

Pawn Brokers.

Big Ben Mercantile & Loan Co 179-3rd DO uglas-5787
 Cohn Abe 1122 Fillmore FI Imor-1577
 Diamond Loan Office 93-3rd DO uglas-9693
 Mintz I 206-3rd SU tter-6454
 Mutual Loan Office 195-3rd EX brook-5178
 Reliable Loan & Mercantile Co 109-3rd DO uglas-9689
 Security Loan Co 17-3rd GA rfd-9569
 Winchester Loan Office 59-3rd DO uglas-8492

Peanut Butter Manufacturing

Lane E F & Son 32 Beale SU tter-5830

Peanut Oil.

Marsili & Co Inc 119 Sacramento YU kon-2423
 Planters Edible Oil Co 530 Davis DO uglas-2282

Peanuts—Wholesale

Lane E F & Son 32 Beale SU tter-5830
 Wright Popcorn-Nut Specialty Co 1160 Mission MA rket-6393

Pearls

Imperial Pearl Syndicate of Calif
 Imperial Cultured Pearls 210 Post GA rfd-0130

Peerless Stages System

—Look on "B" pages under "Bus Lines"

Pencils.

Listo Pencil Corp 1716 Park Alameda LA kehrst-2-2911

Pencils—Manufacturing.

Dixon Crucible Co 444 Market EX brook-1062
 Eagle Pencil Co Rialto Bldg GA rfd-8259
 Eversharp Inc 153 Kearny DO uglas-1485
 Faber Eberhard Pencil Co Balboa Bldg GA rfd-2860
 Wallace Pencil Co 461 Market SU tter-1892

Penmanship Schools

—See Schools—Penmanship

Pennants—Manufacturing

A B C EMBLEM & PENNANT CO
 School-Lodge-Club \$1.00 Per Doz up
 Pennants-Banners-Emblems-Flags
 Wholesale & Retail MA rket-2808
AUSTIN FLORENCE PENNANT SHOP
 Banners-Emblems-Caps-Wholesale-Retail
 2323 Market MA rket-7367

Perforated Metals

—See Metals—Perforated

Perforators.

American Perforator Co Agcy 123 Mtgy GA rfd-7242
 Amer Perforator Co Agcy 965 Sutter PR ospct-4100
 Cummins Perforator Co 277 Pine DO uglas-5321

Perfumers' Raw Materials—Wholesale

ALBEK ALBERT INC 400 Jackson EX brook-4907
 Felton Chemical Co Inc Kohi Bldg YU kon-0565
 Florasynth Laboratories Inc 948 Howard GA rfd-4994
 Fritzsche Brothers Inc 116 N Mtgy GA rfd-0838
 Givaudan-Delawanna Inc 461 Market SU tter-1892
 Lueders Geo Co 56 Main SU tter-3698

Perfumes.

ALBEK ALBERT INC 400 Jackson EX brook-4907
 Coty Inc 973 Market YU kon-4309
 Felton Chemical Co Inc Kohi Bldg YU kon-0565
 Lenthic Inc 608 Folsom DO uglas-0259
 Riminis 330 Geary DO uglas-0469
 Rolley 239 Geary EX brook-6150
 van Ameringen-Haebler Inc 1548 Vermont MA rket-4210
 Vivaudou V Inc 500 Howard SU tter-6446
 Yardley & Co Ltd 274 Brannan SU tter-4579

Though an average of more than 79 million telephone conversations per day are handled by the Bell System, each one is an individual transaction and telephone people try to treat it as such.

Pest Control

—See Exterminating; also Fumigating; also Moth Proofing; also Termite Control; also Tree Surgeons

Pet Cemeteries

HENNO JEAN B
CEMETERY FOR YOUR PETS
 Apply
MRS. JEAN B. HENNO
 580 Arguello Blvd. SK yllae-3242

Pet Shops.

Aquarium & Sport Fishing Supply House
 2735 Geary Blvd WE st-1609
Ballentini Mabel Mrs 5233 Mission DE laware-7304
Beauty Salon For Dogs 1905 Clement SK yllae-9446
Berkie's Birds & Pet Supplies
 2282 Mission HE mlock-5467
Birds' Inn The
 Bird Hospitalization & Boarding
 1032 Hyde OR dway-0423
Baker's Bird Store 1170 Market MA rket-1881
CANINE KITCHEN & CATERING CO
 DOGGIES DINNER Delivered FRESH Daily
CANINE DIETICIANS
 Free Feeding Advice for Dogs & Cats
MACKALL PRODUCTS
 "The Very Best" For All Pet Needs
 Free Delivery Peninsula Service
 1410-9th Av OV erland-4733

Colbert's Pet Shop 2900 Mission MI ssn-0771
Collins Pet Studio 1032 Hyde OR dway-0423
Kenel Supply Co 2900 Mission MI ssn-0771
Kens Pet Shop
 Puppies-Goldfish-Birds Boarded
 480 Haight HE mlock-5730
Marina Pet Shop 3110 Fillmore WE st-1215
McCoy's Canary Hospital
 Birds Boarded-Tune Whistling
 Canaries-Rollers-Bird Foods
 1951 Golden Gate Av WE st-2542
Meharry's Best Pet Foods
 204A Valencia MA rket-8118

Nippon Goldfish Co
 Tropical Fish-Aquariums-Water Plants
 1919 Bush WE st-2415

ROBISON ANSEL W
 BIRDS SEEDS CAGES
 DOGS SEEDS CATS
 PET SUPPLIES
 DOG STRIPPING & WASHING
 Free Information Concerning Your Pets
 40 O'Farrell GA rfd-0310

Robison's Bird Store 40 O'Farrell GA rfd-0310
SULLIVAN'S PET SHOP INC
 1107 Market UN drhil-8165
TROPIC-LAND FISH HATCHERY
 428 Santa Barbara Av RA ndlph-1428

Pet Supplies.

Berkie's Birds & Pet Supplies
 2282 Mission HE mlock-5467
Drewes John C H
 Dog-Cat-Bird Foods and Remedies
 1772 Haight BA yview-5730
Feely's Pet Supplies 296-3d SU tter-3673
Hendryx Andrew B Co The
 1016 Howard HE mlock-4755
Oliver's Phelan Bldg. YU kon-1393
Uncle Rogers 2117 Taraval SE abright-3047
West Portal Pet Shop 115 W Portal MO ntrose-8438

Pet Supplies—Wholesale

Baker's Bird Store 1170 Market MA rket-1881
Colbert John M 2900 Mission MI ssn-0771
SULLIVAN'S PET SHOP INC
 Formerly at 220 Kearny St
 1107 Market UN drhil-8165

The Bell System is a group of telephone companies, with a centralized laboratory and a manufacturing and purchasing company, geared together to give a nationwide, unified telephone service.

Pharmaceutical Products.

Abbott Laboratories 612 Howard EX brook-5920
Alba Pharmaceutical Co Inc 860-2nd DO uglas-7377
Baalman J 129 Tehama EX brook-1509
Basic Endocrines Sales Co Inc FloodBldg DO uglas-6670
Bayer Co Inc Calif 860-2nd SU tter-2694
Bristol Myers Co 141 King GA rfd-7367
Butler H O Call Bldg SU tter-8108
Carbimolphol Co Pacific Bldg. SU tter-4981
Chicago Pharmacol Co 300 Brannan EX brook-1493
Ciba Pharmaceutical Products Inc
 1622-36th Av OV erland-1622
Denthol Co 160 Shotwell MA rket-0914
Dermico Laboratories Inc 1011 A Sn Rafael
 From telephones served from S F Zone only
 Call or Dial "Operator" for Enterprise-10627
 (No Inter-City Charge)
Guth Biological Laboratory Flood Bldg EX brook-3644
Jamieson C E & Co 383 Brannan DO uglas-6271
Keysall Pharmacol Co 300 Brannan EX brook-1493
Lakeside Laboratories 450 Sutter EX brook-8001
LEDELL LABS INC 274 Brannan EX brook-3730
 From telephones served from East Bay Zone only
 Call or Dial "Operator" for Enterprise-10302
 (No Inter-City Charge)
LILLY ELI & CO 450 Mission DO uglas-0559
Madison George E Co The 1158 Howard HE mlock-0344
Massengill S E Co The 240-4th SU tter-1593
Parke Davis & Co 350 Mission SU tter-0742
Pitman-Moore Co 274 Brannan GA rfd-7924
Protomet Products Co 49 Geary EX brook-0540
Sandoz Chemical Works Inc 450 Sutter YU kon-2454
Searle G D & Co 300 Brannan EX brook-2271
Sharp & Dohme 132-2nd EX brook-5085
Squibb E R & Sons 608 Folsom DO uglas-0246
Stearns Frederick & Co 349-9th MA rket-1383
Stuart Co The 274 Brannan EX brook-8292
Tysmol Co 129 Tehama EX brook-1509
Upjohn Company The 199-1st GA rfd-0914
Viavi Co The 50 Fell UN drhil-1160
White Laboratories Inc 300 Brannan GA rfd-8994
Winthrop Chemical Co Inc 860-2nd DO uglas-7377
Winthrop Chemical Co Inc 111 Sutter EX brook-6613
Wyeth John & Bro Inc 246 Mission SU tter-7306

Pharmaceutical Products—Manufacturing

Boericke & Runyon Co 880 Folsom GA rfd-3133
Stagner Corporation
 805 Alilston Berkeley TH orwall-9100

Pharmaceutical Products—Wholesale.

Endo Intravenous Products Co
 583 Mission EX brook-4556
Petrolagar Laboratories Inc 246 Mission SU tter-7306

Philco Radios and Radio-Phonographs

—Look on "R" pages under "Radio Dealers"

Philco Refrigerators

—Look on "R" pages under "Refrigerators—Electric"

MODERN BUILDERS KNOW
 It is inexpensive to install conduit for telephone wiring in new construction. A simple pipe, running up inside the wall from the basement to the upper floors, is usually adequate for the small house.

Additional Listings

... for the growing-up son or daughter, for the relative or friend who lives under your roof... what nicer thought than a separate listing in the Telephone Book?

Phonograph Records

A B C Book & Record Store
 Records Bought-Sold-Exchanged
 119 Eddy GR ayston-1182
A-1 Radio & Music Store 816 Irving OV erland-6587
Albatross Book Shop
 New & Used Classical Records
 Bought, Sold and Exchanged TU xedo-4363
 2507 Jones
BALDWIN PIANO CO 310 Sutter SU tter-8500
Calif Appliance Co 1009 Market MA rket-3262
Cavalli Italian Book Store
 Specializing In Italian Records
 1441 Stockton GA rfd-4219
City of Paris Dry Goods Co
 Geary & Stockton DO uglas-4500
Doughty A C
Victor-Columbia-Decca-Blue Bird
 5031 Geary Blvd BA yview-0056
Modern Radio Co 1472 Haight HE mlock-0747
Music Album 14 Tillman PI EX brook-5738
Pacher Frank A Radio Co 207 Clement SK yllae-6655
 Record Exchange
 Old Records Exchanged For New
 New and Used Records Bought
 Sold and Exchanged
 Red Seal Records One Half Off
 172 Eddy PR ospct-3630
Reliable Radio & Appliance Shop
 5637 Geary Blvd SK yllae-3655
Rowland Music Co 38 Mason YU kon-0132
State Radio & Music Co 2806 Mission VA lencia-0202
West Portal Radio & Music Store
 78 W Portal Av OV erland-3737
Western District Radio Service
 2215 Clement BA yview-2629
Wilson's Record Library 545 Sutter SU tter-2559

Phonographs.

Automatic Phonograph Service
 2406 Bryant AT water-2480
Barron G Music Co 1031 GoldenGateAv FI Imor-8819
BUCKLEY MUSIC SYSTEMS—GENERAL MUSIC CO 1157 Post GR ayston-7878
Bye Wilbur A 415 Brannan GA rfd-6560
Calif Simplex Distributing Co
 415 Brannan SU tter-5342
Corcoran William
 Sales Mgr For Buckley Music Systems
 1157 Post GR ayston-7878
GENERAL MUSIC CO
 Buckley Wall & Bar Box Music Systems
 1157 Post GR ayston-7878
Kingston S S 280 Golden Gate Av OR dway-7434
Leathurby G H Co 183 Golden Gate Av UN drhil-1891
Lincoln Radio & Sound Service Co
 Mills Authorized Service & Operation
 525 Valencia MA rket-7924
 If no answer call YU kon-1696
Lovejoy Bernie 306 Mt Vernon Av EL kridge-2830
Maestro Music Co 883 Market YU kon-1838
Maple E T Music Co 284 Turk PR ospct-2700
Metro Music Co 280 Golden Gate Av PR ospct-9662
Osborn D H 545-2nd SU tter-3983
Pedersen John 157 Ellis SU tter-2103
Photo & Sound Inc 153 Kearny PR ospct-3630
Record Exchange 172 Eddy EX brook-3150
San Francisco Wired Music Co 948 Mkt GA rfd-4305
Shoemaker Music Co Flood Bldg GA rfd-4277
State Novelty Co 420 Market GA rfd-6192
Telo-Music Co 610 Hyde OR dway-9376
Wurlitzer Automatic Phonograph Sales & Service Agcy 415 Brannan SU tter-5342
Wurlitzer Rudolph Co The 415 Brannan GA rfd-6560
Young Kee Radio Shop
 Complete Stock of Paris-Repairs
 1035 Grant Av CH ina-0489

Make a habit of consulting these pages. You will be surprised by the great variety of things and services represented here.

IT PAYS TO ANSWER TELEPHONE CALLS PROMPTLY

Prompt answering of a telephone's ring is thoughtful, courteous—and good business.

Phonographs—Coin Operated

CALIFORNIA SIMPLEX DISTRIBUTING CO
 EXCLUSIVE DISTRIBUTORS FOR
WURLITZER
 COIN OPERATED PHONOGRAPHS
 California, Arizona & Nevada
 Authorized Sales & Service
 Los Angeles Office
 1348 Venice Blvd RI chmond-0196
 San Francisco Office
 415 Brannan SU tter-5342

GENERAL MUSIC CO

Distributor for
BUCKLEY
WALL & BAR BOX MUSIC SYSTEMS
 Adaptable to All Popular Makes of
 Phonographs - New or Used
 Complete Stock of Reconditioned
 AUTOMATIC PHONOGRAPHS
 1157 Post GR ayston-7878

MAPE E T MUSIC CO

Exclusive Calif. Distributor for
SEEBURG
 COIN OPERATED
PHONOGRAPHS
 Los Angeles Office - 1701 W. Pico—DR-2341
 San Francisco Office
 284 Turk PR ospct-2700

Operators Exchange

Phonographs Rented For Parties-Etc
 621 Van Ness Av TU xedo-4976
Pollard M A & Co 1120 GoldenGateAv WA int-2924
Wolf Sales Company Inc 701 G G Av MA rket-3967

Phonographs—Electric

Harmony Radio & Record Shop
 Sales and Repairs-All Makes
 651 Clement BA yview-4460

MODERN BUILDERS KNOW

... That telephone conduit helps preserve the beauty of a new home.

Phonographs—Repairing

Ackerman & Co 604 Mission GA rfd-7336
HORNUNG B B INC 234 Eddy PR ospct-3588
Young Kee Radio Shop 1035 Grant Av CH ina-0489

Photo Electric Cells

American Burglar Alarm Co
 Electric Eyes Rented and Sold
 49 Geary GA rfd-1817
Brown C C Co
 Specialized Applications
 26-9th MA rket-7155
Photoswitch Incorporated
 Photo Electric & Electronic Controls
 344 Sacramento EX brook-8980
Signal Electric Supply Co
 All Types Electrical Controls
 234-9th HE mlock-6646

Photo Engraving

—See Engraving—Photo

Photo Offset Reproductions—Commercial

Allied Reproductions Co 109 Stevenson SU tter-8193
Bertrand's Photo-Lith & Printing Co
 387 Bush SU tter-0787
Chapman Reproduction Service
 306 California EX brook-5991
REED MERRILL 500 Sansome YU kon-2251
Strecker Blue Print & Photo Copying Co
 142 Sansome DO uglas-2255
West Coast Lithograph Co 523 Clay GA rfd-1366

Photo-Rectigraph Copying Machines

Photographic Copying Machines. The New Commercial Rectigraph. Electric or Hand Driven. Visible-Accurate - Convenient - Speedy - Automatic. Call for a Demonstration.
 Record Paper for Quality.

"WHERE TO BUY IT"
 Rectigraph Division of The Haloid Company
 450 Mission DO uglas-5257



MORE AND MORE... business men are finding that it pays in good will to place and receive their telephone calls with as little time-lag for the other fellow as possible. They place their own calls or stay close to the telephone when they tell someone else to do it.

