



**De Luxe Motel**

- ★ FREE TELEVISION
- ★ SUITES AVAILABLE
- ★ BATH & SHOWER COMBINATION

Close to Civic Center Shops & Entertainment  
APPROVED AAA

**Walnut 1-2444**

**Lombard Plaza Motel**  
ON U.S. 101 NEAR GOLDEN GATE BRIDGE  
2026 LOMBARD Next to "Ed's Chuck Wagon" Rest.

**AMBASSADOR DOWNTOWN MOTEL**  
FREE INDOOR PARKING



CALL  
**Prospect 5-6300**

55 Mason - Center of Shopping & Theatre District

**MOTORVILLE MOTEL**  
P. BONFANTINI OWNER

30 MODERN UNITS WITH OR WITHOUT KITCHENS  
ON U.S. HWY. 101  
1 Mi. South of City Limits  
Bordering Peninsula Towns & City Center  
Member of Calif. Mission Trails Ass'n.  
**Plaza 5-9873**



7500 MISSION ST. COLMA

**SKINNER, HIRSCH & KAYE**  
THE QUALITY CAMERA STORE SINCE 1886

**Movie EQUIPMENT**



**CAMERAS**  
8 & 16 MM  
EASTMAN ANSCO DUPONT  
COLOR - BLACK & WHITE  
8 MM - 16 MM  
16 MM SOF

AMPRO EASTMAN VICTOR DeVRY KEYSTONE BELL & HOWELL REVERE  
Amateur & Professional

**PROJECTORS**  
MOVIES • SLIDES

For HOMES . . . PARTIES . . . CONVENTIONS . . . SALES MEETINGS  
OPEN MONDAY EVENINGS TILL 9 P. M.

**Garfield 1-7370**  
From East Bay Ask Operator for EXbroom 1-2050  
No Inter-City Charge

**Skinner, Hirsch & Kaye**  
239 GRANT AVE. SAN FRANCISCO 8 GARfield 1-7370

**Motels-(Cont'd)**

**MILLWOOD MOTEL**  
AAA - NEW - 35 UNITS  
PHONES - TV - KITCHENS  
U S 101 16 MI So of San Francisco  
1375 El Camino Real Mibra. . . JUmo 3-3935

**MISSION BELL MOTEL**  
6843 Mission . . . Plaza 5-6161  
(See Advertisement Page 479)  
Motel Doyle 1450 Lombard . . . PRpct 6-5761  
(See Advertisement Page 479)  
Motel Doyle 1555 Union . . . PRpct 6-3310  
(See Advertisement Page 479)  
Motel Flamingo Mission at 7th. . . MARK 1-0701  
Motel Geneva 3233 Geneva Av. . . JU niper 4-9987

**MOTEL VINMAR**  
3255 Geneva Av. . . DE aware 3-3000  
Motorville Motel 7900 Mission Colma. Plaza 5-9873  
(See Advertisement This Page)

**MOZZETTI'S MOTEL & TRAILER VILLAGE**  
15 Min. to Downtown San Francisco  
Units With or Without Kitchens  
San Bruno Av & Visitation Av  
Brisban . . . JU niper 7-9898

**MURRAY'S-GOLDEN GATE MOTEL**  
2555 Lombard. WAint 1-9482

**NEW S F MOTEL & TRAILER COURT**  
New Modern Units With Garages  
15 Minutes From Downtown S.F.  
TRAILER ACCOMMODATIONS  
6925 Mission Daly City. . . PL aza 5-5850

**OCEAN PARK MOTEL**  
Member AAA United Motor Courts

**SAN FRANCISCO'S DE LUXE MOTEL**  
In the City of the Beach  
T. V.  
3 Miles South of Cliff House  
Modern - Quiet - Heated - Garages  
Downtown Street Car - Parks - Playground  
Some Units With Kitchens  
Moderate Rates  
At Sloat Blvd Near Zoo  
2690-46th Av . . . OVrind 1-7268

**PLAYA MOTEL**  
ON 101 U.S. HIGHWAY  
15 Minutes to Downtown Center  
Walking Distance to Presidio  
Fisherman's Wharf - Ft. Mason

**23 MODERN UNITS TELEVISION FREE ICE CUBES**

Between Gough & Octavia  
1650 Lombard . . . TUxedo 5-5163

Presidio Travelodge 2755 Lombard. . . WEst 1-9138  
Rancho Lombard Motel . . . 1501 Lombard. GRaystn 4-3030  
(See Advertisement Page 479)

**RANCHO MONTEREY MOTEL**  
1200 Munras. Monterey 2-1331  
Roberts Ocean Beach Motel . . . 2828 Sloat Bl. LOmbard 4-2610  
S F MOTEL 1750 Lombard . . . WAint 1-1842

**SANDS MOTEL**  
AAA APPROVED  
TV - CAR PORTS  
One of San Francisco's Newest & Finest  
Close to Restaurants & Shopping Dist.  
8 Minutes from Downtown S. F.  
U S 101-2 Blks. from G G Bridge Entr.  
2440 Lombard . . . JOrdn 7-2440

**SEA CAPTAIN'S MOTEL**  
2322 Lombard. WAint 1-4980

**SENATOR HOTEL MOTEL**  
Parking Adjoining  
\$3.50 UP - FAMILY ACCOMMODATION  
Between Leavenworth & Hyde - Restaurant  
519 Ellis . . . PRpct 5-0506

**SERRA MOTEL**  
15 Minutes from Downtown S. F.  
MODERN UNITS WITH KITCHENS -  
GARAGE - SHOWERS & REFRIGERATION  
2149 Junipero. Serra Bl. Daly City. Plaza 6-0950

Advertise here—it pays.

**Motels-(Cont'd)**

**STAR MOTEL**  
AAA APPROVED  
Telephone - Television in Each Room  
U. S. Koylon Mattresses  
1727 Lombard . . . FLimor 6-2950

**TOWN MOTEL**  
SAN FRANCISCO'S SMARTEST  
Boy Shore Blvd. of Geneva Ave.  
A.A.A. - Best Western Motels  
3211 Geneva Av. . . JU niper 4-5110

**TRAVELodge GOLDEN GATE**  
2230 Lombard . . . WAint 1-0664  
Travelodge Presidio 2755 Lombard. . . WEst 1-9138

**VINMAR MOTOR HOTEL**  
NEW DELUXE MOTOR COURT  
Boy Shore Blvd. of Geneva Av.  
Best Western Motels - A.A.A.  
3255 Geneva Av. . . DE aware 3-3000

Western Host Inc 209 Post. . . DOuglas 2-1323  
Westlake Apartment Motel  
32A Westlake Av Daly City. . . PLaza 5-6475  
Wye Motel  
Accepted by AAA & S F Chamber of Comm  
Hwy 101 & Hickey Bl 55F. . . PLaza 5-9556

**Moth Proofing**

**BERLOU MOTH PROOFING-**  
DEALERS  
EXCLUSIVE CLEANERS  
1145 Bush GRaystn 4-2408  
VACUUM STERILIZING CO  
1354 York . . . ATwtr 2-7025

Flamort Chemical Co 746 Natoma. . . MA rket 1-7825  
Gromm System 210 Post. . . EX brook 2-3383  
Kwitz Chemical Corp  
551 Railroad Av 55F Plaza 6-1107

**PARAMOUNT PEST CONTROL SERVICE**  
149 Gough . . . KLondis 2-1010

**Mothers Milk Banks-See Milk Banks**

**Motion Picture Advertising**  
See Advertising-Motion Picture

**Motion Picture Equipment & Supplies**

**ALLEN'S PHOTO SUPPLY CO**  
SALES & SERVICE - ALL MAKES  
We Give S & H Green Stamps  
Free Parking at 60 Beale  
238 Market . . . EXbrk 2-2928

Altec Service Corp 318 Turk. . . ORday 3-9151  
Ampro Corp Distributor 239 Grant Av. GARfield 1-7370

**AMPRO PROJECTORS-**  
BELLING MONROE J  
1126 Market . . . HE mlock 1-5035  
CAMERA CENTER 998 Market. PR spct 5-5100  
ROCHLIN'S CAMERAS  
807 Market. YUkon 6-2840

**BASS ALFRED INC** 585 Market. . . YU kon 6-0583  
(Continued Next Page)

Our business office will be glad to help with any telephone problem you may have.

When a NAME RECOMMENDED has been FORGOTTEN  
You remember the recommendation but don't remember the name. If you will

LOOK IN THE Classified TELEPHONE SECTION  
You will probably recognize the name when you see it.

Advertise here—it pays.

**Motion Picture Equipment & Supplies-(Cont'd)**

**BELL & HOWELL EQUIPMENT**  
Expert results with amateur easel 8mm, 16mm, 35mm cameras; sound and silent projectors; accessories. Precision-built by the makers of Hollywood's preferred professional equipment.

**Bell & Howell**

"WHERE TO BUY IT"

**ALLEN'S PHOTO SUPPLY CO**  
238 Market . . . EXbrk 2-2928  
Almac Camera Store 460 Sutter. . . YUkon 6-6327  
BASS ALFRED INC 585 Mkt. . . YU kon 6-0583  
BELLING MONROE J  
1126 Market. . . HE mlock 1-5035  
BROOKS CAMERAS & PHOTO SUPPLIES  
45 Kearny . . . EX brook 2-7348  
CAMERA CENTER 998 Mkt. . . PR spct 5-5100  
Coast Camera & Radio  
1727 Laguna. JOrdn 7-9884

Emporium The 835 Market. . . YU kon 2-1111  
1. Stonestown . . . SEabright 1-2222  
Excelsior Camera Shop  
4661 Mission. . . JU niper 4-8942  
Fast's Cameras of Stonestown  
46 Stonestown . . . LOmbrd 4-4800  
Goldfinger Bill 70 Post. . . YUkon 6-5909  
HART ARTHUR H  
2125-32d Av. . . MO ntrose 4-2435

**HIRSCH & KAYE SKINNER**  
Hobby Center The 5748 Geary Bl Bayw 1-2288  
Methodist Publishing House The  
85 McAllister . . . UN drhl 1-8464  
Mission Camera Shop  
2611 Mission . . . AT water 2-1766  
**PHOTO & SOUND CO**  
Special Representative  
116 Natoma . . . EX brook 2-2103  
Revue Camera Shop 2969 Mission. Mison 7-8737  
ROCHLIN'S CAMERAS  
807 Market. YUkon 6-2840

**RONNIE'S CAMERA SHOP**  
115 West Portal Av. . . LOmbard 6-7991  
**SCHAEFER'S CAMERA SHOP**  
137 Kearny . . . EXbrk 2-4552  
**SKINNER HIRSCH & KAYE**  
239 Grant Av. GARfield 1-7370

**BELLING MONROE J**  
San Francisco's Largest Selection of CAMERAS  
Craig - Keystone - Bell & Howell  
Bolex - Ampro - Revere - Victor  
DeJure - Eastman - Cine-Kodak  
For information on Anything Photographic  
Call Mr. Post of HEMlock 1-3035  
"PIN MONEY TERMS"  
Opposite 7th St  
1126 Market . . . HE mlock 1-3035

Betts John J Co 7 Front. . . DOuglas 2-8857

**BROOKS CAMERAS & PHOTO SUPPLIES**  
AUTHORIZED SALES - REPAIR & RENTAL SERVICE  
BELL & HOWELL REVERE  
AMPRO CINE KODAKS  
BOLEX KEYSTONE

**SOUND EQUIPMENT**  
For information Call  
**EXbrook 2-7348**

45 Kearny . . . EXbrk 2-7348

**BROOKS CAMERAS & PHOTO SUPPLIES**  
45 Kearny . . . EX brook 2-7348  
(See Advertisements This Page)

**CAMERA CENTER**  
BELL & HOWELL EQUIPMENT  
998 Market . . . PRspct 5-5100

**CAMERA SHOP**  
See Schaefer's Camera Shop  
137 Kearny . . . EXbrk 2-4552  
**CRAIG MOVIE SUPPLY CO**  
149 New Montgomery  
From telephones served by the following exchange  
East Bay Zone  
(No Inter-City Charge)  
Ask Operator for. ENterprise 1-1119

**WESTERN THEATRICAL EQUIPMENT CO**  
COMPLETE LINE OF THEATRE EQUIPMENT & SUPPLIES  
RCA Sound & Projection Equipment  
RCA Theatre Screens  
Century or Imperial Generators  
GRIGGS SEATS  
Carpeting - Tickets - Carbons  
337 Golden Gate Av. . . HE mlock 1-8302

Zoo Gates Photo Supplies  
Open Sundays & Holidays  
45th Av & Sloat Bl. . . SEabright 1-1995

Use the latest directory. Get the right number . . . right away.

**Motion Picture Equipment & Supplies-(Cont'd)**

**EASTMAN KODAK EQUIPMENT-**  
ALLEN'S PHOTO SUPPLY CO  
We Give S & H Green Stamps  
238 Market . . . EXbrk 2-2928  
ROCHLIN'S CAMERAS  
807 Market. YUkon 6-2840

**EASTMAN KODAK STORES INC**  
Motion Picture Cameras  
Projectors - Lenses - Films  
and Accessories  
Cameras - Silent or Sound  
Projectors - Rented  
216 Post. . . SU tter 1-5645

Fast's Cameras of Stonestown  
46 Stonestown . . . LOmbrd 4-4800

**GOLDFINGER BILL**  
Authorized Agents  
ALL LEADING BRANDS  
Movie Equipment  
70 Post . . . YUkon 6-5909

Haps Camera Shop 2225 Irving. . . LOmbrd 6-6033  
Holmes Projector Agency 610-8th Av. GARfield 1-7370  
Mission Camera Shop 2611 Mission. AT water 2-1766  
**NATIONAL THEATRE SUPPLY**  
255 Golden Gate Av. . . MA rket 1-4171  
**PHOTO & SOUND CO**  
Bell & Howell,  
Eastman Kodak and  
RCA Motion Picture Equipment . . . EXbrk 2-2103  
(See Advertisement This Page)

**PREDDY WALTER G**  
Everything for the Theatre  
Century Projector Sales & Service  
Spot Lamps - Stereopticons - Lenses  
Auditorium Seating - Stage Equipment  
Bodde Seamless Sound Screens  
Supplies - Tickets - Repairs  
A Complete Repair Shop  
187 Golden Gate Av. . . UNdrhl 1-7571  
After Hours . . . BAyw 1-5749

**RCA Service Co Inc**  
1355 Market. . . HE mlock 1-8300  
Theatre & Industrial Service  
420 Taylor. ORday 3-8540

**REVERE CAMERAS-**  
ALLEN'S PHOTO SUPPLY CO  
238 Market . . . EXbrk 2-2928

**ROCHLIN'S CAMERAS**  
COMPLETE LINE OF ACCESSORIES & SUPPLIES FOR THE MOVIE MAKER  
Bell & Howell - Bolex - Eastman, Etc.  
807 Market . . . YUkon 6-2840

Rowden Ed Theatre Service  
276 Golden Gate Av. . . PR spct 6-4010  
**SCHAEFER'S CAMERA SHOP**  
137 Kearny . . . EXbrk 2-4552  
**SCHWABAHOER-FREY CO**  
735 Market. . . DO ugias 2-4848

**SHEARER B F COMPANY OF CALIF**  
COMPLETE THEATRE EQUIPMENT  
Haywood - Wakefield Theatre Seating  
Gullston Contract Carpet  
Stage Draperies & Equip.  
Motiograph - Sound - Projectors  
243 Golden Gate Av. . . UNdrhl 1-1816

**Motion Picture Equipment & Supplies-(Cont'd)**

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ALLEN'S PHOTO SUPPLY CO  
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807 Market. YUkon 6-2840

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**NATIONAL THEATRE SUPPLY**  
255 Golden Gate Av. . . MA rket 1-4171  
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243 Golden Gate Av. . . UNdrhl 1-1816

**SKINNER HIRSCH & KAYE**  
239 Grant Av. GARfield 1-7370  
(See Advertisement Page 480)

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RCA Theatre Screens  
Century or Imperial Generators  
GRIGGS SEATS  
Carpeting - Tickets - Carbons  
337 Golden Gate Av. . . HE mlock 1-8302

Zoo Gates Photo Supplies  
Open Sundays & Holidays  
45th Av & Sloat Bl. . . SEabright 1-1995

Advertise here—it pays.

**Motion Picture Equipment & Supplies-Renting**

Almac Camera Store 460 Sutter. . . YUkon 6-6327  
**BROOKS CAMERAS & PHOTO SUPPLIES**  
45 Kearny . . . EX brook 2-7348  
**CAMERA CENTER** 998 Market. . . PR spct 5-5100  
Goldfinger Bill 70 Post. . . YUkon 6-5909

**HANKINS R W**  
COMPLETE CONVENTION SERVICE  
Vulite - Motion Picture  
Slide & X Ray Projectors  
TV Cameras - Screens  
Public Address Systems  
Tape Recorders  
610-8th Av . . . BAyw 1-0901

Haps Camera Shop 2225 Irving. . . LOmbrd 6-6033  
HARRY McCUNE SOUND SERVICE  
WE RENT  
COMPLETE PROJECTION EQUIPMENT  
For Conventions - Sales Meetings Etc.  
562 Bryant . . . YUkon 2-1878

**HIRSCH & KAYE SKINNER**  
239 Grant Av. GARfield 1-7370  
(Continued Next Page)

STOP THOSE SPOTS  
To prevent old oil or grease spots on walls from "leaking" through onto new wallpaper apply a coat of clear shellac before papering.

**BELL & HOWELL**  
Special Representative  
AUDIO-VISUAL EQUIPMENT & MATERIALS  
CAMERAS - PROJECTORS  
SALES - RENTAL  
FACTORY APPROVED SERVICE STATION  
EASTMAN-KODAK AUDIO-VISUAL DEALER || RCA VISUAL PRODUCTS DISTR.  
**PHOTO & SOUND COMPANY**  
EXbrook 2-2103  
116 NATOMA ST. Between New Montgomery & 2nd

**Brooks... Headquarters for BELL & HOWELL**  
Authorized Dealers offering Sales and Service for Bell & Howell 8 & 16 MM Cameras, Projectors, Accessories  
Telephone EXbrook 2-7348  
FREE TWO HOUR PARKING COURTESY OF BROOKS AT SARRETT'S GARAGE 130 KEARNEY  
Store Hours 9 a.m. to 6 p.m. - Mondays 9 a.m. to 9 p.m.  
**BROOKS Cameras**  
45 KEARNEY AT MAIDEN LANE - SAN FRANCISCO, CALIFORNIA

**SKINNER, HIRSCH & KAYE**  
ESTABLISHED 1886  
ALL TYPES OF MOTION PICTURE EQUIPMENT  
Sound Projectors, Screens, Spots, Opaque Projectors  
16-35mm Sound Cameras  
COMPLETE CONVENTION SERVICE  
Preview Rooms  
Motion Picture Production Equipment  
**Garfield 1-7370**  
From East Bay Ask Operator for ENterprise 1-2050  
No Inter-City Charge  
OPEN MONDAY TILL 9 P. M.

**BROOKS**  
ALL YOUR MOTION PICTURE NEEDS FROM THE WEST'S LARGEST CAMERA STORE  
8mm and 16mm  
Silent or Sound  
professional and amateur  
Authorized dealer and repair for  
AURICON COLORTRAN  
ARRIFLEX BELL & HOWELL  
MAGNASYNC BOLEX  
SALES RENTAL REPAIR  
On All Leading Foreign and Domestic Movie Cameras  
LARGEST STOCK OF MOVIE CAMERA ACCESSORIES IN THE WEST.  
EXbrook 2-7348  
45 Kearny at Maiden Lane