NORTHERN COUNTIES TITLE INSURANCE COMPANY

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***ADJUSTMENTS—COLLECTIONS**
ACME CREDIT BUREAU OF SAN FRANCISCO BUREAU (A Corporation), 25 Taylor, R404, Zone 2, Tel Ordway 3-4171
CALIFORNIA COLLECTION AGENCY INC, Suite 511-514 Merchants Exch Bldg 57 Post, Tel Sutter 1-1350 (See page 26 Buyers' Guide)
CREDITORS SERVICE BUREAU, 232 Pacific Bldg 821 Market, Tel Douglas 2-6011 (See page 27 Buyers' Guide)
INSURANCE CREDIT BUREAU, 717 Market R306, Tel Exbrook 2-4670
MERCHANTS CREDIT ASSOCIATION, 63 McAllister, Tel Underhill 1-5634
PROCREDIT COMPANY, 765 Market, Suite 614, Tel Exbrook 2-4670
RETAILERS CREDIT ASSOCIATION OF SAN FRANCISCO INC, Retailers Bldg 15 Stockton, Zone 8, Tel Douglas 2-7100 (See page 25 Buyers' Guide)
STORES COLLECTION BUREAU THE, 948 Market, R317, Tel Yukon 6-5238
WHOLESALERS ADJUSTMENT BUREAU, 717 Market, R306, Tel Exbrook 2-4977

ADVERTISING AGENCIES

A A Advertising Service Cinema
Adkins A L Co 55 New Montgomery R314
Ad-Vision Associates 162 O'Farrell R15
Albert Frank-Guenther Law Inc 425 Bush R307
Alpert & O'Hanlon 273 Post 6th R
Ames Business Development Service 560 Hayes
Anderson W Warren 354 Post
Associated Advertising 26 O'Farrell R400
Aver N W & Co Inc 1510 Bush
BATTEN, BARTON, DURSTINE & OSBORN INC, 2700 Russ Bldg 235 Montgomery, Zone 4, Tel Sutter 1-2232
Bay Area Dinner Service 161 Lower Terrace
Beaumont & Hohman 2100 Russ bldg
Blow Co Inc 702 Market 19th R
Blum's Advertising Agency 800 Mission
Bolling Co Inc 76 Ellis R100
Belford Constantine & Gardner 625 Market R500
Bruckman The 760 Market R307
BRISACHER, WHEELER & STAFF, 1060 Bush, Tel FRanklin 2-6900
BROOKE, SMITH, FRENCH & DORRANCE OF THE PACIFIC COAST INC, 149 California, R212, Tel Yukon 6-6836
Bruce Donald Advertising Agency 1026 Market R202
Burbanan & Co Inc 155 Montgomery R900
Burgess Advertising Agency Inc 166 Post 16 24th
Burnett Jack E 821 Market R341
C B S Radio Network 821 Market
C B S Television Spot Sales 639 Market
Cabanne Fred 821 Market R304
Caire Louis H 564 Market R410
CAMERON ALAN CO INC, 240 Sheldon Bldg 461 Market, Tel Sutter 1-6307
Campbell-Ewald Co 1708 Russ bldg
Clark Alta V 21 Grant av
Cole L C 503 Market 5th S
Colman Co 760 Market R1170
Conner-Jackson-Walker 760 Market 461 Market R715
Cosby & Cooper 424 Russ bldg
Curry Anita F 807 Market R1000
Dake Advertising Agency 760 Market R516
Daly & Robinson Inc 235 Bush R 400
DANCER-FITZGERALD-SAMPLE INC, 114 Sansome, R320, Tel Douglas 2-5100
Dealer Sales Builders Co 420 Market R242
D'Arcy Advertising Co 155 Montgomery 405
Diamond Jim Advertising 621 Market R627
Donald Allan 1 Post R1000
DONELAN & COMPANY, 425 Bush, Zone 8, Tel Douglas 2-4080
Dow Hill & Co 1000 California R605
Drewry Allen A 420 Market R620
Drury Co 114 Sansome
Dunn Francis D 210 Post R913
Dufour R Ralph 210 Post R913
Duler Jack 420 Market R125
Durkin Eric J & Associates 225 Kearny 3d fl
Durstine Roy Inc 156 Montgomery R302
EDWARDS ROMA, Fairmont Hotel Mezzanine Floor, Tel GArfield 1-6139; 26 O'Farrell, Suite 1005, Tel GArfield 1-6626 or EXbrook 2-6250 (See page 21 Buyers' Guide)
Eldridge Brown 604 Russ bldg
Elliott Geoige & Boone 981 Market R244
Essex Advertising Service (Railway Stores Inc) 130 Montgomery 4th fl
Ewing Sam Agency 821 Market R731
Fielder Sorenson & Davis 58 Sutter R347
FISHER & GANNON, 211 Sansome Trade Bldg, 444 Market, Tel Yukon 6-5739
FOOTE, CONE & BELDING INC, 1515 Russ Bldg 235 Montgomery, Zone 4, Tel Sutter 1-2355
Frankenoni Nevin 57 Columbus av
Frickson Jean S 1355 Market R901
Gabriel Walter A 58 Sutter av
Gallagher John M 681 Market R702
Gardner Sidney & Associates 26 O'Farrell 2d fl
Gartlewaite Wesmond B 681 Market R532
Garth-Pacific Advertising Agency 1 Mission R605
Goldthwaite-Smith Advertising 26 O'Farrell R706-10
Gordon Advertising Agency 1026 Market R125
Grant Advertising Inc 593 Market R901
Grant W A Co Inc 703 Market R612
Gray Fred & Associates 251 Kearny R400
Guild Bascom & Bonfigli 251 Kearny 5th fl
H-R Television Inc 110 Sutter R508
Hamilton Clifford K 15 California
Harvey Howard G 760 Market R1200
Harlan Martin E 525 Market R 27
Harrington King A 220 Geary R612
Harrington Richard 256 Sutter 6th fl
Headley Reed & Co 500 Montgomery R1007
Hoefer Dietrich & Brown 251 Kearny 2d fl
Hoke & Communiss & Myers 215 Market R319
HONIG-COOPER CO, 333 Montgomery, R600, Tel Exbrook 2-7044
Hornell John H 681 Market R772
Howard Co 1222 Market R109
Industrial Advertising Associates 690 Market R303
Jacobs Norton M 690 Market R908
Johnson H E Associates 690 Market R1402
Kalz Agency Inc 958 Russ bldg
Keaton Advertising Agency 821 Market R627
Keenan Hunter & Dietrich 965 Russ bldg
Kelso Norman Advertising Agency 222 Kearny
KENYON & ECKHARDT INC, 620 Market, R310, Tel Yukon 2-3070
Kimball Abbott Co 155 Sansome 9th fl
Kirschner & Co 604 Pine R200
KNOLLIN ADVERTISING AGENCY, 391 Sutter, 3d floor, Tel Sutter 1-6110
Kodner Agency Inc 881 Market R772
Lara Raymond F 450 Grant av
Lewis H M & Co 617 Montgomery R202 and 1030 Russ bldg
Lerner Harry & Associates 681 Market
Ley & Livingston 260 California R1200
Magic Mantle C O 210 Post
Long Advertising Service 681 Market R259
Lund Walter J 1440 Gough st
Lynn Geo Advertising Agency 681 Market R278
Marsh Robert 1 Post R1000
Martin Rose Co 1026 Market R125
McCANN-ERICKSON INC, 114 Sansome, 6th Floor, Tel Sutter 1-5550
McCann The 116 Montgomery R232
McCreery Walter 155 Post R400
McDonald Jack P 1026 Market R321
McFarland Aver & Associates 156 Montgomery R847
McGillivray Robert N Advertising Inc 785 Market R502
Morgan Stanley & Co 260 California R812
Morris Harry W 821 Market R731
Murphy Kingsbury Co 7 Post R317
Murray Gordon & Co 1009a Russ bldg
Newman J A Advertising Agency 303 Sutter
O'Hanrahan Pacific Agency 260 California R306
Osborne Co The 1252 Haight
Pacific Advertising Agency 2222 19th av
Pacific Coastland Ad Agency 690 Market R1503
Pacific Indoor Advertising Co 220 1st
Pasta Advertising Agency 760 Market R408
Peltier Alf M 821 Market R542
Pickering Hall 251 Kearny R15
Price Wm H 20 26 6th S
Program Advertising Co 580 Washington R707
Prosser Richard Agency 9 Ferry bldg
Publicity Automatic 121 Post R603
Rayner Paul H Co Inc 1672 Russ bldg
Ribaudo & Ribaudo 1 Post R 6
Robinson Advertising Agency 850 Market R612
Rodman Advertising Agency 590 Market R525
Ross John W 821 Market R520
Rubin Advertising Co 1026 Market
RUTHRAUFF & RYAN INC
SAN FRANCISCO OFFICE
400 RUSS BLDG
235 MONTGOMERY, ZONE 4
TEL EXBROOK 2-4616
Sabet Promotions 1 Post R 1000 Geary R72
Sawyer-Ferguson-Walker Co 429 Russ bldg
Schanen Wm J & Associates 681 Market R515
Schnitzer Barnard B Inc 347 Stockton 4th fl
Sowers J A Advertising Agency 544 Market R800
Seid Frank 127 Montgomery R605
Sullivan Stauffer Colwell & Bayles, 522 Powell, Tel Yukon 2-6936
Sutton Donald 1 Post R1007
Shafer R W & Co 171 2d R303
Sherman Advertising Agency 681 Market R301
Sioez Raymond L & Associates 291 Geary 2600
Stahl-Gantz Advertising Agency 681 Market R313
Stroboach Harvey H 593 Market R207
Strong Chas H Advertising 681 Market R1502
Syme Leland G 604 Mission R605
Tandy Jack 1026 Market R112
THOMPSON J WALTER CO, 320 California, 6th Floor, Tel GArfield 1-6100
Towne-Aller & Associates 126 Sutter 3d fl
Townsend Edw C 227 Post R1000
Umland-Eastman-Becker Inc 256 Sutter 5th fl
VanDyke Brandon & Co Inc 681 Market R1001
Vernor Advertising Agency 785 Market R1502
Vocalmix Inc 1 Post 215 Kearny R405
Wakeman Del Co 1200 VanNess
Warren Lewis H 681 Market R281
Walther-Boland Associates 901 Broadway
Wade & Wade Advertising Agency 425 Bush 5th fl
Weber Irving & Stall 98 Stevenson
Weiner J J Co 1 Post R1000
Wenger Leland 1005 Market R1200
Wert-Mayer Co 681 Market R702
Western Radio & Television 156 Montgomery R106
Wilson Advertising Agency 155 Market R1404
Wright Frank Sullivan Agency 681 Market R332
Wurz Roger Co 681 Market R723
Wyckoff & Aickin 1 Post R714
Young Robert 1 Post R1000 R1014
YOUNG & RUBICAM INC, Russ Bldg 235 Montgomery, Zone 4, Tel Exbrook 2-6977
Zedenus Julius F 5 3d R1116

ADVERTISING COUNSEL AND SERVICE

LaVoie Nate Advertising Service 722 Larkin
Stedin Records Inc 325 Stockton 4th fl
Stirling Geo F 710 Post

*ADVERTISING COUNSELLORS

EDWARDS ROMA, Fairmont Hotel Mezzanine Floor, Tel GArfield 1-8139, 26 O'Farrell Suite 1005, Tel GArfield 1-6626 or EXbrook 2-6250 (See page 21 Buyers' Guide)

*ADVERTISING DEALERS' DISPLAY

DEALER SERVICES CO OF L Comal, Dealer Display, Window, Counter, Floor, Design Tests, Development, Yellow Sales Building, 420 Market, Tel EXbrook 2-5483
VELVETONE CO, Manufacturers of Sale Advertising, Window Displays, Counter Displays, Cut-outs, Car Cards, Signs and Decorations, 108 Davis, Tel Exbrook 2-1024

*ADVERTISING DISPLAYS

LEHMANN BROS LITHOGRAPHING CO, 300 2d, Zone 7, Tel GArfield 1-3912
NOVELTY DISPLAY CO, 623 Turk, Zone 2, Tel TUxedo 5-6483

*ADVERTISING—LITHOGRAPHED WINDOW DISPLAY

SCHMIDT LITHOGRAPH CO, 461-489 2d Street, Zone 7, Tel DOuglas 2-0200 (See page 76 Buyers' Guide)

ADVERTISING NOVELTIES

Ad Fab Advertising Co 251 Kearny 3d fl
Associated Ad-Products 1 Post R120
Basilico Inc 427 Bush R400
Belner Arnold Sales Co 42 Davis
Cribbins Wm H 1 Post R1000
Danziger Sales Co 1355 Market R609
Fox Louis 1 Post R1000 R1100
Fantastic Advertising Co 20 2d 2d fl
McKinnon Community Advertising Specialties 1900a Fillmore
Sinclair Co 1012 Mission
Standard Advertising Co 2169 Folsom
Stanford Advertising Co 681 Market R402
Weik Co The 81 Post R1000
Weik S Inc 150 2d 3d fl

ADVERTISING—OUTDOOR

California Displays 461 Bush
Criterion Displays Inc 1065 Market R214
Display Mart Inc 804 Mission

ADVERTISING—OUTDOOR—Contd
Egan W C 286 Sanchez
FOSTER AND KLEISER COMPANY, 1675 Eddy at Pierce, Tel West 1-6600 (See page 2 Buyers' Guide)
Hudson J C & Associates 260 Kearny R19
Mobile Ad Co 2534 Franklin
National Outdoor Advertising Bureau 461 Market R309
Outdoor Advertising The 355 Golden Gate av
OUTDOOR ADVERTISING INC, 114 Sansome, R527, Tel Sutter 1-7461
Pacific Outdoor Advertising Co 703 Market R450
Process Poster Co 607 Market R200
San Francisco Poster & Advertising Co 148 Leavenworth
Urban Geo 584 Washington
Wilson Geo W 584 Washington
WEST COAST ADVERTISING CO, 123 S Van Ness av, Zone 3, Tel MArket 1-8203

ADVERTISING REPRESENTATIVES—NEWSPAPER AND MAGAZINE

Ayres Wm A 220 Sansome 9th fl
Babcock A B & Co 605 Market R1105
Fitch R J & Co 300 Montgomery R607
Burke & Kuipers & Mahoney Inc 681 Market R749
Close Geo D Co Inc 5 3d R1204
Coleman W F Co Inc 300 Montgomery R830
Comulin & Woodward 681 Market R741
Cremer & Woodward Inc 681 Market R741
Daniels B M 152 Market R343
Doyle & Hawley 717 Market R316
Erdmann & Brown 1204 Market
Fitzpatrick & Conlisten 1 Montgomery R808
Hall Chas Advertising 630 Russ Bldg
Hall Representatives Inc 110 Sutter R508
Hall Marie M 461 Market R601
Hieber Ralph W & Associates 582 Market R1207
Hearst Advertising Service 5 3d R701
Jann & Kelley Inc 111 Sutter R1207
Kelly-Smith Co 300 Montgomery R1037
Kimball Morton Co 681 Market R624
LaFontaine Louis & Associates 15 Hartlett
Lutman Gardner Co 260 Kearny R301
McDonald-Thompson 625 Market R1015
McGillivray R J & Sons 681 Market R746
Mooney Regan & Schmitz Inc 681 Market R241
Murra Edward 681 Market R1502
Nelson Chas Advertising 681 Market R202
Rain Richard Co 681 Market R749
Rankin Fred Co 681 Market R401
Scott Duncan A & Co 2 Mills bldg, pacific Scripps-Howard Newspapers 2 Mills Market
Simpson-Reilly Ltd 703 Market R814
Stoff Herman & Fisher 703 Market R1308
Udell Fletcher & Co 5 3d R1221
United Newspaper Magazine Corp 111 Sutter R1701
Walker Robt W Co The 57 Post R814-16
Wyndham Co Inc 251 Kearny R400
WEST-HOLLIDAY CO INC, 625 Market, Zone 5, Tel GArfield 1-6600
Western Advertising Representatives R233
Wetterau Geo 306 Post R1018
Winkler-Chilli Co 449 Market R1000

ADVERTISING SERVICE

SANFORD WM EXHIBITS AND INTERIORS, Designed and Built, 657 Harrison, Tels Exbrook 2-5255 and 2-5256 (See page 24 Buyers' Guide)

ADVERTISING—WINDOW DISPLAY

Felzner Morton Displays 2445 Taraval
Valentine Wm 1102 Folsom

AGRICULTURAL IMPLEMENT DEALERS

Carter H V Co Inc 52 Beale
BEERE JOHN FLOW COMPANY OF MOLINE, ILL, 651 Brannan, Tel SUtter 1-2929
Grant J Drummond 115 Sansome
Howard Rotavator Inc 241 Loomis
Hudson D D Mfg Co 43 Hardie
Peterson Tractor & Equipment Co 943 Harrison
Wetherbee Co The 1 Post R1000

AGRICULTURAL IMPLEMENT MFRS

Ker-O-Kil Mfg Co (etc) 582 Market R307
Universal Tractor Co 1 Post R1000

*AGRICULTURAL IMPLEMENT AND MACHINERY DEALERS

CASE J I CO, Full Line of Tractors and Farm Machinery, 1933 Pacific, Tel Graystone 7-0 PO Address Box 885 Bayshore Annex, Tels TEmplebar 2-0838 and 2-0839

*AGRICULTURAL IMPLEMENTS AND TRACTORS

DEERE JOHN FLOW COMPANY OF MOLINE, ILL, 651 Brannan, Tel SUtter 1-2929

AIR COMPRESSORS

Eastman Equipment Co 1080 Howard
Fleming & Co 1 Post R1000
Power Mac Corp 467 8 VanNess av
Tyler Co The 563 Bay
SCHRAMM INC, 1315 Howard, Tel Underhill 3-6655
WESTINGHOUSE AIR BRAKE CO, 501 Mission Bldg 21 Market, Tel EXbrook 2-1790

*AIR CONDITIONING

BAKER W E & CO, 1375 Fitzsimmons av, Zone 24, Tels AYwater 2-9866 and 2-6885 (See page 118 Buyers' Guide)
WARD EDWARD S & COMPANY, 21 Clementina, Tel EXbrook 2-3848

*AIR CONDITIONING CONTRACTORS

CARRIER CORPORATION, 251 1st, Tel GArfield 1-3370

AIR CONDITIONING EQUIPMENT AND SUPPLIES—MANUFACTURERS

BAKER W E & CO INC, 1375 Fitzsimmons av, Zone 24, Tel AYwater 2-9866 and 2-9889 (See page 118 Buyers' Guide)
Fair Co 544 Market R605
Fraser & Johnston Co 1609 17th

AIR CONDITIONING EQUIPMENT AND SUPPLIES—SALES AND SERVICE

Abco Refrigeration Co 1 Post R1000
Air Filters Sales & Service 1 Post
Canale Auplizer Center 420 Mission
Filter Co The 1 Sansome 4000 Mission
Fillmore Air Conditioning 1072 Harrison
Hostage Paul N 50 Hawthorne R205
York Corp 1275 Folsom

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