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OLSEN AGENCY THE, 717 Market, Tel EXbrook 2-9860, and 1440 Broadway, Oakland, Tel TWinoaks 3-8250 (See page 38 Buyers' Guide)

PROPERTY MANAGEMENT

ANCHOR REALTY, 2122 Market, Zone 6, Tel MArket 1-2700 and 1-0968 (See page 99 Buyers' Guide)

BALDWIN & NOWELL, 318-324 Kearny, Zone 8, Tel EXbrook 2-8100

COLDWELL, BANKER & COMPANY, 57 Sutter, Zone 4, Tel YUkon 2-5420; Branch 366 West Portal ave, Tel OVerland 1-6766 (See page 83 Buyers' Guide)

GRUBB & ELLIS CO, 2430 Chestnut, Tel WAlnut 1-5858 (See page 101 Buyers' Guide)

HARRIGAN, WEIDENMULLER CO, 344 Kearny, Tel GArfield 1-0766 (See page 86 Buyers' Guide)

PROPERTY MANAGEMENT CO, 111 Sutter, Room 636-631, Tel EXbrook 2-3591

TESLUCK CO, 3646 Geary Blvd, Tel BAyview 1-1888 (See pages 74 and 104 Buyers' Guide)

TREVOR & CO, 368 Bush, Tel Sutter 1-6483 (See page 98 Buyers' Guide)

PSYCHOLOGISTS

Alice Hobart E 3321 Geary blvd
Alice Prudentiglio Gerlach 948 Market R517
Augustine Calh 948 Market R317
Burgess W Jos 538 42nd ave
deFremery Herman 948 Market R517
Hieres Alfred 1422 Washington
Marcille Walter W 288 Ewing ter
Moon Alphonse 1422 Washington
Morton Sheldon I 536 Mason R401
Novac Arcadio 1422 Washington
Nelson Geo B 3321 Geary blvd
Ortenblad Eric B 3321 Geary blvd
Palmer Ruth A 122 29th
Rosenberg Jos Jacob 461 Post apt 2
Remillard Irene 314 8th ar
Stillwell Cath P 609 Post R1119

PUBLIC ADDRESS AND SOUND EQUIPMENT

Coilmark Co The 1000 Howard
Langevin Co The 1030 Howard

PUBLIC RELATIONS COUNSEL

Ashlock Leslie 3454 Market
Brazos & Co 1020 Mission apt R406
Brown Leo 607 Market R200
Byers Jos A Associates 58 New Montgomery R611
CAMPAIGNS INC, 690 Market, Room 1607, Tel Sutter 1-1414
Colihan John P 760 Market R1170
Consultants Inc 127 New Montgomery R302
Dable Chas 607 Market R305
Dilworth Lawrence Associates 814 Mission R301
Engels Emil E 1040 Mills bldg
Fears Jack W Associates 46 Kearny R407-08
Fitzharris Ed & Associates 607 Market R208
Gertie Matt J 122 Leidesdorff st apt 4B
Gugman Wm E & Associates 681 Market R332
Hancock Harvey & Co 785 Market R1170
Hennessy Mary T 821 Market R606
Hodges Ernest H 607 Market R200
Hughes Organization 251 Post R217
Kelly Patrick E 417 Montgomery R1
Lee & Lodi 251 Kearny R406
Lerner Albert B & Associates 681 Market R675
Lykes Willis A Associates 681 Market R759
Mahoney Jos 1020 Mission 525 Market R201
Moser Jos 1020 Mission R303
Miller Lee B 798 8th at apt 43
Norbert Norbert 1020 Mission R303
Nicholson O V & Associates 111 Sutter R320
Post Jos 785 Market R1170
PIERCE AND COMPANY, Marine Bldg, 214 Front, Tel YUkon 2-3950
Regan Jas L & Associates 681 Market R1054
Rivers Walter A & Associates 26 Geary 2d fl
Smith Arth & Associates 400 Montgomery R922
Shaw Dick 690 Market R1607
Smith & Glenn 717 Market R621
Sullivan Frank Associates 690 Market R924
Walker Gene K 465 California R334
Wattaker Robert 690 Market R1607
Wilder Edwin R & Associates 5 3d R621
Williams Frede 1 Associates 5 3d R621
Women's Campaigns 968 Market R613

PUBLIC SCHOOLS

See Schools, Public

PUBLIC STENOGRAPHERS

OMAR STENOGRAPHIC SERVICE, 1476 California, Tel Prospect 5-1205 (See page 90 Buyers' Guide)

PUBLIC STENOGRAPHERS—LEGAL

BUTTS MARGARET MRS, 250 Kearny near Bush, Tel EXbrook 2-3531

PUBLICATIONS

American Chemical Society (Regional Editorial Office) 760 Market R454 and 791 Post R703
American Home Magazine 1010 Rust bldg
American Weekly The 5 3d R1020
American 57 Post R1119
Aquatism Journal (weekly) 564 7th ar
Architect & Engineer (The monthly) 68 Post R618
Architects Report 1 Sansome R1000
Automotive Age 344 Market R203
Automotive Industries 681 Market R417
Beverage Industry News 703 Market R257
Beverage Industry Journal 703 Market R257
Beverage Industry Wine Price Book 703 Market R257
Book of Knowledge 1010 Rust bldg
Bulletin (monthly) 185 Post
California Apparel News 681 Market R723
California Farmer 83 Stevenson
California Fruit News 690 Market R723
California Fruit News 403 Montgomery R926
California Grocer (weekly) 265 Market R515
California Home Plant 593 Market R320
California Lumber Merchant 690 Market R349
California Manufacturers Register 3004 16th R210
California Medicine (monthly) 450 Sutter R3000
California Stylist 690 Market R723
California Textile Bulletin 681 Market R417
California Vineyard The 690 Market R723
Chemical & Engineering News 760 Market R901
Chinese News The 916 Stockton
Cigar Journal 681 Market R417
CITY DIRECTORY, 504 Mission, Room 705, Tel GArfield 1-5431
City Employees Digest The 005 Market R336
Clapper Publications The 1207 Rust bldg
Coast Shoe Reporter 335 Powell Hotel SFrancis
Colliers Magazine 1700 Rust
Construction Digest 503 Market R308
Counterpoint Magazine 580 Washington R304
Daily Construction Service 9 Main R400
DAILY PACIFIC BUILDER 465 Tel MARket 1-7110
Dairy Foods Review 532 Market R614
Editor & Publisher 2 Penthouse Mills bldg
Encyclopaedia Britannica 681 Market R404
Eureka District News 3384 16th
Extension Magazine 461 Market R224
Family Circle Inc 416 Rust bldg
Farm Journal Inc The 732 Market R1010 and 1572 Rust bldg
Fawcett Publications Inc 605 Market R1106
Filmograph Magazine 1442 Post
Fire Chief Shopping Guide 870 Haight
Fog Horn The 2150 Fulton
Fore Magazine 500 Sansome R305
Foreign Service (bi-weekly) 43 Post
Fote Fun Fare 965 Market R336
Friday Magazine 1455 O'Farrell R502
Friend's Tel San Francisco Guide 227 Church
Gerer Publications 681 Market R269
Go Magazine 417 Market
Golfer Magazine 1010 California
Good Packaging 210 Mississippi
Grocers' Guide Service 681 Market R518
Guide The 625 California 2d fl
Hardware World 265 Market R902
Herest Magazines Inc 5 3d R510
Hollywood Life Magazine 1455 Post
Hotel & Restaurant Operator 703 Market R257
Industrial Medical Digest 690 Market R200
Investment Dealers Digest 465 Market R200
Jewish Community Bulletin 121 Kearny R306
Journal of the California Horticultural Society 300 Montgomery R1030
L'Echo De L'Ouest Inc 2448 Clay
Little Conference Bulletin 1002 Market R723
Marfadden Publications 1613 Rust bldg
Marine Codes & Services Inc 1 3d
Marine Engineering & Shipping Review 244 California R412
Martin's Marine Index 400 Montgomery R202
Masonic Trowel The 1123 McAllister R214
McCORD'S DAILY NOTIFICATION SHEET, 1561 Mission, Tel MArket 1-4674 and 1-4675
Medical News 555 Sutter R400
Medico Digest The 227 Church
Mercury Press 942 Howard
Metal Magazine 171 Fremont
Mining & Industrial News 251 Kearny
Modern Brewery Age 703 Market R257
Mom's Magazine 26 Geary R1
National Business & Financial Exchange 1465 Valencia
National Business Opportunities 1535 Market R523
National Underwriters Co 544 Market R507
New Yorker Magazine of Commerce 1107 Market R200
Newsweek Magazine 155 Montgomery R503
Operation Engineering 1010 Rust bldg
Pacific Coast Business & Shipping Register 681 Market R278
Pacific Coast Record 681 Market R377
Pacific Coast Review 681 Market
Pacific Goldsmith 657 Mission R507
Pacific Pressman 1010 Rust bldg
Pacific Shipper Inc 22 California
Pacific Stationer (monthly) 657 Mission R507
Panthon The 114 Eddy
Parents Magazine Inc (ren dept) 268 Market R218
Pathfinder News 1572 Rust bldg
Pick The Coach 5 3d R1507
Pilgrim Magazine 661 Market R319
San Francisco Business Directories 210 Drumm
San Francisco Labor (bi-weekly) 2940 16th R7
SAN FRANCISCO SHOPPER NEWS CO, 1465 Valencia, Tel Underhill 1-6100
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SUNSET MAGAZINE 1 Sansome, Lane Publishing Co Advertising Sales Office, 625 Market, Tel YUkon 2-1800; Main Office, Menlo Park, Tel DAvenport 5-4400
Theatre Marcaso 260 Kearny R300
Transportation 703 Market R257
Time Inc 100 Bush 25th fl
Today Magazine 1455 Market R1404
Traffic World 681 Market R417
Transportation Journal News 821 Market R503
Transportation Topics 681 Market
The Peak Sentinel (weekly) 2384 16th
U S News & World Report 37 Post R507
Underwriters Report Inc 344 Sacramento
Walker's Manual 703 Market R257
WALL STREET JOURNAL THE, 415 Bush, Zone 6, Tel YUkon 2-1717
Weekly Law Digest 930 Mills bldg
West Coast Review (monthly) 760 Market R401
West Coast Seller 450 Harrison R201
Western Advertiser (monthly) 681 Market R400
Western Associated Farm Papers 55 New Montgomery R707
Western Automotive Service (monthly) 690 Market R1607
Western Building 607 Market R200
Western Construction 500 Mission 6th fl
WESTERN GRAPHIC, 461 Market, Room 515, Tel EXbrook 2-7877
Western Grocer The 77 Market R503
Western Industry 609 Mission 6th fl
Western Jewelry 1 Leidesdorff 4th fl
Western Kennel World 20 Sycamore
Western Merchandiser Inc 1455 Market R579
Western Merchandiser Inc Pine Flora 1004 16th R210
Western States Publications 320 Market R220
Western Textile Bulletin 681 Kearny R417
Western Underwriter 215 Leidesdorff 4th fl
Wines & Vines 1004 Market R503
Women's Home Companion 1700 Rust bldg

PUBLISHERS

Abingdon-Cokesbury Press 85 Hyde Market R421
Acme Code Co 311 California R415
Alcoholic Publishing Co 363 Bartlett R12
Allyn & Bacon 560 Mission 6th fl
American Book Co 15 14th 4th fl
American Principles Inc 504 Market R410
American Research Co The 544 Market R203
Army Times Publishing Co 681 Market R326
Bancroft Whitney 301 Mission and Ryan
Bender-Moss Co 91 McAllister
Best Publishing Co 1119 Mission
Blue Publishing Co 435 Duboce
Bill Brown Publishing Co 681 Market R749
Bodle Harry 1 Sansome R125 Valencia
Business Review Bureau 604 Mission R1003
Butterick Company 1 Sansome R302
Caserta Craft Publishing Co 95 Minna 3d fl
Chemical Publishing Co 1 Montgomery R1207
Citizen Times Publishing Co Inc 117-19 Waverly pl
CHRONICLE PUBLISHING CO, Market cor of 5th Tel GArfield 1-1112 (See page 84 Buyers' Guide)
Collier P F & Son 821 Market R064
PUBLISHERS—Contd
Commerce Clearing House Inc 155 Montgomery R404
Crowell-Collier Publishing Co 1700 Rust bldg
Current Price Bureau 55 New Montgomery
Curtis Publishing Co 2900 Rust bldg
DAILY NEWS CO LTD, 812-814 Mission, Zone 1, Tel DAvenport 2-6700 (See page 96 Buyers' Guide)
Dealer Publishing Co 690 Market R417
Directory Enterprises 1 Sansome
Doubleday Inc 760 Market R441
Dun & Bradstreet Services 560 Brannan
DOW JONES & COMPANY INC, 425 Bush, Zone 6, Tel EXbrook 2-1271
Fairchild Publications 26 O'Farrell R308
Farallon Press The 58 Sutter R453
Fellows Publishing Co 709 Hayes 6d fl
Foster Publishing Co 503 Market R508
Freeman Wm & Co 260 Kearny R406
Frontrup Publishing Co 580 Washington R311
Gunn & Co 260 Oak
Gregg Publishing Div of McGraw-Hill Book Co Inc 68 Post R4
Greller Society Inc 278 Post R500
Heart Consolidated Publications Inc 3 3d R1131
Hearst Publishing Co Inc 5 3d R1121 and 1220
Heath D C & Co 182 2d 2d fl
Heilenic-American Publishing Co 114 Eddy
Hines James S Publishing Co 564 Market R705
Holt Henry & Co 536 Mission R1107
Hoppenfeld Publishing Co 681 Market R1017
Houghton Mifflin Co 555 Howard 5th fl
Independent Publications Inc 703 Market R257
Jobs Publishing Co Inc 681 Market R575
Keep O D Associates Inc 68 Post
King Publications 500 Mission 6th fl
Lane Publishing Co 625 Market R111
Lippincott Wm H 1355 Market R253
Macmillan Co 111 New Montgomery R503
Mainstreet Publications 657 Mission R507
Masonic World Publishing Co Inc 821 Market R719
McCall Corp 1000 Rust bldg
McGORD COMPANY, 1561 Mission, Tel MArket 1-4674
McGraw-Hill Publishing Co 68 Post 5th fl
Merchandising Inc 55 New Montgomery
Miller Freeman Publications 121 2d 3d fl
Monro C W Co 220 Jackson
National Automotive Service 142 Drumm
National Publishing Co 1 Sansome R1 California R1233
Pacific Gold Inc 988 Market R1 Pacific Gold
PACIFIC PUBLISHING CO, 1 Sansome 2 fl of Broadway Tel GArfield 1-0242 Atlas Bldg, 604 Mission, Tel GArfield 1-5431
Prentice Hall Inc 68 Post
Rand-McNally Co 573 Mission 4th fl
Reconstruction Publications 251 Kearny and 99 3 VanNess ar
Reeves Publishing Co 500 Sansome R305
Reporter Publishing Co 1570 Post
SAN FRANCISCO SHOPPER NEWS CO, 651 Howard, Zone 3. Tel GArfield 1-8200
Scott Foresman & Co 560 Mission 5th fl
Scribners Chas Sons 5 3d R509 and 55 New Montgomery
Silver Burdett Co 604 Mission R300
SOUTHWESTERN PUBLISHING CO, 1300 Howard, Tel MLenoke 2-3033
Strand Hotel 1 Leidesdorff
Sunset Publishing Co 1021 Fillmore
TRADE PRESS PUBLISHING CO, 260 Kearny, Tel DOuglas 2-0160
Thomas Publishing Co 204 Sacramento
Times Publishing Co 1 Sansome Cor of Eddy
Tower Publishing Co 545 Sansome 6th fl
Underwriter Publishing Co 1 Sansome
Wade Publishing Co 6 Main R400
WAGNER PUBLISHING CO, 609 Mission, 4th Floor, Tel Sutter 1-9192
Wallace Publications 403 Sansome R303
West Publishing Co 275 Bush 4th fl
Western Publishing Co 1 Sansome
Western Underwriting Publishing Co 215 Leidesdorff
Windsor Publishing Co 2302 Greenwich
Worth Book Co 1 Sansome R601

PUBLISHERS—BOOK

HOUGHTON-MIFFLIN & CO (School Books), 500 Howard, Tel GArfield 1-4800

PUBLISHERS—CITY DIRECTORIES

POLK R L & CO, 604 Mission, Room 705, Tel GArfield 1-5431

PULLEYS AND BELTS

DICK R & J CO INC, 510 Bryant, Tel Sutter 1-1341
PAWS W McCHESNEY & SONS INC, Court Complex San Francisco Shop, 2472 3d, Tel Mission 7-2714 (See page 10 Manufacturers' Depot)

PUMP MANUFACTURERS

Bingham Pump Co 420 Market
Bowser Inc 465 Market
BOWSER INC, 466 9th, Tel UNderhill 1-0636
Central Station Pacific Co 150 Fremont
Dorward Pump Co 210 Mission
Gorrissen Geo 511 Folsom
Homelite Corp 1201 Shaffer st
Kraft Pump Co 215 Harrison
Mercer Controlled Co 130 Green
Myrtle Engineering Co 320 13th
Pacific Pump & Supply Co 420 Bryant
Pump Engineering 1010 Rust
Wood John Co 420 Market R156
Woodin & Lufkin 1 Drumm

PUMP REPAIRERS

Pump Repair Service Co 690 Tennessee

*PUMPS

PACIFIC PUMP & SUPPLY CO, 420 Bryant, Zone 7, Tel GArfield 1-5237 (See page 90 Buyers' Guide)

*PUMPS—CENTRIFUGAL

PACIFIC PUMP & SUPPLY CO, 420 Bryant, Zone 7, Tel GArfield 1-5237 (See page 90 Buyers' Guide)

*PUMPS—DEEP WELL

PACIFIC PUMP & SUPPLY CO, 420 Bryant, Zone 7, Tel GArfield 1-5237 (See page 90 Buyers' Guide)

*PUMPS—IRRIGATION

PACIFIC PUMP & SUPPLY CO, 420 Bryant, Zone 7, Tel GArfield 1-5237 (See page 90 Buyers' Guide)

PURCHASING AGENTS

Biddle Purchasing Co (foods) 260 California R304
Baker Estate Commissioners Sansome 5 A 503 Market R705
Boston Consolidated Inc 255 California R202
Bowler D Gould 300 Washington
Cabiel Sonny 1 Mission 2d fl
Middleton Rae 835 Market R622
Pacific Mercantile Co 461 Market R420

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