

EVERY STORE should appear in the Directory and the Directory should be in Every Store.

Besides its use to the storekeeper, it is a convenience the customer looks for.

The store that offers an old Directory, or no Directory at all, fails to show its patrons a courtesy they will find elsewhere.

- NORTH AMERICAN LIFE INSURANCE CO OF CHICAGO**, Insurance Foundation Ltd Pacific Coast Mgrs, 1613 Russ Bldg, 235 Montgomery, Tel EX brook 6300
- NORTH AMERICAN MERCANTILE CO INC**, F T Domoto Pres, K Kawashima V-Pres, M Uno Sec, F T Domoto Jr Treas, General Importers and Exporters, 330-342 Front, Tels GA rfield 3214, 3215 and 3216
- NORTH AMERICAN OIL CONSOLIDATED**, Oliver J Olson Pres, J K Armsby V-Pres, Frank Evans Sec, 915 Balfour Bldg, 351 California, Tel GA rfield 0101
- NORTH AMERICAN SECURITIES CO**, S W Coleman Pres, F A Zane V-Pres, J L Davis V-Pres, L W Jenkins Jr Sec-Treas, 2500 Russ Bldg, 235 Montgomery, Tel DO uglas 7900
- " Arnold slsmn R P Gross h3665 Fillmore
- " Beach Chirotonors Club 439 Bway
- " Beach Distributing Co (Harold Tosetti, Antonio Nardl) whol cigars 701 Union
- " Beach Merchants Assoc 1606 Stockton
- " Beach Playground Lombard bet Mason and Powell
- " Beach Workers Center (Communist) 1529 Powell
- NORTH BRITISH & MERCANTILE INSURANCE CO** (Marine Dept) Farrott & Co Genl Agents, 320 California, Tel DO uglas 2400
- NORTH BRITISH & MERCANTILE INSURANCE CO LTD**, A T Bailey Mgr, A H Talmage Asst Mgr, 315 Montgomery, Tel DO uglas 1944
- " C Wm h1997 Oak
- NORTH CENTRAL IMPROVEMENT ASSOCIATION**, Alfred W Pve Pres, Erwin C Easton Sec, 609 California Commercial Union Bldg, 315 Montgomery, Tel GA rfield 4848
- " Chas H (Hazel C) drifsmn Arth Brown jr h431 Genessee
- " Chas H (Marie) tchr Pub Sch h855 34th av
- " End Restaurant (G B Miller Betty Burnell) 2064 Polk
- " Fred J h3190 24th
- " Geo A (Velma M) millwkr h3632 26th
- " Geo L dept mgr Chamber of Commerce r Redwood City
- " German Lloyd B Hauschild agt 626 Market
- " German Lloyd (frt office) Paul Nolze mgr 160 Calif
- " Hart H lawyer 510 Battery R238 r Bkly
- " Howard J clk r49 Beaver
- " Jas h737 McAllister
- " Jessie aid Community Day Nursery r1015 Shotwell
- " John H ontr h421 Genessee
- " John R (Emilie) auto mech h555 Bright
- " Kay r3101 Scott
- " Milo J (Lillian) mach 324 Main h1330 25th av
- " Ola h116 Elmira
- " Pacific Steamship Co Wm Gissler jr agt Pier 25
- NORTH POINT DOCK WAREHOUSE**, M S Dodd Mgr, 190 Lombard, Tel GA rfield 2935
- NORTH RIVER INSURANCE CO THE** (Crum & Forster Pacific Dept) 266 Bush, Tel GA rfield 5525
- NORTH STAR LAUNDRY CO INC**, John J Dunlea Pres, Steve Eliades V-Pres, Gust Molakidis Sec-Treas, 3314 Army, Tel MI sion 0653-0654
- " W C local mgr Internatl Gen Elec Co Inc r Burlingame
- " W H h3900 Anza
- " Western Pacific News Co J A Gray mgr N end Ferry bldg
- " Western Pacific Railroad Co ticket office Ferry bldg
- " Western Pacific R R Co Commissary J E Collins supt N End Ferry bldg
- " Wm C slsmn GECO r Burlingame
- Northby Omunda smstrs r2518 Sacto
- Northcliffe Apartments 839 Jones
- Northcutt Gerald H clk h1200 Fulton
- " Harry E (Josephine) h485 Eddy
- " John (Marv) h247 32d av
- " June D sten r247 32d av
- " Martha J cash Kresteller Motor Co r1332 Balboa
- Northern Frances smstrs r2030 Franklin
- NORTHERN ASSURANCE COMPANY LTD** (of London) Goodwin & Allan Mgrs Pac Dept, 60 Sansone, Tel SU ter 5450, City Dept 100 Sansone
- NORTHERN ASSURANCE UNDERWRITERS**, Swett & Crawford Genl Agts, 150 Sansone, Tel SU ter 4400
- " California Baptist Convention Rev C W Gawthrop exec sec 228 McAllister R201
- " California Bridge Club Gudron E Bumgarner mgr 550 Geary 16th fl
- NORTHERN CALIFORNIA BUILDING AND LOAN ASSOCIATION**, S C Symon Pres, W R Carswell V-Pres and Mgr, H A Taylor Sec, 206 Crocker Bldg, 620 Market, Tel DO uglas 4131
- " California Congregational Conference Rev H H Gill supt 760 Market R1164
- NORTHERN**
- " California Electrotypers Assn A E Benson sec 525 Market R414
- " California Golf Assn B F Cator sec 114 Sansome R3
- " California Photo-Engravers Association A E Benson exec sec 564 Market R414
- " California Retail Druggists Assn J C Munn sec 461 Market R503
- NORTHERN COUNTIES TITLE INSURANCE CO**, W L Govan Mgr, 369 Bush, Tel GA rfield 5348
- NORTHERN GLASS COMPANY** (Jack T Dettner) Flint Green and Amber Bottles, Jars, 445-451 2d, Tel GA rfield 8707
- NORTHERN INSURANCE CO OF NEW YORK**, Richard W Wetzel Mgr, Robert Sherrard Asst Mgr, 1317 Mills Tower, 220 Bush, Tel SU ter 3222
- NORTHERN LIFE INSURANCE CO** (of Seattle) H O Seale Jr Field Supervisor, Geo E Archambeault Dist Mgr, Russ Bldg, 235 Montgomery, Tels GA rfield 0274 and 0275
- " Pacific Railway R J Tozer genl agt 657 Market
- Norther Elmer bodymn r428 Haight
- " Louis G electn h44 Lyon
- " Stanley W clk Am Type Founders Co r Okld
- " Wm (Helen) slsmn h2682 Bush
- Northington John asst dist mgr Ohmer Register Co
- Northmore J V h645 Geneva av
- " Robt bkpr Cali-Bulletin Pub Co r2578 17th av
- Northon Ellis h3591 Jackson
- " Ernest (Nellie G) clo clnr 1927 Hayes
- " Fredk W (Frankie) carp h1311 3d av
- Northrup Amos carp r1256 Golden Gate av
- " Chas H (Mary) clk h1367 8th av
- " Geo G 2d lieu USA r Crissy Field
- " Grace Mrs h1800 Franklin
- " Henry E firemn h3201 23d
- " Jay W clk Hotel Argonaut
- " Jennie (wid W F) r1439 28th av
- " Louis F chauf r1216 20th av
- Northrup A E h250 McAllister
- " Chas A electn r2451 34th av
- " Ella D (wid John W) h1808 Octavia
- " Ethel mgr Ardell Apts h1740 Pacific av
- " Geo clk r1740 Pacific av
- " Harold W eng PT&TCO r Ala
- " Martell sten r1740 Pacific av
- Northway Chester A (Anna) lab h347 Hale
- " Francis auto mech r347 Hale
- " Helen Mrs r1604 Jones
- " Henry W clk r347 Hale
- " Viola M Mrs beauty shop 897 Geary r1315 Polk
- Northwest Casualty Co W F Snyder res v-pres 461 Market R313
- " Engineering Co W W Mutter mgr excavating machy 23 Main
- " Exterminating Co (Chas Saul David Berman) 746 Sansone
- NORTHWEST LEAD CO**, F Arthur Hammer-smith Dist Sales Mgr, 920 Crocker Bldg, 620 Market, Tel SU ter 0414
- " Paper Co C P Sheldon dist mgr 149 Calif R435
- Northwestern Mutual Fire Assn J P Elder mgr 525 Market R511
- NORTHWESTERN MUTUAL FIRE ASSOCIATION**, W F Snyder Res V-Pres Central California Dept, 313 Sheldon Bldg, 461 Market, Tel SU ter 6845
- NORTHWESTERN MUTUAL LIFE INSURANCE CO** of Milwaukee, E J Thomas Genl Agt, 2d Floor Chancery Bldg, 564 Market, Tel KE arny 4485
- NORTHWESTERN NATIONAL INSURANCE CO** (of Milwaukee, Wis) D W Clark Mgr Pacific Coast Dept, J D Stanley Asst Mgr, 320 Russ Bldg, 235 Montgomery, Tel EX-brook 2273
- " Pacific News Co J A Gray mgr N end Ferry bldg
- NORTHWESTERN PACIFIC RAILROAD CO**, E H Maggard Pres and Genl Mgr, W A Worthington V-Pres, G L King Sec, C M Scott Treas, F W Taylor Purchasing Agent, J J Geary Genl Frt and Pass Agent, W B Burris Comptroller, W H Kirkbride Chief Engineer, Genl Offices 65 Market 2d Floor, Tel DO uglas 1277; Freight Receiving and Delivering Station Front and Vallejo; Freight Cashier and Office Drumm and Broadway, Tel DO uglas 1277; Tiburon and Sausalito Ferries North End Ferry Bldg, Tel DO uglas 1277
- NORTHWESTERN UNDERWRITERS AGENCY**, D W Clark Mgr, J D Stanley Asst Mgr, 320 Russ Bldg, 235 Montgomery, Tel EX-brook 2273
- Nortier Michl (Esther) br mgr Boston Lunch h3026 Ulloa
- Norther B Mrs h1444 Sacto
- NORTON**, See also Norden
- " Agnes h3783 20th
- " Agnes T smstrs r304 Shotwell
- " Albt aviator r436 Genessee
- " Albt jan r1331 Church
- NORTON**
- " Alfd lab r1655 Golden Gate av
- " Alice dental nurse r695 23d av
- " Alice R Mrs prin San Miguel Sch r378 Golden Gate av
- " Andw J (Florence) coml agt Ry Exp Agcy h210 Ashton av
- " Andw J (Mary) mech h4163 20th
- " Ann cook 2750 Divisadero
- " Arch A (Marion) phys 948 Market R508 h330 Urbano dr
- " Arth C (Anna L) h1222 42d av
- " Betty nurse h681 McAllister
- " Blanche clk Livingston Bros r2520 24th
- " Bridget (wid John) h363 21st av
- " Bruce doormn Parkside Theatre r2520 24th av
- " Carolyn emp Fireman's Fund Ind Co r4132 17th
- " Cath (wid Malach) r577 Dolores
- " Cath (wid Frank) h3840 24th
- " Cath M clk r363 21st av
- " Cecelia E Mrs h3060 Pierce
- " Chas firemn r405 3d
- " Ches W (Edna) h1850 Gough
- " Christina (wid John) r68 Palmetto av
- " Clinton h996 Dolores
- " Co P H Clapp mgr grinding wheels 76 1st
- " Damien F clk r1491 Funston av
- " Dana A elev opr r351 Turk
- " Doris r1516 Larkin
- " Dorothy hskpr Hotel Leo r410 Eddy
- " Dwane M lab r4095 Folsom
- " E R h2785 Green
- " Earl A mgr Norton Flour Co
- " Edith clk r68 Delmar
- " Edith H sten Goodwin & Allan h580 McAllister
- " Edw r528 Kearny
- " Edw H serv sta atdt r937 Fillmore
- " Edw J (Florence) slsmn SOCo h347 16th av
- " Edw S r4163 20th
- " Edw S msngr r62 Turk
- " Eliz M pub sten 311 Calif R612 r Bkly
- " Ellenore A h1140 Sutter
- " Evelyn clk r1107 Diamond
- " Evelyn clk r57 Rosemont pl
- " F A pres Coast Wholesale Music Co r Piedmont
- " F Tracy (Estelle) slsmn Howard Auto Co h126 Madrone av
- " Fave Mrs bkpr Biddle Purchasing Co r1180 Union
- " Fern F Mrs clk h625 Scott
- " Flour Co E A Norton mgr 2600 Harrison
- " Frances Mrs r733 Shotwell
- " Francis B jan Bd Pub Wks
- " Frank r602 20th
- " Frank chauf r1118 Geneva
- " Frank (Nellie) jan h518 20th av
- " Frank B slsmn h728 Taylor
- " Frank D eng r745 Cole
- " Frank L (Evelyn) bkpr Hunt Bros Pkg Co h57 Rosemont bl
- " Frank M emp Whitney Bros
- " Fred h1270 Pine
- " Fred (Cath) cook h376 Lily
- " Fredk A v-pres Coast Whol Music Co r Piedmont
- " Fredk B dept mgr Robt S Atkins Inc r728 Taylor
- " Geo elev opr r231 Grafton av
- " Geo mech r4163 20th
- " Geo R genl mgr Eaton Crane & Pike r Burlingame
- " Gertrude asst bkpr Golden Pheasant r155 Winchester
- " Grace Mrs h3691 17th
- " Grover r950 Franklin
- " H E h400 Pierce
- " Harold (Alice) solr r1421 Union
- " Harry J (Margt) stevedore h1421 Oak
- " Hatley W (Dorothy) slsmn Hunt Bros Pkg Co r3759 Fillmore
- " Helen D bkpr r1243 20th av
- " Helen E bkpr r659 28th av
- " Helen M sten r426 34th av
- " Henry (Clara) chauf h216 Jersey
- " Henry J (Viola) h81 9th
- " Homer E drifsmn SOCo r Okld
- " Homer W chairmn S F Newspaper Pubirs Assn r975 Bush
- " Hotel 700 Jones
- " Howard E (Belle) clk h3465 25th
- " Hubert J (Margt) chauf h418 Paris
- " Hulda Mrs h2152 Sutter
- " Inez A h1441 Montgy
- " J Francis whsemn r527 26th av
- " J Roy (Madeline) clk h442 Otsego
- " Jack vocalist r969 Hayes
- " Jas clk r518 20th av
- " Jas collr h1080 Post
- " Jas A slsmn J J Byrnes r587 25th av
- " Jas E aud SOCo r Bkly
- " Jas F (Cath A) chauf h1118 Geneva av
- " Jas F (Eliz) draymn h1491 Funston av
- " Jas J clk r1491 Funston av
- " Jas J firemn SFFD h1107 Diamond
- " Jas L clk r88 6th
- " Jas P chauf r527 26th av
- " Jennie Mrs h436 Genessee