

Jordan Printing Co 337 13th R6  
 Judd A M 1324 Univ Ave  
 Kellogg W A 2035 Dwight way B  
 Kennedy R L 1312 Webster  
**KEL-DWARDS STATIONERY CO, 1437 Franklin, Tel GL enclosure 1519 (See page 6)**  
 Kenning E D 4101 E 14th  
 Lawton & Williams 306 12th R33  
 Lederer Sheet & Zeug Co 2161 Center B  
 Lewis J Jerry 423 9th  
 MacLachlan P L 3910 Grove  
 MacLachlan & Sons 4109 Bway  
 Meador E E 1357 Fruitvale av  
 Midgley C W Jr (music) 3281 Lake Shore av  
 Mills H R 1721 Brush  
 Monitor Printing Services 125 12th  
 Morhouse E C 353 12th  
 Mulgrew C R 1537 Webster 4th fl  
 Nelson O L 2218 Sacto B  
 Newman A A 468 23rd  
 Oakland Printing & Supply Co 305 12th R42  
 Oakland Printing Co 1146 Jefferson  
 O'Bryan C S 571 12th  
 Pacific Reprinting Co 1448 Webster  
 Packard H L 2104 Grove  
 Park Printing Co 1825 San Pablo av  
 Patterson E R 5436 E 14th  
 Peacock M 5407 North Grove  
 Pelletier J R 1411 35th av  
 Piedmont Press 3953 Piedmont av  
 Professional Press 2455 Dwight way B  
 Quint David 2604 Fruitvale av  
 Reppy L M 2604 Hopkins  
 Rhodes Press 612 16th  
 Richmond H E 2070 Center B  
 Rix G V 1554 Alcatraz av B  
 Roberts J A 316 15th  
 Ross E E 267 29th Alcatraz av B  
 Schumberg J J 716 7th  
 Schmidt G J 1529 Blake B  
 Schneider & Thomas 3255 San Pablo av  
 Skilling G W 2529 Telegraph av B  
 Sneed W R 1602 Webster  
 Spangler Heald 2304 Delaware  
 Sterling Press 364 12th  
 Stoll C W 1706 Univ av  
 Tuerling Printing Co 107 9th  
 Sweetwine L O 2916 Sacto B  
 Takenaka Y 235 7th  
 Thode & Son 375 10th  
 Thomsen & Town 327 13th R206  
 Tribune Press 409 13th  
 Volk C C 2015 Hopkins  
 Waldman John 2424 Telegraph av  
 Wells A O 2355 Seminary av  
 West Coast Printing Co 467 4th  
 West L 418 E 18th  
 Weitzel Bros Printing Co 2123 Center B  
 Wylie P A 1627 E 12th  
 Ziegler Herman 1312 Piedmont av  
 Zivnuska V R 956 Univ av

**PROCESS SERVICES**

Smith P B 1106 Bway R511  
**PRODUCE COMMISSION MERCHANTS**  
 (See also Butter, Cheese and Egg—Wholesale; also Egg Dealers—Wholesale; also Fruit Dealers—Wholesale)  
 Alameda Vegetable & Produce Co 403 4th  
 Alvarado Vegetable & Produce Co 403 2d  
 Ansel S Co 300 Franklin  
 Arroyo Bros Inc 228 Franklin  
 Batta Gio Irwin Co Ltd 322 Franklin  
 Bay Farm Island Produce Co 392 2d  
 Bonnet G Co 400 Franklin  
 Cabrinno Jos 403 4th  
 California Fruit Co 216 Franklin  
 California Producers 100 Franklin  
 Cohn Abe 315 Franklin  
 Cotella Bros 431 2d  
 De Cesare 192 2d  
 Delgado Bros 217 Franklin  
 Diana Bros 202 Franklin  
 Doolittle Produce Co 317-13 Franklin  
 Farmers Produce Corp 423 2d  
 Galli A Fruit Co 230 Franklin  
 Garcia & Costa 330 Franklin  
 Germano Angelo 156 Franklin  
 Guinasso Louis 301 Franklin  
 Hansen John R Co 351 4th  
 Hunt Hatch & Co 601 Franklin and 2019 Blake B  
 Kakures Dennis 411 4th  
 Lacey Bros 204 Franklin  
 Leonardini J J 370 Franklin  
 Levy A & J Zentner Co 223 Franklin  
 Long Albert 142 Franklin  
 Martinelli E & Co 309 Franklin  
 Motto Peter 329 Franklin  
 Oakland Fruit & Produce Co Inc 219 Franklin  
 Piercelet Victor 360 Franklin  
 Pirovano & Co 152 2d  
 Ratto Giovanni 415 2d  
 Renner Walter 438 2d  
 Reuter Chas 20 3d  
 Riley Bros 426 Hawthorne av  
 River Produce Co 145 Franklin  
 Rowe W A & Co 208 Franklin  
 Sampiro A & Sons 211 Franklin  
 Triway Brokerage Co Ltd 124 Bway  
 Turlock Produce Co 424 Franklin  
 Trov Joe 136 Franklin  
 Tzukarik Geo 435 2d  
 Varni Bros 327 Franklin  
 Viana Emma 412 2d  
 West Bay Farms Island Co 414 2d  
 Western Produce Co 321 Franklin  
 Zerkoten J P 324 Franklin

**PRODUCE DEALERS—RETAIL**

Brocchini & Selcunova 10th St Mkt stall 45  
 Douglas Harry 10th St Mkt stall 51

Genovall P J & Co 10th St Mkt stall 50 and 51  
 Ghigliuzza Bernard 433 Capwell Central Mkt  
 Golikova Lena Mrs 10th St Mkt stall 124  
 Grandona Bros 10th St Mkt stall 100  
 Howard May Mrs 10th St Mkt stall 55  
 Laine Angus 10th St Mkt stall 35 B  
 Maccanni Steve 10th St Mkt stall 37  
 Mirzeli & Cutera 10th St Mkt stall 71  
 Panchetti E E 16th St University av B  
 Perata Anthony 228 Capwell Central Mkt  
 Ratto Bennie 10th St Mkt stall 18  
 Ratto Jos 10th St Mkt stall 16  
 Spagnuolo & Son 10th St Mkt stall 33

**\*PROPERTY MANAGEMENT**

**MADSEN E BRUCE & COMPANY, 420 15th, Tel TH Holiday 5800 (See front cover and page 6)**

**PUBLICATIONS—PERIODICAL, PROFESSIONAL, SCIENTIFIC, TECHNICAL, TRADE, ETC.**

California Farm Bureau Federation 2163 Center B  
 Hatcher Tribune (monthly) 608 16th  
 Motor Registration News 372 14th  
 Radio Publications 619 16th R519

**PUBLISHERS—BOOK, NEWSPAPER AND PERIODICAL**

**BERKELEY GAZETTE PUBLISHING CO, 2018 Center, Berkeley, Tel TH orwall 9800**  
 Cellor P F & Son Distributing Corp 121 Washn R372  
 Curtis Publishing Co 850 E 14th  
 Grover R A 470 13th  
 Hastings Graphic Systems 475 12th, R222  
**INTER-CITY PUBLISHING CO, 439, 518-520-522 Broadway, Tel GL enclosure 1775 (See pages 62 and 61)**  
**KELLY PUBLISHING CO, 5839 Presley Way, Tel Olympic 6233**  
 Klessing Adele Mrs 1121 Washn R233  
 Lince A V & Co 265 Van Buren av  
 Oakland Shopping News 519 19th R321  
 Piedmont Press 3953 Piedmont av  
 Poete Publishing Co 5200 Walnut  
 Post Enquirer Publishing Co 1751 Franklin  
 Poultry Tribune (monthly) 608 16th  
 Times-Star Publishing Co 1511 Park A  
 Women's World Publishing Co 1440 Bway R511  
 San Francisco

**DAILY NOTIFICATION SHEET THE (McGraw-Hill Companies Publishers) 138 11th, Tel St Hr 7591**

**HOUGHTON-MIFFLIN COMPANY, 500 Howard, Tel A 4th 4835-4836**

**POLK R. L. & CO OF CALIFORNIA, 703 Atlas Bldg, 601 Mission, Tel GA 6th 3151**

**\*PUBLISHERS—DIRECTORY**

**POLK R. L. & CO OF CALIFORNIA, 703 Atlas Bldg, 601 Mission, Tel GA 6th 3151, San Francisco**

**PUMP MANUFACTURERS AND DEALERS**

Aermotor Co 45 10th St  
 Byron Jackson Pump Co 3d and Carlton B  
 Bow Pump & Diesel Engine Co 2231 Cleveland  
 Jaccuzzi Bros Inc 1540 San Pablo av B  
 Jensen J B 932 23d av  
 Murnick L 453 12th

**RADIATOR MANUFACTURERS—AUTOMOBILE**

Excel Auto Radiator Co 1721 Peplar

**RADIATOR REPAIRERS—AUTOMOBILE**

Jensen & Mayo 733 28th  
 Nastro R 424 25th  
 Rowland E C 426 25th  
 Thomas Radiator Mfg Co 434 25th

**RADIO BROADCASTING STATIONS**

Autisk Corp 2284 Fulton  
 Educational Broadcasting Corp 1803 Franklin  
 KLS Broadcasting Station 2201 Telegraph av  
 KJX Oakland Tribune 409 13th R1905  
 KTLB Broadcasting Sta 2337 Shattuck av B  
 KHOW 1903 Franklin and 1520 8th av  
 KTAB 1404 Franklin 8th fl and 1410 10th av

**RADIO SETS AND PARTS—MANUFACTURERS**

Jensen Radio Mfg Co 212 9th  
 Ruesler A R 1155 Elizabeth  
 Victory Speakers Inc 7131 E 14th

**RADIO SETS AND SUPPLIES—RETAIL**

Anderson C G 3423 San Pablo av  
 Anderson H R 6038 Telegraph av  
 Apple L J 2174 Shattuck av B  
 Bartlett J R 212 Hopkins  
 Burnett Henry 433 11th  
 Bellante John 2644 San Pablo av B  
 Belling Bros 424 14th  
 Berger C A 1123 Clay  
 Braun G B 1412 Webster  
 Broadley Henry 2504 Shattuck av B  
 Brown Art 2328 Telegraph av B  
 Burke J C 320 23d  
 Church J 1123 14th  
 Clark W R 1628 24th av

Clarke C L 5629 Grove  
 Cochran L A 5351 Foothill Blvd  
 Cozer O G 2090 Univ av  
 Consolidated Electric Co 4908 E 14th  
 Craig E B 3404 College Ave  
 Crofat Frances 3501 Hopkins  
 David J P 3328 Telegraph av  
 Dickerson J P 539 19th  
 Edelen J H 1828 7th  
 Excel Radio Service 3308 Foothill Blvd  
 Foster E E 2350 University  
 Frank B J 52 Lake Park av  
 Fredrick E W 3827 E 14th  
 Fruitvale Radio 3700 E 14th  
 Fry Chas 1884 Univ av B  
 Groble Alf 433 E 18th  
 Grove U S 1711 Telegraph av  
 Guiley G W 7224 14th  
 Haxopian R D 1734 Univ av B  
 Henschmidt Music Co 1618 San Pablo av  
 Hiecker Earl 3252 Telegraph av  
 Herrick S W 5669 Shattuck av  
**HINK J F & SON, Shattuck Av nw cor 4th St, Berkeley, Tel BE Berkeley 1100 (See page 55)**  
 Hoffman A F 450 24th  
 Hollander W F 4002 Hopkins  
 Hollis H G 2505 Telegraph av B  
 Hoyt Dudley 4221 Park Blvd  
 Johnson Edith 3032 San Pablo av  
 Jones B F 2547 Seminary av  
 K T H Laboratories 3414 Fruitvale av  
 Kristman L H 3370 Grove Blvd  
 Lambert & Turner 2320 Shattuck av B  
 Lee H J 282 12th  
 Little M H 1512 Shattuck av B  
 Logan Leslie 2985 Bway  
 Lovler & Souza 3131 E 14th  
 Lupo Victor 1031 Bway  
 Martin W H 462 E 18th  
 Melvin E T 3965 14th  
**MONTGOMERY WARD & CO, E 14th and University, Tel EL enclosure 3700, and 2921 University Av, Berkeley (See page 54)**  
 Morabita S 821 Franklin  
 Motor Radio Service 2835 Bway  
 Murphy Arth 2750 73d av  
 Music Shoppe The 2249 Shattuck av B  
 National Radio 3300 13th Bway  
 Oro Raymond 672 7th  
 Patterson H C 2867 35th av  
 Pettschauer R J 2370 Grove Blvd  
 Price Thompson 3008 Telegraph av B  
 Radio Central Service 212 9th  
 Riggs Ralph 8229 Foothill Blvd  
 Ring E L 463 11th  
 Santic E J 1564 7th  
 Saxe F C 3343 Lake Shore av  
 Schmidt H A 1405 23d av  
 Schneider John 3047 35th av  
**SHELMAN, CLAY & CO, 4th Floor B C, 400 Broadway, Tel Broadway 20th and Telegraph Av, Tel Templejar 1-1-1-1 (See page 63)**  
 Stone E D 9507 E 14th  
 Silverman Chas 436 11th  
 Smith E E 2633 Ashby av B  
 Smith M W 28 E 13th  
 Solled H A 5914 College av  
 Stark L J 463 11th  
 Silver C W 5236 E 14th  
 Stone W C 3923 Piedmont av  
 Stroever T 6 504 Webster  
 Swannom W 1018 23rd Mkt stall 39  
 Thomas W F 684 12th  
 Thompson H W 2921 Foothill Blvd  
**THEBENS GEORGE & COMPANY, Adeline, Berkeley, Tel Berkeley 0873**  
 Trueblood Geo 8307 College av  
 Truco W S 3267 College av B  
 Warner Bros 2201 Telegraph av  
 Wascher A E 4501 Shattuck av and 6007 E 14th  
 Wesleyman John 8311 E 14th  
 Wayne W A 3210 Grand av  
 Webber R W 5409 Grove  
 Western Radio Service 2005 Grove  
**WHITTHORNE & SWAN, Washington at 10th and 11th, Tel LA Lakeside 7200 (See front top line)**  
 Wieman R B 1922 Shattuck av B  
 Wilkin J C 4058 Piedmont av  
 Wilson J D 2310 Alameda av A  
 Wyckoff Frank 2144 Lincoln av A

**RADIO SETS AND SUPPLIES—WHOLESALE**

Brill-Purdy Co 1016 Jackson  
 Bushnell Sales Co 608 16th  
 C M & C Radio Supply Co 921 Harlowen  
 Watkins E N 51 12th  
 Wenger E C 1020 Oak

**RAILROADS**

(See also Transportation Lines)

Acheson Topeka & Santa Fe Ry Co (19th St office) 428 13th Bway  
 Acheson Topeka & Santa Fe Ry Co 434 13th  
 Acheson Topeka & Santa Fe Ry (ticket office) 98 Shattuck sq B  
 Acheson Topeka & Santa Fe Ry Co depot frt and ticket office 280 Univ av B  
 Acheson Topeka & Santa Fe Ry Co 40th and San Pablo av  
 Chicago Burlington & Quincy Railroad Co 14th R18  
 Chicago Rock Island & Pacific Railway Co frt and pass office 432 14th R18  
 Chicago & Southern Railway Co 436 14th R18  
 Denver & Rio Grande Western Railroad frt dept 436 11th R514  
 Fort Worth & Denver City Railway Co 426 14th R512  
 Great Northern Railway (traffic dept) 436 14th R520