

Advertising-Direct Mail-(Cont'd)

Call Hostess Service
2748 Junipero Serra Bl Colma
Call Office Service Co 591 Mission
Robinson & Co Inc 830 Market

CITY MULTIGRAPHING CO
MARK RODMAN
EFFECTIVE DIRECT MAIL
LET US PLAN YOUR
Sales Letters - Catalogs - Brochures

CLEMENT RANDOLPH R
Direct Mail Planned - Produced
Mailing Lists - Local - National
Addressing - Reproduction Work

DULFER ALEX LITHOGRAPHING CO
553 Howard
Flash Letter Service 24 California
Hawk Henry J 1651 Market

HAWKE CRYSTAL COMPANY
440 Sansome
HIBBARD Y & CO
DIRECT MAIL
Mimeographing - Offset Printing

LEWIS & MAYNE INC
Direct Mail Plan & Copy Service
Premium Mailings
Mailing Lists
Complete Duplicating & Mailing Service

MCDONALD OLIVE M
1355 Market
MILES HARRY & CO 372 Ellis

MILES HARVEY & CO INC
MOST MODERN AND BEST EQUIPPED
DIRECT MAIL PLANT IN SAN FRANCISCO

POOL & ASSOCIATES INC
115 New Montgomery
REALTY INDEX
UP TO DATE DIRECTORY OF
REAL ESTATE PROPERTY OWNERS

Advertising-Direct Mail-(Cont'd)

RECORDER PRINTING & PUBLISHING CO
SUNSET PRESS 99 S Van Ness
Roberts Ken 67 Beale
Robinson & Co Inc 830 Market

SUTTER LETTER SERVICE
58 Sutter
TOWNE-OLLER & ASSOC
127 Monty

WARD MACDONALD AND STAGG
931 Howard
WESTERN EMPIRE DIRECT ADVERTISING CO
DIRECT MAIL

WILSON JETER SHOP
2404-28th Av
WRIGHT LETTER SHOP
126 Sutter

Advertising Directories-See Directories
Advertising Displays
See Display Designers & Builders;
Also Lithographers

Advertising Distributing
See Distributing Service
Advertising Matches-See Matches
Advertising Motion Picture
ALEXANDER FILM CO

Becker & Wulzen Films
Animated Cartoons-Live Action
915 Howard
Bemiller Productions Co
Animated Cartoon Advertising

Commercial Film Enterprises
173-14th
Commercial Film Enterprises
125 Hyde

The Yellow Pages save you time.

Advertising-Motion Picture-(Cont'd)

GENERAL SCREEN ADVERTISING INC
Fairmont Hotel
MOTION PICTURE SERVICE CO
125 Hyde

MOVIE ADVERTISING BUREAU-UNITED
FILM SERVICE INC
MOTION PICTURE
Theatre and Television
ADVERTISING

National Screen Service Corp
140 Leavenworth
Advertising Novelties
See Advertising Specialties

Advertising-Outdoor
A & D TRAVEL SIGNS
Abe Ettin
1245A S Van Ness Av

CALIFORNIA OUTDOOR ADVERTISING CO
Poster & Painted Bulletin Adv
32d & Louise Oakland

DAVIS EQUIPMENT CO
21863 Foothill Bl Hayward
National Outdoor Adv Bureau Inc
461 Market

FOSTER AND KLEISER COMPANY
1675 Eddy
NATIONAL ADVERTISING CO
114 Sansome

PAC OUTDOOR ADVERTISING CO
703 Market
National Outdoor Adv Bureau Inc
461 Market

WEST COAST ADVERTISING CO
123 S Van Ness Av
Advertising Photography
See Photographers-Aerial;
Also Photographers-Commercial

Advertising-Radio
See Radio Broadcasting Companies & Stations
Advertising Sales Contests
See Sales Promotion Service
Advertising Schools-See Schools

FLOOR SAVER
To keep the floors from being
marred when moving furniture,
slip old heavy socks over legs.

Advertise here-it pays.

Advertising Service

A A Advertising Co
House To House Distribution
2216 Clement
ABBOTT KIMBALL CO 405 Monty

Advertising Service-(Cont'd)
FIELDER SORENSEN & DAVIS
Transit Advertising Representatives
New York Subways Advertising
Co., Inc.

FOSTER AND KLEISER COMPANY
1675 Eddy
Gallagher John M Advertising Agency
681 Market

Advertising Service-(Cont'd)
STECHER-TRAUNG FULL COLOR
ADVERTISING MATERIAL-
STECHER-TRAUNG LITHOGRAPHY
CORPORATION 600 Battery

Advertising Service-(Cont'd)
THREE HUNDRED PUBLISHING CO
COMPLETE ADVERTISING SERVICE
LAYOUTS - COPY WRITING
PRINTING - MAILING

Advertising Service-(Cont'd)
TRADE MARK MERCHANDISING SERVICE
Tells buyers where to
find your local dealer.
Control and safeguard
the distribution of
Advertised, Trade Marked
Merchandise and Service.

Advertising Service-(Cont'd)
"SERVICE RENDERED BY"
PACIFIC TELEPHONE & TELEGRAPH
CO THE
Directory Department

Advertising Signs-See Signs
Advertising-Slide, Theatrical
See Advertising Service; Also Slide Films
Advertising-Sound Truck
See Sound Systems & Equipment
Advertising Specialties
Acme Selling Aids 1594-45th Av

ADVERTISING
WHERE 9 OUT OF 10
LOOK
The "YELLOW PAGES" Tell-
"WHERE TO BUY IT"
PACIFIC TELEPHONE & TELEGRAPH
CO THE
Directory Department

Advertising Service-(Cont'd)
PACIFIC TELEPHONE & TELEGRAPH
CO THE
AN AD IN THE CLASSIFIED TELEPHONE
DIRECTORY OFFERS THESE FEATURES

Advertising Service-(Cont'd)
ASSOCIATED AD-PRODUCTS
Ad-Work-Amas Items-Pencils
7 Front

Advertising Service-(Cont'd)
CESARI P J ADVERTISING NOVELTIES CO
Since 1927
NATIONALLY ADV. BRANDS
Also
TAILOR MADE FOR YOU
IN OUR OWN SF FACTORY

Advertising Service-(Cont'd)
WADE COMPANY
Consult Us Before Purchasing
Advertising and Gift Specialties
of Every Description

Advertising Service-(Cont'd)

Advertising Service-(Cont'd)
STECHER-TRAUNG FULL COLOR
ADVERTISING MATERIAL-
STECHER-TRAUNG LITHOGRAPHY
CORPORATION 600 Battery

Advertising Service-(Cont'd)
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IN OUR OWN SF FACTORY

Advertising Service-(Cont'd)
WADE COMPANY
Consult Us Before Purchasing
Advertising and Gift Specialties
of Every Description

Advertising Specialties-(Cont'd)

Advertising Specialties-(Cont'd)
Colvin of California
Gift Packages of Dried Fruits
585 Howard

Advertising Specialties-(Cont'd)
DANZIGER SALES COMPANY
Dual Standard Printing 4341 Calif

Advertising Specialties-(Cont'd)
GLADDOCK CO OF CALIFORNIA THE
BALLOONS - PENNANTS - CALENDARS
Key Chains - Personalized Gifts - Decals

Advertising Specialties-(Cont'd)
KINI OF HILO-HAWAII-THAT IS
EXOTIC FOODS
PRESERVES - JAMS - JELLIES
Fresh Exotic Flowers

Advertising Specialties-(Cont'd)
KOLLMANN BLANCHE
GIFTS OF DISTINCTION
Newest Lines of Adv. Specialties
To Meet Each Individual Need

Advertising Specialties-(Cont'd)
LYON AGENCY THE 293-8th
MORGAN & BARCLAY CO
Pens - Pencils - Calendars - Lighters

Advertising Specialties-(Cont'd)
PERRYGRAF SLIDE CHARTS
Leading manufacturer of
printed calculators, selectors,
visualizers, demonstrators.

Advertising Specialties-(Cont'd)
PLASTIC FABRICATORS CO
Durashield Plastic-Printed Lam Prod
440 Sansome

Advertising Specialties-(Cont'd)
PROGRAM PRINTING & LITHOGRAPHY CO
CARTOONS
BLOTTERS - CARDS - CIRCULARS

Advertising Specialties-(Cont'd)
RHOADS R F 3031-25th Av
Rogers Robert L Co 260 Kearny

Advertising Specialties-(Cont'd)
SUNSHINE NOVELTY ADVERTISING CO
6014 Fulton
Topflight Tape Co 503-Market

Advertising Specialties-(Cont'd)
WADE COMPANY
Consult Us Before Purchasing
Advertising and Gift Specialties
of Every Description

Advertising Specialties-(Cont'd)

Advertising Specialties-(Cont'd)
Whitecar Bros 512-2d
WRIGHT DON ASSOCIATES
A Unique and Complete Line
Displayed for Your Review

Advertising Specialties-(Cont'd)
ZIPPON LIGHTERS-
COTTINGHAM JACK S
80 Lynnwood Dr Daly City

Advertising Specialties-(Cont'd)
A & D TRAVEL SIGNS
Abe Ettin
1245A S Van Ness Av

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ADVERTISING LIGHTING
WE SHINE TO HEAVEN
SEARCHLIGHT & FLOODLIGHT RENTALS
HAYWARD-LUcerne 1-1924
AND
SAN RAFAEL-Glenwood 4-1225
DAVIS EQUIPMENT CO.
HAYWARD: 21863 FOOTHILL BLVD. SAN RAFAEL: 424 IRWIN

MOBILE AD CO.
SEARCHLIGHT ADVERTISING
Efficient Service At Moderate Prices
Serving the Entire East Bay and Peninsula Area
For Information Call
KLondike 2-1191
Residence - Graystone 4-1070
270 CAPP
Advertise here-it pays.

Advertising Service-(Cont'd)
Perrygraf Corp 503 Market
POLYART STUDIOS
Display Adv at Arny and York Sts
698 Precita

Advertising Specialties-(Cont'd)
KOLLMANN BLANCHE
GIFTS OF DISTINCTION
Newest Lines of Adv. Specialties
To Meet Each Individual Need
SUTTER 1-4464
LYON AGENCY THE 293-8th
MORGAN & BARCLAY CO
Pens - Pencils - Calendars - Lighters
Book Matches - Plastics - Novelties
Leather Goods - Business Gift Items
531 Mission
YUkon 2-4321