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1201 Market Street at Eighth

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AFFILIATED WESTERN HOTELS, Inc.

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PACIFIC
 Dental Laboratory San Francisco (Marlowe V Nicole, Clarence J Wiseman, Cecil E Fletcher) 450 Sutter
 Dental
 Dr. W. Ray Laboratory (Clarence D Marks) 700 Market R732
 Diamond Co (Joshua Torczyner, Jose Lederer) 657 Geary
PACIFIC DIAMOND H BAG COMPANY
 JOSH S. HARTZ JR. Pres
 PHILIP SCHWARTZ, V-Pres
 WHOLESALE DEALERS IN
 DIAMONDS
BURLAP COTTON
 315-319 MAIN
 TELEPHONE EXBROOK 2-7030
 Diplomat Co (Wood W Maxwell) designers and bldrs 712 Sansome
PACIFIC DOOR CLOSURE CO
 A. PETERS, Owner
 DEVOTED EXCLUSIVELY TO SALES, REPAIR-ING AND PARTS OF DOOR CLOSERS AND FLOOR NINGES
 305 VALENCIA
 TELEPHONE MARKET 1-8977
 Eastern Truck Exchange (Frank D Dadl) 1188 Hayes
 Electrical Instrument Laboratory (Winston Horro-son) 111 Main
 Electrical and Mechanical Co Theo T Rosenberg pres
 Sweeney R Rosenberg v-pres 235 Fell
PACIFIC ELEVATOR & EQUIPMENT CO
 W. S. HECHLER, Sec
 H S HENKER, V-Pres
 G. A. GELCHER, Sec
 PASSENGER FREIGHT AND AUTOMATIC ELEVATORS
 45 RAUSCH
 TELEPHONE HEMLOCK 1-4476
 Empire 489 West Portal v
 Employers Insurance Co Stanton R Haight resident v-pres 302 Montgomery
 Engineering Laboratory W C Roberts dir 604 Mission R504
 Equipment Co Louis S Bruner pres dist dir mach 420 Market
 Estimolator Co (Arthur Kirlin) 94 Natoma 4th st
 Fan & Blower Co (Francis D Stephens) 1800 Folsom
 Far East Co (J S Chou) importers 244 California R400

PACIFIC FAR EAST LINE INC
 E. CUFFY, Pres
 JOHN R WAGNER, V-Pres-Mgr
 RONALD J. IYAN, V-Pres-Assnt Genl Mgr
 ALTON L PAPWORTH, V-Pres Sales
 GEO J GELCHER, Traffic Mgr
 R. ROSS, Sec
 E. E. NEVIN, Treas
MAIN OFFICE
 14 BATTERY
BRANCHES
 315 CALIFORNIA
 BLS CLAY
 TELEPHONE EXBROOK 2-7605

Pacific Felt Co W A Ladley pres R D Ladley v-pres Mettie E Jennings sec 710 York
 Finance Corp (Ivan W Clark mgr 928 Van Ness v
 Finance Loans 996 Market and 928 VanNess v
 Fire Extinguisher Co Inc Burt L Davis pres Mrs W
 G. Hall pres 609 Geary 142 9th
PACIFIC FIRE INSURANCE COMPANY OF NEW YORK
 HAROLD J JOHNSON, V-Pres-Mgr
 PACIFIC COAST DEPT
 145 MERCHANT EXCHANGE BLDG
 465 CALIFORNIA
TELEPHONE EXBROOK 2-0866
PACIFIC FIRE RATING BUREAU (San Francisco Di- vision) Al J Gilbert Genl Mgr, Fay H Hawkins Asst Genl Mgr, R C Stevenson Dist Mgr, J R Harrison Asst Div Mgr, 465 California, 9th fl, Al J Gilbert Supt 1800 Market
 Filtings (Div of Gen Metals Corp) Ned Mayer br mar mgr 415 Sutter 1800 Market
 Floor Coverings Inc Gordon O Leonard mgr carpets whol 1357 Market R364
 Floor Machine Manufacturing Co (Sam A Robin) 561 Valencia
 Floor Products (Phillip S Kaye, Mrs Lily M Ward) Hinkum 1355 Market R387
 Flooring Supply Co (Matthias A Rea) 269 7th
 Fokler Distributing Co (Mrs Adelle R Scott) 15 Alamo
 Forwarders L T Burke pres 255 California R404
 Forwarding Assn Inc Win F Parkin dist mgr 75 Chestnut

PACIFIC FOUNDRY COMPANY, LTD
 NEW J. J. HARTLEY, Pres
 WALTER SCHROEDER, Exec V-Pres and Treas
 T E NAUGHTON, V-Pres
 GEO. HARRIS, V-Pres
 LEROY E JOHNSON, Sec
ENGINEERS
METALURGISTS
IRON AND STAINLESS STEEL FOUNDERS
 Hinkum 3100 19th
 TELEPHONE MISSION 7-1104
 Freight Lines Lloyd Curtis terminal agt 633 24th
 F. C. Electric Mfg Co H Casey pres shippers 352 Mis- sion
 Fruit Express Co Kenneth V Plummer v-pres-genl mgr 116 New Montgomery R534
 Garage (Raymond V McLean) auto repr 770 Pacific v
 Gas & Electric Mfg Co 245 Market
PACIFIC GAS & ELECTRIC CO
 J B BLACK, Chairman of the Board
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 L HAROLD ANDERSON, V-Pres-Assnt Genl Mgr
 G. GERDES, Asst V-Pres-Genl Counsel
 K C CHRISTENSEN, Treas
 E E MANNARD, Sec
GENERAL OFFICE
 245 MARKET ST. Bldg 25
SAN FRANCISCO DIVISION OFFICE
 445 SUTTER
 H. L. LEE, Division Manager
TELEPHONE SUTTER 1-4211
 (See page 49 Buyers' Guide)
 Gas & Electric Co (the) 325 18th
 Gas & Electric Co (the) 245 Market
 Gas Heating Co (Lexandra and Mrs Kathryn Cing-Mars, Gas and Mrs Lorraine McFarland, Violet McLaren) litz emp mgr 2248 20th
 General Contractors (David Knott, Jas L Gee, Leong Bao) Home Building 1057 Leiford
 Glue Co (Otho Schille) 3033 16th
 Golden Fish Manufacturer Publications publs 657 Mission R307

PACIFIC
 Greenlee Carl Co (Wayne L Day) 708 14th
 Ground Lines Freuk W Ackerman pres Melvin C Fralley v-pres David Grant sec Gratton W Sellers Irwin Clifford L Smith roller (genl off) 371 Market travel bur 365 do bus 50 7th
 Grocery Co (Frank Chin) 1119 Siskiyou
 G. W. H. Agency Inc (Gerald H) 920 mgr Ins 593 Market R1002
 G. W. H. Agency Inc (Gerald H) 920 mgr Ins 593 Market R1002
 Hardware (Carl Hammill) 250 Haight
 Heating & Sheet Metal Co Inc John Tuteur pres Ray- mond C Carr v-pres John W Dinkshiel sec-treas 39 SoCarroll
 Heights Cleaners (Earl Powell) 2000 Union
 Heights Garage (Emory W Spork) auto repr 1743 Divisadero
 Heights Garage (Harold J Gueterloh) 2398 Webster
 Heights Manor (W Al Hoepner) 3070 Jackson
 Heights Nursing Home (Mrs Edith K Martin) 2857 Sacramento and 2511 Scott
 Heights Pharmacy (Thos C Merigan) 2438 Fillmore
 Heights Residence Club (Chas L Werner) 1901 Pacific v
 Heights School 2350 Jackson
 Heights Sine Repair (Eduard Fuchs) 2448 Fillmore
PACIFIC HIDE & LEATHER CO, John Holland Branch Manager, Wholesale Leather, 1211 Mission, Tel. Vnderville
 Highway Users Inc Gordon H Garland sec business organization 500 Montgomery R842
 Hotel Mrs F Kelly mgr 24 Sacramento
 Hyle Garage (Harry Chang, Y T Chin) 309 1419 Pacific v
 Importers (Sincelar Louie) oriental gds 850 Grant v
 Improvement Co Margt Skehan mgr 620 Market R411
PACIFIC INDEMNITY CO, Sweet & Crawford Under- writing Mgrs, 100 Sansome, Tel Sutter 1-4400
 (See page 65 Buyers' Guide)

Pacific Indonesian Conference Robley E Spalding sec 465 California R1004
 Industrial Electronics (Chas C Calvert) mgrs 32 Lake
 Insurance Co Art Conners dist 2300 Judah
 International Express Robt McGuire ch distp 548 7th
 International Rice Mills Inc John C Hartley mgr 25 California R241
 Jewelry & Watch Repair (Frank J and Loretta Piesche), Watches and Jewelry, Watchmakers, 633 Post, Tel. Ordway 2-8761
PACIFIC LUMBER CO INC, Michael V Oviita Pres, Leonard Bosch V-Pres-See Treas, Lathing Contract- ors 1335 Folsom, Tel Underhill 1-1919
 Lauer-Lieber (Hong Y Choi) 1293 Pacific v
 Leasing D Halley Walcott mgr 630 Market R832
 Lithograph Co Art V. Fay mgr 504 Jackson 24 fl

PACIFIC LIGHTING CORPORATION
 ROBERT W MILLER, Pres
 R A HORNBY, Asst V-Pres
 BERNARD W FORD, V-Pres
 DANIEL G VOLKMAN, V-Pres
 G A GILLIN, Sec
 PAUL A MILLER, Treas
 1022 J PARKER, Asst Sec-Treas
 700 INSURANCE EXCHANGE BLDG
 600 CALIFORNIA
 TELEPHONE EXBROOK 2-1104

Pacific Lumber Carriers Assn Clifford R Nickerson agt publications 461 Market R728
PACIFIC MACHINE TOOL CO, A. Shawwood Murphy Pres, Gordon J Manary V-Pres, Kenneth Smith V-Pres- Treas, Lawrence Sturberg Sec, Lumber Manufactur- ers, 100 Bush, 24th Floor, Tel Garfield 1-3717
 Machine Shop (Gustav A Zierler) 360 11th
PACIFIC MACHINERY CO, J. H. Dacher, Mgr, Contractors, Mfging, Industrial Equipment, 420 Market, R136, Tel Sutter 1-3943
 Mfg Co (Mechanical Co) Inc Underhill 1-1919
 Mfg Co Claude W Barker mgr millwork 16 Beale R304
 Marine Insurance Agency (Appleton & Cox Inc) 233 Sansome 6th fl
 Marine Insurance Co (Alex Johnston) 179 Stewart

PACIFIC MARITIME ASSOCIATION
 J. PAUL ST. SURE, Pres
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 WILLIAM H. CLARK, V-Pres
 JAMES A. ROBERTSON, Asst to Pres
 KENNETH F. SAYSETTE, V-Pres-Treas
 THOMAS J. HENRY, Asst to Treas
 465 CALIFORNIA
6TH FLOOR ST. CLAIR BUILDING
 16 CALIFORNIA
TELEPHONE DOUGLAS 2-7973
 Market (Dow and Yen Louie) gpo 1517 Geary
 Medical Laboratories (Roll Proffler) 760 Market R908
PACIFIC MERCHANTILE CO, P. Lloyd Pres, Purchas- ing Agents 461 Market, R818, Tel Douglas 2-5492

PACIFIC METALS COMPANY LTD
 HENRY J HARTLEY, Chairman of the Board
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 GEORGE B. HARRIS, V-Pres
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METALS AND REFRIGERATION SUPPLIES
 3100 19TH
TELEPHONE MISSION 7-1104
 Motor Corp (Prescott Pevere, Harold Gustafson) col- lected Indry equip 155 Clara
 Mill & Wire Supply Co John Garthwaite pres 607 Market R204
 Millination Inc Melvin F Gautier pres machy in- stallers 9 Sutter R101
 Mining Co Phillip R Bradley Jr pres Worthen Bradley v-pres Chas W Bradley 1000 Market
 Molasses Co Fred W Earhardt sec whol feed 215 Market R518
 Motor Hotel Supplies Robt S Lovell mgr 420 Ellis
 Motor Trucking Co Robt K Booth v-pres 110 Market 3d and 4th fl
 Moving Storage Co (Wm R Schelzke) 902 22d
PACIFIC MUSIC PRESS INC
 1000 MARKET
MUSIC ENGRAVERS
PRINTERS
TELEPHONE HEMLOCK 1-0865
 Mutual Life Insurance Co 610 California claimst dep 660 Market R314 group dep 41 Sutter R017 mortgage loan dep 600 California

PACIFIC
 Mutual Sales Joon Sugihara pres Takato Hamai v-pres- ree 434 Kay Kinaw sec exp and line 249 Davis
 National Advertising Agency Roger Wurtz mgr 48 2d
 National Bank Building 333 Montgomery

PACIFIC NATIONAL BANK OF SAN FRANCISCO
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 F WARD GIBB, V-Pres
 CARL K SCHEICK, V-Pres and Cashier
 ANDREW C GAITHER, V-Pres
 EDWARD M BRAUER, Asst Cashier
 THOMAS G BOURKE, Asst V-Pres
 WESLEY A TERKELSON, Asst Cashier
 DONALD W HOLGATE, V-Pres Trust Dept
 ROBERT W WAGNER, Asst Trust Officer
 J JOHN SAGAFENA, Asst Trust Officer
 MERRIAN H HUMMEL, Auditor
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 333 MONTGOMERY
 TELEPHONE GARFIELD 1-6800

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 F F SEITZ, Asst V-Pres
 T J MAGEEY, Asst V-Pres
 W L GREENWAY, Asst V-Pres
 M F HENRY, Sec-Treas
 D L HINGELI, Asst Treas
 E R DE ROSA, Asst Sec
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 Tel R450 GARFIELD 1-4711

EXECUTIVE OFFICES
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 315 CALIFORNIA 10TH FLOOR
ACCOUNTING DEPT
 130 SUTTER, 6TH FLOOR
PACIFIC NATIONAL LIFE ASSURANCE CO, Harry E Green, Pres, Sec, Adl, Richard E Bottom San Francisco representatives, 610 16th, Oakland, Tel. Glendale 2-3021
 New Bureau (Hans Troll) pres 625 Market R815
 Nik-O-Lok Co Inc Glyn W Dickson dist mgr lock mgrs 4220 Market
 Oil & Gas Development Corp Jas P George pres Henry W Gray v-pres Edm Chuter sec-treas 705 Market R404
 Oil Institute Frank E Rehm mgr 2 Pine R212
 Oil-Motive Ralph H Argubright pres magazine 690 Market R417
PACIFIC OPTIC CO, A H Cadenhead Mgr, Prescrip- tions Filled, Complete Optical Service 1801 Bush, Tel West 1-4300
 Orient (Sung Sang K Lum) importers 628 Pacific v
 Oriental (Gus Joseph) importers 110 Sutter R001
 Oriental (Phillip Rose) 1735 Wavone
 Outdoor Advertising Co Dalton H Bishop mgr 703 Market
 Overseas Inc Harry Larsen pres Svend G Wohliert v-pres Warren G Leon sec-treas importers 478 Jackson

PACIFIC PAINT & GLASS CO, Mervyn K Kawe Paint Re- mover and ink solvent manufacturers, Pioneers in Industrial and Marine Wood and Metal Preserva- tion, 213 Mission, Tel YUKON 6-5343
 Paint Store (Bling Chin) 1287 Pacific v
 Paint Variants (Edm Chuter) mgr 582 Market R305
 Pavements Co Lid W F Wray pres Jas Jordan v-pres 85 Barstow
 Photography (Claude R Boucher) photostats 821 Market R219
 Picture Frame Engraving Co (Edith Bond) 2038 Union 3rd fl
 Ple Co (P J Rataich) 123 Stillman
 Pipe Co Ellis Jacobs pres Philip Susman v-pres Albert W. Hirschberg 1200 Market
PACIFIC PLASTIC PRODUCTS
 ROBERT W. HODGSON, Genl Mgr
 PLASTIC MOLDING
 1620 ARMSTRONG AV
 TELEPHONE VALENCIA 6-3884
 Porta Service Co E Eberhard mgr 2 Pine R622
 Porta Service Corp J R Conolly mgr pier 34 The Embarcadero
 Poulter Co (Mara Bianchi, John J Castronara) 2414 San Bruno St
 Prestressed Products Co (Kaj Theil) 580 Market R506
 Print Publisher & Lilligrapher Ramsey S Oppen- heimer agent 112 Market R302
PACIFIC PRINTING & ENGRAVING CO, R L Farmer, Russel H Wellington V-Pres, 1000 Market
 Jones Treas, Dealers in Printers ink and Supplies, 407 Montgomery, Tel Sutter 1-5254
 Produce Co (Edw M and Harold I Bloch, Walter D Lotter) whol 510 Battery R320
 O M HATFIELD, Pres-Genl Mgr
MOTION PICTURE SUPPLIERS FOR INDUSTRY, EDUCATION AND TELEVISION
 414 MASON, 6TH FLOOR
 TEL. VALENCIA 6-3884
PACIFIC PUMP & SUPPLY CO, W R Young Pres, J G Coughlin V-Pres, H A Klyce Sec-Treas, Pumps, Windmills, Gasoline Engines and Water Supply Goods, 420 Bryant, Zone 7, Tel Garfield 1-5237
 See page 62 Buyers' Guide

PACIFIC PURCHASER, E G Chambers Editor-Mgr, Publication of Purchasing Agents Assn of N Cal Inc, 44 Market, Tel Exbrok 2-1660
 Radio School (John F Kramer) 735 Market
 Radio & Television Co (Mrs Marie Luckert) 2260 Mission
 Realty Co (Alphonse and Andro J Pechonetti) 110 Union St
 Reifinishing & Upholstering Co (G C Rea) 1185 Pacific v
 Refrigerating Co (Jos H Price) 576 Natoma
 Regional Office Pontiac Motor Div (Genl Mtrs Corp) 1015 Lombard

PACIFIC REPORTING BUREAU INC, Raymond T Car- roll Pres, 461 Market, Room 510, Tel EXBROOK 2-4565