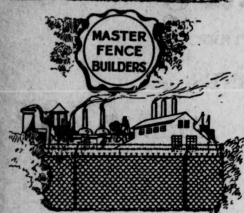


# STANDARD FENCE COMPANY

WESTERN BRANCH  
CYCLONE FENCE COMPANY



60th & Lowell Sts.  
Telephone  
Piedmont 0646  
Oakland

San Francisco  
Los Angeles

### PRODUCTS

- Industrial Fence
- Ornamental Fence
- Estate Fence
- Iron Fence and Gates
- Tennis Court Fence
- Wire and Iron Grill Work
- Wire Products

### ENGINEERING SERVICE

The Engineering Department offers consultation service free of charge in solving any fencing problems. Blue print showing all detail work will be furnished free, or special construction salesman will call, make suggestions, show samples of fencing and photographs of various completed jobs.

We Erect Fence Anywhere

F54-4

### Express Companies—Forwarding

- Amer Railway Exp Co 6th & I.....Main-4350
- Merchants' Frl Fwdg & Distributing Co 103 J.....Main-3493
- Pac Fruit Exp Co Cal Frl Bldg.....Main-450
- Pac States Express Co 1131 Front.....Main-5654
- River Express Co 211-213.....Main-22
- SAGTO-S F EXP CO 305 M.....Main-1493

### Moving, Express Companies

- Liberty Transfer & Stg Co 2114 K.....Main-599

### Express Companies—Moving

See Transfer Business

### Extract Business

- Wilson Mfg Co 1111-1113.....Main-800

### Eye Specialist Physicians

See Physicians & Surgeons, M. D.

### Farm Implements

See Implement Business

### Feed Business

- Calif Grain Co 828 Del Paso Dr.....Main-2332
- Lawell Bros 2272 Rtn Dr.....Capital-1592
- Merkley E A 824 J.....Main-3526
- Wilson Fuel & Feed Co 1130 B.....Main-294
- North Sacto Fuel Co Rio Linda Br.....Main-392-W
- Ordey Smith 1000-4th.....Main-660
- Parkins Grain & Milling Co 1400 & B.....Main-67
- Russell & Macaulay 420 J.....Main-8500
- Smith F & Co 922-12th.....Main-673
- Smith-Riddell Co Riverside Blvd.....Main-72-F-13
- Stewart Feed Mill 3030 N.....Main-6110
- SUPERIOR FEED CO 1917 Rtn Blvd.....Capital-6

### Hay

- Wacker Bros 2831 Stockton Blvd.....Capital-1321

### Wholesale, Hay

- RUSSELL & MACAULAY 420 J.....Main-8500

### Poultry Feeds

- SAGTO FEED & FERTILIZER CO  
Sraaston.....Capital-1100

### Fence Business

- STANDARD FENCE CO Oakland  
Long Distance Charge  
(See Advertisement This Page)

### Iron Fence

- Standard Fence Co Oakland, Long Distance Charge  
(See Advertisement This Page)

### Fertilizer Business

- Inouye Z & Co 1025 Front.....Main-1182
- Orchard Supply Co 827 I.....Main-2213
- SAGTO FEED & FERTILIZER CO  
Sraaston.....Capital-1100

### Filing Device Business

- Business Equipment Co 1818 J.....Main-4036
- Liberty Bureau Co Div Sanitation Bldg  
Business Service Inc 1107 J.....Capital-1423

### Filing Systems

Visible Filing Systems  
See Visible Record Systems

### Finance Business

- Adeline Investment Co 809 J.....Main-7456
- C I Corp 1104-18th.....Capital-1810
- Capital Finance Corp 1423 K.....Main-3783
- Commercial Credit Co Forum Bg.....Main-520
- Finance Corp of Sacto 1010-9-8th.....Main-7738
- Lauppe F E 1331 K.....Main-296
- Morland Finance Co Cap Nat Bank Bg.....Main-3890
- Motor Vehicle Loan Co 1819 K.....Capital-991
- Pac Coast Contract For Corp  
Mull Bldg.....Capital-2554
- Pac Finance Corp Cal & Life Bldg.....Main-947
- Patterson Guy S 1419 J.....Main-3321
- People Finance & Thrift Co 1008th Capital-2070
- Security Acceptance Co Forum Bldg.....Main-843
- Spensley W J 1510 K.....Main-136

### Automobile Finance

- Lauppe F E 1331 K.....Main-296
- Morland Finance Co Cap Nat Bg.....Main-3890

### Fire Brick

See Brick Business

### Fire Protection Business

- Fire Protection Equip Co 917-10th.....Main-4453

### Firestone Tires

Firestone Gum-dipped Cords  
and Balloons mean most  
miles per dollar.



"WHERE TO BUY IT"

- Infeld Joseph J Jr Prescott Blvd.....Main-8921
- Schwab Tire Co 910-12th.....Main-145

### Fish Business

- Akiyama M C Florio.....Main-20-F-12
- Calif Fish Mkt 1417-4th.....Main-6935
- CLAUSS & KNAUS INC 1700 I.....Main-647
- Kobayashi U 1914-4th.....Main-581-W
- H & W Fish Co 327 M.....Main-5051
- Main Fish Mkt 1130-3rd.....Main-3897
- Merrill's Whole Fish Co 118 I.....Main-546
- Mitsudo Fish Mkt 1214-3rd.....Main-3786
- Mohr & York 1029 K.....Main-356
- New Capital Fish Co 1117-3rd.....Main-692
- New Capital Fish Co 1115-3rd.....Main-6472
- Sacto Fish Mkt 1218-3rd.....Main-3127
- Tanahiti Sea Food Co 15th & J.....Main-7796
- Tong Sung Co 916-3rd.....Main-475

### Oysters

- TOFANELLI SEA FOOD CO  
FISH  
Oysters - Shrimps - Crabs  
COCKTAILS  
Retail and Wholesale  
Free Delivery  
13th & J.....Main-7796

### Retail, Fish

- NEW CAPITAL FISH CO  
For—  
FISH  
Fishing Tackle and All  
Kinds of Bait  
1117-3rd.....Main-695

### Wholesale, Fish

- Tong Sung Co 916-3rd.....Main-475  
(See Advertisement This Page)

# FISH

WHOLESALE—RETAIL

Absolutely the Freshest Fish of  
all Kinds in Season

PHONE  
MAIN 475

We Deliver 916 Third St.

TONG SUNG CO.

Established 1880

F63-1

### Fixture Business

Electrical Fixtures  
See Electrical Business

Show Case Fixtures  
See Show Case Business

### Store Fixtures

- Acme Art Cabinet & Novelty Works  
1913 T.....Main-3439-W

### Flavoring Extracts

See Extract Business

### Flooring Business

- GINAMOND J S 1309 J.....Main-445
- Pieron A E Hard Floor Co 1017-9th.....Main-60
- Rodda Wm H 3425-2nd Ar.....Capital-4250
- Sacto Hardwood Floor Co 2419 T.....Main-6389
- Union Hardwood Floor Co 3425-2nd Ar.....Capital-4250

### Designed Flooring

- GINAMOND J S  
FLOOR DESIGNS  
In Domestic and Foreign Woods  
for Any Type of Building  
The Small Additional Cost of an Artistic  
Floor Will Surprise You  
CALL  
1309 J.....Main-445

### Hardwood Flooring

- GINAMOND J S  
HARDWOOD FLOORS  
"Every floor a recommendation;  
every customer a booster."  
Only the best EASTERN DRIED  
OAK FLOORING Used.  
Refinishing and Polishing  
A Specialty  
1309 J.....Main-445

- Pieron A E Hardwood Floor Co 1017-9th.....Main-60  
(See Advertisement This Page)
- Union Hardwood Floor Co 3425-2nd Ar.....Capital-4250  
(See Advertisement This Page)

### Tile Flooring

See Tile Business

You reach the cream of the market  
through the Buyers Guide—Com-  
pany Officials, Purchasing Agents,  
and that great army of household-  
ers, as well as transient trade.

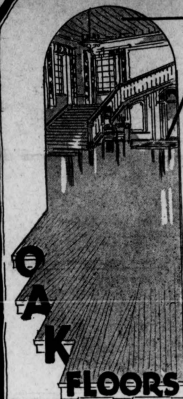
## FOR EXPERT Floor Service of All Kinds

CALL  
CAPITAL 4250  
Electrical Floor Sanded by Contract.  
Sander Renting by Day.

Union Hardwood  
Floor Co.  
W. H. RODDA, Prop.  
3425 Second Ave.

F71-1

# HARDWOOD FLOORS



## A.E. PIERSON

Established 1907

Plan the New Home with  
HARDWOOD FLOORS  
Replace the Carpets with  
CLEAN, SMOOTH HARDWOOD

You Will Be Surprised How  
Reasonable They Can  
Be Laid

LET ME CALL AND ESTIMATE

Used Floors Cleaned and Waxed  
By Hour or Contract

SATISFACTION GUARANTEED

Electric Floor Sanding

Office Residence  
Phone Main 60 Phone Main 5580  
1017 9th St. 865 Santa Ynez Way

F11-4

## Buyers Guide Advertising

—goes straight to the mark.

YOUR target is larger when you use directory  
space. It reaches nearly every store, office  
and home in the city. The directory catches  
the prospective customer in a buying mood. It  
not only brings you new business but helps you  
hold it.

Call the  
Advertising Sales Office  
for full particulars

The Pacific Telephone And  
Telegraph Company