Public Relations Service

A Fried & Associates
Campaigns-Political or Business
260 Kearny ....YUkon 6-5671
318-15th Oaklnd ....HIgate 4-6580
Adams Leon D 251 Kearny........GArfld 1-2547
ALBERT FRANK-GUENTHER LAW INC
425 Bush.YUkon 6-4641
Alderman Bob Enterprises Inc
Public Relations-Campaign Management
703 Market ....SUttr 1-6418
Arlett-Keating 681 Market.........YUkon 2-3163
ASHLOCK LOUIS 49 Geary........YUkon 6-4072
Berry Charles F 25 Calif..........DOuglas 2-8897
Bier-Fitzgerald 525 Sutter.........DOuglas 2-9185
Blaney & Matthew 821 Market.....DOuglas 2-0624
Blum Art Advertising & Public Relations Agency
1615 Polk.ORdwy 3-6464
BURDICK-ROWLAND ASSOCIATES INC
Industrial Design
105 Montgomery ....DOuglas 2-7503

BUSINESS NEWS BUREAU
Public Relations — Publicity
For Business and Industry
618 Mission ---------------SUttr 1-4146

Cal-Mart Corp Russ Bldg...........EXbrk 2-6720
Cerwin Herbert & Staff 760 Market..EXbrk 2-8412
Clyde Brooke 785 Market............EXbrk 2-7844
Colihan John P 760 Market..........YUkon 2-0238
Consultant Service Co 400 Montgy...EXbrk 2-1390
CONSULTANTS INCORPORATED
127 Montgomery ....SU tter 1-2787
Copy Farm The 690 Market.........EXbrk 2-4831
Coster Eric W 3079 Geneva Av.......JUnipr 5-5524
Dahle Chas Russ Bldg..............YUkon 2-0777
Date Book The 2443 Vallejo........JOrdn 7-5001
DiMARCO FRANK PUBLIC RELATIONS
Hearst Bldg ....SUttr 1-2272

DONOGHUE MORT J
PUBLIC RELATIONS CONSULTANT
GENERAL PUBLICITY SERVICE
PRESS RELATIONS – CAMPAIGNS
686 Post ----------------PRspct 5-8435

Dudley-Anderson-Yutzy 461 Market...EXbrk 7-0933
Esberg Milton H Jr 127 Montgomery.SU tter 1-2787
Fearn John W Associates 46 Kearny...YUkon 2-2793
Fitzharris Ed & Assoc 607 Market...YUkon 2-5845
FREEMAN HOWARD 49 Geary.....YUkon 6-4072
FRIEDMAN JAS M de Young Bldg.DOuglas 2-5667
Graham Eddie & Assoc
626 Divisadero.FIlmor 6-5417
Gray Fred & Associates 251 Kearny..GArfld 1-4585
Gross & Roberts 408 Stockton.....DOuglas 2-6994
GUYMAN WILLIAM E & ASSOC
681 Market..................YU kon 2-4940
Hancock Harvey 624 Taylor........TUxedo 5-2727
Hanvey Howard G Advertising
698 Mason.DOuglas 2-4100
Hughes Organization The 376 Sutter..SUttr 1-0422
HUY CHARLES AGENCY
885 Stevenson ....HEmlok 1-4450
Kane Eneas J Phelan Bldg.........EXbrk 2-8844
Keaton Morgan 988 Market.........PRspct 5-2082
Kelley Francis E Associates
417 Market ....YUkon 6-4139
KISLINGBURY GRAHAM PUBLIC RELATIONS
Publicity-Promotions-Advertising
988 Market ....GRaystn 4-2651
Landis Louise 342 Grant Av.......EX brook 2-4866
Lando Lucile 730-12th Av..........BAyvw 1-0244
Lee Burns W Associates 821 Market.DOuglas 2-8538
Lee Ivy Jr 200 Bush...............SUttr 1-3282
Lee & Losh 251 Kearny............EXbrk 2-2838
LERNER HARRY AND ASSOCIATES
Public Relations-Campaigns-Advertising
Monadnock Bldg ....YU kon 2-0705
Lipman Clayre & Michel 690 Market.DOuglas 2-4329
LYKKE-WILKIN & ASSOCIATES
681 Market.YUkon 6-5842
LYNN GEORGE I Monadnock Bldg....EXbrk 2-0377
Macker P K & Co 209 Post.........YUkon 2-7122
Maley Edw G 467 Staples Av.......JUnipr 5-0662
Management Consultant Service
690 Market.DOuglas 2-7636
Mathewson H Lewis deYoung Bldg...SU tter 1-8324
McDonough Theresa
Publicity-Promotions-Advertising
209 Post ....YUkon 6-5252
McLaughlin Walter J 525 Market....YUkon 2-2512
Needles Jas R 580 Market..........YUkon 6-6682
Nicholson D V & Associates
111 Sutter ....EX brook 2-1867
Noon A Harold Monadnock Bldg...EX brook 2-0377
O'Rourke John Advertising
Flood Bldg.DOuglas 2-6570

PACIFIC PRESSFOTO
SPECIALISTS IN
PUBLICITY PHOTOS
3063 Fillmore --------------WEst 1-2219

PAGE THOMAS S & ASSOCIATES
Hearst Bldg EXbrk 2-0142
Paul Joseph 785 Market...........EXbrk 2-7844
Pavia Agency 821 Market..........YUkon 2-0613
Peters Evan R 214 Front...........YUkon 2-3950
Philippine Assn 209 Post..........YUkon 2-7123

Public Relations Service–(Cont'd)

PICKERING ROBT L ADVERTISING AGCY
251 Post ....YUkon 6-6150
Oakland Ofc 2063 Mountain Bl....PIedmt 5-4151
Pierce Russell 214 Front..........YUkon 2-3950
PIERCE RUSSELL & CO INC
214 Front ....YUkon 2-3950
Press Relations Bureau 686 Post....PRspct 5-8435
Public Relations Management Corp
376 Sutter.SUttr 1-0422
Radio Reports Inc
Typed Reports Radio-TV Monitoring
264 Arlington Av Berkeley.....LA nscape 4-5252
Regan Jas L & Associates
Monadnock Bldg...............EX brook 2-5937
Results Unlimited 420 Market........SUttr 1-8854
Rieden Jas J 400 Montgy...........EXbrk 2-1390
Robbins Grant A 875 O'Farrell......ORdwy 3-8338
ROSS JOHN WILLIAM 821 Market.YUkon 6-6906
San Jule Jas 605 Washington........SUttr 1-8890

SCANLON WM J
PUBLICITY – FUND RAISING
CAMPAIGNS ORGANIZED, MANAGED
49 Geary ------------------YUkon 2-6210
After 7 PM call-----------EXbrk 2-6600

Selvin David F 593 Market........YUkon 6-4566
Skuse Dick 870 Market............DOuglas 2-6046
Specialized Business Service 369 Pine.YUkon 2-7076
Star Associates 330 Otsego Av......JUnipr 5-7412
Steele Don 681 Market...........GA rfld 1-5312
TISSIER JOSEPH
Public and Employee Relations
544 Market ....GArfld 1-1767
von LOEWENFELDT CHARLES & J T
TRUE INC 814 Mission..........YUkon 2-1900
Walker Gene K 465 Calif...........YU kon 6-2891
Warren Herb Phelan Bldg..........YU kon 2-4671
Waterson Rollen Associates
564 Market.EXbrk 2-8350
Wilder Edwin H & Associates
Hearst Bldg ....SUttr 1-6953

Public Scales–See Weighers–Public

Public Speaking Instruction

BECKMANN HOLLISTER & KUHN INC
681 Market.DOuglas 2-1136
Cotton Ethel Studio Of Expression & Conversation
Salon 1450 Green..................ORdwy 3-5116
Haughey Myrtle Speech & Voice Studio
Personal Coaching-Voice Control
Tape Recording & Mike Technique
1360 Taylor ....TUxedo 5-2377
Kincaid Dramatic School
See Our Adv Under Schools
1252 Bush ....PR ospct-5-2692
Powell-Reilly Studios
420 West Portal Av.SEabright 1-0189
Speakers Bureau 681 Market.......DOuglas 2-1137

Public Stenographers

See Stenographers–Public

Public Utilities Consultants

Bazell Engineering Associates
954 Howard ....EXbrk 2-6074
Bazell Engineering Associates
Russ Bldg ....YUkon 2-0603
Tilden Utility Engineering Co
1179 Market ....UNdrhl 1-2523

Publicity Service

Avery Earl 209 Post..............YUkon 6-0181
Blaney & Matthew 821 Market.....DOuglas 2-0624

BUSINESS NEWS BUREAU
Publicity & Press Relations
For Business and Industry
618 Mission ---------------SUttr 1-4146

Colihan John P 760 Market.........YUkon 2-0238
Curry Anita F 485 Brannan.........SUttr 1-4772
Dahle Charles Russ Bldg ....YUkon 2-0777
DiMARCO FRANK PUBLIC RELATIONS
Hearst Bldg ....SUttr 1-2272
Donoghue Mort J 686 Post.........PRspct 5-8435
DRURY COMPANY 114 Sansome..DO uglas-2-2352
FEARN JOHN W ASSOCIATES
46 Kearny YUkon 2-2793
Friedman Jas M de Young Bldg.....DOuglas 2-5667
Gross & Roberts 408 Stockton.....DOuglas 2-6994
Howard James E 618 Mission........SUttr 1-4146
HUY CHARLES AGENCY
885 Stevenson ....HEmlok 1-4450
Johnstone Jerry 821 Market........YUkon 2-4457
Keating-Arlett 681 Market..........YUkon 2-3163
KISLINGBURY GRAHAM PUBLIC RELATIONS
Publicity-Promotions-Advertising
988 Market ....GRaystn 4-2651
KOLMAR ASSOCIATES
885 Stevenson ....HEmlok 1-2497

Publicity Service–(Cont'd)

LERNER HARRY AND ASSOCIATES
Public Relations-Campaigns Advertising
Monadnock Bldg ....YUkon 2-0705
Lykke-Wilkin & Associates
681 Market.....................YUkon 6-5842
McDonough Theresa
Public Relations-Promotions-Advertising
209 Post ....YUkon 6-5252
Meyer Leon deYoung Bldg. ....SU tter-1-1972
Nietfeld Wm D 607 Market..........YUkon 2-5846
O'Rourke John Advertising
Flood Bldg..DOuglas 2-6570
Pac News & Research Bureau 48-2d.DOuglas 2-6947
Publicity Affiliates of S F Mills Bldg.EXbrk 2-4073
Radio Reports Inc
Typed Reports Radio-TV Monitoring
264 Arlington Av Berkeley......LAnscpe 4-5252
Scanlon Jerry Mrs & Staff 405 Baker WE st 1-6710
Scanlon Wm J 49 Geary.............YUkon 2-6210
STEELE DON 681 Market.........GA rfld 1-5312
Wank Lougee McDonald & Lee
425 Bush.EXbrk 2-6545

Publishers

Academy Phototype Service
2450 Fillmore ....JOrdn 7-2626
Allyn & Bacon Inc 560 Mission.....GArfld 1-1180
Amer Book Co The 121-2d..........SU tter 1-6390
American Druggist Mills Bldg.......GArfld 1-7950
American Home Magazine Corp
235 Montgomery................YU kon 2-0924
Amer Legion
The Calif Legionaire
Veterans' Bldg War Memorial.....UNdrhl 1-7490
Apartment Bulletin Monadnock Bldg...EXbrk 2-0377
Architect & Engineer Inc 68 Post..EX brook-2-7182
Architectural Forum 100 Bush.......YUkon 2-5000
Architectural Record 209 Post.......YUkon 6-2522
Argonaut Publishing Co 544 Market...SUttr 1-1700
Army Times 681 Market ....EXbrk 2-0288
Army Times Publishing Co 681 Market.EXbrk 2-0288
Audience Magazine 50 Julian Av.....MArkt 1-2877
Automation Magazine 57 Post........SUttr 1-5568
AUTOMOTIVE DEALER NEWS
690 Mkt ....DOuglas 2-7182
Bancroft Whitney Co
McAllister & Hyde.............HE mlock 1-0822
Barry James H Co
170 S Van Ness Av.UNdrhl 1-7780
Bay Area Publishers 988 Market....PRspct 5-3694
BENDER MOSS CO
Law Book Publishers
91 McAllister ....HEmlok 1-7343
Biddle Trade Publishing Co 68 Post.DOuglas 2-2682
Bill Brothers Publishing Corp
681 Market ....SUttr 1-1060
Bishop's A B C Guide Co
2375-45th Av...................OV erland 1-1462
BUDDE HENRY F PUBLICATIONS INC
125 Valencia...................UN drhil 1-6100
Bureau of National Affairs Inc The
Russ Bldg.....................YU kon 6-5296
Burge Dale C 461 Market...........YUkon 2-2692
Business Digest Monadnock Bldg.....EXbrk 2-0377
Business Extension Bureau 16-1st ...YUkon 6-1600
C T A Journal 693 Sutter.........PR ospct 6-4110
Calif Farmer 83 Stevenson ....GA rfld 1-7960
Calif Fruit News 405 Montgomery..DO uglas-2-3177
Calif Lumber Merchant The
420 Market ....YUkon 2-4797
Calif Medicine 450 Sutter..........DOuglas 2-0063
Calif Men's & Boy's Stylist
690 Market ....DOuglas 2-1472
Calif Publishing Co 591 Mission.....YUkon 6-2425
Calif Stylist 690 Market...........DOuglas 2-1472
Calif Turf Digest 71 Turk..........TU xedo 5-6376
Calif Wool Growers Assn
151 Mission.....................SU tter 1-0580
CAMERA CRAFT PUBLISHING CO
Photographic Book Publishers
95 Minna......................GA rfld 1-6316
Central Press Assn 862 Howard......GA rfld-1-3387
Chemical & Engineering News 57 Post.EXbrk 2-2895
Chinese Daily Post 809 Sacramento...YUkon 2-2862
Chinese World Ltd The
Business Office 736 Grant Av......EXbrk 2-1263
Business Office 736 Grant Av......YUkon 2-0077
Local Desk 736 Grant Av..........YUkon 2-0937
CHRONICLE PUBLISHING CO
S F Chronicle 5th & Mission.......GArfld 1-1112
City-County Record 3384-16th.....HEmlck 1-1212
Coast Shoe Reporter
St Francis Hotel ....DOuglas 2-1783
Collier P F & Son Corp 821 Market..GArfld 1-2875
Colman Law Book Co 251 Kearny.....SUttr 1-6258
Commerce Clearing House Inc
155 Montgomery ....SUttr 1-5907
Commercial Information Service of Manila
2439 Sutter....................WA Inut 1-8434
Commercial News Publishing Co
149 Calif ....SUttr 1-5765
Construction Annual The 98 Stevenson.YUkon 6-6840
Construction Illustrated 593 Market..YU kon 6-2561
Courrier Francais des Etats-Unis
2448 Clay ....WEst 1-4116
Crowell-Collier Publishing Co The
Adv Sales Office 120 Montgy.......EXbrk 7-1567
Editorial Bureau 26-3d............SUttr 1-5768
Current Price Bureau Sharon Bldg.....SUttr 1-0337
Curtis Publishing Co The Russ Bldg...GA rfld-1-9193

The Yellow Pages save you time.

Publishers–(Cont'd)

DAILY BULLETIN & SPORTS REVIEW
71 Turk.........................TU xedo 5-6376
Daily Commercial News
149 Calif ....SUttr 1-5765
DAILY CONSTRUCTION SERVICE
9 Main ....SU tter 1-8088
DAILY PACIFIC BUILDER
465-10th ....MA rket 1-7110
Dairy Foods Review 593 Market......EXbrk 7-0585
Daly City Record
3317 San Jose Av Daly City.........PLaza 5-4321
Dental Survey Publications Mills Bldg.GArfld 1-7950
Disabled Amer Veteran News
98 Stevenson.EXbrk 2-5683
Distribution Age 1355 Market........UNdrhl 1-9737
Dodge F W Corp 209 Post...........YU kon 6-2522
Dodge F W Corporation 465-10th...MArkt 1-7110
Domestic Engineering Publications
607 Market.DOuglas 2-7070
Doubleday & Company Inc 760 Market YUkon 2-5158
Dow Jones & Co Inc 415 Bush......EX brook 2-1271
Editor & Publisher Mills Bldg. ... GA rfld-1-7950
Emanu-El Jewish Weekly 40-1st.....DOuglas 2-5950
Everett J A
Color Printing-Publishing
52 Charter Oak Av...............JUnipr 5-4398
Fairchild Publications
26 O'Farrell ....SU tter 1-8922
Family Circle Inc The Russ Bldg....DOuglas 2-6256
Farm Journal 235 Montgy...........YUkon 2-0924
Fellom Publishing Co 709 Mission...SUttr 1-1431
Financial World 607 Market.........GArfld 1-0426
Five Associates 131-24th Av........SKyline 1-1282
Fleming Theodor 988 Market........TU xedo 5-4072
Food Business 209 Post.............YUkon 6-2522

FORTNIGHT—
KEEP O D ASSOCIATES INC
68 Post ....SUttr 1-4128

Fortnight 68 Post..................SUttr 1-4128
Fortune Magazine 100 Bush ....YUkon 2-5000
Four Fifty Six Post News Publishing Co
Monadnock Bldg ....DOuglas 2-4475
Four Fifty Six Post News Publishing Co
Monadnock Bldg ....YUkon 6-4455
Freeman Publications Miller 121-2d..GArfld 1-5887
Freeman W H & Co 549 Market.... YU kon 6-5115
Frentrup Publishing Co
485 Brannan ....DOuglas 2-7934
General Educational Publications
99 S Van Ness Av...............MArket 1-5410
Geriatrics Mills Bldg..............GA rfld-1-7950
GINN & CO
Text Books
260-5th ....DO uglas 2-8582
Go Magazine 417 Market............YUkon 6-6262
Golfer The
U V S Golf Magazine
3d Av & El Camino Rl San Mateo..DImnd 3-3663
Good Packaging 2020 Milvia Brkly..THrnwl 3-7116
From telephones served by the
following exchange
S F Zone
(No Inter-City Charge)
Ask Operator for.ENtrprise 1-2237
Hardware World 1355 Market.....UN drhil 1-9737
Harr Wagner Publishing Co
609 Mission ....SUttr 1-5193
Hearst Magazines Inc Hearst Bldg....SUttr 1-3404
Hearst Publishing Company Inc
Hearst Bldg ....SUttr 1-2424
HEATH D C & CO
Text Books
182-2d ....SUttr 1-0334
HINES JAMES S PUBLISHING CO
Monadnock Bldg ....GArfld 1-4760
Holiday Russ Bldg ....GArfld 1-9193
Holt Henry & Co 536 Mission......EX brook-2-6996
Hopper Publishing Co 127 Montgy....EXbrk 2-8917
HOTEL AND RESTAURANT OPERATOR
703 Market....................YU kon 6-2360
Houghton Mifflin Co
777 California Av Palo Alto.DAvnprt 4-4777
House & Home Magazine 100 Bush...YUkon 2-5000
Hughes D L & Associates Inc
323 Geary.YUkon 2-1441
Ideal Publishing Co Mills Bldg.......GArfld 1-7950
Industrial Equipment News
204 Sacramento ....EXbrk 2-1333
Industrial-Marine Directory
821 Market.EXbrk 2-6986
Industrial Reporter 1300 Bryant.....MArkt 1-7881
INDUSTRY PUBLICATIONS INC
703 Market ....YU kon 6-2360
ITALIAN DAILY NEWS
L'Italia & La Voce Del Popolo
1500 Stockton ....GA rfld 1-1977
Jewish Community Bulletin & Emanu-El
40-1st ....DOuglas 2-5950
Jobs Publishing Company Inc
26 O'Farrell.YUkon 2-1968
Journal Lancet Mills Bldg..........GArfld 1-7950
Kaye Jerome 988 Market ....TU xedo 5-4072
Keep O D Associates Inc 68 Post.....SU tter-1-4128
King Features Syndicate Inc
862 Howard ....GArfld 1-3387
King Publications 609 Mission ......YU kon 2-4343
King Publications Inc 609 Mission...YUkon 2-4343
Knights Of Columbus News Bulletin
451 Columbus Av ....YUkon 6-1955
Ladies' Home Journal Russ Bldg.....GArfld 1-9193

(Continued Next Page)

Publishers–(Cont'd)

Laidlaw Bros Educational Publishers
2121 Staunton Ct Palo Alto......DAvnprt 2-9850
Lane Publishing Co 625 Market.....YUkon 2-1800
Leaver Publishing Co
Lumber Publications
5844 Birch Ct Oakland.........OLympc 3-1025
Life Magazine 100 Bush...........YUkon 2-5000
Light Metal Age 709 Mission.......SU tter 1-1431
Listen & Learn 402 Balboa..........SKyln 2-1474
L'Unione 441 Church...............UNdrhl 3-5112
MacDonald Olive M 1355 Market..KL ondike 2-1826
MACMILLAN CO THE
Textbooks 111 New Montgy.......GArfld 1-0267
Trade Dept 111 New Montgy.......GArfld 1-0245
Magazine of Building 100 Bush......YUkon 2-5000
Marine Engineering & Shipping Review
244 Calif ....YUkon 2-6728
Maritime Publishing Corp 821 Market.YUkon 2-5445
MASONIC STAR 200 Onondaga Av...JUnipr 6-4101
Masonic World Publishing Co Inc
Pacific Bldg ....GArfld 1-3262
McFadden S D News Bureau
7 Front.......................EX brook 2-5235
McGraw-Hill Book Company Inc
68 Post ....DOuglas 2-4600
McGraw Hill International Corp
68 Post......................DO uglas 2-4600
McGraw-Hill Publishing Co Inc
68 Post......................DO uglas-2-4600
MERCURY PRESS 942 Howard.....YUkon 2-2200
Miller Freeman Publications 121-2d..GA rfld-1-5887
Modern Medicine Mills Bldg.........GA rfld-1-7950
Monitor Publishing Co The
441 Church.UNdrhl 3-5112
Mosby C V Co 720 Post............TUxedo 5-1224
National Automobile Dealers Used Car Guide Co
110 Sutter.SUttr 1-0528
National Quotation Bureau Inc
465 California ....SUttr 1-7468
National Underwriter Co
544 Market ....EXbrk 2-3054
Nations Business 333 Pine...........YUkon 6-6412
Neurology Mills Bldg...............GA rfld 1-7950
New Yorker The 155 Montgy.......SUttr 1-8346
News S F The 812 Mission........EX brook-2-6700
NEWSWEEK MAGAZINE
155 Montgy ....YUkon 2-2645
Official Amusement Guide
885 Stevenson ....HEmlok 1-2496
Pacific Air & Truck Traffic 22 Calif.DOuglas 2-8664
Pacific Coast Business & Shipping Register
Monadnock Bldg...............EX brook 2-0377
Pacific Coast Directory Of Transportation
344 Sacramento................GA rfld 1-3253
Pac Coast Record Inc 681 Market...SU tter-1-6710
Pac Coast Review Publishing Co
942 Howard ....GA rfld 1-6066
PACIFIC FACTORY 709 Mission....SUttr 1-1431
Pac Goldsmith 657 Mission.........YU kon 6-4323
Pacific Guild 988 Market..........TU xedo 5-4072
Pac Insurance Magazine
215 Leidesdorff..................YU kon 2-3060
Pacific Oil-Motive Magazine
690 Market ....DOuglas 2-7182
Pacific Poultryman Magazine
587 Rhodes Dr Palo Alto........DAvnprt 3-5889
Pac Printer Publisher & Lithographer
112 Market.DOuglas 2-4441
Pac Publishing Foundation Inc
81 Clementina.EXbrk 2-1602
Pacific Purchasor 461 Market......EX brook 2-1660
PACIFIC ROAD BUILDER & ENGINEERING
REVIEW 709 Mission..............SU tter 1-1431
Pac Shipper 22 Calif..............DOuglas 2-8664
Pacific Shipper's Coast Marine Directory
22 Calif ....DOuglas 2-8664
Pac Stationer & Office Outfitter
657 Mission.....................YU kon 6-4323
PARADE PUBLICATION INC
114 Sansome ....GArfld 1-3846
Parents' Institute Inc Hobart Bldg....GA rfld 1-2481
Piver Publications 268 Market.......SU tter 1-8776
Playgoer The
Frentrup Publishing Co-Publishers
485 Brannan ....DOuglas 2-7934
Pocket Guide
Frentrup Publishing Co-Publishers
485 Brannan ....DOuglas 2-7934
Popular Mechanics Co Russ Bldg......YUkon 2-0823
POPULAR SCIENCE MONTHLY
114 Sansome ....GArfld 1-3846
Prentice-Hall Inc 560 Mission.......GA rfld 1-0367
Program Printing & Lithography Co
See Our Adv Under Printers
34 Hyde ....HEmlok 1-1496
Progressive Architecture Mills Bldg...GArfld 1-7950
Progressive Grocer The Hobart Bldg GA rfld-1-2481
Publicaciones America 995 Market...GArfld 1-2513
Putman Publishing Co 209 Post......YU kon 6-2522
Radio-T V Report 580 Market.......GArfld 1-8966
Rand McNally & Co 575 Mission....DO uglas 2-4834
Rea Associates 274 Brannan........EXbrk 7-0070
RECORDER PRINTING & PUBLISHING CO
& SUNSET PRESS
99 S Van Ness Av...............MA rket-1-5400
Referee Magazine 1122 Market.......MArkt 1-1148
Reynolds Lewis B-Walker's Manual Inc
333 Kearny ....GArfld 1-7868
Rock Products Mills Bldg...........GArfld 1-7950
Rough Notes Co Inc 260 Kearny......SUttr 1-1601

The oldest of all the telephone
Industry's traditions is service.

Publishers–(Cont'd)

Roux-Young Publications-Video Visions
1485 Bay Shore Bl.JUnipr 6-4377
Rowe H M Co The 560 Mission........SUttr 1-1894
Russian Daily News Novaya Zarya
2078 Sutter....................WA Inut-1-3165
Russian Life Daily News
2458 Sutter ....WAlnt 1-5380
Ryder David W 604 Mission.........GA rfld 1-1081
S F CHRONICLE-NEWSPAPER
5th & Mission..................GArfld 1-1112
San Francisco Hotel Greeters Guide
Frentrup Publishing Co-Publishers
485 Brannan ....DOuglas 2-7934
S F Official Amusement Guide
885 Stevenson ....HEmlok 1-2496
S F Shopping News Co The
851 Howard ....GArfld 1-5200
S F Sun-Reporter 1579 Post........WE st 1-5778
Saturday Evening Post Russ Bldg....GArfld 1-9193
Scott Foresman & Co
School Text Books
560 Mission ....YU kon 6-3750
Scribner's Chas Sons
Educational Dept
55 New Montgomery..........EX brook 2-4007
Direct Sales Division
Hearst Bldg...................GA rfld 1-3525
Sendas Publishing Co 835 Howard....GArfld 1-8416
Service Associates Go-A-Graf
420 Market....................EX brook 2-8874
SILVER BURDETT CO
Publishers Of School & College Texts
604 Mission ....GA rfld 1-3050
Simmons-Boardman Publishing Corp
244 Calif ....YUkon 2-6728
South-Western Publishing Co
School Textbooks-Business & Econ
1300 Howard..................KL ondike 2-3033
Spier Paul 885 Stevenson.........HEmlok 1-2496
Sports Illustrated Magazine 100 Bush YUkon 2-5000
Stark-Rath Printing & Publishing Co
465-10th ....MA rket-1-7110

SUNSET MAGAZINE—
LANE PUBLISHING CO
625 Market ....YUkon 2-1800

Swiss Journal Co 580 Green........DOuglas 2-4773
TV Availabilities 681 Market........SUttr 1-1060
T V Cues Publications
1050 Van Ness Av.PRspct 6-1635

T V GUIDE—
TRIANGLE PUBLICATIONS INC
821 Market ....YUkon 2-0166

T V Merchants Cooperative Log
3450 Geary Bl.SKyln 2-4655
T V This Week 1148 Howard........UNdrhl 3-6500
Text Book Pub Co 122-9th.........MA rket-1-2703
THIS WEEK MAGAZINE
111 Sutter.....................EX brook 2-7547
Thomas Publishing Co
204 Sacramento................EX brook 2-1333
Three Hundred Publishing Co
277 Eddy ....GRaystn 4-5953
Time Inc 100 Bush................YU kon 2-5000
Time International 100 Bush ....YUkon 2-5000
Time The Weekly News Magazine
100 Bush ....YUkon 2-5000
Tower Publishing Co 246-1st ....SUttr 1-2255
Town Journal-Pathfinder
235 Montgomery.YUkon 2-0924
Traffic Service Corp The 821 Market..YUkon 2-2338
Traffic World 821 Market...........YUkon 2-2338
Trestle Board Publishing Co
83 McAllister ....UNdrhl 1-8365
Triangle Publications Inc 821 Market.YUkon 2-0166
Tribune Publishing Co The
681 Market...................EX brook-2-5790
If no answer call Oakland........TEmplbr 2-6000
Trumpeteer Magazine 607 Market...DOuglas 2-1786
Tudordale Martin Corp The
2370-45th Av.LOmbrd 4-0462
Turf Digest 71 Turk...............TUxedo 5-6376
Underwriters Report Of Calif
Insurance Publications
344 Sacramento ....GArfld 1-3253
United Family News 342 Grant Av.EX brook 2-4866
United Newspapers Magazine Corp
111 Sutter....................EX brook 2-7547
U S News Publishing Corp 57 Post.EX brook 2-8593
U S News & World Report 57 Post.EX brook 2-8593
Vision Inc Mills Bldg..............GArfld 1-7950
WADE PUBLISHING CO 9 Main...SU tter-1-8088
Wagner Harr Publishing Co
609 Mission ....SU tter 1-5193
Walker's Manual Inc 333 Kearny... GArfld 1-7867
Way of St Francis
109 Golden Gate Av...........KLondke 2-2795
Weekly Insurance Letter
215 Leidesdorff ....YUkon 2-3060
Weekly Law Digest Mills Bldg.....DO uglas-2-6601
Welcome Map Publishing Co
605 Market ....YUkon 2-3954
WESTERN ADVERTISING
580 Market ....GA rfld 1-8966
Western Appliances & Television
274 Brannan.EXbrk 7-0070
Western Associated Farm Papers
Sharon Bldg. ....SU tter 1-3054

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Publishers–(Cont'd)

Western Banker
Banking News Publishers
41 Sutter ....EXbrk 2-1311
Western Business Publications
274 Brannan.EXbrk 7-0070
Western Confectioner 251 Kearny.....SUttr 1-8415
Western Construction 609 Mission ..YUkon 2-4343
WESTERN DAIRY FOODS REVIEW
593 Market.EXbrk 7-0585
Western Family Magazine 461 Market.YU kon 2-0746
Western Farm Equipment 609 Mission.YUkon 2-4343
Western Feed & Seed Magazine
320 Market ....DO uglas 2-2142
Western Fruit Grower 251 Kearny....EXbrk 2-5326
WESTERN HORSEMAN
114 Sansome.GArfld 1-3846
Western Industry 609 Mission ......YUkon 2-4343
WESTERN MACHINERY & STEEL WORLD
Monadnock Bldg ....GArfld 1-4760
Western Meat Industry Magazine
121-2d.EXbrk 2-8932
Western Merchandizer Magazine
1355 Market.KLondke 2-2311
Western Plastics 274 Brannan.......EXbrk 7-0070
Western Tobacconist 251 Kearny.....SUttr 1-8415
Western Underwriter
215 Leidesdorff.................YU kon 2-3060
Wines & Vines 251 Kearny..........EXbrk 2-5325
Winston John C Co 560 Mission......SUttr 1-1894
Woman's Day Inc Monadnock Bldg..DO uglas 2-4475

Publishers–Music–See Music Publishers

Publishers' Representatives

Allen-Klapp Co The 785 Market......SUttr 1-3401
American Exporter Magazine
300 Montgy ....DOuglas 2-4393
American Magazine The 120 Montgy..EXbrk 7-1567
Amer Weekly Hearst Bldg .....EX brook-2-0206
Ayres Wm A Co 233 Sansome........YUkon 6-2981
Babcock A S & Co 605 Market.......YUkon 2-3954
Birch R J & Co 300 Montgomery ..DO uglas 2-4393
BLANCHARD-NICHOLS 111 Sutter.YUkon 6-6341
Branham Company The 703 Market...YUkon 2-1582
Brydone Jack Ned Monadnock Bldg..DOuglas 2-4475
Budd John Co The 605 Market.......YUkon 2-3954
Burke Kuipers & Mahoney Inc
681 Market ....SUttr 1-1060
Capper Publications The Russ Bldg.DO uglas-2-5220
Chilton Publications 300 Montgy...DOuglas 2-4393
Collier's Magazine The 120 Montgy...EXbrk 7-1567
Comic Weekly The Hearst Bldg.......YU kon 6-4827
Conaway & Klaner 244 Calif.........GArfld 1-7004
Cresmer & Woodward Inc
681 Market....................EX brook 2-3501
Curtis Circulation Co 320 Judah.....OVrlnd 1-8276
De Clerque Henry Inc 605 Market....YUkon 2-3954
Domestic Engineering Publications
Geo C Lings West Coast Mgr
607 Market ....DOuglas 2-7070
Doyle & Hawley 717 Market.......GArfld 1-7437
Ellis Bruce J Associates Russ Bldg....EXbrk 7-0166
Eschen Company The 57 Post........SUttr 1-7440
Evans Keith H 593 Market..........YUkon 2-4280
Everywoman's Magazine Inc
155 Montgy EXbrk 2-0167
Family Circle Inc The Russ Bldg...DOuglas 2-6256
Fawcett Publications Inc 110 Sutter...SUttr 1-7971
Fitzpatrick Associates 155 Montgy...GArfld 1-7946
Gilman Nicoll & Ruthman
Russ Bldg ....YU kon 2-2446
Haines Geo F Monadnock Bldg.....DOuglas 2-4475
Hall Mark M 461 Market...........GArfld 1-3727
Harker Ralph & Associates
Hobart Bldg ....GA rfld 1-2481
HEARST ADVERTISING SERVICE
Hearst Bldg ....EX brook-2-2780
Hunter-Tewksbury Co The 155 Montgy.EXbrk 2-0167
Industrial Associates 821 Market....EXbrk 2-6986

INSTITUTIONS MAGAZINE—
LINGS GEO C 607 Market.....DOuglas 2-7070

JANN & KELLY INC 111 Sutter..DOuglas 2-3304
Johnson Kent Gavin and Sinding Inc
717 Market.GArfld 1-7437
Katz Agency Inc The Russ Bldg.....SU tter 1-7434
Kelly-Smith Co 300 Montgomery....YU kon-6-1265
KIMBALL MAURICE A CO INC THE
681 Market ....EXbrk 2-3365
La Fonteese Louis R 15 Harriet....UNdrhl 3-6480

LIFE—
McMILLAN & ADAMS
Subscriptions Only
1504 Vallejo ....GRaystn 4-4827

LINGS GEO C 607 Market.........DOuglas 2-7070
Los Angeles Examiner Hearst Bldg....EXbrk 2-2780
Macfadden Publications Inc
444 Market.DOuglas 2-4691
McDonald-Thompson 625 Market....YU kon 6-0647
McIntyre W R & Associates
Monadnock Bldg ....DOuglas 2-4475
McKinney J P & Son 681 Market.....SUttr 1-1061
McQuillin Brice 785 Market........SUttr 1-3401
MENNE CO THE 114 Sansome.......GArfld 1-3846
Military Service Co Inc 515 Market...GArfld 1-8517

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Moloney Regan & Schmitt Inc
681 Market ....SU tter 1-5740
O'Connell Lee F Co 233 Sansome......YUkon 6-2981
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Pac Sunday Magazine Group
681 Market ....EXbrk 2-3501
Palmedo Bernard T 607 Market....GA rfld 1-0426
Parratt Rogers P 57 Post..........SU tter 1-5568
Pickens Don R 55-5th ....YUkon 6-0621
Pictorial Review Hearst Bldg.......EX brook 2-2780
Popular Mechanics Magazine
Russ Bldg.YUkon 2-0823
Progressive Farmer Co The 110 Sutter.SUttr 1-7971
Puck-The Comic Weekly Hearst Bldg..YU kon 6-4827
Railton Richard Co The 681 Market...SUttr 1-1060
Rattray Alex 681 Market..........DO uglas 2-2597
Reynolds-Fitzgerald Inc 625 Market..SUttr 1-8600
Ridder-Johns Inc 110 Sutter.........YUkon 2-2594
Sawyer Ferguson Walker Co
Russ Bldg ....GA rfld-1-1168
Scolaro Meeker & Scott 717 Market..GArfld 1-7437
Scott Duncan A & Co Mills Bldg.....GArfld 1-7950
Scripps-Howard Newspapers
703 Market....................GA rfld 1-5187
Seattle Post-Intelligencer
Hearst Bldg...................EX brook-2-2780
Shannon & Associates 300 Montgy..DOuglas 2-4393
Simpson-Reilly Ltd 703 Market....DO uglas 2-4994
Smith And Hollyday Russ Bldg.......EXbrk 2-3723
Sport Men's Group 444 Market.....DOuglas 2-4691
Story Brooks & Finley Inc 703 Market.YUkon 2-3598
Tewksbury A M 155 Montgomery......EXbrk 2-0167
Thompson Jules E 681 Market.......EXbrk 2-3365

TIME—
McMILLAN & ADAMS
Subscriptions Only
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Townsend Edward S Co 110 Sutter....SUttr 1-7971
Transportation Supply News
821 Market ....YUkon 2-2338
True Story Women's Group
444 Market.DOuglas 2-4692
Udall Fletcher & Co Hearst Bldg.....EXbrk 2-5107
Walker Robt W Co The 57 Post......SU tter 1-5568
Ward-Griffith Co Inc Russ Bldg......YU kon 2-6028
Watson Ray C Co Mills Bldg.........EXbrk 2-4073
Werner Arch 681 Market............EXbrk 2-0288
WEST-HOLLIDAY CO INC
625 Market ....GA rfld 1-2003
Western Associated Farm Papers
Sharon Bldg...................SU tter 1-3054
Weston Lee T 235 Montgy...........YUkon 2-0924
WETTSTEIN BOB
Jerry Nowell San Francisco Mgr
209 Post ....YU kon 6-2522
Whaley-Simpson Co 55 New Montgy...SUttr 1-4583
Woman's Home Companion The
120 Montgy.EXbrk 7-1567
Woolf Thos O & Son Mills Bldg......GA rfld 1-7950
Wroe Gerald 111 Sutter............EXbrk 2-7547

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Acme Equipment Co 840 Harrison..EX brook-2-1560
Adam-Hill Co 244-9th.............MA rket 1-4137
American Pulley Co 1547 Mission...HEmlck 1-1500
American Pulley Co The
420 Market....................SU tter 1-1582

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BEARING ENGINEERING CO
V-Pulleys-Split Steel-Motor Pulley
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COOK BELTING CO
V Belt Pulleys
401 Howard ....DOuglas 2-6681

DICK R & J CO INC
DICKROPE – V-BELT PULLEYS
BARRY STEEL SPLIT
PULLEYS
510 Bryant.............SU tter 1-1341

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55 New Montgomery........DO uglas 2-8434
HORSFORD BROS CO
944 Folsom ....SU tter-1-0657

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