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(See Page 16  
Buyers' Guide)

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**PRINTERS' SUPPLIES AND EQUIPMENT**—Contd  
Color-Tone Reproductions (litho plates) 134 Battery  
Curler Tel Printer Service 470 Jackson  
George A. J. 973 Folsom  
Noble Printing Press & Mfg Co 235 9th  
Martin E C 562 Howard  
Miller Printing Machinery Co 235 Montgy R428  
Morrison H D 431 Clay  
Stewart D H 441 Clay  
Varl-Tyler Sales & Service 61 New Western  
Western Lithograph Supply Co 540 1st  
Winn & Goodman 440 Sansome  
Zipser C H 515 Howard

**PRINTING EQUIPMENT—REPAIRING**  
CURLER TED PRINTERS' SERVICE, Press and Linotype  
Repairs and Rebuilding, 470 Jackson, 2d Floor,  
Tel EX brook 2-0376

### \*PRINTING MACHINERY AND SUPPLIES

**BRINTNALL HARRY W COMPANY**, Pacific Coast  
Selling Agts for Dexter Folders and Press Feeders,  
Cleveland Folders, Hammond Trim-O-Saws, Morrison  
Stitchers, Lawson Cutters, Hamilton Composing Room  
Equipment, All Kinds of New and Rebuilt Machinery  
for Printers and Bookbinders and Boxmakers, 430  
Howard, Tel GA rfield 1-5867

**PRINTING PRESS MANUFACTURERS**  
Goss Printing Press Co 55 New Montgy R215  
Hoe R & Co Inc 681 Market R633

### \*PROCESS EQUIPMENT

**SWETT GEORGE E & CO ENGINEERS INC**, 256  
Mission, Zone 5, Tel YU kon 6-2100

### PRODUCE COMMISSION MERCHANTS

(See also Dairy Products—Whol; also  
Egg Dealers—Whol; also Fruit  
Dealers—Whol)

Acme Produce Co 292 Wash  
Allied Produce Co 313 Davis  
**AMERICAN FRUIT CO**, 110 Washington, Zone 11, Tels  
DO uglas 2-3448 and 2-3449  
American National Co-operative Exchange 510 Battery  
R206  
**ARATA GEO F & CO INC**, 537 Clay, Tel GA rfield

1-6120  
Bagnant Bros 538 Front  
Balestrieri Ignazio 502 Front  
Barranti Saml 530 Front  
Basile J C 225 Davis  
Bay State Produce 225 Wash  
**BERTI PRODUCE CORPORATION**, 215 Washington,  
Tel Garfield 1-1825  
Bestandig W M 136 Wash  
Bloom Irwin 330 Drumm  
**BLUMENTHAL L & SONS INC**, 141 Drumm, Tel  
DO uglas 2-6058  
Brice Bros 458 Davis  
Burger G L 330 Drumm  
Bushala S J 510 Battery R316  
Caffarata E A 311 Front  
Calavo Inc 116 Wash  
Cabrera Limes Co 220 Drumm  
Camponedone F J 412 Drumm  
Clark & Arata 510 Battery R340

**COAST PRODUCE CO**, 294 Washington, Zone 11,  
Tel GA rfield 1-5221  
Daskarolis Nick 608 Front  
deBack & Co 400 Davis  
Delis Nick Co Inc 450 Front  
**DEMARTINI JOHN C**, 201 Washington, Zone 11,  
Tel EX brook 2-9667  
Elite Produce Co 406 Front  
Empire Produce Co 57 Wash  
Ferrari Angelo 608 Front  
Franceschi C J 119 Wash  
Frugoli Victor 221 Wash  
Galli Fruit Co 519 Front  
Galli Produce Co 538 Front  
Gemma P S 515 Front  
General Potato & Onion Distributors 216 Drumm  
Ghetti Bros 230 Wash  
Gianfranceschi R F 422 Front  
Giovannoni Bros 286 Wash  
Giusti Produce 516 Front  
Golden Gate Brokerage Co 294 Wash  
**GOODEY PRODUCE COMPANY**, 294 Wash-  
ington cor Front, Tel GA rfield 1-8565  
Half Moon Fruit & Produce Co 161 Wash  
Hansen J R Co 510 Battery R312  
Hedger R L 510 Battery R231  
**HOPKINS L J CO INC**, 430-446 Front, Zone 26, Tels  
SU tter 1-5745 and 1-5746  
Hunt G J 510 Battery R300

**JACOBS, MALCOLM & BURTT**, 101 Washington cor  
Drumm, Tel SU tter 1-6810  
Jones & Pettigrew 148 Wash  
Kahn E L & Co 20 Pacific av  
Kidd H E 555 Davis  
**LEVY A & J ZENTNER CO**, 200 Washington, Zone 2  
26, Tel SU tter 1-8757  
Maheras Margt Mrs 604 Front  
McPhun W F 50 Wash  
**MOREGGIA & SON**, 348 Front, Tel GA rfield 1-3762  
Morosi Paris 1209 Vicente  
National Produce Co 525 Front  
Oleace Produce Co 351 Drumm  
Pacific Produce Co 510 Battery R302  
Panama Fruit & Produce Co 139 Wash  
Pascalan Walter 236 Clay  
**PARDINI PRODUCE CO INC**, 222-24 Washington,  
Zone 11, Tel EX brook 2-7917  
Parodi Beni 530 Front  
Pasantino Produce 336 Front

**PHOTOS ANTON G**, 207 Washington, Tel GA rfield  
1-2998  
Pistolesi D A 444 Front  
Plotnik Produce 426 Front  
Quirk Andw 228 Wash  
Real Gold Citrus Products 510 Battery R247  
Robert Rem 113 Wash  
Russi F B & Co 427 Davis  
S & S Producer 112 Wash  
Sanfilippo F B 430 Davis

SanMateo Produce Co 234 Wash  
**SCATENA-GALLI FRUIT CO**, 104-106 Washington,  
Zone 19, Tel DO uglas 2-015D  
Standard Banana Co 4 Wash  
Stanley Produce 518 Front  
Star Fruit & Produce 233 Wash  
**SUNRISE PRODUCE CO INC OF SAN FRANCISCO**,  
143 Washington, Zone 11, Tels DO uglas 2-6765 and  
2-6766  
**SUNSET PRODUCE CO**, 447-487 Front, Tel SU tter  
1-3027  
Sydel Harold 331 Front  
Tarantino Bros 330 Wash  
Teebini & Dianda 109 Wash  
United Mission Distributors 318 Drumm  
**VALLEY PRODUCE CO INC**, 238-24D Washington,  
Zone 11, Tel SU tter 1-6661  
Vannucci Produce 520 Front  
Wallace A W 412 Drumm  
Washington Vegetable Co 217 Wash  
Weinstein Herman 206 Drumm

### PRODUCE DEALERS—RETAIL

Arslan Harry 1318 Fitzgerald  
Arvan Geo 555 Hayes  
Bealin J J 2661 Ocean av  
Belli Jos 3798 Mission  
Beskin Nathan 493 Castro  
DelMonte Market 1519 Haight  
Dowds J J 3015 Clement  
Fung Mow Co 733 Wash  
Hagopian Jack 957 Cole  
Hammer Sol 500 Bay Shore Blvd  
Home Fruit Market 471 Castro  
Joe's Fruit Market 910 Cole  
Lauducci Theo 1201 Taraval  
Liberty Fruit Stand 2384 Mission  
Matta Salvatore 1000 Hyde  
Mission Palace Fruit Market 2431 Mission  
Mission Veteran's Fruit Market 2160 Mission  
New Mission Produce 2584 Mission  
Pisner Jos 550 Divadero  
Polk Honey 2150 Polk  
Presto Peter 751 Irving  
Pusateri Vincent 3939 24th  
Ringsch J E 2311 Taraval  
Sacco Rosario 331 20th  
Shore Wm 1125 McAllister  
Smernis Steve 1754 Fillmore  
Stalcup D W 2250 Polk  
Wong Jos 1740 Fillmore

### \*PROPERTY MANAGEMENT

**AINSLIE FRED G**, 1346 Polk, Tel OR way 3-7400  
(For further information see page 79 Buyers' Guide)  
**ANCHOR REALTY**, 2122 Market, Zone 14, Tels MA r-  
ket 1-2700, 1-2784 and 1-6554 (For further infor-  
mation see page 96 Buyers' Guide) and right side  
lines)  
**BALDWIN & HOWELL**, 318-324 Kearny, Zone 8, Tel  
EX brook 2-3810  
**BROWN W D CO**, 5432 Gairy Blvd, Tels SK yline  
1-6121 and 1-6122 (For further information see pages  
79 and 109 Buyers' Guide and right side lines)  
**BUCKBEE, THORNE & CO**, 256 Montgomery, Zone  
4, Tel DO uglas 2-5686 (For further information see  
pages 109 Buyers' Guide and right top corner cards)  
**CIMMIN J JR CO**, 9 Columbus av, Tel YU kon 6-6155  
(For further information see pages 79 and 97 Buyers'  
Guide and right top corner cards)  
**COLDWELL, BANKER & COMPANY**, 57 Sutter, Zone 4  
4, Tel SU tter 1-5420 (For further information see  
page 95 Buyers' Guide, bottom edge and left bot-  
tom lines)  
**CUMMINGS JOHN T**, 1626 Taraval, Tel OV erland  
1-2522 (For further information see page 109 Buy-  
ers' Guide and left top lines)  
**GRADY DONALD J**, 1093 Dolores, Tel AT water  
2-9112  
**GREEN & KAUFMANN**, 5124 Geary Blvd, Tel SK y-  
line 1-1634 (For further information see pages  
79 and 111 Buyers' Guide and left top lines)  
**GREER REALTY CO**, 4624 Geary Blvd, Tel BA yview  
1-2353; Sunset Branch, 1108 Taraval, Tel LO mbard  
4-4410 (For further information see pages 76 and  
101 Buyers' Guide and right top lines)  
**GRIEZE CHAS J CO**, 2430 Chestnut, Tel Walnut  
1-6688 (For further information see page 110 Buy-  
ers' Guide)  
**HARRIGAN, WEIDENMULLER CO**, 344 Kearny, Tel  
GA rfield 1-0756 (For further information see page  
104 Buyers' Guide)  
**HEYMAN BROTHERS INC**, 5150 Geary Blvd, Tel  
BA yview 1-9707 (For further information see pages  
80 and 111 Buyers' Guide and right top lines)  
**KEPPEL-EAKLE**, 848 Cole, Tel MO ntrose 4-5678  
**MADISON BURKE SD Post**, Zone 4, Tel SU tter  
1-6690 (For further information see page 105  
Buyers' Guide and right top lines)  
**MEYER MILTON & CO**, 39 Sutter, Tel SU tter 1-5100  
(For further information see page 106 Buyers' Guide  
and right top corner cards)  
**PROPERTY MANAGEMENT CO**, 111 Sutter, Rooms  
630-631, Tel EX brook 2-5581  
**SAFE REALTY COMPANY**, 2344 Judah near 29th av,  
Zone 22, Tel Overland 1-8312 (For further infor-  
mation see page 107 Buyers' Guide and right top corner  
cards)  
**TESLUCK CO**, 5646 Geary Blvd, Tel BA yview 1-1888  
(For further information see pages 81 and 112 Buy-  
ers' Guide and left bottom lines)  
**TREVOR & CO**, 368 Bush, Tel SU tter 1-6483 (For  
further information see page 102 Buyers' Guide and  
right top corner cards)

### PSYCHOLOGISTS

Alto Psychological Center 948 Market R517  
Howes Elizabeth B 1428 Wash  
Moon Sheila 1428 Wash  
Moxon Candish 516 Sutter R222  
Stillwell C F 635 Sutter R200  
Zatell Mae Mrs 1668 Ellis

### \*PUBLIC ACCOUNTANTS

Cunocar Accounting Service, Bookkeeping and Account-  
ing Service, 6211 Telegraph av, Oakland, Tel PE d-  
mont 5-5645

### PUBLIC ADDRESS AND SOUND EQUIPMENT

McCune Harry 562 Bryant

### PUBLIC RELATIONS COUNSEL

Britlan W F 681 Market R1085  
Byoir Carl & Associates Inc 55 New Montgy R811  
**CAMPAIGNS INC**, 690 Market, Room 1607, Tel  
SU tter 1-7511  
**CONSULTANTS INC**, 127 Montgomery, Suite 302, Tel  
SU tter 1-2787  
DiMarco-VonLoewenfeldt Associates 814 Mission R302  
Engels E E 220 Montgy R1042  
Fearn J W 55 News Market R304  
Fitzharris E J 885 Market R208  
Goodman Sam 681 Market R549  
Hancock Harvey 291 Geary R705  
Hennessy Mary 821 Market R866  
Hodges Pierce & Co 651 Kearny R401  
Hornel J H 681 Market R772  
James J N 690 Market R1011  
Lerner Harry 681 Market R675  
Losh W J 5 3d R1220  
Lutke-Wilke & Associates 681 Market R759  
Mangan Loretto 376 Sutter R400  
McMurry-Hamstra & Co 235 Montgy R631  
Northern California Models Directory 690 Market R1507  
O'Connor Jos 582 Market R515  
Paul Jos 793 Market R1017  
Poor E L 681 Market R981  
Samish Arth H & Associates 400 Montgy R918  
Selvin D F 593 Market R1007  
Smith & Glenn 717 Market R617  
Whitaker & Baxter 690 Market R1607  
Wildner E H 5 3d R929  
Withington C A 417 Market R337

### PUBLIC SCHOOLS See Schools—Public

### PUBLICATIONS

American Weekly The 5 3d R1017  
Architect Engineer Inc The (monthly) 68 Post R618  
Argonaut The 344 Market R203  
Beverage Bulletin 5 3d  
Beverage Industry News 703 Market R257  
Blanchi J R Mrs 558 Castro  
Book of Knowledge 457 Post 5th fl  
Bulletin (monthly) 185 Post  
California Apparel News 833 Market  
California Farm Reporter 333 Kearny R710  
California Farmer 83 Stevenson  
California Fruit News (weekly) 405 Montgy R926  
California Grocers Advocate 525 Market R515  
California Legionaire The Veterans bldg  
California Teachers Assn Journal 593 Sutter  
California Turf Digest (daily) 71 Turk  
**CEL DIRECTORY**, 602 Atlas Bldg, 604 Mission,  
Tel GA rfield 1-5431  
Coast Banker (monthly) 41 Sutter R612  
**CROCKER-LANGLEY DIRECTORY**, R L Polk & Co  
Publishers, 602 Atlas Bldg, 604 Mission cor 2d, Tel  
GA rfield 1-5431  
**DAILY CONSTRUCTION SERVICE** (wide Publishing  
Co), 333 Kearny, Tels SU tter 1-8088 and 1-8089  
**DAILY PACIFIC BUILDER**, 465 10th, Tel MA rket  
1-7110  
Daily Racing Form 730 Clementina  
Encyclopaedia Britannica Inc 681 Market R393 (credit  
etc) 745 Market 6th fl  
Explorer Magazine 457 Grant av  
Extension Magazine 461 Market R219  
Family Circle The (weekly) 235 Montgy R1009  
Fortnight Magazine (bi-weekly) 68 Post R803  
Geyer Publications 681 Market R269  
Go Magazine 417 Market R221  
Golden Gate Magazine Co 1960 Hayes  
Goller Magazine The 950 Cal  
Good Packaging 210 Mississippi  
Guide The 625 Cal  
Hardware Dealers Guide (monthly) 1355 Market R262  
Hardware World 1355 Market R982  
Hearth Consolidated Publications Inc 5 3d R1008  
Hearth Magazines Inc (Suntical Div) 5 3d R1111  
Jokubai Mainichi 1797 Sutter  
Hollywood Life 1095 Market  
Iron Age The 1355 Market R919  
Islam News 681 Market R744  
Jewish Community Bulletin & Emanu-el 251 Kearny  
R306  
Jobs In California (monthly) 681 Market R875  
Journal of the California Horticultural Society 300  
Montgy R1027  
Masonic Trestle Board 83 McAllister  
**MCCORD'S DAILY NOTIFICATION SHEET**, 1581  
Mission, Tel MA rket 1-4674 and 1-4675  
Milo's Guide 112 Market  
Mining & Industrial News 251 Kearny R410  
National Business (monthly) 333 Pine R501  
National Underwriter (weekly) 544 Market R507  
News Mirror 12 Emry R427  
Pacific Coast Business Shipping Register 681 Market  
R278  
Pacific Coast Record 681 Market R379  
Pacific Dairy Review 593 Market R614  
Pacific Goldsmith (monthly) 657 Mission R507  
Pacific Shipper 45 Cal  
Pacific Stationer (monthly) 657 Mission R507  
Parents Institute Inc 268 Market R218  
Puck-The Comic Weekly 5 3d R1207  
Qualified Contractors Magazine 1355 Market R982a  
Referer The (weekly) 935 Market R302  
SanFrancisco Chinese Directory 818 Clay  
**SAN FRANCISCO DIRECTORY**, R L Polk & Co Pub-  
lishers, 602 Atlas Bldg, 604 Mission cor 2d, Tel  
GA rfield 1-5431  
**SAN FRANCISCO PROGRESS**, 125 Valencia, Tel  
UN derhill 1-6100  
SanFrancisco Police & Peace Officers Journal 485 10th  
**SUNSET MAGAZINE AND BOOKS**, Lane Publishing Co  
Advertising Sales Office, 625 Market, Tel YU kon  
2-1800; Main Office, Menlo Park, Tel Davenport  
5-4444  
Veterans Post (weekly) 1119 Mission  
Walker's Manual Inc 369 Pine R718  
**WALL STREET JOURNAL THE**, 415 Bush, Zone 8,  
Tel EX brook 2-1271  
War Surplus Digest (monthly) 690 Market R730  
Washer's Directory of Antique Dealers 628 Montgy  
West Coast Brewer (monthly) 400 Montgy R903  
Western Advertising (monthly) 580 Market R400  
Western Automotive Service (monthly) 690 Market R417  
Western Family 461 Market R515  
Western Feed & Seed Magazine 320 Market R209  
Western Fruit Grower 717 Market R503

### REAL ESTATE MORTGAGE LOANS

# COLDWELL, BANKER & COMPANY

57 SUTTER STREET, ZONE 4  
SAN FRANCISCO

### PROPERTY MANAGEMENT

PHONE SU tter 1-5420

OAKLAND SAN MATEO