

Lithographers—(Cont'd)

Reed Merrill Lithographers
1201 Howard. MArkt 1-2907
RELIABLE LITHOGRAPH CO
915 Battery EXbrk 7-6910
Rice Printing & Litho Co 2192 Sutter. WEST 1-5330
Richards Printing & Lithograph
586 Castro UN 3-1662

ROBINEL LITHOGRAPHIC ARTS
COLOR SPECIALISTS
FINE QUALITY — FLEXIBILITY
Over 30 Years Experience
243-8th MA 1-4021

ROOMAN MARK EFFECTIVE DIRECT MAIL
96 Jessie. SUtr 1-3338
ROESCH LOUIS CO 1886 Mission. MArkt 1-4700
Rosenstein-Rann 130 Bush EX 2-7478
Rossotti Calif Lithograph Corp
5700-3d. ATwr 2-3140

ROYAL BLUE PRINT CO
70 Fremont SU 1-2376
(Please See Advertisement Page 576)
RUDE PHIL & CO
Specialists in Advertising Pieces
17 Tehama GA 1-2525
Sager Emil A 440 Sansome EX 2-7974
SCHMIDT LITHOGRAPH CO
461-2d EX 7-3200
From telephones served by the
following exchange
East Bay
(No Intercity Charge)
Ask Operator for Entrprise 12121

SCHWABACHER-FREY CO
LITHOGRAPHING
Continuous Marginal Punched Forms
Spotcut Carbon Interleaved Forms
COMMERCIAL AND COLOR
Folders Financial Documents
Booklets Dealer Display Helps
Labels Advertising
735 Market DO 2-4848

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

SER-QUAL CORP
ONE OF THE BAY AREA'S
MOST MODERN
LITHOGRAPHIC SERVICE
PLANTS
BLACK & WHITE
or
FOUR COLOR PROCESS
SEPARATIONS
Featuring
Gevaert-Eastman-Unicolor Processes
GUARANTEED TOP QUALITY
Fast Delivery At Less Money
339 Evelyn Av Mtn Vw Y0 7-0979

SERVICE LITHO PLATE CO
Trade Litho Negs Plates Presswork
19 S Park GA 1-0302
Speedy Office Service 110 Sutter YU 2-2244
STANDARD-DORMAC
Peter S Forrest SU 1-3133
Stanley H Press The 77 Clay EXbrk 2-4452
STARK-RATH PRINTING & PUBLISHING
CO 465-10th MArkt 1-7110
STECHER-TRAUNG FULL COLOR
LITHOGRAPHY—
STECHER-TRAUNG LITHOGRAPH
CORPORATION 600 Battery YU 1-4160

STOVER & WILSON
414 Branan 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

Lithographers—(Cont'd)

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

Techni-Graphics Inc 431 Jessie EX 7-4777
Town & Country Printing Service
3650 Balboa SK 1-8898
Trade Pressroom The 394 Pacific Av. EXbrk 2-2355
TYPO PRESS INC
1221 Rollins Rd Brngm DImnd 4-7677
Union Offset 718 Mission YUkon 6-3845
U S Printing & Lithograph Division of
Diamond Natl Corp 300-2d GA 1-3912
VAN COTT PRINTING COMPANY INC
440 Sansome EX 2-7974
VARANI AL GRAPHIC SERVICE
14 Spear SU 1-3478

VICTOR & CARTER
Since 1929
LITHOGRAPHY
and complete
DIRECT MAIL SERVICE
Artwork, Layout & Copy
"WHERE TO CALL"
VICTOR & CARTER
770 Mission YU 6-4045

Warren's Waller Press 227 Church UN 1-0437
Waters George Color Productions Inc
123-10th KL 2-1274
Weiss Printing Co 453 Commercial. Douglas 2-7150
West Coast Lithograph Co 523 Clay GA 1-1366
Western Ad Service 335-5th YU 6-1401
Western Lithograph Co
1485 Bayshore Bl JUnipr 6-6818
Western Loose Leaf Co
Hand & Mach Acctng Forms & Equip
1045 Sansome GA 1-4360

WESTERN OFFICE OVERLOADS
The Complete Service
From Idea to Delivery
ORIGINAL ART
COLD TYPE COMPOSITION
CAMERA & PLATE MAKING
OFFSET PRINTING — BINDERY
Delivery Service
14 Spear YU 1-4303

Willats Printing Co 950 Folsom YUkon 2-9040
WILLIAMS LITHOGRAPH CO
534-4th SUtr 1-5712
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 R & ASSOCIATES
300 Broadway YUkon 2-1545

Lithographers' Equipment & Supplies
A A LITHO PLATES
ALUMINUM
STEEL BASE &
STAINLESS STEEL
AA

TRI-METALLIC LITHO PLATES
"WHERE TO CALL"
A A LITHO SALES INC
1441 Stevenson UN 1-0822

ATF PRESSES & EQUIPMENT
CHIEF OFFSET PRESSES
Letterpresses • Non-offset
Units • Mann Offset Presses
WEB 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 PR 1-1255

Lithographers' Equipment & Supplies—

(Cont'd)
Acme Ink & Supply Co of Calif
Action Industrial Photo 249 Front. EXbrk 2-7597
3045 Copper Rd Seta Cira REgnt 9-5161
ALLIED LITHO SUPPLY CO
212 Mission SU 1-6462
ALPHA PHOTO PRODUCTS INC
1260 Mission HE 1-1693
Amer Type Founders Co Inc
360 Golden Gate Av PR 1-1255

BINGHAM ROLLERS—
MANUFACTURERS
SAM'L BINGHAM'S SON MFG CO
835 Fremont Av Sn Leandro 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
1289 Folsom MArkt 1-8030

DI-NOC PHOTOGRAPHIC FILMS—
DISTRICT SALES OFFICE
DI-NOC CHEMICAL ARTS INC
110 Gilbert Av Mtno Prk DAvrpt 2-2141

EASTMAN KODAK STORES INC
2136 Palou Av. MIsn 7-2601
Forrest Chemical & Supply
805 Palmcrest Dr Daly City PL 6-1362
George Andrew J Litho Research
975 Folsom. YUkon 2-5038

GRAPHIC ARTS EQUIP & SUPPLY CO
Formerly Harry W Brintnall Co
501 Sansome GA 1-5867
GRAPHIC ARTS MACHINERY SERVICE
Factory Trained Erectors
EX 7-1978
HANDSCHY A E LITHOGRAPHIC SUPPLIES—
PETRI WALTER INK CO
927 Howard YU 6-1933

HARRIS-SEYBOLD COMPANY
885 Bryant. MArkt 1-7925
HILL RUBBER CO INC
26800 Eldridge Av Hayward 782-2355
Hunt Philip A Co 420 Market YU 6-4761
Hurst Plastics 927 Howard EX 2-1498
Independent Oil Co 24 O'Farrell SUtr 1-4464
Kmart Corp 1000 Sansome YU 2-1566
LANSTON MONOTYPE CO
115 New Montg SU 1-6275

LITHO RESEARCH CO
Andrew J. George
MANUFACTURERS OF
LITHOGRAPHIC
CHEMICALS
975 Folsom YUkon 2-5038

LITHOPLATE INC
885 Bryant MArkt 1-7925
MIHLE-GOSS-DEXTER INC
200 Folsom YU 1-1610
OXY-DRY SPRAYER CORP
165 Mississippi KL 2-1452
Peck's Inc Printing & Duplicator Products
5656 College Av Oakland
From telephones served by the
following exchanges
San Francisco
(No Intercity Charge)
Ask Operator for Entrprise 15151

POLYCHROME LITHOGRAPHIC SUPPLIES—
POLYCHROME CORP 236 Fremont YU 2-9552

PRINTERS EXCHANGE THE
1004 Folsom UN 3-0126
PRINTMAG PACIFIC INC
EXCLUSIVE DISTRIBUTOR FOR
HEIDELBERG LETTERPRESSES
ZENITH OFFSET PRESSES
COMPLETE LINE OF
GRAPHIC ARTS EQUIPMENT
FULL SERVICE FACILITIES
138 W Harris Av SFF PO 1-2550

ROBERTS & PORTER INC
Branches in Most Major Cities
All Lithographic Supplies
Cameras — Dark Room
Equipment
Presensitized Plates
Chemicals
Plate Making
Offset Equipment
951 Indiana MI 8-8110

ROBERTS SUPPLY CO
GRAPHIC ARTS
SUPPLIES & EQUIP.
PHOTO TYPOSITOR
COLOTRON SCANNER
KOHL & MADDEN INKS
1000 Sansome YU 1-1165

Sam'l Bingham's Son Mfg Co
835 Fremont Av Sn Leandro
From telephones served by the
following exchanges
San Francisco
(No Intercity Charge)
Ask Operator for Entrprise 15125
SHIVELY GEORGE W CO
Lithographic Machinery & Supplies
Dayco Products
1000 Sansome SU 1-8065
Somerset Co 853 Folsom EX 2-4063

STEWART COMPANY THE
189 Arkansas UN 1-4602
YARN PRODUCTS CO INC
Chem Solvents & Non Offset Sprays
959-87th Av Oakland LOshkn 2-7922
Wenzel Lew & Co 1246 Folsom UNdrtl 3-2373

WESTERN LITHO SUPPLY CO OF CALIF
Specialized Products & Services
For the Graphic Arts
3M BRAND PRESENSITIZED PLATES
ANCHOR BRAND CHEMICALS
LITHO RESEARCH CHEMICALS
BLANKETS—MASKING SHEETS—ETC.
WEBRIL WIPES — SPONGES — ETC.
540-1st EXbrk 2-2608

ZENITH OFFSET PRESSES—
PRINTMAG PACIFIC INC
138 W Harris Av SFF PO 1-2550

Lithographers' Equipment & Supplies—

(Cont'd)
ROBERTS & PORTER INC
Branches in Most Major Cities
All Lithographic Supplies
Cameras — Dark Room
Equipment
Presensitized Plates
Chemicals
Plate Making
Offset Equipment
951 Indiana MI 8-8110

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SUPPLIES & EQUIP.
PHOTO TYPOSITOR
COLOTRON SCANNER
KOHL & MADDEN INKS
1000 Sansome YU 1-1165

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Wenzel Lew & Co 1246 Folsom UNdrtl 3-2373

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Specialized Products & Services
For the Graphic Arts
3M BRAND PRESENSITIZED PLATES
ANCHOR BRAND CHEMICALS
LITHO RESEARCH CHEMICALS
BLANKETS—MASKING SHEETS—ETC.
WEBRIL WIPES — SPONGES — ETC.
540-1st EXbrk 2-2608

ZENITH OFFSET PRESSES—
PRINTMAG PACIFIC INC
138 W Harris Av SFF PO 1-2550

Lithographic Composition
Ad-New Litho Composing Co 556 Clay YU 1-0953
ALAN-DALE COMPOSITION SERVICE
VARIETYING — FORMS COMPOSITION
PASTE-UP AND LAYOUT
WE PRODUCE CAMERA READY COPY
793 Howard DO 2-1562

Anderson Beverly 35 Main EX 2-6015
Business Extension Bureau
925 O'Farrell PRspt 6-1880
East Wind Printers 643 Merchant SU 1-4760

JUSTOWRITER COMPOSITION—
BERTRAND ALVIN E CO
440 Sansome YU 6-1009

Kennedy Press
Art-Composition-Headlines HE 1-4003
50 Juniper YU 1-1470
Lin Litho Composition 341 Market YU 1-1470
Litho Compositors
Complete Electronic Coldtype Equip
580 Market YU 2-4272
Marina Letter Shop 3234 Fillmore WE 1-8801
Melvin Jim Typographers The
1218 Folsom UN 1-0267

NEISS ROGER LITHO ART
Offset Composition Varyotyping
Ruled Forms
90-2d YU 2-6268
VARI-FORMS COMPOSITION
95 Minna EX 7-5975

Your company is known by the
voice that speaks for it. The tele-
phone voice with a smile wins!

Lithographic Negatives & Plates

Alan's Reproductions 676 Mission YU 6-6976
Allied Reproductions Co 212 Mission SU 1-6462
BALZER SHOPE'S LITHO PLATE CO
835 Howard SU 1-8074
BEASLEY LITHO COLOR PLATE SERVICE
110-1st YU 2-1597

BRANCO'S GRAPHIC ART SERVICE
MULTILITH-DAVIDSON
Negatives and Plates
XEROX Press Plates for the Trade
40 Fremont SU 1-0884

California Litho Plate Inc
See Our Adv Under Lithographers
394 Pacific Av Douglas 2-5946
Carl's Litho-Plate Service 444 Townsend EX 2-0676
Creative Color Service Corp
518 Robert Av Seta Cira CHery 3-3234
Dial Litho Plate Service 556 Clay DO 2-1979

FRANCISCO FAY L CO
Lithographic Plate Service
20-2d SU 1-9117
Gradek & Ruo Lithographic Plate Co Inc
394 Pacific Av YUkon 1-2117

GREGORY & FALK
Lithographic Trade Plates
540-1st SU 1-4340
HARRISON-ESCALLIER LITHO PLATE
SERVICE 500 Sansome YU 1-0358
LEE LITHOPLATE
138-4th YUkon 2-7640

LEUNG DAVID T W
211 Stevenson SUtr 1-7496
Litho-Color 110-1st SUtr 1-7139
Land Litho Plate Co
Litho Process Camera Work & Plates
78-1st EX 2-0775

Marina Letter Shop 3234 Fillmore WE 1-8801
Mitt's Negative Service 542 1/2 Union. GARf1 1-7740
MUELLER COLOR PLATE CO
..... YU 6-0344

PACIFIC COAST BLUE PRINT CO
OFFSET PLATES
XEROX PLATES FOR THE TRADE
308 Jessie DO 2-1527

PHOTO-LITH LABORATORIES
Negatives-Black White & Color
211 Stevenson SUtr 1-7496
RADIANT COLOR LITHO PLATES INC
145-1st Av Sn Leandro 357-0650
Roberts Supply Co 1000 Sansome YU 1-1165
Robinel Lithographic Arts 243-8th MA 1-4021
ROOMAN MARK EFFECTIVE DIRECT MAIL
96 Jessie SU 1-3338

Lithographic Plate Graining
COAST LITHO-PLATE & SUPPLY CO
240 Clementina DO 2-7838
TRIANGLE LITHO PLATE GRAINING CO
120 Willow PK usct 5-4973

Livestock
Calif Stockmen's Supply Co
151 Mission SUtr 1-0580
Calif Wool Growers Assn
151 Mission SU 1-0580
Cow Palace Geneva Av & Rio Verde JU 4-2480

OLCESE BROS HOG CO
Collect Wet Garbage
1696 Edgeworth Colma PLaza 5-5616
Surgical Division-The Hearst Corp
Hearst Bldg EX 2-0616

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Etc
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LOANS — SINCE 1912
QUICK — COURTEOUS — GENEROUS
Money Loaned
On All Articles of Value
Specializing in
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On the Corner Fillmore & O'Farrell
1454 Fillmore FI 6-1577

Prompt answering of a tele-
phone's ring is thoughtful, courte-
ous, and good business.

Lithographic Negatives & Plates
Alan's Reproductions 676 Mission YU 6-6976
Allied Reproductions Co 212 Mission SU 1-6462
BALZER SHOPE'S LITHO PLATE CO
835 Howard SU 1-8074
BEASLEY LITHO COLOR PLATE SERVICE
110-1st YU 2-1597

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XEROX Press Plates for the Trade
40 Fremont SU 1-0884

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394 Pacific Av Douglas 2-5946
Carl's Litho-Plate Service 444 Townsend EX 2-0676
Creative Color Service Corp
518 Robert Av Seta Cira CHery 3-3234
Dial Litho Plate Service 556 Clay DO 2-1979

FRANCISCO FAY L CO
Lithographic Plate Service
20-2d SU 1-9117
Gradek & Ruo Lithographic Plate Co Inc
394 Pacific Av YUkon 1-2117

Loans—(Cont'd)

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LUGGAGE — GUNS — BINOCULARS
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Highest Prices Paid — See Us
87-6th SUtr 1-4498

Aetna Finance Co 2761 Mission VALencia 6-8383
ALAMO REALTY
4201 Geary Bl BA 1-2278
(Please See Advertisement Page 583)
Allstate Acceptance Corp 870 Market GA 1-6455
AL'S LOAN OFFICE 159-3d DOuglas 2-0512

ANCHOR REALTY
REAL ESTATE
LOANS
FAST ACTION
1st — 2nd — 3rd
DEEDS OF TRUST
FREE INFORMATION
WE BUY — MAKE — SELL
2122 Market MA 1-2700

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WE LOAN ON EVERYTHING
Unredeemed Mds. for Sale on Credit
94-4th SUtr 1-8886

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2400 Broadway Oakland YU 1-4270
Bank of Montreal 333 California GARf1 1-5088
Bank of Tokyo of Calif The
Head Office 64 Sutter YU 1-1200
Japan Center Branch 1766 Buchanan FI 6-7600
Bay Area Mortgage Co 4493 Mission. JUnipr 4-9026

BAY BRIDGE LOAN OFFICE
"Money in a Minute"
LOANS ON ANY ARTICLE OF VALUE
Between 7th & 8th
1168 Market UN 1-0758

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Insured Savings Accounts
Real Estate Loans
Home Improvement Loans
Since 1911
"FOR INFORMATION CALL"
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Administrative Office
3560 Geary Bl SK 2-3200
Branch Office Geary Bl & Palm Av. SK 2-3200
Branch Office 2640 Mission SK 2-3200
Branch Office 3d & Palou Av SK 2-3200
Branch Office 370 Grand Av SFF JU 3-7151
Branch Office 298 Broadway Milbra-EX 7-1500
Branch Office
860 Ralston Av Blmt LY 1-5326

Beneficial Finance Companies
San Francisco Office 1920 Irving LO 4-3072
So San Francisco Office
386 Grand Av SFF 761-0655
Beneficial Finance Co of Daly City
2386 Junipero Serra Bl Daly City PL 5-8164
Beneficial Finance Co of Excelsior
4653 Mission JU 6-1656
Beneficial Finance Co of Golden Gate
681 Market EX 2-6002
Beneficial Finance Co of Mission
2733 Mission VA 4-7041
Beneficial Finance Co of San Bruno
440 San Mateo Av Sn Brno JUno 9-5162
Beneficial Finance Co of San Francisco
5524 Geary Bl SK 1-3266
Beneficial Finance Co of San Francisco
830 Market GA 1-2500
Beneficial Finance Co of San Mateo
401 South B Sn Mto DImnd 4-7658
Beneficial Finance Co of San Rafael
1015 B Sn Raff 454-9430
Beneficial Finance Co of South San Francisco
386 Grand Av SFF JUno 8-5152

Bay View Jewelers & Loan 5024-3d AT 2-4530
Beneficial Finance Companies
San Francisco Office 1920 Irving LO 4-3072
So San Francisco Office
386 Grand Av SFF 761-0655
Beneficial Finance Co of Daly City
2386 Junipero Serra Bl Daly City PL 5-8164
Beneficial Finance Co of Excelsior
4653 Mission JU 6-1656
Beneficial Finance Co of Golden Gate
681 Market EX 2-6002
Beneficial Finance Co of Mission
2733 Mission VA 4-7041
Beneficial Finance Co of San Bruno
440 San Mateo Av Sn Brno JUno 9-5162
Beneficial Finance Co of San Francisco
5524 Geary Bl SK 1-3266
Beneficial Finance Co of San Francisco
830 Market GA 1-2500
Beneficial Finance Co of San Mateo
401 South B Sn Mto DImnd 4-7658
Beneficial Finance Co of San Rafael
1015 B Sn Raff 454-9430
Beneficial Finance Co of South San Francisco
386 Grand Av SFF JUno 8-5152

(Continued Next Page)
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Have you something important to buy, pay or do? Providing money to you is important to us! Loans on salary only, car, or other security... terms to 24 months. Men and women in all walks of life have used LOCAL's quick, dependable service since 1908. You may get money today... stop in or phone...

SAN | 703 Market Street, Bill Moher, Mgr. EXbrook 2-3575
FRANCISCO | 5178 Mission Street, Gene Snow, Mgr. JUnipr 6-0073
SAN MATEO: 2925 S. El Camino Real, Rudy Schulze, Mgr. FReside 1-9211
OAKLAND: 1815 Telegraph Ave., Bob Happ, Mgr. GLencourt 1-5522
SAN LEANDRO: 1210 E. 14th St., Gene Larkin, Mgr. 569-8736
HAYWARD: 1122 B Street, Bill Lynch, Mgr. Jefferson 8-4252

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Loans \$50. to \$1000

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Sutter 1-3588

• FURNITURE • SALARY • AUTOMOBILE

Arrange a Loan By Phone

FAST, FRIENDLY, ONE-STOP SERVICE

CONVENIENT TERMS
24 MONTHS TO REPAY

FAMILY FINANCE Co.

256 PHELAN BLDG.
2nd FLOOR
760 MARKET ST.
73 O'FARRELL ST.