

Advertising Service- (Cont'd)

Dunne R V 57 Post... DO uglas-2-5670
Fairfield Kit 260 Kearny... DO uglas 2-4337
Fein Philip 341 Market... YU kon 2-1450

FIELDER SORENSEN & DAVIS
Transit Advertising Representatives
New York Subways Advertising Co., Inc.
National Transits Inc.
Chicago Car Advertising Co.
Western Transit Advertising Member N.A.T.A.

58 Sutter... DO uglas 2-2610
Latham Sq Bldg Oakland-TW Inoaks 3-2126

FOOTE COLE & BELDING
Russ Bldg... SU tter-1-2355

FOSTER AND KLEISER COMPANY
1675 Eddy... WE st-1-6600
Gallagher John M Advertising Agency
681 Market... EX brook 2-8538

GANTHWAIT W B
Expert in Humorous and Unusual Advertising - Copywriting Specialist
Cartoons - Radio Scripts - New Ideas
681 Market... EX brook 2-6404

General Display Company
Exhibit Designers
517 Davis... GA rfd 1-0878
Gerth-Pacific Advertising Agency
68 Post... GA rfd 1-1081
Glover Henry E 428 Montgomery... GA rfd 1-4892

GREEN ADVERTISING AGENCY

Theatrical Advertising
Slides & Motion Pictures Placed in Theatres Throughout California
We Make Advertising Slides
Tribune Tower Oakland... GL encort 1-6488

Harlan M E Underwood Bldg... DO uglas-2-5721
Harrington Whitney & Hurst
256 Sutter... EX brook 2-6025
Henry Joel 564 Market... EX brook 2-7282

HOEFER DIETRICH & BROWN INC
303 Sutter... SU tter 1-2609

HONIG-COOPER CO
333 Montgomery... EX brook 2-7004
Hoves R L Company 507 Mtgy... EX brook 2-2300
Jacobs Norton M 690 Market... DO uglas-2-2734
Kay S L Advertising 681 Market... DO uglas 2-5126
Kean-Walker Co 463 Market... SU tter-1-4845

KELSO NORMAN ADVERTISING AGENCY
215 Kearny... DO uglas 2-3942
King Photographer 334 Kearny... YU kon 6-0633

KNOX REEVES ADVERTISING INC
625 Market... SU tter-1-6744
Letter Shop The 214 Mission... EX brook 2-6560
Lewis & Mayne Inc 182-2d... EX brook 2-7310
LEY & LIVINGSTON 260 California YU kon 6-4478
Long Advertising Service 681 Market... GA rfd 1-4244
Lum Jimmy Advertising Service
818 Clay... YU kon 2-1349

LYNN GEORGE I ADVERTISING
Monadnock Bldg... EX brook 2-0377

McCANN-ERIKSSON INC
114 Sansome... DO uglas-2-5560

McGARY CO THE Rialto Bldg... SU tter 1-8224
McCoy & Co Inc 49 Stevenson... SU tter 1-8741
McNerney William L & Co
Direct Advertising Service
46 Kearny... YU kon 6-1258
Media Records Inc 381 Bush... GA rfd 1-4989
Merchandising Factors Inc
300 Montgomery... SU tter-1-6280

MERCHANT'S SERVICE SYSTEM
See Our Ad Under Tel Calling Serv
870 Market... SU tter 1-2290
Mitchell-Faust Advertising Co
Crocker Bldg... GA rfd 1-0276

MOBILE AD
(See Advertisement Page 9)

Nielsen A Advertising Co
508 O'Farrell... OR dway 3-8992

NORMAN KELSO ADVERTISING AGENCY
215 Kearny... DO uglas 2-3942
O'Rourke John & Associates 209 Post YU kon 6-3955
Pac Coast Office Bureau of Advertising
American Newspaper Publishers Assn
240 Montgomery... EX brook 2-8530

PAO INDOOR ADVERTISING CO
220-1st... GA rfd 1-2276
Perrygraf Corp 503 Market... YU kon 2-6641

POLYART STUDIOS
Display Adv at Army and York Sts
698 Precita... VA lencia 4-1767
Postercraft Co
Car Cards - Posters - Displays
465-10th... UN drhil 1-7583
Price William M 617 Mtgy... YU kon 2-2684
Publicity Associates 46 Kearny... GA rfd 1-4620

RANDOLPH JULIAN 68 Post... DO uglas 2-6280

Advertising Service- (Cont'd)

Roland Hauck Groups 57 Post... YU kon 6-5999
Rockin I D 978 Connecticut... AT water 2-4669
Russell Harris & Wood Inc
149 California... YU kon 6-6836

RUTHRAUFF & RYAN INC
Russ Bldg... EX brook 2-4616

SANFORD WILLIAM
Exhibit Designing
657 Harrison... EX brook 2-5255

S F EXAMINER
Want Ads
Market & 3d... SU tter 1-2424

SAN FRANCISCO PUBLIC LISTING BUREAU
TRADING POST OF THE AIR
BUY - SELL - TRADE ANYTHING
LISTINGS FREE
1433 Clay... TU xedo 5-2069

S F Realty Reporter 660 Chenery... JU niper 5-1000
SCHALDACH H FRED
Comic Advertising
Chronicle Bldg... SU tter 1-2296

Segall Theodore H Advertising Agency
544 Market... SU tter-1-6557

SHAW & MCDONOUGH
de'zums Bldg... SU tter 1-4281

SHERMAN BENSON M INC
988 Market... PR opect 5-3738

SIGNS IN FLIGHT
Night Neon Aerial Adv
Day Time Jumbo Tow Banners
P O Box 518 Oakland... OR dway 3-3760

SINES RAYMOND L 291 Geary... SU tter 1-8157
Sommer E B 58 Sutter... DO uglas 2-2610

SPECIALIZED SECRETARIAL SERVICE
Letters-Presentations-Varietying
320 Clay... YU kon 6-4046

STECHEER-TRAUNG FULL COLOR ADVERTISING MATERIAL
STECHEER-TRAUNG LITHOGRAPH CORPORATION
607 Battery... DO uglas 2-4160

Stensgaard W L & Associates Inc
Hotel Leanington Oakland... HI gate-4-2525
Street Guy Russ Bldg... EX brook 2-0532
Syndicated Merchandising Co
400 Montgomery... SU tter 1-3574

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"
PACIFIC TELEPHONE & TELEGRAPH CO THE
Directory Department
3333-25th... MI san 8-9000
Ask for... Extension 5212

UNLAND & COMPANY 709 Mission... GA rfd 1-0411
van Gessel Edwin H
544 Market... DO uglas 2-4690
Van Gessel Virginia B Russ Bldg... DO uglas 2-4690

VELVETONE COMPANY
Designers and Producers of Effective Point-of-Purchase Advertising Displays
108 Davis... EX brook 2-1024

Vernor Bill 146 Ellis... DO uglas 2-0927

WAKEFIELD ADVERTISING AGENCY
406 Montgomery... DO uglas 2-5407
Waldron L H Advertising Agency
681 Market... EX brook 2-1779

WALTHER-BOLAND ASSOCIATES
785 Market... YU kon 2-2960
Ward MacDonald and Slagg 12 Geary YU kon 6-0389

WELCOME WAGON INC
Highly Personalized Merchandising
177 Post... YU kon 2-5672
West Coast Advertising Co
123 S Van Ness Av... MA rket 1-8203
Young Robt B Advertising Agency
625 Market... SU tter-1-5411

Advertising Signs-See Signs

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

Good teamwork between telephone users and telephone operators is one of many reasons why this country has always had a fast, dependable and friendly telephone service.

Advertising Specialties

ADVERTISERS PRINTING CO
Affiliated with Banco Corporation Ltd
CALENDARS
ADVERTISING SPECIALTIES
Goodwill Gifts & Novelties
836 Montgomery... EX brook 2-1450

ADVERTISING AIDS
1339 Folsom... HE mlock 1-3023
Advertising Specialist Inc
598-3d Av... SK yline 2-2045

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
Calendars-Xmas Gifts Sales Crew Ware
Tilden Sales Bldg Front At Market
7 Front... YU kon 6-0343

Autopoint Co
Advertising Pencils
143-ed... GA rfd 1-7385

Banco Corporation Ltd
836 Montgomery... EX brook 2-1450

BARBOUR RALEIGH W CO
Most Complete Line Specialties
320 Market... EX brook 2-4463

Bastian Bros Co
Unique Gift Desk Pocket Items
Custom Made In Metal & Plastic
420 Market... SU tter 1-8854

Brown & Bigelow
116 New Montgomery... SU tter 1-3526

CESARI P J 1691 Turk... WA Inut 1-3304
(See Advertisement This Page)

CRIBBINS WALTER W CO
ADVERTISING GIFTS
Calendars - Pencils - Novelties
PREMIUMS
SIGNS AND DISPLAYS
"A Specialty For Every Purpose"
557 Howard... DO uglas 2-5617

DANZIGER SALES COMPANY
1355 Market... MA rket 1-1172
Downey Co The 503 Market... YU kon 2-6641

Durkin & Fisher
Gold Stamping On Everything
444 Sansome... EX brook 2-8055

In these busy days when saving time is so important, more and more telephone users are following the thoughtful way of answering the telephone: "Harry Smith speaking." Such an introduction establishes identity, saves time and makes a good impression.

U S BOOK MATCH CORPORATION
All Types of ADVERTISING Gifts
Specialties - Cocktail Napkins
Premiums & Interior Displays
387 Bush... SU tter 1-5674

Universal Match Corp 1355 Market... UN drhil 1-4419

WADE COMPANY
Consult Us Before Purchasing Advertising and Gift Specialties of Every Description
156-2d... SU tter 1-7590

Walsh V S Co
An Article For Every Business
156-2d... DO uglas 2-4024

Whitecar I A Co 1135 Harrison... UN drhil 1-3330
Yocum Grace O Pacific Bldg... GA rfd 1-2543

Advertising-Transit
Felder Sorensen & Davis 58 Sutter DO uglas 2-2610
Mutual Transportation Advertising Inc
105 Montgomery... SU tter 1-5977

Sorensen Grace W Co 305 Mtgy... SU tter 1-5977

Look in the Yellow Pages first!

P. J. Cesari
ADVERTISING NOVELTIES CO.
Serving the Western States Since 1927
An Advertising Specialty for Every Purpose From 5c to \$25.00
MANUFACTURERS - JOBBERS - IMPORTERS
We Design, Create & Finish Our Line of Mirrors, Decorated Glass, Cardboard & Metallic Calendars-Adv. Specialties, Etc.
One of the most complete lines of Calendars in the nation - and we can also tailor make them for you.
In Our Own Factory - Located in Our Own Building
Phone Us and a Salesman Will Call At Your Office With Samples
Phone WALnut 1-3304
1691 Turk St. San Francisco 15

Advertising Specialties- (Cont'd)

FEATURISTIC ADVERTISING CO
Manufacturers & Nat'l Dist. of Featureline Advertising Products
Call Us For Fast Delivery
Ash Trays - Book Matches - Calendars
Leather - Cloth - Wood - Metal
Plastic - Paper - Glass
Adv. Specialties
Nat'l Distribution Facilities on New Patent & Ideas
Inquiries Invited
Member Adv. Specialty Nat'l Assoc.
20-2d... YU kon 6-1480

Floyd Jeff D 1407 Valencia... MI san 7-5472
Golden Gate Supply Co 323 Geary... YU kon 2-1441

J T Specialty Co 518 Walter... UN drhil 1-5188

KOLLMANN BLANCHE
Complete Lines of Latest Specialties
Calendars - Diaries - Pencils - Etc.
Fine Leather - Metal - Plastic - Etc.
742 Market... SU tter 1-4464

LYON AGENCY THE 293-8th... MA rket 1-2620
National Photographic Advertising Agency The
2166 Market... UN drhil 3-2600

Newton Manufacturing Co
554 Kansas... MA rket 1-7603

O'Berry David 210 Post... GA rfd 1-5084

O'Neill W H Co 171 Blisome... EX brook 2-5942

Osborne Co The 1352 Haight... HE mlock 1-3280

Perrygraf Corp 503 Market... YU kon 2-6641

PERRYGRAF SLIDE CHARTS
Leading manufacturer of printed calculators, selectors, visualizers, demonstrators. Submit your problem. We put complicated data into simple, graphic form, design and manufacture promptly.
"FOR INFORMATION CALL"
S F REPRESENTATIVE
Downey Co The 503 Market... YU kon 2-6641

SALTZ ADVERTISING SPECIALTIES
Manufacturers of DECORATED ASH TRAYS
Including the Exclusive SNUFFER "AD-TRAY"
Book Matches - All Sizes
LEATHER - LUCITE - METAL
PLASTIC - WOOD CLOTH
CELLULOID NOVELTIES
CALENDARS - CALENDAR PADS
MECHANICAL PENCILS
Stock on Hand - Immediate Delivery
1339 Folsom... MA rket 1-6994

Selling Units Co 420 Market... EX brook 2-5483

Shaw-Barton Inc 210 Post... DO uglas 2-1400

Smith Ralph E 210 Post... EX brook 2-0155

TWOMEY E F CO
The Largest Adv Specialty Org In Calif
557 Howard... DO uglas 2-5617

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All Types of ADVERTISING Gifts
Specialties - Cocktail Napkins
Premiums & Interior Displays
387 Bush... SU tter 1-5674

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An Article For Every Business
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Whitecar I A Co 1135 Harrison... UN drhil 1-3330

Yocum Grace O Pacific Bldg... GA rfd 1-2543

Advertising-Traveling Sign Board
A SINGLE TRAVELING BILLBOARDS
108 Golden Gate Av... PR opect 5-8943
If no answer call... WE st 1-8396

A & D TRAVELING SIGNS
Abe Ettin
1245A S Van Ness Av... VA lencia 4-5095
1245A S Van Ness Av... VA lencia 4-2790
1245A S Van Ness Av... VA lencia 4-5774
If no answer call... HE mlock 1-5948

ABE ETTIN
A & D Traveling Signs
1245A S Van Ness Av... VA lencia 4-5095
If no answer call... VA lencia 4-5095

AIRADS INC Oakland Municipal Airport
Audio Visual Advertising Co
49 Geary... EX brook 2-2858

SIGNS IN FLIGHT
Night Neon Aerial Adv
Day Time Jumbo Tow Banners
P O Box 518 Oakland
1655 Polk... OR dway 3-3760

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

Agricultural Chemicals
DOW CHEMICAL CO THE
310 Sansome... GA rfd 1-8323
du pont de Nemours E I & Co
111 Sutter... YU kon 2-0638

LINCOLN O F Russ Bldg... EX brook 2-4041

PITTSBURGH AGRICULTURAL CHEMICAL CO
Russ Bldg... EX brook 2-4041

UNITED CHEMICAL COMPANY
461 Market... GA rfd 1-4924

Allis-Chalmers Mfg Co
1400 Park Av Emeryville... OL ympic 3-3100
Atlas Lawn Sprinkler Co
Atlas Lawn Sprinkler Equipment
560-7th... MA rket 1-6348

Berg Chas Implement Co
346 Washington... EX brook 2-7082

Carter H V Co Inc 52 Beale... SU tter-1-0562

Case J I Co 1933 Peralta Oakland... TE mplbar-2-0838

CATERPILLAR DIESEL TRACTORS-
PETERSON TRACTOR & EQUIPMENT CO
943 Harrison... YU kon 6-6300

CLETRAC TRACTORS-
TRACTOR&EQUIPMENT CO
14900 E 14th St Leandro... TR Inidad-2-8412

Deere John Plow Company
651 Brannan... SU tter-1-2929

DRAKE EQUIPMENT CO
INTERNATIONAL HARVESTER
McCORMICK - DEERING
TRACTORS
FARM EQUIPMENT
Corona Rd and Highway 101, Petaluma
(Toll) Call "Operator" for... Petaluma 25-1-1

FABRICATED METALS
Mrs Spray Rite Weed Control Equip
900-33d Av Oakland... KE llog 2-4100

Farmer Implement Co 210 California... SU tter 1-0662

FORD TRACTORS-
OWEN EQUIPMENT CO
575-10th... KL ondlke 2-1533

Harbor Metal Products Corp
1500 Bush... GR ayston 4-2341

JOHN DEERE FARM EQUIPMENT-
PETERSON TRACTOR & EQUIPMENT CO
943 Harrison... YU kon 6-6300

OLIVER CORP THE
1066-47th Av Oakland... KE llog 2-2511

OLIVER FARM EQUIPMENT-
TRACTOR&EQUIPMENT CO
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1245A S Van Ness Av... VA lencia 4-5774
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If no answer call... VA lencia 4-5095

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P O Box 518 Oakland
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461 Market... GA rfd 1-4924

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Atlas Lawn Sprinkler Co
Atlas Lawn Sprinkler Equipment
560-7th... MA rket 1-6348

Berg Chas Implement Co
346 Washington... EX brook 2-7082

Carter H V Co Inc 52 Beale... SU tter-1-0562

Case J I Co 1933 Peralta Oakland... TE mplbar-2-0838

CATERPILLAR DIESEL TRACTORS-
PETERSON TRACTOR & EQUIPMENT CO
943 Harrison... YU kon 6-6300

CLETRAC TRACTORS-
TRACTOR&EQUIPMENT CO
14900 E 14th St Leandro... TR Inidad-2-8412

Deere John Plow Company
651 Brannan... SU tter-1-2929

DRAKE EQUIPMENT CO
INTERNATIONAL HARVESTER
McCORMICK - DEERING
TRACTORS
FARM EQUIPMENT
Corona Rd and Highway 101, Petaluma
(Toll) Call "Operator" for... Petaluma 25-1-1

FABRICATED METALS
Mrs Spray Rite Weed Control Equip
900-33d Av Oakland... KE llog 2-4100

Farmer Implement Co 210 California... SU tter 1-0662

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575-10th... KL ondlke 2-1533

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1500 Bush... GR ayston 4-2341

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PETERSON TRACTOR & EQUIPMENT CO
943 Harrison... YU kon 6-6300

OLIVER CORP THE
1066-47th Av Oakland... KE llog 2-2511

OLIVER FARM EQUIPMENT-
TRACTOR&EQUIPMENT CO
14900 E 14th St Leandro... TR Inidad-2-8412

1/4 H. P. to 60 H. P.
Sutter 1-4670

PAULI & GRIFFIN CO.
509 - 6TH ST.

Your Classified Telephone Directory is a handy guide. Look through it and under the proper heading you will find out who sells what you want to buy.

Look in the Yellow Pages first!

Agricultural Implements- (Cont'd)

Spraying Systems Co 840 Lake... SK yline 1-8193
Treadwell James L Co
Tractors-Mining-Logging Eq All Kinds
47th Av & Sn Leandro Oakland... KE llog 3-6570
Residence S F Evenings call... FI lmor 6-0701

WESTERN IMPLEMENT MERCHANTS INC
FACTORY REPRESENTATIVES
Roto-Rake
Gustafson Duster - Spray Rite
610-16th Oakland... TW Inoaks 3-4439

Winpower Western Representatives
607 Market... GA rfd 1-0426

Bowley D Gould Agricultural Marketing Service
300 Washington... GA rfd 1-8266

Mendelson Palmer C Co 1 Drumm... YU kon 6-5466

Agricultural Marketing
Bowley D Gould Agricultural Marketing Service
300 Washington... GA rfd 1-8266

American Brake Shoe Co-
KELLOGG DIVISION Russ Bldg... DO uglas 2-6438

BACON EDWARD R COMPANY
AIR COMPRESSORS - AIR TOOLS
Sales - New or Rebuilt
Rentals - Parts - Service
17th & Folsom... HE mlock 1-3700

BAKER-HANSEN PUMP MFG CO
900 Doolittle Dr Sn Leandro... LO ckham 8-8381

Telephone service is one of the unifying forces of the nation.

The Yellow Pages save you time.

COMPLETE LINE OF AIR COMPRESSORS RANGING FROM 1 TO 80 C.F.M.

QUINCY COMPRESSOR
PACIFIC COAST DISTRIBUTOR

QUINCY COMPRESSORS

SCHOTT & KATZ
UNDERHILL 1-3030
1185 MISSION
SAN FRANCISCO

Curtis Compressors
PARTS SERVICE SALES RENTALS

1/4 H. P. to 60 H. P.
Sutter 1-4670

PAULI & GRIFFIN CO.
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