Public Speaking Instruction

BECKMANN HOLLISTER & HARRY G SWIFT
See Swift Harry G & Co
681 Market ..... DOuglas 2-1136
Cotton Ethel Studio Of Expression & Conversation
Salon 1450 Green ..... ORdwy 3-5116
DALE CARNEGIE COURSES
209 Post..GArfld 1-8821
Haughey Myrtle Speech & Voice Studio
Personal Coaching-Mike Tech
1360 Taylor ..... TUxedo 5-2377
Kincaid Dramatic School
See Our Adv under Schools
1254 Bush ..... PRspct 5-2692
Reilly Howard School of the Theatre
180 W Portal Av .SEabright 1-0189

Public Stenographers

See Stenographers–Public

Public Utilities Consultants

Tilden Utility Engineering Co
1179 Market ..... UNdrhl 1-2523

Publicity Service

BARBOUR MAX 112 Market ..... DOuglas 2-3495
Becker & Mueller Public Relations Advertising
Advertising & Publicity
915 Howard ..... YUkon 6-2093
Blaney & Matthew 664 Post..... GRaystn 4-1536
Boone Philip S & Associates
Monadnock Bldg .DOuglas 2-4307
COLEMAN GIL & ASSOCIATES
45 Maiden Ln..EXbrk 2-4030
Dahle Charles Public Relations
Russ Bldg..YUkon 2-0777
DiMARCO FRANK & ASSOCIATES
Hearst Bldg .SUtter 1-2272
DRURY COMPANY 114 Sansome DOuglas-2-2352
Evans Mc Clure & Assoc 461 Market..YUkon 6-0196
FEARN JOHN W ASSOCIATES
Product Publicity-Promotion
2253 Polk ..... GRaystn 4-5147
Geen Arthur B Advertising
190 MacArthur Bl Oakind .HIgate 4-4612
Gross & Roberts 408 Stockton..... DOuglas 2-6994
HUY CHARLES AGENCY
885 Stevenson ..... HEmlok 1-4450
Johnson Arthur M Central Tower Bldg .EXbrk 2-3734
Johnson Organization The Chas P
870 Market .EXbrk 2-8161
KISLINGBURY GRAHAM PUBLIC RELATIONS
Publicity-Promotions-Advertising
988 Market ..... GRaystn 4-2651
KOLMAR ASSOCIATES
3010 Geary Bl .BAyvw 1-7887
Lang Raymond I Advertising
116 New Montgy .YUkon 2-5028
Lehman Godfrey Associates
260 Kearny .YUkon 2-5582
LERNER HARRY AND ASSOCIATES
Public Relations-Campaigns Advertising
Monadnock Bldg ..... YUkon 2-0705
Lykke-Wilkin & Associates
681 Market ..... YUkon 6-5842
Lynn Geo I Advertising
Monadnock Bldg .EXbrk 2-0377
McDonough Theresa
Public Relations-Promotions-Advertising
209 Post ..... YUkon 6-5252
Meyer Leon deYoung Bldg..... SUtter 1-1972
O'Rourke John Advertising
Flood Bldg..DOuglas 2-6570
Palmer Ted & Associates 870 Market..EXbrk 2-1222
PAVIA KATHERINE AGCY 2238 Hyde..PRspct 5-1940
Pollard Dick 607 Market ..... SUtter 1-0698
Publicity Affiliates of S F MillsBldg .EXbrk 2-4073
Radio Reports Inc
Typed Reports Radio-TV Monitoring
264 Arlington Av Berkeley..... LAnscpe 4-5252
Robbins Grant & Associates
Flood Bldg .EXbrk 2-8300
Ryder David W 604 Mission..... EXbrk 7-0965
Scanlon Jerry Mrs & Staff 405 Baker WE st 1-6710
Skuse Dick & Assoc 870 Market..... DOuglas 2-6046
STEELE DON ADVERTISING AGCY
209 Post .GArfld 1-0145
Tissier Joseph 544 Market ..... GArfld 1-1767
von Loewenfeldt Charles & J T True Inc
814 Mission .YUkon 2-1900
Warren Herb 3004-16th ..... KLondke 2-0551

Publishers

Air Force Times 681 Market ..... SUtter 1-6954
Allyn & Bacon Inc 560 Mission..... GArfld 1-1180
Amer Book Co The 121-2d..... SU tter 1-6390
American Builder 244 Calif..... SKyine 1-1282
American Druggist Mills Bldg..... GArfld 1-7950
American Home Magazine Corp
235 Montgomery .YUkon 2-0924
Amer Legion
Veterans' Bldg-War Memorial .UNdrhl 1-7490
Apartment Bulletin Monadnock Bldg..EXbrk 2-0377
Architect & Engineer Inc 68 Post..... EXbrk 2-7182
Architectural Forum 100 Bush..... YUkon 2-5000
Architectural Record 209 Post..... YUkon 6-2522

Publishers–(Cont'd)

Argonaut Publishing Co 544 Market...SUtter 1-1700
Army Times Publishing Co
Arch Werner
681 Market ..... SUtter 1-6954
Automation Magazine 57 Post..... SUtter 1-5568
AUTOMOTIVE DEALER NEWS
490 Mkt ..... DOuglas 2-7182
BARRON'S PUBLISHING CO
1540 Market .UNdrhl 3-3250
Barry James H Co
170 S Van Ness Av .UNdrhl 1-7780
BENDER MOSS CO
Law Book Publishers
91 McAllister ..... HEmlok 1-7343
BETTER HOMES & GARDENS
41 Sutter .YUkon 2-5079
Biddle Trade Publishing Co 68 Post..DOuglas 2-2682
Bill Brothers Publishing Corp
681 Market ..... SUtter 1-1060
Billboard-TV Availabilities
681 Market .SUtter 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
Business Digest Monadnock Bldg..... EXbrk 2-0377
Business Extension Bureau 16-1st .. YUkon 6-1600
C T A Journal 693 Sutter..... PR ospect 6-4110
Calif Farmer 83 Stevenson ..... GA rfld 1-7960
Calif Industrial Purchasing Guide
461 Market .SUtter 1-8062
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 Stylist 690 Market..... DOuglas 2-1472
Calif Turf Digest 143 Turk..... TUxedo 5-6376
Calif Visitor Magazine 835 Clay..... DOuglas 2-0216
Calif Wineletter 1445 Stockton ..... SUtter 1-1543
If no answer call..... EDgwtr 2-1377
Calif Wool Growers Assn
151 Mission..... SU tter 1-0580
Call Bulletin S F 860 Howard..... YUkon 6-5151
CAMERA CRAFT PUBLISHING CO
Photographic Book Publishers
95 Minna ..... GArfld 1-6316
Central Press Assn 862 Howard..... GArfld 1-3387
Chemical & Engineering News 57 Post..EXbrk 2-2895
Chinese Daily Post 809 Sacramento...YUkon 2-2862
Chinese World Ltd The
Editorial Dept 736 Grant Av..... YUkon 2-0937
Business Office 736 Grant Av..... EXbrk 2-1263
Business Office 736 Grant Av..... YUkon 2-0077
CHRONICLE PUBLISHING CO
S F Chronicle 5th & Mission..... GArfld 1-1112
City-County Record 3384-16th..... HEmick 1-1212
City Lights Pocket Bookshop
261 Columbus Av .DOuglas 2-8193
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..... SUtter 1-6258
Commerce Clearing House Inc
155 Montgomery ..... SUtter 1-5907
Commercial News Publishing Co
149 Calif ..... SUtter 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
Current Price Bureau Sharon Bldg..... SUtter 1-0337
Curtis Publishing Co The Russ Bldg.. GA rfld-1-9193
DAILY BULLETIN & SPORTS REVIEW
143 Turk..TUxedo 5-6376
Daily Commercial News
149 Calif ..... SUtter 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
Dental Survey Publications Mills Bldg .GArfld 1-7950
Directories of Industry Inc 461 Market.SUtter 1-8062
Distribution Age 1355 Market..... UNdrhl 1-9737
Dodge F W Corp 209 Post..... YU kon 6-2522
Dodge F W Corporation 465-10th..MArket 1-7110
Doubleday & Company Inc 760 Market YUkon 2-5158
Dow Jones & Co Inc 1540 Market..... UNdrhl 3-3250
Editor & Publisher Mills Bldg ..... GA rfld-1-7950
Electrical Engineering Magazine
Mills Bldg .EXbrk 2-4073
Ellis Bruce J Associates 525 Market..YUkon 2-2562
Emanu-El Jewish Weekly 40-1st..... DOuglas 2-5950
Everett J A
Color Printing-Publishing
52 Charter Oak Av..... JUnipr 5-4398
Fairchild Publications 821 Market..... SUtter 1-8922
Family Circle Inc The Russ Bldg..... DOuglas 2-6256
Farm Journal 235 Montgy..... YUkon 2-0924
FEARON PUBLISHERS
2450 Fillmore .JOrdn 7-2626
Fellom Publishing Co 709 Mission..... SUtter 1-1431
Five Associates 131-24th Av..... SKyine 1-1282
Fleming Theodor 988 Market..... TUxedo 5-4072
Flores Press 1429 Mendell..... MIssn 8-5112
Forster Publishing Co 593 Market..... YUkon 6-2561
FORTNIGHT—
KEEP O D ASSOCIATES INC
68 Post ..... SUtter 1-4128

The Yellow Pages save you time.

Publishers–(Cont'd)

Fortnight 68 Post..... SUtter 1-4128
Fortune Magazine 100 Bush..... YUkon 2-5000
Four Fifty Six Post News Publishing Co
26 O'Farrell .YUkon 6-4455
Freeman Publications Miller
500 Howard .EXbrk 7-1881
Freeman W H & Co 660 Market..... YUkon 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 AND COMPANY
Text Books
2550 Hanover Palo Alto..... DAvnprt 6-4050
Gold Star Motel Directory
684 Haight .UNdrhl 1-0733
Golfer The
U V S Golf Magazine
218 Tilton Av Sn Mto..... 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
Grafik Publications 166 Geary..... GArfld 1-6435
Hardware World 1355 Market..... UN drhil 1-9737
Harr Wagner Publishing Co
609 Mission ..... SUtter 1-5193
Hearst Magazines Inc Hearst Bldg..... SUtter 1-3404
Hearst Publishing Company Inc
Hearst Bldg ..... SUtter 1-2424
Heath D C & Co 182-2d ..... SUtter 1-0334
Hewitt Publications 327 Commercial .GArfld 1-1547
HINES JAMES S PUBLISHING CO
Monadnock Bldg ..... GArfld 1-4760
HOLT HENRY & CO 536 Mission..EXbrk 2-6996
Home Publications Inc
1355 Market .KLondke 2-2311
HOTEL AND RESTAURANT OPERATOR
703 Market..... YU kon 6-2360
House & Home Magazine 100 Bush...YUkon 2-5000
Hoyt Publishing Co
630 N San Mateo Dr Sn Mto..DImnd 2-4115
Hughes D L & Associates Inc
323 Geary .YUkon 2-1441
Hughes W Geo L Russ Bldg..... YUkon 2-0579
Ideal Publishing Co Mills Bldg ..... GArfld 1-7950
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
Jewish Star 165 O'Farrell..... GArfld 1-4874
JOBBER TOPICS—
NEWMAC CO LTD
2503 Broadway Oaklnd .TEmplbr 2-3395
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
Knights Of Columbus News Bulletin
451 Columbus Av ..... YUkon 6-1955
Laidlaw Bros Educational Publishers Staunton Ct
Curtis Publishing Co The Russ Bldg..GA rfld-1-9193
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
Look Magazine 347 Stockton ..... GArfld 1-4960
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
Marchbanks Publications
3317 San Jose Av Daly Cty .PLaza 5-4321
Marcus Irving H 690 Market..... EXbrk 2-0323
Marine Engineering-Log 244 Calif..... YUkon 2-6728
McCall Corp Russ Bldg..... YUkon 2-0579
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
McKinney J P & Son 681 Market..... SUtter 1-1060
MEREDITH PUBLISHING CO
41 Sutter .YUkon 2-5079
Miller Freeman Publications
500 Howard .EXbrk 7-1881
Modern Medicine Mills Bldg..... GA rfld-1-7950
Monitor Publishing Co The
441 Church .UNdrhl 3-5112
National Geographic Russ Bldg..... DOuglas 2-3917
National Housewares Directory
1955 Market .HEmlok 1-3972
National Quotation Bureau Inc
465 California ..... SUtter 1-7468
National Underwriter Co 582 Market..EXbrk 2-3054

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Publishers–(Cont'd)

Nation's Business 605 Market..... SUtter 1-0309
From telephones served by the
following exchange
Los Angeles
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Ask Long Distance for ZEnith-0309
Nations Business 333 Pine..... YUkon 6-6412
Navy Times 681 Market..... SUtter 1-6954
Neurology Mills Bldg..... GArfld 1-7950
New Calif Greek Newspaper
1625 Market .HEmlok 1-0338
New Yorker The 155 Montgy..... SUtter 1-8346
News S F The 812 Mission..... EX brook-2-6700
NEWSWEEK MAGAZINE
155 Montgy ..... YUkon 2-2645
Official Amusement & Visitors Guide
Paul Spier
885 Stevenson ..... HEmlok 1-2496
Pacific Air & Truck Traffic 22 Calif .DOuglas 2-8664
Pac Coast Business & Shipping Register
Monadnock Bldg .EXbrk 2-0377
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... SUtter 1-1431
Pac Goldsmith 657 Mission..... YU kon 6-4323
Pacific Guild 988 Market..... TUxedo 5-4072
Pac Marine Directory 681 Market ...EXbrk 2-0733
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
Pacific Shipper 22 California..... DOuglas 2-8664
Pac Stationer & Office Outfitter
657 Mission ..... YU kon 6-4323
Pac Travel News 274 Brannan..... EXbrk 7-0070
PARADE PUBLICATION INC
114 Sansome ..... GArfld 1-3846
Parents' Magazine
Advertising Dept 444 Market..... GArfld 1-2481
Subscription Dept 821 Market..... EXbrk 2-5210
Playgoer The
Frentrup Publishing Co
485 Brannan ..... DOuglas 2-7934
Pocket Guide
Frentrup Publishing Co
485 Brannan ..... DOuglas 2-7934
POPULAR MECHANICS MAGAZINE
Russ Bldg .YUkon 2-0823
POPULAR SCIENCE MONTHLY
114 Sansome ..... GArfld 1-3846
PRENTICE-HALL INC 560 Mission .GArfld 1-0367
Program Printing & Lithography Co
See Our Adv Under Printers
34 Hyde ..... HEmlok 1-1496
Progressive Grocer Magazine
461 Market .YUkon 2-2287
Progressive Grocer The 444 Market..GArfld 1-2481
Publishers' Book Service 660 Market .YUkon 6-5115
Purposeful Publications
3030 Bridgeway Sausito .EDgwtr 2-3800
Putman Publishing Co 209 Post..... YU kon 6-2522
Railway Age 244 Calif..... YUkon 2-6728
Rea Associates 274 Brannan..... EXbrk 7-0070
Reader's Digest Assn The
235 Montgomery .EXbrk 2-3057
Recorder Printing & Publishing Co &
Sunset Press 99 S Van Ness Av..... MArket 1-5400
Referee Magazine 141 Turk..... GRaystn 4-2748
Reynard Press 2700-19th ..... ATwtr 2-5802
Reynolds Lewis B 333 Kearny..... GArfld 1-7868
Rock Products Mills Bldg..... GArfld 1-7950
Rough Notes Co Inc 260 Kearny..... SUtter 1-1601
Rowe H M Co The 560 Mission..... SUtter 1-8432
Russian Daily News Novaya Zarya
2079 Sutter ..... WA lnut-1-3165
Russian Life Daily 2458 Sutter..... WAlnt 1-5380
S F CHRONICLE-NEWSPAPER
5th & Mission ..... GArfld 1-1112
S F Examiner 3d & Market..... SUtter 1-2424
S F Hotel Greeters Guide
Frentrup Publishing Co
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
Scientific American 57 Post..... SUtter 1-5568
Scribner's Chas Sons
Direct Sales Division 785 Market...GArfld 1-3525
560 Mission ..... EXbrk 2-4007
Service Associates Go-A-Grat
420 Market ..... EX brook 2-8874
Show House Publishers 209 Post..... YUkon 6-2522
SILVER BURDETT CO
Publishers Of School & College Texts
604 Mission ..... GA rfld 1-3050
Simmons-Boardman Publishing Corp
244 Calif ..... YUkon 2-6728
Simplicity Pattern Co Inc 252-5th..DOuglas 2-0458
Smith News Co 1338 Mission..... UNdrhl 1-4900
South-Western Publishing Co
School Textbooks-Business & Econ
1300 Howard..... KL ondike 2-3033

(Continued Next Page)

Publishers–(Cont'd)

Span Publishing Co
Keystone Bldg Mill Vly .DUnlp 8-7575
Sports Illustrated Gazette 830 Market .SUtter 1-1595
Sports Illustrated Magazine 100 Bush YUkon 2-5000
Stark-Rath Printing & Publishing Co
465-10th .MArkt 1-7110
Stolo Enterprises Inc 830 Market.... SUtter 1-6983
SUCCESSFUL FARMING 41 Sutter..YUkon 2-5079
SUNSET MAGAZINE—
LANE PUBLISHING CO
625 Market ..... YUkon 2-1800
SUPER SERVICE STATION—
NEWMAC CO LTD
2503 Broadway Oaklnd .TEmplbr 2-3395
Swiss Journal Co 580 Green..... DOuglas 2-4773
T V GUIDE—
TRIANGLE PUBLICATIONS INC
821 Market ..... YUkon 2-0166
The Star News and Views
200 Onondaga Av .JUnipr 6-4101
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
Trestle Board Publishing Co
330 Otsego Av .DElaware 3-0239
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
Turf Digest 143 Turk..... TUxedo 5-6376
Underwriters Report Of Calif
Insurance Publications
344 Sacramento ..... GArfld 1-3253
United Family News 593 Market..... EXbrk 2-4866
United Newspapers Magazine Corp
111 Sutter .EXbrk 2-7547
U S News Publishing Corp
351 California .EXbrk 2-8593
U S News & World Report
351 California .EXbrk 2-8593

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Hollywood ..... Hollywd 5-8487

Verity Inc 115 New Montgomery..... SUttr 1-4826
Vision Inc Mills Bldg..... GArfld 1-7950
VISITORS' MAP GUIDES INC
Inside San Francisco
115 New Montgy ..... YUkon 6-4160
WADE PUBLISHING CO 9 Main...SU tter-1-8088
Wadsworth Publishing Co Inc
431 Clay .SUttr 1-3368
Wagner Harr Publishing Co
609 Mission..... SU tter 1-5193
Walker's Manual Inc 333 Kearny..... GArfld 1-7866
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
Western Banker
Banking News Publishers
41 Sutter ..... EXbrk 2-1311
Western Business Publications
274 Brannan .EXbrk 7-0070
Western Confectioner 251 Kearny..... SUtter 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 251 Kearny .EXbrk 2-5325
Western Farm Publications Inc
251 Kearny .EXbrk 2-5325
Western Feed & Seed Magazine
1445 Stockton .SUtter 1-7647
Western Fruit Grower 251 Kearny.... EXbrk 2-5326
Western Industry 609 Mission..... YUkon 2-4343
WESTERN MACHINERY & STEEL WORLD
Monadnock Bldg ..... GArfld 1-4760
Western Meat Industry Magazine
Keystone Bldg Mill Vly .DUnlp 8-7575

Publishers–Music–See Music Publishers

Publishers' Representatives

Allen-Klapp Co The 785 Market..... SUtter 1-3401
Amer Exporter Publications Russ Bldg .EXbrk 2-3723
Amer Weekly Hearst Bldg ..... EX brook-2-0206
Army Times Publishing Co
681 Market .SUtter 1-6954
Ayres Wm A Co 233 Sansome..... YUkon 6-2981
Babcock A S & Co 605 Market..... YUkon 2-3954
Benson Marty & Associates
442 Collingwood .VAlencia 4-8377
BLANCHARD-NICHOLS 620 Market .YUkon 6-6341
Branham Company The 705 Market.... YUkon 2-1582
Brydone-Jack Ned 681 Market..... DOuglas 2-6979
Budd John Co The 605 Market..... YUkon 2-3954
Burke Kuipers & Mahoney Inc
681 Market .SUtter 1-1060
Chilton Publications 1355 Market...UNdrhl 1-9737
Chimes Library & Gift Shop
3240 Sacramento .FImor 6-0825
Chris Dunkle & Assoc 420 Market...DOuglas 2-9183
Clark Thomas F Co Inc 166 Geary..... YUkon 6-0621
Comic Weekly The Hearst Bldg..... YU kon 6-4827
Conaway & Klaner 244 Calif..... GArfld 1-7004
Converse J A Monadnock Bldg..... YUkon 2-3029
Copp Will & Assoc Mills Bldg..... GArfld 1-7950
Cresmer & Woodward Inc
681 Market .EXbrk 2-3501
Curtis Circulation Co
1485 Bayshore Bl .JUnipr 6-2105
De Cleruque Henry Inc 605 Market.... YUkon 2-3954
Dillenbeck-Galavan Inc Mills Bldg..... EXbrk 2-4073
Doyle & Hawley 58 Sutter..... GArfld 1-7437
Eschen Company The 57 Post..... SUttr 1-7440
Evans Keith H 593 Market..... YUkon 2-4280
Family Circle Inc The Russ Bldg... DOuglas 2-6256
Fawcett Publications Inc 110 Sutter.. SUttr 1-7971
Fitzpatrick Associates 155 Montgy...GArfld 1-7946
FORBES MAGAZINE 114 Sansome..GArfld 1-3846
Gilman Nicoll & Ruthman
Russ Bldg ..... YU kon 2-2446
Harker Ralph & Associates
444 Market .GArfld 1-2481
HEARST ADVERTISING SERVICE INC
Hearst Bldg .EXbrk 2-2780
Home Reader Serv Inc 988 Market...PRspct 6-1575
Houston & Walsh 110 Sutter..... GArfld 1-6936
Jann & Kelley Inc 111 Sutter..... DOuglas 2-3304
Johnson Kent Gavin and Sinding Inc
58 Sutter .GArfld 1-7437
Katz Agency Inc The Russ Bldg..... DOuglas 2-7628
Kelly-Smith Co 300 Montgomery..... YUkon 6-6388
Kimball John R 420 Market..... DOuglas 2-9183
KIMBALL MAURICE A CO INC THE
681 Market ..... EXbrk 2-3365
Language Press 165 O'Farrell..... GArfld 1-4874
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
26 O'Farrell .DOuglas 2-4475
McMillan & Adams 870 Market..... YUkon 2-2720
McQuillin Brice 785 Market..... SUtter 1-3401
MENNE CO THE 114 Sansome..... GArfld 1-3846
Military Service Co Inc 2851-21st..VAlencia 4-7948
Moloney Regan & Schmitt Inc
681 Market ..... SU tter 1-5740
Moran & Fischer 681 Market..... DOuglas 2-6979
Munford James E Co 681 Market... DOuglas 2-3899
Newmac Co Ltd
2503 Broadway Oaklnd .TEmplbr 2-3395
O'Connell Lee F Co 233 Sansome..... YUkon 6-2761
O'Mara & Ormsbee Inc Russ Bldg..... GArfld 1-2507
Oriental Advertising Service
835 Clay .DOuglas 2-0218
Pac Sunday Magazine Group
681 Market ..... EXbrk 2-3501
Paper Editions Corporation 621-4th .. SUttr 1-6040
Parratt Rogers P 57 Post..... SU tter 1-5568
Perry John H Associates 233 Sansome..YUkon 6-2981
Pickens Don R 166 Geary..... 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 .SUtter 1-7971
Puck-The Comic Weekly Hearst Bldg..YU kon 6-4827
Railton Richard Co The 681 Market.. SUtter 1-1060
Rattray Alex 681 Market..... DOuglas 2-6979
Readers' Phoneservice 870 Market... YUkon 2-2720
Ren Averill Co 74 Bret Harte Ter..... PRspct 6-3902
Reynolds-Fitzgerald Inc 625 Market..SUtter 1-8272
Ridder-Johns Inc 110 Sutter..... YUkon 2-2594
Sawyer Ferguson Walker Co
Russ Bldg .GArfld 1-1168
Scolaro Meeker & Scott 58 Sutter... GArfld 1-7437

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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
Simpson-Reilly Ltd 703 Market..... DOuglas 2-4994
Smith & Hollyday Inc Russ Bldg..... EXbrk 2-3723
Spitzer Albert & Associates
681 Market .EXbrk 2-2612
Sport Men's Group 444 Market..... DOuglas 2-4691
Story Brooks & Finley Inc 703 Market.YUkon 2-3598
Thompson Jules E Co 681 Market...DOuglas 2-8547
Townsend Millsap & Co 110 Sutter.... SUttr 1-7971
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..... DOuglas 2-3961
Watson Ray C Co Mills Bldg..... EXbrk 2-4073
Werner Arch 681 Market..... SUtter 1-6954
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 .. SUtter 1-4583
Woolf Thos O & Son Inc Mills Bldg... EXbrk 2-4073
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Adam-Hill Co
Utah Av & Haynie Pl SSF .PLaza 5-3935
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AMERICAN PULLEYS—
BEARING ENGINEERING CO
V-Pulleys-Split Steel-Motor Pulley
Conveyor Pulleys
1547 Mission ..... HE mlock 1-1500
BARRY PULLEYS—
DICK R & J CO INC
510 Bryant .SUttr 1-1341
BAY CITY IRON WORKS INC
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Fibre – Cast Iron – Steel
Motor – Transmission – Conveyor
475-4th Oakland ..... HIgate 4-1092
BAYSHORE MACHINERY & PIPE CO
33 Bay Shore Bl ..... MIssn 7-7981
COOK BELTING CO
V Belt Pulleys
401 Howard ..... DOuglas 2-6681
Degen Belting Co 260 Mission..... EXbrk 2-3820
DICK R & J CO INC
DICKROPE – V-BELT PULLEYS
BARRY STEEL SPLIT PULLEYS
510 Bryant..... SU tter 1-1341
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DODGE MFG CORP
55 New Montgomery..... DO uglas 2-8434
HORSFORD BROS CO
944 Folsom ..... SU tter-1-0657
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FACTORY WAREHOUSES
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244-9th .UNdrhl 3-3037
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Utah Av & Haynie Pl SSF .PLaza 5-3935
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To make a small grate or stove fire, or to kindle a big one, use old newspapers which have been rolled up tightly, soaked overnight in water, squeezed out and allowed to dry for several days. The tighter they are squeezed, the better firewood they make.

Pulleys–(Cont'd)

HI-LO VARIABLE SPEED PULLEYS—
ADAM-HILL CO 244-9th..... MArkt 1-4137
HOOD ENGINEERING SALES CO
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HORSFORD BROS CO
DODGE PULLEYS
V-Pulleys & Belts
Steel Split Pulleys
Interchangeable Bushings
Immediate Deliveries
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From telephones served by the
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(No Inter-City Charge)
Ask Operator for .ENtrprise 1-0344
LOVEJOY VARIABLE SPEED PULLEYS—
McCREA ENGINEERING SUPPLY CO
285-7th ..... UNdrhl 3-2843
Marwood Ltd 357-9th ..... HE mlock-1-7893
Maurey Mfg Co 420 Market..... DOuglas 2-2085
Reeves Pulley Co-Division of Reliance Electric & Engineering Co 1525 Adrian Rd Brlngm
From telephones served by the
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S F Zone
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No Outside Drive Parts Required
351 Calif ..... EXbrk 2-0274

Pulleys–Used

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Pulp

Gaillet & Hartig-Pac Inc 461 Market..YUkon 2-4277
Great Lakes-Pac Inc 461 Market..... YUkon 2-4277
Perkins-Goodwin Co 120 Montgy..... YUkon 2-3018

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- Space your calls instead of making several without a break.
- Talk only as long as necessary on each call.
- When you finish talking replace the receiver properly.
- Make certain, if you are using a dial telephone, that the line is clear before you dial.
- Ask your youngsters to be considerate, too.