W & J SLOANE
Complete Home Furnishings and Interior Decoration
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Elite Produce Co 406 Front
Empire Produce Co 250 Drumm
Enos-Mosher Co 141 Drumm
Farmers Exchange 221 Washn
Perrari Anthony 608 Front
Ferro L Produce Co 522 Front
Galli Produce Co 540 Front
Gatti Aurelio 330 Drumm
General Potato & Onion Distributors Ltd 216 Drumm
Ghiselli Bros 230 Washn
Giovannoni Bros 286 Washn
Giusti Victor 520 Front
Globe Produce Co 422 Front
GOLDEN STATE PRODUCE COMPANY, 154 Front, Tel GA rfield 8565
Half Moon Fruit & Produce Co 181 Washn
Hansen J R 510 Battery R347
Hedger R L 504 Davis
Hopkins L J Co 430 Front
Hunt G J 510 Battery R310
Jacobs Malcolm & Burtt 101 Washn
Jones & Pettigrew Inc 142 Washn
Kidd H E 444 Davis
LEVY A & J ZENTNER CO, 200 Washington, Tel SU tter 8767
Lion Produce Co 400 Davis
Maestri Geo 606 Front
Molterno P J & Co 105 Clay
Moreggia & Son 348 Front
National Produce Co 525-27 Front
Pacific Fruit & Produce Co 20 Pacific av
Pacific Produce Co 510 Battery R302
Panama Fruit & Produce Co 139 Washn
Pappas & Co 113 Washn
Pardini Produce Co Inc 222-24 Washn
Pera J J & Co 425 Davis
Pistochini Angelo 530 Front
Roussel W H 152 Clay
Russi F B & Co 440 Davis
San Francisco Fruit Co 112 Washn
San Mateo Produce Co 234 Washn
San Mateo Produce & Eveleth Nash Co 234 Washn
SCATENA-GALLI FRUIT CO, 104-106 Washington, Tel DO uglas 0150
Shew Chong Co 604 Front
Sunrise Produce Co 143 Washn
SUNSET PRODUCE CO, 447-487 Front, Tel SU tter 3027
Tocchini & Dianda 109 Washn
United Melon Distributors 316 Drumm
Valley Produce Co Inc 238 Washn
Wallace A W 412 Drumm
Washington Vegetable Co 217 Washn
Weinstein Herman 206 Drumm
Wetmore Bros Inc 450 Front

*PROJECTION APPARATUS AND VISUAIDS

SPENCER LENS CO, 25 Kearny, 2d Floor, Tel SU tter 4365

*PROPERTY MANAGEMENT

CUMMINGS JOHN T. 1400 Taraval, Tel OV erland 2522 (For further information see page 82 Buyers' Guide and left side lines)
GRISEZ CHAS J CO, 512-513 Chancery Bldg, 41 Sutter and 564 Market, Tels EX brook 0232 and 0233 (For further information see page 80 Buyers' Guide, back cover and left bottom lines)
MADISON & BURKE, 80 Post, Tel SU tter 6690 (For further information see page 80 Buyers' Guide and right top lines)
MEYER MILTON & CO, 60 Sutter, Tel SU tter 6100 (For further information see page 81 Buyers' Guide and right side lines)
NORRIS BEGGS & SIMPSON, 243 Kearny, Tel DO uglas 6660

PSYCHOLOGISTS

Alto Psychologic Center 126 Post R502
Martin Lillien J 210 Post R1019
Moxon Cavendish 516 Sutter R912
Pemberton W H 909 Hyde R412
Stoy E G 58 Sutter R520
Zaaell Mae 1668 Ellis

PUBLIC SCHOOLS

(See Schools—Pub)

PUBLICATIONS—PERIODICAL, PROFESSIONAL, SCIENTIFIC, TECHNICAL, TRADE, ETC.

Americana Encyclopedia 278 Post 5th fl
Apartment Industry News 1310 Lombard
Architect and Engineer Inc 88 Post R418
Beverage Industry News 703 Market R255
Book of Knowledge 278 Post 5th fl
California Fruit News (weekly) 405 Montgy R926
California Legionnaire (semi-monthly) Veterans Bldg R114
California Lumber Merchant The 645 Leavenworth
Camera Craft Publishing Co 425 Bush
Chinese Press 11 Columbus av
CITY DIRECTORY, 602 Atlas Bldg, 604 Mission, Tel GA rfield 5431
Coast Banker (monthly) 41 Sutter R617
CROCKER-LANGLEY DIRECTORY, R L Polk & Co Publishers, 602 Atlas Bldg, 604 Mission cor 2d, Tel GA rfield 5431
DAILY CONSTRUCTION SERVICE (Wade Publishing Co Inc) 333 Kearny, Tels SU tter 8088 and 8089
Daily Notification Sheet 1581 Mission
Daily Pacific Builder 465 10th
Family Circle The (weekly) 235 Montgy R562
Federation Review 1095 Market R620
Go Magazine 444 Market R406
Gulf Coast Lumberman The 645 Leavenworth
Hearst Publications 5 3d R1008
Keeler's Hotel & Restaurant Review 821 Market R737
Lloyd's Register of Shipping 215 Market R615
Mining & Industrial News (monthly) 381 Bush R202
National Underwriter The 544 Market R507
Nations Business (monthly) 333 Pine R501
Newsweek 116 New Montgy R336
Organized Labor 238 13th
Pacific Coast Record 703 Market R207
PACIFIC COAST REVIEW PUBLISHING CO, The Merchandising Magazine Of The West, 942 Howard, Tel GA rfield 6066
Pacific Dairy Review (monthly) 500 Sansome R717
Pacific Insurance Magazine 216 Pine
Pacific Marine Review 500 Sansome R701
Pacific Purchasor 433 Cal R812
Pacific Road Builder and Engineering Review 74 New Montgy R637
Pacific Rural Press 83 Stevenson
Pacific Shipper (weekly) 255 Cal R403
Regional News Service 5 3d R1219
Retail Grocers Advocate 525 Market R515
SAN FRANCISCO DIRECTORY, R L Polk & Co Publishers, 602 Atlas Bldg, 604 Mission cor 2d, Tel GA rfield 5431
San Francisco Real Estate Circular 69 Sutter
Sunset Magazine 576 Sacto
Swiss Journal The 58 2d
This Week (weekly) 100 Bush R2702
Wall Street Journal The 415 Bush
West Coast Brewer 486 Cal R318
Western Construction News (monthly) 503 Market 6th fl
Western Hotel Reporter 26 O'Farrell R306
Western Industry (monthly) 503 Market 6th fl
Western Journal of Education (monthly) 609 Mission 4th fl
Western Machinery & Steel World 500 Sansome R701
Western Proposal Service 333 Pine R309
Western Tobacconist (weekly) 381 Bush R202
Western Underwriter 544 Market R507
Wines and Vines 85 2d R722

*PUBLICITY AGENTS

HOWARD KING, Publicity Agent and Exploitation Counselor, 988 Market, R411, Tel OR dway 2986

PUBLISHERS—BOOK, NEWSPAPER AND PERIODICAL

Allen E A 351 Cal R1321
Allen G H 1182 Market R326
Allyn & Bacon 560 Mission 6th fl
American Independent Publishing Co 518 Octavia
Argonaut Publishing Co 544 Market R203
BANCROFT-WHITNEY CO (Law Books) 200-214 McAllister, Tel HE mlock 0822
Bender-Moss Co Inc 91 McAllister
Bien Publishing Co 434 O'Farrell
Bishop's A B C Guide Inc 2168 Market
BUDDE HENRY F PUBLICATIONS, 35 Dolores, Tel UN derhill 6880
Business Extension Bureau Ltd 564 Market R209
California School Book Depository 159 New Montgy
Camera Craft Publishing Co 425 Bush
Capper Publications Inc 235 Montgy R1207
CHRONICLE PUBLISHING CO, Mission sw cor 5th, Tel DO uglas 1414 (For further information see page 71 Buyers' Guide)
COLLIER P F & SON CORPORATION, 106 Montgomery, R702, Tel GA rfield 2362
Commerce Clearing House Inc 220 Montgy R896
Conde Nast Publications Inc 523 Mission
Crowell-Collier Publishing Co 870 Market R407
Curtis Publishing Co 235 Montgy R2905
DAILY COMMERCIAL NEWS, 1034 Merchants Exchange Bldg, 465 California, Tel SU tter 5765
DAILY NEWS CO LTD, 812-814 Mission, Tel EX brook 6700
Danner Publishing Co 224 7th
Dow Jones & Co Ltd 415 Bush
Emanu-El and The Jewish Journal 251 Kearny R308
Frentrup Publishing Co 942 Howard
Freygang Publishing Co 320 Market R254
Getz R P 417 Market R339
Ginn & Co 45 2d 5th fl
Graham Sidney 948 Market R506
Greenwood Co 315 Sutter 5th fl
Gregg Publishing Co The 760 Market R800
Grolier Society The 278 Post 5th fl
Guardian Publishing Co 1310 Lombard
Hearst Consolidated Publications Inc 5 3d R1008
Hearst Magazines Inc (publicity dept) 26 O'Farrell R304
Heath D C Co 182 2d
Holt Henry & Co 536 Mission 5th fl
Home Stretch Publishing Co 760 Market R629
Houghton Mifflin Co 500 Howard
Housing Inc 447 Sutter R624
Investors Bureau 155 Sansome R712
Jordan C J L 700 Montgy R1
Jugoslav Publishing Co 223 Valencia
King Publications 503 Market 6th fl
Lane Publishing Co 576 Sacto
L'Italia Press Co 1500 Stockton
MacFadden Publications Inc 235 Montgy R1659
Macmillan Co 350 Mission 3d fl
Masonic Trestle Board 83 McAllister R218
Masonic World Publishing Co 870 Market R470
McCamman W J 5 3d R1202
McGraw-Hill Publishing Co Inc 68 Post R503
Mission Merchants News Inc 2517 Mission R6
Murdock Osgood 1355 Market R511
National Automotive Service 5 3d R702
Occidental Publishing Co 1355 Market R873a
Pacific Coast Review 942 Howard R2
PIVER JOHN C, 405 Sansome, Tel GA rfield 3253
POLK R L & CO, 604 Mission, R602, Tel GA rfield 5431
Prendergast A C 942 Howard R3
Prentice-Hall Inc 582 Market R314
RECORDER PRINTING & PUBLISHING CO THE AND SUNSET PRESS, 99 South Van Ness Av, Tel MA rket 5400 (For further information see page 76 Buyers' Guide and left side lines)
Rust Craft Publishers Inc 760 Market R1064
SAN FRANCISCO SHOPPING NEWS, 851 Howard, Tel GA rfield 5200
Scott Foresman & Co 158 New Montgy
SCRIBNER'S CHARLES SONS, Mezzanine Floor, Sharon Bldg, 55 New Montgomery, Tel EX brook 4007
Shipping News Inc 369 Pine R418
Silver Burdett Co 149 New Montgy R303
South-Western Publishing Co 350 Mission 2d fl
Thomas Publishing Co 110 Market R207
Time Inc (editorial dept) 814 Mission R800
Time Sales Co 935 Market R600
Wade Publishing Co 333 Kearny
Wagner Harr Publishing Co 609 Mission 4th fl
Walker's Manual Inc 369 Pine R718
Weekly Publications Inc 116 New Montgy R336
West Coast Publishing Co 253 Church
West Publishing Co 275 Bush 4th fl
Western Advertising 564 Market R723
Western Trade Journals Inc 121 2d 3d fl
World Book Co 149 New Montgy R201

*PUBLISHERS—CITY DIRECTORIES

CROCKER-LANGLEY (R L Polk & Co) 604 Mission, R602, Tel GA rfield 5431
POLK R L & CO, 604 Mission, R602, Tel GA rfield 5431

PUBLISHERS' REPRESENTATIVES

(See also Advertising Representatives—Newspaper and Magazine)

Andrews Lee 7 Front R575
Associated Farm Papers 55 New Montgy R625
Belden A C 220 Montgy R1040
Bidwell R J Co 681 Market R673
Block Paul and Associates 681 Market R241
Boone R E Organization 5 3d R710
Botsford F L 74 New Montgy R645
Coleman W F 550 Montgy R805
Flynn L J 544 Market R1007
Garvin J M 709 Mission R902
Gilman Nicoll & Ruthman 525 Market R523
Harway Donald 7 Front R626
International Circulation Co Inc 5 3d R930

SEE PAGES 37 AND 38 FOR FIRM Abbreviations and General Abbreviations

Maryland Casualty Company
Insurance
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CASUALTY
FIDELITY
SURETY
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HEALTH
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TELEPHONE EX brook 4191

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