

For Any of These Services call—
Kearny 7075

Commercial Publicity Press Advertising Illustrating Portraits Scenic Panoramas

Thomas MacPherson Co. PHOTOGRAPHERS

P-7-1 185 STEVENSON ST.

COMMERCIAL PHOTOGRAPHS

FOR EVERY PURPOSE

FAST EXPERT DEPENDABLE SERVICE

FLASHLIGHTS OF PARTIES etc DAY OR NIGHT

DOUGLAS 154
NIGHT PHONES—EVERGREEN 7322—WEST 904-2

MORTON & CO
515 MARKET ST. P-11-1

Photographs

for Advertising-Sales Promotion Publicity

Western Photo Co.
47 Kearny St.
SUTTER 6990

FLASHLIGHTS
Banquets Parties, Etc.

Want Speed?

Photographs News Publicity Advertising Aerial Reproductions (Smokeless) (Flashlights) Motion Pictures

Call—
Sutter 6314
Night Phones Park 6757
Franklin 5115
Sponagel & Herrmann
25 THIRD ST.
P-52-1

- Photographers—(Cont'd)**
- Etter Studio The 1553 Haight..... Park-5683
 - Evans Photo Co 714 Market..... Douglas-5257
 - Field The Photographer 1057 Sutter..... Franklin-8659
 - FISHER H P 105 Post..... Kearny-341
 - Ford & Jones 833 Clement..... Pacific-4378
 - Gates Frank Q 15-7th..... Market-923
 - Habenicht Geo 130 Geary..... Kearny-234
 - Hagemeyer Johan 177 Post..... Douglas-4751
 - Hartsook Fred Palace Hotel..... Kearny-4927
 - Hartsook Fred 149 Powell..... Douglas-5985
 - Hecht T E 74 New Montgomery..... Douglas-8540
 - Hiller Chas M 1117 Geary..... Prospect-1340
 - Holly Todd 441 Powell..... Garfield-2366
 - Howe's Portrait Studio 919 Clement..... Evgreen-3923
 - James Photo Co 307 Eddy..... Prospect-5805
 - Johnson Studio 1007 Market..... Market-7652
 - Lafayette Studio 140 Geary..... Sutter-2180
 - Larson Chas L 33-5th..... Garfield-6399
 - Luck Louis A Co The 405 Sausalito..... Davenport-2366
 - Lothers & Young Studio 419 Sutter..... Garfield-5100
 - MacPherson Thomas 185 Stevenson..... Kearny-7075
 - Martinez Lumiere Studio 205 Columbus..... Davenport-1898
 - May's Photo Studio 770 Sacramento..... China-1516
 - Meyers Photo Studio 352 O'Farrell..... Prospect-6422
 - Miller Geo Wm 717 Market..... Douglas-1566
 - Misumi H T 973 Market..... Douglas-1497
 - Monaco J B 234 Columbus..... Davenport-4237
 - Moore Dorothy 127 Grant..... Kearny-253
 - MOORE & CLARKE 177 Post..... Douglas-4718
 - MORTON & CO 515 Market..... Douglas-154
 - Moulin Gabriel 153 Kearny..... Douglas-4965
 - Moulin Gabriel 153 Kearny..... Douglas-4965
 - Pac Photo & Art Co 417 Kearny..... Sutter-6990
 - PACKARD STUDIO 833 Market..... Douglas-5520
 - PARALTA STUDIOS THE 468 Geary..... Prospect-4498
 - Pera G 535 Broadway..... Davenport-1491
 - PHILLIPS WENDELL 220 Post..... Kearny-1872
 - PIGGOTT J K GO 86-3rd..... Sutter-6143
 - Republic Art Studio 839 Kearny..... Davenport-2659
 - Res Photo Finishing Co 32 Clay..... Davenport-2105
 - Ringsels L 1021 Ft Lobar..... Evgreen-4858
 - Roth Wm John deYoung Bldg..... Garfield-6834
 - Russell George E 48-3rd..... Sutter-3049
 - ST FRANCIS STUDIOS 259 Geary..... Douglas-7833
 - Sandino Frank 1317 Stockton..... Garfield-1950
 - Saunders R C deYoung Bldg..... Douglas-5976
 - Schoenfeld Florence 767 Market..... Kearny-2991
 - SCHREINER PHOTO CO 10-3rd..... Garfield-5447
 - Scott Ethel Grant 4021 California..... Pacific-5448
 - Scott Rovera 340 Kearny..... Davenport-1785
 - Scott Rovera 947 Market..... Kearny-4972
 - Scott Walter A 583 Market..... Kearny-2688
 - Smart Carleton G 239 Geary..... Douglas-619
 - SPONAGEL & HERRMANN 25-3rd..... Sutter-6314
 - Stiles F E 152 Guerrero..... Market-2847
 - Stiles J Emerson 152 Guerrero..... Market-2847
 - Stone Geo E 419 Sutter..... Garfield-5100
 - Stone Geo E Laboratories The 1387 Post..... Filmer-2854
 - STROUPE T P 10-3rd..... Garfield-5447
 - Sturtevant Roger 177 Post..... Douglas-4751
 - Suens Studio 1132 Stockton..... China-1278
 - Swadley W W 268 Market..... Sutter-2310
 - TODD HOLLY 441 Powell..... Garfield-2366
 - TUNNICLIFFE STUDIO Shreve Bldg..... Douglas-2607
 - Vitalini Foto Studios 271 Columbus..... Davenport-3252
 - Waters R J & Co 717 Market..... Douglas-1566
 - West-Union Photo Co 3295 Mission..... Missm-7252
 - WESTERN PHOTO CO 47 Kearny..... Sutter-6990
 - Whigham Richard P 739 Market..... Douglas-3780
 - WHIGHAM'S MISSION STUDIO 2780 Mission..... Atwater-2997
 - Whitney G K 750 Ct Highway..... Pacific-7001
 - YOSHIZATO STUDIO 1077 Fillmore..... West-8650

- Advertising Photographers**
- Alta Studios Inc 106-7th..... Market-9581
 - PIGGOTT J K GO 86-3rd..... Sutter-6143
 - RAINBOW PHOTO REPRODUCTIONS INC 86-3rd..... Sutter-6143
- Aerial Photographers**
- RUSSELL GEORGE E Aero-Photographic Specialist AERO SURVEYS and AERO PHOTO MAPS Most Complete File of Aerial Birds-eyes in Northern and Central California 48-3rd..... Sutter-3049
 - Sponagel & Herrmann 25-3rd..... Sutter-6314 (See Advertisement This Page)
- Architectural Photographers**
- Alta Studios Inc 106-7th..... Market-9581
 - Direct Color Photo Co 1045 Sausalito..... Davenport-2366
 - Schoenfeld Ernest 767 Market..... Kearny-2991
- Judicious use of Advertising Space in the "Classified Business Directory"—Builds a Busy Business.

Babies' Photographers

Boutsum Chas 133 Geary..... Kearny-1631 (See Advertisement Preceding Page)

CHURCH PHOTOGRAPHIC STUDIO

SPECIALISTS IN PHOTOGRAPHY OF CHILDREN & BABIES Sittings in Home or Studio. 250 Sutter..... Sutter-5230

DEACON STUDIO THE 560 Sutter..... Douglas-1499

FIELD THE PHOTOGRAPHER

FIELD STUDIO BABIES AND CHILDREN A SPECIALTY Sittings in Home or Studio 1057 Sutter..... Franklin-8659

Whigham's Mission Studio 2780 Mission..... Atwater-2997

Children's Photographers

Direct Color Photo Co 1045 Sausalito..... Davenport-2366

FISHER H P 105 Post..... Kearny-341

PHILLIPS WENDELL

ARTIST —IN— PHOTOGRAPHY 220 Post..... Kearny-1872

Whigham Richard P 739 Market..... Douglas-3780

Color Photographers

ALTA STUDIOS INC Color Separation Experts 106-7th..... Market-9581

DIRECT COLOR PHOTO CO Photographs—Lantern Slides in NATURAL COLOR Direct from the Object Outdoor and Indoor—Still Life Life Subjects—Portraits 1045 Sansome..... Davenport-2366

Commercial Photographers

Allen Photo Supply Co 222 Market..... Davenport-2476

ALTA STUDIOS INC 106-7th..... Market-9581

Bear Film Co 1122 Howard..... Market-685

BROOKS P E Photographs Anything Any Time 46 Kearny..... Douglas-7595

COMMERCIAL PHOTO CO 364 Bush..... Garfield-5415

Dahl Olga 717 Market..... Douglas-1566

DAY & NIGHT PHOTO SERVICE INC WHOLESALE KODAK FINISHING Commercial Photographers P. O. Box No. 3838 160-10th..... Hemlock-979

Direct Color Photo Co 1045 Sausalito..... Davenport-2366

Evans Photo Co 714 Market..... Douglas-5257

HECHT T E PHOTOGRAPHS For Cuts and Catalogues MACHINERY FURNITURE ARCHITECTURAL 647 New Call Bldg. 74 New Montgomery..... Douglas-8540

(Continued Next Page)

Photographers—(Cont'd)

Commercial Photographers (Continued)

LAUCK LOUIS A GO THE COMMERCIAL ART —AND— PHOTOGRAPHY 405 Sansome..... Davenport-4726

LOTHERS & YOUNG STUDIOS 419 Sutter..... Garfield-5100

MacPherson Thomas 185 Stevenson..... Kearny-7075 (See Advertisement Opposite Page)

Miller Geo Wm 717 Market..... Douglas-1566

MORTON & CO 515 Market..... Douglas-154 (See Advertisement Opposite Page)

MOULIN GABRIEL 153 Kearny..... Douglas-4969

PIGGOTT J K GO PHOTOGRAPHIC REPRODUCTIONS Advertising Theatrical All Sizes and Colors Specializing in Quantity 86-3rd..... Sutter-6143

Russell George E 48-3rd..... Sutter-3049

Schoenfeld Ernest 767 Market..... Kearny-2991

STONE GEO E LABORATORIES THE EDUCATIONAL MOTION PICTURES, LANTERN SLIDES & STEREOGRAPHS Scenic and Industrial Views of the West 1387 Post..... Filmer-2854

SWADLEY W W Commercial Photography All Kinds After Hours Call Sunset 5670 268 Market..... Sutter-2310

WATERS R J & CO 717 Market..... Douglas-1566

WEIDNER CHAS 3120-10th..... Market-8764

Western Photo Co 47 Kearny..... Sutter-6990 (See Advertisement Opposite Page)

Copying Photographers

Alta Studios Inc 106-7th..... Market-9581

Brooks P E 46 Kearny..... Douglas-7595

CALIF PHOTO ENGRAVING CO Cuts Made From Photos & Drawings 121-2nd..... Sutter-789
- COSSITT & CO Hobart Bldg..... Sutter-3818
- GATES FRANK Q 15-7th..... Market-923
- PIGGOTT J K GO 86-3rd..... Sutter-6143
- Schoenfeld Ernest 767 Market..... Kearny-2991
- TODD HOLLY 441 Powell..... Garfield-2366 (See Advertisement Page 287)
- WATERS R J & CO 717 Market..... Douglas-1566
- Whigham Richard P 739 Market..... Douglas-3780
- WURTS MYRON JR Matson Bldg..... Davenport-581

Enlarging Photographers

Alta Studios Inc 106-7th..... Market-9581

Brooks P E 46 Kearny..... Douglas-7595

Calif Portrait Co 1023 Golden Gate..... Walnut-1676

Finishing Photographers

Bear Film Co 1122 Howard..... Market-685

UNIVERSAL FOTO FINISHING STUDIO HIGH GRADE PORTRAIT REPRODUCTION 973 Market..... Garfield-1497

- Photographers—(Cont'd)**
- Illustrative Photographers**
- Alta Studios Inc 106-7th..... Market-9581
 - Direct Color Photo Co 1045 Sausalito..... Davenport-2366
 - Schoenfeld Ernest 767 Market..... Kearny-2991
- Industrial Photographers**
- Alta Studios Inc 106-7th..... Market-9581
- Law Work Photographers**
- M-GOVERN CHAUNCEY deYoung Bldg..... Kearny-4021
- Microscopic Photographers**
- Direct Color Photo Co 1045 Sausalito..... Davenport-2366
 - M-GOVERN CHAUNCEY deYoung Bldg..... Kearny-4021
 - MORSE H E 954 Howard..... Garfield-3724
 - Shaw Laboratory The 115 California..... Franklin-2203
- Passport Photographers**
- ALLEN PHOTO SUPPLY CO 222 Market..... Davenport-2476
 - Brooks P E 46 Kearny..... Douglas-7595
 - GATES FRANK Q 15-7th..... Market-923
 - Republic Art Studio 839 Kearny..... Davenport-2659
 - SCOTT ROVERE Studio 947 Market..... Kearny-4972
 - Studio 540 Kearny..... Davenport-1785
 - SWADLEY W W 268 Market..... Sutter-2310

Portrait Photographers

- BEEBE MANTHA A 1617 Calif..... Graysstone-926
- Brooks P E 46 Kearny..... Douglas-7595
- Direct Color Photo Co 1045 Sausalito..... Davenport-2366
- FIELD THE PHOTOGRAPHER 1057 Sutter..... Franklin-8659
- Fisher H P 165 Post..... Kearny-341
- LA FAYETTE STUDIO Beautiful Lightings Artistic Posing 140 Geary..... Sutter-2180
- PARALTA STUDIOS THE WHERE THE FAMOUS PARALTA PHOTOGRAPHS ARE MADE San Francisco's Finest 466 Geary..... Prospect-4498
- Republic Art Studio 839 Kearny..... Davenport-2659
- SMART STUDIO 239 Geary..... Douglas-619
- TODD HOLLY 441 Powell..... Garfield-2366
- WHIGHAM RICHARD P 2780 Mission..... Atwater-2997
- 739 Market..... Douglas-3780

Theatrical Portrait Photographers

- Alta Studios Inc 106-7th..... Market-9581
- B & G Studio 228 Grant..... Douglas-65

Publicity Photographers

- Alta Studios Inc 106-7th..... Market-9581
- SCHREINER PHOTO CO 10-3rd..... Garfield-5447
- STROUPE T P 10-3rd..... Garfield-5447

Reproduction Photographers

- Theatrical Reproduction Photographers PIGGOTT J K GO 86-3rd..... Sutter-6143

- Photographers' Supply Business**
- Allen Photo Supply Co 222 Market..... Davenport-2476
 - Araco Photo Products Inc 554 Mission..... Kearny-9290
 - BIDDELL G E & CO 37-4th..... Douglas-2412
 - Calif Card Wkg Co 500 Potrero..... Market-2151
 - Camera Hospital The 717 Market..... Sutter-6369
 - Day & Night Photo Serv Inc 160-10th..... Hemlock-979
 - Eastman Kodak Co 241 Battery..... Kearny-4780
 - EASTMAN KODAK STORES INC 545 Market..... Douglas-6346
 - HIRSCH & KAYE 239 Grant..... Douglas-1290
 - Kimman J F 2207 Fillmore..... West-6347
 - LASKY'S 718 Market..... Douglas-1701
 - Luhn Herbert 88-3rd..... Kearny-5475
 - Maas A R Chemical Co 149 Calif..... Davenport-2222
 - Midzuo Co The 1639 Post..... West-1094
 - Mission Photo Finishing Co 6 Ramona..... Market-9522
 - Photostat Corp Montemock Bldg..... Sutter-2093
 - PHOTOSTAT SERVICE CORP Montemock Bldg..... Sutter-2093
 - S F Camera Exch 88-3rd..... Kearny-5475
 - Uye H S 1836 Fillmore..... Walnut-1986
 - Wilton Co The 717 Market..... Kearny-2489
 - ZELLERBACH PAPER CO 534 Battery..... Davenport-4900

- Photographers' Supply Business (Continued)**
- Cameras** (See Cameras)
- Films, Kodak** (See Kodaks)
- Kodaks** (See Kodaks)
- Motion Picture Photographers' Supplies**
- ATLAS EDUCATIONAL FILM CO De Vry Automatic Motion Picture Camera 821 Market..... Garfield-1317
 - Patheux Agency 1063 Howard..... Hemlock-6500
- Natural Color Plates, Photographers'**
- SPINDLER & SAUPE 86-3rd..... Garfield-4757

Photographic Film Developing Business

- Allen Photo Supply Co 222 Market..... Davenport-2476
- Bear Film Co 1122 Howard..... Market-685
- BEAR PHOTO CO 1122 Howard..... Market-685

Photostat Copying Business

- COMMERCIAL PHOTO COPYING CO deYoung Bldg..... Douglas-5976
- COSSITT & CO Hobart Bldg..... Sutter-3818
- CRIMINOLOGY COLLEGE OF CALIF Confidentially While You Wait Student Work Student Prices Supervision State Licensed Experts deYoung Bldg..... Kearny-4021
- Fanning Geo E 425 Mason..... Prospect-7000
- M-GOVERN CHAUNCEY While You Wait Confidentially deYoung Bldg..... Kearny-4021
- STANDARD PHOTOPRINT CO 142 Sansome..... Sutter-1675
- WURTS MYRON JR Matson Bldg..... Davenport-581

Commercial Photostat Copying

- Strecker Blue Print Co 142 Sansome..... Douglas-6796 (See Advertisement This Page)

Physical Culture Business

- Battle Creek Health Builders 21-2nd..... Douglas-7897
- Burke's Gymnasium 2350 Geary..... West-449
- CALIF INSTITUTE OF PHYSICAL CULTURE 555 Sutter..... Garfield-3547
- Chicago Institute of Physical Culture 101 Post..... Garfield-1078 (Continued Next Page)

Photostat Copies

We have the largest size Photostat Cameras ALL WORK CONFIDENTIAL QUICK MESSengers

If in a hurry call—
Strecker Blue Print Co.
Douglas 6796 or Douglas 2255
P-3-1 142 SANSOME ST., 4TH FLOOR.