

Paint Dealers-Retail- (Cont'd)

LAND H PAINT MODERN PAINTS FOR MODERN DESIGN SOLD THROUGH INDEPENDENT DEALERS ONLY "WHERE TO BUY THEM" FACTORY & OFFICE L & H Paint Products 150 Mississippi... HE mck 1-4766 ANZA VISTA DISTRICT BARKER STOVE SERVICE 1830 McAllister... Walnut 1-6415 BAYVIEW DISTRICT Week Lumber Co 4547-3d... MI ssn 7-9469 COLLEGE HILL DISTRICT F M S 10 & 25 Cent Store 3771 Mission... MI ssn 8-3576 DALY CITY DISTRICT Gerrans Paint & Homeware 162 School Daly City... PL aza 5-4585 DOWNTOWN DISTRICT Palette Sign Co 108 Golden Gate Av... TU xedo 5-5220 EUREKA VALLEY DISTRICT Square Deal Paint Store 3800-17th... HE mck 1-4054 Underwood's Hardware 538 Castro... UN drhl 3-9842 EXCELSIOR-BERNAL HEIGHTS DISTRICT Rosenberg H V 400 Alemany Blvd... MI ssn 7-4285 FILLMORE-GEARY DISTRICT Barkan Paints 1432 Fillmore... FI lmr 6-6580 GLEN PARK DISTRICT MAJOR PAINT CO 2 Monterey Blvd... JU niper 7-1818 MIRALOMA DISTRICT Miraloma Hardware & Variety 475 Portola Dr... OV rind 1-5317 MISSION DISTRICT B & C Hardware 2900-24th... AT water 2-5380 MISSION TERRACE DISTRICT Cast Hardware 1819 San Jose... JU niper 4-8514 NORTH BEACH DISTRICT HOUSE OF PAINTS 601 Vallejo... DO uglas 2-6799 PACIFIC HEIGHTS DISTRICT Superior Plumbing & Hardware 3326 Sacramento... WE st 1-9133 PARKSIDE TARAYAL DISTRICT A To Z Paint Store 2234 Taraval... SE abright 1-1630 POLK-LARKIN DISTRICT FRANKLIN HARDWARE & REPAIR 1429 Franklin... GRayston 4-3409 LANDUCCI-KOCH HARDWARE 2201 Polk... OR dway 3-3247 RICHMOND DISTRICT Imperial Paint Co 3231 Balboa... SK yline 1-8600 RICHMOND PAINT MART 626 Clement... SK yline 1-6000 SUNSET DISTRICT Surf Hardware 3901 Noriega... MOntrse 4-3350 WESTERN ADDITION DISTRICT Selki Bros 1640 Post... FI lmr 6-7590 LEONHARDT CHARLES 1944 Irving... MOntrse 4-6474 (See Advertisement Page 507)

A separate business listing under your own name frequently can mean great convenience to you. The extra cost for these separate listings is small.

Paint Dealers-Retail- (Cont'd)

LEONHARDT'S INC Distributors of Morwear Paint Everything in Paints Distributors For Imperial Washable Wallpapers Tools - Brushes - Etc. 1580 Market... MA rket-1-4773 LIQUID RAW HIDE- CONLEY JAY S & CO 913 Bayshore Blvd South S F Delaware 3-4000 LUMINAL PAINTS- ACCAMPO PAINT CO 757 Lombard... PR ospect 5-3652 MacFarlane Jay L Paint Co 1744 Haight... SK yline 1-1567 MAJOR PAINT CO 2 Monterey Blvd... JUNiper 7-1818 (See Advertisement Page 508) MALHOUSE PAINT HOUSE 3122-14th... UN drhl 1-9938 Mariani S & Sons 3364 Mission... MI ssn 7-9460 Market Hardware Co 147 Jackson... EX brook-2-3390 MARTIN-SENOUR NU-HUE PAINTS "For Your Home's Sake" Complete "Nu Hue" Color Matching Systems "WHERE TO BUY THEM" DISTRIBUTOR COLLINS KEN PAINT STORE 15th & Valencia... HE mck 1-7511 DEALER OLIVER PAINT CO Opposite Sears-Roebuck 3139 Mission... Valencia 4-6992 Mathews Paint Co 295 Kansas... MA rket 1-4638 NATHAN PAINTS- PRATT & LAMBERT INC 295 Kansas... MA rket 1-4638 Midtown Paint Store 413 Divisadero... UN drhl 1-2544 Mission Paint Co 6283 Mission Daly City... PL aza 5-2553 MOORE BENJAMIN PAINTS- EMERICK & DUNCAN CO 34 Page... HE mck 1-0832 MORWEAR PAINTS Morwear 100% Pure Paints, Varnishes, Enamels, Lacquers are manufactured by Morwear Paint Co. Look Better - Wear Longer - Cost Less. "WHERE TO BUY IT" MANUFACTURER MORWEAR PAINT CO Main Office 568-14th Oakland... HI gate 4-7290 DEALERS LEONHARDT CHARLES 1944 Irving... MOntrse 4-6474 LEONHARDT'S INC 1580 Market... MA rket 1-4773

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE 1. Please answer promptly. 2. Please be on the line when the party you want answers. 3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece. 4. Please replace the receiver gently when through talking.

Paint Dealers-Retail- (Cont'd)

MURPHY COLOR-SCHEME PAINTS COLOR-COLOR-COLOR Unlimited Choice of Colors in Exterior & Interior Paints. Full Line of Varnishes, Enamels & Lacquers. "WHERE TO BUY IT" DEALERS CASTRO VALLEY DISTRICT ENDOANL'S 2178 Market... MA rket 1-5153 DALY CITY DISTRICT BALBOA BUILDING MATERIALS 1831 Junipero Serra Blvd... PL aza 5-0800 Or 2123 Junipero Serra Blvd... PL aza 5-1515 CENTRAL HARDWARE GLASS SUPPLY 400-8th... LO mboard 4-4940 Norman F G & Sons Fuller Paints-Enamels-Etc 890 Valencia... MI ssn 7-0783 DOWNTOWN DISTRICT Blakiston's Paint & Wall Paper Store 350 Golden Gate... PR ospect 5-9400 Hundley E M Hardware Co 462 Mission... YU kon 2-3322 Rien Hardware Co 84-4th... GA rfd 1-1848 MISSION DISTRICT GRAHAM PAINT CO 795 Valencia... UN drhl 1-4375 NORTH BEACH DISTRICT ACCAMPO PAINT CO 757 Lombard... PR ospect 5-3652 POLK ST. DISTRICT Landucci-Koch Hardware 2201 Polk... OR dway 3-3247 POLK-SUTTER DISTRICT AMERICAN APPLIANCE & SUPPLY CO 1150 Sutter... PR ospect 5-3711 RICHMOND DISTRICT BOSQUE PLUMBING & HARDWARE CO INC 339 Clement... SK yline 1-0540 KENNEDY HAL 3444 Balboa BA yview 1-8550 SUNSET DISTRICT NORIEGA PAINT STORE 2407 Noriega... LO mboard 4-4940 PROGRESS HOMEWARES VARIETY STORES 724 Irving... SE abright 1-2038 WEST PORTAL DISTRICT PAPERHAUSEN H & SON 32 W Portal Av... OV erland 1-6717 PORTAL PAINT & COLOR HOUSE 323 West Portal Av... LO mboard 6-4297

NASON PAINTS PAINTS FOR EVERY HOUSEHOLD AND AUTOMOTIVE PURPOSE Automotive Finishes, Paints, Lacquers and Wallpaper. "WHERE TO BUY THEM" MANUFACTURER-Wholesale & Retail NASON H & CO 151 Potrero... UN drhl 1-0480 AUTOMOTIVE PAINTS AMERICAN GEAR & MOTOR SERVICE 731 Polk... TU xedo 5-5670 Auto Body Supply Co 1344 Divisadero... WAlnut 1-2886 Fuller W P & Co 1430 Van Ness Av... OR dway 3-6927 DEALERS City Hardware 5743 Mission DE laware 3-8989 Gilbert General Hardware 1915 Union... FI lmr 6-1220 Greenblatt's Hardware Stores 1426 Fillmore... WE st 1-5427 Nelson's Sporting Goods & Hardware 1181 Market... UN drhl 3-1367 ROYAL GLASS CO 2545 Geneva Av... JUNiper 7-2478 Taylor's Hardware Store 1555 Haight... UN drhl 1-5682 White's Hardware 3111 Geary Blvd... SK yline 2-1226

Paint Dealers-Retail- (Cont'd)

NATIONAL PAINT PRODUCTS Established 1921. Manufacturers of quality paints for home and industry. Ask for Mirex, the one coat Miracle Enamel. "WHERE TO BUY THEM" Home Remodeling & Appliance Co 317 Clement... SK yline 1-3654 MacFarlane Jay L Paint Co 1728 Haight... SK yline 1-1567 NICHOLLS HARDWARE Glidden Paints... MI ssn 7-2351 Noriega Paint Store Complete Line Dutch Boy & Murphy 2407 Noriega... LO mboard 4-4940 Norman F G & Sons Fuller Paints-Enamels-Etc 890 Valencia... MI ssn 7-0783 NU-ENAMEL- FEIL RADIO SALES & SERVICE 24th & Folsom... AT water 2-7334 O'BRIEN PAINTS & STAINS- RILEY PAINT CO 1135 Mission... HE mck 1-4334 OLD COLONY PAINTS "Save the Surface and You Save All!" "WHERE TO BUY THEM" DISTRIBUTOR G & H PAINT & CHEMICAL CO 367-9th... UN drhl 1-2977 DEALERS Crown Paint Co 75-4th... EX brk 2-8232 Crown Paint & Hardware 4001-3d... MI ssn 7-6979 Gilbert Electric & Radio Co 465 O'Farrell... TU xedo 5-2262 Ingleside Hardware & Appliance 1831 Ocean Av... JU niper 4-1387 Klock Mirror & Glass Co 491 Ellis... TU xedo 5-3425 White Lumber Co 1500 Noriega... LO mboard 4-5440 OLIVER PAINT CO BOYSEN & MARTIN SENOUR PAINTS Over 4,000 Colors to Choose From WALLPAPER All Latest Designs Trimmed Free RENTAL SERVICE Wallpaper Steamers Floor Sanders & Polishers Opposite Sears-Roebuck 3139 Mission... VA lencia 4-6992 OLYMPIC PAINTS- GRIFFIN & SONS 1051 Valencia... MI ssn 7-5927 (Continued Next Page)

Here's how you may be sure of getting your party more often when you dial: 1. Look up your number in the latest directory. 2. Listen for the steady hummm of the dial tone. 3. Keep your eye on the dial. 4. Wait a minute before you decide your party isn't home.

Paint Dealers-Retail- (Cont'd)

PACCO PAINTS Featuring "California Originals" in the New Western Colors! Interior, Exterior, Marine, Industrial Paint, "Hydroseal" Prot. Coatings, "Stainless Sheen" Rubber-base Interior Paint. For Other Pacco Products See Pacco Linoleum & Pacco Roofing Dealers. "WHERE TO BUY THEM" DISTRICT OFFICE PACCO PRODUCTS INC 475 Brannan... EX brook 2-3657 WHOLESALER STANDARD DISTRIBUTING CO INC 271-9th... UN drhl 1-1014 DEALERS A B A Blind & Shade Co 4901-3d... VA lencia 4-1049 BAY BRIDGE HARDWARE & GLASS CO 400-8th... HE mck 1-0296 Baysboro Coal Yard 46 Leland Av... JUNiper 4-5131 Color Cover Co 6331 Geary Blvd... SK yline 1-9756 Decoret Furniture Co 1020 Clement... Bayvw 1-4305 F & W Lumber Co 352 Ocean Av... DE laware 3-4400 Floor Styles Inc 2747 Mission... MI ssn 7-8320 Golden West Hardware 1735 Taraval... SE abright 1-2026 Mayer Walter Refrigeration Supply Co Open Evenings & Sundays VA lencia 4-3738 PORTAL PAINT & COLOR HOUSE 323 West Portal Av... LO mboard 6-4297 Royal Paint & Wall Paper Co 1842 Fillmore... Filmor 6-3774 SUNSET HARDWARE CO 750 Irving... MO ntrose 4-0159 SYMON BROS WRECKERS INC 1435 Market... HE mck 1-0441 Triangle Sales Co 1000 Columbus Av... GR ayton 4-6737 PARKSIDE DISTRICT STORE Dutch Boy-Boysen Paints 1101 Taraval... OV erland 1-5787 PERVO PAINT PRODUCTS- CLIFF'S VARIETY STORE 515 Castro... HE mck 1-5365 STANLEY'S PAINT & HARDWARE STORE 2469 San Bruno Av... JU niper 4-5902 PIONEER PAINT & WALLPAPER STORE 1213 Stockton... GA rfd 1-2189 PITTSBURGH PAINTS Sun-Proof House Paint Wallhide Wall Paints Wallhide Rubberized Satin Finish Florhide Floor Enamel Waterspar Enamel and Varnish Brushes and Clean-up Aids "WHERE TO BUY THEM" WHOLESALE & RETAIL PITTSBURGH PLATE GLASS COMPANY 1832 Market... UN drhl 1-5383 PITTSBURGH PLATE GLASS COMPANY 1199 Valencia... AT water 2-5878 DEALERS A TO Z PAINT STORE 2234 Taraval... SE abright 1-1630 DAVIS CHAS E 1230 Polk... GR ayton 4-1900 Portal Paint & Color House 323 West Portal Av... LO mboard 6-4297 RATHER HARDWARE & PAINTS 1924 Polk... OR dway 3-4919 RHODES H & CO 434-9th... HE mck 1-6494 Branch Store 546 Valencia... HE mck 1-6494 Richmond Paint Mart 626 Clement... SK yline 1-6000 Royal Paint & Wall Paper Co 1842 Fillmore... FI lmr 6-3774 RUST-OLEUM STOPS RUST AVAILABLE IN COLORS ALUMINUM & WHITE "WHERE TO BUY IT" PITT H CO 164-14th... HE mck 1-2550 Or... HE mck 1-2263

For just a few pennies a day you can enjoy the step-saving convenience of an extension telephone in your home.

Paint Dealers-Retail- (Cont'd)

RUST SELE RUST PREVENTIVE PAINT IN COLORS Stops & Prevents Rust. Durable - Economical Efficient. Costs Less Than One Cent Per Square Foot. "WHERE TO BUY IT" DISTRIBUTOR DARCOID CO OF CALIF THE 249-9th... UN drhl 1-6984 Rust-Sele 249-9th... UN drhl 1-6984 SHADE PAINT & WALLPAPER CO 2937 Mission... VA lencia 4-3312 (See Advertisement Page 507) SCHINDEL'S PAINTS & WALLPAPER 107 Leland Av... DE laware 3-1870 SEABOARD SUPPLY CO Complete Line of PAINTS - WALLPAPER - BRUSHES OILS - THINNERS - VARNISHES Complete Line of HARDWARE 2235 Polk... GRayston 4-1463 Sherwin-Williams Co The 549 Golden Gate Av... UN drhl 3-5656 SHERWIN-WILLIAMS PAINTS See the new Paint and Color STYLE GUIDE - authentic color schemes for every room. SWP "Weathered" House Paint. KEM-TONE, Economy Wall Finish. KEM-GL, Miracle Lustre Enamel. SUPER KEM-TONE, Ready-to-Use Deluxe Washable Wall Paint. "WHERE TO BUY IT" BRANCHES Sherwin-Williams Co The 244 West Portal Av... LO mboard 6-4852 Sherwin-Williams Co The 10th & Market... HE mck 1-2514 DEALERS CASTRO DISTRICT Bon Omi 5c to \$1.00 Stores 479 Castro... MA rket 1-7433 Caro A H 4129-18th... KL ondike 2-0100 CHINATOWN DISTRICT Chong Jan Co 930 Grant... YU kon 2-1013 DALY CITY DISTRICT Daly City Hardware 6309 Mission Daly City... PL aza 5-6530 Stockton A L Lumber Co 6100 Mission Daly City... PL aza 5-6320 DOWNTOWN DISTRICT Gilbert Electric & Radio Co 465 O'Farrell... TU xedo 5-2262 Palace Hardware Co 569 Market... YU kon 6-6363 White House Sutter & Grant... EX brk 2-5000 FILLMORE DISTRICT Mizel's Kitchenware 1901 Fillmore... WE st 1-2968 GENEVA AVENUE DISTRICT Courtney's Hardware 1234 Geneva Av... DE laware 3-1234 HAIGHT ST DISTRICT Dublin's Variety Store 735 Haight... UN drhl 1-1860 LAKESIDE VILLAGE DISTRICT Palace Hardware Co 2555 Ocean Av... DE laware 4-1450 MARINA DISTRICT Fredericksen Hardware Co 3029 Fillmore... JO rdan 7-3970 Union Hardware Co 2154 Union... WAlnut 1-5696 (Continued Next Column)

Good party-line neighbors are considerate party-line users. Remember these golden rules: • Space your calls instead of making several without a break. • Talk only as long as necessary on each call. • When you finish talking replace the receiver properly. • Make certain, if you are using a dial telephone, that the line is clear before you dial. • Ask your youngsters to be considerate, too.

Paint Dealers-Retail- (Cont'd)

SHERWIN-WILLIAMS PAINTS (cont'd) DEALERS (cont'd) MISSION DISTRICT Bon Omi 5c to \$1.00 Stores 2004 Mission... MA rket 1-9923 Davis Hardware Co 2172 Mission... UN drhl 1-5356 House Of Color 2995-24th... MI ssn 7-9189 House Hardware Co 2729 Mission... MI ssn 7-3873 Mariani S & Sons 3364 Mission... MI ssn 7-9460 Rossi Hardware Co 5196 Mission... JU niper 5-4445 NOE VALLEY DISTRICT Castro Hardware 1303 Castro... MI ssn 7-4736 NORTH BEACH DISTRICT Fionni Hardware Co 1351 Grant... EX brook 2-4765 Record Hardware Co 659 Columbus Av... SU tter 1-7638 PARKSIDE DISTRICT Fortieth & Taraval Hardware 3032 Taraval... LO mboard 6-3605 Hamilton's Parkside Hardware 1044 Taraval... MO ntrose 4-0534 POLK DISTRICT Standard Linoleum Co 1836 Polk... PR ospect 5-9263 RICHMOND DISTRICT Balboa Hardware Store 4052 Balboa... BA yview 1-5718 Gilton Lumber Co 3931 Geary Blvd... SK yline 2-2400 MacKillop Hardware Store 658 Clement... SK yline 1-1442 Owens Tom Hardware 2317 Irving... SK yline 2-1031 SUNSET DISTRICT Jackson G B & Son 2647-24th... SE abright 1-5615 Noriega Hardware 2526 Noriega... SE abright 1-0531 Schilling Hardware Co 806 Irving... MO ntrose 4-0896 York's Hardware 3644 Lawton... LO mboard 6-9052 SUTTER DISTRICT Amer Appliance & Supply Co 1150 Sutter... PR ospect 5-3711 UPPER MARKET DISTRICT Bay City Paint Co 2279 Market... HE mck 1-4914 VISITACION VALLEY DISTRICT Sam's Hardware & Appliances 110 Leland Av... DE laware 3-7920 WEST PORTAL DISTRICT Tuguey West Portal Hardware 66 W Portal Av... MO ntrose 4-2726 WESTWOOD PARK DISTRICT Jules Hardware Co 1556 Ocean Av... JU niper 5-3456 Sno-Boy Paint Manufacturing Co 1612 Market... HE mck 1-1017 SNO-BOY PAINT STORE 3159 Mission... MI ssn 8-0158 SNO-BOY PAINTS- SNO-BOY PAINT STORE 3159 Mission... MI ssn 8-0158 WEST PAINT CO 1612 Market... HE mck 1-1017

A Directory Advertising Representative will be glad to help you prepare a Classified Directory advertisement that will bring you more business. You can reach him by calling the Business Office of the telephone company.

Paint Dealers-Retail- (Cont'd)

SPRED SATIN-GLIDDEN PAINTS The 100% Latex Emulsion Paint for walls, ceilings and woodwork. Goes on in 1/2 the time without laps or brushmarks. Dries in 20 minutes. Guaranteed washable. Modern colors. "WHERE TO BUY IT" DIVISION OFFICE GLIDDEN CO THE 1300-7th... MA rket 1-0200 DEALERS A to Z Paint Store 2234 Taraval... SE abright 1-1630 Alex-Lind Hardware 775 Monterey Blvd... JU niper 7-5685 BROWN CHAS & SONS 813 Market... SU tter 1-6030 Brownie's Hardware 1540 Polk... OR dway 3-7776 Cunningham Hardware Co 1044 Post... OR dway 3-7170 Daly City Blind & Shade 40 Hillcrest Dr Daly City... PL aza 5-3100 ENDOANL'S 2178 Market... MA rket 1-5153 ENDOANL'S 870 Valencia... MI ssn 8-6643 F & H Hardware Co 1520 Fillmore... FI lmr 6-7011 GERRANS PAINT & HOMEWARE 162 School Daly City... PL aza 5-4585 Hamilton's Parkside Hardware 1044 Taraval... MO ntrose 4-0534 HOKING'S HARDWARE 216 Clement... SK yline 1-4673 IDEAL PAINT & WALL PAPER CO 2200 Lombard... WE st 1-6331 Imperial Paint Co 3231 Balboa... SK yline 1-8600 Lakeside Hardware & Lumber Co 44th & Taraval... SE abright 1-5252 Lehmann Linoleum 2317 Irving... LO mboard 4-3740 Evenings & Sundays Call... OV rind 3-3638 Mickelson's Paint & Furniture Store 3434 Mission... MI ssn 7-4171 NICHOLS HARDWARE 2647-24th... MI ssn 7-2351 Oliver Paint Co 3139 Mission... VA lencia 4-6992 PACIFIO HARDWARE CO 520 Haight... UN drhl 1-4428 Rossi Hardware Co 5196 Mission... JU niper 5-4445 Royal Paint & Wall Paper Co 1842 Fillmore... FI lmr 6-3774 SEABOARD SUPPLY CO 7235 Polk... GR ayton 4-1463 Seabright Hardware 1749 Noriega... SE abright 1-1274 Sunset Hardware Co 750 Irving... MO ntrose 4-0159 Sunset Variety Store 4114 Judah... MO ntrose 4-2937 Surf Hardware 3901 Noriega... MOntrse 4-3350 Tuguey West Portal Hardware 66 West Portal Av... MOntrse 4-2726 Veterans Paint & Hardware 792 Arguello Blvd... SK yline 2-2663 Square Deal Paint Store 3800-17th... HE mck 1-4054 STAGCAT PAINTS Paints - Varnish Enamels, Stuccoat "once over" covers any surface solidly in one coat. Ceiling - Wall - Wallpaper. There is no economical substitute for oil paint. "WHERE TO BUY THEM" DISTRIBUTOR HOFFMANN-RAISSE PAINT CO 3259-228... VA lencia 4-1533 STANDARD DISTRIBUTING CO INC 271-9th... UN drhl 1-1014 (See Advertisement Page 506) STANDARD LABORATORIES & SUPPLY CO 40-12th... HE mck 1-8644 STANDEX INDUSTRIES 210 Bayshore Blvd... AT water 2-1133 SUSKO MIKE PAINT CO 2577 Sn Bruno Av... JUNiper 7-3322 Sunset Supply & Paper Co 118-4th... YU kon 6-6185 (Continued Next Page)

SAVE A COAT with Stuccoat