

Publishers-(Cont'd)

Pac Coast Business & Shipping Register 681 Market EXbrk 2-0377
Pac Coast Record Inc 681 Market SU tter-1-6710
Pac Coast Review Publishing Co 642 Howard GA rhd 1-6066
PACIFIC FACTORY 709 Mission SU ttr-1-1431
Pac Goldsmith 657 Mission YU kgn 6-4323
Pacific Guild 988 Market TU xeo 5-4072
Pac Marine Directory 681 Market EXbrk 2-0733
PACIFIC OIL-MOTIVE MAGAZINE 599 Market DOuglas 2-7182
Pacific Pultrymagazine 587 Rhodes Dr Palo Alto DAvrpt 3-5889
Pac Printer Publisher & Lithographer 227 Church UNdrhl 1-9659
Pac Publishing Foundation Inc 81 Clementina EXbrk 2-1602
Pacific Purchaser 461 Market EX brook 2-1660
PACIFIC ROAD BUILDER & ENGINEERING REVIEW 709 Mission SU ttr-1-1431
Pacific Shipper 400 Front DOuglas 2-8664
Pac Stationer & Office Outfitter 657 Mission YU kon 6-4323
Pac Travel News 274 Brannan EXbrk 2-0070
PARADE PUBLICATION INC 114 Sansone GARfid 1-3846
Parents Magazine Advertising Dept 444 Market GARfid 1-2481
Pac Stationer & Office Outfitter 657 Mission EXbrk 2-5210
Playboy The Fremont Publishing Co 485 Brannan DOuglas 2-7934
Pocket Guide Fremont Publishing Co 485 Brannan DOuglas 2-7934
POPULAR MECHANICS MAGAZINE Russ Bldg, YUkon 2-0823
POPULAR SCIENCE MONTHLY 114 Sansone GARfid 1-3846
PRENTICE-HALL INC 560 Mission GARfid 1-0367
Produce Marketing 251 Kearny EXbrk 2-5325
Program Printing & Lithography Co 34 Hyde HEmlck 1-1496
Progressive Grocer Magazine 461 Market YUkon 2-2287
Publishers' Book Service 660 Market YUkon 6-5115
Putnam Publishing Co 355 Stockton YUkon 2-9537
R & W Enterprises Inc 1465 Bayshore Bl JUNipr 5-0656
Railway Age 244 Calif YUkon 2-6728
Rassona Commercial Ferry Bldg DOuglas 2-8164
Rea Associates 274 Brannan EXbrk 2-0070
Reader's Digest Assn The 235 Montgomery EXbrk 2-3057
Recorder Printing & Publishing Co & Sunset Press 99 S Van Ness Av. Markt 1-5400
Reflex Magazine 141 Turk GRaystn 4-2748
Reynard Press 2700-19th ATwtr 2-5802
Reynolds Lewis B 333 Kearny GARfid 1-7868
Rock Products 85 Post GARfid 1-7990
Rough Notes Co Inc 260 Kearny SU ttr-1-1601
Rove H M Co The 360 Mission SU ttr-1-8432
Russian Daily News Novaya Zarya 2078 Sutter WAInt 1-3165
Russian Life Daily 2458 Sutter WAInt 1-5380
S F CHRONICLE-NEWSPAPER S F Examiner 3d & Market & Mission GARfid 1-1111
S F Hotel Greeters Guide Fremont Publishing Co 485 Brannan DOuglas 2-7934
S F Independent 1555 Turk West 1-4188
S F Shopping News Co The 851 Howard GARfid 1-5200
Scientific American 57 Post SU ttr-1-5566
Scribner's Chas Som Direct Sales Division 785 Market GARfid 1-3525
540 Mission EXbrk 2-4007
Service Associates Se-A-Gr 420 Market EX brook 2-8874
Sierra Press 227 Church Markt 1-0600
SILVER BURDETT CO Publishers Of School & College Texts 604 Mission GARfid 1-3050
Simmons-Boardman Publishing Corp 244 Calif YUkon 2-6726
Simplicity Pattern Co Inc 274 Brannan DOuglas 2-0458
Smith News Co 1338 Mission UNdrhl 1-4900
Spaulding-Western Publishing Co School Textbooks-Business & Econ 1300 Howard KL ondkie 2-3033
Span Publishing Co Keystone Bldg Mill Vill DU nlp 8-7575
Sports Illustrated Magazine 100 Bush YUkon 2-5000
Stark-Rath Printing & Publishing Co 468-10th Markt 1-7110
SUCCESSFUL FARMING 41 Sutter YUkon 2-5079
Sun Reporter 1579 Post West 1-5778
SUNSET MAGAZINE-LANE PUBLISHING CO 623 Market YUkon 2-1800
SUPER SERVICE STATION-HEWMAC CO LTD 2503 Broadway Oakland TEmpbr 2-3395

Publishers-(Cont'd)

Swiss Journal Co 580 Green DOuglas 2-4773
T-V GUIDE-TRIANGLE PUBLICATIONS INC 621 Market YUkon 2-0166
TV This Week 1148 Howard UNdrhl 3-1213
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 YUkon 2-5000
Time International 100 Bush YUkon 2-5000
Time The Weekly News Magazine 100 Bush YUkon 2-5000
Tower Publishing Co 246-1st SU ttr-1-2255
Trestle Board Publishing Co 330 Otsego Av DElaware 5-0239
Triangle Publications Inc 621 Market YUkon 2-0166
Tribune Publishing Co The TEmpbr 2-6000
If no answer call Oakland EX brook 2-5790
Trumpeter Magazine 544 Market DOuglas 2-1786
Turf Digest 143 Turk TU xeo 5-6376
Underswriters Report Of Calif Insurance Publications 344 Sacramento GARfid 1-3253
Unicorn Publishing Co 2031 Union WAInt 1-8935
United Family News 593 Market YUkon 2-8567
U S News Publishing Corp 251 California EXbrk 2-8593
U S News & World Report 351 California EXbrk 2-8593
VANTAGE PRESS INC BOOK MANUSCRIPTS INVITED NEW AUTHORS WELCOME ALL SUBJECTS CONSIDERED - SEND FOR ILLUSTRATED FREE BOOKLET - 90 VANTAGE PRESS INC 6253 Hollywood Bl Hollywood 5-8487
Venton & Co Mills Bldg GARfid 1-6548
Vision Inc 85 Post GARfid 1-7950
Visitors' Map Guides Inc 115 New Monty YUkon 6-4160
WADE PUBLISHING CO Wadsworth Publishing Co Inc 431 Clay YUkon 2-9892
Wagner Harr Publishing Co 609 Mission SU ttr 1-5193
Walker's Manual Inc 333 Kearny GARfid 1-7866
Way of St Francis 109 Golden Gate Av KL ondkie 2-7795
Weekly Insurance Letter 215 Leidesdorff YUkon 2-3060
Weekly Law Digest 220 Monty DOuglas 2-6601
Welcome Map Publishing Co 605 Market YUkon 2-3954
WESTERN ADVERTISING 580 Market GA rhd 1-8966
Western Appliances & Television 274 Brannan EXbrk 2-0070
Western Aviation Magazine Inc 681 Market EXbrk 2-3365
Western Banker Banking News Publishers 41 Sutter EXbrk 2-1311
Western Business Publications 274 Brannan EXbrk 2-0070
Western Confectioner 251 Kearny SU ttr-1-8415
Western Construction 609 Mission YUkon 2-4343
WESTERN DAIRY FOODS REVIEW 593 Market EXbrk 2-0585
Western Family Magazine 461 Market YUkon 2-0746
Western Farm Equipment 251 Kearny EXbrk 2-5325
Western Farm Paper Unit Western Associated Farm Papers Sharon Bldg SU ttr-1-3054
Western Farm Publications Inc 251 Kearny EXbrk 2-5325
Western Feed & Seed Magazine 1445 Stockton SU ttr-1-7647
Western Fruit Grower 251 Kearny EXbrk 2-5326
Western Industry 609 Mission YUkon 2-4343
WESTERN MACHINERY & STEEL WORLD 623 Market GARfid 1-4760
Western Meat Industry Magazine Keystone Bldg Mill Vill DU nlp 8-7575
Western Merchandiser Magazine 1355 Market KL ondkie 2-2311
Western Plastics 274 Brannan EXbrk 2-0070
Western Tobaccoist 251 Kearny SU ttr-1-8415
Western Underwriter 215 Leidesdorff YUkon 2-3060
Western Underwriter Publishing Co 215 Leidesdorff YUkon 2-3060

It's good business to keep your firm name, services and commodities listed and advertised in the Classified Telephone Directory.

Publishers-(Cont'd)

Wines & Vines 690 Market EXbrk 2-0322
Winston John C Co 560 Mission SU ttr-1-8432
Woman's Day Inc 582 Market YUkon 2-8119
World Book Encyclopedia Division of Enterprises Educational Corp 234 Van Ness Av KL ondkie 2-1711
Wines & Vines 690 Market EXbrk 2-0322
Winston John C Co 560 Mission SU ttr-1-8432
Woman's Day Inc 582 Market YUkon 2-8119
World Book Encyclopedia Division of Enterprises Educational Corp 234 Van Ness Av KL ondkie 2-1711
Wines & Vines 690 Market EXbrk 2-0322
Winston John C Co 560 Mission SU ttr-1-8432
Woman's Day Inc 582 Market YUkon 2-8119
World Book Encyclopedia Division of Enterprises Educational Corp 234 Van Ness Av KL ondkie 2-1711

If you have a doubt about it, look up the number in the latest telephone book before you call.

Publishers' Representatives-(Cont'd)

Scolaro Meeker & Scott 58 Sutter GARfid 1-7437
Scraps-Howland Newspapers 703 Market GA rhd 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 2-3593
Texas Daily Press League 316 New Monty YUkon 2-3947
Thompson & Clark Co 681 Market DOuglas 2-8547
Townsend Millisap & Co 110 Sutter SU ttr-1-7971
True Story Women's Group 444 Market DOuglas 2-4692
Walker Robt W Co The 57 Post SU ttr 1-5568
Ward-Griffith Co Inc Russ Bldg YU kon 6-4827
Watson Ray Co 465 Calif EXbrk 2-4073
Werner Arch 681 Market SU ttr-1-6954
WEST-HOLLIDAY CO INC 625 Market GA rhd 1-2003
Western Dailies 116 New Monty YUkon 2-3947
Western Farm Paper Unit Western Associated Farm Papers Sharon Lee T 355 Montev YUkon 2-0924
WESTSTEIN BOB & ASSOCIATES 385 Stockton YUkon 2-9572
Whaley-Simpson Co 700 Monty Bldg SU ttr-1-4589
Wheat Thos O & Son Inc 465 Calif EXbrk 2-4073
Wroe Gerald 111 Sutter EXbrk 2-7547
Acme Equipment Company 601 Minnesota VA lencia 4-5700
Adam-Hill Co 142 Utah Av S SF Plaza 5-3935
AMERICAN PULLEYS-BEARING ENGINEERING CO V-Pulleys-Split Steel-Motor Pulley Conveyor Pulleys 1547 Mission HE mlck 1-1500
BARRY PULLEYS-DICK R & J CO INC 510 Bryant SU ttr-1-1341
BAY CITY IRON WORKS INC 475-4th Oakland Higate 4-1092
CHRISTIAN J D ENGINEERS 480 Potrero Av HE mlck 1-1300
COOK BELTING CO V Belt Pulleys 401 Howard DOuglas 2-6681
Degen Belting Co 260 Mission EXbrk 2-3820
DICK R & J CO INC DICKROE V-BELT PULLEYS BARRY STEEL SPLIT & SELF-CLEANING CONVEYOR PULLEYS 510 Bryant SU ttr-1-1341
DODGE V-BELT DRIVES-DODGE MFG CORP 55 New Montgomery DO uglas 2-8434
HORSFORD BROS CO 944 Folsom SU ttr-1-0657
FORT WORTH V-BELT DRIVES-FACTORY WAREHOUSES FORT WORTH STEEL & MACHINERY CO 307 Corey Wy S SF JUNo 9-2585
DISTRIBUTORS ADAM-HILL CO 142 Utah Av S SF Plaza 5-3935
FOWLER CHARLES A CO ALL STEEL CONVEYOR PULLEYS & STEEL SPLIT PULLEYS IN STOCK 979 Bryant UNdrhl 3-5010
HI-LO VARIABLE SPEED PULLEYS-ADAM-HILL CO 142 Utah Av S S F JUNo 8-8755
McCARTHY-HOOD & ASSOCIATES 1485 Bayshore Bl JUNipr 6-1860
HORSFORD BROS CO DODGE PULLEYS V-Pulleys & Belts Steel Split Pulleys Interchangeable Bushings Intermediate Delivered Belting of all kinds 944 Folsom SU ttr 1-0657
Link-Belt Co 400 Paul Av JUNipr 7-6400 (Continued Next Page) The Yellow Pages save you time.

The Yellow Pages save you time.

Pulleys-(Cont'd)

LOVEJOY VARIABLE SPEED PULLEYS-McCREA ENGINEERING SUPPLY CO 295-7th UNdrhl 3-2843
Marwood Ltd 357-9th HE mlck 1-7893
Maurey Mfg Co 420 Market DOuglas 2-2085
Reeves Pully Co-Division of Reliance Electric & Engineering Co 1525 Adrian Rd Brngm OXfrd 7-5342
REX PULLEYS-SALES OFFICES & WAREHOUSES CHAIN BELT CO 2940-7th Brkly THrwl 3-6801
Pulleys-Used Bayshore Machinery & Pipe Co 33 Bay Shore Bl Missn 7-7981
Pulp & Pulp Products Gaillet & Hartig-Pac Inc 461 Market YUkon 2-4277
Perkins-Goodwin Co 120 Monty YUkon 2-3018
Pulpaper Company Inc 461 Market YUkon 2-4277
Pump Controls See Controllers & Control Systems; Pumps
Pumps ADVANCE PUMPS-MANUFACTURERS ADVANCE PUMP CO 1201-5th Brkly LAnsco 6-5580
ALDRICH INDUSTRIAL PUMPS-COKER PUMP & EQUIPMENT CO 583-4th Oakland Higate 4-3732
Aldrich Pump Co-Marine Div 467-6th YUkon 6-2803
ALLIS-CHALMERS CENTRIFUGAL PUMPS-ALLIS-CHALMERS MFG CO 650 Harrison DO uglas 2-8384
LANCO EQUIPMENT CO 445 Bryant YUkon 2-6384
Amer-Marsh Pump Co Agency 616 Folsom DO uglas 2-6794
AMERICAN MARSH PUMPS-SIMONDS MACHINERY CO 816 Folsom DOuglas 2-6794
AMPCO CENTRIFUGAL PUMPS-WESTCO PUMP SALES CO 85 Industrial VA lencia 6-5104
ANCHOR EQUIPMENT CO WORTHINGTON Pumps & Compressors 651 Bryant GARfid 1-2290
AR-GO PUMPS-MANUFACTURERS AR-GO PUMP CO 10007 Sn Leandro Oakland TRndad 2-4075
BRANCH OFFICE AR-GO PUMP CO 828 San Mateo Av Sn Brno JUNo 8-4342
ARCHER D J PUMP REPAIR SERVICE CO. BYRON JACKSON PUMPS DEEP WELL TURBINES New & Used ALL MAKES & TYPES RENTED - REPAIRED - INSTALLED D. J. Archer Ralph G. Riches 690 Tennessee UNdrhl 3-1060
AURORA PUMPS SALES & SERVICE CENTRIFUGAL BOILER FEED SUMP & SEWAGE TURBINE 33 Years of Pump Experience "WHERE TO BUY THEM" WESTCO PUMP SALES CO 85 Industrial VA lencia 6-5104

"WHERE TO BUY THEM"

Pumps-(Cont'd)

BARNES SELF PRIMING CENTRIFUGAL PUMPS-DISTRIBUTORS PAC PUMP & SUPPLY CO 420 Bryant GARfid 1-5237
RIX CO INC THE 582-6th UNdrhl 1-5024
WOODIN & LITTLE 80 Elmira JUNipr 6-6500
BEACH-RUSS CO W H Edis & Associates Rep 1485 Bayshore Bl JUNipr 4-7748
BELL & GOSSETT-CALIF HYDRONICS CORP 910 Howard EXbrk 7-2336
Bell & Gossett Co 910 Howard EXbrk 7-2336
BENNETT PUMP DIVISION-JOHN WOOD CO Petroleum Dispensing Equip 1864 Rollins Rd Brngm OXfrd 7-5376
BINGHAM PUMP CO Russ Bldg SU ttr 1-3612
Blackmer Pump Co 605-3d YUkon 2-3223
BLACKMER ROTARY PUMPS Liquid Materials Handling "Self Adjusting for Wear" - For thin and thick liquids. INDUSTRIAL BULK PUMP SIZES - 20 to 1500 GPM, TRUCK PUMPS 1 1/2 thru 3 1/2 HAND PUMPS - 7 thru 28 GPM, and EY-KLEEN STRAINERS - 1" thru 6". "FOR INFORMATION CALL" WESTERN DIVISION OFFICE Blackmer Pump Co 605-3d YUkon 2-3223
INDUSTRIAL EQUIPMENT DISTRIBUTOR Howard Supply Co 61 Madison Oakland From telephones served by the following exchange San Francisco (No Inter-City Charge) Ask Operator for ENtprise 1-0596
PETROLEUM EQUIPMENT DISTRIBUTORS Shields Harper & Co 5107 Broadway Oakland OLYmpc 3-9119 (Continued Next Page)

WESTCO PUMP SALES CO

Simonds Machinery Co. Established 1905. PUMPS For Every Purpose. "AMERICAN-MARSH" Steam, Sewage, Centrifugal. "DEMING" Turbine, Jet, Rotary, Centrifugal, Water Systems. "MILTON ROY" Controlled Volume. "JABSCO" Rotary. "VIKING" Rotary. "LEIMAN" Vacuum. "WESTCO" "BUMP". SIMONDS MACHINERY CO. Call DOuglas 2-6794. 816 FOLSOM ST. - NEAR 4th.

WESTCO PUMP SALES CO. SINCE 1925. SELBY SALES - SERVICE. AURORA - CARVER - MORRIS - TUTTILL - REDA - AMPCO. CENTRIFUGAL. ROTARY. TURBINE. SUBMERSIBLE. Deepwell Vertical Turbine Submersible. Rotary Gear Vane. Reciprocating Steam Power. Vacuum Pumps. Air Compressors. Phone VA lencia 6-5104. 85 INDUSTRIAL.

Pumps FOR EVERY SERVICE. MANUFACTURERS DISTRIBUTORS. SALES SERVICE. CENTRIFUGAL SELF PRIMING SEWAGE PUMPS. Wet Pit - Dry Pit - Submersible. SUMP PUMPS CELLAR DRAINERS. CIRCULATING AIR CONDITIONING. BOILER FEED & CONDENSATE. HOME WATER SYSTEMS. Jet - Turbine-type - Submersible. Contractors' Rentals - Sales & Service. PACIFIC PUMPING CO. TRinidad 2-5234. Main Office & Factory 9201 San Leandro Street Oakland 2.

FAIRBANKS-MORSE. A NAME WORTH REMEMBERING. PUMPS For Every Need. Turbine Propeller Centrifugal Rotary "Westco" Submersible Pumps. Sewage Industrial Sump Water Systems Contractors. Fairbanks, Morse & Co. 630 Third St. Phone: EXbrook 2-5855.