

Advertising-Direct Mail-(Cont'd)

MAILWAYS INC
Automatically Typewritten Letters
440 Howard YUkon 2-2524
MILES HARRY & CO 372 Ellis PRspt 6-4300
MILES HARVEY & CO INC
MOST MODERN AND BEST EQUIPPED
DIRECT MAIL PLANT IN SAN FRANCISCO
Complete Service - Established 1931
190-9th UNdrhl 3-1300

Office Services Unltd 323 Clement SKYln 2-3880
Promotion Programs 270 Sutter YUkon 2-0271
REGORDER PRINTING&PUBLISHING CO
SUNSET PRESS 99 S Van Ness MA rket-1-5400
Robinson & Co Inc 830 Market YUkon 6-1418
Robinson & Co Inc
Petition Circulators
880 Market YUkon 6-4196
RODMAN MARK EFFECTIVE DIRECT MAIL
96 Jessie SUttr 1-3338
Rosenstein-Rann 130 Bush EX brook 2-7478
S F Duplicating Co 26 O'Farrell EXbrk 2-1775
SCHWABACHER-FREY CO
735 Market DO uglas 2-4848

SIEMONS MAILING SERVICE
CATALOGS - CIRCULARS - LETTERS
COLLATING - INSERTING - ADDRESSING
MAILING LISTS MAINTAINED
8618 Shattuck Av Oakland Olympc 8-1272

SMITH CO THE 67 Beale SUttr 1-6569
Smith Paul S 67 Beale SUttr 1-6564
Smith Richard C 67 Beale SUttr 1-6564
SPEEDY OFFICE SERVICE
58 Sutter YUkon 2-2244
Sunset Business Bureau
1306 Noriega MOntrse 4-7118
SUTTER LETTER SERVICE
420 Market YUkon 2-4673
Varney Letter Shop 525 Market SUttr 1-2570
Victor & Carter 770 Mission YUkon 6-4045
WARD MACDONALD AND STAGG
931 Howard YUkon 6-0293
WESTERN EMPIRE DIRECT
ADVERTISING CO 612 Howard GARfld 1-8500
Wilson Advertising 2404 28th Av MOntrse 4-3093
WRIGHT LETTER SHOP
126 Sutter DOuglas 2-3968

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
Fairmont Hotel EXbrk 2-3198
Becker Marvin Films
Animated Cartoons-Live Action
915 Howard EXbrk 2-1655
MOTION PICTURE SERVICE CO
125 Hyde DRdwy 3-9162
National Screen Service Corp
140 Leavenworth TU xedo 5-6878
UNITED FILM SERVICE INC
THEATRE & TV
FILM COMMERCIALS
PRODUCED & DISTRIBUTED
821 Market YUkon 2-4850

Advertising Novelties

See Advertising Specialties

Advertising-Outdoor

A-Art Signs 3782-23d Valencia 6-4329
ABC Searchlight Co 1154 Divisadero Filmor 6-0155
ACTIVAD OUTDOOR ADVERTISING
Formerly C W Egan UNdrhl 1-7142
AMERICAN SEARCHLIGHT ADVERTISING
479 Bryant EXbrk 7-0756
(See Advertisement This Page)

Advertising-Outdoor-(Cont'd)

American Searchlight Advertising
1615 Polk ORdwy 3-3760
CALIF BENCH CO 1886 Bush GRAYStn 4-1898
CALIFORNIA OUTDOOR ADVERTISING CO
Poster & Painted Bulletin Adv
32d & Louise Oakland Olympc 5-1523
CRITERION ADVERTISING CO INC
1095 Market Markt 1-8900
FOSTER & KLEISER CO
Creators of Outdoor Advertising
POSTER SHOWINGS
PAINTED BULLETINS - PAINTED WALLS
1675 Eddy WEst 1-6600

Monarch Advertising Corp
2605 E 14th Oakland KElog 4-7156
NATIONAL ADVERTISING CO
1651 Industrial Rd Sn Carlos LYtel 1-0348
National Outdoor Adv Bureau Inc
461 Market DO uglas 2-4152
OUTDOOR ADVERTISER THE
Bill Posting-6 Sheet Panels
355 Golden Gate Av KL ondlke 2-3541
Outdoor Advertising Inc Russ Bldg SUttr 1-7461

AMERICAN SEARCHLIGHT ADVERTISING
SERVING THE ENTIRE BAY AREA
Searchlights
Floodlights
Generator Rentals
24-HOUR PHONE SERVICE
479 BRYANT ST.
For Rates Call EXbrook 7-0756

Advertising-Outdoor-(Cont'd)

PAC OUTDOOR ADVERTISING CO
703 Market YUkon 2-0841
Paris Signs Inc 690 Market SU tter-1-6516
RICHMOND POSTER ADVERTISING CO
111-234 Richmond BEach 2-0175
Salvin J M Co 24 California YUkon 2-0992
Sorensen's Advertising Searchlights
270 Capp HEmlok 1-4010
WEST COAST ADVERTISING CO
781 Beach PRspt 6-3100

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

Advertising-Searchlight

See Searchlight Renting

Advertising Service

A A Advertising Co
House To House Distribution
2216 Clement SKYln 2-0087
Abbot Kimball Co 405 Monty EXbrk 2-6275
Adkins Co The 333 Kearny EXbrk 2-7867
Advertising Checking Bureau Inc The
51-3st SU tter 1-8911
ADVERTISING DISTRIBUTORS OF AMERICA
Complete Premium Handling
809 Mission GARfld 1-3848
Advertising Typographers 855 Sansone SUttr 1-2957
AIRPORT ADVERTISING CO
SUBSIDIARY OF
FIELDER, SORENSEN & DAVIS
San Francisco International Airport
130 Kearny DOuglas 2-2610

Advertising Service-(Cont'd)

ALBERT FRANK-GUENTHER LAW INC
425 Bush YUkon 6-4641
Alexander Advertising Agency
Humboldt Bank Bldg SUttr 1-5149
American Searchlight Advertising
479 Bryant EXbrk 7-0756
Arkansas Dailies 116 New Monty YUkon 2-3947
Audio-Visual Idea Development Enterprises
A V I D Enterprises GARfld 1-4456
222 Kearny GARfld 1-4456
AYER N W & SON INC
Barbour Raleigh W Co
Displays-Signs-Decals
EXbrk 2-4463
Barusch Walter Advertising Agency
25 Taylor OR dway-3-4812
Batten Barton Durstine & Osborn Inc
120 Montgomery EXbrk 7-1122

BEAUMONT & HOHMAN
1299 Bush GRAYStn 4-8446
BLANCHARD-NICHOLS 620 Market YUkon 6-6341
BLUM'S DISTRIBUTING AGENCY INC
Sampling-Circular Distribution
809 Mission GARfld 1-1066
301 Broadway YUkon 2-2960
Bonnie Hubbard's Kuppboard
593 Market EXbrk 2-4866

BRISACHER WHEELER DIVISION OF
CUNNINGHAM & WALSH INC
1660 Bush PRspt 6-2600
BROOKE SMITH FRENCH & DORRANCE
OF THE PACIFIC COAST INC
149 Calif YUkon 6-6836

BUREAU OF ADVERTISING OF THE AMER
NEWSPAPER PUBLISHERS ASSN INC
WESTERN OFFICE 333 Pine EXbrk 2-8530
Caine Louis H 504 Market YUkon 1-1202
CALIFORNIA OUTDOOR ADVERTISING CO
Poster & Painted Bulletin Adv
32d & Louise Oakland Olympc 5-1523
Cameron Alan 315 Monty SUttr 1-6280
Campbell-Ewald Co Russ Bldg EXbrk 2-0145
Capex Prefab Display Sales Oic
251 Post YUkon 6-5540
Chinese Advertising News 835 Clay DOuglas 2-0216
Chinese Business Directory 835 Clay DOuglas 2-0216

CLASSIFIED TELEPHONE DIRECTORY
ADVERTISING
ADVERTISE
WHERE 9 OUT OF 10
LOOK
The "YELLOW PAGES" Tell-
"WHERE TO BUY IT"
PACIFIC TELEPHONE & TELEGRAPH
CO THE
Directory Department GARfld 1-0570
153 Kearny

Clement Randolph R 16-1st DOuglas 2-7314
Clute Foster L 1736 Stockton EXbrk 2-5482
Coleman Gil & Associates
45 Maiden Ln EXbrk 2-4030
Criterion Advertising Co Inc
1095 Market Markt 1-8900
Cumberland Studios 681 Market SUttr 1-0808
DANCER-FITZGERALD-SAMPLE INC
235 Montgomery DOuglas 2-5107
DeRomanett Raymond
55 New Montgomery DOuglas 2-1452
Dickey & Harlen Studios
333 Sacramento EXbrk 7-0232

DISPLAY MERCHANDISING INC
MERCHANDISING
SALES PROMOTION
Counsellors and Designers of
Point of Purchase Displays
325 Minna EXbrk 2-3914

Doiman Mission T 90-2d GAR fld 1-7556
Doremus & Co 425 Bush YUkon 2-4080
Drury Company 114 Sansone DOuglas 2-2352
Ecrivain Writing Staff
55 New Montgomery DOuglas 2-1452
Evans Mc Clure & Assoc 461 Market YUkon 6-0196

FIELDER SORENSEN & DAVIS
CAR CARDS
TRAVELING DISPLAYS
KING SIZE BUS POSTERS
130 Kearny DOuglas 2-2610
376-17th Oakland TWinks 3-2126
(Continued Next Page)

Good party-line neighbors re-
member to space their calls.

Advertising Service-(Cont'd)

Foster & Kleiser Co 1675 Eddy WEst 1-6600
Gallagher John M Advertising Agency
45 Maiden Ln EXbrk 2-8538
Garfield Advertising Inc 26 O'Farrell EXbrk 2-3420
Gavin Bill
Radio-TV Production Services
114 Sansone EXbrk 2-7027
Gerth-Pac Advertising Agency
251 Kearny GARfld 1-1081

HANSEN NORVIE GEORGE
HAND LETTERED
PRESENTATIONS - CHARTS & GRAPHS
HUMOROUS DRAWINGS
140 Geary DOuglas 2-7859

Harlan and Steedman 525 Market DOuglas 2-5721
Harrington-Richards 58 Sutter EXbrk 2-6025
Harrington-Richards Adv Div of Fletcher D
Richards Inc 58 Sutter EXbrk 2-6025
Hasket John Studio
2405 Ocean Av Delaware 4-1544
Hege Hugo 260 Kearny YUkon 6-5671
Heintz & Co Inc 240 Stockton GARfld 1-0477
Heyman Philip 333 Kearny YUkon 2-3118
Hofer Dieterich & Brown Inc
414 Jackson YUkon 2-0575
Honig-Cooper Co 1275 Columbus Av ORdwy 3-4469

HUY CHARLES AGENCY
865 Stevenson HEmlok 1-4450
Jacobs Norton M 690 Market DOuglas 2-2905
Jarrett S W 556 Commercial YUkon 6-4529
K R O W Broadcasting Station 464-19th Oakland
From telephones served by the
following exchange
S F Zone
(No Inter-City Charge)
Ask Operator for ENtprise 1-2261
Kelso Norman 315 Monty SUttr 1-6280
KIMBALL ABBOTT CO 405 Monty EXbrk 2-6275
Lafae Renee 275 Post EXbrk 2-5145
Letter Shop The 67 Beale SUttr 1-6564
Lewis & Mayne Inc
See Adv Advertising-Direct Mail
560 Mission EXbrk 2-7310
Llanes Franklin C 26 O'Farrell GARfld 1-8686
Long Advertising Inc 681 Market GARfld 1-4244
Lyon Kay Advertising Production
251 Post YUkon 2-6135

Lynn Geo I Advertising
Monadnock Bldg EXbrk 2-0377
Macam Original Arts & Enterprises
509 Sansone EXbrk 2-8061
Mac Farland Advertising Russ Bldg YUkon 2-6633
Mailing Mart The 1069 Howard YUkon 2-4990
McCANN-ERICKSON INC
114 Sansone DOuglas 2-5560
McCARTY CO THE
116 New Montgomery SUttr 1-8224
Media Records Inc 355 Stockton GARfld 1-4989
Melitzer Richard N Advertising Inc
785 Market YUkon 2-5877
MERCHANDISING ADVERTISERS OF CALIF
125 Clement SKYln 2-0200
Merchandising Factors Inc 315 Monty SUttr 1-6280
Miles Harvey & Co Inc 190-9th UNdrhl 3-1300
Moss Photography
See Our Ad under Photographers Comm'l
617 Howard SUttr 1-3697
Murray Judd Associates 420 Market SUttr 1-5110
Nelson-Baker Inc 2455 Mason ORdwy 3-1540
Oriental Advertising Service
835 Clay DOuglas 2-0216

Outdoor Advertiser The
355 Golden Gate Av KLondke 2-3541
Pac Outdoor Advertising Co
703 Market YUkon 2-0841

PACIFIC TELEPHONE & TELEGRAPH CO THE
AN AD IN THE CLASSIFIED TELEPHONE
DIRECTORY OFFERS THESE FEATURES
AVAILABILITY
24 Hours per Day
During the Entire Period of Issue
READY REFERENCE
A Proven Source of Buying Information
SUPPLEMENTARY VALUE
Effective Tie-in for All Other Advertising
Directory Department
153 Kearny GARfld 1-0570

PAC TELEPHONE & TELEGRAPH CO THE
(See Advertisement Page 16)
Promotion Programs 270 Sutter YUkon 2-0271
Rawson R C Co 90 Hawthorne DOuglas 2-7673
Recco Advertising Distrs
740 Clementina HEmlok 1-7209
Richards Fletcher D Inc 58 Sutter EXbrk 2-6025
Ruthrauff & Ryan Inc Russ Bldg EXbrk 2-4616
Sales Promotional Consultants
440 Sansone EXbrk 2-7976
Sanford Wm 657 Harrison EXbrk 7-0845

Seid Frederick-Ralph Cahn Advertising
127 Monty YUkon 6-1534
Selby Robert B & Associates
522 Powell YUkon 2-6936
SINES RAYMOND L & ASSOCIATES
291 Geary SUttr 1-8137
Song Ads Inc Russ Bldg SUttr 1-8585
Stacey Arthur 233 Sansone YUkon 2-4304
Stanislaus Stan Advertising
256 Montgomery DOuglas 2-1747
STANLEY PAUL & CO 180-1st YUkon 6-1073

STECHEER-TRAUNG FULL COLOR
ADVERTISING MATERIAL-
STECHEER-TRAUNG LITHOGRAPH
CORPORATION 600 Battery DOuglas 2-4160
Stensgaard W L & Associates Inc
Hotel Leamington Oakland HI gate-4-2525
Teague Fred
Pop Displays
7 Front YUkon 6-5148
Television Bureau of Advertising
369 Pine YUkon 2-6332
Texas Daily Press League
116 New Monty YUkon 2-3947

TRADE MARK MERCHANDISING SERVICE
Tells buyers where to
find your local dealer.
Control and safeguard
the distribution of
Advertised, Trade Marked
Merchandise and Service.
"SERVICE RENDERED BY"
PACIFIC TELEPHONE & TELEGRAPH
CO THE
Directory Department
3333-25th MI ssn 8-9000
Extension 5212
Ask for

Waldron L H Advertising Agency
681 Market EXbrk 2-1779
Weiner J J & Associates Inc 149 Calif YUkon 2-2700
Wertheimer Paul 112 Market EXbrk 2-1185
West Coast Advertising Co 781 Beach PRspt 6-3100
Western Ad Service 543 Howard YUkon 6-1401
Western Dailies 116 New Monty YUkon 2-3947
Wilson Advertising 2404-28th Av MOntrse 4-3093
Wyckoff & Associates 140 Geary YUkon 6-5923
Wyman Advertising 278 Post DOuglas 2-2435
YARBROUGH MARK 544 Market DOuglas 2-5620

AD-AIDS ADVERTISING SPECIALTIES
MANUFACTURERS & IMPRINTERS
GOLD STAMPING
Stock Items for Immediate Delivery
ADVERTISING ASH TRAYS
CALENDARS - PENCILS - PENS
Buttons - Badges - Premiums - Trophies
Special Items Made to Order
1339 Folsom HEmlok 1-3023

ADVERTISING SPECIALTY GUILD-
CRIBBINS WALTER W CO INC
157 Howard DOuglas 2-5617
WRIGHT DON ASSOCIATES
420 Market DOuglas 2-2228

Alan-Randal Co Inc 1352 Haight HEmlok 1-3280
Alden Ralph Co & Associates
431 Jessie EXbrk 2-6455
Allen Co The 420 Market SUttr 1-8854

Advertising Service-(Cont'd)

S F EXAMINER
WANT ADS
70 Strough: Years of Leadership
Ask Anyone
3d & Market SUttr 1-2424

Segall Theodore H Advertising Agency
544 Market SUttr 1-6557
Seid Frederick-Ralph Cahn Advertising
127 Monty YUkon 6-1534
Selby Robert B & Associates
522 Powell YUkon 2-6936

Song Ads Inc Russ Bldg SUttr 1-8585
Stacey Arthur 233 Sansone YUkon 2-4304
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157 Howard DOuglas 2-5617
WRIGHT DON ASSOCIATES
420 Market DOuglas 2-2228

Alan-Randal Co Inc 1352 Haight HEmlok 1-3280
Alden Ralph Co & Associates
431 Jessie EXbrk 2-6455
Allen Co The 420 Market SUttr 1-8854

Advertising Specialties-(Cont'd)

ASSOCIATED AD-PRODUCTS
Ad-Ware-Xmas Items-Pencils-Pens
7 Front YUkon 6-0343
BANCO CORPORATION LTD
Successors to Adprint Corp
824 Monty EXbrk 2-1450
Barbour Raleigh W Co 420 Market EX brook 2-4463
BECK LEON CO 1070 Folsom UNdrhl 1-2858
Beinner Arnold Sales Co
28 Lake Forest Dr Daly City Plaza 5-5062
Beinner Arnold Sales Co 420 Market EXbrk 2-2860
Bishop Ruland SUttr 1-5490
Blumenfeld Sales Co 988 Market PRspt 5-3312
Bowen Herbert E Inc
111 Spruce Av Mnlo Prk DAvnprt 4-4630
Brown & Bigelow 74 New Montgomery SUttr 1-3526
California Notion & Toy Co
Balloons & Advertising Balloons
573 Market EXbrk 2-7250

CESARI P J ADVERTISING NOVELTIES CO
Since 1927
NATIONALLY ADV. BRANDS
Also
TAILOR MADE FOR YOU
IN OUR OWN
SAN FRANCISCO FACTORY
1691 Turk WAint 1-3304

Cesar P J Advertising Novelty Co 1691 Turk
From telephones served by the
following exchange
East Bay Zone
(No Inter-City Charge)
Ask Operator for ENtprise 1-1915
COLVIN OF CALIF 585 Howard DOuglas 2-7731
CRIBBINS WALTER W CO INC
557 Howard DOuglas 2-5617

DANZIGER SALES COMPANY
1355 Market Markt 1-1172
DOW LOUIS F CO
Specialties & Lithographers
2 Pine YUkon 2-4790

FEATURISTIC ADVERTISING CO
ADVERTISING SPECIALTIES
GOODWILL GIVEAWAYS
BUSINESS STIMULATORS
CALENDARS - PREMIUMS - NOVELTIES
Designing & Counseling
For Special Requirements
20-2d YUkon 6-1480

GLADDON CO OF CALIFORNIA THE
BALLOONS - PENNANTS - CALENDARS
Key Chains - Personalized Gifts - Ball
Point Pens - Mech. & Wooden Pencils
2086 El Camino RI Palo Alto DAvnprt 3-1984

Goodwill Advertising & Distributing Co
583 Market EXbrk 2-5676
HOWARD JERRY
PUBLIC RELATIONS WEAPONS
GIFTS - DIRECT MAIL - WANT BOOKS
330 Jackson YUkon 2-0417

How Chas Agcy 885 Stevenson HEmlok 1-4450
Irving & Jacobs Inc
6700 Mission Daily City Plaza 5-4715
209-9th UNdrhl 3-0729
KOLLMANN BLANCHE 717 Market DOuglas 2-2840
LeRoy Distributors
7880 Mission Colma Plaza 5-7641
Oberlander Fred J Co 557 Howard EXbrk 2-1112
Osborne-Kemper-Thomas SUttr 1-5490
Osborne Kemper Thomas Lafayet ATIntz 3-8660
PARAMOUNT FLAG CO 33 Fremont YUkon 6-3686

PERRYGRAF SLIDE CHARTS
Leading manufacturer of
printed calculators, selec-
tors, visualizers, demon-
strators. Submit your problem.
We put complicated data
into simple, graphic form,
design and manufacture
promptly.
"FOR INFORMATION CALL"
Downey Company The 165 Jessie YUkon 2-6641

Plastic Fabricators Co
Print-Laminated & Self Plastic Sheets
440 Sansone EXbrk 2-6090
Pollak's 1543 Mission Markt 1-9735
Rhoads R F 3051-25th Av LOnbrd 4-0491
Saltz Advertising Specialties
1339 Folsom MARKET 1-6994

Thousands of people use these
Yellow Pages as a buyers' guide.

Advertising Specialties-(Cont'd)

SCRIPTO PENS & PENCILS-
CRIBBINS WALTER W CO INC
ADGIF Div of Scripto
557 Howard DOuglas 2-5617
Selling Units Co 1736 Stockton EXbrk 2-5482
Service Exchange Distrs 170-9th HEmlok 1-7490
Sunshine Advertising Inc
3522 Geary St SKYln 2-0343
Thomas Dyer C Strategic Advertising
210 Post DOuglas 2-1400

UN-I-C-A SYSTEMS
THE COMPLETE & UNIQUE LINE
OF ADVERTISING SPECIALTIES
235 Montgomery
Russ Bldg SUttr 1-6900

Universal Match Corp 1955 Market UN drhl 1-4419
Vulcan Import-Export Co
2851-21st Valencia 4-7948

WADE COMPANY
CONSULT US BEFORE
PURCHASING
Advertising and Gift Specialties
of Every Description
POINT OF SALE MATERIAL
177-2d SUttr 1-7590

Wikie Weld 500 Mission SUttr 1-2351
WRIGHT DON ASSOCIATES
A Unique and Complete Line
Displayed for Your Review
Including Exclusives for North. Calif.
5915 Hollis Emryville Olympc 4-1437

Wright Don Associates 5915 Hollis Emryville
From telephones served by the
following exchange
S F Zone
(No Inter-City Charge)
Ask Operator for ENtprise 1-2256

WRIGHT DON ASSOCIATES
A UNIQUE AND COMPLETE LINE
QUALITY EXCLUSIVES
420 Market DOuglas 2-2228

Yocum Grace O Pacific Bldg GARfld 1-2543

Advertising-Telephone
See Telephone Calling Service

Advertising-Transit
Advertising-Traveling Sign Board
A & D Travel Signs
1245 S Van Ness Av Valencia 4-5895

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

Aerial Photography
See Photographers-Aerial

Aerial Surveys-See Photographers-Aerial

Aerial Tramways-See Tramways-Aerial

Aeronautical Supplies
Sullivan Aving Co
Camas Webbing & Zipper Products
245 So Van Ness Av UNdrhl 1-4572

Agricultural Chemicals
AMERICAN CHEMICAL PAINT CO 1st. Niles 3071
Amer Cyanamid Co-All Divisions
1440 Broadway Oakland Higate 4-5622
COLUMBIA-SOUTHERN-
COLUMBIA-SOUTHERN CHEMICAL CORP
625 Market YUkon 2-0272
Davison Chemical Co 2 Pine GARfld 1-8543
(Continued Next Page)

Complete YOUR ADVERTISING PROGRAM WITH THE YELLOW PAGES
Find It Fast In The 'Yellow Pages'
List your Name, Products & Services under all Classifications Descriptive of your Business
9 out of 10 BUYERS use the Yellow Pages when Ready to Buy!
PACIFIC TELEPHONE YELLOW PAGES . . . 153 KEARNY GARFIELD 1-0570