

PACIFIC GAS and ELECTRIC CO.

General Office
245 Market Street

Division Office
375 Mission Street

Phone Sutter
1-4211



CERVETTO
Building Maintenance Co.



Janitorial Service

Window Cleaning

Steam Cleaning

Commercial Industrial Residential

124-126
RUSS STREET

TEL.
Underhill
3-8840

111 Sutter, Suite 400

HANNAFORD & TALBOT

(A CORPORATION)
MEMBER PACIFIC COAST STOCK EXCHANGE
LISTED AND UNLISTED STOCKS - INVESTMENT SECURITIES - MUNICIPAL BONDS
SPECIALISTS IN MUTUAL FUNDS SINCE 1934

Tel. Garfield 1-8000

256

PUBLISHERS—Cont'd

Breese Publishing Co 333 Kearny R111
Century School Book Press 100 Cliff-
order
Chandler Publishing Co Inc 604
Mission R904
Chilton Co 1535 Market R480
Chinese Times Publishing Co 117
Waverly pl

CHRONICLE PUBLISHING CO MISSION and 5th

TELEPHONE GARFIELD 1-1111
Clarendon Press Publishing Co Inc
315 San Leandro way
Collier P F Inc 1929 Irving R325 and
1032 Phelan bldg
Commercial Clearing House 351 Cal-
ifornia R600
Coppel Associates 353 Kearny R202
Courier Publishing Co 306 Tilden
Sales bldg
Crowell-Collier Publishing Co 1032
Phelan bldg
Curtis Circulation Co 1485 Bay Shore
bldg R348
Curtis Publishing Co 2900 Russ bldg
Dana Press—(Hungarian News) 518
Octavia
Determined Productions Inc 605
Washington 3d fl

DONALDSON PAUL J, 225 Glenview Dr, Tel Mission 8-9275

Doughedy & Co Inc 449 Phelan bldg
Dow Jones & Co Inc 1540 Market
Ellis Bruce J & Associates Inc 525
Market R201
Enclopaediac Britannica Inc 444
Market R204 and 98 Post 2d fl
Fairchild Publications 801 Pacific
bldg
Fearful Publishers 828 Valencia
Freeman W H & Co 660 Market R500
Frentrup Publishing Co (theatre pro-
grams) 485 Brannan
General Telephone Directory Co 2005
Lombard
Grolier Science Inc 1255 Post R615
and 1001 Powell
Guide Publishing Co 212 Mission R300
Harvest Years Publishing Co 741
Monadnock bldg

HEARST CONSOLIDATED PUBLI- CATIONS INC SUITE 1018 HEARST BLDG TELEPHONE SUTTER 1-2424 HEARST PUBLISHING COMPANY INC

HEARST BUILDING
SUITE 1018
TELEPHONE SUTTER 1-2424
Hesth D C & Co 182 2d 5th fl
Holden-Day S Publishing Co 1056
Monadnock bldg
Hinkley Co 593 Market 8th fl
Holden-Day Inc 722 Montgomery R36
Interstate Freight Carriers Confer-
ence 626 Sheldon bldg
Italian Publishing Co Inc 70 Otis
Johnston International Publishing Co
22 Battery R807
King Publications 609 Mission 8th fl
Lane Publishing Co 625 Market 14th fl
Language Press 165 O'Farrell R210
Maclean-Barrett Corp 625 Market
R607
Maclean-Hunter Publishing Co 12
Geary apt 503
Macmillan Co The 111 New Mont-
gomery 5th fl
Marble Publications The Embarca-
dero S R Mission R4
Marcus Publications 16 Beale R214
Market Trend Publications Inc 625
Market R608
Marwood Publishing Co 130 Geary
rest 4th fl
Mastfile Publishing Co 2236 Irving
McCall Corp 315 Montgomery R1133
McCord Company, 1561 Mission,
Zone 3, Tel. Market 1-4874 and
Market 1-4875 (See Page 24
Buyers' Guide)

McCraw-Hill Publications A Division
of McCraw-Hill Inc 255 California
8th fl
Meber Publications 1280 Sutter 2d fl
Meredith Publishing Co 801 Chancery
bldg
Methodist Publishing House 85 McAl-
lister

Monford James E Co The (LA) 117
Tilden Sales bldg
Orbit Publishing Co 1828 Cleunet
Pacific Coast Tariff Bureau 626 Shel-
don bldg
Pacific Publishing Foundation Inc 81
Clementina
Premiere-Hall Inc 560 Mission 6th fl
Publishers Book Service 550 Market
R500

Rea Associates 274 Brannan R201
Resident Digest Assn The Inc 1164
Russ bldg
Reeves Publishing Co 500 Sansome
R305
San Francisco City Directory 754
Flood bldg

SAN FRANCISCO EXAMINER, 5 3d at Market, Tel Sutter 1-2424 (See Page 62 Buyers' Guide)

Scribners Chase Sons 111 New Mont-
gomery 7th fl
Sendas Publishing Co 2034 Mission
Silver Burdett Co 604 Mission R303
Simmons-Boardman Publishing Corp
244 California R507
Smith & Holiday Inc 1338 Mission
Spencer International Press Inc 425
Bush R204
Spier Pulp Enterprises 785 Market
R350

Stationers Price Service Co 693
Mission R204
Sunset Book Co 925 Market 14th fl

**TIME INC, 100 Bush, Shell Bldg, 25th
Floor, Tel Y Union 2-5005**
Travel Trade Press 347 Stockton 2d fl
United Newspaper Magazine Corp
111 Sutter R101
Wagner Harr Publishing Co 609
Mission 4th fl
West Coast Publishing Co (weekly)
253 Church
West Publishing Co 275 Bush 4th fl
Western-Banker Publications Inc 111
Sutter R2025
Western Farm Publications Inc 251
Kearny R610
Western Insurance Information
Service 607 Hobart bldg
Western Underwriter Publishing Co
2 Leidesdorf
World Newspapers 126 Sutter 3d fl

*PUBLISHERS—DIRECTORY

POLK R L & CO 831 MONTEREY PASS ROAD MONTEREY PARK, CALIFORNIA (ANGELES) CALIFORNIA

*PUBLISHERS—TEXT BOOK

SILVER BURDETT CO, 604 Mission,
R303, Zone 5, Tel Garfield 1-3505

PULP MANUFACTURERS
Bulldie Duntun Pulp Co Inc 324
Monadnock bldg
Oregon Pulp & Paper Co 562 Russ
bldg
Perkins Goodwin Co (wood) 120
Montgomery R2501

PUMP MANUFACTURERS

Bingham Pump Co 662 Russ bldg
Blacker Pump Co 605 3d R10
Byron Jackson Pumps Inc (centrifugal)
2 Pine R507
ingersoll-Rand Co (compressor
pumps) 350 Brannan
Johnston Pump Co 2509 World Trade
Center
Krogh Pump Co 515 Harrison
Pacific Pumps Inc 417 Market R202
Peerless Jackson-Division FMC Corp
171 Sheldon bldg
Power Machine Co 917 Bryant

PUMP REPAIRERS

Diesel Service Co 234 7th
Pump Repair Service Co 690 Tennes-
see

PUMPS—DEALERS

Hubbard Machine Co 1257 Folsom

**PACIFIC PUMP & SUPPLY CO, 420
Bryant, Zone 7, Tel Garfield
1-5237 (See Page 86 Buyers' Guide)**
**SIMONS & GILLEY, 616 Fol-
son, Zone 7, Tel Douglas 2-6794**
Sweet Geo E & Co 100 Howard R23
Westco Pump Sales Co 85 Industrial
Woodin & Little 80 Elmira

PURCHASING AGENTS

Ansor Corp 120 Montgomery R1801
Biddle Purchasing Co 260 California
R304
Church Purchasing & Service Agency
44 Market R246

CONSOLIDATED PURCHASING AND DESIGNING INC, 2300 Russ Bldg, 2352 Sutter, Tel EXbrook 2-4592

Film Purchasing Associates 988 Mar-
ket R307
Gauge & Co 234 Tilden Sales bldg
H S B Buying Agency 768 Mission
Montgomery Clearing Co 259 White bldg
Motion Picture Purchasing 988
Market R207

QUILTING

Globe Quilting Co 2240 Palou av
Iron Studio 2428 Taraval
Voros Art Studio 756 Valencia

RADIATOR MANUFACTURERS —AUTOMOBILE

Liberat Radiator Core Mfg Co 250
1st
Stuart Radiator Core Mfg Co 349 7th
Thomas Radiator Mfg Co 646 Golden
Gate av

*RADIO STATIONS

**FAMILY STATIONS INC, 2728 San
Bruno av, Tel Delaware 3-3500**

RADIO and TELEVISION BROADCASTING COMPANIES and STATIONS

A B C-TV National Station Sales 208
Chancery bldg
All-Canada Radio & Television Ltd
58 Sutter R401
American Broadcasting Co 277 Golden
Gate
Argonaut Broadcasting Co 1470 Pine
Family Stations Inc 2728 San Bruno av

GOLDEN EMPIRE BROADCASTING, 703 Market, 1710 Central Tower Bldg, Tel Sutter 1-5876

Golden Gate Broadcasting Co 1111
Market 2d fl
Golden West Broadcasters 950 Cali-
fornia
K A B L Radio Station 632 Commer-
cial

K A F E-PM Broadcasting Station
325 Fellmore
K B A Y-PM Radio Station 420 Taylor
K B I F Radio Station 1111 Market 2d
fl

K C B S-Columbia Broadcasting Sys-
tem lobby 639 Market
K E A R 2728 San Bruno av
K F A X 1470 Pine
K G C H Radio Station 415 Bush
K H I A-Atlas Broadcasting Co 340
Mason
K N B C Broadcasting Station 420
Taylor

K O F Y Radio Station 3551 20th
K P L X Westinghouse Broadcasting Co
Inc 2655 Van Ness av
K S A V Radio Station 1560 Van Ness
K S F R Radio Station 1500 California
K S F R F M Radio 10 Claude la
National Broadcasting Co Inc 420
Taylor

Radio Amateur W O R M 225 Scherwin
Radio K L O K Inc 846 Clay
Radio Station K X K N-FM 266 Divisa-
der

Sierra Broadcasting Inc 1111 Market
2d fl
Sunbird Broadcasting Corp (ofc) 149
California R326

Tele-Broadcasters Inc Station
K O F Y 160 California R700

RADIO and TELEVISION EQUIPMENT—SALES and SERVICE

Bill's Radio & Television 686 Mont-
erey bldg

Greene's Teleonic TV Service 1221
Divisadero
Lafayette Radio & Electronics 1480
Market
Marty's Surplus Super Mart 1240
Market
Offenbach & Reimus Co 1564 Market
Teakle N C Co Inc 51 Dorman av

*RADIO and TELEVISION MANUFACTURERS

**MAGNAVOX CO THE, 440 Talbot of
Geneva at Bayshore, Tel Juniper
7-2283**

RADIO and TELEVISION PROGRAM PRODUCERS

Edwin Donald R 538 Pacific av
Gavin Hill 114 Sansome R515
Nye Communications Enterprises
406 Sutter R315
Person John E T V Inc 58 Sutter R401
Tempo Radio Network 40 Gold

RADIO and TELEVISION REPAIRING

A All-Brand TV Service 1005 Bush
A-One Television & Radio Service 85
Carl
Ace Radio Co 2267 Market
Aladdin Radio Repair 1609 Irving
Allen's TV Shop 2165 Bush
Amazon Radio 5655 Mission
American TV 199 6th
Andy's TV 4011 Judah
Art's TV Service 5366 Mission
Arco 690 Van Ness av
B-Home TV & Radio 589 Hayes
Beam Radio-TV Service 450 14th
Bidwell's Radio & Television Service
Co 2250 Taraval
Blue Front Radio Repair 4036A 25th
Bruno's Radio & Television 63 West
View av
Burnett TV Service 2410 California
Butterfly TV Repair 3814 Noriega
Car Radio Specialists (auto) 790
Golden Gate

Central Radio-TV Repair 1750
Church
Chev Television Service 1445 Pacific
City TV Radio Service 3234 Mission
Crocker-Johnson Co 820 Valencia
**CROWN T V SERVICE, 1508 Polk, Tel
Prospect 5-2363**
Curley's TV 915 Cole
Dora's TV Service 2916 Vicente
Eckes Clarence J 836 Alvarado
Economy TV Service 1330 Silver av
Edwards Radio & TV Repair 311
Showell
Faulk E B 1437 Sunnyside av
Faverty & Ray T & Appliance Repair
1195 Geneva av
FINN Radio & TV 100 Congo
Freeman's Radio Supply Co 280 Gol-
den Gate av
Gatto Ernie TV & Radio Repair 4720
3d

General Radio Service Co 2708 Judah
**GREENE'S TELETRONIC TV SERV-
ICE, 1221 Divisadero, Zone 15, Tel
Jordan T-2810 (See Page 116
Buyers' Guide)**
Harry's Radio Shop 2254 Cayuga av
Herman's Radio & TV Service 4A
Emery St
Hi Fi Equipment Service 595 Potrero
Hicks Radio & TV Repair 2820 Jen-
nings

K's Television & Radio Service 5482
Mission
Kaass Stanton 2159 16th av
Ken's TV-Service 4082 24th
Kirk Him 1552 Church
L J B Television Service 2412 14th av
Latin American Television 682 Haight
Lawton T V-Radio 3811 Noriega
Lee's Radio Repair 1228 Masonic av
M & S TV Service 5950 California
Milone's Radio Exchange 250 Fill-
more

Marcus Francis 111 6th
Master Radio & Appliance 708 Bush
McGee's Radio & Television Service
2106 Sutter

**MELODY RADIO & TV, 2163 Polk at
Vallejo, Tel Graystone 4-6181 (See
Page 116 Buyers' Guide)**

Michael's Radio & TV Repairs 2896 16th
Michael's TV 3051 16th
Midtown Electronics 4235 24th
Nathanson Radio-TV 1624 48th av
Night Television Service 1051 Folk

CALIFORNIA COLLECTION AGENCY, INC.

ESTABLISHED 1910
COLLECTIONS EVERYWHERE
RETAIL • WHOLESALE • PROFESSIONAL
9 First Street

Suite 315

Phone Sutter 1-9540