

PATRICK AND CO.

SUPPLYING OFFICE SUPPLIES • PRINTING • FILING SUPPLIES • CARBON PAPER
RUBBER STAMPS • BADGES • CARD HOLDERS • KEY TAGS • SHIPPING
SUPPLIES • STEEL IMPRINTING DIES • MACHINE ENGRAVING • NAME PLATES
SIGNS • METAL COINS • METAL TAGS • WOOD AND FIBRE BOX PRINTING PLATES

560 MARKET STREET - SAN FRANCISCO, 4

EX brook 2-2640

TAXICAB SERVICE

Yellow Cabs



**YELLOW CAB'S CITY-WIDE DISTRIBUTION
ASSURES YOU OF PROMPT SERVICE**

245 TURK STREET

Tel. TUxedo 5-1234

AUGMENT YOUR MAN POWER ^{WITH} MAIL POWER

You can reach every name in this directory—or every name in every other directory (or nearly every person in the United States, if you wish)—though R. L. Polk & Company's Direct Mail Advertising Division, the world's largest direct mail organization.

Polk does the complete job . . . consultation on your problem . . . market research and analysis . . . planning the mailing campaign, writing the copy, creating the art work, handling the printing, compiling the select mailing lists, imprinting the mailings, addressing and mailing on schedule. There's no need to work with many sources, such as research consultant, agency, printer, art studio, and direct mail shop. Everything is done for you in one complete package . . . by a staff of experienced advertising men who know how to produce results!

Polk is equipped to produce more than two million mailings a day . . . handling your entire program COMPLETE . . . doing it better! Consult the nearest Polk Direct Mail Division office. Supplement this Directory with mail follow-up.

Direct Mail Advertising Division

R. L. POLK & COMPANY

431 Howard Street, Detroit 31, Michigan

113 St. Clair Ave., N. E.
CLEVELAND, OHIO

411 N. 10th St.
ST. LOUIS, MO.

333 W. Lake St.
CHICAGO, ILL.

401 N. Broad St.
PHILADELPHIA, PA.

354 Fourth Ave.
NEW YORK CITY