NATHAN
Sidney (Rose A) Hmn b1537 Jones
Sung Jeff (Jack) b515 Pierce apt. c
Sri Mrs art b3555 Jackson apt 6
Vicky sec Pac Mutual Life Ins Bruno
Wm r emp B Ar Am b286 11th av
Nathanson Alma Mrs b2223 Clement
Arthur (Jane E) Hollywood Sport Shop b187 Idora
Barbara E r2960 22d av
Betty S2 Parker av apt 203
Edw H Radio Tater Sales and Repairs) b1624 48th av
Jane S Mrs glen Glenn B White & Assoc b167 Idora
Janet R r1915 Taraval
Kate C Mrs ofc res b1414 11th av
Lucy Mrs Dol b1915 Taraval
Nathanson Mrs b425 Noe apt 51
Nathanson Louis mgr Parker Court Apts b355 O'Farrell
Nathanson M
Nathalie Art Glassware 1018 Paramount Bldg b850 Geary
Natio Airlbs (Torres) Jan b661 Guerrero
Nation David (Doris) r3595 Leavenworth
Nation Mfg Co Personal Finance Co of SF r232 Peninsula av
Jurisdiction Mrs tel opr Am President Lines r232 Peninsula av
Oliver (Winona) sfe Vet Adm Hosp b168 Seal Rock dr
Paul F (Eleanor P) mach Timmassi Mfrs (Daly City) b431 Madrid
Winona Mrs sec Western Traction Co b168 Seal Rock dr
NATIONAL ANILINE DIVISION OF ALLIED CHEMICAL & DYE CORP. Paints & Varnishes, Dyestuffs, Detergents, Intermediates, 517 Howard, Tel SUtter 1-7507
Associated Mills Inc Robt L Parsons mgr hosiery 28 O'Farrell Rm604
Association for the Advancement of Colored People Mrs Ethel Ray Sec Pacific Dist dir 101 9th
Association for the Advancement of Colored People SF Br Raymond J Reynolds pres 1974 Sutter
Association of Broadcast Employes & Technicians John R McDonough pres 1974 Sutter
Association of Letter Carriers No 214 meets 44 Page
Association of Letter Carriers Ladies Auxiliary (Golden Gate Br) 3543 16th
Association of Manufacturers John McGraw regional director 1355 Market
Association of Manufacturers Jas D Hammond dir mgr 2614 Russ bldg
Association of Master Mates and Pilots of America Local No 40 Jos A Gannon sec-bus mgr 25 Ferry bldg
Association of Power Engineers 9059 16th
Association of Secretaries Mrs Ruth A Conway dist sec 620 Market R418
Auxiliary Society Hospital McCaughey Pac Coast rep 1693 Butter Rm
Automobile Club of Southern California regr 126 Does
Automobile & Casualty Insurance Co Walter E Duncan claims supt mess fl 315 Montgomery R3
Automobile Club Herbert R Sinnott dir mgr 226 Pine
NATIONAL AUTOMOBILE THEFT BUREAU
PACIFIC COAST DIVISION
DENNIS N KAY, Mgr
216 PINE
TEL YUKON 6-1040
NATIONAL AUTOMOBILE UNDERWRITERS ASSOCIATION
PACIFIC COAST BRANCH
HAROLD D SAMMIS, Branch Sec
F A BRNBERGER, Asst Branch Sec
CLAUD J HUBBARD JR, Asst Branch Sec
216 PINE
TEL YUKON 6-1040
Automobile Service Gaz A Seller pr publication 142 Drumm
Barber Supply Co (Edw T Pate) 8 Montgomery dr
NATIONAL BEN FRANKLIN FIRE INSURANCE CO OF PITTSBURGH PA Liberty Group, 7th Floor
Bldg 1 Tower, 220 Sansome, Tel Sutter 2-8540
Blanch Co Wayne Mrs dir mgr 2540 Newhall
Blank Book Co Herbert Mrs dir mgr 241 14th
NATIONAL BOARD OF FIRE UNDERWRITERS, R C Stone Asst Gen Mgr, Pacific Coast Rep Zone 6, 315 Douglas 2-2170
Board of the YWCA Ella H Payne correlator 26 O'Farrell R701
Bookkeeping Service 2595 Mission
Boxing Club 541 York
Brandt Saint Cyr Lloyd E Nyberg pres Geo W Kemp sec-treas food brokers 580 Market R1401
Brandt Saint Cyr Lloyd E Nyberg pres Geo E Reed sec-treas artificial flowers 580 Market R1401
Broadcasting Co Inc Lloyd E Yoder mgr 420 Taylor
Budget Plan Martin Mrs dir mgr 1 Market R400
Building 1975 Mission
Bulk Carriers Inc John H Cordes agt transport 116 34 Davis
NATIONAL BUREAU OF CASUALTY UNDERWRITERS
E F Ast, Manager
315 MONTGOMERY
ROOM 720
TEL EXBROOK 2-3020
Business & Property Exchange Howard Norworth mgr adv and publns 1464 Valencia
Business Mgrs Union John McCarthy (Ruth Franchi) Inc 3440 Mission
Cargo Bureau Inc Michl J Kane dep chf surveyor 255 Sansome R1100
NATIONAL CARLOADING CORP. F P Minervey V-Pres Pac Coast div, C D McCall Asst V-Pres Pac Coast Div, Edw Eden Asst V-Pres Traffic, G A Quartel General Claim Agent Pac Coast Div, N N Bennett Freight Traffic Mgr, 1301 4th, 1 B Glenn Chief Clerk Pac Coast Traffic Office, 245 California, Tel Garfield 1-6279
Carloading Corp (Traffic Coast Div) Frank P McNourney pres 1301 4th 245 California R203
NATIONAL CASH REGISTER CO INC
A W McMULLEN, Mgr
CASH REGISTERS
ADDING MACHINES
BOOKKEEPING AND ANALYSIS MACHINES
POSTING MACHINES
BANK BOOKKEEPING MACHINES
DUPLICATE METER MACHINES, SUPPLIES AND SERVICE
778 MISSION
TEL SUTTER 1-2732
Cashiers Union (Jiff ofc) Jas M Allison dir mgr cash register, coffee 201 Front R607
Cash Register Co Warehouse Philip L Wilson mgr 274 Brannan R600
Casualty Co John L Toole gen agt ins 605 Market R1111
Catholic Community Service 70 Oak
Cigar & Liquor Store (Ben) and Mrs Marzi M Altschuler) 72 Powell
Chanaye (Nick T Theghase) 185 3d and 105 5th
Coal & Salt Industry Recovery Board Alf Cohen exec sec 1355 Market R1000
Coffee Shop (Leo Wright) 1 Market
Coffee Shop (Alex Petropulos) 100 Geary
Color Press (L Garber) printers 1030-32 Folsom

NATIONAL
Conferences of Christians and Jews Karl B Justus v-pres regional dir 1355 Market R1000
Consumers Credit Plan Jacob Shemane pres 988 Market R1000
Council of Catholic Women 465 Post R211
Council of Jewish Women SF Section in charge Council Thrift Shop 2120 California
Council of Young Men's Christian Assn Bldg and Parcelling Service John A VanDis jr ofc mgr 1355 Market R726
Credit Clerk Ed Tice Merch ale mgr 821 Market R726
Cylinder Gas Co Harold E Rhoades dist mgr 439 Bryant
Discount Corp Louis W Fleischer mgr restr supp 200 Pine st
NATIONAL DISTILLERS PRODUCTS CORPORATION
RAY PANELLI, Regional Mgr
1095 MISSION
200 MONTGOMERY
TEL DOUGLAS 2-6061
Distillers Products Corp Jas Hollander dist mgr 1095 Mission
NATIONAL DOLL AND ART FLOWER Men's, Ladies' and Children's Furnishing Goods, Household and Art Goods, 48 Geary, Tel EXbrook 2-1171, Branches 2106 Chestnut, Tel Walnut 1-8202, 1637 Haight, Tel Hemlock 1-6330 and 2610 Mission, Tel ATwater 2-2057
Drilling Steel Co Harold B and Rupert V Smith 182 S VanNess av
Electric Products Corp Wm D Ross mgr 400 Montgomery
Electric Supply Co Jas J Noble pres-treas B J Farrell v-pres R S Johnson sec 1 14th
Electrical Contractors Assn Ice Matt Sherwood mgr 1355 Market R500
Emergency Regulations Service (Robt B Gaffney, Ruth Farnetti) 3440 Bullitt
Employment Agency (Arth L Ipswitch, Wilford B Murray) 1355 Market R1000
Envelope Corp Howard N Gilmore pres mfrs 1201 Folsom
Equipment Co (Wm C Summers) hotel and restr supp 1355 Market
NATIONAL EXPORT JOINT CO. Russell V Wood Jones Mgr, Paving Materials 333 7th, Tel UNderhill 1-7177
NATIONAL FIRE INSURANCE CO OF HARTFORD. Edward R Hall Jr Gen Mgr and Manager, H J Germain, E W Paterson, L V MacKenzie and C H Warren Asst Mgrs 255 Sansome, Tel DOUglas 2-3665 (See page 64, Buyers' Guide)
Fin Co Pacific Mrs Ruth Franchi Jas Nicetotas 3440 Mission
Foundation for Infantile Paralysis Ina Dani Marotrol women sec 600 Montgomery
Foundation for Infantile Paralysis (pub relations dept) 690 Market R1000
Garage (Milton G Perry) 9396 Sacramento
Glove & Mitten Co (Jos Bloch) 1000 Folsom
Grocery Chester Chen 201 Heart st
Guard Armory 1355 Market
Herb Institute of China S K Wong pres 748 Sacramento
Hotel Association Conference Herbert S Simpson mgr 1355 Market R1000
Hotel Chas J Dorn 1355 Market
Housewares Directory Office M McDonald managing editor 1355 Market R1000
Ice & Cold Storage Co of Calif Frank O Cooke pres Millard W Fowler v-pres Frank C Cooke sec-treas 820 Montgomery del dept 38 Kansas step-mat 1015 Mission
Internat Ann Howard H Smith pres 1232 Market R1000
Jewish Hospital Dorothy Northern Calif Regional Off Peter Targer dir 41 Sutter R520
Jewish Welfare Board Saml S Kohl, Julid jes Harry L Altschule dir amsd serr dir Stas S Schwarz regional Vice Chairman Ralph Wm Z Dalin dir dir religion 1005 Market R412
Johnny Hamm Lunch Room 820 Market R324
Labor Bureau Henry P McNikow and C J Simpson 1355 Market R1000
NATIONAL LACQUER CO Wm Wm M VanSicklen Manager Floor Finishes, Permanent, Durable, Water Mix Gold Paint Brushes, Easy to Keep Clean, 1600 Armstrong av, Tel ATwater 2-0809
NATIONAL LEAD COMPANY
MANUFACTURERS OF DUTCH BOY PAINTS
RETAIL STORES
1295 FILLMORE, TEL HEMLOCK 1-8929
1446 POLK, TEL GRAYSTONE 4-2247
FACTORY AND RETAIL STORE
2240 24TH, TEL MISSION 7-0440
League for Women's Service 255 O'Farrell pres 465 Post
Life & Accident Insurance Co Ralph Kirk supt 982 Geary st
Life & Accident Insurance Co W J Finch mgr 2338 Market
Life Insurance Co Saml C Martin genl agt 68 Post R2200
Loan Plan Inc Wayne R Ferrell mgr 821 Market R546
Locksmith Co (Mrs Martha M Howe) 167 Jessie
Lumber Manufacturers Association John Flee ctr 661 Market R770
Magnesite Co Geo M Sickinger 681 Market R819
NATIONAL MALLEABLE & STEEL CASTINGS CO. A J Kaufmann Pacific Coast Div, Railroad Supplies 709 Mendocino Bldg 681 Market, Tel SUtter 1-0621
Mallinson Fabrics Corp Theo W Lewis mgr textiles 605 Market R1111
Manufacturing Co mens ale 1361h Mission
Maritime Union of America Seth Chas Abar port agt 91 Drumm
Market (Jim and Albert S Lowe) 1444 Fillmore
Monument Co (Joe Ruggiero) 5715 Mission
Neon Corp Ross C Bley pres Fred C Gibbons v-pres Fred R Schick sec Robt Baule treas signs 1201 Tennessee
Noodle Co Wong S Wong v-pres treas 1 Grant
Northern Sales Co Edw R Hastings pres Richd J Gerrard sec-treas 1355 Market R1000
Oil Management Assn Fred V Duncan jr pres Jas V Mitchell sec-treas 1355 Market R1000
Pacific Lumber Co Lawrence L Walling treas 116 New Montgomery R610
Organization Research Inc Ofc Pilots of America Local No 90 209 California
Outdoor Advertising Assn 461 Market R809
Plastics Industries (Louis E Hendricks) 425 Divisadero
Probation & Parole Assn (Western ofc) John Schapps western dir 321 Market R1029
NATIONAL PRODUCE CO (Pietro Balsamo, Gino Battistoni, Wholesale Grocers and Produce 525-527 Front, Zone 11, Tel Douglas 2-2088
Professional Bureau Ltd A J Quinn prof audit serv 450 Sutter R318
Progressive Labor (Franklin P Nutting) real est 58 Sutter R427
Quotation Bureau Inc Frank C White mgr 465 California R1230
Radiator Co The Robt E Daly mgr 881 Market R1027

NATIONAL
Research System Myron J Slager genl mgr detective bur 821 Market R418
Retail Merchants Assn (Chas B Williams) business processor 420 Market R306-28
Safety Appliance Co Ltd Herbert F Folker mgr mfrs 82 Mary
NATIONAL SAFETY COUNCIL, Tom A Burke Western Regional Safety Director, 255 California, Tel EXbrook 0-2945
Safety & Service Co (Ervin R Hoffman) janitors supp 1 8th Sahara
Screen Process (Leonard Seacaloni) 492 Bryant
Screen Service Corp Jack D Marpole br mgr 140 Leavenworth
Secretaries Business Dept Gilmore mgr 1204 Russ bldg
Security Industrial Assn Horace D Nuber regional dir 25 Beale R740
Shirt Shop (Jack Lee) 8 Bryc mgr (dlst ofc) 1005 Market R212 stores 768 and 1001 Market and 2540 Mission
Silver Co Jeff Friedberg mgr silver plated ware mfrs 61 Ellis
Stamp Products Inc (Natl Adhsive Div) Francis R Lesterlin dir mgr 2540 Bryant
Steel Fabricators (F L Ashby) ornamental iron wks 1 Grant
NATIONAL STORE FIXTURE CO INC
MICHIGAN AVENUE
JAM ARRIGHIN
STORE INSTALLATIONS
STORE OFFICE, BAR FIXTURES, STORE FRONTS
2700 19TH
TEL VALENCIA 4-2715
NATIONAL STORE FIXTURE CO
OIL AND GAS WELL SUPPLIES
2247 HUNTER BUILDING
235 MONTGOMERY
GONE 4-1
TEL DOUGLAS 2-2975
Sunday Services Inc Scouts of America Fred C Mills mgr 1565 Mission
NATIONAL TRAVEL CORPORATION
R K ENTREKIN, Mgr
315 MONTGOMERY
ROOM 714
TEL EXBROOK 2-1952
Tailors & Cleaners (Peter P Shotelle) 506 Bush
Tailors Union (Jos Ruiz) 1570 Bush
Television (Jerome Frankel) ofc and serr 1209 Fillmore 3rd flr Wm Winslow
Theatre Supply Hector H Randall mgr 255 Golden Gate av
Tile & Terrazzo Co Inc Thos H Price pres J A Casenave v-pres Jas Casenave treas 139 Mississippi
Twist Drill & Tool Co Nelson W Harris dist mgr 1 Market R1027
Underwriters Supply W Bland mgr outlrs 544 Mission
NATIONAL UNION FIRE INSURANCE CO
PITTSBURGH, PA
200 BUSINESS MGR
TOM FLOOD
TEL EXBROOK 2-4168
Union of Marine Cooks and Stewards Hugh Bryson pres 59 Steuart
NATIONAL VAN LINES INC. R W Adams Mgr, 540 Mission, Tel DOUglas 2-2000
Valentine Fibre Co G W Harmsen mgr 273 7th
NATIONAL VENDING EQUIPMENT CO LTD
H F BROWN, Pres
G L BROWN, V-Pres-Genl Mgr
H F BROWN JR, Sec
P S CHRISTENSEN
MANUFACTURERS OF "NATIONAL" GAS WELL FLAME FIXTURES GAS-AIR BURNING AND VENDING EQUIPMENT
2147 FRANKLIN
TEL TUXON 6-2868
Vine & Linen Inspection Co J M Blumen pres 156 Montgomery R210
Water Box Mfg Jack H Dobbin sec-mgr 85 New Montgomery R724
Women's Daughters of the Golden West Alta No 3 414 Mason
Daughters of the Golden West Buena Vista Parlor Chapter No 68 555 Baker
Daughters of the Golden West Dolores Parlor Chapter No 169 555 Baker
Daughters of the Golden West Fremont No 59 414 Mason
Daughters of the Golden West Gabrielle Parlor No 139 3543 18th
Daughters of the Golden West Genevieve No 132 414 Mason
Daughters of the Golden West Golden Gate No 158 414 Mason
NATIVE DAUGHTERS OF THE GOLDEN WEST, GRAND OFFICE
MRS SALLIE R TNALER, Grand Secretary
MRS ADDIE M CURRY, Treasurer
CENTRAL TOWER BLDG, SUITE 612-614
703 MARKET
TELS DOUGLAS 2-4127 AND DOUGLAS 2-4128
NATIVE DAUGHTERS OF THE GOLDEN WEST HOME
MRS ELIZABETH RYAN, Manager
555 BAKER
TEL WALNUT 1-9929
Daughters of the Golden West Keith Parlor Chapter No 137 555 Baker
Daughters of the Golden West LaEstrella No 69 414 Mason
Daughters of the Golden West Las Lomas Parlor 558 Baker
Daughters of the Golden West Mission No 227 414 Mason
Daughters of the Golden West Orinda Parlor 558 Baker
Daughters of the Golden West Oro Fino Parlor Chapter No 8 555 Baker
Daughters of the Golden West Portola No 172 414 Mason
Daughters of the Golden West Presidio No 148 414 Mason
Daughters of the Golden West Yerba Buena No 278 414 Mason
Sons Building Jos Clement mgr 414 Mason
Sons of the Democratic Social Club 232 Alvarado
Sons of the Golden West
NATIVE SONS OF THE GOLDEN WEST
GRAND SECRETARY'S OFFICE
JOHN T REGAN, Grand Sec
414 MASON
TEL EXBROOK 2-1223
Sons of the Golden West California No 1 414 Mason
Sons of the Golden West Castro No 232 414 Mason
Sons of the Golden West Golden Gate No 29 414 Mason
Sons of the Golden West Grand Parlor 414 Mason
Sons of the Golden West Mission Parlor No 36 3543 16th

ELWORTH & CO.
Investment Securities
111 SUTTER STREET **PHONE GARFIELD 1-4460**