

DESIGNERS • MANUFACTURERS • DISTRIBUTORS




Stockwell WALLPAPER

SCENIC WALLPAPER STOCKWELL ZUBER IMPORTED CHINESE HANDPAINTED PIEDMONT PHOTOMURALS REPEAT PATTERNS STOCKWELL MACHINE & HANDPRINTED WARNER CREATIONS THIBAUT'S "DESIGNS OF TODAY"

WALL COVERINGS
FAB-RIK-O-NA FURFLAP & AMESTIPUN
SALUBRA & TEKKO SCURABLE WALLPAPER
STYL-O-VIN VINYL IMPREGNATED CLOTH
ORIENTAL GRASS & SILKS

EXbrook 2-1809

563 SUTTER ST. • SAN FRANCISCO
552 S. LAKE AVE., PASADENA • 3262 WILSHIRE BLVD., LOS ANGELES



from Apple to Zebra

There's an entire alphabet of distinctive wallpaper patterns, colors, and textures at our studios . . . Wall-coverings to suit every taste; every pocketbook.

wallpapers inc.

THE STUDIO OF WALL FASHIONS

OAKLAND: 584 Grand Avenue (next to Bonynge's)
SAN FRANCISCO: 1136 Sutter at Amthor's

PRospect 5-8830

WALLPAPER

Imported & Domestic
WHOLESALE - RETAIL

WALLPAPER STUDIO . . .
1430 Van Ness Ave. ORdwy 3-6927

OTHER STORES . . .
301 Mission St. EXbrook 7-7151
1760 Market St. MArket 1-3257
538 Clement St. SKyline 1-2822
311 West Portal St. MOntrose 4-6860
1696 Valencia St. VAlencia 4-6142
169 Southgate Ave. DALy City Plaza 6-5333

or See Your Nearest Fuller Dealer

W. P. FULLER & CO.

UNITED WALLPAPER

Wholesale - Retail

DO IT YOURSELF OR We Can Recommend A Reliable Contractor

PITTSBURGH PAINT DIV.

Glencourt 1-2300

12th & Castro Oakland

WALLPAPER

• HANDPRINTS
• TEXTURES
• GRASSCLOTH
• SCENICS
• MURALS

CALL
Mission 7-5927

GRIFFIN & SONS

1051 VALENCIA
PLENTY OF PARKING

Vocal Instruction
See Music Instruction-Vocal

Vocational Consultants
A-A Employment Agcy 749 Market. YUkon 2-8755
Allied Employment Agcy 821 Market. DOuglas 2-6090

ALTO VOCATIONAL COUNSELING SERVICE
Founded 1935 - Approved
American Personnel & Guidance Association
Herman de Fremery - Chief Psychologist
948 Market ----- DOuglas 2-4206

Bartean Personal Analysis Service
821 Market GARfid 1-6789

DeRomanett Raymond
55 New Montgomery DOuglas 2-1452

Erivant Executive Advisory Services
55 New Montgomery DOuglas 2-1452

Enterprise Employment Agency
676 Market DOuglas 2-2734

Pacific Audit & System Co Agency
742 Market GARfid 1-5020

PERSONNEL ASSOCIATES-PSYCHOLOGICAL TESTING DIVISION 995 Market. DOuglas 2-3723
Scotfield Agcy 704 Market. DOuglas 2-2850
Talent Agency The 690 Market. YUkon 2-3861
Time Personnel Agencies Inc
760 Market YUkon 2-9880

Vocational & Educational Guidance Associates
1995 Ocean Av. JUNipr 6-0399

Zweegman School for Medical Secretaries
1441 Van Ness Av. TUxedo 5-5731

Voice Developing
See Music Instruction-Vocal; Public Speaking Instruction

Voice Recorders
See Recording Equipment & Supplies-Sound

Vulcanizing
BITY TIRE CO 112 Sasamore. JU niper 4-8725
Elliot Dave Tire Co 740 Valencia. HEmlck 1-4408

Vulcanizing Equipment & Supplies
LORD TIRE SUPPLY INC
1517 Mission. UNdrlh 3-5717

Waffle Irons
See Electric Appliances-Household, Small Hds

Wagon Wheels-See Wheels

Wall Beds-See Beds-Disappearing

Wall Board
ABEA SHEETROCK INSTALLATION
LICENSED CONTRACTOR
Homes - Stores - Commercial
SPECIALISTS IN ALTERATIONS
645B-10th Av. SKyln 1-7075

Allstate Plywood 904-22d. ATwtr 2-8200
Balboa Building Materials
1831 Junipero Serra Bl Daly Cty. PLaza 5-4288
Bayshore Lumber Co
175 Bay Shore Bl. VAlencia 6-2244

BIG BEAR LUMBER CO
3101 Junipero Serra Bl Colma. PLaza 5-1242

BLUE DIAMOND CORPORATION
MFR. OF FIRE-RESISTANT
GYPSUM WALL BOARD
Phone for Name of Nearest Dealer
975 S Mayfair Av Daly City. PLaza 5-2424

Christenson Lumber Company
Quint & Evans VAlencia 4-5832

CITY BUILDERS SUPPLY
1621 Mission. HEmlck 1-1512

FLINTKOTE CO PIONEER DIVISION
141 Battery. SUttr 1-7571

Forest Fiber Products Co 24 Calif. DOuglas 2-0222

FOREST HARDBOARD-MANUFACTURERS
FOREST FIBER PRODUCTS CO
24 Calif. DOuglas 2-0222

GILLON LUMBER CO
3931 Geary Blvd. SK yline 2-2400
Greater City Lumber Co The
1950 Oakland Av. ATwtr 2-4180

Grass Co #60-7th. MArket 1-0789
GUERIN J S & CO 455 Berry. SU tter 1-4696

Wall Board-(Cont'd)
JOHNS-MANVILLE WALL BOARD-DISTRIBUTORS
WESTERN ASBESTOS CO
148 Townsend. SUttr 1-6424

MARLITE WALL PANELS-WHOLESALE
HIGGINS LUMBER CO
99 Bayshore Bl. VAlencia 4-8744

Masonite Corporation 111 Sutter. YU kon 6-3696

MASONITE PANEL PRODUCTS-RETAIL DEALERS
RICCI & KRUSE LUMBER & BUILDING MATERIALS CO
Hawes & Armstrong. MIsn 7-2576

MAZZERA Q BUILDING MATERIALS CO
4277 Mission. JU niper 5-2371

REUSCH & LOS
INSTALLATION - TAPING - TEXTURING
"Personal Supervision"
2395 Crestmoor Dr Sn Brno. JUNipr 3-8518

Roddiscraft Inc 925 Toland. ATwtr 2-1830

SIMPSON INSULATING BOARD-PAC CEMENT & AGGREGATES INC
400 Alabama. KLondie 2-1616

Swift E D Co 65-10th. HEmlck 1-3470

WESTERN ASBESTOS CO
Distr Johns-Manville Wall Board
148 Townsend. SUttr 1-6424

Weston Basket & Barrel Plant
Green & Battery. EXbrk 2-1060

Wall Coverings
See Specific Kinds, I.e., Canvas Products; Wallpaper Hdgs; Linoleum Headings

Wall Washing
Ace House Cleaning Co
6406 California. SKyln 1-3982

Coreah Jose Co 165 O'Farrell. YUkon 6-2704
Gray & Red Building Maintenance Co
650 Delano Av. JUNipr 4-5720

JOHNSON & JOHNSON BUILDING MAINTENANCE
WALL WASHING
Janitorial Service - Window Cleaning
LICENSED - BONDED - INSURED
Office Buildings - Banks - Hotels
Schools - Factories - Stores Etc.
Free Estimates - 24-Hour Service
3490 Mission. MIsn 8-1556

LEWIS & TAYLOR INC
See Our Adv-House Cleaners
440 Bryant. SUttr 1-3496
Services By Gutman 3915 Ortega. LOmbd 4-0870

SIMPSON BROS
25 YEARS SPECIALIZING IN
WALL WASHING & FLOOR WAXING
Homes - Apartments - Offices - Comm'l.
Estimates Given - Fully Insured
"San Francisco's Finer Service"
Our Satisfied Customers
Are Our Best Recommendation
3101 Pierce. FIlmor 6-6111
If no answer call. OVRind 1-1758

WINDER S A
Guar Streakless-Odorless Chemical
Cleaning of All Painted Surfaces
1423-47th Av. SEAbright 1-6303

Wallpaper-Dealers
ACCAMPO PAINT CO 757 Lombard PRspt 5-3652
Adams J A Paint Co 1115 Clement. BAYwv 1-9510
ALBRITE PAINT STORE-FACTORY BRANCH
2348 Mission. MIsn 8-3743
Allen Paint & Wallpaper Co
3277 Mission. AT water 2-3735

AMTHOR WALLPAPERS
1136 Sutter PRspt 5-8830
Anderson's Paint & Wallpaper
837 Irving SEAbright 1-3212

BARKAN PAINTS 1435 Fillmore. FIlmor 6-6580
Blakston's Paint & Wall Paper Store
350 Golden Gate Av. PRspt 5-9400
(Continued Next Page)

An extension telephone is a step-saver in any home.
The Yellow Pages save you time.

Wallpaper-Dealers-(Cont'd)
BOYSEN WALTER N PAINT CO
OPEN FRIDAYS 'TIL 9 P.M.
Large Selection All Brands
Also Closeout & Discontinued Patterns
3139 Mission. VAlencia 4-6992

Collins Ken Paint Distr
15th & Valencia. HEmlck 1-7511

Dake's Wallpapers-Paints
323 West Portal Av. LOmbd 6-4297
(See Advertisement Page 974)

DIZZY'S
Nationally Advertised Brands
Our Specialty - Discontinued Patterns
Tremendous Savings - L & H Points
2256 Mission. KLondie 2-3046

DON'S PAINTS & WALLPAPER
107 Leland Av. DELaware 3-1870
Dutch Boy Paint Store 1295 Folsom. HEmlck 1-8929

DWIGHT'S PAINT & WALLPAPER
Open Evns. 'Til 8 P.M.
Large Selection All Brands
Scenics & Discontinued Patterns
1735 Ocean Av. JUNipr 5-4278

Early American Paint & Varnish Co
2 Hillside Bl Daly City. PLaza 5-0458

Engdahl's 870 Valencia. MIsn 8-6643

FEDERAN FEDWALL
Flameproof Treated.
The wall covering with the Underwriters Seal.
Vinyl plastic covering fade resistant colors. Patterns permanently molded, crack, chip, peel, scratch, stain & soil resistant. Wipes clean with a damp cloth.

"WHERE TO BUY THEM"
DISTRIBUTORS
MAEPHERSON BROS LEATHER CO
730 Mission YUkon 6-6783

FULLER W P & CO 301 Mission. EXbrk 2-7151
Branch Store 311 W Portal. MOntrose 4-6860
Branch Store 538 Clement. SKyln 1-2822
Branch Store 1760 Market. MArket 1-3257
Branch Store 1696 Valencia. VAlencia 4-6142
Branch Store 1430 Van Ness. ORdwy 3-6927
Westlake Store 169 Southgate Av. DALy City. PLaza 6-5333
(See Advertisement Page 974)

General Paint
Market St Branch 2201 Market. UNdrlh 3-6770

Geneva Paint Store The
5188 Mission. DELaware 3-7725

Gerrans Paint Store
164 School Daly City. PLaza 5-4585

Gilman Hardware 2209 Irving. MOntrose 4-8500

Glidden Sunset Paint Center
2438 Noriega. MOntrose 1-0412

GRAHAM PAINT CO
VARLAR - IMPERIAL - WALLPAPERS
Complete Line of Accessories
Large Selection of Points
795 Valencia. UNdrlh 1-4375

Griffin & Sons 1051 Valencia. MIsn 7-5927
(See Advertisement Page 974)

HOFFMANN-RAISSE PAINT CO
7239-22d. VAlencia 4-1533
House of Color 2995-24th. MIsn 7-9189

IDEAL PAINT & WALL PAPER CO
2200 Lombard. WE st 1-6331

LAUREL VILLAGE COLOR CENTER
The Finest of Imported & Domestic WALLPAPER
DECORATOR SERVICE
FREE PARKING
3531 California. SKyln 1-0887

LEONHARDT'S INC
Est 1903
DOMESTIC & IMPORTED WALLPAPER
Visit Our Showroom
1580 Market. MArket 1-4773

Major Paint Co 2 Monterey Bl. JUNipr 6-9300

Many buyers turn to the Yellow Pages first.

Wallpaper-Dealers-(Cont'd)
McPHEE'S
Finest of Wallpapers for the Most Discriminating INCLUDING
MATCHING & CORRELATED FABRICS
ORIENTAL GRASS CLOTHS
COLORED BURLAPS - WALL CORK
SCULPTURED WALL COVERINGS
NATURAL CYPRESS ON CANVASES
AND OTHER UNUSUAL WALL COVERINGS
Visit Our Showrooms
Main Ofc & Warehouse
3230 Hannah Oakind. OLYmpc 8-4412
630 Grand Av Oakind. TWInoks 3-6983
1955 Shattuck Av Brkly. THrwl 3-9223
171 Maiden Lane. DOuglas 2-1971

Midtown Paint Store 413 Divisadero. UNdrlh 1-2544
Mills Inc James Kemble 407 Jackson. GARfid 1-7667

Modern Paint & Wallpaper
9216 Mission. JUNipr 7-2776

OCEAN PAINT & WALLPAPER
1901 Ocean Av. JUNipr 5-0937

Paint Center The 1029 Geneva Av. JUNipr 4-2192

Parkside Paint Store 1101 Taraval. OVRind 1-5787

PITTSBURGH PLATE GLASS COMPANY
12th & Castro Oakind. GLncrt 1-2300
(See Advertisement Page 974)

RICHMOND PAINT MART
ALL AVAILABLE PATTERNS
MATCHING FABRICS
DECORATOR SERVICE
622 Clement. SKyln 1-6000

Royal Paint & Wall Paper Co
1842 Fillmore. FIlmor 6-3774

RUHLMAN ALBERT J
New Associated With S.F. Window Shade Co. - Ready Pasted Wallpapers
Bet. Gough & Octavia - Free Estimates
859 Golden Gate Av. WEST 1-6704

Schade Paint & Wallpaper Co
2937 Mission. VAlencia 4-3312

SEYMOUR'S OF WESTLAKE
311 S Mayfair Av Daly City. PLaza 5-0288

SINCLAIR PAINT CO 2112-15th. HEmlck 1-1650
Standard Wall Paper 44 Gough. UNdrlh 1-7437

STOCKWELL C W CO 563 Sutter. EXbrk 2-1809
(See Advertisement Page 974)

Stockwell Wallpaper Co 563 Sutter. EXbrk 2-1809
Sun Stop Shade Service
2469 Sn Bruno Av. JUNipr 7-7966

Susko Mike Paint Co
2577 San Bruno Av. JUNipr 7-3322

Thompson Walter G 3170-23d. VAlencia 6-5000

VALENCIA PAINT STORE
1199 Valencia. ATwtr 8-1648

Veterans Paint Store 1310 Noriega. LOmbd 6-1733

VICREX V E F FABRIC-DISTRIBUTORS
KEYSTON BROS 755 Mission. DOuglas 2-0470

WALL-TEX WASHABLE WALL CANVAS
The new pre-trimmed
24-inch Wall-Tex is
ready to paste and hang.
Anyone can apply it.
Controls plaster cracks.
Safely washable colors.
Choose from 200 beautiful patterns, many available in matching decorative fabrics.

"WHERE TO BUY IT"
DISTRIBUTOR
FULLER W P & CO 301 Mission. EXbrk 2-7151
MORSE A U & CO 53 Page. HEmlck 1-6446

DEALERS
Boysen Walter N Paint Co
3139 Mission. VAlencia 4-6992

Dake's Wallpapers-Paints
323 West Portal Av. LOmbd 6-4297

Dwight's Paint & Wallpaper
1735 Ocean Av. JUNipr 5-4278

Glidden Sunset Paint Center
2438 Noriega. MOntrose 1-0412

Major Paint Co 2 Monterey Bl. JUNipr 6-9300

Modern Paint & Wallpaper
9216 Mission. JUNipr 7-7776

Ocean Paint & Wallpaper
1901 Ocean Av. JUNipr 5-0937

Valencia Paint Store
1199 Valencia. ATwtr 8-1648

West Portal Paint & Wallpaper Store
850 Ulloa. OVRind 1-1261

WALLPAPERS INC 1136 Sutter. PRspt 5-8830
(See Advertisement Page 974)

WEST PAINT CO 1612 Market. HE mlck 1-1017

West Portal Paint & Wallpaper Store
850 Ulloa. OVRind 1-1261

Major Paint Co 2 Monterey Bl. JUNipr 6-9300

Check the Yellow Pages for WHO sells WHAT.

Wallpaper Hangers-See Paper Hangers

Wallpaper-Whse & Mfrs
Amthor & Co Inc 1136 Sutter. ORdwy 3-5454
Amthor Wallpapers 1136 Sutter. PRspt 5-8830
Bassett & Vollum Inc 414 Jackson. EXbrk 7-0616

BOWEN LOUIS W WALLPAPER-FAIRMAN DEREK M
460 Jackson. YUkon 2-4747

Foto Murals of Calif 1955 Market. KLondie 2-2311

Griffin & Sons 1051 Valencia. MIsn 7-5927

GUARD VINYL WALL COVERINGS-MORSE A U & CO 53 Page. HEmlck 1-6446

Jata-mat Co 861 Sn Bruno Av. West Sn Brno. PLaza 5-1043

KINNEY BROS
3300 Broadway Oakind. TEMplbr 6-0400

Kneeder-Fauchere
451 Jackson. YUkon 2-4094

LEONHARDT'S INC
Est 1903
DOMESTIC & IMPORTED WALLPAPER
Visit Our Showroom
1580 Market. MArket 1-4773

Leonhardt's Inc 1580 Market
From telephones served by the following exchanges
East Bay
(No Intercity Charge)
Ask Operator for. ENtrprise 1-2117

McPHEE'S
Finest of Wallpapers for The Most Discriminating
Including
MATCHING & CORRELATED FABRICS
ORIENTAL GRASS CLOTHS
COLORED BURLAPS - WALL CORK
UNFINISHED SCREENS
NATURAL CYPRESS ON CANVASES
AND OTHER UNUSUAL COVERINGS
Visit Our Showrooms
Main Ofc & Warehouse
3230 Hannah Oakind. OLYmpc 8-4412
630 Grand Av Oakind. TWInoks 3-6983
1955 Shattuck Av Brkly. THrwl 3-9223
171 Maiden Lane. DOuglas 2-1971

Mills Inc James Kemble
Wallpaper Manufacturers
James Kemble Mills Wallpapers
407 Jackson. GARfid 1-2667

MORSE A U & CO
Wallpaper-Guard Vinyl-Canvas
53 Page. HEmlck 1-6446
National Lead Company 2240-24th. MIsn 7-0440
From telephones served by the following exchanges
East Bay
(No Inter-City Charge)
Richmond
Ask Operator for. ENtrprise 1-1173

Pacific Designs 550 Iowa. ATwtr 2-4293

Ramsay Wallpapers Inc 414 Jackson. YUkon 2-2642

Regency House 407 Jackson. YUkon 2-0553

Schumacher F & Co 451 Jackson. GARfid 1-1990

STANDARD WALL PAPER CO
Wholesale & Retail
44 Gough. UNdrlh 1-7437

WALL-TEX FABRIC WALL COVERINGS-DISTRIBUTOR
MORSE A U & CO 53 Page. HEmlck 1-6446

Wallpapers Inc 463 Jackson. GARfid 1-8702
Wallpapers Inc 1136 Sutter. PRspt 5-8830

Winfield Design Associates 447 Minna. SUttr 1-7916

YASUTOMO & CO
IMPORTER - GRASS CLOTH
PAPER BURLAP WOOD VENEERS
SILK & FUSUMA - SCREEN - PAPER
24 California. GARfid 1-8596

Walls-Retaining
See Contractors-Concrete; Steel Products

War Surplus Merchandise
See Army & Navy Goods; Also Surplus Merchandise

Warehouse Receipts
St Louis Terminal Field Warehouse Co
1515 Sloat Bl. OVRind 1-1511

An extension telephone will give added comfort in your home.

Warehouses-Household Storage
See Moving & Storage Service

Warehouses-Private
Cahill W A Warehouse & Trucking Co
1420-3d. YUkon 2-5539

Drago Chas Warehouse
80 Washington Colma. PLaza 5-5210

Hauserman E F Co The 485 Brannan. YUkon 2-5461

Hawley Terminal 274 Brannan. DO uglas-2-4343

Landau Merchandising Co Inc
149 Buena. GARfid 1-4380

Manufacturers' Warehouse Service
500 Minnesota. MArket 1-5555

MARCANTELLI G CO
WAREHOUSING & DISTRIBUTION
Labeling - Packing - Reconditioning
Box Strapping & Packing for Export
1640-20th Oakind. GLncrt 2-1941

Ontawa Co 274 Brannan. DO uglas 2-4343
Pike Services 538 Polk. ORdwy 3-4066
Rincon Warehouse Co 274 Brannan. DO uglas 2-4343
Selig Wm Lawrence 112 Market. SUttr 1-8130
Service Warehouse Co 511-7th. HEmlck 1-2389
Skidmore J R 112 Market. SUttr 1-8130

TERMINAL WAREHOUSE CO
See Hawley Terminal
274 Brannan. DOuglas 2-4343
Walters H G Warehouse
1301 Sansome. DOuglas 2-4983

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.

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Mills Inc James Kemble 407 Jackson. GARfid 1-7667

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Paint Center The 1029 Geneva Av. JUNipr 4-2192

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Anyone can apply it.
Controls plaster cracks.
Safely washable colors.
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Glidden Sunset Paint Center
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Major Paint Co 2 Monterey Bl. JUNipr 6-9300

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(See Advertisement Page 974)

WEST PAINT CO 1612 Market. HE mlck 1-1017

West Portal Paint & Wallpaper Store
850 Ulloa. OVRind 1-1261

Major Paint Co 2 Monterey Bl. JUNipr 6-9300

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Walls-Retaining
See Contractors-Concrete; Steel Products

War Surplus Merchandise
See Army & Navy Goods; Also Surplus Merchandise

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SPECIAL STUDIES...

... reveal that over 9 out of 10 buyers consult the classified telephone directory when they want to buy.

Adequate representation under ALL classified headings, descriptive of your products or services, will enable them to find you easily.

The Pacific Telephone & Telegraph Company