

Bakers' Supplies-(Cont'd)

KING EXTRACT COMPANY 1779 Folsom HE mlock-1-0667
LOWE JOB CORPORATION 1043 Mission HE mlock-1-5442
LYONS-MAGNUS INC 2545-16th MA rkt-1-5665
Maillard & Schmiedel 451 Montgomery GA rfd 1-0131
Miller V R 274 Braman DO uglas 2-7356
Monarch Chemical Co 70 Richard JU niper-4-0818
Pioneer Trading Co 1520 Pacific Av PRospect 6-2644
Ray Brokerage Co 25 Calif PRospect 1-3615
Schoenfeld Adolph 1651-33d Av Lombard 4-4600
Sherman Paper Products Corp 242 Shields JU niper 5-1908
Sherwood Company The 71 Bluxome SUter 1-5531
STIEFVATERS' 750 Battery YU kon 6-4018
From telephones served by the following exchange
East Bay Zone (No Inter-City Charge)
Ask "Operator" for Entrprise 10745 (See Advertisement Page 91)

SUNBERRY CO THE 1250 Folsom HE mlock 1-8408
SUNSET-STERNAU FOOD CO 112 Market GARfid 1-6537
TYEDMANN & McMORRAN INC 45 Berry GARfid 1-2178

Y-B EGG CO FRESH SHELL EGGS
Frozen - Whole - Whites - Yolks
Fresh Sliced Apples - Frozen Berries
957 Natoma KL andike 2-3636

WILCOX FROZEN FOODS CO FROZEN FOODS
2200 Oakdale Av AT water 2-4136

Bakers-Whse
Abbott's Cakes Mrs 1616 Bush PR ospt 6-2292
ANDRE'S OLD LIBERTY BAKING CO
Unexcelled Sweet French Rolls
OLD STYLE FRENCH BREAD
1925 Fillmore JOrdn 7-7355

Ashbrook Ruth Bakery 420 Fulton FI Inor 6-2445
Azumaya Co 1606a Geary JO rdn 7-0227
BENTZEN'S MRS DANISH COOKIE CO INC
161 Whitehorn Wy Burlingame DImd 4-5791

BOUDIN BAKERY GENUINE FRENCH BREAD
Hearth Baked Bread & Rolls
899-10th Av SK yline 1-0416
If no answer call SK yline 2-3076

CALIFORNIA BAKING CO 19th & Shotwell AT water-2-6026
Cal-Ray Bakeries
Cal-Ray Cookies
3426 Penita Oakland PI ednt 5-5848

CHERYL'S PASTRY SHOP CHERYL'S FOR FINEST PASTRY
Retail or Whse.
WE CATER TO RESTAURANTS
710 Post PRospect 6-6358

Advertise here-it pays.

RENON BAKERY PRODUCTS
SPECIAL HOTEL & RESTAURANT BREAD
FRENCH BREAD
SWEET OR SOUR
WHEAT & ENRICHED WHITE BREAD
ROLLS FOR ALL OCCASIONS
St. Francis Rolls - Hot Dog Rolls
Hamburger Rolls, Etc.
UNDERHILL 3-3031
RENON BAKERIES, INC.
1330 HOWARD STREET

Bakers-Whse-(Cont'd)

Continental Baking Co 1525 Bryant MA rkt 1-6490
Dai-Tee Cake Co 1249-20th Av MOntra 4-6830
De Martini Biscuit & Cracker Co 1881 Powell EX brook-2-4988
Dickie's Mrs Inc 2934-24th AT watr 2-8198
Domingo Bros Bakery 15 Execlor Av JU niper 4-8913
Fantasia Confections 3830 Calif SK yline 2-0825

FONTANA-YORE BAKERIES FRESH CRISP BREAD & ROLLS
Made Fresh Four Times Daily
For Hotels - Restaurants - Clubs & Stores
2801-23d MI ssn 7-9042

Frantony Pie Co 2934-24th AT watr 2-8198
Golden City Cakes
Specializing In Cheese Cakes
3985 Sacramento SK yline 2-2125

GOLDEN CRUST PIES 3233-24th VA lencia 4-7117
Grand Bakery 516 Green GA rfd 1-3019
Grandma Baking Co 270 Dore UN drhl-1-2323
Gray's Mrs Cookie Bakery
632 Persia Av JUNpr 5-1337
Hamburger Schwarzbrot Bakery
130 Sadova JU niper 7-0490

HEALTH FOOD BAKING CO Specializing in Allergy - Dietetic
& Soft Fries
Soya & Whole Grain Bakery Products
2767-21st MI sn 8-4345

HOLSUM BREAD BAKERY 19th & Shotwell AT water-2-6026
HOMESTEAD BAKERY
Bakers Of Buttered Bread
19th & S Van Ness MI ssn 7-0930
HOSTESS CAKE & COOKIES
1501 Bryant MARKET 1-6490

Italian French Baking Co
Specializing In French Bread & Rolls
1501 Grant Av GARfid 1-3796

JACK HORNER PIES-JACK HORNER PIE CO INC
Bakers Of Buttered Bread
719 Golden Gate Av MARKET 1-8113

JOHNSON'S POUND CAKE BAKERY
Complete Restaurant Service
Layer Cakes Turnovers Doughnuts
Danish Pastry
3365-20th VA lencia 4-7545

Key Heung Noodle Co
Fortune Cookies
12 Beckett YU kon 2-3049
KILPATRICK'S SAN FRANCISCO BAKERY
2030 Folsom HE mlock-1-0810

LANGENDORF UNITED BAKERIES INC
1140 McAllister WA Inot-1-8000
1210 McAllister AT water-2-2400
Cereal Dept 1209 Howard HE mlock-1-6991
Sweet Dough Plant 2940 Folsom AT water-2-2000
Sweet Dough Plant 5935-3d VA lencia 4-3170
Transport Division 3260-19th VA lencia 6-5748

LANGENDORF UNITED BAKERIES INC
CAKES & COOKIES
ROYAL FRUIT CAKE
3260-19th AT water-2-2400

LARRABURU BROS FRENCH BAKERY
365-3d Av BA view-1-4113

LOTUS CAKES ALMOND & FORTUNE COOKIES
Oriental Tea Time Gift Baskets
We Ship Anywhere
436 Pacific Av YUkon 2-3194

METZ CREAM DOUGHNUT CO OVEN FRESH DONUTS
Chocolate - Sugar - Raised - Nut - Plain
Coffee Cakes - Retail and Wholesale
2778-24th MI ssn 7-5736

MOTHER'S CAKE & COOKIE CO
335 Tehama SU tter-1-4585
If no answer
From telephones served by the following exchange
S F Zone (No Inter-City Charge)
Ask "Operator" for Entrprise 10920

New England Pie Co 433 Jefferson Oakland TE mpbar 2-2239
New Genoa Baking Co 98 Leland Av DE lawre 3-0939
New Liguria Bakery 12 Harrington JUNpr 5-1880
New Parisian Bakery 365-3d Av BA view-1-4113

OLD HOMESTEAD BAKERY
Bakers Of Buttered Bread
19th & S Van Ness MI ssn 7-0930
OLD LIBERTY BAKING CO
3251-26th AT water-2-4644
If no answer call JOrdn 7-7355
OROWEAT BAKING CO OF S F UNdrhl 1-5773

Bakers-Whse-(Cont'd)

P K Bakery 338 Brazil Av JU niper-4-3284
If no answer call JU niper-5-3758

PACIFIC PIE CO BEST IN THE WEST
Specializing In Pies Exclusively
For Prompt Service Call
123 Stillman SUter 1-1344

Parisian Baking Co 753 Broadway SU tter-1-1535
Penney R Foods Inc 2933-24th VA lencia 6-5616
Poppy Bakery
Lady Fingers UNdrhl 1-4778

RENON BAKERIES INC 1330 Howard UNdrhl 3-3031
If no answer call HE mlock 1-9885
(See Advertisement This Page)

RICH PIE SHOP 1086 Folsom HE mlock-1-1817
Roma Baking Co 2086 Greenwich WE st-1-5274
ROYAL BAKING CO 4773 Mission JU niper-5-9655
Ruby Baking Co
French Bread
1595 Oakdale Av VA lencia 4-2000
S & S Pie Co 1150-23d VA lencia 6-2827

S & S PIES "SO SATISFYING"
Specializing in PIES EXCLUSIVELY
Restaurant Cakes
Serving Restaurants, Clubs, Caterers, Institutions, Churches, Lodges, Etc.
"FOR SERVICE CALL"
S & S PIE CO 1150-23d VA lencia 6-2827

ST FRANCIS PIE SHOP INC 50 Riche SU tter 1-5767
Schaaf Karl Cookie Co 35 Clement SK yline 4-7773
Seabright Bakery 1719 Noriega SE abright 1-3537
Sorace & Co
French Bakeries
1700 Stockton GA rfd-1-3786

STEMPEL'S QUALITY DOUGHNUT SHOPPE
QUALITY DOUGHNUTS
FOR OVER 30 YRS.
No 1 320 Fell HE mlock 1-4188
No 2 1616 Bush PRospt 6-2292

Stempel's Quality Doughnut Shoppe
No 1 320 Fell HE mlock 1-4188
No 2 1616 Bush PRospt 6-2292
Strowly's Doughnut & Pastry Shop
396 Precita Av MI ssn 7-7400

Sunbeam Bread Co 46th & Adeline Emeryville
From telephones served by the following exchange
S F Zone (No Inter-City Charge)
Ask "Operator" for Entrprise 11045

TOP TOP FOODS INC
Cheese Cakes Chiffon Only
To Delicatessens & Restaurants
1320-67th Emeryville
From telephones served by the following exchange
S F Zone (No Inter-City Charge)
Ask "Operator" for Entrprise 10123

Toscana Bakery 3220 Fillmore WE st-1-7600

VENETIAN BAKING CO Baked Fresh Daily
FRENCH BREAD & ROLLS
Long Loaves for Hotels, Clubs, Restaurants
2200 Powell DOuglas 2-2416

Victoria Pastry Co 1362 Stockton SU tter-1-2015

WAXMAN'S BAKERIES
Complete Restaurant Service
Bakers Of Waxman's Rye
3355-17th HE mlock 1-6818

WONDER BREAD BAKERY
1325 Bryant MARKET 1-6490
Yore-Fontana Bakeries 2801-23d MI ssn 8-3535

Balancing Service
BALANCE ENGINEERING CO
COMPLETE BALANCING SERVICE
DYNAMIC & STATIC BALANCING
No Job Too Large or Too Small
718 Derby Av Oakland KE llog 3-5612

BLAZIO ALBERT BALANCING SERVICE
INDUSTRIAL & AUTOMOTIVE
Formerly 32 Years With Hail Scott Motors
101 & West MacArthur Blvd
Oakland PI ednt 5-9480

Cox & Sorace Machinists
631 N 13th St Jose CYPRUS 2-0632

Advertise here-it pays.

Balancing Service-(Cont'd)

DAHL-BECK ELECTRIC CO
Dynamic & Static Balancing
Latest Design Gisholt Equipment
118 Main EX brook 2-5214

DORAN COMPANY OF CALIF
DYNAMIC & STATIC BALANCING
Up to 40,000 Lbs. - Day & Nite
Including Marine Propellers
1899-7th Oakland GL encort 1-8219

Baling Equipment
BUENNER E & ASSOCIATES INC
ECONOMY BALERS
Hand & Electric for Every Purpose
527 Folsom DO uglas 2-0937

CONSOLIDATED BALING MACHINES
America's Most Versatile
Line of HYDRAULIC
BALING PRESSES-all
steel balers for all
purposes.
HYDRAULIC EXTRACTORS
PARTS - SERVICE

"WHERE TO BUY IT"
INDUSTRIAL VIBRATOR & MACHINERY
CO 7 Front SUter 1-4151

Economy Baler Co 527 Folsom DO uglas 2-0937

LOGEMANN BALING PRESSES-
HALE JAS C & CO 282-7th UN drhl 1-3300

OTRION CO
FACTORY REPRESENTATIVE
GALLAND-HENNING PRESSES
Hand - Electric - Hydraulic
410-14th Oakland TEMpbr 2-3781

Ball Bearings
See Bearings Headings

Balloons
Adals
Printed Advertising-Stock on Hand
1339 Folsom HE mlock 1-3023
Adprint Corporation
Printed Advertising Balloons
836 Montgomery EX brook 2-1450

BLUE BIRD TOY BALLOONS
Dependable Balloons
35 Years' Manufacturing
Experience
Novelties of All Types
Special Prints
Noise Makers
Attractive Carded
Merchandise
"FOR INFORMATION CALL"
NATIONAL LATEX PRODUCTS CO
735 Bryant YUkon 2-3516

CALIFORNIA NOTION & TOY CO
Balloons & Advertising Balloons
573 Market EX brook 2-7250

CRIBBINS WALTER W CO
ADVERTISING BALLOONS
Fast Service - Low Prices
Use Our "Floating Billboards"
557 Howard DOuglas 2-5617

GLADDON CO OF CALIFORNIA THE
FLOATING SILENT SALESMEN
ADVERTISING BALLOONS
Low Prices
2086 El Camino RI Palo Alto DAWpr 3-1984

KINDEL & GRAHAM 782 Mission YU kon 6-4884

MONETTE M & CO
GAS-FILLED BALLOONS
For Decorating Halls, Ballrooms, Etc.
Also Advertising Balloons - Wholesale & Retail
145-7th MARKET 1-6024

Morgan & Barclay Co
Printed Advertising
531 Mission YUkon 2-4321

National Latex Products Co
735 Bryant YUkon 2-3516

Trader Horn 3093 Mission KLondie 2-1225

Treanor Patrick 86 Sita Ysabel DE lawre 3-2782

Ballrooms

AYALON BALLROOM
"That Friendly Dance Spot"
Dancing Fri. - Sat. & Sun.
Sutter Near Van Ness
1268 Sutter ORdy 3-4025

EL PATIO BALL ROOM
AMERICA'S
FINEST BALLROOM
Dancing Every Night
Except Monday & Tuesday
Market St at Van Ness Av
1545 Market MA rkt 1-1469

PRIMALON THE
Name Bands Sat Nites-Bear-Soft Drinks
1223 Fillmore JO rdn 7-1085

Balls-Steel, Bronze, Etc
Bearing Specialty Co
780 Brannan HE mlock 1-4140
Casey Bearing Co Inc
406 Golden Gate Av ORdy 3-9889

STROM STEEL BALLS
Chrome Steel - Brass
Bronze - Monel Metal &
Stainless Steel

"FOR INFORMATION CALL"
Schenk Rollin J
716 S Main Santa Ana Kimbry 2-8244

Bamboo
Austin-Wolfe Incorporated
672 Howard YUkon 2-2713
Bond Mfg Co 335-5th SUter 1-7658
(See Advertisement This Page)

CAL-CRAFT WOOD FABRICS
407 Jackson DOuglas 2-7096

CITY OF HANKOW TASEL CO
Baskets of All Descriptions
Mattings - Bamboo Poles - Furniture
Window Shades - Since 1915
406 Grant Av EX brook 2-5077

LUN ON CO
Bamboo Poles All Sizes - Since 1908
Bamboo Shades - Draperies
Patio, Rumpus Res. Furniture & Accessories
771 Sacramento YUkon 2-6152

Metro Trading Co Inc
Importers Of Bamboo-Wholesale Only
465 Calif YUkon 2-2898
Oriental Agency & Trading Co
Rattan-Red-Cane-Webbing
Bamboo-Hamp Sqs-Rugs-Furniture
55 Columbus Av YUkon 2-5031

Positana-General Interiors Inc
1184 Howard HE mlock 1-2875
SHADES INC 535 Sutter DOuglas 2-7092

Advertise in the Classified
Directory . . . it pays.

BOND MFG. CO.
335-5th St.
BAMBOO PRODUCTS
★ DRAPERIES ★ POLES
★ MATTINGS ★ SCREENS
★ FURNITURE ★ LAMPS
★ FLOOR COVERINGS

Special
Fabricating
Work
Buy Direct
from Factory
SUTTER 1-7658

Bamboo-(Cont'd)

TRADER VIC'S
BAMBOO - ALL SIZES
TROPICAL MATTINGS
PATIO AND RUMPUS ROOM
DECORATIONS
Wholesale and Retail
Open 4:30 P.M.
20 Cosmo Pl PRospect 6-2232

Walcom Geo C 1526 Calif ORdy 3-0458
Walker Chad D Co
Bamboo Drapes-Mats & Screens
1355 Market HE mlock 1-0121

Band Instruments
See Musical Instruments Headings

Bank Fixtures
Bank Bldg & Equipment Corp Of America
57 Post YU kon 6-5399
Bay City Cabinet Co
1876-5th Oakland Higate 4-2479

FINK & SCHINDLER CO THE
3155 Market EX brook 2-1513
FORBES MANUFACTURING CO
1901 Bryant MA rkt 1-5300
Ostlund & Johnson 1901 Bryant MARKET 1-5300

Banks
AMERICAN TRUST COMPANY
See Alphabetical Section for
List of Branch Offices
464 California DO uglas 2-7411

ANGELO CALIFORNIA NATIONAL BANK OF
SAN FRANCISCO THE
For Locations of Branch Offices &
Tel Numbers See Alphabetical Section.
1 Sansome DO uglas 2-6100

Bank of America Natl Trust & Savings Assn
300 Montgomery DO uglas 2-6112

BANK OF CALIFORNIA N A THE
California & Sansome SU tter-1-3131
Mission Branch 3060-16th HE mlock 1-5010

BANK OF CANTON 595 Montgomery GARfid 1-4886
BANK OF MONTREAL
333 California GA rfd-1-5088

BANK OF TOKYO OF CALIF THE
COMPLETE BANKING FACILITIES
Commercial Savings
451 Sansome YUkon 2-5305

Banque de l'Indochine 1 Mtgy EX brook 2-8650
Barclay Bank Russ Bldg DO uglas 2-0260

CANADIAN BANK OF COMMERCE
CALIFORNIA THE 344 Pine DOuglas 2-5210

CENTRAL VALLEY BANK OF CALIFORNIA
8th & Macdonald Av Richmond LAnscape 5-6116

BROKER FIRST NATIONAL BANK OF S F
Post & Montgomery EX brook 2-7700
(See Advertisement This Page)

Federal Home Loan Bank of S F
821 Market DO uglas 2-6985

Federal Reserve Bank of S F
Sansome & Sacramento SU tter-1-8420
If no answer call SU tter 1-8436

Make it a habit to "Look inside
the Classified" - you'll save time
and effort.

Checking
Savings
Trust Accounts
Commercial-Real Estate
and Instalment Loans
Member Federal Deposit
Insurance Corporation
CROCKER FIRST
NATIONAL BANK
1 MONTGOMERY STREET
EX brook 2-7700

Banks-(Cont'd)

HIBERNIA BANK THE
Jones & McAllister HE mlock 1-7000
18th & Castro Office 501 Castro UNdrhl 1-1721
Excelsior Office MI ssn 7-8500
Mission Office 226 & Valencia MI ssn 7-8500
Sunset Office Noriega at 24th Av LO mbard 4-4230
San Mateo Office
4th Av & San Mateo Dr DImd 4-6877
Hoplong & Shanghai Banking Corp
221 Sansome GARfid 1-6864

PACIFIC NATIONAL BANK OF S F
333 Montgomery GA rfd-1-6800
B F BANK THE 526 California DO uglas 2-5757
Fillmore Office 1528 Fillmore WAlnut 1-4474
Haight St Office 1653 Haight UN drhl 1-7334
Mission Office 2501 Mission MI ssn 7-0464
Montgomery St Office
405 Montgomery DO uglas 2-5757
Park Presidio Office 601 Clement BA view 1-3446
West Portal Office
2 West Portal Av MO ntra 4-2134
Burlingame Office 1435 Burlingame DImd 3-1821
Oakland Office 417-14th TE mpbar 6-1818
Serra Bank Ltd The 465 Calif YUkon 2-5938
Sumitomo Bank California The
440 Montgomery EXbrk 2-1960

440 Montgomery EXbrk 2-1960
WELLS FARGO BANK & UNION TRUST CO
Market & Montgomery SU tter-1-1500
Union Trust Office Market & Grant SU tter-1-1500

Banners
See Flags & Banners

Banquet Rooms
DEL MAR RESTAURANT & TAVERN
1772 Buchanan ETime 6-9637
Freeway Cafe 198 Potrero HE mlock 1-9056
Grant's Charcoal Broiler
1 Lakeside Plaza Ovrind 1-2262
Mart Club
See Our Ad Under Caterers
1355 Market UNdrhl 1-2820

MONTCLAIR RESTAURANT
550 Green DOuglas 2-5188

NEW TIVOLI RESTAURANT
San Francisco's No. 1 Choice
FOUR BANQUET ROOMS
Accommodations - 15 to 200
1438 Grant Av DOuglas 2-7023

NOON DAY CLUB 450 Market GARfid 1-1433
Richieu Royale Room
Geary & Van Ness Av ORdy 5-4711

ST JULIEN RESTAURANT
6 Banquet Rooms Available-Cocktails
140 Battery GARfid 1-6814
Three-Eleven Cafe 311 Washington GA rfd 1-9548

THREE LITTLE SWISS
"SAINT MORITZ RESTAURANT"
Large Banquet Room
For All Occasions
530 Broadway DOuglas 2-3547

VENETO RESTAURANT THE
389 Bay GARfid 1-9711

Bar Equipment
See Restaurant Equipment & Supplies

Bar Fixtures
BEAL STORE EQUIPMENT CO
3275 Sn Bruno Av DE lawre 3-5315
Boerbaum Max 4037-18th UN drhl 3-3036
Commercial Sheet Metal Co
1466 Galvez Av AT water 2-7110

DOHRMANN HOTEL SUPPLY CO
972 Mission GARfid 1-5600
DUR-A-BILT FURNITURE MFG CORP
Custom Built Booths Tables Chairs
2851-21st VA lencia 4-7948

FELIX E CO 945 Mission SU tter 1-3105
FINK & SCHINDLER CO THE
552 Brannan EX brook 2-1513

GENERAL HOTEL SUPPLY CO
953 Mission GA rfd 1-3957

GENERAL WOODWORKING CO
Complete Installation-Guaranteed Work
643 McAllister WA Inut 1-6909
Golden State Mat Mfg Co
Floor Mats of Every Description
752 Folsom YUkon 2-0900
Hamilton R H Co 2845 Oakdale Av MI ssn 7-0842

Always listen for the dial tone
before you dial. It's a steady
humming sound that tells you the
equipment is ready to take your
call.

Bar Fixtures-(Cont'd)

LAMBERTSON SALES CO
DESIGNERS & BUILDERS
Bar & Cocktail
Lounge Equipment
Cabinet & Sheet
Metal Work
Complete Installations
993 Mission EX brook 2-2814
Or MA rkt 1-3015

LEVY B & SONS
DESIGNERS & BUILDERS
OF COMPLETE BARS
RESTAURANTS
COCKTAIL LOUNGES
Cabinet Work - Sheet Metal Work
EQUIPMENT & SUPPLIES
674 McAllister HE mlock 1-3514

MULLEN MFG CO 64 Rausch UN drhl 1-5815
NATIONAL STORE FIXTURE COMPANY INC
Jim And Michael Jamigan VA lencia 4-2715
2750-19th VA lencia 4-2715

ROYAL SHOWCASE & FIXTURE CO
JOrdn 7-0511
ROYAL SUPPLY CO
Equipment & Complete Installation
425 Hayes MA rkt 1-4724

S F WIRE & IRON WORKS
Upholstering & Repairing
Bar Stools - Chairs - Booths - Settees
Chrome Furniture - Brass Foot Rails
Modern Wro-Iron Furniture
Off Brady
53 Colton MARKET 1-8712

TERKELTAUB & CO
677 McAllister WA Inut 1-1785
Undlin Store Fixtures 682 McAllister MARKET 1-2534

Bar Rails-See Railings

Bar Supplies
BROWN CHAS HOTEL SUPPLY
712 Mission SU tter-1-8140

CARA SUPPLY
Coffee Espresso & Cappuccino Machines
306 Columbus Av SUter 1-0383

Congress Seat Co 3628-19th HE mlock 1-2700

DOHRMANN HOTEL SUPPLY CO
GARfid 1-5600
972 Mission GARfid 1-5600

GENERAL HOTEL SUPPLY CO
953 Mission GA rfd 1-3957
Golden State Lemon Juice Co
MA rkt 1-1547
Levy B & Sons 935 Mission EX brook 2-0160

MERITALL SUPPLY CO
Wholesale & Retail
BAR SUPPLIES
GLASSWARE ACCESSORIES
1110 Mission HE mlock 1-7449

NATIONAL EQUIPMENT CO
942 Mission YU kon 6-1877
(Continued Next Page)

In these busy days when saving
time is so important, more and
more telephone users are following
the thoughtful way of answering
the telephone: "Harry Smith
speaking." Such an introduction
establishes identity, saves time
and makes a good impression.