1-0718, No Inter-City
Charge

California Eastern Airways (frt) 400 Monty
R024

PAN AMERICAN WORLD AIRWAYS, John
H Rogers Dist Sales Mgr, District Traffic
Office, 222 Stockton, Tel DO uglas 8500

TWA TRANSCONTINENTAL & WESTERN
AIR INC, Ticket Office, Information, Res-
ervations 216 Stockton, Tel EX brook 2711,
Traffic Dept 207 Powell, Tel EX brook 7063,
Operations Dept, San Francisco Airport,
Tel DE laware 7323

United Air Lines 400 Post
Western Air Lines, Inc ticket office 287 Geary

AIRPLANE ACCESSORIES AND SUPPLIES
China Aircraft Corp 122 15th
Ling Aviation Devices Inc 235 Monty R1160

*AIRPLANE MODELS—MANUFACTURERS
DAVIES AIRCRAFT CO, Model Gas Motors
and Supplies, 1832 McAllister, Tel FIl-
more 5036

*AIRPLANE MODELS—GAS—
MANUFACTURERS
BEACON HOBBY MANUFACTURING CO,
440 Natoma, Tel EX brook 2892

ALCOHOL DEALERS

Lac Chemical Inc (industrial) 383 Brannan
R44

*ALCOHOLIC BEVERAGES—
MANUFACTURERS

RAINIER BREWING COMPANY, 1550 Bry-
ant, Zone 3, Tel BE mlock 6500 (For fur-
ther information see page 26 Buyers' Guide
and right top lines)

REGAL-AMBER BREWING CO, 675 Treat
Av, Tel VA nencia 8080 (For further in-
formation see page 27 Buyers' Guide and left
side lines)

*ALUMINUM—SHEET, ROD AND BAR
REYNOLDS METALS CO, 345 9th, Tel
BE mlock 6130

*ALUMINUM CASTINGS

AAA BRASS FOUNDRY, 2275 Jerrold Av,
Zone 24, Tel AT water 3248 (For further
information see page 60 Buyers' Guide and
right top lines)

ALUMINUM PRODUCTS MANUFACTURERS
ALUMINUM PRODUCTS CO, I J Both Mgr,
3245 16th, Tel UN derhill 2166

ALUMINUM WARE MANUFACTURERS
Aluminum Co of America 235 Monty R615
Aluminum Products Co 3245 16th

AMBULANCE SERVICE

Federal Ambulance Co 301 Pennsylvania
King Ambulance Service 2570 Bush
Soher Willie Mrs 146 Central av

AMUSEMENT COMPANIES

Theatre Service Agency 1069 Market

AMUSEMENTS—PLACES OF

(See also Parks and Playgrounds)
Coliseum Bowl 45 11th
Fun Terminal 120 1st
Gateway Arcade 972 Market
Heinie Chas (skating rink) 1805 Geary
Playland 1134 Market
San Francisco Ice Skating Rink 1557 48th av
Seals Stadium Baseball Park 2350 16th at
Bryant
Silver City Playland 1264 Market
Winterland 1701 Steiner

*ANCHOVIES IN SALT

MONTVERDE & PARODI INC, 100-110
Broadway, Zone 26, Tels SU tter 1175, 1176
and 1177 (For further information see page
76 Buyers' Guide and front cover)

SMART APPAREL
FOR WOMEN
and CHILDREN

Livingston Bros.

GRANT AVENUE
AT GEARY STREET
DO uglas 3060