

Fireproofing

BLENIO FLAMEPROOFING CO
Established 1900
FIREPROOFERS
TEXTILES
Remery and Exhibitions, Muslin, Duck, Linen,
Bunting, Burlap, Satens, Silks, Cheesecloth.
Estimates for Spraying Furnished
444-5th EX brook-0510

Fireproofing-Textile

ACE DYE WORKS & EXCLUSIVE DYERS
69 DuBoce HE mlock-2558
AMERICAN FLOWER WORKS
350 Hayes HE mlock-5582
Central Sterilizing Plant 270-7th HE mlock-1063

Fireproofing-Wood

American Wood Preserving Co
400 Sansome GA rfd-5562

Firestone Tires

-Look on "T" pages under "Tires"

Fireworks

Behrendt Alvin & Arthur 718 Mission DO uglas-5434
CALIFORNIA FIREWORKS CO LTD
Fireworks of Every Description
268 Market EX brook-7518
KINDLE & GRAHAM
Largest Assortment on Pacific Coast
1058 Mission MA rkt-8100
Newton Fireworks Display Co
249 Front DO uglas-7049

First Aid Supplies-Manufacturing

BULLARD E D CO 275-8th UN drhl-5630

First Aid Supplies-Wholesale

BULLARD E D CO 275-8th UN drhl-5630
DAVIS EMERGENCY EQUIPMENT CO LTD
107 Davis GA rfd-3366
McDONALD B F CO 1174 Howard HE mlock-3881

Fish

ALIOTO N CRAB CO
SEA FOOD
CRABS - SHRIMPS - LOBSTERS
OYSTERS - PRAWNS
FRESH FISH EVERY DAY
"Direct from Boat to You"
Delivery Service
Wholesale - Retail
Fisherman's Wharf
2758 Taylor PR ospet-9539

American Fish Market 1836 Buchanan WE st-7899
Associates Fisheries Inc 535 Wash SU ttr-4670
Ballistreri Mario 555 Columbus SU ttr-5177
Bay City Shrimp Co 766 Sacramento CH ina-0330
Belmont Fish & Oyster Co 2328 Fillmore WE st-0972
Brocato J M 2328 Fillmore WE st-0972
Charlie's Fish & Poultry Market
1543 Haight UN drhl-8697
COMPAGNO S & SON 1450 Polk OR dway-5542
Consolidated Fisheries Inc Ft of Taylor OR dway-1585
Cresci Frank & Bros
Black & White Fish & Oyster Depot
Meliggs Wharf GR ayton-9930
Criswell's 2584 Mission VA lencia-8614
Delicatessen Supply Co 539 Wash DO uglas-0950
Diamond Shrimp & Clam Co 661 Clay SU ttr-1720
Drabkin's Fish Market 1019 McAllister WA lnt-7069
Excelisior Fish Market Fisherman's Wharf PR ospet-9511
Farasone J & A Zanca 1175 Market UN drhl-8854
Foxhall Fish & Oyster Co 2328 Fillmore WE st-0973
FOXHALL OYSTER DEPOT
2458 Fillmore
Cor Jackson & Fillmore FI lmar-2647
Frisicia A & Sons 11 Vandewater SU ttr-0728
Golden Gate Bait Co 178 Jefferson OR dway-2834
GRANT MARKET SEA FOOD CO
743 Market EX brook-5636
Henry Shrimp Co 713 Clay CH ina-1522
Hong Sang Co 1028 Grant CH ina-1167
Hop Lung Clam & Shrimp Co 686 Clay SU ttr-6047
Jackson St Fish Market 2498 Fillmore FI lmar-2646
Jerry's Bass Bait & Tackle Shop
1075 O'Farrell FI lmar-9822
Jerry's Bass Bait & Tackle Shop
1675 O'Farrell FI lmar-9823
Jumbo Prawn Co 1010 Divisadero WE st-2916
LAMB J E & SONS 1076 McAllister FI lmar-6590
Lamb's Fish Market 1076 McAllister FI lmar-6590
Larocca A & Sons 2350 Taylor GR ayton-5828
Lucky Bait Shop 1549 Webster FI lmar-7346
Maniscalco Joe 171 Vandewater OR dway-8231
Northern Calif Crab Co 830 Donahue VA lencia-9424

Fish-(Cont'd)

Paladini A Inc 540 Clay EX brook-1432
From telephones served from
San Mateo Exchange only
Call
(No Inter-City Charge)
Entprise-9933
Puccini A & Sons 173 Jefferson GR ayton-6770
Quong Sang Co 708 Commercial CH ina-1820
Rafello L Fish Market Ft of Taylor PR ospet-9514
Ravano Bros 945 Market SU ttr-2000
Rialto Fish Market 3375 Sacramento FI lmar-8251
SABELLA A SEA FOOD
"If It Swims We Have It"
CRABS - SHRIMPS - LOBSTERS
OYSTERS - PRAWNS
FRESH FISH EVERY DAY
On Fisherman's Wharf Since 1920
DELIVERY SERVICE
"Still 9"
Fisherman's Wharf OR dway-2824
Or OR dway-2825

S F International Fish Co Ltd
535 Washington SU ttr-4670
Scaffone Tony 1814 Polk OR dway-6030
Soko Bait Co 1747 Post FI lmar-4294
Soko Fish Co 1747 Post FI lmar-4294
Sonoma Fish & Oyster Co 1534 Polk OR dway-4726
Standard Fisheries Ft of Leavenworth OR dway-5858
Taranino S Meiggs Wharf GR ayton-2520
Trans-Pacific Co 121 Clay SU ttr-4960
Union Fish Co 141 Clay GA rfd-8940
Union Sea Food Co 1230 Powell CH ina-1736
Ukai Fish Market & Grocery 1684 Post WA lnt-2662
Vincent's Grotto 4364 Mission RA ndiph-9735
West Coast Sea Food Co 433 Bay OR dway-6151
Western Calif Fish Co 556 Clay EX brook-6304

Fish Brokers

Gardiner R M
Fish & Shell Fish, Canned & Fresh
717 Market EX brook-7914

Fish Meal-Wholesale

Farrell James & Co of Calif Balfour Bg DO uglas-6707
HORSTMANN WM J 406 Mtgy EX brook-0282
WILBUR-ELLIS CO 430 California GA rfd-1775

Fish Oil Brokers

Willits & Patterson 112 Market SU ttr-1956

Fish Oils-Wholesale

Farrell James & Co of Calif Balfour Bg DO uglas-6707
PACIFIC BROKERAGE COMPANY
406 Montgomery EX brook-0282
Santa Cruz Oil Co 311 California EX brook-2365
WILBUR-ELLIS CO 430 California GA rfd-1775

Fish Packing

-See Packing-Fish

Fish Products

Amer Marine Products Co Russ Bldg SU ttr-1425
Cypress Fisheries Inc Pier 92 VA lencia-4374
East Bay Fisheries Inc 112 Market GA rfd-6319
Edible Fish Meals & Oils Inc 214 Front GA rfd-4147
Fish-Dee-Lish Corp 214 Front GA rfd-4147
Fish-Dee-Lish Corp 400 Sansome DO uglas-5562
Funsten Co 200 California DO uglas-0168
Gardena Packing Co 400 Sansome GA rfd-5562
High Seas Fisheries Co Russ Bldg GA rfd-2462
Hefmann Packing Co 214 Front GA rfd-4147
Northern Packing Corp Pier 92 VA lencia-5723
Old Capitol Packers Inc 214 Front GA rfd-4147
Pac Marine Products 260 California DO uglas-0168
Richmond Fisheries Inc Pier 47 Ft of Jones TU xedo-4681

San Francisco International Fish Co. Ltd.
WHOLESALE
FISH DEALERS
Price - Quality - Service
Telephone - SU ttr 4670
535-539 Washington St.

Fish-Shell

Consolidated Oyster Co
123 Van Ness Av So. UN drhl-1500
DIAMOND SHRIMP & CLAM CO
661 Clay SU ttr-1720
FRISICIA A & SONS 11 Vandewater SU ttr-0728
LAROGGA A & SONS 2350 Taylor GR ayton-5828
Quong Sang Co
Clams & Shrimps
708 Commercial CH ina-1820
Sea Food Products Inc 123 V Ness So. UN drhl-1500
Swan Oyster Depot
Delivery Service Daily & Holidays
1517 Polk OR dway-1101
WEST COAST SEA FOOD CO
Wholesale Shell Fish
433 Bay OR dway-6151

Fish-Wholesale

Alaska Codfish Co 141 Clay GA rfd-8940
Atlantic Fish Co 203 Davis EX brook-1306
Bay Shore Fish Co 3707 Taylor TU xedo-4156
Cable Shrimp Co 702 Sacramento CH ina-1834
California Shrimp Co 745 1/2 Clay CH ina-1369
CONSOLIDATED FISHERIES INC
Fresh, Salt, Smoked, Mild-Cured
Ft of Taylor OR dway-1585
Consolidated Oyster Co 123 V Ness So. UN drhl-1500
Diamond Shrimp & Clam Co 661 Clay SU ttr-1720
Dowden Henry Co 598 Clay DO uglas-7064
Florence Bryce B 598 Clay DO uglas-7064
Gardiner R M
Fish & Shell Fish, Canned & Fresh
717 Market EX brook-7914
Northern Calif Crab Co 830 Donahue VA lencia-9424
PALADINI A INC 540 Clay EX brook-1432
ROMEO A FISH & OYSTER CO
1444 Polk OR dway-5246
S F International Fish Co Ltd 535 Wash SU ttr-4670
(See Advertisement This Page)
Sea Food Products Inc 123 V Ness So. UN drhl-1500
STANDARD FISHERIES
Ft of Leavenworth OR dway-5858
TARANTINO S Meiggs Wharf GR ayton-2520
WESTERN CALIF FISH CO
556 Clay EX brook-6304

Fishing Bait

Fred's Bait Shop
Fresh Bait Daily-Parties Arranged
3159B Mission VA lencia-0336
GOLDEN GATE BAIT CO
All Kinds Fresh Bait
Fishing Trips Arranged
At Fisherman's Wharf
178 Jefferson OR dway-2834
JERRY'S BASS BAIT & TACKLE SHOP
Parties 5 A M Daily Tackle Rented
1675 O'Farrell FI lmar-9822
Joe's Muni Pier Bait Shop
Trolling & Bait Parties Arranged
987 North Point PR ospet-9794
Lamb's Bait Shop 1076 McAllister FI lmar-6590
Lucky Bait Shop 1549 Webster FI lmar-7346
MARINA BAIT & TACKLE SHOP
Fishing Tackle Rented
3250 Fillmore WA lnt-9672
MISSION BAIT SHOP
Bass Bait & Tackle
At-Mission & Valencia Junction
3221 Mission AT water-3474
Modern Bait & Tackle Shop
Fresh Sardines, Clams, Prawns
2975 Mission VA lencia-4971
Phillips Sport Shop 1646 Market HE mlock-7688
Sam's Bait Shop
Fresh Bait Daily
1657 O'Farrell WE st-9788
Soko Bait Co
Fresh Bait Daily-Parties Arranged
1747 Post FI lmar-4294

Fishing Bait-Wholesale

California Fish Bait Co 539 Wash DO uglas-0950
Taranino S Meiggs Wharf GR ayton-2520

Fishing Rods-Manufacturing

WINSTON R L ROD CO
ONLY a Winston Rod has
WINSTON speed and power
For every kind of fishing from trout
to sailfish, for every tournament
casting event
684 Harrison SU ttr-8797

Fishing Rods-Repairing

Fred's Bait Shop 3159B Mission VA lencia-0336
Kahn's Tackle Shop 1431 Polk GR ayton-3110
Kewell Chas H Co
Rods, Reels Repaired, Trout Flies
51-2nd GA rfd-4723
Winston R L Rod Co 684 Harrison SU ttr-8797

Fishing Supplies

Calif Fish Bait Co 539 Washington DO uglas-0950
Cincotta Bros
Opposite Fishermans Wharf
189 Jefferson PR ospet-8977
Davis John 24 California DO uglas-0882
Fred's Bait Shop 3159B Mission VA lencia-0336
Joe's Muni Pier Bait Shop
987 North Point PR ospet-9794
Lamb's Bait Shop 1076 McAllister FI lmar-6590
Marina Bait & Tackle Shop
3250 Fillmore WA lnt-9672
Mission Bait Shop 3221 Mission AT water-3474
Modern Bait & Tackle Shop
2075 Mission VA lencia-4971
Sam's Bait Shop 1657 O'Farrell WE st-9788

Fishing Tackle

Hoch Carl Sport Shop 1257 Market HE mlock-5783
Kahn's Tackle Shop 1431 Polk GR ayton-3110
Phillips Sport Shop 1646 Market HE mlock-7688
Sam's Bait Shop 1657 O'Farrell WE st-9788
Son's Sporting Goods Store 1726 Fillmore WE st-5663
Spiro Co The 740 Market SU ttr-6181

Fishing Tackle-Wholesale

Blaich Adolph Inc 588 Market DO uglas-0830
Davis John 24 California DO uglas-0882
Takeuchi Bros 549 Market DO uglas-5990
Weeks-Howe-Emerson Co 90 Market DO uglas-0868

Fishing Trips

Peterson's Water Taxis
Bass and Deep Sea Fishing Trips
Buchanan & Jefferson WA lnt-7380

Five Cents to One Dollar Stores

-See Variety Stores

Fixtures

-See Specific Kinds, i. e. Display
Fixtures; Lighting Fixtures; Office
Fixtures; Store Fixtures

Flag Poles-Manufacturing

BOLANDER L PH & SONS
934 Bryant UN drhl-1337

Flag Poles-Steel

Patent Scaffolding Co 270-13th HE mlock-4278

Flag Poles-Wholesale

POPE & TALBOT LUMBER CO
401 Market DO uglas-2561

Flag Poles-Wooden

Stuart J L Mfg Co 37 Front GA rfd-2560

Flags

A B C Emblem & Pennant Co 1236 Mkt. MA rkt-2808
EMERSON MFG CO 161 Natoma GA rfd-8390
KINDLE & GRAHAM 1058 Mission WA rkt-8100
Pacific Decorators 182 Turk PR ospet-3060
PARAMOUNT FLAG CO
Manufacturers
FOR EVERY PURPOSE
ADVERTISING-LODGE AND SOCIETY
CELEBRATIONS-DECORATIONS
626-4th EX brook-3223

Flags-Manufacturing

EMERSON FLAGS AND BANNERS
Flags of every description
for every purpose-
National
Lodges and Society
Advertising
Celebrations
"WHERE TO BUY IT"
EMERSON MFG CO 161 Natoma GA rfd-8390
Hollywood Athletic Company 609 Mission SU ttr-3179
PASQUALE B CO 654 Mission EX brook-1213
Southern Poster Co Ltd
111 Golden Gate Av. UN drhl-3717
Weeks-Howe-Emerson Co 90 Market DO uglas-0868

Flags-Renting

CALIF DECORATING & FLAG CO
880 Market GA rfd-7700
Davis Zelbert 382 Linden UN drhl-4625
STUART J L MFG CO 37 Front GA rfd-2560

Flash Lights-Wholesale

BOND ELECTRIC CORPORATION
640-2nd GA rfd-8828
BRIGHT STAR FLASHLIGHTS-
BRIGHT STAR BATTERY CO
1855 Market UN drhl-2727
EVEREADY FLASHLIGHTS-
NATIONAL CARBON CO INC
114 Sansome EX brook-0339

Flood Lights-Electric

Illumination Products Co Phelan Bldg DO uglas-2342

Floor Conditioning Equipment

A A A Floor Maintenance Service
We Rent Buy & Sell All Type Equip.
779-8th Av. BA yline-0234
Aarco Floor Service Co 252 Hickory UN drhl-5975
AMERICAN ELECTRIC FLOOR POLISHERS-
TANNER FRED A CO
145-19th Av. SK yline-5069

American Floor Surfacing Machine Co The
Sanding Polishing Grinding Mach
2007-17th Av. OV erland-8313
Fay Co The 588 Howard DO uglas-7561
Finnell System Inc 678A Howard GA rfd-6385
Forge Floor Machine Co 23 Main GA rfd-1514
General Floorcraft Inc 16 California SU ttr-8271
Hild Floor Machine Co 557 Market GA rfd-7479
Hillyard Sales Co
Polishing, Steel Wooling & Sanding
370 Turk TU xedo-1688
La Forge C V Inc 23 Main GA rfd-1514
Lawlor S C Co 586 Howard DO uglas-7561
Legion Floor Machine Co 23 Main GA rfd-1514
Leitch & Company 939 Howard GA rfd-8486
Ponsell Floor Machine Co 525 Market SU ttr-2069
Regina S F Agency 3471 Mission VA lencia-2600

Floor Coverings

-See Specific Kinds, i. e. Carpets;
Linoleum; Rugs

Floor Polishing Equipment-

Distributing
HILD FLOOR MACHINES-
HILD FLOOR MACHINE CO
557 Market GA rfd-7479
Regina S F Agency 3471 Mission VA lencia-2600

Floor Polishing Equipment-

Electric
GAR-NA-VAR CONTINENTAL CORP
7 Front EX brook-0505
FAY FLOOR MACHINES-
PHELAN JOS T 586 Howard DO uglas-7561
Finnell System Inc 678A Howard GA rfd-6385
GENERAL FLOORCRAFT INC
16 California SU ttr-8271

LAWLOR FLOOR POLISHING

EQUIPMENT-
LAWLOR S C CO 586 Howard DO uglas-7561
LEGION FLOOR MACHINE CO
23 Main GA rfd-1514

LEITCH & COMPANY

Lincoln-Schlueter Polishers
939 Howard GA rfd-8486
PONSELL FLOOR MACHINES-
PONSELL FLOOR MACHINE CO
525 Market SU ttr-2069

Floor Polishing Equipment

Renting
A A A Floor Maintenance Service
779-8th Av. BA yline-0234
Aarco Floor Service Co 252 Hickory UN drhl-5975
Tiedeman Appliance Co 3471 Mission VA lencia-2600

Floor Sanding Equipment

American Floor Surfacing Machine Co The
Sanding, Polishing, Grinding Mach
2007-17th Av. OV erland-8313
Leitch & Company
Lincoln-Schlueter Sanders
939 Howard GA rfd-8486
Scales H S
Rep Porter-Cable Speedmatle Sanders
269-7th HE mlock-3121

Floor Sanding Equipment

Renting
A A A Floor Maintenance Service
779-8th Av. BA yline-0234
Aarco Floor Service Co 252 Hickory UN drhl-5975
AMERICAN ELECTRIC FLOOR
POLISHERS-
TANNER FRED A CO
145-19th Av. SK yline-5069
Leitch & Company 939 Howard GA rfd-8486
PACIFIC HARDWOOD FLOOR CO
242 Hartford VA lencia-0177

Floor Scrubbing Equipment

Finnell System Inc 678A Howard GA rfd-6385
LEGION FLOOR MACHINE CO
23 Main GA rfd-1514

Floor Treatment Compounds

Continental Car-Na-Var Corp 7 Front EX brook-0505
Hillyard Sales Co 370 Turk TU xedo-1688
Hockwald Chemical Co 135 Mississippi HE mlock-7646
INWOOD PENETRATING FINISHES-
GRIFFITH WILLIAM CO
1339 Polson HE mlock-6631

AS SHE TYPES, COPIES APPEAR

AT MANY POINTS AT ONCE
A typist in one city, on a Teletypewriter,
records an order, letter, bill or memorandum.
As her fingers touch the keys of her in-
strument, those exact letters appear simulta-
neously in other offices in the same building
or in distant cities.

Such is the Teletypewriter, a new aid to
modern business.
Office, plant, warehouse, all can be tied
together by the Teletypewriter.

THE PACIFIC TELEPHONE AND TELEGRAPH CO.



Inter-Exchange Receiving Service

Provides a means for business
houses to retain and increase
out-of-town patronage by per-
mitting customers to call from
their exchange or zone and have
the charges reversed and billed
at the station-to-station rate to
the business house receiving the
call.

This is only one of many serv-
ices we offer. Let us tell you
about them. Just call our Business
Office.