

Hand and Automatic Machines

Telephone for Demonstration

Douglas 3575

MONROE

HIGH SPEED ADDING-CALCULATOR
A-1-1 417 MARKET ST.

VICTOR

Standard Adding Calculating and Listing Machine



6 Columns Wide \$75.00 8 Columns Wide \$100.00
f. o. b. factory Free Trial Terms
RENTED

Victor Adding Machine Co.
531 CALIFORNIA STREET
Call-Davenport 8783
A-23-1

Addressograph

45 Second Street

20 Models, \$43 Up
Free Trial-Easy Terms

Prints Typewritten Addresses Through Ribbon or from Ink

15 Times Faster than Hand
NO ERRORS Garfield 6942
A-5-1

ELLIOTT Addressing Machines

Print from one-piece all-fibre Index Cards instead of metal type!

Typewrite an Address just once into this Card and it will reproduce itself forever.



FILE like regular Index Cards.
Elliott Addressing Machine Co.
A-18-1 21 Sutter St. Sutter 6072

Adding Machine Business (Continued)

Rebuilt Adding Machines

Dalton Adding Machine Co Div Remington Rand
Business Serv Inc 39-2nd.....Douglas-8600
San Francisco Cash Register Co 411 Mt. Douglas-5139
TYPEWRITING THE Rentals
Expanding Sales Service Supplies
487 Market.....Karny-5788

Rentals, Adding Machines

Dalton Adding Machine Co Div Remington Rand
Business Serv Inc 39-2nd.....Douglas-8600

Repairs, Adding Machine

ADDING MACHINE MAINTENANCE & REPAIR CO
ALL MAKES REPAIRED
Specializing in
Burroughs and Wales
Supplies for All Makes
1010 Mission.....Market-4928

Cash Mercantile Co 411 Market.....Douglas-5415
Dalton Adding Machine Co Div Remington Rand
Business Serv Inc 39-2nd.....Douglas-8600
Monroe Calculating Machine Co Inc
417 Market, Douglas-3575
(See Advertisement This Page)

Used Adding Machines

Dalton Adding Machine Co Div Remington Rand
Business Serv Inc 39-2nd.....Douglas-8600
General Adding Machine Exchange Inc
564 Market, Garfield-3852
(See Advertisement Preceding Page)
San Francisco Cash Register Co 411 Mt. Douglas-5139

Addressing Business

ACME MULTIGRAPHING CO
693 Mission, Douglas-4422
AMERICAN STENOGRAPHIC SERVICE
Amer Bank Bldg.....Davenport-343
Art Letter Shop Phelan Bldg.....Douglas-5651

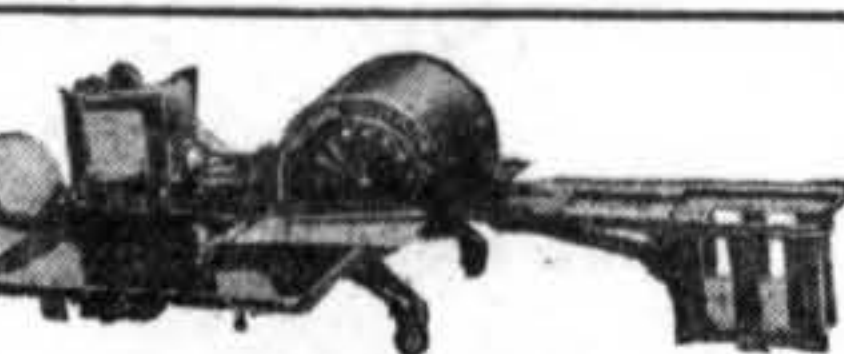
Addressing

Pen or Typed Mail Advertising

MAILING LISTS MULTIGRAPHING

6100 feet floor space :: 75 employees
Telephone Davenport 1630

Rodgers ADDRESSING AND MAILING BUREAU
365 MARKET ST.
Member of San Francisco Advertising Club
A-2-1



Belknap RAPID System

An equipment for every addressing application, from \$25.00 up. Speed 1200 to 10,000 addresses per hour. Your typewriter writes your stencils quickly and easily. The reproduction life of stencils guaranteed.

RAPID ADDRESSING MACHINE CO.
58 SUTTER STREET
Call-Douglas 6143
A-31-1

Addressing Business-(Cont'd)

BUSTEED ANNA G de Young Bldg.....Douglas-936
LEISENBERG'S MAIL ADVERTISING SERVICE
82 California.....Douglas-5461
LEWIS ADVERTISING CO
1161 Market, Hemlock-1432
MILES & SCOTT INC
583 California, Davenport-1940
MULTIGRAPH LETTER SHOP
Monadnock Bldg, Sutter-939
RODGERS ADDRESSING BUREAU
385 Market.....Davenport-1630
Wormer B F 803 Howard.....Douglas-2377
Young's List & Letter Co Inc 505 Mt., Garfield-632

Envelope Addressing

BLUM'S ADVERTISING AGENCY
20 Jones, Market-616
ROBINSON & CO 830 Market.....Sutter-3690
Rodgers Addressing Bureau 365 Mt. Davenport-1630
(See Advertisement This Page)
YOUNG'S LIST & LETTER CO INC
5000 Mailing Lists at Your Disposal
505 Market.....Garfield-632

Letter Addressing

BLUM'S ADVERTISING AGENCY
20 Jones, Market-616
KOLLMANN MAILING SERVICE
942 Market, Karny-656
S F Advertising & Distributing Co
206-1st, Karny-5343

Addressing Machine Business

ADDRESSING MACHINE EXCHANGE
Pacific Bldg, Karny-8269
Addressograph Sales Co 45-2nd.....Garfield-6942
Belknap Addressing Mach Co 58 Sutter, Douglas-6143
Elliott Addressing Mach Co 21 Sutter, Sutter-6072
Speedamat Addressing Machinery Inc
Pacific Bldg, Karny-8269

Motor Addressing Machines

Addressograph Sales Co 45-2nd.....Garfield-6942
(See Advertisement This Page)
Elliott Addressing Machine Co
21 Sutter, Sutter-6072
(See Advertisement This Page)
Rapid Addressing Machine Co 58 Sutter, Douglas-6143
(See Advertisement This Page)
Speedamat Addressing Machinery Inc
Pacific Bldg, Karny-8269

Adjusters

Arma E T & Co 510 Battery.....Douglas-1172
Auto Accident Adjusters C Spreckels Bldg, Douglas-4109
Barry W P 114 Sansome.....Douglas-8399
Bracken J O Co Pacific Bldg.....Douglas-374
Calif Insurance Bureau 142 Sansome.....Douglas-3028
Calif Insurance Bureau 142 Sansome.....Sutter-6155
Carr B B & Co Mills Bldg.....Garfield-4067
Chase George E 142 Sansome.....Douglas-2430
Churchill P B 332 Pine.....Douglas-5687
Clewerdon W T Co 1 Drumm.....Douglas-4125
Creditors' Adjustment Co deYoung Bldg., Karny-367
Cutting H B 369 Pine.....Douglas-6956
Davis William G 114 Sansome.....Douglas-5681
Dennis James J 114 Sansome.....Karny-7478
de Veuve Earl 440 Sansome.....Sutter-2875
Duncan Donald J Mills Bldg.....Karny-5208
Eitel Edw E 311 California.....Garfield-293
Farago & Smith 142 Sansome.....Douglas-2744
Fernhoff F J deYoung Bldg.....Douglas-2555
Graham W Place 315 Montgomery, Davenport-5260
Griffith & Stoneburn 114 Sansome.....Douglas-1356
Hall W K 354 Pine.....Douglas-5907
Henderson Paul A 389 Pine.....Karny-6749
Hendry John E 142 Sansome.....Douglas-2430
Jelly E J 417 Market.....Douglas-4916
Kelber G C 244 California.....Davenport-2244
Kelly David 369 Pine.....Sutter-3036
Lee Jos E 433 California.....Davenport-6586
Mackintosh Guy 315 Montgomery.....Sutter-1535
Marris William Royal Ins Bldg.....Sutter-1628
Merritt Clarence R 369 Pine.....Karny-6749
National Automobile Theft Information Bureau Inc 114 Sansome.....Karny-6108
Nicoll W C 201 Sansome.....Sutter-4787
Norton & Co Mills Bldg.....Karny-7800
Norwood David J & Co 310 Sansome, Davenport-4556
Pac Coast Adjustment Bur 114 Sansome, Sutter-2935
Palmer Burdette A 315 Montgomery, Davenport-6699
Pioneer Adjustment Co of Calif
Medico Dental Bldg, Douglas-3470
Rapp & Co 60 Sansome.....Garfield-6066
Ray C P 430 California.....Karny-3535
Schillingphoe Carl E 315 Mt., Davenport-3474
Schmitt Sydney L 510 California.....Davenport-556
Smith E R 354 Pine.....Garfield-1532
Smith R V 142 Sansome.....Douglas-2744
Stewart J A 315 Montgomery.....Davenport-5260
Superman Harry 2338 Mission.....Mission-6312
Thompson Charles R
Commercial Union Bldg, Davenport-5283
Toplis & Harding Inc 351 California, Douglas-3377
(Continued Next Page)

Adjusters-(Cont'd)

Truitt & Henderson 389 Pine.....Karny-6749
Underwriters Auto Recovery Bureau
114 Sansome, Garfield-5911
Van Natta C E 60 Sansome.....Karny-1188
Warner J W 430 California.....Karny-3535
Weekes S T Mills Bldg.....Karny-5208
West Fred W 142 Sansome.....Garfield-6407
Western Adjustment & Appraisal Co
480 California, Davenport-330
Hankins R W 82-2nd.....Douglas-749
Harvey Howard G Phelan Bldg.....Douglas-4100
Harlan M E Monadnock Bldg.....Karny-1158
Harrison & Evans deYoung Bldg.....Sutter-760
Heider F B 430 Natoma.....Garfield-569
Heyman Stanley G Phelan Bldg.....Karny-2957
Hill A J Norris Co Heart Bldg.....Karny-5466
Holden E J 240 Montgomery.....Douglas-7490
Honey Cooper Co 507 Montgomery.....Douglas-5295
Honig Louis 507 Montgomery.....Douglas-5295
Horne C A Russ Bldg.....Garfield-6300
Horne C A Co The Russ Bldg.....Garfield-6300
Houck J C Motor Coach Adv Co 75-5th, Karny-5570
Hudson Distributing Co 112 Mt., Douglas-6916
HUGHES-PHILLIPS TYPING SERV & MIMEDOGRAPHIC ART Heart Bldg, Karny-7040
Izzard Co The Call Bldg.....Douglas-1387
Jacobs Charles Monadnock Bldg.....Karny-1083
John Service The deYoung Bldg.....Garfield-5553
Wieland C F 703 Market.....Karny-124

Collection Adjusters (See Collection Agencies)

Insurance Adjusters

COSGROVE & CO INC
343 Sansome, Davenport-8030
Fargo & Smith 142 Sansome.....Douglas-2744
STUART CHAS A
Financial Center Bldg, Davenport-4425
Wieland C F 703 Market.....Karny-124

Automobile Insurance Adjusters

Norwood David J & Co 310 Sansome, Davenport-4556

Advertising Business

Acme Multigraphing Co 693 Mission, Douglas-4422
Adco Advertising Service 2884 Mission, Mission-2507
Advertisers Supply Co 320 Market.....Karny-3620
Advertising Specialty Co 184-18th Av, Eureka-8142
Aerial Advertisers of Amer
1050 Mission, Hemlock-9336
Aerial Advertising Co Inc Crocker Bldg., Karny-2970
Amer Ad Works Inc 564 Market.....Douglas-4690
Amer Calendar Co 310 Clay.....Garfield-5551
Amer Newspaper Publishers Assn
Financial Center Bldg, Davenport-8936
ASSOCIATED ADVERTISING CO
127 Montgomery, Sutter-1132
Auerbach Advertising Agency 209 G O Market-292
AYER H W & SON Mason Bldg, Davenport-3760
Backus E 842 Fulton.....Filmor-6675
Bain Fred B Inc Balfour Bldg.....Douglas-4687
Barker Clute Co 110 Sutter.....Douglas-6148
Bay Cities Duplicating Co 625 Market, Sutter-1325
Beanson Keith 505 Market.....Garfield-632
Beaumont & Hohman 74 New Mt., Sutter-1720
Bessette Arthur J Pacific Bldg.....Karny-4554
Blanchard Nichols & Coleman 111 Sutter, Karny-2708
Blum's Advertising Agency 20 Jones, Market-616
Botsford-Constantine Co 225 Bush.....Karny-7566
BRISACHER EMIL & STAFF
Crocker Bldg, Garfield-276
Brown & Biglow Crocker Bldg.....Karny-6198
Brogdon J A Chanery Bldg.....Sutter-3526
Budda Advertising Co 333 Kearny, Davenport-3594
Bureau of Advq Amer Newspaper Pub
Assn Financial Center Bldg.....Davenport-8936
BUTLER H S CO THE 519 Calif, Davenport-9738
Cahen Louis H 127 Montgomery.....Sutter-1132
CAHILL ADVERTISING CO
Pacific Bldg, Douglas-8674
Campbell-Ewald Co 681 Market.....Sutter-6727
Colman & Sebree Pacific Bldg.....Karny-1797
CONNITT ELSIE B deYoung Bldg., Karny-7062
Consolidated Advertising Co Phelan Bldg, Sutter-1174
Cook Wm Lyle Rialto Bldg.....Sutter-3486
Cribbins Walter W Co deYoung Bldg., Douglas-8155
Crisman Advertising Co Inc 760 Mt., Karny-3936
Criterion Advertising Co Inc 111 Sutter, Karny-2708
Crowley Walter F Mills Bldg.....Sutter-1966
Dahlgren-Moseley Co The Russ Bldg.....Karny-3872
Dake Advertising Agency Inc 121-2nd, Sutter-2404
Davies Arthur Call Bldg.....Sutter-2708
De Lappe W R 617 Montgomery.....Karny-7204
D'Evelyn & Wadsworth
Financial Center Bldg, Davenport-9272
Diamond J H Pacific Bldg.....Garfield-4525
Direct Mail Co Inc Chronicle Bldg.....Garfield-4527
Dolan Co Call Bldg.....Douglas-1387
Doremus & Co Hunter Dulin Bldg.....Sutter-3808
Dow Louis F Co 24 California.....Douglas-7680
Dresden Service Co deYoung Bldg.....Douglas-7484
Drury Co 114 Sansome.....Douglas-2352
Etter J H Crocker Bldg.....Sutter-3526
Farwell Lewis W Heart Bldg.....Douglas-8521
Ferry Advertising Co 988 Market.....Franklin-741
FISHER L P ADVERTISING AGENCY
Merch Exch Bldg.....Karny-1333
Fisher Leonard Advertising Service
15 Stockton, Douglas-2398
Fitzpatrick Keene Kohl Bldg.....Davenport-7150
Foley James 110 Sutter.....Douglas-7347
Foster & Kleiser Co 1875 Eddy.....Walnut-10
Foster & Kleiser Co
1720 Fitzgerald, Delaware-3843
Frank Albert Co 507 Montgomery.....Douglas-5295
Frentrup Adv Co Humboldt Bldg, Karny-2069
Gercke-McGuire Co
Crocker 1st Natl Bldg, Karny-2412
Gerlach-Barklow Co 417 Market.....Douglas-6216

Advertising Business-(Cont'd)

Gilbert Fred E 417 Market.....Douglas-6216
Glunk F J 318 Kearny.....Karny-3810
Green Advertising Agency 1st Nat Bldg., Douglas-3674
Grodol Advertising Co 1142 Valencia, Valencia-6800
Guenther Rudolph-Russell Law Inc
Crocker Bldg, Garfield-276
Haight Distributing Co 520 Baker.....West-1607
Hamman K L 674A Market.....Karny-934
Hankins R W 82-2nd.....Douglas-749
Harvey Howard G Phelan Bldg.....Douglas-4100
Harlan M E Monadnock Bldg.....Karny-1158
Harrison & Evans deYoung Bldg.....Sutter-760
Heider F B 430 Natoma.....Garfield-569
Heyman Stanley G Phelan Bldg.....Karny-2957
Hill A J Norris Co Heart Bldg.....Karny-5466
Holden E J 240 Montgomery.....Douglas-7490
Honey Cooper Co 507 Montgomery.....Douglas-5295
Honig Louis 507 Montgomery.....Douglas-5295
Horne C A Russ Bldg.....Garfield-6300
Horne C A Co The Russ Bldg.....Garfield-6300
Houck J C Motor Coach Adv Co 75-5th, Karny-5570
Hudson Distributing Co 112 Mt., Douglas-6916
HUGHES-PHILLIPS TYPING SERV & MIMEDOGRAPHIC ART Heart Bldg, Karny-7040
Izzard Co The Call Bldg.....Douglas-1387
Jacobs Charles Monadnock Bldg.....Karny-1083
John Service The deYoung Bldg.....Garfield-5553
Wieland C F 703 Market.....Karny-124
JOHNSTON-ATYRES CO 674A Market, Karny-934
JOHNSTON-HARVEY CO
Phelan Bldg, Douglas-4100
Johnston Samuel P Phelan Bldg.....Douglas-4100
Johnstone Roger A 155 Montgomery.....Karny-8086
Joliet Calendar Co The 1095 Market.....Park-5977
Kirpatrick W S Crocker Bldg.....Garfield-276
Kollmann W 942 Market.....Karny-6566
Kropf & Co Geo Crocker 1st Nat Bldg, Douglas-7892
Lewis Advertising Co 1161 Market.....Hemlock-1432
Lichtenstein I H 117 Golden Gate.....Market-1640
Lippmann Co The Heart Bldg.....Sutter-3074
Livingston Leon 625 Market.....Karny-3070
LOCKWOOD-SHACKELFORD CO
Montadnock Bldg, Sutter-7340
Logan Thomas F Inc 311 California.....Douglas-2907
LORD & THOMAS & LOGAN
225 Bush, Garfield-4380
Los Angeles Herald Hearst Bldg.....Karny-5466
Lutge John J C Spreckels Bldg.....Douglas-6557
Lynn-Chapman Publicity Service
Montadnock Bldg, Douglas-240
Lyon Advertising Agency 525 Market, Douglas-3546
Macfarlane C W 111 Sutter.....Sutter-4498
MacManus Inc Phelan Bldg.....Douglas-8274
Marblestone David 1280 Turk.....West-8800
Mathews & Klein Monadnock Bldg.....Douglas-3000
McGANN H K CO THE
1179 Market, Hemlock-6631
McGuire P J Crocker 1st Natl Bldg, Karny-2412
McKinney J P & Son 703 Market.....Sutter-5087
Meek J Leslie 703 Market.....Sutter-5087
Michels Jos S 39 Sutter.....Garfield-4900
MILES & SCOTT INC
682 California, Davenport-1940
Modern Business Service deYoung Bldg., Douglas-2555
Mues John F 85-2nd.....Douglas-4844
Murray R Gordon Hunter Dulin Bldg.....Sutter-3808
Nathan Edward N Phelan Bldg.....Douglas-4771
National Automatic Advertiser Inc
1179 Market, Hemlock-6631
Nations Business Magazine Hearst Bldg, Karny-5466
Newell Emmett Co 525 Market.....Karny-5786
Newman Howe Service 237 Eddy.....Prospect-4616
Nichols Geo S 111 Sutter.....Karny-2708
OAKLAND TRIBUNE 683 Market.....Karny-5790
O'Connor Jos Hobart Bldg.....Douglas-7221
Osborne Co Mills Bldg.....Douglas-1268
Osthoff & Co 731 Market.....Douglas-9298
Outdoor Advertiser 449 Turk.....Franklin-323
Pac Advertising Co 2684 Mission.....Mission-2507
Pac Coast Advertising Agency
251 Kearny, Davenport-685
Pac Railways Advq Co Monad Bldg.....Douglas-2392
PHELPS GEORGE HARRISON INC
111 Sutter, Sutter-4498
Philadelphia Inquirer Hearst Bldg.....Karny-5466
Phillips Geo B Mills Bldg.....Douglas-1268
Preferred Position Poster Assn
Sharon Bldg, Karny-4525
Print Planners The Pacific Bldg.....Karny-1797
Publicity Bureau Inc 114 Sansome.....Karny-6126
Publicity Production Co 358 Sutter.....Sutter-1379
Radio Advertising Co 1095 Market.....Park-1574
Radio News Magazine Hearst Bldg.....Karny-5466
Rankin Wm H Co 507 Montgomery.....Douglas-5296
Ready Rite Service Co Pacific Bldg.....Karny-2896
Reels Co 111-11th.....Market-1045
Rodgers Addressing & Mailing Bureau
365 Market, Davenport-1630
Roseberg Budd 830 Market.....Karny-90
Ross F J Co Inc 405 Montgomery.....Davenport-3856
Russell's Mail Service Co
340 Sansome, Davenport-6153
St George Edw Pacific Bldg.....Douglas-3959
S F ADVERTISING & DISTRIBUTING CO 206-1st.....Karny-5343
SCHMIDT LITHOGRAPH CO
2nd & Bryant, Douglas-200
Segall Theodore H 240 Montgomery.....Douglas-7490
Seid Frederick 340 Montgomery.....Douglas-7490
Shattuck A E 88-1st.....Douglas-4207
Shelley H A 340 Sansome.....Davenport-1817
Shelling Co 367-5th.....Douglas-5281
Shesman A A Phelan Bldg.....Sutter-1174

Advertising Business-(Cont'd)

Silberstein Mervyn D 593 Market.....Sutter-2051
Silver's Advertising Service 2754 Bush, Walnut-3970
Standard Advertising Register 68 Post, Garfield-4799
Stander C C 261 Kearny.....Davenport-5898
SWANSON WALTER G 564 Market, Karny-3284
Tablet & Ticket Co The 407 Sosme, Davenport-2828
Tandy Richard T 525 Market.....Karny-2383
Thomas A W 251 Kearny.....Douglas-5636
Thompson J Walter Co Kohl Bldg, Davenport-1717
Trachman Advertising Agency 130 Bush, Karny-6987
Tullograph Art Co 16 Geary.....Douglas-4717
Velvetone Poster Co 67 Main.....Davenport-4355
Vitachrome Inc deYoung Bldg.....Douglas-8155
WALDRON LEWIS H ADVERTISING AGENCY
Monadnock Bldg.....Douglas-5886
Walker Advertising Agency 165 Kearny, Sutter-6000
Walsh V S 595 Mission.....Douglas-4024
Wank & Wank 580 Market.....Garfield-5391
Warner Wm S Chronicle Bldg.....Garfield-2654
Warner & Flair 576 Sacramento.....Davenport-8834
Wardemuth Lillian M 417 Sutter.....Garfield-4253
West Coast Advertising Co 156-9th.....Hemlock-673
Weston Poster Co 117 Golden Gate, Market-1640
Whedon John F 625 Market.....Sutter-4478
Wilkins W J Co Call Bldg.....Karny-1415
WOERNER B F 853 Howard.....Douglas-2377
Wood E J 251 Kearny.....Davenport-685
Wood F B 564 Market.....Douglas-4690
Wort Carl 6949 Mission.....Ralph-2423
WURTS HAROLD C ADVERTISING AGENCY
Chronicle Bldg.....Garfield-2654
Young Robert B 505 Market.....Garfield-632
YOUNG'S ADVERTISING AGENCY
505 Market, Garfield-632
YOUNG'S LIST & LETTER CO INC
505 Market, Garfield-632

Agencies, Advertising

ASSOCIATED ADVERTISING CO
127 Montgomery, Sutter-1132
AYER H W & SON Mason Bldg, Davenport-3760
BEAUMONT & HOHMAN
74 New Mt., Montgomery, Garfield-1720
BOTSFORD-CONSTANTINE CO
National Advertising
4 Pacific Coast Offices
225 Bush.....Karny-7566
BRISACHER EMIL & STAFF
Crocker Bldg, Garfield-276
CAHILL ADVERTISING CO
Pacific Bldg, Douglas-8674
(Continued Next Page)

THE DAKE ADVERTISING AGENCY

121 SECOND - SUTTER 2404

Established 1878

We prepare and place advertising in newspapers, magazines, farm and business publications, etc.

Authorized representatives of every publication of repute in the world.

A-8-1

Advertising

based on logical evidential facts

DOLMAN COMPANY, INCORPORATED

A Nationally Accredited Advertising Agency

New Call Building

Phones: Douglas 1387 - Douglas 1388

A-33-1