Publicity Service–(Cont'd)

Elliott James
Industrial Articles and
Product Publicity
746 Natoma ----------KL 2-0655
Evans Tom 544 Market----------DO 2-0131
FEARN JOHN W ASSOCIATES
Nat'l & Regional Product Publicity
2253 Polk ----------GR 4-5147
Furniss Cathy & Associates 703 Market ---DO 2-0106
Gross & Roberts 391 Sutter ------DOuglas 2-6994
HUY CHAS AGCY 988 Market-----PRspct 6-1115
International Counselors Steele Don Public
Relations 703 Market----------GA 1-0145
Johnson Arthur M Central Tower Bldg .EXbrk 2-3734
Johnson Chas P Organization
1126 Broadway Brlngm----------DImnd 3-4279
KISLINGBURY GRAHAM PUBLIC RELATIONS ADVERTISING
Publicity-Promotions-Advertising
988 Market----------GRaystn 4-2651
KOLMAR ASSOCIATES
3010 Geary Bl .SKyln 1-3345
Lang Raymond I Advertising Inc
116 New Montgy----------YU 2-5028
LEHMAN GODFREY ASSOCIATES
41 Sutter ----------DO 2-0790
LERNER HARRY AND ASSOCIATES
Public Relations-Campaigns Advertising
Monadnock Bldg ----------YUkon 2-0705
Lesly Company The Philip 369 Pine------YU 6-1238
Lykke-Wilkin & Associates 681 Market--YU 6-5842
McKinney Associates 916 Kearny-------YU 2-3972
Miller E Buzz & Co Public Relations
311 Calif ----------YU 1-7022
O'Rourke John Advertising
Flood Bldg . DOuglas 2-6570
Pavia Agcy 821 Market----------YU 6-5460
Pierce Russell & Co Inc 351 Calif------YU 2-3950
Public Relations Counselors Inc 68 Post--YU 1-5400
REED VICTOR P & CO
233 Sansome ----------YU 1-2380
Robbins Grant & Associates
Flood Bldg .EXbrk 2-8300
Rubin & Purdom Co 41 Sutter----------YU 1-7440
Ryder David W 604 Mission ---------EXbrk 7-0965
Scanlon Jerry Mrs & Staff 405 Baker WE st 1-6710
Skuse Dick & Associates
1280 Columbus Av----------TU 5-0088
Steele Don Public Relations 703 Market--GA 1-0145
Tissier Joseph 544 Market---------GArfld 1-1767
von Loewenfeldt Charles Inc 860 Calif--YU 2-1900

Publishers–Book

A-E-C Western Catalog File
Building Product Reference File
916 Kearny ----------EX 7-5070
After 5 Publishers Co 278 Post---------EX 7-1636
American Book Co 399 Adrian Rd Mlbra
From telephones served by the
following exchanges
San Francisco
(No Intercity Charge)
Ask Operator for-Entrprise 11249
Amer Christian Constitution Press The
210 Post ----------DO 2-2740
AMERICAN PRINTING & LITHOGRAPHING CO
Publishers & Printers
Of Paper-Back & Hard Cover Books
TEXTBOOKS – JUVENILES
TRADE JOURNALS & PERIODICALS
Specialists in Book Manufacturing
For Leading Publishers
From Design to Finished Books
220-9th ----------UN 3-6500
ANGEL ISLAND PUBLICATIONS
Johnson at Bridgeway Sausito---------332-2073
Auerbahn Press 1334 Franklin----------OR 3-9793
Bancroft Whitney Co
Law Book Publishers
301 Brannan ----------YU 6-4410
BENDER-MOSS CO
Law Book Publishers
315 Brannan ----------GA 1-3519
Bernhard Arnold & Co Inc Russ Bldg---SU 1-6671
Century Schoolbook Press
100 Clifford Ter----------OV 1-1769
Chandler Publishing Co 604 Mission----EX 2-7915
City Lights Books 261 Columbus Av-----DO 2-8193
Collier P F Inc 760 Market----------GA 1-2875
Determined Productions Inc
605 Washington ----------SU 1-8902
Doubleday & Co Inc 760 Market---------YU 2-5158
EVENTS
259 Hyde ----------OR 3-2155
FEARON PUBLISHERS
828 Valencia ----------VA 6-7640
Filmer Publishing Co 246-1st ----------EX 2-8132
Fine Art Publishers Co Inc
727 Sacramento ----------YU 2-6564
FORBES MAGAZINE
114 Sansome ----------GA 1-3846
Freeman W H & Co 660 Market----------YU 6-5115
GINN AND COMPANY
Text Books
2550 Hanover Palo Alto---------DAvnprt 6-4050
Great Books of the Western World
See Our Adv-Book Dealers
1255 Post ----------TU 5-1650

Publishers–Book–(Cont'd)

Grolier Society Inc 1255 Post----------PR 6-4755
HARCOURT BRACE & WORLD INC
Text Books
1855 Rollins Rd Brlngm ----------OX 7-8501
Harr Wagner Publishing Co 609 Mission---SU 1-5193
Heath D C & Co 182-2d----------SU 1-0334
HESPERIAN HOUSE
722 Montgy ----------YU 1-0470
Holden-Day Inc
Fredrick Murphy-Publisher
728 Montgomery ----------YU 2-9568
HOLT RINEHART & WINSTON INC
Crocker Prk ----------DE 4-2300
Laidlaw Bros Educational Publishers
Staunton Ct & Oxford Av
Palo Alto ----------DAvnprt 6-1311
Lane Book Co 625 Market----------YU 2-1800
Leaver Publishing Co
Lumber Publications
5844 Birch Ct Oaklnd ----------OLympc 3-1025
Lebhar Friedman Publications Inc
315 Montgomery ----------YU 1-3274
MACMILLAN CO THE
111 New Montgy ----------GA 1-0267
MATTHEW BENDER & CO INC
Law Book Publishers
160 S Van Ness Av----------MA 6-0333
McGRAW-HILL BOOK CO INC
201 Tamal Vista Dr Corte Mdra-------924-1940
Mortgage Yield Guides 57 Post----------YU 2-8555
New World Press World Trade Center---YU 6-5911
Orbit Publishing Co 1828 Clement------BA 1-4808
PAN-GRAPHIC PRESS
693 Mission ----------EX 7-0773
PARADE PUBLICATION INC
114 Sansome ----------GA 1-3846
PRENTICE-HALL INC
560 Mission ----------GA 1-0367
Rand McNally & Company 423 Market---DO 2-4834
RECORDER PRINTING & PUBLISHING CO & SUNSET PRESS 99 S Van Ness Av----MA 1-5400
Referee Magazine 141 Turk----------GR 4-2748
Rowe H M Co The 11 S Van Ness Av-----KL 2-3686
S & C Publications 3234 Fillmore-------WE 1-8801
S F Press 255-12th----------UN 3-5678
Scribner's Chas Sons 111 New Montgy---GA 1-3525
SILVER BURDETT CO
Publishers of School & College Texts
604 Mission ----------GA 1-3050
SOUTH-WESTERN PUBLISHING CO
School Textbooks-Business & Econ
11 Guittard Rd Brlngm----------OXfrd 7-7050

Advertise here—it pays.

Publishers–Book–(Cont'd)

Times Mirror Press 916 Kearny---------EX 7-5070
Troubador Press 96 Jessie ----------EX 7-3718
Unicorn Publishing Co 2826 Geary Bl---JO 7-2470
VANTAGE PRESS INC
BOOK MANUSCRIPTS
INVITED
New Authors Welcome
ALL SUBJECTS CONSIDERED
Write for Free Illustrated Booklet TD-4
MAIN OFFICE IN NEW YORK
6253 Hollywood Bl
Hollywood ----------Hollywood 5-8487
Venton & Co Mills Bldg----------GA 1-6548
WAGNER HARR PUBLISHING CO
609 Mission ----------SU 1-5193
Watts Associates 870 Market----------GA 1-3331
Winston John C Co 11 S Van Ness Av-----KL 2-3686
World Book Encyclopedia 80 Stonestown--MO 1-3350
Yield Guides 57 Post----------YU 2-8553

Publishers–Directory & Guide

America Publications 2120 Market-----HE 1-8855
Bishop's A B C Guide Co
2375-45th Av ----------OV 1-1462
Calif Mfrs Register 916 Kearny---------EX 7-5070
Coast Marine & Transportation Directory Pac
Shipper 210 Mission----------YU 1-7171
Commercial Directory Publishing Co
112 Market ----------YU 2-1464
Contacts Influential 1245 Van Ness Av--PR 6-6028
ELECTRONIC ENGINEERS MASTER-EEM CATALOG–
McINTYRE RUSS & STEWART INC
1-1st Ls Alts----------948-9097
Escort Publications 43 Cleveland-------MA 1-0615
Frentrup Publishing Co 485 Brannan-----DO 2-7934
Gold Star Directory 556 Castro----------UN 3-0144
Greenstone Al Co 816 Larkin----------PR 5-3811
Hughes D L & Associates
2405 Chestnut ----------FI 6-7332
Manwood Publishing Co 60 Maiden Ln----YU 2-1910
Manwood Publishing Co 693 Mission-----YU 2-5860
May Day Pac Marine Directory
5340 Geary Bl----------SK 2-6141
Money Horse Publications 760 Market----YU 6-0892

The Yellow Pages save you time.

Publishers–Directory & Guide–(Cont'd)

Official Amusement Guide
Paul Spier
785 Market ----------YU 6-6621
Pacific Hotel Directory & Travel Guide
274 Brannan ----------EX 7-0070
PACIFIC TELEPHONE & TELEGRAPH CO THE 900-3d ----------EX 9-8606
(Please See Advertisement This Page)
Pisani Printing Co 485 Brannan----------SU 1-4772
Playgoer The 485 Brannan----------DO 2-7934
POLK R L & CO
870 Market ----------YU 2-4653
S F HOTEL GREETERS GUIDE
485 Brannan ----------DO 2-7934
STREET ADDRESS TELEPHONE DIRECTORIES
A list of telephone subscribers arranged by street name and number. Useful for mailing lists - Delivery Routes - Sales Prospects - Credits - Collections.
STREET ADDRESS DIRECTORY
"SERVICE RENDERED BY"
PACIFIC TELEPHONE & TELEGRAPH CO THE
Directory Department
900-3d ----------EX 9-8606
THIS MONTH IN S F
485 Brannan ----------DO 2-7934
Thornhill Publishing Co 300 Montgomery-GA 1-4826
Traveler Publishing Co The
1736 Stockton ----------EX 2-7850
Walden Sons & Mott Inc 145 Stillman---EX 7-7076
Weekend Programs 468 Jackson----------YU 2-7373
Welcome Map Publishing Co 605 Market--YU 2-3954
WESTERN DAIRY FOODS REVIEW
593 Market ----------EX 7-0585
Western Farm Paper Unit
55 New Montgomery----------SU 1-3054
Western Plastics Directory 274 Brannan--EX 7-0070
YOUNG HOWARD A & ASSOCIATES PUBLISHERS
Publishers of Dining Out
in San Francisco-Northern
California & Reno
115 New Montgy----------YU 6-4160

Publishers–Periodical

Air Travel News 417 Market----------YU 2-9537
Amer Aviation Publications Inc
417 Market ----------YU 2-9537
Amer Builder 916 Kearny----------GA 1-7004
Amer Chemical Society Publications
57 Post ----------EX 2-2895
Amer Druggist 85 Post----------GA 1-7950
Amer Liberal The 1005 Market----------UN 3-4277
Apartment Bulletin 681 Market----------EX 2-0377
Architect & Engineer Inc
Publishers of Architects Reports
68 Post ----------EX 2-7182
Architectural Forum 100 Bush----------YU 2-5000
ARMY TIMES PUBLISHING CO
PUBLISHERS OF
ARMY TIMES NAVY TIMES
AIR FORCE TIMES
AMERICAN WEEKEND
CIVIL AIR PATROL TIMES
MILITARY MARKET & GOV'T BUYING
AND CLUB EXECUTIVE MAGAZINES
681 Market----------SU 1-6954
Associated Sportsmen of Calif 25 Calif--YU 6-6166
Atlantic The 400 Montgy----------YU 1-6139
Auto Bluebook 161 Tehama----------SU 1-8774
Auto Body News & Good Car Keeping
417 Market ----------YU 2-9537
Automobile Pricing Publications
161 Tehama ----------SU 1-8775
Automotive News 681 Market----------DO 2-8547
BARRON'S NATL BUSINESS & FINANCIAL WEEKLY 1540 Market----------UN 3-3777
Beeler Publishing Corp 1280 Columbus Av-OR 3-7334
BEVERAGE INDUSTRY NEWS
703 Market ----------YU 6-2360
Box Board Containers 115 New Montgy--GA 1-8513
Breese Publishing Co 333 Kearny---------GA 1-7228
BUDDE HENRY F PUBLICATIONS INC
125 Valencia ----------UN 1-6100
Bureau of Natl Affairs Inc The ---------YU 6-5296
Business Digest 681 Market----------DO 2-6979
California Farmer
Jack T Pickett-Editor
Keith Vetter-Adv Mgr
83 Stevenson ----------EX 7-0115
Calif Lumber Merchant The 429 Market-YU 2-4797
Calif Men's & Boy's Stylist 690 Market--DO 2-1472
Calif State Policeman The 70 Oak-------UN 1-5158
Calif Stylist 690 Market----------DO 2-1472
Calif Turf Digest 143 Turk----------TU 5-6376
Calif Veteran
Veterans War Memorial Bldg----------UN 1-4392
California Wineletter 1445 Stockton-----SU 1-1543
If no answer call San Anselmo----------456-7626

(Continued Next Page)

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Street Address Directory Section
EX 9-8606
900 THIRD ST. SAN FRANCISCO
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Publishers–Periodical–(Cont'd)

Calif Wool Growers Assn 151 Mission---SU 1-0580
Californian The 1005 Market----------UN 3-4277
Canner-Packer 500 Howard----------EX 7-1887
Channel TV Magazine 112 Market-------EX 7-4178
Chaplin Claude M 251 Kearny----------SU 1-8415
Chemical & Engineering News Amer Chemical
Society Publications 57 Post----------EX 2-2895
Chinese World Ltd The 736 Grant Av----YU 2-0077
CHRONICLE PUBLISHING CO
5th & Mission----------GA 1-1111
City-County Record 389 Church----------HE 1-1212
Classi-Find Publishing Co Inc
149 California ----------SU 1-2657
CLEWORTH PUBLICATIONS—
McINTYRE RUSS & STEWART INC
1-1st Ls Alts----------948-9097
Coast Shoe Reporter 821 Market---------YU 2-9312
Commerce Clearing House Inc
Tax-Labor-Business Law
351 California ----------YU 1-7111
Commercial News Pub Co
85 S Van Ness Av----------MA 1-7012
Conover-Mast Publications Inc
175 Riverton Dr----------LO 4-6025
Construction Annual The 98 Stevenson----YU 6-6840
Construction Equipment Conover-Mast
Publications Inc 175 Riverton Dr----------LO 4-6025
Consumer Packaging 115 New Montgy----GA 1-8513
CONTACT MAGAZINE
Johnson at Bridgeway Sausito----------332-2073
Contract Magazine 417 Market----------YU 2-9537
Cotton Trade Journal The 420 Market----DO 2-3899
Courrier Francais des Etats-Unis
2448 Clay ----------WE 1-4116
Court & Oppenheim Inc 580 Market------GA 1-0965
Court & Oppenheim Inc 580 Market------GA 1-8966
Current Price Bureau Sharon Bldg-------SU 1-0337
Daily Bulletin & Sports Review
143 Turk ----------TU 5-6376
DAILY CONSTRUCTION SERVICE
16-1st ----------SU 1-8088
E T C-A Review of General Semantics
540 Powell ----------EX 2-9174
Editor & Publisher 85 Post----------GA 1-7950
Edwards Abstract From Records Recorder Printing
& Publishing Co & Sunset Press
99 S Van Ness Av----------MA 1-5400
Electric Light & Power 115 New Montgy-GA 1-8513
ELECTRONIC PRODUCTS MAGAZINE—
McINTYRE RUSS & STEWART INC
1-1st Ls Alts----------948-9097
Electronic Technician Publication
420 Market ----------SU 1-8854
Emanu-El Jewish Weekly 40-1st----------DO 2-5950
Entertainment West 210 Post----------DO 2-5719
Everywoman's Family Circle Magazine
Russ Bldg ----------EX 7-6313
Fairchild Publications 821 Market-------SU 1-8922
Family Circle Inc The Russ Bldg---------EX 7-6313
Family Weekly 235 Montgomery----------YU 2-0924
Farm Journal 235 Montgomery----------YU 2-0924
Farm Machinery World Western Farm Publications
Inc 251 Kearny ----------EX 2-5325
Fawcett Publications Inc 681 Market----EX 7-3441
Fellom Publishing Co 709 Mission-------SU 1-1431
Fleet Management News 417 Market------YU 2-9537
Fortune Magazine 100 Bush----------YU 2-5000
Freeman Publications Miller 500 Howard-EX 7-1881
Frentrup Publishing Co 485 Brannan-----DO 2-7934
Friday Picture Newsweekly 210 Post-----DO 2-5719
General Educational Publications
99 S Van Ness Av----------MA 1-5410
Geriatrics 85 Post----------GA 1-7950
GOLF REPORT & GUIDE
25 Taylor ----------OR 3-4812
Golfer National The
U V S Golf Magazine
218 Tilton Av So Mto----------DImnd 3-3663
Good Packaging 171-2d ----------EX 7-5353
Graphic Purchasing 420 Market----------YU 1-3575
Harper-Atlantic Sales Inc 400 Montgy----YU 1-6139
Harper's Magazine 400 Montgy----------YU 1-6139
Haywood Publishing Co 115 New Montgy-GA 1-8513
Hearst Magazines Hearst Bldg----------SU 1-3404
Herald of Health Pub Co 709 Mission----YU 2-6617
Hines James S Publishing Co
Monadnock Bldg ----------GA 1-4760
Hitchcock Publishing Co 681 Market-----YU 2-4280
HOBART-WILSIE
Editor & Issue Magazines
512 Union ----------YU 2-1336
Home & Garden Supply Merchandiser
417 Market ----------YU 2-9537
Home Publications Inc 85 Post----------GA 1-0826
House & Home Magazine 100 Bush--------YU 2-5000
Hudson Publishing Co 681 Market--------SU 1-5815
Illustrated Press 210 Post----------DO 2-5719
Industrial Electronic Maintenance Publication
420 Market ----------SU 1-8854
Industrial & Engineering Chemistry Amer Chemical
Society Publications 57 Post----------EX 2-2895
Industrial Packaging 115 New Montgy---GA 1-8513
INDUSTRY PUBLICATIONS INC
703 Market ----------YU 6-2360
Instruments Publishing Co 420 Market--DO 2-3899
ITALIAN DAILY NEWS
L'Italia & La Voce Del Popolo
1500 Stockton ----------GA 1-1977
Jewish Community Bulletin & Emanu-El
40-1st ----------DO 2-5950

Publishers–Periodical–(Cont'd)

Jobber Product News 417 Market---------YU 2-9537
Journal Lancet 85 Post----------GA 1-7950
Journals of the Amer Medical Assn
693 Sutter ----------TU 5-4533
King Publications 609 Mission----------YU 2-4343
Lane Magazine Co
Sunset Magazine
625 Market ----------YU 2-1800
Lane Publishing Co 625 Market----------YU 2-1800
Life Magazine 100 Bush----------YU 2-5000
Look Magazine 625 Market----------GA 1-4960
Marchbanks Publications
3317 San Jose Av Daly Cty----------PL 5-3311
Marcus Irving H 690 Market----------EX 2-0323
Marina Antwering Service 3234 Fillmore-WE 1-8801
Mastiffie 740 Silver----------JU 7-5441
McCall's Magazine 315 Montgy----------YU 2-0579
McFadden S D News Bureau 7 Front----EX 2-5235
McGraw-Hill International-Division of McGraw-
Hill Publishing Co Inc 255 Calif-------DO 2-4600
McGraw-Hill Publishing Co Inc 255 Calif-DO 2-4600
Men's Wear Magazine Fairchild Publications
823 Market ----------SU 1-8922
Menu Magazine 210 Calif----------EX 7-5080
Menu Magic Publications
1485 Bayshore Bl----------JU 5-9450
Miles Harry & Co 372 Ellis----------PR 6-4300
Mill & Factory Conover-Mast Publications Inc
175 Riverton Dr----------LO 4-6025
Miller Freeman Publications 500 Howard-EX 7-1881
Modern Medicine 85 Post----------GA 1-7950
Modern Retailer 85 Post----------GA 1-7950
MONITOR THE
441 Church ----------UN 3-5112
N A H B Journal of Homebuilding
681 Market ----------DO 2-8547
National Geographic Russ Bldg----------DO 2-3917
National Observer The 703 Market-------YU 2-3598
National Quotation Bureau Inc 465 Calif-SU 1-7468
National Underwriter Co 582 Market-----EX 2-3054
Nation's Business 605 Market----------SU 1-0309
From telephones served by the
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Los Angeles
(No Intercity Charge)
Ask Operator for-Zenith 90309
Neurology 85 Post----------GA 1-7950
New Calif Greek Newspaper 1625 Market-HE 1-0338
New Yorker The 155 Montgy----------SU 1-8346
NEWSWEEK MAGAZINE
Editorial Bureau 155 Montgomery--------YU 2-9690
Advertising International Editions
155 Montgy ----------YU 2-5178
National Advertising 155 Montgy--------YU 2-2645
Olympian Magazine The 524 Post---------PR 5-3165
Oman Publishing Co
Keystone Bldg Mill Vly----------388-7575
Outdoor Life
March James & Associates Inc
115 New Montgy----------DO 2-4994
Pac Air & Truck Traffic 210 Mission----YU 1-7171
Pac Coast Review Publishing Co
43 Cleveland ----------UN 3-6030
Pac Goldsmith 657 Mission----------YU 6-4323
Pacific Publishing Foundation Inc
81 Clementina ----------EX 2-1602
Pacific Purchasor 9-1st ----------EX 2-1660
Pacific Shipper 210 Mission----------YU 1-7171
Pac Stationer & Office Outfitter Pac Goldsmith
657 Mission ----------YU 6-4323
Pac Trade Journals Inc 171-2d ----------EX 7-5353
Pac Travel News 274 Brannan----------EX 7-0070
Pac Work Boat Magazine
Keystone Bldg Mill Vly----------388-7575
Paper & Paper Products Magazine
145 Stillman ----------EX 7-7076
Parents Magazine 444 Market----------GA 1-0151
Perkins Stephens & von der Lieth
111 Sutter ----------YU 2-7994
PLAYBOY MAGAZINE
111 Sutter ----------YU 2-7994
Playgirls Magazine 210 Post----------DO 2-5719
Playgoer The 485 Brannan----------DO 2-7934
POPULAR MECHANICS MAGAZINE
111 Sutter ----------YU 2-0823
Popular Science Monthly
March James & Associates Inc
115 New Montgy----------DO 2-4994
Printing Magazine 145 Stillman----------EX 7-7076
Produce Marketing Western Farm Publications Inc
251 Kearny ----------EX 2-5325
Progressive Grocer Magazine 9-1st-------YU 2-2287
Purchasing Magazine Conover-Mast
Publications Inc 175 Riverton Dr----------LO 4-6025
Putman Publishing Co 417 Market---------YU 2-9537
Quick Reference Edition Official Air Line Guide
417 Market ----------YU 2-9537
R & W Enterprises Inc
1485 Bayshore Bl----------JU 5-0656
Railway Age 916 Kearny----------GA 1-7004
Rea Associates 274 Brannan----------EX 7-0070
Reader's Digest Assn The
235 Montgomery ----------EX 2-3057
Recorder Printing & Publishing Co &
Sunset Press 99 S Van Ness Av----------MA 1-5400
RECORDER-SUNSET PRESS Recorder Printing
& Publishing Co & Sunset Press
99 S Van Ness Av----------MA 1-5400
Redbook Magazine 315 Montgy----------YU 2-0579
Reynard Press 2700-19th ----------AT 2-5802
Reynolds Lewis B 333 Kearny----------GA 1-7868
Rock Products 85 Post----------GA 1-7950
Rough Notes Co Inc 260 Kearny----------SU 1-1601

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Publishers–Periodical–(Cont'd)

Russian Daily News Novaya Zarya
2078 Sutter ----------WA 1-3165
Russian Life Daily 2458 Sutter----------WA 1-5380
S F CHRONICLE
5th & Mission----------GA 1-1111
S F Hotel Greeters Guide 485 Brannan---DO 2-7934
San Francisco Magazine
3030 Bridgeway Sausito----------332-2094
San Francisco Magazine 681 Market----EX 2-8029
S F State College Student Publications
1600 Holloway Av----------DE 4-2210
Sendas Publishing Co 2341 Mission-----MI 7-9730
Service Associates Go-A-Graf
420 Market ----------EX 2-8874
Showgirls Magazine 210 Post----------DO 2-5719
Simmons-Boardman Publishing Corp
244 Calif ----------YU 2-6728
Simplicity Pattern Co Inc 274 Brannan---DO 2-0458
Smith News Co 1338 Mission----------UN 1-4900
Specialty Salesman 420 Market----------DO 2-3899
Sports Illustrated Magazine 100 Bush---YU 2-5000
Stark-Rath Printing & Publishing Co
465-10th ----------MA 1-7110
State Policeman The Calif State Policeman The
70 Oak ----------UN 1-5158
Stecher-Traung Lithograph Corporation
600 Battery ----------YU 1-4160
Suburban Today 235 Montgomery----------YU 2-0924
Sun Reporter 1380 Turk----------WE 1-5778
SUNSET MAGAZINE—
LANE MAGAZINE CO 625 Market---YU 2-1800
Swiss Journal Co 548 Columbus Av-------DO 2-4773
TV GUIDE MAGAZINE—
TRIANGLE PUBLICATIONS INC
130 Montgy----------YU 1-1820
This Month In S F 485 Brannan----------DO 2-7934
THIS WEEK MAGAZINE
Jos V Hogue
111 Sutter ----------EX 2-7547
TIME INC
100 Bush ----------YU 2-5000
Time-Life International 100 Bush-------YU 2-5000
Time The Weekly Newsmagazine
100 Bush ----------YU 2-5000
Todays Health Magazine 693 Sutter-----TU 5-4533
Top 20 210 Post----------DO 2-5719
TRAVELER PUBLISHING CO THE
1736 Stockton ----------EX 2-7850
Triad Publishing Corp 500 Howard-------EX 7-1887
True Magazine 681 Market----------EX 7-3441
Underwriters Report of Calif
Insurance Publications
16-1st ----------YU 1-3221
United Family News 593 Market----------YU 2-8567
U S News Publishing Corp
351 California ----------EX 2-8593
U S NEWS & WORLD REPORT
351 California ----------EX 2-8593
Vision Inc 85 Post----------GA 1-7950
WADE PUBLISHING CO
16-1st ----------SU 1-8088
Walker's Manual Inc 333 Kearny---------GA 1-7866
Walker's Newsletter 333 Kearny---------GA 1-7869
Way Magazine 109 Golden Gate Av-------MA 1-8382
Weekly Insurance Letter 215 Leidesdorff-YU 2-3060
Weekly Law Digest 220 Montgy----------DO 2-6601
Western Advertising 580 Market----------GA 1-8966
WESTERN AVIATION-MISSILES & SPACE
580 Market ----------EX 2-3365
Western Banker
Banking News Publishers
111 Sutter ----------EX 2-5452
Western Business Publications
274 Brannan ----------EX 7-0070
Western Confectioner 251 Kearny--------SU 1-8415
Western Construction 609 Mission-------YU 2-4343
Western Dairy Foods Review
593 Market ----------EX 7-0585
Western Farm Equipment Western Farm
Publications Inc 251 Kearny----------EX 2-5325
Western Farm Paper Unit
55 New Montgomery----------SU 1-3054
Western Farm Publications Inc
251 Kearny ----------EX 2-5325
Western Fruit Grower Western Farm Publications
Inc 251 Kearny----------EX 2-5325
Western Independent Publications
1005 Market ----------UN 3-4277
WESTERN MACHINERY & STEEL WORLD
Monadnock Bldg ----------GA 1-4760
Western Mfg 609 Mission----------YU 2-4343
Western Meat Industry Magazine
Keystone Bldg Mill Vly----------388-7575
Western Merchandizer Magazine
1485 Bayshore Bl----------KL 2-2311
Western Plastics 274 Brannan----------EX 7-0070
Western Printer & Lithographer Mag
420 Market ----------YU 1-3575
Western Printers Buying Guide
420 Market ----------YU 1-3575
Western Tobacconist 251 Kearny---------SU 1-8415
Western Underwriter Publishing Co
215 Leidesdorff ----------YU 2-3060
Where Magazine 583 Market----------GA 1-4976
Wines & Vines 690 Market----------EX 2-0322
Woman's Day Magazine 681 Market-----EX 7-3441

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Publishers' Representatives

Advertising Age 22 Battery----------YU 1-1299
Allen-Klapp Co The 785 Market------SUttr 1-3401
Amer Weekly Hearst Bldg----------EX 2-2780
Arkansas Dailies Western Dailies
116 New Montgy----------YU 2-3947
Ayres Wm A Co 233 Sansome----------YUkon 6-2981
Babcock A S & Co 605 Market----------YU 2-3955
Benson Marty & Associates 1459-5th Av-SE 1-7676
BLANCHARD-NICHOLS
900-3d ----------YUkon 6-6341
Branham Co The 703 Market----------YU 2-2135
Brydone-Jack Ned 681 Market-----DOuglas 2-6979
Bureau of Advertising of the Amer Newspaper
Publishers Assn Inc 3670 Wilshire Bl Los Angeles
From telephones served by the
following exchanges
San Francisco
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Ask Operator for-Entrprise 14703
Comic Weekly The Puck-The Comic Weekly
Hearst Bldg ----------EX 2-2780
Conaway-Klaner-Voyler 916 Kearny--GArfld 1-7004
Converse J A Monadnock Bldg-------YUkon 2-3029
COOK MAX
420 Market ----------YU 2-4797
Copp Will & Assoc 85 Post----------GArfld 1-7950
Crain John E Co 582 Market----------EX 7-2607
Cresmer Woodward O'Mara & Ormsbee Inc
Russ Bldg ----------YU 1-2882
Cullen John W Co 703 Market----------YU 2-3598
Curtis Circulation Co
1485 Bayshore Bl .JUnipr 6-2105
Curtis Publishing Co The Russ Bldg-----GA 1-9193
Davenport Orson H 1960 Bryant Palo Alto
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De Clerque-Shannon 233 Sansome-------YU 6-2981
Dillenbeck-Galavan Inc 333 Kearny------EX 2-4073
Doyle & Hawley Inc 58 Sutter----------GA 1-7437
Dunkle Chris & Associates 420 Market--SU 1-8854
Electrical Engineering Magazine
333 Kearny ----------EX 2-4073
Eschen Company The 57 Post----------SUttr 1-7440
Esquire Magazine ----------YU 2-3063
Evans Keith H 681 Market----------YU 2-4280
Everywoman's Family Circle Magazine
Russ Bldg ----------EXbrk 7-6313
Family Circle Inc The
Advertising Dept Russ Bldg----------EX 7-6313
Circulation Dept Russ Bldg----------EX 7-6316
Fitzpatrick Associates 155 Montgy-------GA 1-7946
Friedman R J Associates 260 Kearny----EX 2-4940
Gannett Advertising Sales Inc
681 Market ----------SUttr 1-1060
Gentlemen's Quarterly Magazine---------EX 7-3063
Good Housekeeping Magazine Hearst Bldg-YU 2-7800
HEARST ADVERTISING SERVICE INC
Hearst Bldg .EXbrk 2-2780
HOGUE JOS V
This Week Magazine
111 Sutter ----------EX 2-7547
Hotel & Travel Index 2323 Polk----------PR 1-1843
Houston & Walsh see also Kimball John R & Co
420 Market ----------DO 2-9183
Husted-Coughlin Inc 444 Market----------GA 1-0151
Interstate Publishers Service Inc
1005 Market ----------KL 2-3965
Jane & Kelley Inc 111 Sutter----------DOuglas 2-3304
Johnson Kent Gavin & Sinding Inc
681 Market ----------SU 1-1060
Johnston International Publishing Corp
22 Battery ----------YU 1-1299
Katz Agency Inc The Russ Bldg-------DOuglas 2-7628
Kelly-Smith Co Russ Bldg----------YUkon 6-6388
Keystone Broadcasting System 57 Post--SU 1-7441
Kimball John R & Co 420 Market--DOuglas 2-9183
KIMBALL MAURICE A CO INC THE
580 Market ----------EX 2-3365
Language Press 165 O'Farrell----------GArfld 1-4874
Laughlin Jess M Co 465 California-------EXbrk 2-4050
LIFE CIRCULATION COMPANY INC
870 Market YUkon 2-2720
Los Angeles Herald-Examiner Hearst Bldg-EX 2-2780
Macfadden-Bartell Corp 625 Market----DO 2-4691
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Mathews-Julius Special Agency Inc
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McQuillin Brice 785 Market-----SUttr 1-3401
MENNE ZUNICH & FOLLANSBEE
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