

CALIFORNIA NOTION AND TOY COMPANY



TOYS
 DOLLS • GIFTS • ADULT GAMES
 STUFFED TOYS • POKER CHIPS
 DICES • PLAYING CARDS • NOVELTIES • BALLOONS
 MUSIC BOXES • PARTY FAVORS • SERPENTINES
 VARIETY STORE MDSE. • MDSE. FOR EXPORT

CALL TODAY!

TELEPHONE
EXbrook 2-7250

WHOLESALE
 FOR OVER 75 YEARS

573 MARKET ST.



TOYS Wholesale & Retail

DOLLS • GAMES • STUFFED ANIMALS • TANKS • JEEPS
 BOATS • MACHINE GUNS
 WAGONS • SCOOTERS • DOLL HOUSES • DISHES • CHEMISTRY SETS • PARTY FAVORS

Largest Assortment of Toys in San Francisco

YUkon 6-4484

KINDEL & GRAHAM
 San Francisco's Largest Novelty Store

TOYS WHOLESALE ONLY

A Showroom Full of
 TOYS and NOVELTIES
 of the Leading Lines

THE WILLIAMS CO.
 Market 1-0404
 1826 MISSION



For FARM and INDUSTRY

Essick Weed Sprayers
 Skyline Loaders
 Danuser Post Hole Diggers
 Plows - Harrows - Scrapers
 General Farm Implements
 Industrial Equipment
 Sales — Service — Rentals

Owen Equipment Co.
 575 - 10th St.
KLondike 2-1533

Toys—Whse

ANDERSON-WILLIAMS CO
 461 Market.....GA rfd 1-2743
 Auger Al & Ken Roberts.....UN drhil-1-2727
BAER NOTION & TOY CO
 780 Mission.....SU tter-1-2366
 Bean Son Co 718 Mission.....EX brook-2-8041
 Beck Leon Co 1070 Folsom.....UN drhil-1-2858
 Borgfeld Gen Corp 718 Mission.....SU tter-1-2083
 Bowman Brothers 1355 Market.....MA rket 1-4845
CALIFORNIA NOTION & TOY CO
 Dolls-Adult Games-Stuffed Toys-Gifts
 573 Market.....EX brook-2-7250
 (See Advertisement This Page)
 Continental Mose Co 575 Mission.....DO uglas-2-7590
 Cook Harley 718 Mission.....EX brook-2-5622
DUNHAM CARRIGAN & HAYDEN CO
 Wholesale Only
 Electric Trains - Wheel Goods
 Games - Dolls - Stuffed Animals
 Mechanical Toys
 Model Gas Engines - Plane Kits
 Roller Skates
 Kansas & Division.....UN drhil-1-3400

Erlach-Lee Co 718 Mission.....SU tter-1-8735
 Ginsberg Alex Co 524 Sutter.....DO uglas 2-8572
 Golden Gate Stationery & Toy Co
 M Davis Prioritor.....SU tter-1-8215
 822 Mission.....UN drhil-1-2727
 Great Western Mercantile Co
 1355 Market.....UN drhil-1-2727
HEYMAN DO THE INC
 1120 Mission.....UN drhil-1-6585
 Hottelemann A H 905 Mission.....SU tter-1-1469
 Kahn E & J 1355 Market.....EX brook-2-5622
KINDEL & GRAHAM 973 Mission.....YU kon 6-4484
 (See Advertisement This Page)
MANDEL ANNE 830 Mission.....GA rfd-1-7682
 McClellan & Sidebottom
 Manufacturers Representatives
 718 Mission.....DO uglas-2-0679
 Morden Peterson & Co 1355 Market.....UN drhil-1-2727
MURRAY OHIO MFG CO
 1355 Market.....UN drhil-1-2727
 Podor Trading Co 1026 Market.....HE mlock-1-1808
 Rutnam & Co 579 Howard.....SU tter-1-8708
 Roberts Ken 1355 Market.....UN drhil-1-2727
 Sahllein J M Music Co
 Musical Toys.....DO uglas-2-6808
SELLER M COMPANY
 1400 Folsom.....HE mlock-1-8411
SPAUDING'S 4787 Mission.....JU niper 6-0916
 Speckman Frank I 1355 Market.....HE mlock-1-3650
 Standard Toy Agencies 718 Mission.....GA rfd-1-7499
 Stedman K L 1355 Market.....UN drhil-1-2727
 Sweyed M 1355 Market.....UN drhil-1-2727
 Trader Horn 1004 Fillmore.....JO rdao 7-0689
 Wertheimer A R 1355 Market.....UN drhil-1-2727
 Western Associated Agencies
 1355 Market.....HE mlock-1-3650
WILLIAMS DO THE 1026 Mission, MA rket-1-0404
 (See Advertisement This Page)

Tractors

Actna Equipment Co 7 Front.....GA rfd 1-5349
ALLIS-CHALMERS TRACTORS—
BURAN EQUIPMENT CO
 777-100th Av Oakland.....TR Inidad-2-5335
 Bay Cities Equipment Inc
 230-7th.....UN drhil 1-3578
BEAD CHAS IMPLEMENT CO
 Garden
 346 Washington.....EX brook-2-7082
CALIFORNIA INDUSTRIAL TRACTORS—
ENGELSON JOHN 232 Spear.....GA rfd 1-2088
 Calif Tractor & Equip Corp
 24th & Cypress Oakland.....TW Inoaks 3-5824
CARTER H V DO INC
 Milwaukee-Unitractor
 Ariens Vaughan Bolens Shaw
 52 Beale.....SU tter-1-0562
CASE INDUSTRIAL TRACTORS—
COAST EQUIPMENT COMPANY
 948 Bryant.....MA rket-1-5740
 Case J I Co 1933 Peralta Oakland.....TE mpibar-2-0838
CLETRAC TRACTORS—
OLIVER CORP THE
 1066-47th Av Oakland.....KEllog-2-2511
TRACTOR&EQUIPMENT CO
 14900 E 14th, Sn Leandro.....TR Inidad-2-8412
ENGLERSON JOHN
 Farm-Industrial Tractors
 232 Spear.....GA rfd 1-2088
 The oldest of all the telephone industry's traditions is service.

Tractors—(Cont'd)

FORD TRACTORS—
DEALER
OWEN EQUIPMENT CO
 575-10th.....KL ondik 2-1533
DISTRIBUTOR
PACIFIC TRACTOR & IMPLEMENT CO
 Distributor For Northern
 California & Western Nevada
 2512 Florida Av Richmond
 (Toll) call "Operator" for.....Richmond 7100
 G-L-T Corp 435 Bryant.....YU kon-6-0852
GIBSON TRACTORS—
PENCE EARL H & CO
 2150 Washington Av
 Sn Leandro.....TR Inidad-2-4474
 Jackson Implement Co
 408 Montgomery.....SU tter-1-1560
JEWETT J W
 Garden Tractors
 975 Folsom.....YU kon 6-0609
 John Deere Plow Company
 651 Branigan.....SU tter-1-2929
KEN ROYCE CO
 Specializing in Rentals
 185 Bay Shore Blvd.....AT water-2-1830
MINNEAPOLIS-MOLINE INDUSTRIAL TRACTORS—
INDUSTRIAL EQUIPMENT CO
 10911 Russett Oakland
 From S F Zone only (No Inter-City Charge)
 Ask "Operator" for Entrprise-10118
OLIVER TRACTORS—
OLIVER CORP THE
 1066-47th Av Oakland.....KEllog-2-2511
TRACTOR&EQUIPMENT CO
 14900 E 14th, Sn Leandro.....TR Inidad-2-8412
 Owen Equipment Co 575-10th.....KL ondik 2-1533
 (See Advertisement This Page)
PETERSON TRACTOR & EQUIPMENT CO
SALES & SERVICE
'CATERPILLAR' DIESEL
ENGINES - TRACTORS - MOTOR
GRADERS
EARTH MOVING EQUIPMENT
ATHEY TRACKSUN HYSTER
 923 Harrison.....GA rfd-1-9151
 After 5 PM call.....FI Inor-6-0701

Tractors—Renting

SOULE EQUIPMENT CO
 Tournapulls and Tournadozers
 Freight & Ferry Oakland.....HI gate 4-0272
SUPERIOR INDUSTRIAL TRACTOR-TRUCK—
SUPERIOR GRINDING & MOTOR PARTS CO
 865 Post.....PR ospect-5-2100
TRACTOR & EQUIPMENT CO
CLETRAC & OLIVER TRACTORS
OLIVER FARM EQUIPMENT
INDUSTRIAL MACHINERY
EARTH MOVING EQUIPMENT
GARDEN TRACTORS (Earthmaster)
 Tractors & Equipment For Rent
 Goodyear Products
 14900 E 14th, Sn Leandro.....TR Inidad-2-8412
 If no answer call.....SW eetwood-8-0255
Tractors—Renting
 Calif Tractor & Equip Corp
 24th & Cypress Oakland.....TW Inoaks 3-5824
 Engelson John 232 Spear.....GA rfd 1-2088
KEN ROYCE CO
RENTALS
 Motor Graders - Road Rollers
 All Types of Road Building Machinery
 Carry-alls - Bulldozers - Power Shovels
 185 Bay Shore Blvd.....AT water-2-1830
 If no answer (Toll) call.....Sn Mateo-3-9590
 Rosenberg Bros Contractors
 12 Oak Grove.....DO uglas-2-4790
 Please look up the number in the Telephone Directory if you're not sure of it.

Tractors—Repairing

Engelson John 232 Spear.....GA rfd 1-2088
OSSELL HERMAN
 Tractor Specialty
 358 Branigan.....DO uglas-2-3268
Trade Clearing Exchanges
 Mexico Industrial Exchange
 690 Market.....SU tter-1-1545
 Pacific Trade Clearing Inc Berkeley
 From S F Zone only (No Inter-City Charge)
 Ask "Operator" for Entrprise-10901

Trade Mark Consultants

AITKEN BECKMAN
 Trade Mark Protectors
 Crocker Bldg.....GA rfd-1-8927
JACKSON WEBSTER&READ
 U S & Foreign Trade Marks Copyrights
 111 Sutter.....DO uglas-2-8154
 Mida's Trade Mark Services
 116 New Montgomery.....SU tter-1-3199

Trade Mark Registering

See Patent Attorneys & Agents

Trade Schools—See Schools

Trading Stamp Companies

American Stamp Co 110 Sutter.....GA rfd-1-3028
 Mission St. Merchants Coupon Co
 2317 Mission.....VA lenca-4-9234
 Sperry & Hutchinson Co The
 1446 Market.....HE mlock-1-2742
 Thrifty Shoppers Scrip Co
 444 Market.....EX brook 2-3264
 Travel Plan Corp 25 Taylor.....PR ospect 5-1629

Traffic Consultants

Davis R E & Associates
 Monadnock Bldg.....GA rfd-1-3761
 Desch John M 57 Post.....SU tter-1-4610
GARCIA B R
TRAFFIC CONSULTANT
 COMPLETE SERVICE ON ALL
 TRAFFIC PROBLEMS
FREIGHT BILLS AUDITED
 ON PERCENTAGE BASIS
 Monadnock Bldg.....YU kon-6-2895

Glickman Aaron H 681 Market.....GA rfd-1-4660
 From East Bay Zone only (No Inter-City Charge)
 Ask "Operator" for Entrprise-10390
 Kays Merrell 260 California.....GR ayton 4-4920
MILLER-GATES & ASSOCIATES
 216 Pine.....YU kon 6-4040

Traffic Managers

Berry & McCarthy 260 California.....EX brook-2-8800
 Bishop & Bahler 391 Sutter.....SU tter-1-1040
 Burke L T 255 California.....GA rfd-1-1145
CALIF TRAFFIC SERVICE
 420 Market.....YU kon-6-1273
 Clifford J J 16 California.....EX brook-2-5171
 Covell A R 255 California.....GA rfd-1-1145
DAVIS R E & ASSOCIATES
TRAFFIC CONSULTANTS
 Specialists in:
 Rates - Routes - Claims
 Tariff Compiling, Etc.
 "A Complete Traffic Service To
 Both Shipper and Carrier"
 Monadnock Bldg
 681 Market.....GA rfd-1-3761

Desch John M 57 Post.....SU tter-1-4610
 Garcia B R Monadnock Bldg.....YU kon-6-2895
 Larsson A Ferry Bldg Annex.....SU tter-1-8401
 Larsson Traffic Service
 Ferry Bldg Annex.....SU tter-1-6834
 McCarthy Redmond P
 465 California.....EX brook-2-4854
 Merchants & Mfrs Traffic Bureau
 16 California.....EX brook-2-5171
 Olson G A & Associates
 Monadnock Bldg.....DO uglas-2-4475
 Schuff Max
 Merchants Exchange Bldg.....EX brook-2-3040
 Traffic Service Bureau 255 California.....GA rfd-1-1145

Make the Classified Telephone Directory your buying guide—it can save you time and effort.

Traffic Managers—(Cont'd)

WIGLE AND LARIMORE
TRAFFIC MANAGERS
OUR SPECIALTY
 A Complete Traffic Service
 for Industries Not Maintaining
 Their Own Department
 "Transportation in All Its Phases"
 149 California.....DO uglas-2-4173

Trailer Equipment & Parts

Feather Ride Inc 990 Geary.....GR ayton-4-2166

Trailer Parks

San Francisco Auto & Trailer Court
 701 Sunnydale Av.....DE laware-3-2828

Trailers—Coach

Guinnraft Products 316 Valencia.....UN drhil-1-7268
PALACE-ELCAR SUPERIOR COACH CO
 Palace Majestic Liner Pan-L-Frame
 385-10th.....UN drhil-1-7884
RICHARDS J LEE TRAILER FINANCE
 Palace Royal & Trailer Supplies
 385-10th.....UN drhil-1-7884
ROAD DOG TRAILER CO
 Trailers New & Used - House &
 Luggage - Bought - Sold & Rented
 Corner Post & Franklin
 1275 Post.....GR ayton-4-4800

TISON TRAILERS

ALL TYPES
 SMALL TRAILERS
 The All Purpose
 Trailer
 Sleeps Four on Camping, Vacation Trips
 or Will Carry as Much as a Pick-Up Truck
 FARM-CITY
"WHERE TO BUY THEM"
DISTRIBUTORS
 Tison Trailer Distributing Co
 681 Market.....OR dway 3-3872
DEALERS
 Bay Shore Motors
 366 Bay Shore Blvd.....AT water 2-4958

Trailers—Commercial

BACHMAN WILLIAM
 Machinery-Luggage-Boat & Horse
 Trailers-Repairs-Draw Bars Installed
 2611 Pine.....OR dway-3-5649
COMMERCIAL SALES CO
 Division of Cochran & Celli
 Manufacturers of
C & C FEATHER RIDE
SEMI & FULL TRAILERS
 Heavy Duty Low Beds - Truck &
 Trailer Bodies Of All Types
 1100-8th Av Oakland.....GL encort-1-1437

Duncan-Peters Co 565 Berry.....MA rket 1-1910
 Fruhauf Trailer Co 2030-3d.....UN drhil-1-3600

FRUEHAUF TRAILERS

Factory Branch
 for the
"WORLD'S
LARGEST
BUILDERS OF
TRUCK-
TRAILERS."
 Sales and Service for Commercial
 Trailers and Bodies of All Types.
"WHERE TO BUY THEM"
 Fruhauf Trailer Co 2030-3d.....UN drhil-1-3600

GALLAGHER METAL INDUSTRIES
INDUSTRIAL &
FARM
 152 Chestnut Oakland.....TW Inoaks 3-1380

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

Trailers—Commercial—(Cont'd)

GUINNRAFT PRODUCTS
 Luggage - Camping - Light
 Industrial & Hauling
TRAILERS
 Made to Order
 "Substantially Built
 For Years of Rugged Service"
 Frames - Parts - Supplies
 316 Valencia.....UN drhil-1-7268

QURLEY-LORD TIRE CO
 Mission & 11th.....HE mlock 1-1800

HEIL EQUIPMENT CO
 Trailered Gas-Oil & Milk Tanks
 999-16th.....KL ondik 2-3040

KINGHAM TRAILERS—
NELSON TRUCK & TRAILER CO
 330 E 8th Oakland.....TE mpibar-2-7717

Nielsen & Dumbody 235-10th.....UN drhil-1-4757
PHILLIPS TRAILER CO
 355 Sn Leandro Blvd Sn Leandro.....TR Inidad-2-7755

PIERCE LOGGING TRAILERS—
COOK BROS EQUIPMENT DISTR
 416 E 8th Oakland.....GL encort-1-0258

RELIANCE TRAILER & TRUCK CO INC
MANUFACTURERS OF
TRAILERS
SEMI-TRAILERS
BODIES FOR
TRUCKS & TRAILERS
 2765-16th.....MA rket-1-4894

Roberts T A 1256 Stanyan.....SE abright 1-0076
STANDARD TRAILER CO
 All Types of Commercial Trailers
 415 Sn Leandro Blvd
 Sn Leandro.....SW eetwood-8-2800
 Tison Trailer Distributing Co
 2180 Folsom.....HE mlock-1-6063
 Tison Trailer Distributing Co
 2180 Folsom.....HE mlock 1-7531
 Tison Trailer Distributing Co
 681 Market.....OR dway 3-3872

TRAILER KING MFG CO
 Range King Horse & Cattle Trailers, Etc.
 RENTALS - SALES - MADE TO ORDER
 Tunnel Road, Saranap - (Toll) Call
 "Operator" for.....Walnut Creek-4410

TRAILMOBILE TRAILERS

Manufacturers
TRAILMOBILE
 of
 All Types of Truck Trailers, Full & Semi-
 Automatic - Bodies, Truck Attachments
 & Lowbed Drag Trailers.
SERVICE FOR ALL MAKES
"WHERE TO BUY THEM"

TRAILMOBILE CO THE
 7th & Gilman Berkeley.....LA ncape-5-0570

TRU-TRAIL TRAILER CO
RENT A TRAILER
 Camping - Moving - Hauling
HORSE TRAILERS BUILT
 Manufacturers of
TRU-TRAIL TRAILERS
 Built To Your Order
 Repairs - Parts - Hitches Installed
 H. H. Sparhawk
 547 Fulton.....HE mlock-1-7466

UTILITY TRAILER SALES CO
 Four and Six Wheel Trailers
 Automatic Semi-Trailers
 Six Wheel Attachments
 Logging Dollies
 Truck and Trailer Bodies
 Rebuilding and Repairs
 155 Bay Shore Blvd.....AT water-2-5544

Western Horse Trailer Manufacturing Co
 Colma.....JU niper 5-8485

A telephone that is left "off the hook" is out of order. It can no longer serve you.

Trailers—Renting

A-0 TRAILER RENTALS
 All Kinds Of Trailers 2 & 4 Wheel
 1400 Valencia.....AT water 2-7844
A-1 TRAILER RENTALS
RENT A NEW TRAILER
 Hitches Furnished
 Do Your Own
MOVING & HAULING
 1663 Valencia.....VA lenca 4-6348

HOME AUTO SALES CO
 Trailers Bought - Sold - Rented
 Boat - Horse - Luggage
 Hitches Furnished
 564 Valencia.....HE mlock 1-9499

Bay Shore Motors
 366 Bay Shore Blvd.....AT water-2-4958
 Brown's Trailer Rentals
 34th Av & Geary Blvd.....BA yview 1-2061
 Buds Trailer Rental Co
 Camping Moving & Hauling
 547 Fulton.....HE mlock 1-7466

EVANS AUTO & TRUCK RENTAL CO
 Corner 9th & Market
 1295 Market.....HE mlock 1-6140
 Lynch T J
 Two Wheel Trailers Bought Sold Rented
 564 Valencia.....HE mlock-1-9499

MISSION OUTDOORS CO
 Next Time Take A Trailer
 409 S Van Ness.....UN drhil 1-3363

RENT A TRAILER SYSTEM
 60 New, Lite-Pull trailers for rent,
 local and long distance, also one way
 service to and from, L. A., Chi., Port-
 land, Minneapolis, and other cities,
 through the U. S. A. 45c per Hr. & up,
 Min. \$1.25, 24-Hr. Da. rates, \$3.50 and
 up. Special vacation rates. Two locations
 to serve you, 34th and Geary &
 1400 Valencia St.
WE FURNISH HITCHES, SPARES
AND LIGHTS
 1400 Valencia.....AT water 2-7844

TRU-TRAIL TRAILER CO
 547 Fulton.....HE mlock-1-7466

Trailers—Repairing

Utility Trailer Sales Co
 155 Bay Shore Blvd.....AT water-2-5544

Trains—Toy—See Toy Headings

Transfers—Decalcomania
 See Decalcomania Transfers

Transformers
 See Electric Transformers

Translation Bureaus
 See Interpreters & Translators

Emergency!
 An emergency arises — you need help quickly! Physician, hospital, ambulance, taxi or plumber! The quickest way of finding whom to call is to—
LOOK IN THE
Classified TELEPHONE SECTION