

Engines-Diesel

AMERICAN BOSCH DIESEL EQUIPMENT- FURRER & USTER INC 225-7th. UN drhil-3240
ATLAS IMPERIAL DIESEL ENGINE CO 1000-19th Av Oakland. KE illog-4-5330
CATERPILLAR DIESEL ENGINES- PETERSON TRACTOR & EQUIPMENT CO 923 Harrison. GA rfd-9151
CUMMINS DIESEL ENGINES- WATSON & MEEHAN 1145 Harrison. HE mlock-8141
DE LA VERGNE DIESEL ENGINES- PELTON WATER WHEEL CO 2929-19th. MI ssn-6781
ENTERPRISE ENGINE & FOUNDRY CO 18th&Florida. MI ssn-0862
INTERNATIONAL DIESEL & GAS ENGINES- VALLEY EQUIPMENT CO 250-7th. UN drhil-3578
Union Diesel Engine Co The Kennedy&E 7th Oakland. KE illog-2-7070
Woodin & Little Inc 33 Fremont. DO uglas-8987

Engines-Gasoline

BRIGGS & STRATTON AIR COOLED ENGINES- AUTOMOTIVE SERVICE CO Distributor for Northern Calif 1414 Van Ness Av. GR ayston-9100
DAVIS NORRIS K INC 400-7th. HE mlock-1610
LAUSON ENGINES- AUTO ELECTRIC SUPPLY CO Authorized Lauson Service Distr 543 Van Ness Av. MA rket-4418
McCrea Engineering Supply Co Nelson Bros. Air Cooled Engines 285-7th. MA rket-1244
Pac Pump & Supply Co 420 Bryant. GA rfd-5237
WISCONSIN ENGINES- RICHTER E & SON Air and Water Cooled-Parts 514 Bryant. GA rfd-3610

Engines-Marine

ATLAS IMPERIAL DIESEL ENGINE CO 1000-19th Av Oakland. KE illog-4-5330
BOARDMAN GEO C CO Wisconsin-Evinrude-Elto 122 Battery. EX brook-8861
BUDA MARINE ENGINES- BULL C H CO 115-10th. UN drhil-2466
Chrysler Marine Engine Distributor 1000-19th Av Oakland. KE illog-4-5330
CUMMINS DIESEL ENGINES- WATSON & MEEHAN 1145 Harrison. HE mlock-8141
ENTERPRISE ENGINE & FOUNDRY CO 18th&Florida. MI ssn-0862
EVINRUDE-ELTO OUTBOARD MOTORS- RAPP JOHN G CO 123-2nd. EX brook-8108
HEBGEN B H CO LTD Johnson Motors, Regal Eng 326 Market. GA rfd-7881
JOHNSON OUTBOARD MOTORS- HEBGEN B H CO LTD 326 Market. GA rfd-7881
KERMATH MARINE ENGINES- RAPP JOHN G CO 123-2nd. EX brook-8108
Nelson Andrew J Regal Marine Engines Sales, Installations, Service Repairs 625 Gough. WA inut-9340
SHORT THOMAS A CO Caterpillar Marine Diesel Engines 575 Howard. SU tter-7622
THOMSON MACHINE WORKS Gray-Red Wing & Superior Diesel Engines 235-1st. DO uglas-5069
WISCONSIN MARINE ENGINES- BOARDMAN GEO C CO 122 Battery. EX brook-8861
Yuba Manufacturing Co Balfour Bldg. EX brook-0274

Engines-Steam

Elliott Co Rialto Bldg. SU tter-2812

Engravers' Supplies-Photo

Calif Ink Co Inc The 545 Sansome. EX brook-4688
EASTMAN KODAK STORES INC 216 Post. SU tter-5645
PACIFIC STEEL & COPPER PLATE CO 807 Montgomery. GA rfd-4383
PHELPS RALPH L CO 776 Folsom. GA rfd-2580

Engraving.

A & A WEDDING STATIONERY SHOPPE See Display Adv Under Printing 629 Gough. WA inut-5538
Ace Photo Engravers 407 Sansome. EX brook-7977
Acme Engraving Co 261 Minna. DO uglas-2661
Acme Photo Engraving Co 261 Minna. DO uglas-2661
Advertiser's Engraving Co 333 Fremont. GA rfd-3242
Amer Bank Note Co Crocker 1st Natl Bk Bldg. GA rfd-0351
Amer Engraving & Color Plate Co 333 Fremont. GA rfd-3242

ARMBRUSTER ENGRAVING CO LTD Copper Plate - Steel Die PROCESS PRINTING WEDDING, SOCIAL AND COMMERCIAL STATIONERY AND ANNOUNCEMENTS 82-2d. GA rfd-7578

Bauer Engraving Co 410-14th. HE mlock-1892
Benson Carl B 704 Market. DO uglas-7935
Bingley Photo Engraving Co 811 Hwrd. DO uglas-2910
Bradley Manufacturing Co 32 Laskie. UN drhil-3887
Brandi Anthony 704 Market. GA rfd-2479
Brylow's 583 Market. YU kon-1095
Buchanan Engraving Co 604 Coml. EX brook-1449
Buehn Fred 233 Post. GA rfd-1072
Calif Art & Engraving Co 2121 Allston Wy Berkeley From telephones served from S F Zone only Call or Dial "Operator" for Entprise-10974 (No Inter-City Charge)
Calif Photo Engraving Co 847 Howard. GA rfd-1252
Chan Quong 680 Clay. GH ina-1652
Chan Quong Photo-Engraving Co 680 Clay. GA rfd-4363
Commercial Art & Engraving Co 343 Front. DO uglas-4780
Crown Engraving Co Copper & Steel Die Engrng-Embossing 718 Mission. YU kon-0621
Dankworth A R & Co 126 Post. EX brook-5886
Detoy Leo L 244 Kearny. SU tter-3916
Dimitrios James P & McLeod Chas 101 Post. EX brook-3544
Don Hall Engraving Co 543 Clay. GA rfd-6843 (See Advertisement This Page)
Dregge C A 1045 Sansome. GA rfd-4160
English C C 579 Mission. DO uglas-1788
Engraver Co The 835 Howard. YU kon-0276

FISHER S E & CO Established 1889 GENUINE STEEL DIE AND COPPER PLATE ENGRAVERS, PRINTERS & EMBOSSEERS. Correct Social and Commercial Stationery There Is No Substitute for Genuine Engraving 461 Bush. EX brook-1116

Gehring Geo R 143-2nd. EX brook-1050
Golden Gate Photo Engraving Co 767 Market. EX brook-2458

GRAVED THE QUALITY OF DON HALL THE MARK OF QUALITY SAN FRANCISCO CHICAGO NEW YORK Largest Exclusive Producer of Engraved Stationery in the West The elimination of salesmen's commissions and credit facilities make possible the following: NET CASH PRICES OF GENUINE ENGRAVED STATIONERY 1000 Engraved Lh'ds. 8 1/2 x 11 \$6.95 From dies 3 sq. 1000 Engraved No. 61 Env'ps 6.95 inches in area, 1000 Engraved No. 10 Env'ps 8.55 which we make 1000 Engraved Drs. Bill Heads 5.89 free if order to 1000 Engraved Cards 6.45 tals 2000 pieces We use 50% Reg Content Henry VIII Bond 250 Drs. or Atty's. opening or removal Anncts. \$ 9.90 100 Wedding Announcements, 2 envelopes . 12.50 Write or phone for samples. Satisfaction Guaranteed 543 CLAY ST., PHONE GARFIELD 6843 Prices subject to change without notice

Engraving--(Cont'd)

Graphic Arts Engraving Co Inc 500 Sansome. SU tter-0347
HALL DON 543 Clay. GA rfd-6843
Hendler Louis J 830 Market. SU tter-6084
Heron Engraving Co 58-2nd. DO uglas-8262
Hoefner Max 58-2nd. EX brook-0889
Holl Chas Wax Engraving Co 245 Calif. SU tter-6087
Holmes W E & Son 704 Market. SU tter-7981
Ioas A C & Co 420 Kearny. DO uglas-8219
Johnson Carl M 210 Post. SU tter-3516
Keystone Engraving Co 830 Market. EX brook-1007
Kuehn George W 210 Post. EX brook-4678
Kuhl Orville J Gun Engraving & Gold Inlaying 508 Market. GA rfd-0828
Mack Wm J 261 Minna. DO uglas-2661
Mann Walter J Co 545 Sansome. GA rfd-8226

MARIEN ENGRAVING CO ENGRAVING FOR THOSE WHO APPRECIATE QUALITY Business and Social Stationery Correct Wedding Forms Business and Calling Cards 420 Market. DO uglas-0268

Master Photo Engraving Co 812 Hwrd. EX brook-8244
Morgan Printing Company 619 Calif. DO uglas-0551
Nauman Keith G 704 Market. GA rfd-8699
New Method Photo Engraving Co 500 Sansome. SU tter-0347

Newmeyer W L Engraving-Designing & Instruction 140 Geary. SU tter-8602
Nichols Mervyn H 407 Sansome. EX brook-7977
Oakland National Engraving & Gravure Co Oakland From telephones served from S F Zone only Call or Dial "Operator" for Entprise-10963 (No Inter-City Charge)
Pacific Engraving Co 690 Market. DO uglas-1898
Pac Steel & Copper Plate Co 807 Montgomery. GA rfd-4383
Paramount Printing Plates Co 767 Market. EX brook-2458
Phillips Duval D 150 Post. 1169 Howard. MA rket-7021
Photo Art Engraving Co 211 Stevenson. SU tter-5951
Poor Richard Photo Engraving Co 324 Commercial. GA rfd-3225
Printing Plates Inc Oakland From telephones served from S F Zone only Call or Dial "Operator" for Entprise-10906 (No Inter-City Charge)

PROCESS COMPANY Formerly Process Engraving Co 690 Market. GA rfd-2913
Republic Engraving & Designing Co 171-2nd. EX brook-4940
Rubber Printing Plates Co 268 Market. YU kon-0620
Salter Bros 655 Commercial. SU tter-0428
SARLANDT OSCAR J Steel & Brass Stamps & Dies 268-1st. GA rfd-0241
Schneider Clarence & Son 830 Market. SU tter-8447
SCHWABACHER-FREY CO ENGRAVING Copper Plate and Steel Die Social Stationery and Correct Engraving 735 Market. DO uglas-4848

Security Bank Note Co Agency 735 Market. DO uglas-4848
Smith Jas H 133 Geary. DO uglas-3927
Star Engraving Co 140-2nd. DO uglas-1727
Sterling Engraving Co 1045 Sansome. GA rfd-4160
Turnquist F Shreve Bldg. GA rfd-3675
Western Engraving Co 847 Howard. GA rfd-1252
Wobber's Inc 774 Market. DO uglas-2525

Engraving-Brass

ENGLISH C C Brass Steel & Soft Metal Dies 573 Mission. DO uglas-1788
Gehring Geo R 143-2nd. EX brook-1050
Hendler Louis J 830 Market. SU tter-6084
Patrick & Moise-Klinkner Co 560 Mkt. EX brook-2646
SARLANDT OSCAR J Steel & Brass Stamps & Dies 268-1st. GA rfd-0241

Engraving-Color Plate

Advertiser's Engraving Company 333 Fremont. GA rfd-3242
American Engraving & Color Plate Co 333 Fremont. GA rfd-3242
Graphic Arts Engraving Co Inc 500 Sansome. SU tter-0347
New Method Photo Engraving Co 500 Sansome. SU tter-0347
Sterling Engraving Co 1045 Sansome. GA rfd-4160

Engraving-Copper Plate

Armbruster Engraving Co Ltd 82-2nd. GA rfd-7578
Detoy Leo L 244 Kearny. SU tter-3916

Engraving-Jewelry

Buehn Fred 233 Post. GA rfd-1072
Pacific Engraving Co 690 Market. DO uglas-1898
Phillips Duval D 150 Post. DO uglas-6943

SLOCUMB HALL Pacific Engraving Co. ALL KINDS OF JEWELRY ENGRAVING METAL ENGRAVING JEWELRY MANUFACTURING & REPAIRING Established 1900 690 Market. DO uglas-1898
Turnquist F Shreve Bldg. GA rfd-3675

Engraving-Photo

Ace Photo Engravers 407 Sansome. EX brook-7977
Acme Photo Engraving Co 261 Minna. DO uglas-2661
Advertiser's Engraving Company 333 Fremont. GA rfd-3242
American Engraving & Color Plate Co 333 Fremont. GA rfd-3242
Bauer Engraving Co 410-14th. HE mlock-1892
Bingley Photo Engraving Co 811 Hwrd. DO uglas-2910
California Art & Engraving Co 2121 Alston Berkly From telephones served from S F Zone only Call or Dial "Operator" for Entprise-10974 (No Inter-City Charge)

CHAN QUONG PHOTO-ENGRAVING CO 680 Clay. GA rfd-4363
Commercial Art & Engraving Co 343 Front. DO uglas-4780
Dregge C A 1045 Sansome. GA rfd-4160
Golden Gate Photo Engraving Co Cuts And Printing Plates 767 Market. EX brook-2458
Graphic Arts Engraving Co Inc 500 Sansome. SU tter-0347
Mann Walter J Co 545 Sansome. GA rfd-8226
Master Photo Engraving Co 812 Howard. EX brook-8244
New Method Photo Engraving Co 500 Sansome. SU tter-0347
Nichols Mervyn H 407 Sansome. EX brook-7977
Paramount Printing Plates Co 1169 Howard. MA rket-7021

PHOTO ART ENGRAVING CO J. Cameron-Craik, Manager 211 Stevenson. SU tter-5951

POOR RICHARD PHOTO ENGRAVING CO Equipped with every facility for producing the very best in Photo Engraving. HALFTONES - LINE CUTS - BEN DAVIS - COLOR PLATES "Top Workmanship at Bottom Prices" Between Sacramento, Clay, Battery and Front Sts 324 Commercial. GA rfd-3225

Salter Bros 655 Commercial. SU tter-0428
Sterling Engraving Co 1045 Sansome. GA rfd-4160
WESTERN ENGRAVING CO 847 Hwrd. GA rfd-1252

Engraving-Rubber Plate

Patrick & Moise-Klinkner Co 560 Mkt. EX brook-2646
Precision Electrotpe Co 1045 Sansome. GA rfd-0680
REPUBLIC ENGRAVING & DESIGNING CO 171-2nd. EX brook-4940
Rubber Printing Plates Co 268 Market. YU kon-0620

Engraving-Steel Die

Armbruster Engraving Co Ltd 82-2nd. GA rfd-7578
BUCHANAN ENGRAVING CO 604 Commercial. EX brook-1449
Hall Don See Advertisement Under Engraving 543 Clay. GA rfd-6843

Engraving-Wax

Holl Chas Wax Engraving Co 245 Calif. SU tter-6087

Engraving-Wood

Rubber Printing Plates Co 268 Market. YU kon-0620
Simpson Art Co 431 Clay. DO uglas-6331

Engraving-Wood

MEAKIN ALBERT E 268 Market. DO uglas-0969
Listen for the "dial tone" before you start to dial. It means that the equipment is ready to receive your call.

Entertainers.

ALLEN LARRY 111 Sutter. EX brook-8033
Caldwell Earle M 973 Market. GA rfd-8983
Haughy Myrtle A Salon Recitals Piano and Vocal 1360 Taylor. TU xedo-2377
Jo Jo The Clown 742 Market. SU tter-4426
MUSIC CORPORATION OF AMERICA 111 Sutter. EX brook-8922

Envelope Openers

Fiske Charles C Company 593 Market. DO uglas-5584
Gimmel Bros Inc 36 Sansome. GA rfd-7759

Envelope Sealers

Fiske Charles C Company 593 Market. DO uglas-5584
Gimmel Bros Inc 36 Sansome. GA rfd-7759
Pitney-Bowes Postage Meter Co 525 Market. GA rfd-9252
Standard Mailing Machine Co 591 Mkt. GA rfd-0115

Envelopes.

BLAKE MOFFITT & TOWNE 599-8th. HE mlock-2911
Brooks W D Monadnock Bldg. GA rfd-7182
California Envelope Co 441 Jackson. EX brook-3867
Dunn Paper Co 613 Howard. SU tter-6554
ENVELOPE CORPORATION THE 425 Brannan. DO uglas-2174
Field-Ernst Envelope Co 245-5th. EX brook-1918
Hadley Charles R Company 681 Market. GA rfd-2256
NATIONAL ENVELOPE CORP 1211 Folsom. MA rket-8861
Pac Coast Envelope Co Div 400-2nd. SU tter-0577
Schwabacher-Frey Co 735 Market. DO uglas-4848
Transo Envelope Co 200 Davis. DO uglas-8590
U S Envelope Co 400-2d. SU tter-0577
ZELLERBACH PAPER CO 534 Btry. EX brook-1631

Envelopes-Manufacturing

AMER PAPER GOODS AGENCY Monadnock Bldg. GA rfd-7182
CALIFORNIA ENVELOPE CO Lithographed Envelopes Mfrs 441 Jackson. EX brook-3867
FIELD-ERNST ENVELOPE CO 245-5th. EX brook-1918
Hofmann A & L 63-11th. UN drhil-8419
NATIONAL ENVELOPE CORP 1211 Folsom. MA rket-8861
Sherman Envelope Co 143-2nd. GA rfd-5345
TRANSO ENVELOPE CO 200 Davis. DO uglas-8590

Epsom Salts

Pacific Silicate Co Ltd 215 Market. DO uglas-4811

Erbe Uniforms

-Look on "U" pages under "Uniforms"

Escort Service

DOLORES ESCORT SERVICE Best in the West 615 S Van Ness Los Angeles (Toll) Call Long Distance for. Fairfax-1166

Essential Oils

ALBEK ALBERT INC 400 Jackson. EX brook-4907
Bush W J & Co Incorporated 1702 Vallejo. GR ayston-6721
Felton Chemical Co Inc Kohl Bldg. YU kon-0565
FRITZSCHE BROTHERS INC 116 New Montgomery. GA rfd-0838
Lueders Geo Co 56 Main. SU tter-3698
Lyon F D 433 S Van Ness Av. UN drhil-2378
If no answer call. EX brook-0540
Polak's Fruit Works Inc 310 Sacto. YU kon-1611
van Ameringen-Haebler Inc 15th&Vermont. MA rket-4210

Essential Oils-Manufacturing

Florasynth Laboratories Inc 948 Howlrd. GA rfd-4994

Essential Oils-Wholesale

Ungerer & Co Rialto Bldg. EX brook-4296

Estate Management.

Hunter Turrell & Dahl Russ Bldg. EX brook-8577

Never has Bell System research been more useful than it is today in its dual role of improving day-by-day service to the subscriber while at the same time serving the nation as a whole in its defense program.

Evaporators

Buffalo Foundry & Machine Co 1305 Franklin Oakland HI gate-7241

SWENSON EVAPORATORS- MOORE C C & CO ENGINEERS 450 Mission. GA rfd-3484

Evaporators-Metal

KRENZ OSCAR COPPER & BRASS WORKS INC 612 Bryant. GA rfd-0664

Excelsior Pads-Manufacturing

Allied Box & Excelsior Co 555-10th. HE mlock-1626
Angelo & Son 945 Battery. DO uglas-3096
Standard Excelsior Co 945 Battery. DO uglas-1995

Excelsior-Paper

Allied Box & Excelsior Co 555-10th. HE mlock-1626
Pioneer Box & Carton Co 150 Erie. UN drhil-2944
Standard Excelsior Co 945 Battery. DO uglas-1995

Excelsior-Wholesale

Allied Box & Excelsior Co 555-10th. HE mlock-1626
STANDARD EXCELSIOR CO 945 Battery. DO uglas-1995

Excelsior-Wood

ALLIED BOX & EXCELSIOR CO Representing West Coast Excelsior Co 555-10th. HE mlock-1626
ANGELO & SON 945 Battery. DO uglas-3096
Pioneer Box & Carton Co 150 Erie. UN drhil-2944
STANDARD EXCELSIOR CO 945 Battery. DO uglas-1995

Exhibit Builders

Albright Sign Co 150-7th. UN drhil-1890
Callagher Co 166 Eddy. PR aspt-7203
Ideal Service Co 370-4th. GA rfd-7341
Sanford William 53 Stevenson. EX brook-5255
STUART J L MFG CO DISPLAY & EXHIBIT DESIGNERS & BUILDERS MODELS - DIORAMAS - FLOATS COMPLETE RENTAL BOOTH and EXPOSITION SERVICE 37 Front. GA rfd-2560

Exide Batteries

-Look on "B" pages under "Batteries"

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE

- 1. Please answer promptly.
2. Please be on the line when the party you want takes down his receiver.
3. Please speak as cordially as you would if face-to-face.
4. Please place the receiver on the hook gently when hanging up.

THE PACIFIC TELEPHONE AND TELEGRAPH CO.

When you call somebody by telephone Please don't "hang up" too soon "Play Ball" with him by giving him time to answer.