

# The Northwestern Mutual Life Insurance Company

MILWAUKEE, WISCONSIN

"There is a Significant Difference Between Life Insurance Companies"

RICHARD J. SHIPLEY, Gen. Agent

41 Sutter St., Tel. EXbrook 2-4485

## ADVERTISING THE CITY BEYOND ITS GATES

Copies of this Directory are available in Directory Libraries in Cities all over the country.

The City Directory is a Catalog of Your City

### Bowling Alleys

**Barclay Recreation Center**  
BROADWAY-VAN NESS, BOWLING, 1463 Broadway at  
Pala, Tel. Graylawn 4-2416  
Downtown Bowl, 208 Eddy  
High Hall Bowling Alley 1515 Eddy  
Lincoln Bowl, 1219 10th at  
Loop Bowl 238 Columbus at  
Marble Bowl, 1725 10th at  
Park Bowl 1825 Halght  
Raintree Bowl, 1725 10th at  
**SPORTS CENTER BOWL**, 3333 Mission, Office Tel.  
7-9528, Bowling Reservations Tel. Mission  
7-6341  
Stemmer's Johnny Milton Bowl 3140 Mission

### Box Manufacturers

American Paper Box Co 800 Tennessee  
American Box Corp. California 2740 Hyde  
Atlas Box Co 1111 Sutter ex  
Baker Container & Supply Co (Hobbs) 801 Florida  
Bramante R & Co (corrugated) 160 Spier  
California Container Corp (all containers) Corp of America  
paper 2710 Shell bldg  
Cassidy L-C & Sons, Paper 718 Tehama  
California Pine Box Distributors 681 Market 1862  
Cathartes Corp of America 1000 Diaz R2710  
Container Sales Co (corrugated and fiber) 260 California  
1910  
Fieldhacker Paper Box Co (paper) 600 California  
1910  
Gardner Container Corp (Dit of Crown Zellweger  
Corp. Paper, 444 Market 1840  
Greenly Container Corp (corrugated and fiber) 260 California  
1910  
Hendrick Paper Box Co 310 Davis  
Imperial Paper Box UT Mills  
Industrial Casing Co (monoline) 1051 Essex at  
Kieckhefer-Eddy Die Weizenbauer Timber Co (corrugated  
and fiber) 215 Market R207  
Korbel Box Factory (monoline) 745 20th  
Larkin Fibre Co 1 Montgomery R704  
Lund Ballistics Fibre of California (paper) 600 California  
1910  
Marlin Box Container & Timber Products Corp The  
wood 1414 Shell bldg  
New Custer Box Co (wooden) Newcomb at Or Ran-  
kin  
Pete Container Co 111 (corrugated) 255 Harnessed  
**PAPERBOX CORPORATION** (Folding Paper Boxes),  
190 424 N. Market, Tel. EXbrook 2-6655, San Francisco  
Enterprise 1-0955  
Plymer Box & Corrugated Wood and Paper, 311 11th  
Premier Paper Box Co 677 North Park  
Ray Box Co (corrugated) 120 Kitting  
Royal Container Co (paper) 299 Bryant  
**SCHMITT CHAS J CO INC** (Paper Boxes), 25th and  
Hegira, 2nd 7, Tel. EXbrook 8-8378  
Schmitt Lutz Co Inc (paper) 25th and Indiana  
Standard Paper Box Co 145 1st Bay Shore bldg R201  
Stern A W Folding Paper Box Co 10 Mills  
United Paper Box Co Co 68 Market  
**UNIVERSAL CONTAINER COMPANY** (corrugated),  
532 Rainbow W, South San Francisco, Tel Plaza 5-  
9310  
Wooden Box Distributors wood 081 Market R403  
Wooden Box & Novelty Loo 745 20th

### Box Manufacturers—Paper

**FLEISHMACKER PAPER BOX COMPANY**, 600 California  
Market RD, Tel. EXbrook 2-0345, 2701 Mareno,  
San Leandro, Calif. Tel. LOrkhamen 2-3280

### Box Manufacturers—Paper—Set-Up and Folding Cartons

**UNITED PAPER BOX CO**, 460 Bryant, Tel. Garfield  
1-2575

### Boxes—Corrugated and Solid Fibre—Manufacturers

**KIECKHEFER-EDDY DIVISION, WEXLERHAUSER  
TIMBER CO**, 215 Market R207, Tel. Yukon 2-  
9520  
**LONGVIEW FIBRE CO**, 1 Montgomery, Room 704, Tel.  
Douglas 2-9670

### Boxes—Paper

**ANDRE PAPER BOX COMPANY**, 1950 111 av, San  
Landro, Tel. ELgin 7-1950

### Boxes—Paper—Manufacturers

**HANDY-LOK PAPER BOX CO**, 310 Davis, Tel. EX-  
brook 2-4983

### Boxes—Second Hand

**CURLEY BOX CO**, 1429 Fairfax av near 36, Tel. VA-  
licia 4-5330  
Ketty Box Co 50 Elmar

### Brake Drums

**BRAKE DRUM SUPPLY**, 3747 Geary bldg, Tel. OKy-  
line 1-3600

### Brakes Repair—Automobile

**ANCHOR ENGINE REBUILDERS INC**, 165 King, Tel.  
EXbrook 7-1166 (See Yellow Page G2)

### Brass Finishers

Anchor Brass Works 1871 Steuart

### Brass Foundries

**AAA BRASS FOUNDRY INC**, 2275 Jerrild av, Tel.  
ATwater 2-7377

### Brassiers—Manufacturers

Gluckin Wm & Co 5700 3d

### Brewers

Anker Brewing Co Inc 308 Kansas  
Anchor Brewing Co 582 Market R817  
**BURGERMEISTER BREWING CORPORATION**, Bur-  
meister Beer, 470 10th, Tel. MARket 1-0505  
**CALIFORNIA BREWING COMPANY**, 762 Fulton, Tel.  
FIlmore 6-7311  
California Brewing Co 870 Market R264  
Fairfax Brewing Corp (brew) 540 Humphreys  
Fleming Hamm Brewery Co 1550 Bryant (plant)  
1400 Bryant  
Lucky Lager Brewing Co 2601 Newhall at  
Boreal Pils Brewing Co 3250 20th  
Schlitz Joseph Brewing Co 1050 25th

### Brewers—Burgermeister Beer

**BURGERMEISTER BREWING CORPORATION**, 470  
10th, Tel. MARket 1-0505

### Brewers' Supplies

American Tansul Co 1489 Folsom  
Emlight J S Co 214 Columbia at  
Richardson & Co 465 California R710  
Taylor M Allen Co 465 California R407  
White Clarence T Co 35 Hawthorne R200

### Brewers' Supplies—Chillproofing Compounds

**AMERICAN TANSUL COMPANY**, 1489 Folsom, Tel.  
NEMato 1-9145

### Brick—Common—Manufacturers

**REMILLARD-DANDINI CO**  
400 MONTGOMERY, ROOM 1002  
TEL. EXBROOK 2-6088  
OAKLAND MAIN OFFICE, 3201 13TH  
TELEPHONE TEMPEAR 2-8133

### Brick Manufacturers

Bartlett E J Co 580 Indiana  
General Refractories Co 981 Market R207  
Harrison-Walker Refractories Co 625 Market R615  
Hayes Foundry Co 68 Market  
Kraft Co 50 Hawthorne R202  
Lafayette Brick Co 68 Market  
Port Clink Brick Works 401 Berry  
Rancho Hones Hill Co 400 Montgomery R202  
Thompson J R, Son Inc 184 10th

### Bridal Shops

Janene (telephone) 2441 Mission  
O'Brien Elite Bridal Shop 4971 Mission  
Rhea A Green Shop 321 W 1st Perla at

### Bridge Builders

Chicago Bridge & Iron Co 230 Shell bldg

### Bridge Studios

**BARTON BRIDGE STUDIOS**, 1499 Sutter, Tel. OR-  
way 3-1932

### Broadcasting Systems

**DOE LEE BROADCASTING SYSTEM**, 1000 Van Ness  
2-0809  
**KFRC RADIO STATION** (Don Lee, Broadcasting  
System) 1000 Van Ness av, 2nd 9, Tel. PRessport 6-  
9520

### Brokers—Business

Boss Intertitles Co 254 Alhambra  
Chamie L Co 712 Larkin  
Harrison, Subbellerling Twining & Associates 111 Sut  
1st R240  
Hillard J W & Co 681 Market R375  
Pacific Metal Brokers 1215 Van Ness at  
Perla  
Johnson & Co, 166 California, Tel. Sutter 1-  
6701

### Brokers—Coffee

**NELSON HARRY N CO INC**, 646 Folsom, Tel. EXbrook  
2-1740

### Brokers—Confectionery

**NELSON HARRY N CO INC**, 646 Folsom, Tel. EXbrook  
2-1740

### Brokers—Custom House

**Auger W C & Company**, 510 Battery, R247, Tel.  
YUKon 2-3066  
Bellinagli P W Inc 409 Washington R31  
Borner W & Co 409 Washington R1  
Dorf H S & Co 220 Jackson  
Dow Frank P Co Inc 406 Battery  
Kathwood Brokerage Co 5711 3d  
Harper Robinson Shipyard 110 Battery R200  
Harper Robinson & Co 510 Battery R200

### Brokers—Food Products

American Tansul Co 215 Market R115  
Arts & Roberts 411 Market R222  
Bartlett Co 303 California  
Barth & Co 576 Sacramento 221  
Battistoni J F 244 Mission R202  
Bauer Brokerage Co 444 Market R309  
Bauer H G 25 California R208  
Beche A M Co 1908 Hyde  
Bell Brokerage Co 1265 Battery  
Bell Sales Co 405 10th and 1st R700  
Benner J Co (fats and oils) 149 California R307  
Berger & Plate Sales Co 50 California 3d fl  
Bernhard Chris 385 Broadway R20  
Bertelini Mark Co 64 Pine R105  
Bess-Collins 204  
Bret Sales Co (ranch) 260 California R508  
Brewer C A 215 Market R525  
Borne J A Co Inc (fats and vegetables) 141 Drumm  
Burr Millard C Co Inc 444 Market R301  
Butler Brokerage 115 Market R815  
C M Food Sales Co 417 Market R245  
California Supply 215 Market R24  
Castle & Cooke Ltd 215 Market R1200  
Carter E W & T 2nd Street  
Clark E H & Co 310 California R210  
Coker W J 244 Mission R243  
Coal Brokerage Co 25 California R209  
Collins Bros 25 California R448  
Consolidated Brokers Inc 1 Drumm R401  
Continental Products 149 California R207  
Cook & Harms Inc 84 Pine 444 Market R402  
Cotton Wm 2  
Cooper Jay Stewart Co 106 22d Market R402  
Cramer Wm 2  
Crew Edw J 25 California R1R  
Cutter E S 218 Market R208  
Cusumano C E Co 25 The 164 Townsend  
North of  
Drewray J L & Co 25 California R228  
Determan Wm M Co 240 Cole  
Donnerlin Sales Co 112 Market R453  
Dirksen W M Co 112 Market R203  
Dorland Bros 112 Market R203  
Drayton John G 112 Market R217  
Dunard H W 149 California R214  
Emben Treiler 112 Market R800  
Elliott H B 25 California R218  
Feldstein Sam 25 California R207  
Field Walter M & Co 230 California R301  
Fitzgerald J P & Co 444 Market R425  
Forsythe Fisheries  
Fred Homer 24 California R622  
G & W Food Factory 208 Market R203  
Gardner H Co 609 25 California  
Gary J H & Co 149 California R214  
Gatz Bros & Co 640 Sacramento  
Giannelli B B Co 25 California R218  
Giannelli B R Co (olive and olive oil) 25 California  
R218  
Great West Food Packers Inc 334 S Van Ness at  
Hall Richard E Co 25 California R424  
Hanson Green Co 25 California R202  
Herbert & Wilson 20 1st  
Hess & S 809 10th  
Hompson P C 241 Larkin  
**JOHNSON & CO INC** (COFFEES) CO THE, 64 Pine,  
Room 503, 2nd 11, Tel. Garfield 1-3204  
Jude 11th  
Jones Davis Co 725 2d R101  
Kulland Fancy Foods Co 310 Townsend  
Kurtz Clev Co Inc 444 Market R1005  
Lambert Bros 260 California R1005  
Larkin Great America 114 Market R240  
Low Frank B 1304 8th  
Lynchner 211 & S 1st Drumm R401  
Kogge Co 24 California R208  
Lambert Bros 260 California R1005  
**LE BARRON CLYDE CO** (Protein Foods, Canned Goods),  
610 Lumbermans Bldg, 11th Market, Tel. YUKon  
6-1204  
Livy Willard Co 112 Market R428  
Lundberg Wm J 444 Market R412  
Loughran B M 420 Market R009  
Lynch John G 214 Walnut Trade Center  
Marshall Co (fats and oils) 6th E 79  
McCormick B B Co 1000 Montgomery R1007  
McIntosh H M Co 420 Market R518  
McIntosh H M Co 593 Broadway R20  
McIntosh-Lewis Co 210 California R502  
Mildred Bros Co 112 Market R202  
311 Williams Co 112 Market R212  
**MILNER ZELLER CO**, 1 Drumm 11th St, Tel.  
YUKon 6-5456

Mid-Cal Distributors Inc 2748 San Bruno at  
Mission St 30 30th and 1st R108  
Molinar Distributing Co 385 Vermont  
North & South & Associate 725 2d R207  
Nubelson Harola K 402 California R207  
Olsen Carl J Co 105 Montgomery R1007  
Olsen-Loren Co 1 Drumm R202  
Olsen Rubber Co 680 Broadway  
**ONKEL EUGENE** (Sawmills) For F Wool Packing  
Co Inc and Sawdust Company, 112 Market, Room  
702, 2nd 11, Tel. Garfield 1-0245  
Parrott & Co 231 Sansone

Host Eberstein & Setaron 430 Sansone  
Judson-Shipman International (DIT Natl Carloading  
Marine Carriers) Co Inc 310 Sansone R1111  
Mason & Co 505  
Paredes Joseph A & Co 510 Battery R206  
**PET FOODS & CO INC**, 417 Market, Room 308,  
Tel. DOUGlas 7-0051  
Thomas H B & Co 510 Battery R307  
Thurston & Hill 250 Battery  
Weiland John L & Son Inc 409 Washington 3rd  
Wright & Miller 409 Washington 3rd

### Brokers—Food Products

American Tansul Co 215 Market R115  
Arts & Roberts 411 Market R222  
Bartlett Co 303 California  
Barth & Co 576 Sacramento 221  
Battistoni J F 244 Mission R202  
Bauer Brokerage Co 444 Market R309  
Bauer H G 25 California R208  
Beche A M Co 1908 Hyde  
Bell Brokerage Co 1265 Battery  
Bell Sales Co 405 10th and 1st R700  
Benner J Co (fats and oils) 149 California R307  
Berger & Plate Sales Co 50 California 3d fl  
Bernhard Chris 385 Broadway R20  
Bertelini Mark Co 64 Pine R105  
Bess-Collins 204  
Bret Sales Co (ranch) 260 California R508  
Brewer C A 215 Market R525  
Borne J A Co Inc (fats and vegetables) 141 Drumm  
Burr Millard C Co Inc 444 Market R301  
Butler Brokerage 115 Market R815  
C M Food Sales Co 417 Market R245  
California Supply 215 Market R24  
Castle & Cooke Ltd 215 Market R1200  
Carter E W & T 2nd Street  
Clark E H & Co 310 California R210  
Coker W J 244 Mission R243  
Coal Brokerage Co 25 California R209  
Collins Bros 25 California R448  
Consolidated Brokers Inc 1 Drumm R401  
Continental Products 149 California R207  
Cook & Harms Inc 84 Pine 444 Market R402  
Cotton Wm 2  
Cooper Jay Stewart Co 106 22d Market R402  
Cramer Wm 2  
Crew Edw J 25 California R1R  
Cutter E S 218 Market R208  
Cusumano C E Co 25 The 164 Townsend  
North of  
Drewray J L & Co 25 California R228  
Determan Wm M Co 240 Cole  
Donnerlin Sales Co 112 Market R453  
Dirksen W M Co 112 Market R203  
Dorland Bros 112 Market R203  
Drayton John G 112 Market R217  
Dunard H W 149 California R214  
Emben Treiler 112 Market R800  
Elliott H B 25 California R218  
Feldstein Sam 25 California R207  
Field Walter M & Co 230 California R301  
Fitzgerald J P & Co 444 Market R425  
Forsythe Fisheries  
Fred Homer 24 California R622  
G & W Food Factory 208 Market R203  
Gardner H Co 609 25 California  
Gary J H & Co 149 California R214  
Gatz Bros & Co 640 Sacramento  
Giannelli B B Co 25 California R218  
Giannelli B R Co (olive and olive oil) 25 California  
R218  
Great West Food Packers Inc 334 S Van Ness at  
Hall Richard E Co 25 California R424  
Hanson Green Co 25 California R202  
Herbert & Wilson 20 1st  
Hess & S 809 10th  
Hompson P C 241 Larkin  
**JOHNSON & CO INC** (COFFEES) CO THE, 64 Pine,  
Room 503, 2nd 11, Tel. Garfield 1-3204  
Jude 11th  
Jones Davis Co 725 2d R101  
Kulland Fancy Foods Co 310 Townsend  
Kurtz Clev Co Inc 444 Market R1005  
Lambert Bros 260 California R1005  
Larkin Great America 114 Market R240  
Low Frank B 1304 8th  
Lynchner 211 & S 1st Drumm R401  
Kogge Co 24 California R208  
Lambert Bros 260 California R1005  
**LE BARRON CLYDE CO** (Protein Foods, Canned Goods),  
610 Lumbermans Bldg, 11th Market, Tel. YUKon  
6-1204  
Livy Willard Co 112 Market R428  
Lundberg Wm J 444 Market R412  
Loughran B M 420 Market R009  
Lynch John G 214 Walnut Trade Center  
Marshall Co (fats and oils) 6th E 79  
McCormick B B Co 1000 Montgomery R1007  
McIntosh H M Co 420 Market R518  
McIntosh H M Co 593 Broadway R20  
McIntosh-Lewis Co 210 California R502  
Mildred Bros Co 112 Market R202  
311 Williams Co 112 Market R212  
**MILNER ZELLER CO**, 1 Drumm 11th St, Tel.  
YUKon 6-5456

## WE CALL FOR and DELIVER

## REED'S CLEANERS & DYERS

1 Day Service

Pickup & Delivery

2 Hour Turn Over the Counter

1627 DIVISADERO TEL. WEST 1-5958

3200 26th TEL. ATwater 2-1556

28A Precita Ave. TEL. VALENCIA 4-7522

# D'PO HOUSE OF DISTINCTIVE GIFTS -- INTERIORS

250 Post Tel. YUKon 2-1616