

Variety Store Merchandise—Wholesale

Alco Western Corp 2040 Livingston Oakland... KE Hsp 3-1368 AMERICAN TOY CO 520 Fallon Oakland... TEmplr 4-2553 CALIFORNIA NOTION & TOY CO TOYS - GAMES - VARIETY ITEMS Complete Selection of New Popular Priced Toys - Estb. 1869 373 Market... EXOrk 2-7250

CROWLEY J B INC Established 1902 NOTIONS - RIBBONS - HANDKERCHIEFS INFANTS WEAR & ACCESSORIES 100 Howard... YU 1-0555

Ernst Gun 2823 Clement... SKYn 2-6197 Freedom Novelty Co 1055 Mission, KLondke 2-1225 GIANT PENNY STORES 904 Market... Dduglas 2-3334 Glassel George Co 552 Mission... SU 1-0132 King Philip Jobber 525 Hayes... UN 3-4150 Lion Notions Co 4114 Judah... MOntrse 4-2068 LUCAS R C CO INC Wholesale Notions-Toiletries-Stationery Home Wares & Hardware 430 Jackson Oakland... TWInks 3-6727 New York Merchandise Co Inc 458 Brannan EXOrk 2-3700

ROYAL MERCHANDISE CO THE FEATURING COMPLETE LINE OF LOW PRICED TOYS - TRICKS & JOKES 3944 Balboa... BA 1-8403

SKAGGS-STONE INC NOTIONS - HARDWARE TOYS HOMEWARE - GLASSWARE STATIONERY TOILETRIES - SOFT GOODS 727 Kennedy Oakland... SUtr 1-8187

Standard Sales Co 210 Post... EXOrk 2-3388 WASHINGTON TOY CO 244-9th... UNdrl 3-5965

Variety Stores

Al's 5-10-15 Cent Store 4836-3d... AT water 2-3832 Balboa Five&Ten Cent Store 3219 Balboa BAYwv 1-1911 Blind Babies Bargain Bazaar 1219 Polk... TU 5-9677 Bon Om 5c To \$1.00 Stores Store No 1 600 Clement... BA yview-1-3118 Store No 2 479 Castro... MA rket-1-7433 Store No 3 General Office 2012 Mission... MA 1-9923 Britaine Variety & Cleaners 45 Visitation Av Brisbn... JUNipr 7-4768 Brace & Griffin 5-10 Store 5029-3d... VAlencia 4-3317 Carber's 5-10-25 Cent Store 5169 Mission, JUNipr 7-1962 Central 5-10-25c Stores 1010 Fillmore... FI Imor 6-6186 Chinatown 5-10-25 Cent Store 930 Grant Av... YUkon 2-7096

CLIFF'S VARIETY SERVING EUREKA VALLEY DISTRICT One of the Largest Stocks in S.F. Open 9 A.M. to 9 P.M. Mon. Thru Sat. 495 Castro... HE 1-5365

Cole Variety & Hardware Store 901 Cole... SE 1-7383 Dublin's Variety Store 735 Haight... UNdrl 1-1860 F M Variety 3774 Mission... MI 8-3576 Ferrera Variety & Hardware Store 4711 Mission... JU 5-6263 Forty-Second & Lawton Variety 3625 Lawton, SEabright 1-4727 Fox's Den US Post Ofc Contract No 12 1499 Fulton... JOrdn 7-1888 Franklin St Variety Store 1533 Franklin PRspt 6-5870

G & K Variety Store 3149 Vicente... LOrnd 4-5141 Geary 5 & 10 3743 Geary Blvd... SKYn 2-3171 Giant Penny Stores 904 Market... Dduglas 2-3334 Gilbert's 5-10 Store 3384 Mission, VAlencia 4-9313 Glen-Five & Ten 3914 Judah... MO 4-9545 701 Chantry... JU 5-6572 730 Mission Daily City... PL 5-5880 4083-24th... VA 6-0604 Glen-Five & Ten 311 Hayes... MArkt 1-0474 Green's Variety Store 2751-24th... MI san 7-5128 Harding Five & Ten Cent Store 493 Divisadero, UNdrl 1-9761

HARRISON STORES INC 2185 Fillmore... FIImor 6-5555 Irving Variety Store 647 Irving... SE 1-1286 K & E Five & Ten 2234 Taraval... SEabright 1-5227 Kay's Variety Store 940 McAllister... FI 6-3680

Variety Stores—(Cont'd)

Keystone 5 & 10 Cent Store 1808 San Jose Av, DElaware 3-5137 Kiner's 5-10-25 Store 2899-24th, VAlencia 4-6319 King Stores Main Store 997 Market... SU 1-0272 Jewelry Dept 997 Market... SU 1-0272 Snack Bar 997 Market... DO 2-8373 Lakeside Variety 2616 Ocean Av... DElaware 4-0219 Lasker 5-10-25c Stores Store No 1 3122 Taraval... SEabright 1-2150 Store No 2 552 Haight... UNdrl 1-5449 Leland Variety 82 Leland Av... JUNipr 5-7368 Lewis 5-10-25c Store 2162 Union... JOrdn 7-2418 Mann Ray Variety Store 1732 Church, VAlencia 4-3562 Manor Variety Hardware Store 115 Hickey Bl SSp, PLaza 6-3640 4097-19th Av... JU 7-8093

McKune Variety & Gifts 3948 Mission... JU 7-8093 Merced Heights 5-10-25 Cent Store 4097-19th Av... JUNpr 4-0339 Meyers-Variety Store 4049-24th, VAlencia 4-3553 Miraloma Hardware & Variety 675 Portola Dr... OVRnd 1-5317 Nash Variety 3016 Taraval... LOrnd 4-6940 New Yorker Bargain Store 1132 Fillmore... WAlnut 1-7160 Ocean Avenue Five & Ten 1616 Ocean Av... DElaware 3-0474 Ocean View Variety Store 113 Broad... JU elper 4-8101 Pace Five & Dime Store 3154 Mission... VA 6-2605 Pacific 5-10-25c Stores 2131 Irving... OVRland-1-6530 Page's Variety Store Notions-Tops-Gifts-Etc 1689 Church... VA 4-2363 Polk St Store 2140 Polk PRspt 5-5262

PROGRESS HOMEWARES VARIETY STORES 724 Irving... SE 1-2038 Rorer's Gift & Variety 2093 Hayes... SKYn 1-9733 S F JOBBING HOUSE VARIETY STORE - 904 MARKET WHOLESALE HOUSE & OFFICE 904 Market... DO 2-3334

Seabright Variety Store 1734 Noriega... SEabright 1-0460 Smith 5 & 10 2950 Geneva Av... DElaware 3-5623 Smith Stores 2251 Chestnut... JOrdn 7-8690 Sprouse Reitz Co 1644 Haight... MArkt 1-9461 Sprouse-Reitz Co Inc 950 Geneva Av, JUNipr 4-9909 Sprouse-Reitz Co Inc 6400 Mission Daily City, PLaza 5-7924 Standard 5-10-25 Cent Stores 5435 Geary Blvd... SKYn 1-7150 Laurel Branch 3445 Calif... SKYn 2-1252 Surf Variety Store 3739 Noriega... LOrnd 4-1353 T & M Variety 1734 Church... VA 6-6595 Tara House Irish Imports 1396 Irving... LO 4-1121 THE 88 CENT STORES INC OF CALIF 2673 Mission... AT 2-8803

VARIETY FAIR OFFICE SUPPLIES GREETING CARDS - TOYS & GIFTS HARDWARE 1058 Hyde... GR 4-4676

Vicente Variety 1185 Vicemia... SE abright 1-4436 Warren's Mary Variety Store 783 Bush GArdr 1-6606 Webb Variety 562 Monterey Bl... JU 7-1828 Weinstein's Household Goods Store 2356 Mission, MJan 7-1143 West Coast Five-Ten&Twenty-Five Cent Stores 1252 Polk... GR 4-4173 Wilco Stores 1915 Ocean Av... JUNipr 4-2590 Winston Variety Hardware Store 405 Montay... PLaza 6-3640 Woodworth F W Co Variety Stores 115 Hickey Bl SSp... SUtr 1-0373 Yee Kee Co 802 Washington... EXOrk 2-7899

Varnish Calif Ink Co Inc The 945 Sansome... EXOrk 7-1212 Fuller W P & Co 301 Mission... YU 1-1960 GLIDDEN CO THE 1000-16th... MArkt 1-0200 KELLY-PICKERING CORP 956 Brannan Rd Sn Carlos... LYtel 3-8443

NORWEAR PAINT CO 968-14th Oakland... Hgate 4-6516 National Lead Co 1295 Folsom... HEMok 1-8929 Pratt & Lambert Inc 295 Kansas... WArkt 1-4658

Vaults-Burial CHRISTY VAULT COMPANY 3000 Collins Av Colma, PLaza 5-4119

MAKES RUBBERS SHINE

A quick way to restore the shine to dingy looking rubbers or over-shoes is to apply a coat of liquid shoe polish.

Vegetable Juices

Health-Aid Natural Foods 667 Geary... OR 3-0636 Taraval Health Foods Store 941 Taraval-LO 4-9147

Vending Machines

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ADVANCE AUTOMATIC SALES CO Factory Distributor of GAMES - PHONOGRAPHS - VENDERS 1350 Howard... HEMick 1-1750

Amber Hot Coffee Catering 539 Natoma... YU 2-9450 AMBER VENDORS SUPPLY 397 Cortland Av... VAlencia 6-8053

AMERICAN HOT COFFEE SERVICE REAL COFFEE - NOT INSTANT Daily Service to Offices & Factories See Our Display Ad 539 Natoma... KLondke 2-3660

American Hot Coffee Service 539 Natoma, KLondke 2-3660 (Please See Advertisement Page 1075) Associated Coin Amusement Co Inc... YU 2-0608 Associated Coin Amusement Co Inc 6748 Mission Daily City... OV 1-4413

AUTOMAT VENDING SERVICE Industrial Vending Since 1908 2914 Paplar Oakland... TEmplr 6-0825 Automatic Canteen Co of America 100 Bush... YU 1-5111

AUTOMATIC CANTEN SERVICE COMPLETE FOOD AND VENDING SERVICES Tasty snacks to complete meals, varied menus, for industry, offices, institutions, Hot and cold foods. Brewed coffee, cold drinks, candy, cigarettes, background music. Comprehensive insurance coverage. Bonded. "FOR INFORMATION CALL" CANTEN CO 1488 Howard... UN 1-9930

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AUTOMATIC MERCHANDISING CO Locally Owned & Operated Since 1928 ALL TYPES LATEST MODELS CIGARETTE - CANDY COFFEE - PHONOGRAPHS Complete Prompt Service 16 Rose... UNdrl 1-9785

Automatic Vendors 1371 Valencia... VA 4-1266 AVENCO BEVERAGE VENDORS-PERRY CHAS I CO 115 New Montay-EX 2-0856 If no answer call... SK 2-0673

Consolidated Beverages Inc 765 Clementina... MArkt 1-1134 CROWN VENDING CO INC 270-7th... UNdrl 3-8000 (Please See Advertisement Page 1075)

D & J MUSIC & VENDING JUKE BOXES CIGARETTE VENDORS AMUSEMENT MACHINES 6025 Mission Daily City... JU 6-4102

Davidson Bros 2756 Scott Bl Snta Cira... CHery 3-3031 (Please See Advertisement Page 1076) De Greiner Arthur H Inc 66 Page... KLondke 2-0917

FREECO VENDING SERVICES CIGARETTES Hot Drinks-Cold Drinks-Ice Cream-Candy 24-Hr - Complete Vending Services - 24-Hr 3599 Taraval... JUNipr 7-4285

Freeco Vending Services 3599 Taraval... JUNipr 7-4285 (Please See Advertisement Page 1076) Glenn-Howe Vending Co Inc 1675 Pacific Av... OR 3-3881 (Please See Advertisement Page 1076) Gordon Pac Co 475-3d... DO 2-1009

GOURMET CATERING & EQUIP CO 3599 Taraval... SE 1-7474 (Please See Advertisement Page 1076) (Continued Next Page)

Vending Machines—(Cont'd)

BAY CITIES AUTOMAT CO Locally Owned & Operated WE INSTALL ANY OR ALL OF "THE COMPLETE PACKAGE" CANDY CIGARETTES - COFFEE - ICE CREAM PASTRY - PEANUTS - GUM Liberal Commission - No Obligations 2196 Palou Av... MI 8-6870

Bay Cities Automat Co 2196 Palou Av... MI 8-6870 (Please See Advertisement Page 1075)

CALIF CONCESSION SUPPLY CO Direct Factory Representative GOLD MEDAL POPCORN VENDING MACHINES Distr of All Types Vending Machs. 177 Golden Gate Av... HE 1-6490

Canteen Co 1488 Howard... UN 1-9930 Chester Automatic Vending 973 Brussels... JUNipr 7-0898

COFFEE SERVICE CO Maxwell House Coffee - Hershey Hot Choc - Lipton Tea & Soups 24-Hr. Serv. for Offices & Plants 12 Hale... JUNipr 7-6115

COFFEE SERVICE CO 12 Hale... JUNipr 7-6115 (Please See Advertisement Page 1075) COFFEE SERVICE OF CALIF INC KEEP THE COFFEE BREAK UNDER CONTROL FRESH BREWED COFFEE Each Cup Individually Brewed Automation In Food & Beverages 24-Hour Service 3038 Market Oakland... Olympc 4-4951

COFFEE TIME 450 Clementina... YUkon 2-7411 (Please See Advertisement Page 1075)

COIN ACCEPTORS INC Coin Control Devices For Anything That Takes A Coin Parts - Service - Repairs 877 Cowan Rd Brngm... OXdrf 7-7416

COINWAY INC California's Most Progressive Coin Machine Distributor "OWN YOUR OWN" CIGARETTE - CANDY - JUKE BOXES POOL TABLES - BOWLERS COFFEE VENDORS ALL MAKES - ALL MODELS EXCLUSIVE DISTRIBUTOR NATIONAL SHUFFLEBOARDS Liberal Terms - First Class Service "IF IT OPERATES WITH A COIN - COINWAY SELLS IT" 188-10th Oakland... TEmplr 6-1263

Consolidated Beverages Inc 765 Clementina... MArkt 1-1134 CROWN VENDING CO INC 270-7th... UNdrl 3-8000 (Please See Advertisement Page 1075)

D & J MUSIC & VENDING JUKE BOXES CIGARETTE VENDORS AMUSEMENT MACHINES 6025 Mission Daily City... JU 6-4102

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GOURMET CATERING & EQUIP CO 3599 Taraval... SE 1-7474 (Please See Advertisement Page 1076) (Continued Next Page)

Vending Machines—(Cont'd)

H & S Sales Co 244 Eddy ORdwy 3-8234 Hansson Hans Food Mfrs Representative 2334-35th Av... MO 1-2435 Henri's a la Kart Catering 5 Idora Av... DV 1-5912

INTERSTATE VENDING SERVICE COAST TO COAST Automatic Vending and Cafeteria Food Service for INDUSTRY OFFICES INSTITUTIONS Free Customized Installations Bonded Servicemen "FOR INFORMATION CALL" COFFEE SERVICE OF CALIF INC 3038 Market Oakland... Olympc 4-4951 INTERSTATE VENDING CO 25 Karen Rd Bimnt... LYtel 3-8223

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AMERICAN HOT COFFEE SERVICE Largest Brewed Coffee Plant on the West Coast NOT AN INSTANT NOT A CONCENTRATE FRESHLY BREWED COFFEE - DELIVERED DAILY DAILY SERVICE - San Francisco South San Francisco San Bruno Oakland Emeryville Berkeley SPECIAL SERVICE - ENTIRE BAY AREA PARTIES - MEETINGS - WEDDINGS - CONVENTIONS For the Latest Brochure Describing "Management Controlled" Coffee Breaks PHONE KL 2-3660 539 Natoma Street San Francisco We Serve 30 to 10,000 People Fresh Hot Coffee Is Our Only Business

AUTOMATIC CATERING OR SNACK BAR SERVICE A Complete Vending Service Complete Food Service Coffee & Other Beverages Hot Foods & Soups Milk - Ice Cream Sandwiches - Hot or Cold Candy - Cigarettes - Pastry Coffee Brewed From Your Favorite Brand of Freshly Ground Coffee For the First Time You Can Arrange for a Battery of Units to Provide Automatically a Complete In-Plant Feeding Service. Our Years of Experience and Satisfied Clients Testify to Quality Merchandise and Efficient Service. CALL US TODAY!! MARBAC CORPORATION 12 HALE, SAN FRANCISCO (COFFEE SERVICE CO.) JUNipr 7-6115

COMPLETE FOOD & DRINK VENDING MODERN... NEW COMPLETE IN-PLANT FEEDING Single or Group Installations CIGARETTES CANDY ICE CREAM MILK HOT FOODS COFFEE COLD DRINKS HOT CHOCOLATE SANDWICHES PASTRIES CALL UN 3-8080 On the Peninsula: Fireside 1-1204 CROWN VENDING CO. 270-7th ST. SAN FRANCISCO

FRESH HOT COFFEE SERVICE Offices - Institutions - Industrial Plants featuring: FRESH GROUND COFFEE Each Serving Individually Brewed At The Drop of A Coin! Also HOT CHOCOLATE - TEA - HOT SOUP SOFT DRINKS - ICE CREAM WE OFFER COMPLETE IN-PLANT FEEDING 24-Hour Service Quality Products YU 2-7411 450 CLEMENTINA

WE INSTALL ANY OR ALL OF "THE COMPLETE PACKAGE" Automated Cafeterias Including Prepared Hot Plates All Foods Prepared in Our Own Commissary Bay Cities Automat Co. PHONE MI 8-6870 2196 Palou Av. San Francisco Operations in SAN FRANCISCO PENINSULA EAST BAY SACRAMENTO