

# GRANITE AND STONE CONSTRUCTION

## McGLVRA RAY AND CORPORATION

3 Potrero Avenue

Phones MA rket 0687-0688-0246

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R. L. Polk & Co. of California 604 Mission St. San Francisco

# GEORGE C. KELBER & CO.

### Investment Securities

Financial Center Building San Francisco California

#### \*ADJUSTMENT COMPANIES

**GOLDMAN S & ASSOCIATES INC**, 830 Russ Bldg, 233 Montgomery, Tel GA rfield 1474 (See left top lines and page 1730)

**MERCHANTS NATIONAL ADJUSTING ASSN**, 406 Claus Spreckels Bldg, 703 Market, Tel GA rfield 3849  
**SWIM COLLECTION SERVICE INC** (A Corporation), 704 Market R208, Tel GA rfield 2237 (See right side lines and page 1730)

#### \*ADJUSTMENTS—COLLECTION

**BRADLEY H P CO TRE**, 427 Exchange Block, 389 Pine, Tel GA rfield 1985  
**MERCHANTS NEIGHBORHOOD CREDIT BUREAU**, 501 De Young Bldg, 690 Market, Tel DO gilas 7266 (See back cover and page 1732)

**RESOURCES COLLECTION AGENCY TRE**, 427 Exchange Block, 389 Pine, Tel GA rfield 1385 (See page 1730)  
**REAL ESTATE CREDIT ASSOCIATION OF SAN FRANCISCO INC**, Retailers Bldg, 15 Stockton (See page 1732)

#### \*ADMINISTRATORS

**AMERICAN TRUST CO**, Head Office 464 California, Tel DA venport 7000 (See page 1706)

**ANGLO-CALIFORNIA TRUST CO**, Market and Sanson and Branches (See page 1707)  
**BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSOCIATION**, Main Office 1 Powell, Tel DO gilas 6112 (See branch offices on page 1708)

**BANK OF CALIFORNIA NATIONAL ASSOCIATION THE**, 400 California (See page 1709)  
**CROCKER FIRST FEDERAL TRUST COMPANY**, nw cor Post and Montgomery (See page 1710)

**UNION TRUST OFFICE**, Wells Fargo Bank & Union Trust Co, Market at Grant Av, Tel SU tter 1200 (See front cover and page 1712)  
**WELLS FARGO BANK & UNION TRUST CO**, Market and Montgomery, Tel SU tter 1900 (See front cover and page 1712)

#### \*ADVERTISING—LITHOGRAPHED WINDOW DISPLAY

**SCHMIDT LITHOGRAPH CO**, 461-499 2d, Tel DO gilas 0290

#### ADVERTISING—OUTDOOR

**FOSTER AND KLEISER CO**, 1675 Eddy at Pierce, Tel WA lnut 7700 (See page 1702)  
**NATIONAL Outdoor Advertising Bureau** 100 Bush R2013

**Outdoor Advertising** 431 Turk  
**Bay Area Signs** 210 Sutter R205  
**West Coast Advertising Co** 152 8th R202

#### \*ADVERTISING—PHOTOGRAPHIC

**LAWTON & McCLEURE LTD**, 218 Pine Suite 603, Tel DO gilas 1183

#### ADVERTISING AGENCIES

**Advertising Checking Bureau** 52 Calif  
**Andrews-Breeding Co** 505 Market  
**Associated Advertising Co** 235 Montgomery R1224

**AYER N W & SON, INCORPORATED**, Advertising Headquarters, 1916 Market, Bldg, 235 Montgomery, Tel SU tter 2534  
**Bain Fred B Inc** 351 Calif R200

**Barclay-Clute Advertising Co** 110 Sutter R212  
**Beaumont & Bohman** 74 New Montgomery R508  
**Blackett-Sample-Hummert Inc** 311 Calif R902  
**Bloom's Advertising Agency** 809 Mission 6th fl  
**Botsford, Constantine & Gardner** 333 Montgomery R303

**Brown Scott Howe Inc** 865 Mission  
**Butte Cummings Inc** 215 Market R1012  
**Breen Steph** 821 Market R563  
**Brickman T M** 930 Market R814

**Bull R W** 564 Market R212  
**Britschner, Embl & Sted** 620 Market R310  
**Budda Advertising Co** 333 Kearny R208  
**Business Publications Bureau** 1045 Sansome R202

**Cashill Advertising Co** 821 Market R480  
**Campbell E J Mrs** 785 Market R307  
**Campbell-Evans Co** 841 Market R1036  
**Casey E O** 1822b O'Farrell  
**Clem J O** 895 Market R1019

**Clodding Anna L** 235 Montgomery R905  
**Conroy & Sebree** 821 Market R394  
**Criterion Advertising Co Inc** 564 Market R730  
**Crowley Organization** 220 Montgomery R419  
**Dale Advertising Agency** 121 2d R703  
**Dake-Johnnet Advertising Agency** 251 Kearny R111

**Darden-Holmes Ltd** 351 Calif R406  
**Davies Art & Photo** 74 New Montgomery R746  
**De Paull & Park** 584 Market R408  
**DeWyn & Wadsworth** 405 Montgomery R1006  
**Diamond R** 821 Market R247  
**Doremus & Co** 425 Bush 2d fl

**Dow L F Co** 24 Calif R414  
**Dunlop Service Co** 702 Market R1201  
**Dumont Harry** 26 O'Farrell R406  
**Erwin Wasey & Co** 507 Montgomery 3d fl

#### FISHER L P ADVERTISING AGENCY (Established 1932)

1001 Merchants Exchange Bldg, 465 California, Tel KE arny 1538  
**FOSTER AND KLEISER CO**, 1675 Eddy at Pierce, Tel WA lnut 7700 (See page 1702)

**Frank Albt & Co** 155 Sansome R801  
**Fur & Smith & Ross** 44 Calif R504  
**Gates Worthington** 85 2d R518  
**Gleberman S R** 24 California R504

**Guggenheim & Co** 117 Hearst Bldg  
**HAM-JACKSON COMPANY INC**, Suite 707 Chancery Bldg, 564 Market, Tel GA rfield 0309 (See back cover and page 1702)

**Hanman-Teagan Co Inc** New York  
**Hanvey H G** 780 Market R1032  
**Harlan M E** 681 Market R1073  
**Harris N A** Front R514

**Hofer E** Sons 904 Mission R1001  
**Houck J C Motor Coach Adv Co** 75 5th Insurance Publicity Bureau 389 Pine R618  
**Johnson F** 760 Market R1028  
**Johnstone R A** 155 Montgomery R1009  
**Jones A R** 760 Market R1028

**Kay Directed Advertising Ltd** 235 Monty R295  
**Kirschner & Co** 369 Pine R818  
**KURTZMAN & WAITE**, 111 Sutter, (Suite 2000b-9) Tel DO gilas 1114

**Levene Nathan** 28 O'Farrell R406  
**Lewis Mervin** 228 Montgomery R439  
**Lewis Advertising Co** 507 Montgomery R204

**Livington B R** 114 California  
**Livington Leon Advertising Agency** 220 Montgomery 11th fl  
**Long Service** 405 Monty R822

**Long F L Mrs** 281 Golden Gate av  
**Lord & Thomas and Logan** 225 Bush R606  
**Lyon Advertising Agency** 116 New Monty  
**Machado-Soyer** 216 Pine R403  
**Mail Service Co** 120 Battery 3d fl

**McCANN-ERICKSON INC**, 114 Sansome, 8th fl, Tel DO gilas 0290  
**McElidowney W J** 208 1st  
**McEwan Alan** 870 Market R340

**McGowan J** 155 Market R603  
**Millar Advertising Agency** 116 New Monty R428  
**Morrison C E** 281 Golden Gate av

**Nash E N** 780 Market R873  
**Newell-Emmett Co** 525 Market R812  
**O'Day & Prosser** 690 Market R821

**Orlando Services** 115 O'Farrell 3d fl  
**Radio Advertising Co** 1095 Market R615  
**Radio Features Inc** 3 City Hall av R211  
**Robinson & Co Ltd** 641 Market R811

**Ross Sales Co** 24 California R322  
**Russell Will & Co** 564 Market R319  
**Ryder & Ingram Ltd** 405 Monty R222

**San Francisco Shopping News** 851 Howard  
**Scanlan L J** 582 Market R311  
**Scrrips-Howard News Papers** 814 Mission R302

**Serral T H** 544 Market R301  
**SEID FREDERICK**, Russ Bldg, 235 Montgomery, Tel SU tter 3587  
**Standifer C C** 22 Kearny R711

**Stephens R R** 334 Kearny  
**Strong Stuart E** 780 Market R914  
**Tandy R T** 210 Post R308  
**Taylor Elliott** 447 Sutter R624

**Thompson J Walter Co** 100 Bush 25th fl  
**Unmack Wm** 25 Kearny R408  
**Vail P W** 281 Olden Gate av R603

**Walker Advertising Agency** 235 Monty R1211  
**Wallin & Barksdale** 315 Monty R728  
**Waltz & Wank** 580 Market R505

**WARNE CLIFTON ADVERTISING AGENCY**, 389 Pine R312, Tel EX brook 3050  
**Williams Fred V** Publicity & Advertising Organ  
**Wilson R C** 55 New Monty R503  
**Wilson W H** 988 Market R415

**Wurts T B** 125 Mission R228  
**Young Advertising Agency** 860 Mission 2d fl

#### ADVERTISING ANALYSIS

**HAM-JACKSON COMPANY INC**, Suite 707 Chancery Bldg, 564 Market, Tel GA rfield 0309 (See back cover and page 1702)

#### ADVERTISING COUNSEL AND SERVICE

**Benedict W F** 465 California R715  
**Berkeley R F** 127 Montgomery R406  
**Blrch R J** 155 Sansome R408

**Brouder R U** 881 Market R703  
**Brown T P** 127 Montgomery R204  
**California Merchants Publicity Service** 1222 Hearst Bldg

**Davies Phil** 681 Market R1046  
**Elliott Harry** 681 Market R1041  
**Farwell L W** 824 Hearst Bldg

**Gassner R W** 111 Sutter R617  
**Green's Advertising Agency** 110 Monty R1211  
**Guenther-Law Inc** 111 Sutter R610

**HAM-JACKSON COMPANY INC**, Suite 707 Chancery Bldg, 564 Market, Tel GA rfield 0309 (See back cover and page 1702)

**Hannak & Klein** 681 Market R741  
**Roan Lewis** 38 Sutter R229  
**Jacobs Chas** 681 Market R203

**Kenny P B** 222 Kearny R406  
**Lipman C** 1291 Market Bldg  
**Miller A C** 831 Hearst Bldg

**National Newspaper Enterprises** 681 Market R850  
**O'Connor Jos** 235 Montgomery R458  
**Pacific Advertising Staff** 111 Sutter R1830  
**Pacific Railways Advertising Co** 881 Market R651

**Praet C F** 881 Market R422  
**Scanlon Jerry** 582 Market R311  
**Smith A E** 433 Calif R512a  
**Stamblyn & Brown** 116 New Monty R1056  
**Waldron L H** 881 Market R1085  
**Western Service System** 320 Market R327

#### \*ADVERTISING LISTS

**HAM-JACKSON COMPANY INC**, Suite 707 Chancery Bldg, 564 Market, Tel GA rfield 0309 (See back cover and page 1702)

#### ADVERTISING NOVELTIES

**American Art Works Inc** 584 Market R423  
**Automatic Advertising Co** 68 Post R224  
**Bankers Utilities Inc** 366 1st  
**Brown & Bigelow** 525 Market R703  
**Gerlach-Barlow Co** 417 Market R345  
**Jacobs Nathan** 518 Waller  
**Kemper Thomas Co** 825 Market R608  
**Marblestone David** 1280 Turk  
**Walsh V S** 156 2d 3d fl  
**Yocum Grace O** 821 Market R608

#### \*ADVERTISING PRINTERS

**CROCKER H S CO INC**, 565-571 Market and 243-246 Montgomery, Tel DO gilas 5800

#### ADVERTISING REPRESENTATIVES—NEWS-PAPER AND MAGAZINE

**Amlong W E** 881 Market R1046  
**Associated Farm Papers** 55 New Monty R625  
**Benoit C F** 101 Post R309  
**Bidwell R J Co** 742 Market R202  
**Richard-Nichols Coleman** 111 Sutter R2018  
**Bland F W** 105 Montgomery R907  
**Block Paul & Associates** 235 Monty R839  
**Calwell & Bell** 48 California R400  
**Capper Publications** 55 New Monty R201  
**Conger H H** 681 Market R683  
**Cosulich Mark** 529 Hearst Bldg  
**Doak-Rice** Starling Mrs 5 Monty R827  
**Dooner Jos** 705 Hearst Bldg  
**Emory T L** 681 Market R221  
**Fenger-Dial Co Ltd** 235 Monty R962  
**Fitzpatrick Keene** 488 California R820  
**Flynn L J** 544 Market R908  
**Gilman Nicoll & Ruthman** 525 Market R523  
**Glickman D H** 502 Hearst Bldg  
**Katz E Special Advertising Agency** 681 Market R217

**Kroegess C G I** Montgomery R303  
**Lovett E F** 501 Hearst Bldg  
**McCammam W J** 1202 Hearst Bldg  
**Mogensen M C & Co Inc** 220 Bush R1801  
**Murphy E V** 502 Hearst Bldg  
**Neal R W** 105 Montgomery R907  
**O'Mara & Ormsbee** 681 Market R941  
**Rattray Alex** 844 Market R902  
**Reynolds-Fitzgerald Inc** 58 Sutter R320  
**Simpson-Reilly** 235 Montgomery R1625  
**Stykes-Allison Inc** 55 New Monty R306  
**Toole J L** 995 Market R1416  
**Transom C A** 604 Mission R404  
**Verree & Conklin** 1116 Hearst Bldg  
**Wachob Wallace** 165 Post R514  
**Williams Lawrence & Cresmer Co** 905 Mission R210

**Woodward J B** 881 Market R281

#### \*ADVERTISING SIGNS

**PATRICK AND MOISE-KLINNER CO**, Main Office 600 Market, Store 33 Sutter, Tel EX-brook 2641 (See right top lines, and page 1767)

#### \*AGENTS—ADVERTISING

**HAM-JACKSON COMPANY INC**, Suite 707 Chancery Bldg, 564 Market, Tel GA rfield 0309 (See back cover and page 1702)

#### AGRICULTURAL IMPLEMENT AND MACHINERY DEALERS

**Berg C F** 348 Washn  
**DEERE JOHN FLOW CO**, 651-667 Brannan, Tel SU tter 2295  
**Gardner-Deutz Co** 250 7th  
**INTERNATIONAL HARVESTER CO OF AMERICA**, 201-223 Potrero Av at 15th, Tel MA rket 0848, 0847, and 0848  
**Killier & Co** 1291 Market Bldg 574  
**MASSEY-HARRIS COMPANY INC**, The Offices and Warehouse Michigan and Alameda, Tel UN derhill 1963  
**Metcalf O B** 55 New Monty R725  
**Peterson O R** 7 Front R109  
**Peterson O R Co Inc** 21st and Alabama  
**Upton S S** 55 New Monty R725  
**West Coast Tractor Co** 1175 Howard

#### \*AGRICULTURAL LIME MANUFACTURERS

**UNITED STATES LIME PRODUCTS CORP**, 1501 Bolshack Bldg, 58 Sutter, Tel SU tter 8306 (See page 1752)