

**PHILLIPS & VAN ORDEN CO.**

ROTARY-  
LETTERPRESS

ROTARY-COLOR  
OFFSET



**Lithographers ☆ Printers**

prompt service on

CATALOGS • NEWSPAPERS  
MAGAZINES • BOOKLETS  
FOLDERS

**Garfield 1-3101**

FOURTH & BERRY STREETS  
SAN FRANCISCO, CALIF.

Affiliated with  
Pacific Press, Los Angeles • J. W. Clement Co., Buffalo • Clement Colortype, Chicago  
**THIS DIRECTORY IS PRODUCED IN OUR PLANT**

A COMPLETE PLANT UNDER ONE ROOF



**Printers and Lithographers**

DIRECT MAIL ADVERTISING  
POINT OF SALE ADVERTISING  
BOOKS • NEWSPAPERS  
MAGAZINES • CATALOGS

**RECORDER-SUNSET**

THE RECORDER PRINTING & PUBLISHING CO.  
99 SOUTH VAN NESS AVENUE • MARKET 1-5400

**Printers—(Cont'd)**

**ALERT PRINTERS**

John Ardizzone — Prop.  
**WEDDING ANNOUNCEMENTS 1 DAY SERVICE**  
50 STYLES — REASONABLY PRICED  
EMBOSSING & ENGRAVING  
GREETING CARDS — STATIONERY  
GOLD STAMPING — RUBBER STAMPS  
CHRISTMAS CARDS PERSONALIZED  
Hours: Daily 9 to 6 — Sat. 9 to 3  
258 Market — GARfid 1-2272

Allen Tracy H  
Wholesale to Printers Only  
440 Sansome — EXbrk 2-0740

**ALLIED REPRODUCTIONS CO**  
See Ad Under Lithographers

212 Mission — SUTtr 1-6462  
Alpine Press 4148-23d — VAlecia 4-9597

**ALTA PRINTING CO**  
Printing-Lithography  
1120 Valencia — VAlecia 4-4413

American Bank Note Co 68 Post — GARfid 1-0351  
**AMERICAN PRINTING & LITHOGRAPHING CO**  
1148 Howard — UNdrhl 3-6500

(See Advertisement This Page)  
**AMOS C M PRINTING CO**  
4485 Mission — JUNipr 7-3731

(See Advertisement Page 738)  
Beatty Printing Co 545 Sansome — DOuglas 2-7200  
Angus Press & Signs 342 Precita Av. — MISSn 8-6592

Ardizzone John 258 Market — GARfid 1-2272  
**ARNOLD PRINTING**  
Specializing Business Cards & Wedding Announcements  
3232-24th — ATwtr 2-5562

**ARROW PRINTING CO**  
509 Sansome — DOuglas 2-3199  
Art Offset Co 529 Commercial — YUKon 2-3683  
Art Printing Service 527 Kearny — YUKon 2-9445  
Artcraft Press 1712 Sacramento — GR ayston 4-7488  
Askins Stationery & Printing Co  
35 Main — DOuglas 2-5104

Associated Holdings Press 156-2d — DO uglas 2-5088  
Associated Loose Leaf Co 151-2d — EXbrk 2-3050  
Atlas Press The  
See Stanform Co The  
173 Jessie — EXbrk 2-1484

The Yellow Pages save you time.

**Printers—(Cont'd)**

Atthowe & Co 344 Front — EXbrk 2-3504  
Automatic Sealing Service 465 Calif. — SUTtr 1-3621  
Azad Printing Co 210 Fillmore — UNdrhl 1-8620

**BANCO CORPORATION LTD**  
Bank Check Printers  
824 Montgo — EXbrk 2-1450  
Bankers Printing Co 824 Montgo — EXbrk 2-1450  
Banner Press The 409 Bryant — EXbrk 7-4518

**BARNES PRINT SHOP**  
Wedding Invitations — Tickets  
Personal — Business — Greeting & Fraternal Cards — Stationery  
325 Webster — UNdrhl 1-3503

**BARNETT PRINTING CO**  
Ruled Forms & Commercial Printing  
"Estimates Are a Real Pleasure"  
340 Front — YUKon 6-1211

Barry Edward Co 200 Broadway — EXbrk 2-0250

**BARRY JAMES H CO**  
**BOOK & PUBLICATION PRINTERS — LITHOGRAPHERS**  
Established 1879  
"A MAGAZINE A DAY"  
170 S Van Ness Av. — UNdrhl 1-7780

Bay Cities Duplicating Co  
682 Mission — SUTtr 1-1323

Beatty Printing Co 545 Sansome — DOuglas 2-7200  
Bee Line Tape & Label Printers  
776 Clementina — MARkt 1-8310

(See Advertisement Page 738)  
**BEN FRANKLIN PRESS** 500 Sansome — SUTtr 1-2615  
**BERTRAND ALVIN E CO**  
440 Sansome — YUKon 6-1009

Bertrand's Lithograph & Printing Co  
451 Bush — SUTtr 1-0787  
Better Business Printing 3543 Mission — MISSn 7-3067  
Biss Leonard N 344 Front — EXbrk 2-3620

(Continued Next Page)

**BROADWAY PRINTING CO**  
170 S Van Ness Av. — UNdrhl 1-7780

Calmar Printing Co 500 Sansome — DOuglas 2-5493  
From telephones served by the following exchange  
East Bay (No Intercity Charge)  
Ask Operator for Enterprise 10043  
(See Advertisement This Page)

Camillo Donaghy Co 55 Merchant — YUKon 2-7938  
Campbell Brothers 3610 San Pablo Av Emryl  
From telephones served by the following exchange  
San Francisco (No Intercity Charge)  
Ask Operator for Enterprise 10990

**CANESSA PRINTING CO**  
Commercial Printers Since 1893  
708 Montgomery — DO uglas 2-3440  
Cardinal R J Co  
Cleveland & Sherman — UNdrhl 3-6800  
Carle H J & Sons 635 Clay — SU tter 1-5090

**CARLISLE A & CO**  
SINCE 1852  
Commercial Printing & Engraving  
Interleaved Carbon & Ruled Forms  
645 Harrison — GARfid 1-2746

Cascade Press 1273 Mission — KLondke 2-1066  
Case-Walls Printing Co  
325 Sacramento — GARfid 1-7457

**CENTURY BUSINESS FORMS INC**  
Carbon Forms & Master Unit Printing  
1780 Oakdale Av. — VAlecia 6-8282

**CHAPMAN PRESS**  
Lithographing-Printing-Publishing  
239 Front — EXbrk 2-5991  
Chinese Pacific Weekly 751 Clay — YUKon 2-6748  
Chinese Times 119 Waverly Pl  
Business Office — YUKon 2-0135  
Business Office — YUKon 2-4109  
Editorial Department — YUKon 2-6206

**CLARK REPRODUCTIONS**  
Offset & Letterpress  
230 Calif — EXbrk 7-6150

**CLIPPER PRINTING CO THE**  
PLASTIC PRINTING  
445 Natoma — GARfid 1-1367

Cloister Press The 239-9th — UNdrhl 1-4609  
Coast Printing Service 652 Commercial — SUTtr 1-3375

**COLONIAL PRESS**  
Wm F Mitchell-President  
394 Pacific Av. — SUTtr 1-6680  
Colortype Press 405 Gough — HEMlok 1-0883  
Colt Press 1335 Sutter — OR dway 3-9460

**COMPLETE LETTER SHOP**  
OFF-SET MIMEOGRAPHING  
Suite 611  
333 Kearny — YUKon 6-5093

Conlan Charles L Printers & Lithographers  
1655 Folsom — HEMlok 1-7373  
Conlan Printing Co 1655 Folsom — HEMlok 1-7374  
Connors Engraving Co 461 Bush — EXbrk 2-1116  
Converse G H 509 Sansome — DO uglas 2-3199

**CRAFTSMAN PRESS THE INC**  
543 Howard — YUKon 6-5050  
Crane Printing Co 313 Minna — GARfid 1-5134

**CROCKER H S CO INC**  
720 Mission — DOuglas 2-5800

**Printers—(Cont'd)**

**BLACK & WHITE PRESS**

Edward L. Boucher, Mgr.  
PRINTERS & STATIONERS  
COMPLETE PRINTING SERVICE  
Letterpress or Offset  
WEDDING INVITATIONS  
GREETING CARDS  
Bet. Kearny & Montgo—off Pine  
51 Beiden — DOuglas 2-2589

Blutmans 685 Folsom — YUKon 2-4637  
Bock Ngar City Youth Printing Co  
565 Kearny — YUKon 2-3358

**BORDEN PRINTING CO** 329 Minna — GARfid 1-2320  
Bosqui-Uniform Div of Courier-Citizen Co  
Specializing Insurance Printing  
530 Washington — GARfid 1-6070

Bowles Printing Corp 75-3d — SUTtr 1-0135  
Brothers Printing Co 420 Market — EXbrk 7-5186  
Brower Marcus & Co 300 Broadway — SU tter 1-2482  
Buckley & Curtin 252-9th — UN drhl 1-4914  
Buffalo Press 558-27th Av. — SKYin 1-4707

**BUSINESS MANIFOLDING FORMS INC**  
70 Dorman Av. — MISSn 8-0200

**BUSINESS SYSTEMS INC**  
70 Dorman Av. — MISSn 8-0200  
C & H Specialty 22-29th — MISSn 8-4562

**CAL-TAB SYSTEMS**  
One Time Carbon Continuous Forms  
112 Market — SUTtr 1-8129  
Calif Office Service Co 591 Mission — YUKon 6-2424

**CALIF PRINTING CO INC** 269-8th — UNdrhl 1-1600  
Calif Publishing Co 591 Mission — YUKon 6-2425  
Callaghan Thomas J 440 Sansome — DOuglas 2-7943  
(See Advertisement Page 738)

Calmar Printing Co 500 Sansome — DOuglas 2-5493  
From telephones served by the following exchange  
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Camillo Donaghy Co 55 Merchant — YUKon 2-7938  
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Cardinal R J Co  
Cleveland & Sherman — UNdrhl 3-6800  
Carle H J & Sons 635 Clay — SU tter 1-5090

**CARLISLE A & CO**  
SINCE 1852  
Commercial Printing & Engraving  
Interleaved Carbon & Ruled Forms  
645 Harrison — GARfid 1-2746

Cascade Press 1273 Mission — KLondke 2-1066  
Case-Walls Printing Co  
325 Sacramento — GARfid 1-7457

**CENTURY BUSINESS FORMS INC**  
Carbon Forms & Master Unit Printing  
1780 Oakdale Av. — VAlecia 6-8282

**CHAPMAN PRESS**  
Lithographing-Printing-Publishing  
239 Front — EXbrk 2-5991  
Chinese Pacific Weekly 751 Clay — YUKon 2-6748  
Chinese Times 119 Waverly Pl  
Business Office — YUKon 2-0135  
Business Office — YUKon 2-4109  
Editorial Department — YUKon 2-6206

**CLARK REPRODUCTIONS**  
Offset & Letterpress  
230 Calif — EXbrk 7-6150

**CLIPPER PRINTING CO THE**  
PLASTIC PRINTING  
445 Natoma — GARfid 1-1367

Cloister Press The 239-9th — UNdrhl 1-4609  
Coast Printing Service 652 Commercial — SUTtr 1-3375

**COLONIAL PRESS**  
Wm F Mitchell-President  
394 Pacific Av. — SUTtr 1-6680  
Colortype Press 405 Gough — HEMlok 1-0883  
Colt Press 1335 Sutter — OR dway 3-9460

**COMPLETE LETTER SHOP**  
OFF-SET MIMEOGRAPHING  
Suite 611  
333 Kearny — YUKon 6-5093

Conlan Charles L Printers & Lithographers  
1655 Folsom — HEMlok 1-7373  
Conlan Printing Co 1655 Folsom — HEMlok 1-7374  
Connors Engraving Co 461 Bush — EXbrk 2-1116  
Converse G H 509 Sansome — DO uglas 2-3199

**CRAFTSMAN PRESS THE INC**  
543 Howard — YUKon 6-5050  
Crane Printing Co 313 Minna — GARfid 1-5134

**CROCKER H S CO INC**  
720 Mission — DOuglas 2-5800

**Printers—(Cont'd)**

Culture-Lite Printing Co  
111 Waverly Pl. — DOuglas 2-6660

**CUMMINGS ENGRAVING & PRINTING CO**  
156-2d — SU tter 1-4735  
Cummins J T Lithographer & Printer  
1441 Ellis — JORDn 7-6360  
Daily Commercial News  
149 California — SUTtr 1-5765  
Daily Menu Printing Co 543-2d — GARfid 1-1464  
Davis Thos J & Son 223 Davis — EXbrk 2-6632  
De-Carr Co The  
Lithographers  
330 Jackson — YUKon 2-0417  
De Lue Edgar A 1351 Post — GR ayston 4-3717  
De Luna Press 360 Kearny — DO uglas 2-5180  
Dennis Printing Company 216-8th — HEMlok 1-6650

**DESCALSO WM**  
TRADE LITHOGRAPHER  
Black and White Our Specialty  
17 1/2 x 22 1/2 — 23 x 30 — 23 x 36 Presses  
766 Folsom — YUKon 2-3533

**DETTNERS PRINTING HOUSE INC**  
Since 1899  
835 Howard — GARfid 1-2803  
De Witt Printers 140 Balboa — SKYin 2-2988

**DIAMOND PRESS**  
COMMERCIAL PRINTING  
A LA CARTE MENUS  
1176 Valencia — VAlecia 6-5700

**DIDO-LITHO**  
XEROX — MULTILITH — IBM  
FAST SERVICE — REASONABLE  
133-7th — KLondke 2-0843

**DOBSON INC** 532 Jessie — UNdrhl 3-3535  
**DOLORES PRESS** 389 Church — UNdrhl 1-3667  
**DONAHUE LITHOGRAPH CO**  
394 Pacific Av. — DOuglas 2-7077

Donaldson H H & Son Printers  
161 Natoma — SUTtr 1-7544

Douglas Press The  
1211 Golden Gate Av. — WA lnut 1-5090  
Duffer Alex Lithographing Co  
853 Howard — GARfid 1-7931

Durkee-Day Printing Co  
529 Commercial — DO uglas 2-3793

**DWIGHT FRANKLIN CO** 3156-24th — MISSn 8-3321  
(See Advertisement This Page)  
(Continued Next Page)

**EVILAR PRESS**  
EXbrook 7-2695  
321 SACRAMENTO

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EXbrook 7-2695  
321 SACRAMENTO

*a good connection*

Are you in a HURRY ?  
for your Printing ?

13 Paramount presses ready for you who can't wait weeks for  
**"CARBON READY BUSINESS FORMS**  
that you need NOW!

Paramount has the facilities under one roof for fast service  
**\*BUSINESS FORMS in 3 to 5 Days**  
if you need them

440 SANSOME YUKon 2-6161

**PARAMOUNT PRESS**

ESTABLISHED 1917  
STILL GROWING

**CALMAR** Printing Company

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COMPLETE BINDERY WITHIN OUR PLANT

**DOuglas 2-5493**

HIGH SPEED MODERN EQUIPMENT RESULTS  
IN SERVICE AND QUALITY AT LOW COSTS.  
ADVERTISING LITERATURE — OFFICE FORMS  
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INTER-LEAVED FORMS — BROCHURES — PUBLICATIONS

FROM EAST BAY  
ASK OPERATOR FOR  
Enterprise 10043

500 SANSOME STREET  
NO JOB TOO LARGE  
SPECIALISTS IN THE UNUSUAL

**WEDDING**

INVITATIONS & ANNOUNCEMENTS  
Courteous Advice on  
Correct Wedding Stationery  
1-DAY SERVICE  
REASONABLE PRICES  
Samples Mailed on Request

9 A.M. to 5:30 P.M.  
Sat: 10 A.M. to 4 P.M.  
Evenings by Appointment  
We Do Our Own Work

**WEDDING**  
INVITATIONS  
1-DAY SERVICE

*Dwight Franklin Co.*  
3156-24th Near S. Van Ness  
PRINTERS • LITHOGRAPHERS • STATIONERS  
Mission 8-3321

**STOVER & WILSON**

QUALITY PRINTING  
— Since 1922 —

DUPLICATING & ONE TIME CARBON FORMS

**SUTter 1-8730**

348 Sacramento Street  
San Francisco

"In The Heart of the Commercial District"

- COMPANY IMPRINTING
- BROCHURES
- ANNOUNCEMENTS
- INSURANCE AND STEAMSHIP FORMS
- ENGRAVING
- LITHOGRAPHY

**OFFICE FORMS • LETTERHEADS • ENVELOPES • ONE-TIME CARBON FORMS**

*Wedding Invitations*

REASONABLY PRICED  
CORRECTLY STYLED

Social and Business Announcements

★ Service — Efficiency — Courtesy ★

**MORGAN PRINTING CO.**  
THOMAS J. CALLAGHAN - Manager-Owner

Over Thirty Years of Good Printing  
REASONABLY PRICED • ACCURATELY PRINTED • PROMPTLY DELIVERED

440 SANSOME STREET  
Phone DOuglas 2-0551  
For COMPLETE PRINTING SERVICE

Every Step in  
Fine Printing, All Under One Roof!

- ★ OFFSET AND LETTERPRESS PRINTING ★
- ★ PLATE MAKING ★ TYPESETTING ★ BINDERY ★
- ★ LAYOUT AND ART SERVICE ★

**NOW! HIGH SPEED ROTARY OFFSET**  
ESPECIALLY DESIGNED FOR MAGAZINES, NEWSPAPERS,  
CIRCULARS, BOOKS, BROCHURES: QUALITY PLUS ECONOMY.

**AMERICAN PRINTING AND LITHOGRAPHING CO.**  
1144 HOWARD ST. SAN FRANCISCO UNderhill 3-6500