

Advertising—Direct Mail

A-1 Ace Duplicating 703 Market... YUkon 2-2989
A-1 Business Services
Main Office 3234 Fillmore... WEst 1-8801
North Beach Area... DOuglas 2-6000
A-1 Press 655 Sutter... PRspect 6-2115
A & T LETTER SHOP 110 Sutter... DOuglas 2-7170
A & T BUSINESS SERVICE
Addressograph - Mimeographing
Addressing Service
324 Leavenworth... ORdwy 3-1390
Accurate Office Service 2022 Judah... MOntrse 4-5440
ACTION LETTER SERVICE
COMPLETE MAILING SERVICE
Addressing - Multigraphing - Multilithing
If's Never Too Late for Action
950 Howard... DOuglas 2-8767
AMERICAN LETTER PRESS
Phelan Bldg... YUkon 6-2310
Automatic Sealing Service 465 Calif... SUttr 1-3621
BAY CITIES DUPLICATING CO
682 Mission... SUttr 1-1323

Advertising—Direct Mail—(Cont'd)

BERKELEY GAZETTE DISTRIBUTING & MAILING SERVICE
DIRECT MAIL & SALES PROMOTION
COMPLETE MAIL COVERAGE
100% UNION
1940 Bonita Av Brkly... THrwl 1-4562
BLUM'S DIRECT ADVERTISING AGCY INC
OCCUPANT MAILING
809 Mission... GARfld 1-1066
POPPING GOOD IDEA
Place kernels in the refrigerator
and hour or so before using. Makes
good popping certain.

Advertising—Direct Mail—(Cont'd)

BOYNTON & STAFF INC
GET RESULTS
from Your DIRECT MAIL
Expert Guidance and Creative
thinking for the Company with a
limited budget
Every account given our individual
attention - consumer - industrial -
service or wholesale mail campaigns
mail order - public relations
Local or national in scope
Design - layout - art - copy
mailing lists - addressing
mailing service
(See our ad under Mailing Lists)
420 Market... YUkon 6-2378
Briggs Letter Service 127 Montgy... EXbrk 2-7466
Brown & Bigelow 74 New Montgomery... SUttr 1-3526
Business Extension Bureau
925 O'Farrell... PRspect 6-1880
(See Advertisement This Page)
Call Office Service Co 591 Mission... YUkon 6-2424
Chapman Press 239 Front... EXbrk 2-5991
Clark Reproductions 230 Calif... EXbrk 7-6150
CLEMENT RANDOLPH R
Direct Mail Planned - Produced
Mailing Lists - Local - National
Addressing - Reproduction Work
16-1st... DO uglas 2-7314
Descalso Wm
Trade Lithographer
766 Folsom... YUkon 2-3533
Dependable Letter Service
988 Market... TUxedo 5-4664
Dideo-Litko 133-7th... KLondke 2-0843
Eager Beaver Letter Service 12 Geary... EXbrk 2-8394
Electronic Mailing House The
809 Mission... GARfld 1-1066
Executive Shop 950 Howard... YUkon 6-0293
Flash Letter Service 24 California... GARfld 1-6271
Haluska-Wisler 543 Clay... YUkon 6-2124
Hansen Thelma I
Color Mimeo-Stencil Art-Layout-Forms
-83 Glover... GRaystn 4-0932
HAWKE CRYSTAL COMPANY
440 Sansome... GA rld 1-7113
Kahn A Michael-Advertising Art
336 Battery... YUkon 2-7086

Advertising—Direct Mail—(Cont'd)

Needles Jas R 106-9 Howard... HEmlok 1-4670
Noriega Business Service
1314 Noriega... MOntrse 1-1221
Promotion Programs Inc 270 Sutter... YUkon 2-0270
Recorder Printing & Publishing Co & Sunset Press
99 S Van Ness Av... MArkt 1-5400
REPLY-O-LETTER-
MAIL-WELL ENVELOPE CO
1485 Bay Shore Bl JUNipr 6-2267
Robinson & Co Inc 830 Market... YU kon 6-1418
Robinson & Co Inc
Petition Circulators
830 Market... YUkon 6-4196
RODMAN MARK EFFECTIVE DIRECT MAIL
96 Jessie... SUttr 1-3338
S F Duplicating Co 26 O'Farrell... EXbrk 2-1775
SCHWABACHER-FREY GO
735 Market... DO uglas 2-4848
Service Systems
Customer Follow-Up Systems... EXbrk 7-4159
Shelton Jack 821 Market... GARfld 1-6789
Short-Run Reproductions
444 Townsend... SUttr 1-3863
SMITH CO THE
67 Beale... SUttr 1-6569
Smith Co The 67 Beale... SUttr 1-6564
Smith Paul S 67 Beale... SUttr 1-6564
Smith Richard C 67 Beale... SUttr 1-6564
Speedy Office Service 58 Sutter... YUkon 2-2244
SUTTER LETTER SERVICE
420 Market... YUkon 2-4673
Varney Reproduction Service
525 Market... SUttr 1-2570
Victor & Carter 770 Mission... YUkon 6-4045
(See Advertisement This Page)
WARD MACDONALD & STAGG
950 Howard... YUkon 6-0293
West Portal Letter Shop
87 W Portal Av... SEabright 1-2767
WESTERN EMPIRE DIRECT
ADVERTISING CO 612 Howard... GARfld 1-8500
WESTERN EMPLOYERS SERVICE
ADVERTISING AGENCY
COMPLETE MAILING SERVICE
Multilithing - Addressing - Mailing
995 Market... DOuglas 2-5486
WHITNEY WM
770 Mission... YUkon 6-5525
Wilson Advertising 2404-28th Av... MOntrse 4-3093

Advertising—Direct Mail—(Cont'd)

MONARCH ADVERTISING CORP
1290-26th Av Oakind, KElog 4-7156
NAEGELE OUTDOOR ADVERTISING CO OF
CALIF INC
Poster & Painted Bulletin Adv
326 & Louise Oakind... OLYmpe 5-1523
NATIONAL ADVERTISING CO
1661 Industrial Rd Sn Carlos... LYtel 1-0348
National Outdoor Adv Bureau Inc
9-1st... DOuglas 2-4152
OUTDOOR ADVERTISER THE
Bill Posting-6 Sheet Panels
355 Golden Gate Av... KL ondke 2-3541
Outdoor Advertising Inc Russ Bldg... SUttr 1-7461
PAC OUTDOOR ADVERTISING CO
703 Market... YUkon 2-0841
Paris Signs Inc 690 Market... SUttr 1-6516
RICHMOND POSTER ADVERTISING CO
111-234 Richmond Beach 2-0175
Salvin J M Co 24 California... YUkon 2-0992
WEST COAST ADVERTISING CO
781 Beach... PRspect 6-3100

Advertising—Outdoor—(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
Audio-Visual Idea Development Enterprises
222 Kearny... GARfld 1-4456
AVEN H W & SON INC Russ Bldg... SU ttr 1-2534
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
900-3d... YUkon 6-6341
Blum's Distributing Agency Inc
809 Mission... GARfld 1-1066
BOLAND ASSOCIATES 755 Sansome... YUkon 2-2960
Bonnie Hubbard's Kugboard
593 Market... YUkon 2-8567
BOYNTON & STAFF INC
Creative Direct Mail Advertising -
Public Relations - Mailing
List Compiler & Broker
designing and producing a catalog
introducing a new product
developing mail order sales
winning consumers to your service
420 Market... YUkon 6-2378
Bruno Commercial Art Workshop
150 Powell... YUkon 6-2560
BUREAU OF ADVERTISING OF THE AMER
NEWSPAPER PUBLISHERS ASSN INC
WESTERN OFFICE 333 Pine... EXbrk 2-8590
Burgess Don L Advertising Services
156-29th... MISON 8-2237
Buyer's Premium Clubs Inc
394 Pacific Av... EXbrk 7-5176
Caline Louis H 564 Market... YUkon 2-1202
Calif Beach Co 1171 Folsom... MArkt 1-5110
Campbell-Ewald Co Russ Bldg... EXbrk 2-0145
Chinese Amer News 818 Clay... DOuglas 2-0216

Advertising—Outdoor—(Cont'd)

CUNNINGHAM & WALSH INC
2660 Bush... PRspect 6-2600
DANCER-FITZGERALD-SAMPLE INC
235 Montgomery... DOuglas 2-5107
Design Advertising 960 Bush... PRspect 6-1494
Dickey & Harleen Studios
333 Sacramento... EXbrk 7-0232
DISPLAY MERCHANDISING INC
325 Minna... EXbrk 2-3914
Dolman Mahlon T 90-2d... GARfld 1-7656
Doremus & Co 425 Bush... YU kon 2-4080
Downing William L Co 582 Market... EXbrk 7-2607
Drury Company 114 Sansome... DOuglas 2-2352
Erwin Wasey Ruthrauff & Ryan Inc
140 Montgy... EXbrk 2-4616
Evans McClure & Assoc 9-1st... YUkon 6-0196
FIELDER SORENSEN & DAVIS
CAR CARDS - TRAVELING DISPLAYS
KING SIZE BUS POSTERS
130 Kearny... DOuglas 2-2610
376-17th Oakind... TWInoks 3-2126
FOSTER AND KLEISER COMPANY
1675 Eddy... WEst 1-6600
Garage 1675 Eddy... WESt 1-6612
Gallagher John M Advertising Agency
2525 Van Ness Av... TUxedo 5-6088
Garfield Curba L 2120 Market... UNdrhl 1-6773
Garfield Hoffman & Conner Inc
301 Broadway... GARfld 1-0575
Gerth Brown Clark & Eklus of SF Inc
251 Kearny... GARfld 1-1081
Ghee Milton P 425 Bush... SUttr 1-7875
Grant Advertising Inc 405 Montgy... EXbrk 2-6275
Guild Bascom & Bonfigli Inc
130 Kearny... YUkon 2-6040
Guild Virginia 1652 Taylor... ORdwy 3-3349
Harlan and Steedman 525 Market... DOuglas 2-5721
HARRIS HARLAN WOOD DIVISION OF
FLETCHER RICHARDS CALKINS &
HOLDEN INC 58 Sutter... YUkon 6-6836
Haskett John Studio
2405 Ocean Av DElaware 4-1544
Heintz & Co Inc 1714 Stockton... EXbrk 7-2850
Hellenic-Greek Amer Radio Hour
2379 Mission... ATwtr 2-2237
Hoefler Dieterich & Brown Inc
414 Jackson... YUkon 2-0575
Honig-Cooper Harrington & Miner
1275 Columbus Av... ORdwy 3-4469
Huy Chas Agency 988 Market... PRspect 6-1115
Jacobs Norton M 690 Market... DOuglas 2-2905

Advertising—Outdoor—(Cont'd)

Jones Advertising Service
112 Market... EXbrk 7-6195
K A F E Broadcasting Stn
3325 Fillmore... WAInt 2-2122
Kane Enas J Organization
1069 Howard... HEmlok 1-4670
Kenney Larry 248 Front... YUkon 2-4676
Lafae Renee 275 Post... EXbrk 2-5145
Lennen & Newell Inc 248 Battery... YUkon 2-7878
Letter Shop The 67 Beale... SUttr 1-6564
Lewis & Wayne Inc
See Ady Advertising-Direct Mail
560 Mission... SUttr 1-5800
Llanes Franklin C 561 Clay... GARfld 1-4244
Long Advertising Inc 681 Market... GARfld 1-4244
Lydon Kay Advertising Production
251 Post... YUkon 2-6135
MacFarland Advertising Inc Russ Bldg... YUkon 2-6633
MAILING MART THE
Direct Mail Service
1069 Howard... HEmlok 1-4670
Market Display Service 3234-16th... UNdrhl 3-4990
McCann-Erickson Inc 114 Sansome... DOuglas 2-5560
McCarthy CO THE
116 New Montgomery... SUttr 1-8224
Media Records Inc 355 Stockton... GARfld 1-4989
Meltzer Richard N Advertising Inc
Russ Bldg... YUkon 2-5877
MERCHANDISING ADVERTISERS OF CALIF
125 Clement... SKYn 2-0200
Merchandising Factors Inc
248 Battery... YUkon 2-7878
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
NAEGELE OUTDOOR ADVERTISING CO OF
CALIF INC
Poster & Painted Bulletin Adv
326 & Louise Oakind... OLYmpe 5-1523
Nelson-Baker Inc 2455 Mason... ORdwy 3-1540
Outdoor Advertiser The
355 Golden Gate Av... KLondke 2-3541
Pac Outdoor Advertising Co
703 Market... YUkon 2-0841

Advertising—Service—(Cont'd)

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
900-3d... PRspect 6-7800
Paris Signs Inc 690 Market... SUttr 1-6516
Penalosa Fernando 353 Kearny... EXbrk 7-4134
Promotion Management Inc
593 Market... DOuglas 2-3923
Promotion Programs Inc 270 Sutter... YUkon 2-0270
Rawson R C Co 50 Hawthorne... DOuglas 2-7673
Rewco Advertising Distrs
740 Clementina... HEmlok 1-7709
Richards Fletcher Calkins & Holden Inc
58 Sutter... YUkon 6-6836
Sales Promotional Consultants
440 Sansome... EXbrk 2-7976
Sanford William Inc 657 Harrison... EXbrk 7-0845
S F EXAMINER
IT'S THE EXAMINER FOR WANT ADS
72 Straight Years of Leadership
Ask Anyone
3d & Market... SUttr 1-2424
Segall Theodore H Advertising Agency
682 Mission... SUttr 1-6557
Seid Frederick-Ralph Cabn Advertising
127 Montgy... YUkon 6-1534

LEWIS & MAYNE INC.
DIRECT MAIL ADVERTISING
EXbrook 2-7310
560 MISSION STREET
ART AND COPY • MAILING LISTS • ADDRESSING
PERSONALIZED LETTERS • MACHINE ENCLOSING
MAINTENANCE OF MAILING LISTS • OFFSET PRINTING
ALL MAILING OPERATIONS
PLANS - IDEAS - DEPENDABLE SERVICE

V & C VICTOR & CARTER
DIRECT MAIL ADVERTISING
SALES PROMOTION
SPECIALISTS IN CREATING
DIRECT ADVERTISING THAT SELLS...FROM IDEA THROUGH
PRODUCTION AND MAILING STAGES
A COMPLETE SERVICE...BACKED BY YEARS OF
EXPERIENCE...READY TO SERVE YOU.
FREE PARKING
770 MISSION ST. YUkon 6-4045

MAILING LISTS
Plus
ALL YOUR DIRECT MAIL NEEDS
Copy • Layout • Printing • Mailing
Business Extension Bureau
PRospect 6-1880
925 O'FARRELL ST.
SEE OUR AD FOR MAILING LISTS

Producers of Successful
DIRECT MAIL ADVERTISING
GUARANTEED MAILING LISTS
AUTOMATIC TYPEWRITING
OFFSET PRINTING
ALL FORMS OF LETTER
REPRODUCTION, ADDRESSING,
FOLDING, INSERTING, SORT,
TIE & BAG FOR 3RD
CLASS POSTAGE
Sutter 1-6564
THE LETTER SHOP
67 BEALE Free Parking
Across the Street

LETTER SHOP THE
DIRECT MAIL ADVERTISING
GUARANTEED MAILING LISTS
AUTOMATIC TYPEWRITING
OFFSET PRINTING
All Forms of Letter Reproduction
67 Beale... SUttr 1-6564
Letter Shop The 67 Beale... SUttr 1-6564
(See Advertisement This Page)
Lewis & Mayne Inc 560 Mission... EXbrk 2-7310
(See Advertisement This Page)
Litho-Craft Productions 88-1st... YUkon 6-2404
MAILING MART THE
1069 Howard... HEmlok 1-4670
MAILWAYS INC
Automatically Typewritten Letters
440 Howard... YUkon 2-2524
MILES HARRY & CO 372 Ellis... PRspect 6-4300
MILES HARVEY & CO INC
One of the Most Modern & Best
Equipped Direct Mail Plants in S.F.
Complete Service - Established 1931
190-9th... UNdrhl 3-1300

FOR AUTOMATIC MAILING
FROM PUNCH CARDS
THE ELECTRONIC MAILING HOUSE
809 Mission St.
GARfield 1-6162

Advertising—Motion Picture
ALEXANDER FILM CO
Fairmont Hotel... EXbrk 2-3198
Alexander Film Co-Natl Div
444 California... EXbrk 7-4705
Becker Marvin Films
Animated Cartoons-Live Action
915 Howard... EXbrk 2-1655
MOTION PICTURE SERVICE CO
125 Hyde... ORdwy 3-9162
National Screen Service Corp
140 Leavenworth... TU xedo 5-6878
Studio Sixteen 2135 Powell... YUkon 2-2097
TV Cartoon Productions 222 Kearny... YUkon 6-0775
Advertising—Outdoor
A & D TRAVEL SIGNS
Bay Area or State Wide Service
338-12th... MArkt 1-1914
ACME OUTDOOR ADVERTISING CO
POSTER & PAINTED BULLETINS
NAPA - SOLANO AND
CONTRA COSTA COUNTIES
525 Hwy 40 Valijo... MIDwy 3-3084
ACTIVAD OUTDOOR ADVERTISING
Formerly L W Egan
280 Sanchez... UNdrhl 1-7142
AMERICAN SEARCHLIGHT ADVERTISING
479 Bryant... EXbrk 7-0756
BUSINESS BUILDERS INC
1634 Telegraph Av Oakind... TEmplr 2-7260
If no answer call... GARfld 1-3799
CALIF BENCH CO
3171 Folsom... MArkt 1-5110
Cascade Products Co 65 Verona Pl... GARfld 1-3555
CRITERION ADVERTISING CO INC
1095 Market... MArkt 1-8900
FIELDER SORENSEN & DAVIS
CAR CARDS - TRAVELING DISPLAYS
KING SIZE BUS POSTERS
130 Kearny... DOuglas 2-2610
376-17th Oakind... TWInoks 3-2126
FOSTER AND KLEISER COMPANY
Creators of Outdoor Advertising
POSTER SHOWINGS
PAINTED BULLETINS - PAINTED WALLS
1675 Eddy... WEst 1-4600

(Continued Next Page)

Advertising—Outdoor—(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
Audio-Visual Idea Development Enterprises
222 Kearny... GARfld 1-4456
AVEN H W & SON INC Russ Bldg... SU ttr 1-2534
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
900-3d... YUkon 6-6341
Blum's Distributing Agency Inc
809 Mission... GARfld 1-1066
BOLAND ASSOCIATES 755 Sansome... YUkon 2-2960
Bonnie Hubbard's Kugboard
593 Market... YUkon 2-8567
BOYNTON & STAFF INC
Creative Direct Mail Advertising -
Public Relations - Mailing
List Compiler & Broker
designing and producing a catalog
introducing a new product
developing mail order sales
winning consumers to your service
420 Market... YUkon 6-2378
Bruno Commercial Art Workshop
150 Powell... YUkon 6-2560
BUREAU OF ADVERTISING OF THE AMER
NEWSPAPER PUBLISHERS ASSN INC
WESTERN OFFICE 333 Pine... EXbrk 2-8590
Burgess Don L Advertising Services
156-29th... MISON 8-2237
Buyer's Premium Clubs Inc
394 Pacific Av... EXbrk 7-5176
Caline Louis H 564 Market... YUkon 2-1202
Calif Beach Co 1171 Folsom... MArkt 1-5110
Campbell-Ewald Co Russ Bldg... EXbrk 2-0145
Chinese Amer News 818 Clay... DOuglas 2-0216

Advertising—Service—(Cont'd)

CUNNINGHAM & WALSH INC
2660 Bush... PRspect 6-2600
DANCER-FITZGERALD-SAMPLE INC
235 Montgomery... DOuglas 2-5107
Design Advertising 960 Bush... PRspect 6-1494
Dickey & Harleen Studios
333 Sacramento... EXbrk 7-0232
DISPLAY MERCHANDISING INC
325 Minna... EXbrk 2-3914
Dolman Mahlon T 90-2d... GARfld 1-7656
Doremus & Co 425 Bush... YU kon 2-4080
Downing William L Co 582 Market... EXbrk 7-2607
Drury Company 114 Sansome... DOuglas 2-2352
Erwin Wasey Ruthrauff & Ryan Inc
140 Montgy... EXbrk 2-4616
Evans McClure & Assoc 9-1st... YUkon 6-0196
FIELDER SORENSEN & DAVIS
CAR CARDS - TRAVELING DISPLAYS
KING SIZE BUS POSTERS
130 Kearny... DOuglas 2-2610
376-17th Oakind... TWInoks 3-2126
FOSTER AND KLEISER COMPANY
1675 Eddy... WEst 1-6600
Garage 1675 Eddy... WESt 1-6612
Gallagher John M Advertising Agency
2525 Van Ness Av... TUxedo 5-6088
Garfield Curba L 2120 Market... UNdrhl 1-6773
Garfield Hoffman & Conner Inc
301 Broadway... GARfld 1-0575
Gerth Brown Clark & Eklus of SF Inc
251 Kearny... GARfld 1-1081
Ghee Milton P 425 Bush... SUttr 1-7875
Grant Advertising Inc 405 Montgy... EXbrk 2-6275
Guild Bascom & Bonfigli Inc
130 Kearny... YUkon 2-6040
Guild Virginia 1652 Taylor... ORdwy 3-3349
Harlan and Steedman 525 Market... DOuglas 2-5721
HARRIS HARLAN WOOD DIVISION OF
FLETCHER RICHARDS CALKINS &
HOLDEN INC 58 Sutter... YUkon 6-6836
Haskett John Studio
2405 Ocean Av DElaware 4-1544
Heintz & Co Inc 1714 Stockton... EXbrk 7-2850
Hellenic-Greek Amer Radio Hour
2379 Mission... ATwtr 2-2237
Hoefler Dieterich & Brown Inc
414 Jackson... YUkon 2-0575
Honig-Cooper Harrington & Miner
1275 Columbus Av... ORdwy 3-4469
Huy Chas Agency 988 Market... PRspect 6-1115
Jacobs Norton M 690 Market... DOuglas 2-2905

Advertising—Service—(Cont'd)

Jones Advertising Service
112 Market... EXbrk 7-6195
K A F E Broadcasting Stn
3325 Fillmore... WAInt 2-2122
Kane Enas J Organization
1069 Howard... HEmlok 1-4670
Kenney Larry 248 Front... YUkon 2-4676
Lafae Renee 275 Post... EXbrk 2-5145
Lennen & Newell Inc 248 Battery... YUkon 2-7878
Letter Shop The 67 Beale... SUttr 1-6564
Lewis & Wayne Inc
See Ady Advertising-Direct Mail
560 Mission... SUttr 1-5800
Llanes Franklin C 561 Clay... GARfld 1-4244
Long Advertising Inc 681 Market... GARfld 1-4244
Lydon Kay Advertising Production
251 Post... YUkon 2-6135
MacFarland Advertising Inc Russ Bldg... YUkon 2-6633
MAILING MART THE
Direct Mail Service
1069 Howard... HEmlok 1-4670
Market Display Service 3234-16th... UNdrhl 3-4990
McCann-Erickson Inc 114 Sansome... DOuglas 2-5560
McCarthy CO THE
116 New Montgomery... SUttr 1-8224
Media Records Inc 355 Stockton... GARfld 1-4989
Meltzer Richard N Advertising Inc
Russ Bldg... YUkon 2-5877
MERCHANDISING ADVERTISERS OF CALIF
125 Clement... SKYn 2-0200
Merchandising Factors Inc
248 Battery... YUkon 2-7878
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
NAEGELE OUTDOOR ADVERTISING CO OF
CALIF INC
Poster & Painted Bulletin Adv
326 & Louise Oakind... OLYmpe 5-1523
Nelson-Baker Inc 2455 Mason... ORdwy 3-1540
Outdoor Advertiser The
355 Golden Gate Av... KLondke 2-3541
Pac Outdoor Advertising Co
703 Market... YUkon 2-0841

Advertising—Service—(Cont'd)

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
900-3d... PRspect 6-7800
Paris Signs Inc 690 Market... SUttr 1-6516
Penalosa Fernando 353 Kearny... EXbrk 7-4134
Promotion Management Inc
593 Market... DOuglas 2-3923
Promotion Programs Inc 270 Sutter... YUkon 2-0270
Rawson R C Co 50 Hawthorne... DOuglas 2-7673
Rewco Advertising Distrs
740 Clementina... HEmlok 1-7709
Richards Fletcher Calkins & Holden Inc
58 Sutter... YUkon 6-6836
Sales Promotional Consultants
440 Sansome... EXbrk 2-7976
Sanford William Inc 657 Harrison... EXbrk 7-0845
S F EXAMINER
IT'S THE EXAMINER FOR WANT ADS
72 Straight Years of Leadership
Ask Anyone
3d & Market... SUttr 1-2424
Segall Theodore H Advertising Agency
682 Mission... SUttr 1-6557
Seid Frederick-Ralph Cabn Advertising
127 Montgy... YUkon 6-1534

Advertising Service
A A Advertising Distributing Co
House to House Distribution
2216 Clement... SKYn 2-0087
Adkins Co The 333 Kearny... EXbrk 2-7867
Advertising Checking Bureau Inc The
51-1st... SU ttr 1-8911
ADVERTISING DISTRIBUTORS OF AMERICA
Complete Premium Handling
809 Mission... GARfld 1-3848
Advertising Typographers 855 Sansome... SUttr 1-2957
AIRPORT ADVERTISING CO
Harrison Davis, Pres.-E. B. Sorensen, V.P.
Floyd Thullen, Sales Representative
San Francisco and Portland
130 Kearny... DOuglas 2-2610
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
Audio-Visual Idea Development Enterprises
222 Kearny... GARfld 1-4456
AVEN H W & SON INC Russ Bldg... SU ttr 1-2534
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
900-3d... YUkon 6-6341
Blum's Distributing Agency Inc
809 Mission... GARfld 1-1066
BOLAND ASSOCIATES 755 Sansome... YUkon 2-2960
Bonnie Hubbard's Kugboard
593 Market... YUkon 2-8567
BOYNTON & STAFF INC
Creative Direct Mail Advertising -
Public Relations - Mailing
List Compiler & Broker
designing and producing a catalog
introducing a new product
developing mail order sales
winning consumers to your service
420 Market... YUkon 6-2378
Bruno Commercial Art Workshop
150 Powell... YUkon 6-2560
BUREAU OF ADVERTISING OF THE AMER
NEWSPAPER PUBLISHERS ASSN INC
WESTERN OFFICE 333 Pine... EXbrk 2-8590
Burgess Don L Advertising Services
156-29th... MISON 8-2237
Buyer's Premium Clubs Inc
394 Pacific Av... EXbrk 7-5176
Caline Louis H 564 Market... YUkon 2-1202
Calif Beach Co 1171 Folsom... MArkt 1-5110
Campbell-Ewald Co Russ Bldg... EXbrk 2-0145
Chinese Amer News 818 Clay... DOuglas 2-0216

Advertising Service—(Cont'd)
CUNNINGHAM & WALSH INC
2660 Bush... PRspect 6-2600
DANCER-FITZGERALD-SAMPLE INC
235 Montgomery... DOuglas 2-5107
Design Advertising 960 Bush... PRspect 6-1494
Dickey & Harleen Studios
333 Sacramento... EXbrk 7-0232
DISPLAY MERCHANDISING INC
325 Minna... EXbrk 2-3914
Dolman Mahlon T 90-2d... GARfld 1-7656
Doremus & Co 425 Bush... YU kon 2-4080
Downing William L Co 582 Market... EXbrk 7-2607
Drury Company 114 Sansome... DOuglas 2-2352
Erwin Wasey Ruthrauff & Ryan Inc
140 Montgy... EXbrk 2-4616
Evans McClure & Assoc 9-1st... YUkon 6-0196
FIELDER SORENSEN & DAVIS
CAR CARDS - TRAVELING DISPLAYS
KING SIZE BUS POSTERS
130 Kearny... DOuglas 2-2610
376-17th Oakind... TWInoks 3-2126
FOSTER AND KLEISER COMPANY
1675 Eddy... WEst 1-6600
Garage 1675 Eddy... WESt 1-6612
Gallagher John M Advertising Agency
2525 Van Ness Av... TUxedo 5-6088
Garfield Curba L 2120 Market... UNdrhl 1-6773
Garfield Hoffman & Conner Inc
301 Broadway... GARfld 1-0575
Gerth Brown Clark & Eklus of SF Inc
251 Kearny... GARfld 1-1081
Ghee Milton P 425 Bush... SUttr 1-7875
Grant Advertising Inc 405 Montgy... EXbrk 2-6275
Guild Bascom & Bonfigli Inc
130 Kearny... YUkon 2-6040
Guild Virginia 1652 Taylor... ORdwy 3-3349
Harlan and Steedman 525 Market... DOuglas 2-5721
HARRIS HARLAN WOOD DIVISION OF
FLETCHER RICHARDS CALKINS &
HOLDEN INC 58 Sutter... YUkon 6-6836
Haskett John Studio
2405 Ocean Av DElaware 4-1544
Heintz & Co Inc 1714 Stockton... EXbrk 7-2850
Hellenic-Greek Amer Radio Hour
2379 Mission... ATwtr 2-2237
Hoefler Dieterich & Brown Inc
414 Jackson... YUkon 2-0575
Honig-Cooper Harrington & Miner
1275 Columbus Av... ORdwy 3-4469
Huy Chas Agency 988 Market... PRspect 6-1115
Jacobs Norton M 690 Market... DOuglas 2-2905

Advertising Service—(Cont'd)
JONES ADVERTISING SERVICE
112 Market... EXbrk 7-6195
K A F E BROADCASTING STN
3325 Fillmore... WAInt 2-2122
KANE ENAS J ORGANIZATION
1069 Howard... HEmlok 1-4670
KENNEY LARRY 248 Front... YUkon 2-4676
LAFAYETTE RENE 275 Post... EXbrk 2-5145
LENLEN & NEWELL INC
248 Battery... YUkon 2-7878
LETTER SHOP THE 67 BEALE... SUttr 1-6564
LEWIS & WAYNE INC
See Ady Advertising-Direct Mail
560 Mission... SUttr 1-5800
LLANES FRANKLIN C 561 CLAY... GARfld 1-4244
LONG ADVERTISING INC
681 Market... GARfld 1-4244
LYDON KAY ADVERTISING PRODUCTION
251 Post... YUkon 2-6135
MACFARLAND ADVERTISING INC
Russ Bldg... YUkon 2-6633
MAILING MART THE
Direct Mail Service
1069 Howard... HEmlok 1-4670
MARKET DISPLAY SERVICE
3234-16th... UNdrhl 3-4990
MCCANN-ERICKSON INC
114 Sansome... DOuglas 2-5560
MCCARTHY CO THE
116 New Montgomery... SUttr 1-8224
MEDIA RECORDS INC
355 Stockton... GARfld 1-4989
MELTZER RICHARD N ADVERTISING INC
Russ Bldg... YUkon 2-5877
MERCHANDISING ADVERTISERS OF CALIF
125 Clement... SKYn 2-0200
MERCHANDISING FACTORS INC
248 Battery... YUkon 2-7878
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
NAEGELE OUTDOOR ADVERTISING CO OF
CALIF INC
Poster & Painted Bulletin Adv
326 & Louise Oakind... OLYmpe 5-1523
NELSON-BAKER INC
2455 Mason... ORdwy 3-1540
OUTDOOR ADVERTISER THE
355 Golden Gate Av... KLondke 2-3541
PAC OUTDOOR ADVERTISING CO
703 Market... YUkon 2-0841

Advertising Service—(Cont'd)
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
900-3d... PRspect 6-7800
PARIS SIGNS INC
690 Market... SUttr 1-6516
PENALOSA FERNANDO
353 Kearny... EXbrk 7-4134
PROMOTION MANAGEMENT INC
593 Market... DOuglas 2-3923
PROMOTION PROGRAMS INC
270 Sutter... YUkon 2-0270
RAWSON R C CO
50 Hawthorne... DOuglas 2-7673
REWCO ADVERTISING DISTRS
740 Clementina... HEmlok 1-7709
RICHARDS FLETCHER CALKINS & HOLDEN INC
58 Sutter... YUkon 6-6836
SALES PROMOTIONAL CONSULTANTS
440 Sansome... EXbrk 2-7976
SANFORD WILLIAM INC
657 Harrison... EXbrk 7-0845
S F EXAMINER
IT'S THE EXAMINER FOR WANT ADS
72 Straight Years of Leadership
Ask Anyone
3d & Market... SUttr 1-2424
SEGALL THEODORE H ADVERTISING AGENCY
682 Mission... SUttr 1-6557
SEID FREDERICK-RALPH CABN ADVERTISING
127 Montgy... YUkon 6-1534

Advertising—Motion Picture
ALEXANDER FILM CO
Fairmont Hotel... EXbrk 2-3198
Alexander Film Co-Natl Div
444 California... EXbrk 7-4705
Becker Marvin Films
Animated Cartoons-Live Action
915 Howard... EXbrk 2-1655
MOTION PICTURE SERVICE CO
125 Hyde... ORdwy