

Publishers-(Cont'd)

Leaver Mfg Co
Lumber Publications
5844 Birch Ct Oakland.....OL ymple 3-1025
Life Magazine 100 Bush.....YUkon 2-5000
Light Metal Age 709 Mission.....SU tter 1-1431
Living For Young Homemakers.....EXbrk 2-3365
681 Market.....SU tter 1-4833
Loomis Ray H 500 Howard.....EXbrk 2-3365
L'Union 125-12th.....HE mlock 1-7515
MacDonald Olive M 1355 Market.....KL ondkie 2-1826
MAGNILLAN COMPANY THE
350 Mission.....GA rfd 1-0245
Martin Publishing Company
703 Market.....GA rfd 1-4666
MARTIN'S MARINE INDEX
400 Monty.....SU tter 1-3340
MASONIC STAR
187 Bridgeview Dr.....Valencia 6-4515
Masonic World Pub Co Inc Magazine
Pacific Bldg.....SU tter 1-0449
McFadden S D News Bureau.....DO uglas 2-5235
7 Front.....EX brook 2-5235
McGraw-Hill Book Company Inc
68 Post.....DO uglas 2-1093
McGraw Hill International Corp
48 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 121-24 GA rfd 1-5887
Miller's Buyers' Guide 400 Montgomery SU tter 1-3340
Mining & Industrial News
251 Kearny.....SU tter 1-8415
Mission Merchants News
2537 Mission.....VA lencia 4-5818
Modern Medicine Mills Bldg
420 Market.....EX brook 2-7874
Monitor Publishing Co The
125-12th.....HE mlock 1-7515
Mosby C V Co 720 Post.....SU tter 1-1431
Murdoch Osgood 609 Mission.....YUkon 2-4343
National Quotation Bureau Inc
465 California.....SU tter 1-7033
National Underwriter Co
Flatiron Bldg.....EX brook 2-3054
Nations Business 333 Pine.....YUkon 6-6412
Navy News Review 15 Harriet.....UN dhrli 3-6338
Neurology Mills Bldg.....GA rfd 1-7950
News 5 F The 812 Mission.....EX brook 2-6700
NEWSWEEK MAGAZINE
155 Monty.....YUkon 2-2645
Official Amusement Guide 25 Taylor P Prospect 6-0560
Pacific Air & Truck Traffic 22 Calif DO uglas 2-8664
Pacific Coast Business & Shipping Register
Monadnock Bldg.....EX brook 2-0377
Pacific Coast Directory Of Transportation
344 Sacramento.....GA rfd 1-3253
Pacific Coast Record Adv
15 Harriet.....HE mlock 1-0281
Pac Coast Record Inc 681 Market.....SU tter 1-6710
Pac Coast Review Publishing Co
942 Howard.....GA rfd 1-6066
PACIFIC FACTORY 709 Mission.....SU tter 1-1431
Pac Goldsmith 657 Mission.....YUkon 6-4323
Pacific Guild 988 Market.....TU xedo 5-4072
Pac Insurance Magazine
215 Leidesdorff.....YUkon 2-3060
Pacific Poultryry
587 Rhodes Dr Palo Alto.....Davenport 3-5889
Pac Printer & Publisher The
Pier 7.....DO uglas 2-4441
Pac Publishing Foundation Inc
940 Folsom.....EXbrk 2-1602
Pacific Purchaser 461 Market.....EX brook 2-1660
PACIFIC ROAD BUILDER & ENGINEERING
REVIEW 709 Mission.....SU tter 1-1431
Pac Shipper 22 Calif.....DO uglas 2-8664
Pacific Shipper's Coast Shipping Directory
22 Calif.....DO uglas 2-8664
Pacific Shipper's Photo Offset Shop
22 Calif.....DO uglas 2-8664
Pac Southwest Freight Tariff Bureau
354 Townsend.....SU tter 1-4610
Pac Stationer & Office Outfitter
681 Market.....YUkon 6-4323
Pantheon Publishing Co 114 Eddy.....TU xedo 5-4275
Parade Publication Inc 681 Market.....EXbrk 2-3365
Parents' Institute Inc Hobart Bldg.....GA rfd 1-2481
Periodical Publisher's Service Bureau Inc
Pacific Bldg.....SU tter 1-0365
Phillips-American Economic Research
24 Calif.....SU tter 1-6342
Pisan Printing & Publishing Co
700 Montgomery.....SU tter 1-4772
Piver Publications 268 Market.....SU tter 1-8776
Playboy The
Frontup Publishing Co-Publishers
580 Washington.....DO uglas 2-7934
Pocket Guide For The Armed Forces
Frontup Publishing Co-Publishers
580 Washington.....DO uglas 2-7934
Politics In Calif 420 Market.....DO uglas 2-5755
Polk R L & Co 1145 Polk.....OR way 3-5689
POPULAR SCIENCE MONTHLY
681 Market.....EXbrk 2-3365
Precision Mail Inc 560 Mission.....GA rfd 1-0367
Program Printing Co
See Our Adv Under Printers
34 Hyde.....HE mlock 1-1496
Progressive Grace The Hobart Bldg.....GA rfd 1-2481
Putnam Publishing Co 209 Post.....YUkon 6-2522
Rand McNally & Co 575 Mission.....DO uglas 2-4834

Advertise here-it pays.

Publishers-(Cont'd)

RECORDING PRINTING & PUBLISHING 88
& SURETY PRESS
99 S Van Ness Av.....MA rnet-1-5400
Reference Magazine 935 Market.....EXbrk 2-2258
Reynolds Lewis B-Walker's Manual Inc
233 Kearny.....GA rfd 1-7868
Rohan Thomas M 24 Calif.....YUkon 2-3186
Rosario E Llamas 24 California.....SU tter 1-4842
Rough Notes Co Inc 240 Kearny.....SU tter 1-1601
Russian Daily News Novaya Zarya
2078 Sutter.....WA lmut-1-3165
Russian Life Daily News
2458 Sutter.....WA lmut-1-2510
Ryder David W 604 Mission.....GA rfd 1-1081
S F CHRONICLE-NEWSPAPER
5th & Mission.....GA rfd 1-1112
San Francisco Hotel Greenery Guide
Frontup Publishing Co-Publishers
580 Washington.....DO uglas 2-7934
S F Official Amusement Guide
25 Taylor.....P Prospect 6-0560
S F Shopping News Co The
851 Howard.....GA rfd 1-5200
S F Sun-Reporter 1579 Post.....WE st 1-5778
Scott Foresman & Co
School Text Books.....YUkon 6-3750
Scribner's Chas Sons
Educational Dept.....EX brook 2-4007
55 New Montgomery.....EX brook 2-4007
Direct Sales Division
Hearst Bldg.....GA rfd 1-3525
Service Associates Co-A-Graf
420 Market.....EX brook 2-8874
Seven Arts Magazine 25 Taylor.....G Rayson 4-7550
SILVER BURDETT G0
Publishers Of School & College Texts
604 Mission.....GA rfd 1-3050
Simmons-Bardman Publishing Corp
244 Calif.....YUkon 2-6728
South-Western Publishing Co
School Textbooks-Business & Econ
1300 Howard.....KL ondkie 2-3033
Spier Paul 25 Taylor.....PR ospect 6-0560
Stark-Rath Printing & Publishing Co
465-10th.....MA rnet-1-7110
State Civil Service Journal
15 Harriet.....KL ondkie 2-7050
State Employees Journal S F Chapter No 3
378 Golden Gate Av.....TU xedo 5-4337
SUNSET MAGAZINE-
LANE PUBLISHING CO
625 Market.....YUkon 2-1800
Sweet's Catalog Service 465-10th.....Markt 1-7110
Swiss Journal Co 580 Green.....DO uglas 2-4773
T V PREVIEW
3008 Lakeshore Av Oakland.....TE mpir 2-8644
T V This Week 1148 Howard.....UN dhrli 3-6500
Text Book Pub Co 127-12th.....MA rnet-1-2703
Theatre Marquee Publishing Co
260 Kearny.....DO uglas 2-2520
THIS WEEK MAGAZINE
111 Sutter.....EX brook 2-7547
Thomas Publishing Co
204 Sacramento.....EX brook 2-1333
Three Hundred Publishing Co
700 Montgomery.....GA rfd 1-2191
Timberman The 607 Market.....GA rfd 1-0426
Time Inc 100 Bush.....YUkon 2-5000
TIME INC
Subscript Rep Leslie Gorrell
1129 Hyde.....P Prospect 6-0560
Time International 100 Bush.....YUkon 2-5000
Time The Weekly News Magazine
100 Bush.....YUkon 2-5000
Tower Publishing Co 246-1st.....SU tter 1-2255
Traffic Service Corp The 821 Market.....YUkon 2-2358
Trestle Board Publishing Co
83 McAlister.....UN dhrli 1-8365
Tribune Publishing Co The
681 Market.....EX brook 2-5790
If no answer call Oakland.....TE mpir 2-6000
Trumpeter Magazine 935 Market.....DO uglas 2-1786
Tudorade Marlin Corp The
2236 Lombard.....JOrdn 7-9327
Turf Digest 71 Turk.....TU xedo 5-6376
Underwriters Report Inc
Insurance Publications
344 Sacramento.....GA rfd 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.....DO uglas 2-8593
Van Nostrand D Co 681 Market.....YUkon 6-2242
Visitors' Map Guides Inc
115 New Montgomery.....YUkon 4-4160
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.....GA rfd 1-7867
Way of St Francis
109 Golden Gate Av.....KL ondkie 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 rfd 1-8966

Publishers-(Cont'd)

Western Associated Farm Papers
Sharon Bldg.....SU tter 1-3054
Western Automotive Service
690 Market.....DO uglas 2-7182
Western Banker
Banking News Publishers
41 Sutter.....EXbrk 2-1311
Western Building 607 Market.....GA rfd 1-0426
Western Construction 609 Mission.....YUkon 2-4343
Western Dairy Foods Review
593 Market.....DO uglas 2-8970
Western Family Magazine 461 Market.....YUkon 2-0746
Western Feeder & Seed Magazine
320 Market.....DO uglas 2-2142
Western Fruit Grower 717 Market.....EX brook 2-5326
Western Industry 609 Mission.....YUkon 2-4343
WESTERN MACHINERY & STEEL WORLD
Monadnock Bldg.....GA rfd 1-4760
Western Merchant 1355 Market.....HE mlock 1-2999
Or.....KL ondkie 2-2511
Western Tobaccoist 251 Kearny.....SU tter 1-8415
Western Underwriter
215 Leidesdorff.....YUkon 2-3060
Whitely Minor 138 1/2 Calif.....GA rfd 1-7009
Whitely House 48 Post.....DO uglas 2-4600
Willie John & Sons Inc 681 Market.....YUkon 6-2262
Windsor Publishing Co
West 1-8386
2162 Greenwich.....EX brook 2-2780
WINE NEWS 703
Shannon & Associates 300 Monty.....DO uglas 2-4393
Wine Publications 717 Market.....EX brook 2-5325
Woman's Day Inc Monadnock Bldg.....DO uglas 2-4475
World Book Co 121-2d.....DO uglas 2-0593

The Yellow Pages save you time.

Publishers' Representatives-(Cont'd)

Air Force Times 681 Market.....EXbrk 2-0288
American Exporter Magazine
300 Monty.....DO uglas 2-4393
American Magazine The Russ Bldg EX brook 2-3342
Amer Weekly Hearst Bldg.....EX brook 2-0288
Army Times 681 Market.....EXbrk 2-0288
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 Russ Bldg.....YUkon 6-3431
Bramham Company The 703 Market.....YUkon 1-582
Brydson Jack Ned Monadnock Bldg.....DO uglas 2-4475
Buck John Co The Central Tower.....EX brook 2-7247
Burke Kulpers & Mahoney Inc
681 Market.....SU tter 1-1060
Capper Publications The Russ Bldg DO uglas 2-5220
Close George D Inc 5-3d.....GA rfd 1-6740
Coleman W F 300 Montgomery.....EX brook 2-0159
Collier's Magazine The Russ Bldg EX brook 2-3342
Comic Weekly The Hearst Bldg.....YUkon 6-4627
Conway & Klander 244 Calif.....YUkon 2-6728
Conklin & Woodward 681 Market.....EX brook 2-3501
Cresmer & Woodward Inc
681 Market.....EX brook 2-3501
Curtis Circulation Co
715 Williams Av.....VA lencia 6-2131
De Cleve Henry Inc 5-3d.....GA rfd 1-6740
Doyle & Hawley 717 Market.....GA rfd 1-7437
Eichen & Roe Co Russ Bldg.....SU tter 1-7440
Esquire Inc 300 Monty.....EX brook 2-0159
Evans Keith H 543 Market.....YUkon 2-4280
Evernomat & Magazine Inc
300 Monty.....EXbrk 2-0159
Family Circle Inc The Russ Bldg.....DO uglas 2-6256
Family Times 681 Market.....EXbrk 2-0288
Fawcett Publications Inc
405 Market.....YUkon 2-4240
Fitzpatrick & Chamberlin
155 Montgomery.....GA rfd 1-7946
Gilman Nicolai & Rutherford
Russ Bldg.....YUkon 2-2446
Gaines Geo F Monadnock Bldg.....DO uglas 2-4475
Hall Mark M 461 Market.....GA rfd 1-3727
Harker Ralph & Associates
Hobart Bldg.....GA rfd 1-2481
Hastings G M 1340 Lombard.....OR way 3-5350
Hearst Advertising Service
Hearst Bldg.....EX brook 2-2780
Henry McIntosh & Simpson Inc
681 Market.....GA rfd 1-5373
Houston H P 681 Market.....GA rfd 1-5373
Jann & Kelley Inc 111 Sutter.....DO uglas 2-3304
Katz Agency Inc The Russ Bldg.....SU tter 1-7434
Keenan Hunter And Dietrich
235 Monty.....DO uglas 2-1323
Kelley Blue Book Agcy
1730 Van Ness Av.....TU xedo 5-4814
Kelly-Smith Co 300 Montgomery.....YUkon 6-1265
KIMBALL MENNE CO 681 Market.....EXbrk 2-3365
La Foye Louis R 15 Harriet.....UN dhrli 3-1897
Los Angeles Examiner Hearst Bldg EX brook 2-2780
Lynnes & Associates Inc
233 Sansome.....YUkon 6-2981
MacFadden Publications Inc Russ Bldg DO uglas 2-4691
McDonald-Thompson 625 Market.....YUkon 6-0447
McIntyre W R & Associates
Monadnock Bldg.....DO uglas 2-4475
McKinney J P & Son 681 Market.....SU tter 1-1061
Military Service Co Inc 25 Taylor.....P Prospect 6-5186
Moloney Regan & Schmitt Inc
681 Market.....SU tter 1-5740

(Continued Next Page)

Pulleys-(Cont'd)

DODGE V-BELT DRIVES-
DODGE MFG CORP
55 New Montgomery.....DO uglas 2-8434
HORSFORD BROS CO
944 Folsom.....SU tter 1-0657
Ehram J B & Sons Mfg Co The
260 Kearny.....DO uglas 2-7174
FOWLER CHARLES A CO
Berry Steel Split & Welded Steel
Conveyor Pulleys
Gates V-Belt Pulleys
889 Bryant.....UN dhrli 3-5101
HORSFORD BROS CO
DODGE PULLEYS
V-Pulleys & Belts
Steel Split Pulleys
Interchangeable Bushings
Immediate Deliveries
Belting of all Kinds
944 Folsom.....SU tter 1-0657
LEWELLEN VARIABLE SPEED DRIVES-
FACTORY REPRESENTATIVE
OTRICH CO 610-16th Oakland.....TE mpir 2-3781
Link-Belt Co 400 Paul Av.....JU niper-7-6400
LOVEJOY VARIABLE SPEED PULLEYS-
MCCREA ENGINEERING SUPPLY CO
285-7th.....UN dhrli 3-2843
Marwedel C W 1235 Mission.....UN dhrli 1-2125
Marwood Ltd 357-9th.....HE mlock 1-7893
Maury Mfg Co 420 Market.....DO uglas 2-2085
REEVES VARIABLE SPEED DRIVES-
REEVES PULLEY CO
901 Minnesota.....Mison 7-3340
Pulleys-Used
Bay Shore Machinery Pipe Co
1533 Sn Bruno Av.....MI san-7-7981
Pulp
Gaillet & Hartig-Pac Inc 461 Market.....YUkon 2-4277
Great Lakes-Pac Inc 461 Market.....YUkon 2-4277
Pump Controls
See Electric Equipment Headings
Pumping Contractors
Cooper A B & Sons 1096 Quesada.....AT water 2-6288
Pumps
Acme Pump Industry 260 California DO uglas 2-0915
ADVANCE PUMP CO
DOMESTIC WATER SYSTEMS
PUMPS
For Deep and Shallow Wells
2531-9th Berkeley.....BE rky 7-8144
ALDRICH HI-PRESSURE PLUNGER PUMPS-
BUSHNELL CONTROLS & EQUIPMENT CO
INC 4383 Piedmont Av Oakland Piedmt 5-6487
Aldrich Pump Co 37 Calif.....YUkon 6-2803
Aldrich Pump Company
4383 Piedmont Av Oakland.....Piedmt 5-6487
Allen Sherman Hoff Pumps 249-1st DO uglas 2-8346
ALLIS-CHALMERS CENTRIFUGAL PUMPS-
ALLIS-CHALMERS MFG CO
650 Harrison.....DO uglas 2-8384
Amer-Marsh Pump Co Agency
816 Folsom.....DO uglas 2-6794
AMERICAN-MARSH PUMPS-
SIMONDS MACHINERY CO
816 Folsom.....DO uglas 2-6794
For accurate dialing of your calls, wait a few seconds for the steady humming sound of the dial tone. Then dial each letter and numeral gently, without forcing. If you get a busy signal, please hang up before dialing again.
DICK R & J CO INC
DICKROPE - V-BELT PULLEYS
BARRY STEEL SPLIT
PULLEYS
310 Bryant.....SU tter 1-1341
(Continued Next Page)

Pumps-(Cont'd)

ANCHOR EQUIPMENT CO
WORTHINGTON
Pumps & Compressors
526 Folsom.....GA rfd 1-2290
Ar-Go Pump Co
10007 San Leandro Oakland.....TRndad 2-4075
AURORA PUMPS
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CENTRIFUGAL
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560-7th.....MA rnet 1-5380
BARNES SELF PRIMING CENTRIFUGAL
PUMPS-
PAC PUMP & SUPPLY CO
420 Bryant.....GA rfd 1-5257
BIX CO INC THE 582-6th.....UN dhrli 3-5028
WOODIN & LITTLE 33 Fremont EXbrk 2-8852
Bell & Gossett Co 765 Minna.....UN dhrli 1-0144
BENNETT PUMP DIVISION-JOHN WOOD
COMPANY 420 Market.....SU tter 1-0944
BERKELEY PUMP CO
829 Bancroft Wy Berkeley TH orwall-3-9400
(See Advertisement This Page)
Bingham Pump Co 420 Market.....YUkon 2-0824
Blackmer Pump Co 98 Folsom.....YUkon 2-3223
(Continued Next Page)
In these busy days when saving time is so important, more and more telephone users are following the thoughtful way of answering the telephone: "Harry Smith speaking." Such an introduction establishes identity, saves time and makes a good impression.
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• Deep & Shallow Wells
• Water Systems
• Windmills
• Gasoline Engines
• Waterloftening Equipment
MARLOW
SELF PRIMING PUMPS
GARDNER-DENVER
CENTRIFUGAL &
STEAM PUMPS
HE mlock 1-5475
If No Answer Call
JUniper 7-3655
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