

Schwabacher & Co.

Investment Securities

Government, Municipal and Corporation Bonds
100 Montgomery Street

Members
New York Stock Exchange - Pacific Coast Stock Exchange
American Stock Exchange (Associate) - Chicago Board of Trade
New York Cotton Exchange and
Other Leading Security and Commodity Exchanges
San Francisco 4

Phone SUtter 1-5600

PUBLICATIONS - Contd

North's News Letter 414 Mason R501
Official Amusement Guide 988 Market R205
Pacific Air & Truck Traffic 210 Mission
Pacific Coast Review 43 Cleveland
Pacific Goldsmith 657 Mission R597
Pacific Marine Directory 5340 Geary R140
Pacific Purchaser 702 Sheldon Bldg
Pacific Purchaser Purchasing Agents Association of
North California Inc 91st R702
Pacific Shipper Inc 210 Mission
Pacific Stationer & Office Supply 657 Mission R507
Pacific Trade Journals Inc 171 2d R402
Pacific Travel News 274 Brannan R201
Parents Institute Inc 1232 Market R112
Performing Arts 2127 Broadway
Peterson Publishing Co (br) 155 Montgomery R210
Playboy Magazine 910 2d
Popular Mechanics Magazine 111 Sutter R2916
Progressive Grocer (Div of Butterick Co Inc) 511
Sheldon Bldg
Puck The Comic Weekly 5 3d R1122
Railway Age 244 California R506
Railway Freight Traffic 244 California R506
Recorder Publishing Co 801 Chancery Bldg
Recorder The 99 S Van Ness av
Referee The 141 Turk
Ressegna Commercial 280 World Trade Center
San Francisco The 333 Pine R305
Sports Illustrated 25th fl Shell Bldg
Successful Farming 801 Chancery Bldg
Sun Reporter 1389 Turk
Sunsat Magazine 625 Market 14th fl
T V Guide 139 Montgomery 3d fl
This Week Magazine 111 Sutter R1701
Time International 25th fl Shell Bldg
Today at the Times 95 (daily) 895 Market R1502
U S News & World Report 351 California av R1902
Underwriters Report of California 16 1st 5th fl
United African Appeal 133 Geary R704
W & A Graphics (photography) 761 Flood Bldg
Walker's Manual Inc 333 Kearny R702
Walker's Weekly News Letter 333 Kearny R704
Wall Street Journal 1549 Market
Way of St Francis 109 Golden Gate av
Weekly Insurance Letter 215 Ledesdorff
Weekly Law Digest 939 Mills Bldg
West Coast Sailors 450 Harrison R214
Western Advertising 580 Market R400
Western Brewing & Distributing Magazine 401 Phelan
Bldg
Western Business Publications 274 Brannan R201
Western Collector 251 Kearny R410
Western Construction 609 Mission 6th fl
Western Daily News 118 N Montgomery R247
Western Dairy Foods Review 615 Balboa Bldg
Western Farm Equipment 251 Kearny R610
Western Farm Paper Unit 55 New Montgomery R321
Western Fruit Grower 251 Kearny R610
Western Industry 609 Mission 6th fl
Western Kennel World 20 Sycamore
Western Machinery & Steel World 1036 Monadnock Bldg
Western Merchandiser 1355 Market R159
Western Plastics 274 Brannan R201
Western Tobaccoist 251 Kearny R410
Western Water News 845 Pacific Bldg
Wines & Vines (monthly) 509 de Young Bldg
Women's Day 422 Monadnock Bldg
Year Pictorial Publishing 1114 Central Tower Bldg

PUBLISHERS

Acme Code Co (telegraphic code) 165 California
Acropolis Publishing Corp 1625 Market
Allyn & Bacon 560 Mission 6th fl
Army Tunes Publishing Co 987 Monadnock Bldg
Aurubahn Press 1334 Franklin
Auto Pricing Publications 161 Pehanna
Automation Institute Publishing Co 321 Pacific Bldg
Bancroft Whitney Co 55 Hyde
BENOER-MOSS CO, 1355 Market, Tel Henlock 1-7343
Bender-Moss Co 439 Russ Bldg
Birn Publishing Co 435 Duboce av
Bill Bros Publishing Corp 749 Monadnock Bldg
Carnegie Dale Sales Co 364 Howard 2d fl
Century School Book Press 100 Clifford Ter
Chandler Publishing Co Inc 604 Mission R604
Chilton Co (ofc) 1355 Market R992
Chinese Times Publishing Co 117-19 Waverly pl
**CHRONICLE PUBLISHING CO, Mission sw cor 5th, Tel
Garfield 1-7275**
Clarendon Press Publishing Co Inc 315 Sausalito way
Clover P F Inc 1032 Phelan Bldg
Colman Law Book Co 251 Kearny R209
Commercial Clearing House 351 California R609
Cowell-Gold Publishing Co 1032 Phelan Bldg
Curtis Publishing Co 2300 Russ Bldg
Davis Coaching School 1544 Church
Dodge F W Corp 465 10th
**DONALDSON PAUL J, 225 Glenview dr, Tel Mission
8-9275 (See Yellow Page 20)**
**DOUBLEDAY & COMPANY INC, 449 Phelan Bldg 760
Market, Tel YUKon 2-5150**
Dow Jones & Co Inc 1540 Market
Ellis Bruce J & Associates Inc 525 Market R201
Encyclopaedia Britannica Inc 391 Sutter R494
Fearon Publishers 828 Valencia
Fellom Publishing Co 709 Mission 3d fl
Fine Art Publishers 722 Sacramento
Forster Publishing Co 609 Balboa Bldg
Freeman & Schaefer 660 Market R206
Freeman W H & Co 660 Market R206

Freentrup Publishing Co (theatre programs) 497
Brannan
General Telephone Directory Co 2005 Lombard
Gold Star Directory Inc 1115 Judah
Guide Publishing Co 212-143 Mission R309
Hearst Publishing Co (prints ans dept) 5 3d R1129
Heath D C & Co 192 2d 5th fl
Herald of Health Publishing Co 709 Mission 9th fl
Hesperian House Book Publishers Inc 722 Montgomery
R26
Hines James S Publishing Co 1036 Monadnock Bldg
Holden-Day Inc 722 Montgomery R36
Holt Henry & Co Inc 536 Mission 5th fl
Italian Publishing Co Inc 1560 Stockton
Kilner Richd B Co 815 Merchants Exchange Bldg
Lane Publishing Co 625 Market 14th fl
Macmillan Co The 111 New Montgomery 7th fl
Maatfield Publishing Co 2205 Irving
McCall Corp 315 Montgomery R1133
**MCCORD COMPANY, 1581 Mission, Tels Market
1-4674 and Market 1-4675**
McGraw Hill Publishing Co Inc 255 California 9th fl
Meridith Publishing Co 801 Chancery Bldg
Methodist Publishing House 35 McAllister
Munford James K Co The 117 Tilden Sales Bldg
National Quotation Bureau Inc 633 Merchants Exchange
Bldg
Nevadarama Publishing Corp 165 O'Farrell
Pacific Coast Tariff Bureau 628 Sheldon Bldg
Pacific Publishing Foundation Inc 81 Clemente av
Sageaus Publications 2120 Market R205-05
Polk R L & Co 1254 Market R301
Prentice-Hall Inc 560 Mission 6th fl
Publishers' Book Service 660 Market R205
Rea Associates 274 Brannan R201
Readers Digest Assn The Inc 1164 Russ Bldg
Reeves Publishing Co 300 Sansone R305

**SAN FRANCISCO EXAMINER, 3d and Market, Tel
Sutter 1-2424 (See Yellow Page 59)**

Scribner's Chas Sons 785 Market 14th fl and 560
Mission 5th fl
Silver Burdett Co 604 Mission R403
Simmons-Broadnax Publishing Corp 144 California
R507
Smart's Insurance News Service 460 Kearny R304

**SOUTH-WESTERN PUBLISHING CO
11 GUITTARD RD
BURLINGAME
TELEPHONE OXFORD 7-7050**

Speer Paul Enterprises 904 Market R206
Stations Price Service Co 993 Mission R204
Sunset Book Co 625 Market 14th fl
Thomas Publishing Co 235 Spear
**TIME INC
100 BUSH
25th FLOOR
TELEPHONE YUKON 2-5000**
Treatle Reed Publishing Co 330 Otsego av
Tribune Publishing Co The ofc 681 Market R201
United Newspaper Magazine Corp 111 Sutter R701
Wardworth Publishing Co Inc 431 Clay
**WAGNER HARR PUBLISHING CO, 609 Mission, 4th
Floor, Tel SUTter 1-5193**
West Coast Publishing Co 453 Church
West Publishing Co 275 Bush 4th fl
Western Banker Publication Inc 111 Sutter R205
Western Farm Publications Inc 251 Kearny R610
Western Insurance Information Service 607 Hobart Bldg
Western Underwriter Publishing Co 215 Fort Leffer
World Newspapers 126 Sutter 3d fl
World Scope Encyclopedia Corp 98th Market R 01

***PUBLISHERS-DIRECTORY**

POLK R L & CO, 120 E 8th, Los Angeles 14, Calif

***PUBLISHERS-TEXT BOOKS**

SILVE BURDETT CO, 804 Mission, R303, Tel GAR-
field 1-3050

PULP MANUFACTURERS

Bulkeley Dutton Pulp Co Inc 324 Monadnock Bldg
Grays Harbor Pulp & Paper Co 1264 Russ Bldg
Perkins Goodwin Co (wood) 124 Montgomery R2501

PUMP MANUFACTURERS

Bingham Pump Co 662 Russ Bldg
Blackmer Pump Co 665 3d R10
Pyrro Jackson Pumps Inc (central) 2 Pine Row
Ingersoll-Rand Co (compression pump) 450 Brannan
Jacuzzi Research Inc (br) 264 O'Farrell
Johnson Pump Co 260 Kearny R206
Krogh Pump Co 515 Harrison
Motoram Inc 2120 Market R206-09
Pacific Pumps Inc 417 Market R202
Peerless Pump Division-Ford Machinery and
Chemical Corp 427 Sheldon Bldg

PUMP REPAIRERS

Diesel Service Co 234 7th
Pump Repair Service Co 699 Tennessee

PUMPS-DEALERS

Hubbard Machine Co 1255 10th

**PACIFIC PUMP & SUPPLY CO, 420 Bryant, Zone 7,
Tel GARfield 1-5237**
Power Machine Co 377 Brannan
**SIMMONS MACHINERY CO, 816 Folsom, Tel Douglas
2-6794**
Swift George E & Co 100 Howard R2
Westco Pump Sales Co 85 Industrial
**WOODIN & LITTLE
80 ELMIRA
TELEPHONE JUNIPER 6-6500**

PURCHASING AGENTS

Ansor Corp 120 Montgomery R180
Auto Procurement Service 25 Taylor R701
Biddle Purchasing Co 260 California R104
Church Purchasing & Service Agency 417 Market R346
**CONSOLIDATED PURCHASING AND DESIGNING INC,
2300 Russ Bldg 235 Montgomery, Tel EXbrook
2-4992**
Gauge & Co 234 Tilden Sales Bldg
H S B Buying Agency 768 Mission 4

QUILTING

Globe Quilting Co 2340 Palou
Voros Art Studio 756 Valencia

**RADIATOR MANUFACTURERS-AUTOMO-
BILE**

Liberty Radiator Corp Mfg Co 250 14th
Suart Radiator Corp Mfg Co 349 7th
Thomas Radiator Mfg Co 646 Golden Gate av
Yukon Radiator Corp Mfg Co 646 Golden Gate av

RADIO COMMUNICATING COMPANIES

R C A Service Co (Radio Marine Div) 1411 Danner av

***RADIO COMMUNICATORS**

**MACKAY RADIO AND TELEGRAPH CO, 350 Mission,
Branch Office, 249 Pine, Tel GARfield 1-1303**

**RADIO AND TELEVISION BROADCASTING
COMPANIES AND STATIONS**

American Broadcasting Co 277 Golden Gate
Argonaut Broadcasting Co 1470 Pine
Crosley Broadcasting Corp 1406 Central Tower Bldg
**GOLDEN EMPIRE BROADCASTING, 703 Market, 1710
Central Tower Bldg, Tel SUTter 1-5576**
Golden Gate Broadcasting Co 1111 Market 27th
Golden West Broadcasters 950 California
Heritage Stations 625 Market R1001
K A F E-FM Broadcasting Station 3325 Folsom
K C B S Columbia Broadcasting System 649
Market
K E A R 2728 San Bruno av
K F A X 1470 Pine
K F H C Radio Station 415 Bush
K H I P 305 Geary
K N B C Broadcasting Station 420 Taylor
K O B Y 340 Mission
K P E N-FM Broadcast Station 1231 Market
K P L N Westinghouse Broadcasting Co 2655 Van Ness
K Q E D Television 523 4th
K R O N-TV 929 Mission
K S A Y 900 Mission
K S F O Radio Station 950 California
K S F R Radio 10 Claude la
National Broadcasting Co Inc 420 Taylor
Radio Amateur W 6 M R V 225 Seward
Radio Klok Inc 846 Clay
Sierra Broadcasting Inc 1111 Market 2d fl
Sundair Broadcasting Corp (ofc) 149 California R326
Tempo Radio Network 40 Gold

**RADIO AND TELEVISION EQUIPMENT-SALES
and SERVICE**

Bill's Radio & Television Co 686 Monterey Blvd
Gato Ernie TV Radio & Appliance Service 4736 E
Marty's Surplus Super Mart 1240 Market
Oberbach & Remus Co 1364 Market
Packard Bell Electronic Corp 2300 Palou
Television Communications Inc 420 Taylor
Television Signal Corp (TVI) 890 Filbert
Video Commercial Inc 927 Larkin
Western Electronic Service & Supply Co 899 Pacific av

***RADIO AND TELEVISION MANUFACTURERS**

**MAGNAVOX CO THE, 1355 Market, Room 558, Tel
Underhill 1-6462**

**RADIO AND TELEVISION PROGRAM PRO-
DUCERS**

Chesse Ralph Motion Pictures 113 Mission R11
Dugdale Enterprises 2525 Van Ness av R214
Forjoe & Co 468 Monadnock Bldg
Pearson John E TV Inc 58 Sutter R491
Tempo Radio Network 40 Gold
W B C Production 458a Broadway
West Television Corp 625 Market R907

RADIO AND TELEVISION REPAIRING

A B C TV Service Co 3067 24th
Ace Radio Co 2267 Market

PACIFIC GAS and ELECTRIC CO.

General Office
245 Market
Street

Division
Office
375 Mission
Street

Tel.
SUTter
1-4211



Thomas Bros. Maps

550 Jackson St., S.F. 11

MAPS OF ALL KINDS

Tel. YUKon 1-7520

**LIBERTY MUTUAL INSURANCE CO.
LIBERTY MUTUAL FIRE INSURANCE CO.**

Casualty, Fire and Inland Marine Insurance

Liberty Mutual Bldg., 216 Pine St., Zone 4

Tel. GARfield 1-6915