

**Advertising Service—
(Cont'd)**

TRADE MARK MERCHANDISING SERVICE

It tells buyers where to find your local dealer. With it, you control and safeguard the distribution of advertised, trade marked merchandise and service.



"WHERE TO BUY IT"

PAC TELEPHONE & TELEGRAPH CO THE
Directory Dept 445 Bush. GA rfd-9000
Ask For Extension 2002

Traveling Billboard Agency The
108 Gldn Gte Av. PRospect-8943

VON GESSEL EDWIN H
617 Montgomery. DO uglas-4690

Velvetone Co 108 Davis. EXbrook-1024

Waldron L H Advertising Agency
681 Market. EXbrook-1779

Ward MacDonald And Stagg 12 Geary, YU kon-6-0399

West Coast Advertising Co
123 S Van Ness Av UN drhil-1959

Whitehead & Hoag Co 690 Market. GA rfd-9163

Young Robt B Advertising Agency
625 Market. SU tter-5411

ZUBER STUDIOS

Advertising Photography
Models Available for Any
Type or Style Advertising
Aerial Photography
Formerly With U. S. Air Corps

232 Powell. EX brook-2297

Advertising Signs—See Signs

Advertising—Slide, Theatrical
See Advertising Service; also Slide Films

Advertising Specialties

ALLEN CO THE

Advertising Specialties
Calendars - Gifts - Premiums
Advertising Book Matches
"Your Customer's Good Will
Is Our Business"

420 Market. YU kon-6-0935

ASSOCIATED AD-PRODUCTS

The Goodwill Gadgeteers
Sales Ad-Products-Calendar-Giftware
7 Front. YU kon-6-0343

BAND CO LTD

Calendars-Leather-Metal Specialties
836 Montgomery. EXbrook-1450

Barbour Raleigh W Co
Plastic & Metal Signs
Phelan Bldg. YU kon-6-1393

Bastian Bros Co 420 Market. SU tter-8854

Blair-Taylor Distributors 537 Turk. OR away-2437

Brown & Bigelow 116 New Montgomery SU tter-3526

CESARI P J

Cardboard & Metal Thermometers
LATEST IN LUCITE CALENDARS
Leather-Pencils-Gifts-Adv. Novelties
"A Specialty For Every Purpose"
1691 Turk. WA Inut-1-3304

CRIBBINS WALTER W CO

Advertising Specialties
Premiums
Signs & Novelties
Calendars - Gifts - Incentives
Awards - Emblems - Badges
Displays
Made of
Paper - Wood - Celluloid - Cloth
Plastics - Metals - Glass - Leather
"A Specialty For Every Purpose"
Rialto Bldg. DO uglas-8155

Crompton George T 50 Post. GA rfd-8933

DANZIGER SALES COMPANY
149 California. EX brook-2133

Doral Co
Novelty Decal Monograms
110 Market. SU tter-2690

DURASHIELD PLASTIC PRODUCTS
440 Sansome. EXbrook-6990

**Advertising Specialties—
(Cont'd)**

FEATURISTIC ADVERTISING CO

Buy Tomorrow's Business To-Day"
With Featuristic Advertising Specialties
Everything New or Lasting
218 Columbus Av. YU kon-6-1480

Frost Mildred 315 Montgomery. DO uglas-6699
Holmboe Clifford E 260 Castro. MA rket-9968
J T Specialty Co 518 Waller. UN drhil-5188
Kemper-Thomas Co 681 Market. SU tter-5739

KOLLMANN BLANCHE

Complete Lines of Latest Specialties
Calendars - Diaries - Pencils - Etc.
Fine Leather - Metal - Plastic
742 Market. SU tter-4464

LYON AGENCY THE

Ruppelius Frederic C 3233 Buchanan. WE st-1-8480

SALTZ ADVERTISING SPECIALTIES

Visit Our Display Rooms
Manufacturers of Book Matches
Leather - Lucite - Metal - Plastic
Wood - Cloth - Celluloid Novelties
Mechanical Pencils
Stock on Hand - Immediate Delivery
1339 Folsom. MA rket-6994

TWOMEY E F CO

Largest Advertising Specialties
Organization in California
Rialto Bldg. DO uglas-8155
Universal Match Corp Rialto Bldg. SU tter-2850

WADE COMPANY

Consult Us Before Purchasing
Advertising and Gift Specialties
of Every Description
86-3d. SU tter-7590

WALSH V S CO

An Article For Every Business
156-2d. DO uglas-4024

WHITEHEAD & HOAG CO

Leather-Celluloid-Metal
690 Market. GA rfd-9163
Yocum Grace O Pacific Bldg. GA rfd-2543

Advertising—Transit

Fielder Sorensen & Davis 58 Sutter. DO uglas-2610

**Advertising—Traveling
Sign Board**

A&D Traveling Signs 1128 Oak. MA rket-4591
(See Advertisement This Page)

Cuthbertson Thos A 1128 Oak. MA rket-4591

TRAVELING BILLBOARD AGENCY THE

TRAVELING BILL BOARDS
WITH SOUND EQUIPMENT
Reasonable Rates
108 Golden Gate Av. PR ospt-8943

**Advertising—Window Display
See Display Designers & Builders; also
Window Displays—Installation & Service**

**Aero Mayflower Long Distance
Moving Service**

Look on "M" pages under
"Moving Service"

Aetna Life Affiliated Companies

Look on "I" pages under
"Insurance Companies"

Agricultural Chemicals

Agricultural Chemicals Service Co
558 Sacramento. GA rfd-4924

GREAT WESTERN DIVISION THE DOW
CHEMICAL CO 310 Sansome. GA rfd-8323

Mills Jas Growers Service Co
558 Sacramento. GA rfd-4924

In fire, flood, earthquake and
hurricane, telephone men in all
parts of the Bell System have had
long experience in working together.

Agricultural Implements

Allis-Chalmers Mfg Co
1400 Park Av Emeryville PI edmt-8240

AMERICAN TRACTOR EQUIPMENT CORP

Manufacturers of
LAND PLANES
LEVELERS - SCRAPERS
FARM LOADERS - ETC.
Mack Woodridge, Pres.
9131 Sn Leandro, Oakland. SWEetwood-2466

BERG CHAS IMPLEMENT CO

346 Washington EX brook-7082
Carter H V Co Inc 52 Beale. SU tter-0562
Case J I Co 1933 Peralta Oakland. TE mpibr-0838

**CLETRAC TRACTORS—
TRACTOR/EQUIPMENT CO**

14900 E14th SnLeandro. TRinidad-8412

Consolidated Endeavors Co

383 Brannan. DO uglas-3867
Deere John Plow Company
651 Brannan. SU tter-2929

De Nava Albert 874 Fell. UN drhil-4166

General Implement Corp 425 Bush. DO uglas-6714

International Harvester Co
201 Potrero. KLondike-2-1382

Oliver Corp The
Formerly Oliver Farm Equipment Co
& Cleveland Tractor Co
1066-47th Av Oakland. KEllog-2-2511

**OLIVER FARM EQUIPMENT—
TRACTOR/EQUIPMENT CO**

14900 E14th SnLeandro. TRinidad-8412

Oliver Farm Implement Sales Floor
346 Wash. EX brook-7082

PETERSON TRACTOR & EQUIPMENT CO

SALES & SERVICE
"Caterpillar" Diesel Tractors
John Deere - Killefer
Tractors - Implements
Stores in
Hayward - Brentwood - Half Moon Bay
923 Harrison. GA rfd-9151
After 5 PM call. FI lmer-0701

TRANSPORT MOTOR CO

Farm Equipment All Kinds
301 Golden Gate. MA rket-9880

Agricultural Marketing

Bowley D Gould Agricultural Marketing Service
210 California. GA rfd-8266

Mendelson Palmer C Co 1 Drumm. GA rfd-5946

Agricultural Technicians

Agricultural Chemicals Service Co
558 Sacramento. GA rfd-4924

Rush Farm Management Service
625 Market. YU kon-6-0757

Agriculturalists

Bowley D Gould Agricultural Production
Management 210 California. GA rfd-8267

Calif Delta Farms 1 Mtgy. SU tter-1059

Hooper R Pardow 1 Mtgy. SU tter-1059

KINGS COUNTY DEV CO

Balfour Bldg. DO uglas-2268

Liberty Farms Co Inc 333 Kearny. SU tter-1437

Malcolm Robt K 333 Kearny. SU tter-1437

Prospect Farms Merch Exch Bldg. SU tter-5012

Rio Farms Merch Exch Bldg. SU tter-5012

River Farms Co of Calif 220 Mtgy. GA rfd-1219

Tulare Lake Canal Co Balfour Bldg. DO uglas-2268

Victoria Land Co 617 Montgomery. GA rfd-3985

Air Ambulance Service

See Air Service Chartered; Also
Ambulance Service

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.

Air Compressors

BACON EDWARD R COMPANY

AIR COMPRESSORS
AIR TOOLS
SALES - NEW OR REBUILT
RENTALS - PARTS
SERVICE
17th & Folsom. HE mlock-3700

BAKER-HANSEN PUMP MFG CO

AIR COMPRESSORS

Sales - Service - Parts
New & Rebuilt
1737 E 12th Oakland. KE lllog-4-5817

BEITON EQUIPMENT & SUPPLY CO

312-7th. HE mlock-9915

BINKS MANUFACTURING COMPANY

778 Brannan MA rket-7418

Calif Tractor & Equip Corp

24th & Cypress Oakland. TW inoaks-5824

**CHAMPION AIR COMPRESSORS—
PARAMOUNT MANUFACTURING CO**

Mills Bldg GA rfd-1416

Chicago Pneumatic Tool Co

855 Bryant. HE mlock-7929

COAST EQUIPMENT COMPANY

948 Bryant. MA rket-5740

Cochin J D Mfg Co S N Francisco. DE laware-7761

CROWLEY ED

PACIFIC COAST REPRESENTATIVE
CURTIS COMPRESSORS

AUTO LIFTS - CAR WASHERS
Paint Spray Equipment
Factory Sales and Service
509-6th. DO uglas-3377

Curtis Compressor Co

Ed Crowley-Owner. DO uglas-3377

Curtis Pneumatic Machinery Co
Ed Crowley-Pac Coast Representative
509-6th. DO uglas-3377

Curtis Sales & Service 509-6th. DO uglas-3377

**DAVEY AIR COMPRESSORS—
MEAD CO THE**

Davey Truck Power Take-Offs
208 Fremont. GA rfd-3323

DECORA MFG CO INC 1516 Park Av(E)

From S F Zone only (No Inter-City Charge)
Ask "Operator" for Enterprise-10101

**DE VILBISS AIR COMPRESSORS—
SHIELDS-HARPER**

1212 Jackson Oakland. GL encort-0934

DE VILBISS CO THE 831 Howard. DO uglas-2522

Erick Equipment Co
2905 Sn Pablo Berkeley. TH orrnwall-7907

Fuller Co 564 Market. GA rfd-7433

**FULLER ROTARY COMPRESSORS—
PARAMOUNT MANUFACTURING CO**

Industrial Compressors-Vacuum Pumps
Mills Bldg. GA rfd-1416

GARDNER-DENVER CO

PORTABLE - INDUSTRIAL
SERVICE STATION COMPRESSORS
All Sizes - Factory Sales & Service
811 Folsom. EX brook-8747

GLESNER A J CO THE 975 Bryant. HE mlock-6900

Gore Wm A Co 600-16th Oakland. TW inoaks-7233

GRACO SALES & SERVICE 141-11th MA rket-5941
Hewitt Machinery Co 1028 Folsom. MA rket-5103

INDUSTRIAL EQUIPMENT CO

10911 Russett Oakland.
From S F Zone only (No Inter-City Charge)
Ask "Operator" for Enterprise-10118

**INGERSOLL-RAND AIR COMPRESSORS—
BAY CITIES EQUIPMENT INC**

2792 Cypress Oakland. TW inoaks-8313

INGERSOLL-RAND CO

AIR & GAS COMPRESSORS
STATIONARY & PORTABLE
ALL TYPES OF DRIVE
350 Brannan. GA rfd-6330

**KELLOGG AMERICAN AUTHORIZED SERVICE—
KIMMERLE BROS 226-11th. HE mlock-1163**

Ken Royce Co
Specializing In Rentals
185 Bay Shore Blvd. AT water-1830

KIMMERLE BROS 226-11th. HE mlock-1163

LEITCH & COMPANY

Davey Compressor Co
939 Howard. GA rfd-8486

Le Roi Co 935 Market. DO uglas-6530

Le Roi Co 582-6th. UN drhil-5026

Pac Equipment Co 1028 Folsom. MA rket-7828

PAC MACHINERY & ENGINEERING CO
461 Market. SU tter-3943

Parr Sales Company 141-11th. MA rket-5941

PATTERSON COMPRESSOR CO
2545 Broadway Oakland. TW inoaks-2113
(See Advertisement This Page)

PAULI & GRIFFIN CO

Paint, Indus. & Contractors Compressors
Stationary & Portable - Air Motors
Air Cylinders & Hydraulic Cylinders
417 Berry. SU tter-4670

Pennsylvania Pump & Compressor Co
582 Market SU tter-8280

PHILPOTT GEORGE M CO

Agents For
Gardner-Denver Air Equipmt.
Complete Rental Service
1160 Bryant. HE mlock-5475

Plummer John L & Co 461 Market. DO uglas-8737

AIR COMPRESSORS

Paint, Indus. & Contractors Compressors
Stationary & Portable - Air Motors
Air Cylinders & Hydraulic Cylinders
417 Berry. SU tter-4670

PHILPOTT GEORGE M CO

Agents For
Gardner-Denver Air Equipmt.
Complete Rental Service
1160 Bryant. HE mlock-5475

Plummer John L & Co 461 Market. DO uglas-8737

AIR COMPRESSORS
PORTABLE & STATIONARY - GAS - DIESEL - ELECTRIC
ALSO
RENTAL SERVICE—
WAGON DRILLS
BREAKERS
PUMPS
DRILL STEEL & BITS
HE mlock 5475
If no answer HE mlock 2399
If no answer VA lencia 9537

GEORGE M. PHILPOTT CO.
1160 Bryant - Between 9th & 10th Sts., S. F.

AIR COMPRESSORS
GASOLINE OR DIESEL
ENGINE DRIVEN UNITS
Portable & Stationary
PHONE
UNderhill 5026
Complete Rental Service

THE RIX COMPANY INC.
DISTRIBUTORS FOR LE ROI COMPANY
582-6th St. San Francisco 3

COMPRESSORS
GAS ENGINES
MOTORS
NEW or REBUILT
Distributors
QUINCY COMPRESSORS
Call TW inoaks 2113
PATTERSON
COMPRESSOR CO.
2545 Broadway at 26th
Oakland 12

AIR CONDITIONING
All types of ventilating equipment
installed, including sheet metal
work, wiring, & refrigeration for
restaurants, stores, clubs, offices,
factories, etc.
SOLD - INSTALLED & REPAIRED

**FANS!
AND BLOWERS!**

O'KEEFFE'S, INC. "FAN MAN"
Ventilation - Motors - Wiring - Refrigeration
Nite & Day Call
Market 6333
55-11th St., Near Market

A & D TRAVELING SIGN
ILLUMINATED
AND
SOUND
1120-28 OAK ST. MARKET 4591
HEMLOCK 5948

A & D TRAVELING SIGNS
Illuminated
and
Sound
PHONE
MA rket 4591
1128 Oak

AIR 9

Schramm Inc 116 New Mtgy. EX brook-8027

**SERVICE STATION CONTRACTORS &
EQUIPMENT CO**

ALL MAKES SERVICED.
REPAIRED, SOLD & INSTALLED
Gasoline Pumps
Lubricating Equipment
Underground Tanks
Auto Hoists
Air Compressors
87-14th. HE mlock-2958

SHIELDS-HARPER

1212 Jackson Oakland. GL encort-0934