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Thompson Joseph C 1230 Washington, PR ospet-7921
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Furn McGrath, Assistant Psychologist
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Alma Beaver, Assistant Psychologist
Genevieve Carter, Assistant Psychologist
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Zack Radio Supply Co 1426 Market.....MA rket-1426

Public Address Systems

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San Francisco Radio & Supply Co
1284 Market, MA rket-4568
Zack Radio Supply Co 1426 Market.....MA rket-1426

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Public Speaking Schools
-See Schools-Public Speaking

Publicity Agents.

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Bellevue Thomas J 449 Powell.....SU ter-5700
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369 Pine, SU ter-8118
Bergen Vaughn 625 Market.....GA rfd-8763
Brewer A V Russ Bldg.....DO uglas-2907
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O'Connor Jos Hobart Bldg.....SU ter-6343
Publicity Inc 333 Montgomery.....SU ter-6500
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Williams Fred V 605 Market.....SU ter-3007

Publishers' Representatives.

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Associated Weekly Monadnock Bldg.....EX brook-2412
Bidwell R J Co Central Tower.....EX brook-7604
Birch R J & Co 155 Sansome.....DO uglas-4475
Blair Walter D Magazine & Newspaper Subscriptions
309 Post, DO uglas-7989
Blanchard-Nichols 100 Bush.....GA rfd-8930
Block Paul and Associates 681 Market, SU ter-5740
Boone Rodney E Hearst Bldg.....EX brook-2780
Brancham Co The 5-3rd.....GA rfd-6740
Brydson-Jack Ned Monadnock Bldg.....DO uglas-4475
Budd John Co Mills Bldg.....SU ter-6303
Caldwell & Caldwell 601-28th Ar.....SK yline-4357
Capper Publications The Russ Bldg.....DO uglas-5220
Coleman W F 485 California.....EX brook-0159
Conger H H Co Hearst Bldg.....GA rfd-8990
Conroy J W & Co 244 Kearny.....EX brook-8755
Cooley & Prudden Inc 681 Market.....DO uglas-7404
Dellar Lincoln 525 Market.....GA rfd-7985
Family Circle Magazine Inc The
Russ Bldg, DO uglas-6488
Fenger-Hall Co Ltd 5-3rd.....GA rfd-6740
Fitzpatrick Keene Kohl Bldg.....GA rfd-7946
Flynn L J
Medical Publications Exclusively
544 Market.....DO uglas-0577
Garvin J M Rochester Bldg.....GA rfd-6095
Gilman Nicoli & Ruthman 525 Market, DO uglas-6275
Harway Don & Co 155 Montgomery.....EX brook-6029
Hearst International Advertising Service
Hearst Bldg, EX brook-2780
Katz E Special Adv Agcy Monad Bldg.....SU ter-7498
Keystone Readers Service 333 Kearny, EX brook-3654
La Due Clayton Pulleys 681 Market, DO uglas-7404
Lorenzen & Thompson Inc 155 Sansome, DO uglas-4393
Los Angeles Examiner Hearst Bldg.....EX brook-2780
MacFadden Women's Group 430 Market, DO uglas-4647
Meek J Leslie 564 Market.....GA rfd-7511
National Advertising Service Inc
Central Tower, EX brook-7604
Neighborhood Periodical Club 564 Mt, SU ter-5398
New York Herald Tribune 5-3rd.....GA rfd-6740
Newspaper Groups Inc Chronicle Bldg., DO uglas-1812
Noes Reichenberg & Jann Inc
351 California, DO uglas-3304
O'Mara & Ormsbee Inc Russ Bldg.....GA rfd-4631
Periodical Guild 830 Market.....SU ter-1880
Prudden King & Prudden Inc 681 Mt, DO uglas-7404
Publishers Guild Inc Flood Bldg.....GA rfd-5579
Rattray Alexander 369 Pine.....GA rfd-1466
Reynolds-Fitzgerald Inc 58 Sutter.....GA rfd-6144
Scott Duncan A Mills Bldg.....SU ter-1393
Scripps-Howard Newspapers 814 Mian, GA rfd-5187
Seattle Post-Intelligencer Hearst Bldg, EX brook-2780
Sickinger Geo M 681 Market.....EX brook-6265
Simson-Nelly Ltd Russ Bldg.....DO uglas-4994
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Tabloid Newspaper Advertising Service
681 Market, DO uglas-7404
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Unger Arthur 1005 Market.....MA rket-6580
Verree & Conklin Inc 5-3rd.....SU ter-7993
Walker Robert W Mills Bldg.....SU ter-1393
Watts Fay King Russ Bldg.....EX brook-8948
West-Holliday Co Inc 220 Bush.....GA rfd-2003
Western Business Press 1095 Market, MA rket-6580
Williams Lawrence & Cresmer Co
Chronicle Bldg, EX brook-6452
Williams S H & Co Inc Mills Bldg.....SU ter-6303
Woodward John B Inc Russ Bldg.....EX brook-2144

Publishing.

-See also Newspapers
Advance Daily Report The 564 Market, EX brook-0773
Alexander Publishing Co Inc
Monadnock Bldg, DO uglas-4475
Allyn & Bacon 560 Mission.....SU ter-1325
Amer Book Co 121-2nd.....SU ter-6229
Amer Builder 485 California.....EX brook-0159
Amer Home 485 California.....EX brook-0159
American Legion
The California Legionaire
Veteran's Bldg Civic Center, UN drhil-7490
Architect & Engineer Inc 68 Post.....EX brook-7182
Associated Farm Papers Sharon Bldg.....SU ter-3054
Associated Publishers Inc 587 Market, YU kon-0147
Attire For Men Publishing Co
401 Market, DO uglas-2425
Authors Selling Service 942 Market.....EX brook-1466
Aviation-Press 580 Market.....GA rfd-2516
Baneroff Whitney Co 200 McAllister, HE mlock-0822
Bender-Wass Co 91 McAllister.....UN drhil-0673
Better Health Foundation 909 Hyde, OR dway-9808
Beverage Industry News 1581 Mission, HE mlock-3862
Bishop's A B C Guide Co 2148 Market, MA rket-7344
Broadcast Magazine Co Monadnock Bldg, EX brook-7190
BUDDIE HENRY PUBLICATIONS INC
85 Dolores, UN drhil-6886
Bulletin Co of Philadelphia 5-3rd.....SU ter-7993
Calif Democrat 604 Mission.....GA rfd-0355
Calif Eastern Star 234-7th.....MA rket-3807
Calif Fruit News 405 Montgomery.....DO uglas-3177
Calif Greek Newspaper 268-3rd.....DO uglas-4842
Calif Highway Patrolman The Call Bldg.....SU ter-1795
California Homes 587 Market.....GA rfd-6436
Calif Odd Fellows Reporter 938 Market, PR ospet-5976
Calif Wool Growers Assn 595 Mission.....SU ter-6967
Camera Craft Pub Co 425 Bush.....GA rfd-6316
Central Press Assn Call Bldg.....GA rfd-3387
(Continued Next Page)

Publishing.—(Cont'd)

Chapman J B 681 Market.....YU kon-2331
Chicago Tribune Co Kohl Bldg.....GA rfd-7946
Chinese Digest 22A Old Chinatown.....CH ina-2400
Chinese National Daily of America The
809 Sacramento, CH ina-0948
Chinese World The 736 Grant.....EX brook-1263
Christian Advocate Pacific Edition
83 McAllister, MA rket-8802
Coast Banker 255 California.....GA rfd-1120
Coast Corporation The 130 Bush.....SU ter-8365
Coast Shoe Reporter Pacific Bldg.....DO uglas-1783
Collier P F & Son Distributing Corp
105 Montgomery, GA rfd-2362
Celt Press The 617 Montgomery.....YU kon-2261
Commerce Clearing House Inc Mills Bldg, DO uglas-8993
Commercial Guide 300 Broadway.....DO uglas-3686
Commercial News Publishing Co
Merchants Exchange Bldg, SU ter-5765
Construction Materials Research Co
329 Minna, GA rfd-2356
Crowell Publishing Co The Russ Bldg, EX brook-3342
Current Price Bureau Sharon Bldg.....SU ter-5758
Curtis Pub Co Russ Bldg.....GA rfd-1678
Daily Commercial News
Merchants Exchange Bldg, SU ter-5765
Daily Construction Service 333 Kearny, SU ter-8088
Daily Notification Sheet The 1581Mian, MA rket-4675
Danube Linotype Service & Publishing Co
518 Octavia, UN drhil-8692
Dow Jones & Co Ltd 415 Bush.....EX brook-1271
Enamu-EI Mills Tower.....DO uglas-5950
Fan-Fare Inc Magazine 200 Bush.....SU ter-6780
Feed Manufacturer & Dealer The
500 Berry, MA rket-0355
Fellow Publishing Co Call Bldg.....SU ter-3596
Getz Publishing Co 417 Market.....GA rfd-2273
Ginn & Co 15-2nd.....DO uglas-8582
Gregg Publishing Co Philadelphia, PA, SU ter-3186
Greiner Society The 278 Post.....GA rfd-1468
Hampton Mary 26 O'Farrell.....EX brook-8066
Hardware World 742 Market.....SU ter-2177
Hastings G M 1300 Sacramento.....OR dway-5350
Hearst Consolidated Publications Inc
Hearst Bldg, SU ter-2424
Hearst Magazines Inc
Advertising Dept Hearst Bldg.....DO uglas-7115
Subscription Dept Call Bldg.....SU ter-3405
Hearst Publications Incorporated
Hearst Bldg, SU ter-2424
Heath D C & Co 189-2nd.....SU ter-3559
Hines James S 500 Sansome.....GA rfd-4760
Holt Henry & Co 149 New Mtgy.....EX brook-6996
Home Stretch Pub Co Phelan Bldg.....DO uglas-6589
Hosker W H & Co 242 Front.....SU ter-4668
Houghton Millin Co 500 Howard.....GA rfd-4833
Housing Inc 417 Sutter.....GA rfd-4588
Houston John E Flood Bldg.....GA rfd-3262
Insurance Field Russ Bldg.....DO uglas-2907
Japanese American News
General Office 650 Ellis.....PR ospet-8722
Editorial Room 650 Ellis.....PR ospet-8723
Jewish Journal Mills Tower.....DO uglas-5950
Jewish Tribune 344 Sutter.....GA rfd-0344
Keeler's Pacific Hotel Review Pacific Bldg, GA rfd-6528
Kemper Leo E 509 Sansome.....EX brook-4883
King Features Syndicate Inc Call Bldg, GA rfd-3387
Knoll & Durbrow 110 Market.....EX brook-1333
Kurtz Abbott Co Pacific Bldg.....GA rfd-0341
Laidlaw Brothers 770 Mission.....DO uglas-7557
Lake A V & Co 414 Mission.....SU ter-5886
Lane Publishing Co 576 Sacramento.....DO uglas-4306
Laundry Age Mills Bldg.....SU ter-1393
La Voce del Popolo Daily News
1500 Stockton, GA rfd-0717
L'Italia Daily News 1500 Stockton.....GA rfd-1977
Luz Publications Inc The 095 Market, DO uglas-5929
L'Unione 125-12th.....HE mlock-7515
Macmillan Co The 350 Mission.....GA rfd-1128
Manchester G P 109 Sansome.....DO uglas-9612
Maples Edward T Company 26 O'Farrell, SU ter-7377
Marriott F A 240 Montgomery.....GA rfd-0553
Masonic Trestle Board Magazine The
83 McAllister, MA rket-1773
Masonic World Pub Co Inc Flood Bldg.....SU ter-0449
McCord Co 1581 Mission.....MA rket-4674
McDonald Publishing Co 580 Market.....GA rfd-7700
McGraw-Hill Publishing Co Inc
883 Mission, DO uglas-4600
Metro Melody Music Publishing Co
532 Geary, YU xedo-5482
Miller Freeman Publications 121-2nd.....GA rfd-5887
Mission Enterprise The 1173 Vincia, VA lencia-2233
Modern American Fashions Publishing Co
907 Sutter, PR ospet-3053
Motor Land 150 Van Ness.....MA rket-2141
Motor Transportation Inc Mills Bldg.....SU ter-6303
Murdoch Osmond 1355 Market.....HE mlock-1100
N E A Service Inc 814 Mission.....GA rfd-4158
National Quotation Bureau Inc
445 California, SU ter-7033
Nations Business 433 California.....DO uglas-6894
New Agriculture 255 California.....SU ter-1275
News S F The 812 Mission.....EX brook-6700
Newspaper Enterprise Assn 814 Mian.....GA rfd-4158
Norton Printing Co Inc
615 Geary Blvd, BA yrive-2267
Occidental Publishing Co 1355 Mt., HE mlock-4880
Ocean News Publishing Co The
311 California, SU ter-1483
Official Inf Guide to S F & Bay Cities
Hotel Bellevue, PR ospet-6133
Oil Paint & Drug Reporter Mills Bldg.....SU ter-1393
Oppenheim Ramsey, Publications
564 Market, GA rfd-8966

Publishing.—(Cont'd)

Organized Labor Publishing Co
238-13th, MA rket-4797
Owners' Home-Building Catalogues Co
Mills Bldg, SU ter-1393
Pac Business Journal 1524 Divisadero, FI Imor-9947
Pac Coast Record Inc 681 Market.....SU ter-6710
Pac Coast Review Publishing Co
942 Howard, GA rfd-6066
Pac Dairy Review 500 Sansome.....DO uglas-8970
Pac Financial Publications Inc
155 Sansome, SU ter-4489
Pac Flyer 558 Sacramento.....GA rfd-3253
Pac Geographic Magazine 486 Calif., EX brook-2520
Pacific Insurance Magazine 216 Pine.....SU ter-3820
Pacific Marine Review 500 Sansome.....SU ter-4760
Pac Printer The Rialto Bldg.....EX brook-5196
Pacific Purchaser 433 California.....EX brook-1660
Pac Rural Press Co 83 Stevenson.....GA rfd-7960
Pac Shipper 255 California.....DO uglas-3544
Pac Sportman 401 Sansome.....GA rfd-3253
Pac Underwriter Publishing Co
Flatiron Bldg, EX brook-3054
Periodical Publisher's Service Bureau Inc
Pacific Bldg, SU ter-0365
Photo Art Monthly Monadnock Bldg.....SU ter-5800
Pisani Printing & Publishing Co
100 Montgomery, SU ter-4772
Post Enquirer The Hearst Bldg.....DO uglas-3495
Powell C C Russ Bldg.....GA rfd-3152
Prentice-Hall Inc Hobart Bldg.....GA rfd-0367
Printers' Ink Publishing Co
244 Kearny, EX brook-8755
Program Publishing Co 461 Market.....DO uglas-0467
Progressive Grocer The Hobart Bldg.....GA rfd-2481
Rand McNally & Co 559 Mission.....DO uglas-4834
Recorder Printing & Publishing Co The
99 Van Ness So, MA rket-5400
Roberts Henry Bobs 216 Pine.....YU kon-1034
Rough Notes Co Inc The 315 Mtgy.....DO uglas-6699
Rural Press 83 Stevenson.....GA rfd-7960
Russian Daily News Novaya Zarya
2078 Sutter, WA Inut-3165
Russian News The 1520 Divisadero.....WA Inut-8712
Ryder David Warren 447 Sutter.....GA rfd-4588
Sai Gai Yet Bo 736 Grant.....CH ina-1271
S F City-County Record 509 Sansome.....SU ter-0807
S F Police Journal Flood Bldg.....GA rfd-3620
S F Shopping News 851 Howard.....GA rfd-5200
S F Styles & Selling 507 Montgomery.....SU ter-6046
Scribner's Chas Sons 55 New Mtgy.....EX brook-4007
Scripps-Howard Newspapers 111 Sutter, EX brook-1716
Service Associates 420 Market.....EX brook-8874
Shipping Register 401 Sansome.....GA rfd-3253
Sierra Educational News 155 Sansome.....GA rfd-0175
Silver Burdett Co 149 New Montgomery, GA rfd-3050
South-Western Publishing Co
350 Mission, DO uglas-3832
Stark-Rath Printing & Publishing Co
485-10th, MA rket-7110
State Peace Officers Journal Flood Bldg, GA rfd-3620
Sunset Courier 1260-20th Av.....OV erland-0213
Sunset Dispatch 1226-9th Av.....MO ntrose-4090
SUNSET MAGAZINE—
LANE PUBLISHING CO
576 Sacramento, DO uglas-4306
Swiss Journal Co 717 Market.....DO uglas-4773
Swiss Publishing Co 580 Washington.....DO uglas-1472
Tax Research Institute of America Inc
210 Post, MA rket-2703
Text Book Pub Co 122-9th.....MA rket-2703
This Week Magazine 100 Bush.....EX brook-7547
Thomas Publishing Co 110 Market.....EX brook-1333
Timberman The 216 Pine.....EX brook-6890
Time Inc 155 Montgomery.....DO uglas-7032
Trine Publishing Co The 681 Mt., EX brook-5796
Underwriters Report Inc 401 Sansome.....GA rfd-3253
United Newspapers Magazine Corp
100 Bush, EX brook-7547
Van Nostrand D Co 432 Market.....GA rfd-2617
Wade Publishing Co Inc 333 Kearny.....SU ter-8088
Wagner Harry Pub Co 609 Mission.....SU ter-5193
Walker's Manual Inc 369 Pine.....GA rfd-7712
Weekly Publications Inc 55 New Mtgy, EX brook-7986
West Coast Brewer Kohl Bldg.....EX brook-4586
Western Beverage Mills Bldg.....SU ter-1393
Western Construction News 333 Kearny, YU kon-1537
Western Home Furnisher 1355 Market, HE mlock-4880
Western Hotel Reporter 26 O'Farrell.....SU ter-7377
Western Kennel World 30 Sycamore.....MA rket-5060
Western Machinery & Steel World
500 Sansome, GA rfd-4760
Western Mining News Balfour Bldg.....SU ter-7911
Western Steel & Metals 111 Sutter.....SU ter-3160
Western Trade Journals Inc 121-2nd.....GA rfd-5887
Whip Publishing Co The 948 Market.....GA rfd-4050
Who's Who In California 461 Market.....GA rfd-4893
Wiley John & Sons Inc 432 Market.....GA rfd-2617
Wines & Vines 85-2nd.....EX brook-5519
Woman's Home Companion Reading Club
25 Taylor, PR ospet-2462
World Book Co 149 New Montgomery, DO uglas-0593

Publishing-Banking News

Coast Banker 255 California.....GA rfd-1120

Publishing-Construction News

DAILY CONSTRUCTION SERVICE
333 Kearny, SU ter-8088
DAILY PACIFIC BUILDER
65-10th, MA rket-7110
WESTERN CONSTRUCTION NEWS
333 Kearny, YU kon-1537

Publishing-Financial News

BARRON'S NATIONAL NEWS WEEKLY—
DOW JONES & CO LTD 115 Bush, EX brook-1271

Publishing-Legal Notice

RECORDER THE 140 Montgomery.....MA rket-5400

Publishing-Magazine

Motor Land 150 Van Ness.....MA rket-2141
Pisani Printing & Publishing Co
700 Montgomery, SU ter-4772
RECORDER PRINTING & PUB-
LISHING DO THE 99 Van Ness So, MA rket-5400
San Francisco Life Magazine Phelan Bldg, DO uglas-7934
Western City City Hall.....HE mlock-1715

Publishing-Music

Metro Melody Music Publishing Co
532 Geary, YU xedo-5482

Publishing-Photographic

Camera Craft Publishing Co 425 Bush.....GA rfd-6316

Publishing-School Book

South-Western Publishing Co
350 Mission, DO uglas-3832

Pulleys.

Amer Pulley Co 220-1st.....SU ter-1582
Dick R & J Co Inc 510 Bryant.....SU ter-1341
Dings Magnetic Separator Co 277-7th, HE mlock-6672
Horsford Bros Co 944 Polson.....SU ter-0657
Ohio Valley Pulley Works 367-9th.....HE mlock-7893
Reeves Pulley Co 366 Brannan.....GA rfd-1438
Rockwood Paper Pulley Stores Inc
Paper Motor Pulleys
130-8th.....HE mlock-5526

Pulleys-Magnetic

Stearns Magnetic Mfg Co
116 New Montgomery, SU ter-4738

Pulleys-Second Hand

Krieger H 724 Brannan.....MA rket-5409

Pulleys-Steel

ACME EQUIPMENT CO
355 Fremont, EX brook-1181
BARRY PULLEYS—
DICK R & J CO INC 510 Bryant.....SU ter-1341
Horsford Bros Co 944 Polson.....SU ter-0657
Marwedel C W 1235 Mission.....UN drhil-2125

Pulleys-V

American Pulley Co The 220-1st.....SU ter-1582
Dick R & J Co Inc 510 Bryant.....SU ter-1341
Horsford Bros Co 944 Polson.....SU ter-0657
Marwedel C W 1235 Mission.....UN drhil-2125

Pulp.

Rayonier Incorporated 343 Sansome.....GA rfd-5338
Soundview Pulp Company
405 Montgomery, SU ter-8530

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