

Lithographers—(Cont'd)
BALZER SHOPS LITHO PLATE CO
FINE PLATES FOR COLOR BLACK & WHITE
 LITHO METAL - ZINC & ALUMINUM
 Specializing in
 Fine Color Reproduction
PHOTO COMPOSING MACHINE
 Surface, Deep Etch, Presensitized & Trimecalf Press Plates, All Sizes
 Motorcycle Pick-Up & Delivery
 835 Howard -----SU 1-8074

Banco Corporation Ltd 824 Montgoy EXbrk 2-1450
BARRY JAMES H CO
LITHOGRAPHERS - PRINTERS
 Since 1879
 170 So Van Ness Av -----UNdrhl 1-7780

BAY CITIES DUPLICATING CO
 See Ad Under Letter Shop Service
 682 Mission -----SU 1-1323
 Beasley Litho Color Plate Service
 110-1st -----YU 2-1597
BEN FRANKLIN PRESS
 500 Sansome SUTtr 1-2615
 Bertrand Alvin E Co 440 Sansome -----YU 6-1009
BERTRAND'S LITHOGRAPH & PRINTING
 CO 451 Bush -----SUTtr 1-0787
 Black & White Press 51 Belden DO ugias 2-2589
BLUE PRINT SERVICE & SUPPLY
 30-2d -----DO 2-5876
BORDEN PRINTING CO 329 Minna GARfid 1-2320

PERK-UP FOR HAT VEILS
 To restore crisp freshness of hat veils and light laces, iron them on a piece of waxed paper.

BRANCO'S GRAPHIC ART SERVICE
OFFSET LITHO PRINTING
 From 3x3 to 22x29
PROMPT SERVICE!!
 Spec Pages for Engineering Drawings
 Mailing Pieces - Office Forms
 439 Market -----SUTtr 1-0884

Brandis R B 88-1st -----YUkon 6-2404
CALIFORNIA LITHO PLATE INC
 Full Color Reproduction
 Photo Composed Press Plates
 Multiple Negatives & Positives
 335-5th -----DOuglas 2-5946

Calif Office Service Co 593 Mission, YUkon 6-2424
CALIF PRINTING CO INC 269-8th UNdrhl 1-1600
 Calmar Printing Co 500 Sansome DOuglas 2-5493
 Cardon Corporation 1535 Mission MA 1-2118
 Cardinal R J Co Mercury Press
 Cleveland & Sherman UN 3-6800
 (Please See Advertisement This Page)

CARLISLE A & CO
FINE LITHOGRAPHY SINCE 1852
 FULL COLOR AND BLACK AND WHITE
 ADVERTISING AND COMMERCIAL MATERIAL
 645 Harrison -----GARfid 1-2746

CASTAGNO & SONS 343 Front, YUkon 6-0906
 Cavalier Litho Press 509 Sansome YU 1-0993
CHAPMAN PRESS
 Lithography-Printing-Publishing
 259 Front -----EX 2-5990
 Clark Reproductions 230 Calif -----EX 7-6150
COAST PRINTING SERVICE
 652 Commercial SUTtr 1-3399

CODING SERVICE
 SEE OUR DISPLAY AD
PRINTERS
 Russ Bldg -----DO 2-8484

COLONIAL PRESS 394 Pacific Av, SUTtr 1-6680
COLOR-TONE REPRODUCTIONS
 134 Battery SUTtr 1-1556

CONLAN CHARLES L PRINTERS & LITHOGRAPHERS
 COLOR ADVERTISING
 PROMOTIONAL MATERIAL
 BROCHURES - FOLDERS - CATALOGS
 1655 Folsom -----HE 1-7373

Conlan Charles L Printers & Lithographers
 1655 Folsom HEmok 1-7375
 Consolidated Pac Lithograph Corp
 Sheraton Palace Hotel -----EX 2-5989
CONTINENTAL LITHOGRAPH CORP
 9 Sutter EXbrk 2-2300

COPY CATS
 Formerly E. L. Houb Co.
DO 2-5975
OFFSET & MULTILITH
 SHORT RUNS - LONG RUNS
 Give It To Us - We'll Get It Out
 Established Over 20 Years
 344 Bush -----DO 2-5975

Cositt Co Inc
 See Our Ad Under Service & Supply
 30-2d -----DO 2-5876
 Craftsman Press The Inc 543 Howard YU 6-5050

CREATIVE COLOR SERVICE CORP
 CRAFTSMEN TO THE LITHOGRAPHIC TRADE
 4 Color Process - 3 Color Reproductions
 Duotones - Black & White Halftones
 HIGHEST QUALITY REPRODUCTION
 Complete Offset Plate Service
 Photo-Composed Press Plates - Lithure
 Copperized Aluminum - Presens Plates
DISTR OF BLUE SATIN ALUMINUM PLATES
 Diamond Aluminum Etch
 Diamond Copperizing Solution
 518 Robert Av Snta Cfra -----CHery 3-3234

CREATIVE LITHOGRAPH CO
 1946 Adeline Oakland -----TEmpbr 6-0772

CROCKER H S PRODUCTS - CROCKER H S CO INC
 720 Mission -----DO 2-5800

Cummings Engraving & Printing Co
 156-2d -----SU 1-4735
 De Luz Press 329 Minna -----EX 2-2431
 De Luna Press 311 Minna -----DO 2-5180

DESCALZO WM
 Trade Lithographer
 766 Folsom -----YU 2-3533

DETTNER GORDON C
 1404 Larin -----PR 5-6372

DETTNERS PRINTING HOUSE INC
 Since 1899
 835 Howard -----GARfid 1-2803
 Display Graphic Arts 325 Minna -----EX 2-3914
 Display Lithograph Co 325 Minna YUkon 2-9446

DISPLAY MART INC
 325 Minna -----EX 2-3914
 Ditto Shoppe Ye 1440 Clement -----SK 2-3800
 Dobson Inc 532 Jessie -----UNdrhl 3-3536
DONAHUE LITHOGRAPH CO
 394 Pacific Av DOuglas 2-7077
 Dormac-Standard 47 Belden SUTtr 1-3133
 Dorsey's Lithography 5378 Mission UNdr 7-1654
 Duval Photo Offset Inc 400 Montgoy -----EX 2-3360
 Dwight Franklin Co 3156-24th -----MExn 8-3321

EAST WIND PRINTERS
 AWARD WINNING PRINTERS
 OFFSET - LETTERPRESS - IBM
 ART DESIGN & LAYOUT
 643 Merchant -----SUTtr 1-3388

ELLIS R G CO
 6830 Mission Daly City -----PL 5-5795
 Erickson Printing Co 55 Main GARfid 1-5432
 Espenshader's Stationery & Printing
 Vari-Type Composition & Booklet Work
 1943 Hayes -----BA 1-8839
 Fast Service Bindery 245-8th UNdrhl 1-0746

FIDELITY SALES
 3502 Geary Bl -----SK 1-2708
 From telephones served by the following exchanges
 East Bay Redwood City
 Hayward San Carlos-Belmont
 Lodi San
 Millbrae San Mateo
 Mountain View South San Francisco
 Palo Alto Sunnyvale
 (No Intercity Charge)
 Ask Operator for - Enterprise 13050

Fingar Printing Co
 See Our Ad Under Printers
 2806-24th -----VA 6-3134
 First Calif Press 728 Montgoy YU 1-7232
 Fortune House 345 Front GRaysto 4-3135
 Francisco Fay L Co 20-2d YU 2-9117
 G & F Trade Press 540-1st YU 2-9132

GEORGE REPRODUCTION CO
 217-2d DOuglas 2-5526
 (Please See Advertisement This Page)
 Gilbert Harry Associates-Printers
 820 Howard -----EX 2-5648

GOES LITHOGRAPHING CO
 Stock Certificates & Bordered Blanks
 68 Berry -----EXbrk 2-1784

GOLDEN LITHOGRAPH CORP
 300 Broadway -----DO 2-2619
 Golden Star Co 846 Clay GARfid 1-6228
 Graphic Arts Press 3420 Balboa SKyln 2-3454
 Graphic Printed Promotion 540-1st YU 2-3015
 Graphic Reproduction 129 Tehama SU 1-5935

GREGORY & FALK
PHOTO COMPOSED LITHOGRAPHIC PLATES
 COLOR SEPARATION
 TRADE NEGATIVES
 COMPLETE ART SERVICE
 540-1st -----SU 1-4340

Guaranty Printing & Lithograph Co
 809 Mission -----GA rfid-1-1758
 Gugler Lithograph Co 544 Market YU kon-6-0619

HAINES A W CO
 Artist Service-Photo Offset-Printing
 509 Sansome -----EXbrk 2-8425
 Hansen & Whitaker
 Industrial Center Bldg Sausalito
 From telephones served by the following exchanges
 San Francisco
 (No Intercity Charge)
 Ask Operator for - Enterprise 10191

Harrison-Escalier Litho Plate Service
 500 Sansome -----YU 1-0358
 Hartford R E Co 259 Front -----YU 2-5609

HESS REPRODUCTION SERVICE
 LAYOUT & FORMS DRAFTING
 COMPOSITION & OFFSET PRINTING
 381 Bush -----YU 2-8957

Heymann Richard E Co 14 Spear -----YU 2-7642
HOGAN-KAUS LITHOGRAPH CO
 385 Fremont -----EX 2-3890

HOOPER JOHN D LITHOGRAPH CO
 HIGH SPEED ROLL-FED EQUIPMENT
 Forms - Folders - Booklets - Catalogs
 Black & White to 4 Color Process
 1160 Folsom -----UN 1-4626

HOOPER PRINTING & LITHOGRAPH CO
 246-1st SUTtr 1-2255
 Howard Printing Service 300 Broadway -----EX 2-2006
HOWES R L COMPANY 9 Sutter -----EXbrk 2-2300
 Hutsell Collins E 145 Stillman DOuglas 2-6848
 Jackson H E Co 309 Minna SUTtr 1-4377
 Johnson Press 529 Commercial GARfid 1-1721
 Jones Al Lithograph Co 186 Clara YUkon 2-6241
JORGENSEN & CO 500 Sansome SUTtr 1-4942
 Kennedy Richard 413-10th -----HE 1-4003

(Continued Next Page)
 The Yellow Pages save you time.

fine Lithography
 Point of Sale • Direct Mail • Advertising
 CALL
Underhill 3-6800
R. J. CARDINAL CO.
 45 CLEVELAND ST., SAN FRANCISCO
 for the best in letterpress call
MERCURY PRESS
 ESTABLISHED 1920

LITHOGRAPHY
 For Advertising and Point of Sale Material in One or More Colors
RECORDER-SUNSET
 99 South Van Ness Avenue
Market 1-5400

UN 3-5411
Fine Lithography
 • ADVERTISING • DISPLAY
 • DIRECT MAIL • LABELS
 • PUBLICATIONS • STATIONERY
modern LITHOGRAPHERS, INCORPORATED
 466-8th STREET
 "Complete Creative Printing Production"

Lithographic Printing
 FOR CALIFORNIA'S LARGEST CORPORATIONS
 CATALOGS BOOKLETS
 MAPS FORMS
 TEXT BOOKS HOUSE ORGANS
 Automated Short-Runs
 Xerography for High Volume Reports & Statistics
George Reproduction Company
 217 Second St. DO 2-5526
 Los Angeles Branch 935 So. Olive St.
 Sacramento Branch 3514 Broadway

Lithographers—(Cont'd)
KENNEDY-TEN BOSCH CO
 500 Sansome GARfid 1-0522
 Keystone Printing Co 395 Fremont -----GA 1-8787

KIBBEE PRINTING CO
 SPECIALIZING IN CREATIVE LITHOGRAPHY & LETTERPRESS
 343 Front -----GA 1-5477

Kibbee Roy 343 Front -----GARfid 1-5477
KNIGHT-COUNIHAN CO
 500 Sansome -----SU 1-4942
 Kramer Associates 634 Polk -----OR 3-4256

L & L LITHOGRAPH CO
 146-2d -----GA 1-5350
 Lane Printing Co 108 Davis -----EX 2-1294
 Leach A L Co 465 S Van Ness Av -----MArkt 1-0990
 Lee Lithoplate 138-4th -----YUkon 2-7640

LEE REPRODUCTIONS-VARI-FORMS PRINTING COMPANY
MULTILITH & OFFSET PRINTING
 IBM - DSJ TYPESETTING & RULED FORMS
 Negatives - Plates - Photocopy
 95 Minna -----EX 7-5975

LEISENRING PRINTING CO
 545 Mission YUkon 2-3143
 Leong Walter 527 Kearny -----YU 2-9945

L'ESPERANCE SIVERTSON & BERAN
 Lithographers-Litho-Letterpress
 461 Bush -----GA 1-8315

LEWIS LITHOGRAPH CO Stark-Rath Printing & Publishing Co 465-10th -----MA 1-7110

LEWIS & MAYNE INC
 560 Mission -----EXbrk 2-7310

LIN LITHO COMPOSITION
 Fast Quality Service Betty Y. Lin
 RULED FORMS-BULLETINS-CATALOGUES
 ART SERVICE-BOOKS
 341 Market -----YU 1-1470

LITHO-CRAFT PRODUCTIONS
 CREATIVE LITHOGRAPHERS - Since 1945
 BOOKLETS - CATALOGS - FORMS
 LETTERHEADS - MAILERS - POSTERS
 88-1st -----YUkon 6-2404

LITHO-PRINT PRESS 667 Howard DOuglas 2-0450
 Litho Service Co 200 Folsom -----YU 6-3648
 Litho-Trade Press 300 Broadway -----DO 2-0621
 Lithographic Products Inc
 500 Sansome YUkon 6-4147
 Lithotype Process Co 550 Towa -----ATwtr 2-4291

LORD BALTIMORE PRESS - LORD BALTIMORE PRESS INC
 460 Peninsula Av Snta Cfra -----DImnd 2-7231

Lithographers—(Cont'd)
PACIFIC COAST BLUE PRINT CO
 OFFSET PRINTING
 REDUCED ENGINEERING DRAWINGS & SPEC. PAGES - OFFICE FORMS
 308 Jessie -----DOuglas 2-1527

Pacific Coast Foli Co
 177 S Airport Bl SSF -----PLaza 6-6400
 Pacific Shipper 210 Mission -----YU 1-7171
 Pan-Graphic Press 693 Mission -----EX 7-0773
 Paramount Press Inc 440 Sansome YUkon 2-6161
 Peck Clinton A & Assoc 121 King -----EX 2-6892

PHILLIPS & VAN ORDEN CO
 LITHOGRAPHERS - PRINTERS
HI-SPEED ROTARY LITHOGRAPHY
 Largest Commercial Plant in the West
 SEE OUR AD PRINTERS
 4th & Berry -----GA 1-3100

PHOTO-LITH LABORATORIES
 David Leung Operator
 Half-Tone Color Separations
 For Reproductions
 211 Stevenson -----SU 1-7496

PISANI PRINTING CO 485 Branson SUTtr 1-4772
 Rapid Lithograph Co 524 Hayes -----MA 1-3948
 Repro Lithography Service
 190 Gough UNdrhl 3-4583

RECORDER PRINTING & PUBLISHING CO & SUNSET PRESS
 99 S Van Ness Av MArkt 1-5400
 (Please See Advertisement Page 562)
 Reed Merrill Lithographers
 1201 Howard MArkt 1-2907

RELIABLE LITHOGRAPH CO
 915 Battery -----EXbrk 7-6910
 Repro-Graphics Inc 363-6th -----EX 7-5831
 Reynolds & Reynolds Co The
 1268 Folsom -----KL 2-2648
 Rice Printing & Litho Co 2192 Sutter -----West 1-5330

ROBINEL LITHOGRAPHIC ARTS
 COLOR SPECIALISTS
 FINE QUALITY - FLEXIBILITY
 Over 30 Years Experience
 325 Minna -----EXbrk 7-6432

ROOMARK EFFECTIVE DIRECT MAIL
 17 Tehama -----EXbrk 1-3338
ROESCH LOUIS CO 1886 Mission -----MArkt 1-4700
 Rosestein-Raim 130 Bush -----EX 2-7478
 Rossetti Calif Lithograph Corp
 5700-3d ATwtr 2-3140

RUDE PHIL & CO
 Specialists in Advertising Pieces
 17 Tehama -----GA 1-2525

SCHMIDT LITHOGRAPH CO
 461-2d -----EX 7-3200
 From telephones served by the following exchange
 East Bay
 (No Intercity Charge)
 Ask Operator for - Enterprise 12121

SCHWABACHER-FREY CO
LITHOGRAPHING
 Commercial and Color
 Folders Directed by Mail
 Booklets Dealer Display Helps
 Labels Advertising
 Snap-Out Interleaved Carbon Forms
 735 Market DOuglas 2-4848

SECURITY LITHOGRAPH CO
LITHOGRAPHERS
 LITHOGRAPHED LABELS
 for CANS, BOTTLES,
 BOX ENDS, CONTAINERS
 MANIFOLD
 PASTED STUB FORMS
 BOOKBINDERS
 200 Broadway -----EXbrk 2-0250

Skylight Press 636 Clay -----YU 2-3962
 Speedy Office Service 110 Sutter -----YU 2-2244
 Standard Photocopy Co
 47 Belden SUTtr 1-3133
 Stanley H Press The 77 Clay -----EXbrk 2-4452
STARK-RATH PRINTING & PUBLISHING
 CO 465-10th -----MArkt 1-7110

Lithographers—(Cont'd)
STECHEER-TRAUNG FULL COLOR LITHOGRAPHY
 STECHER-TRAUNG LITHOGRAPH CORPORATION 600 Battery -----YU 1-4160

STOVER & WILSON
 414 Branson -----SU 1-8730

STRECKER REPRODUCTION & SUPPLY INC
 SHORT RUN SPECIALIST
 Multilith & Offset
 XEROX COPIES
 FORMS - MAILING PIECES
 LETTER HEADS - ENVELOPES
 PRICE LISTS - CATALOG PAGES
 FORM LETTERS
 519 Mission -----DO 2-2254

SUCCESS PRINTING CO
 UNION LABEL - FAST SERVICE
 REASONABLE RATES
 Use Entrance 1380 Turk St.
 1216 Fillmore -----FI 6-3050

TECHNI-GRAPHICS INC
 ART WORK LAYOUT
 PRINTING
 BROCHURES
 REPORTS
 "WHERE TO CALL"
 431 Jessie -----EX 7-4777

TECHNI-GRAPHICS INC
 Town & Country Printing Service
 3650 Balboa SKyln 1-8898
 Trade Pressroom The 394 Pacific Av EXbrk 2-2355

TIPO PRESS INC
 1221 Rollins Rd Brimng DImnd 4-7677
 Union Offset 718 Mission YUkon 6-3845

U S PRINTING & LITHOGRAPH
 Multi-Colored Packaging & Advertising Materials
 Folding Cartons - Labels - Displays - Outdoor Posters - Calendars - Booklets
 Complete Design Service & Merchandising Counsel
 Nationwide Sales & Service
 "WHERE TO CALL"
 U S Printing & Lithograph Division of Diamond Natl Corp 300-2d -----GA 1-3912

U S Printing & Lithograph Division of Diamond Natl Corp
 300-2d -----GA 1-3912
 Victor & Carter 770 Mission YUkon 6-4045
 Village Letter Shop 1005-2d Lafayette
 From telephones served by the following exchanges
 San Francisco
 (No Intercity Charge)
 Ask Operator for - Enterprise 11951

WALLER PRESS 227 Church
 Waters George Color Productions Inc
 123-10th -----KL 2-1274
 Weiss Printing Co 453 Commercial DOuglas 2-7150
 West Coast Lithograph Co 823 Clay GARfid 1-1366
 Western Ad Service 338-5th -----YU 6-1401
 Western Lithograph Co
 1485 Bayshore Bl -----JUnipr 6-6818

WESTERN LOOSE LEAF CO
 Accog Forms for Hand & Mach Records
 1045 Sansome -----GARfid 1-4360
 Willats Printing Co 950 Folsom YUkon 2-9040
WILLIAMS LITHOGRAPH CO
 534-4th SUTtr 1-5712
 Wilson Advertising 1509 Taraval -----MO 4-3093
WITTMAN PRINTING CO
 556 Clay -----YU 1-0950

WOBBER BROTHERS
 LITHOGRAPHY-MANIFOLD CARBON FORMS
 PRINTING-ENGRAVING-RUBBER STAMPS
 444 Jessie St., bet. 5th & 6th Sts.
 444 Jessie -----DOuglas 2-0850

WOOD CHAS H & ASSOCIATES
 300 Broadway YUkon 2-1545

Have the right number when you call. It's natural to trust to memory—but when memory plays tricks with a telephone number, you're delayed. When you are not sure of a number—please look it up in the telephone directory.

Lithographers' Equipment & Supplies
ATF PRESSES & EQUIPMENT
 CHIEF OFFSET PRESSES
 Letterpresses • Non-offset
 Units • Mamm Offset Presses
 Green Hornet Job Presses
 Publication & Business Form Presses
 DISTRIBUTOR for offset supplies; cameras; platemaking, composing and bindery equipment.
"WHERE TO CALL"
AMER TYPE FOUNDERS CO INC
 360 Golden Gate Av -----GRaysto 4-0262

Acme Ink & Supply Co of Calif
 249 Front EXbrk 2-7597
 Action Industrial Photo
 3049 Cooper Rd Snta Cfra -----REant 9-5161

ALLIED LITHO SUPPLY CO
 212 Mission -----SU 1-6462

ALPHA PHOTO PRODUCTS INC
 Robertson, Brown, Karre Cameras
 Litho Films - Darkroom Equipment
 1260 Mission -----HEmlok 1-1693
 1101 Grove Oakland -----TWInks 3-2714

Amer Type Founders Co Inc
 360 Golden Gate Av GRaysto 4-0262
 Webendorfer Division
 360 Golden Gate Av GRaysto 4-2343

BINGHAM ROLLERS - MANUFACTURERS
SAM'L BINGHAM'S SON MFG CO
 835 Fremont Av Snta Cfra -----ELgn 7-8822

CALIF INK CO INC THE
 Sales & Service
 501-15th -----UN 3-2207

COAST LITHO-PLATE & SUPPLY CO
 240 Clementina -----DO 2-7838

CULBERG & DORN
 Dealers & Selling Agents
 For Graphic Arts Equipment
 1285 Folsom -----MArkt 1-8030

DI-NOC PHOTOGRAPHIC FILMS - DISTRICT SALES OFFICE
 DI-NOC CHEMICAL ARTS INC
 110 Gilbert Av Mnlo Prk -----DAnpr 2-2141

Dickson Harry Co 158 S Park -----YU 2-1396
EASTMAN KODAK STORES INC
 2136 Ptilou Av MIsan 7-2601
 George Andrew J Litho Research
 975 Folsom YUkon 2-5038

GRAPHIC ARTS EQUIP & SUPPLY CO
 Formerly Harry W. Brintnall Co.
 Agents for Leading Lines of Cameras
 Plate Making Equip. - Accessories
 Film - Plates
 Chemicals - Sundries
 501 Sansome -----GA 1-5867

GRAPHIC ARTS MACHINERY SERVICE
 1004 Folsom -----UN 1-4956

HANDSCHY A E LITHOGRAPHIC SUPPLIES - PETRI WALTER INK CO
 927 Howard -----YU 6-1933

HARRIS-SEYBOLD COMPANY
 888 Argant MArkt 1-7925
 Hunt Philip A Co 420 Market -----YU 6-4761

IDEAL ROLLER MFG CO Dickson Harry Co
 Harry Dickson Co - Agent
 LITHOGRAPH INKING & DAMPENING ROLLERS
 158 S Park -----YU 2-1396

Independent Oil Co 26 O'Farrell -----SUTtr 1-4464
 Kemart Corp 340 Front YUkon 2-