

Advertising Business--(Cont'd)

Daries Arthur 709 Mission... EX brook-0359
Delano W R 114 Sausome... KE arny-7104
De Pauli & Park 425 Bush... GA rfd-6688
D'Evelyn & Wadsworth Incorporated
Financial Center Bldg. GA rfd-8267
Diamond J H & Co Pacific Bldg... GA rfd-5342
Display Color Press 1208 Howard... HE mlock-2515
Dremus & Co 425 Bush... GA rfd-6688
Dow Lewis F Co 24 California... DO uglas-7680
DRURY Co 114 Sansome... DO uglas-2352
Dufour F D 319 Grant... KE arny-3294
Elliott Harry C Monadnock Bldg... DO uglas-1146
Erikson & Carter 153 Kearny... DO uglas-5334
Erwin Wasey & Co 333 Montgomery... EX brook-7004
FISHER L P ADVERTISING AGENCY
March Kohn Bldg... KE arny-1333
Fitzpatrick Keene Kohl Bldg... GA rfd-7946
Flash Letter Service 24 California... GA rfd-6275
FOSTER & KLEISER 1675 Eddy... WE st-6600
Frank Albert-Guenther Law Inc
111 Sutter... SU tter-2522
Frertrup L Co Chronicle Bldg... DO uglas-7924
Garfinkel Sidney 525 Market... EX brook-3420
Gerlach-Barklow Co 417 Market... DO uglas-6216
Gerth Edwin P & Co Russ Bldg... GA rfd-2540
Gilbert Fred E 417 Market... DO uglas-6216
Giv Sky Advertising Co Kohl Bldg... GA rfd-0778
Gotham Advertising Co Crocker Bldg... GA rfd-0276
Green Advertising Agency 625 Market... GA rfd-7740
Guggenheim-Transom Advertising Co
110 Sutter... GA rfd-7306
Haight Distributing Co 1348 Grove... WE st-1607
Hall Clare Phelan Bldg... GA rfd-1154
Harvey Howard G Phelan Bldg... DO uglas-4100
Harlan M E Underwood Bldg... DO uglas-5721
Harpers Bazaar Hearst Bldg... DO uglas-1877
Harrington Eugene I 609 Sutter... DR dray-7392
Heady J M 163 Sutter... DO uglas-3484
Hill A J Norris Co Call Bldg... EX brook-5466
Hoen Lewis 58 Sutter... SU tter-0729
Honig Louis 333 Montgomery... EX brook-7004
Houtman James Inc of Michigan
564 Market... GA rfd-2352
Howe Signs 253 Eddy... PR osept-9905
International Magazine Co
Hearst Bldg... DO uglas-7115
Jacobs Charles 830 Market... GA rfd-3576
Johnston Advertising Agency
625 Market... DO uglas-8288
KAY DIRECTED ADVERTISING INC
Russ Bldg... EX brook-2583
Kelso Norman Organization The
Russ Bldg... DO uglas-2848
Kenny Paul B 222 Kearny... SU tter-8470
Kirschner & Co 369 Pine... SU tter-7957
Knoll H W Merchants Exchange Bldg... KE arny-1333
Kollmann Mailing Service 942 Market... GA rfd-2663
Leahy W Vincent Monadnock Bldg... EX brook-0410
Leon Livingston Advertising Agency
Mills Bldg... SU tter-7340
Le Yene Advertising Agency 115 O'Farrell... SU tter-7492
Lewis Advertising Co 507 Montgomery... SU tter-2951
Lipkind S 830 Market... SU tter-6928
Livingston Leon Advertising Agency
Mills Bldg... SU tter-7340
Long S C 261 Golden Gate... UN drhl-1045
LORD & THOMAS Russ Bldg... GA rfd-2960
Lorain Estelle Miss 440 Post... SU tter-6730
Lyon Advertising Agency Rialto Bldg... DO uglas-3546
Marblestone David 1280 Turk... WE st-8800
McGANN ERICKSON INC
114 Sansome... DO uglas-5560
McCarthy Co The Rialto Bldg... DO uglas-8918
Media Records Inc 25 Kearny... GA rfd-4989
Merchandise Display Service Co
12 Stewart... EX brook-0288
Miles & Scott Inc 500 Sansome... EX brook-2850
Mission Spotlight The 2314 Mission... VA lencia-9835
Nathan Edward Advertising Agency
580 Market... GA rfd-7700
National Newspaper Enterprises Inc
Call Bldg... SU tter-7357
National Outdoor Adv Bureau Inc
Shell Bldg... SU tter-0790
National Taxicab Advertising Co
Russ Bldg... GA rfd-3830
Nichols Geo S 111 Sutter... GA rfd-8930
O'Connor Jos Russ Bldg... SU tter-6343
O Day & Prosser de Young Bldg... SU tter-5370
Outdoor Advertiser 431 Turk... TU xobn-9686
Outdoor Advertising Inc 100 Bush... SU tter-7461
Pac Advertising Staff Chronicle Bldg... EX brook-7387
Pac Assoc of Advertising Agencies
Russ Bldg... DO uglas-7371
Pac Railways Advtg Co Monad Bldg... DO uglas-2392
Paramount Manufacturing Jewelers The
183 Kearny... DO uglas-2719
Paris Signs Inc 690 Market... SU tter-6516
Parnley Window Display Service
869 Folsom... DO uglas-4592
Petty Edward & Co Russ Bldg... GA rfd-5873
R & D Outdoor Display Co
281 Natoma... DO uglas-5100
Rhoades Rufus & Co de Young Bldg... EX brook-6469
Rhodes Lewis K 325 Market... GA rfd-8312
Roberts Bob and Associates
74 New Montgomery... DO uglas-7894
Ross Advertising Agency Chronicle Bldg... GA rfd-4212
Russell Will & Co Chancery Bldg... GA rfd-8776
Russell's Mail Service Co 142 Sansome... DO uglas-2419
San Francisco Advertising & Distributing Co 206-1st... DO uglas-0367

Advertising Business--(Cont'd)

Segall Theodore H Advertising Agency
544 Market... SU tter-6557
Seld Frederick Russ Bldg... SU tter-3587
Shelley H A 320 Market... GA rfd-4195
Shuerman A A 1182 Market... MA rkt-0647
Shively Selling Service Pacific Bldg... SU tter-3952
Siberstein Marym D 593 Market... GA rfd-4133
Standfer C C 251 Kearny... DO uglas-5898
Stensgaard W L & Associates Inc
604 Mission... EX brook-4351
Stuart Chas R Inc 625 Market... DO uglas-2438
Swenson H V Co 129 Sacramento... EX brook-1484
Swenson Hilmer V Co 112 Market... EX brook-1779
THOMPSON J WALTER CO
100 Bush... GA rfd-3510
Townsend Edwards S Co Hearst Bldg... DO uglas-1294
TRADE MARK MERCHANDISING SERVICE
It tells the consumer where to find your local dealer. With it, you control and safeguard the distribution of a diversified, trade marked merchandise and service.
"WHERE TO BUY IT"
PACIFIC TEL & TEL CO
445 Bush... GA rfd-9000
Udall Fletcher S
Crocker 1st Natl Bank Bldg... SU tter-3226
Van Mildred 564 Market... DO uglas-7314
Velvetone Poster Co 16 Beale... EX brook-1025
Veterans' Distributing Service
33 Dolores... HE mlock-4860
Vitachrome Inc de Young Bldg... DO uglas-8155
Vivatone Poster Sales Co 1028 Folsom... HE mlock-7712
Walker Shirley Advertising Agency
Russ Bldg... SU tter-8383
Walsh V S 156-2nd... DO uglas-4024
Wank & Wank 580 Market... GA rfd-2921
Warner-Clifton Advertising Agency
369 Pine... EX brook-3050
West Coast Advertising Co 1864 Mkt... HE mlock-0673
Westco Advertising Agency
Robert Dollar Bldg... SU tter-6744
Western Agency Co 114 Sansome... KE arny-1843
Western Feature Enterprises Call Bldg... SU tter-7357
Western Poster Co 117 Golden Gate... MA rkt-1640
Western Service System 320 Market... EX brook-1659
Whitman & Ferguson 447 Sutter... GA rfd-2772
Wilson Neill C 55 New Montgomery... SU tter-6346
WOOD F B 564 Market... DO uglas-4690
Wright Frank & Associates Russ Bldg... DO uglas-4819
YOUNG'S ADVERTISING AGENCY
ING 660 Mission... GA rfd-0632
Zederman Julius F Hearst Bldg... KE arny-2957
Aerial Advertising
GIRO SKY AD'G CO Kohl Bldg... GA rfd-0778
Agencies, Advertising
Albertson-Kemper & Co 155 Sansome... DO uglas-5110
Ames-Hard Co 311 Minna... SU tter-5942
AYER N W & SON INC Russ Bldg... SU tter-2534
Barusch Walter Publicity Service
25 Taylor... PR osept-5031
BEAUMONT & HOHMAN 74 NewMtg... GA rfd-0848
BOTSFOUR CONSTANTINE & GARDNER
National Advertising
3 Pacific Coast & 3 Eastern Offices
Russ Bldg... KE arny-7566
BRISACHER EMIL & STAFF
Crocker Bldg... GA rfd-0276
Cohen Louis H 315 Montgomery... DO uglas-3850
CAMPBELL-EWALD CO 681 Market... GA rfd-2990
Crawley Organization The Mills Bldg... SU tter-1966
Dake Advertising Agency Inc 121-2nd... SU tter-2404
D'EVELYN & WADSWORTH INC
Financial Center Bldg... GA rfd-8267
DREMUS & CO 425 Bush... GA rfd-6688
Drury Co 114 Sansome... DO uglas-2352
ERWIN WASEY & CO 333 Mtgy... EX brook-7004
FISHER L P ADVERTISING AGENCY
Established 1852
ADVERTISEMENTS PLACED IN NEWSPAPERS AND MAGAZINES EVERYWHERE
Merchants Exchange Bldg... KE arny-1333
GARFINKEL SIDNEY
Member Allied Service Agencies
ASSOCIATED OFFICES IN PRINCIPAL CITIES
Advertising, Merchandising, Sales Counsel, Radio, Publications.
DIRECT MAIL
General Business Engineering
525 Market... EX brook-3420

Advertising Business--(Cont'd)

Agencies, Advertising--(Cont'd)
Guggenheim-Transom Advertising Co
110 Sutter... GA rfd-7306
Harvey Howard G Phelan Bldg... DO uglas-4100
Harlan M E Underwood Bldg... DO uglas-5721
HONIG-COOPER CO 333 Mtgy... EX brook-7004
KAY DIRECTED ADVERTISING INC
Russ Bldg... EX brook-2583
LIVINGSTON LEON ADVERTISING AGENCY
Mills Bldg... SU tter-7340
LORD & THOMAS Russ Bldg... GA rfd-2960
McGANN ERICKSON INC
114 Sansome... DO uglas-5560
Russell Will & Co Chancery Bldg... GA rfd-8776
Segall Theodore H Advertising Agency
544 Market... SU tter-6557
Swanson Walter Gaines & Staff
830 Market... EX brook-2308
THOMPSON J WALTER CO
100 Bush... GA rfd-3510
WALDRON LEWIS H ADVERTISING AGENCY
Monadnock Bldg... DO uglas-5886
Warner-Clifton Advertising Agency
369 Pine... EX brook-3050
Calendars, Advertising (See Calendars)
Campaigns, Advertising
HALL CLARE Phelan Bldg... GA rfd-1154
Counselors, Advertising
AYER N W & SON INC Russ Bldg... SU tter-2534
CAMPBELL-EWALD CO 681 Market... GA rfd-2990
Direct By Mail Advertising
Addressing & Mailing Co 1114 Mtn... HE mlock-4230
Advertising Staff 735 Harrison... DO uglas-5800
American Letter Press Hudson Bldg... GA rfd-3136
ANDREWS-BREEDING CO INC
505 Market... DO uglas-7314
Bay Cities Duplicating Co 625 Market... SU tter-1323
BLUM'S ADVERTISING AGENCY
Robert Dollar Bldg... SU tter-6744
Clem Jack & Co 1161 Market... HE mlock-4581
CODDING ANNA L Russ Bldg... DO uglas-8484
Edstrom Ramona A Miss 16 California... KE arny-5991
Erikson & Carter 153 Kearny... DO uglas-5334
Flash Letter Service 24 California... GA rfd-6275
Kay Directed Advertising Inc Russ Bldg... EX brook-2583
Kollmann Mailing Service 942 Market... GA rfd-2663
Lewis Advertising Co 507 Montgomery... SU tter-2951
Mail Service Co 120 Battery... DO uglas-3424
Miles Harvey A & Co 120 Battery... DO uglas-3424
MILES & SCOTT INC
500 Sansome... EX brook-2850
RODGERS ADDRESSING BUREAU
809 Mission... GA rfd-3848
RODGERS H W & CO 305 Market... SU tter-5110
ROSENSTEIN RANN SERVICE
114 Sansome... KE arny-7478
Russell Will & Co Chancery Bldg... GA rfd-8776
Schwabacher-Frey Co 735 Market... DO uglas-4871
SMITH FRANCES K Pacific Bldg... KE arny-4997
Wilcox Olive 55 New Montgomery... DO uglas-7170
WILSON LETTER SERVICE
Hearst Bldg... GA rfd-8595
Wolff Selma de Young Bldg... GA rfd-3876
YOUNG'S ADVERTISING AGENCY INC
"Mail Advertising Planned, Printed, Mailed; Large Capacity; Sales Letters, Addressing, Mailing."
680 Mission... GA rfd-0632
Distributors, Advertising (See Distributing Business)
Hotel Advertising
Ames-Hard Co 311 Minna... SU tter-5942
Motion Picture Advertising
Cinema Advertising Co
221 Golden Gate Av... HE mlock-2680
Duhem Motion Picture Mfg Co
135 Hayes... HE mlock-1225
Skinner C R Mfg Co 290 Turk... DR way-6909
Novelties, Advertising (See Novelty Business)
Outdoor Advertising
FOSTER & KLEISER 1675 Eddy... WE st-6600
R & D Outdoor Display Co
281 Natoma... DO uglas-5100
West Coast Advertising Co
1864 Market... HE mlock-0673
Photographers, Advertising (Continued Next Page)

Advertising Business--(Cont'd)

Radio Advertising
BROADCASTERS ADVERTISING SERVICE Russ Bldg... GA rfd-5772
K-T-A-B RADIO STATION
115 O'Farrell... GA rfd-4700
Petty Edward & Co Russ Bldg... GA rfd-5873
ROBERTS BOB AND ASSOCIATES
74 New Montgomery... DO uglas-7894
Wright Frank & Associates Russ Bldg... DO uglas-4819
Signs, Advertising (See Sign Business)
Street Car Advertising
Pacific Railways Advtg Co Monad Bldg... DO uglas-2392
Window Display Advertising
DISPLAY COLOR PRESS
1208 Howard... HE mlock-2515
Meller R B Co 417 Market... SU tter-2644
Nelson Display Co 45 Eker... GA rfd-8068
Parnley Window Display Service
869 Folsom... DO uglas-4592
SCHMIDT LITHOGRAPH CO
2nd & Bryant... DO uglas-0200
Schwabacher-Frey Co 735 Market... DO uglas-4871
Sun Advertising Co 120 Sacramento... GA rfd-3748
TRAUBO LABEL & LITHOGRAPH CO
640 Battery... DO uglas-4160
VELVETONE POSTER CO 16 Beale... EX brook-1025
VITACHROME INC 525 Market... DO uglas-8155
WESTERN LITHOGRAPH CO
352-6th... MA rkt-8574
Agricultural Implements (See Implement Business)
Agriculturists
de Ong E R Mills Bldg... DO uglas-2280
Liberty Farms Co Inc Russ Bldg... SU tter-1437
River Farms Co of Calif 220 Mtgy... GA rfd-1219
Air Brushes (See Brush Business)
Air Bureau of Information (Look on "A" pages under "Air Transportation Business")
Air Compressors (See Compressor Business)
Air Conditioning Equipment
Ames W R Co 150 Hooper... MA rkt-3700
Air & Water Conditioning Co
538 Howard... GA rfd-3808
Buffalo Forge Co 550-5th... EX brook-0444
SILENT AIR CONDITIONING EQUIPMENT
165-8th... HE mlock-3000
Ward Edward B & Co 10th & Howard... HE mlock-0140
Westinghouse Air Conditioning
10th & Howard... HE mlock-0140
Air Cooling Equipment
Unit Air Cooling Equipment
Montgomery Bros 61 Fremont... DO uglas-5519
Air Information & Reservation Service (Look on "A" pages under "Air Transportation Business")
Is it a nationally-advertised product that you have read about in the magazines, or some local service? Look for it in your Buyer's Guide.
These useful yellow pages of telephone information will save you hours of time, blocks of walking.

Air Transportation Business

AIR AGENCY TICKET OFFICE
683 Market... SU tter-1680
AIR BUREAU OF INFORMATION
Information, Schedules, Rates, Weather Reports on all Lines in Western Hemisphere, Free Ticket Deliveries, Charter Trips Arranged, Air Express to all points.
Day and Night Service Without Cost
"SERVICE RENDERED BY"
Air Bureau of Information
439 Pine... EX brook-5563
Air Ferries Palace Hotel... GA rfd-4787
AIR FERRIES VARNY Palace Hotel... GA rfd-4787
AIR INFORMATION & RESERVATION SERVICE
Air Tickets - Information - Rates, All Lines, Free Ticket Delivery, Air Planes for charter, anytime, anywhere. Service rendered day and night.
"SERVICE RENDERED BY"
Temco Air Ticket Reservation Service 318 Grant... DO uglas-5300
Air Lines Consolidated Ticket Office
439 Pine... EX brook-5563
AIR LINES TICKET OFFICE
683 Market... EX brook-4532
Airdrome Transport 1001 Folsom... UN drhl-5226
AMERICAN AIRWAYS
Twice Daily Service to Arizona, Texas, Mexico and all South Eastern points. Direct connections to Central and South America.
Ticket Office. 24 Hour Service.
"SERVICE RENDERED BY"
American Airways Inc 439 Pine... EX brook-5563
Amer Airways Inc 439 Pine... EX brook-5563
Amer Express Travel Service
2nd & Market... KE arny-3100
Boeing Air Transport Inc 320 Geary... DO uglas-1940
CENTRAL AIR TICKET OFFICE
POSTAL TELEGRAPH
Tickets and information on all airlines flying regular schedules. Ticket orders delivered without extra charge.
24 hour service.
GENERAL AIR EXPRESS
"SERVICE RENDERED BY"
Postal Telegraph-Cable Co
651 Market... GA rfd-7121
Century Pacific Lines 695 Market... SU tter-1482
COAST AIRWAYS INC 439 Pine... EX brook-5563
General Air Express 651 Market... GA rfd-7121
Gilpin Air Lines 439 Pine... EX brook-5563
Hargrove Air Lines 309 Post... EX brook-0540
Pacific Air Transport 320 Geary... DO uglas-1940
PACIFIC SEABOARD AIR LINES
The Scenic Route
Twice Daily Round Trip Schedules
SAN FRANCISCO to San Jose, Salinas, Monterey, Del Monte, Paso Robles, San Luis Obispo, Santa Maria, Santa Barbara, LOS ANGELES
24 Hour Service
"SERVICE RENDERED BY"
Pacific Seaboard Air Lines Inc
439 Pine... EX brook-5563
PACIFIC SEABOARD AIR LINES INC
439 Pine... EX brook-5563
Transcontinental & Western Air Inc
895 Market... SU tter-1482
UNITED AIR LINES 320 Geary... DO uglas-1940
VALLEY AIR LINES
South San Francisco... DO uglas-2381
Varny Speed Lines Palace Hotel... GA rfd-4787
WESTERN AIR EXPRESS CORP
439 Pine... EX brook-5563

Air Transportation Business (Continued)

Express Air Transportation
General Air Express 651 Market... GA rfd-7121
Valley Air Lines South San Francisco... DO uglas-2381
Passenger Air Transportation
AIR AGENCY TICKET OFFICE
ACCURATE-DEPENDABLE-COMLETE
Service on all Lines over the U. S. A. with Connections to all off-Line Points
PHONE US-FREE SERVICE
683 Market... SU tter-1680
Or... EX brook-4532
Air Lines Consolidated Ticket Office
439 Pine... EX brook-5563
(See Advertisement This Page)
BANKERS TRAVEL SERVICE
(Authorized Agents All Air Lines)
625 Market... SU tter-8139
GILPIN AIR LINES 439 Pine... EX brook-5563
PECK JUDAH TRAVEL BUREAU
Authorized Agents All Lines
672 Market... GA rfd-3505
Transcontinental & Western Air Inc
895 Market... SU tter-1482
Valley Air Lines South San Francisco... DO uglas-2381
VARNY SPEED LINES Palace Hotel... GA rfd-4787
TELEPHONE "JACKS" OFTEN ADD GREATLY TO CONVENIENCE
At desired points, "jacks" for a portable telephone may be installed in your home or business premises. A "plug" on the end of the portable telephone cord makes the telephone connection.
This is one of several special types of telephone service which are available for particular requirements.
THE PACIFIC TELEPHONE AND TELEGRAPH CO.

OPEN 24 HOURS A DAY
AIR LINES CONSOLIDATED TICKET OFFICE
EX brook 5563
"We Save You Time Before You Fly"
Representing Every Air Line in the Western Hemisphere
RESERVATIONS WITHOUT CHARGE
Free Ticket Delivery
Impartial, Free, Accurate AERONAUTICAL INFORMATION
One phone call brings you complete data on all Air Lines, Routes, Rates, Connections, Weather Reports, etc.
Office... 439 PINE STREET
A-117