

Hitron
QRS
NEON
ESTABLISHED 1921
VALENCIA 7707
690 POTRERO AVE

SERVICE *Since 1897* REPAIRS
BRUMFIELD
NEON
BESCOLITE FLUORESCENT TUBES
MARQUEE & ROOF SIGNS
THEATER STAGE LIGHTING
SIGNS
ELECTRIC SIGN CO.
TERMS **DOUGLAS 0475** DESIGNS
IF DESIRED 965 FOLSOM ST. FURNISHED

NEON SIGNS
TUBING
MARQUEES
Modern Designing
Engineered Construction
SUPER FLUORESCENT
LATEST SCIENTIFIC DEVELOPMENT
Phone **HE mlock 1135**
PIONEER NEON CORP.
370 SO. VAN NESS AVE. - NEAR 15TH

ZEON
Fluorescent
SIGNS · LIGHTING
• Maintenance · Repairs
ELECTRICAL PRODUCTS CORPORATION
• OFFICES IN PRINCIPAL WESTERN CITIES
• **EX brook 0950**
• 910 HARRISON ST.

Sign Painting—(Cont'd)
SMALL & MOAD SIGN CO
DESIGNING & MANUFACTURING
WOOD CUT-OUT LETTERS
431 Jessie.....GA rfd-9232
Smith Sign Co 255-4th.....GA rfd-1563
(See Advertisement Preceding Page)
SUNSET SIGNS 1280-20th Av....SE abright-0511
Swan The Painter 1117 Howard.....MA rket-1511
(See Advertisement Preceding Page)

Signal Systems—Electric
Autocall Co
Autocall Systems.....GA rfd-0526
320 Market.....HE mlock-7811
Du Frane Frank I Co Inc 1138 Howard.....HE mlock-5335
Signal Electric Supply Co 234-9th.....HE mlock-6646

Signals.
Copalite Reflecting Signal Co Ltd
Butler Bldg. SU tter-8223
Pac Railway Signal Co Inc 444 Mkt. EX brook-4133

Signs.
A B C Sign & Display Co 255-4th.....GA rfd-2365
Ace Sign & Advertising Service
2209 Bush WE st-2682
Apex Electric Co
Neon Signs.....HE mlock-7811
363 Fell.....HE mlock-7812
Apex Neon Co 363 Fell.....HE mlock-7812

ATLAS PACIFIC NEON PRODUCTS INC
MANUFACTURERS OF
Quality Fluorescent
ULTRA MODERN NEON DISPLAYS
DESIGNING
SALES & SERVICE
Telephones
433-11th.....UN drhil-8393
Or.....MA rket-5821
If no answer call.....DE laware-5783

ATLAS SIGN MAINTENANCE CO
"BETTER SERVICE"
NEON SIGN SPECIALISTS
NEON SIGNS SERVICED
AND REPAIRED
EXPERT SIGN FLASHER REPAIRING
ALL WORK GUARANTEED
433-11th.....MA rket-5821
Or.....UN drhil-8393
If no answer call.....DE laware-5783

Bell Sign Co
Signs—One Or A Million.....EX brook-8196
720 Harrison.....WA inut-8412
Bria Signs 1588 O'Farrell.....WA inut-8412
Brumfield Electric Sign Co 965 Folsom.....DO uglas-0475
Calif Metal Enameling Co 557 Market.....GA rfd-7920
Cameo Sign Co 557 Market.....GA rfd-7920
Colortex Co The 335-5th.....SU tter-3786
Daggett L B 335 S Van Ness Av.....MA rket-0317
Dec-Art Studios The 28 Geary.....EX brook-1622
De Vaux Sign Co 3867-17th.....HE mlock-3356
Display Color-Press 667 Howard.....YU kon-0654
Eiken Wm E 871 O'Farrell.....PR aspt-2626

ELECTRICAL PRODUCTS CORP
910 Harrison EX brook-0950
Empire Advertising Co 7252 Mission.....RA ndiph-6117
Frederick Sign Co 1635 Haight.....UN drhil-8417
Gallagher Co 166 Eddy.....PR aspt-7203
Geary Sign Shop 3535 Geary Blvd.....SK yline-6213
GOLDBERG LAWRENCE
1085 Golden Gate Av WE st-3344
Hansen N Geo 177 Post.....DO uglas-7859
Herold Bernard 1115 Geary.....PR aspt-2424
Hinsaw Clyde 1444 Pine.....TU xedo-9676
Hatcher Harold 270 7th.....HE mlock-1063
Industrial Sales Co 30 Haight.....HE mlock-7372
Joseph Sign Co 3172 22nd.....MI ssn-5125
Laib 7th&Folsom.....MA rket-5162
Lee Charles W 828 Grant Av.....CH ina-0059
Levy Bob 441 Stockton.....SU tter-9542
Lorenzen C 720 Montgomery.....SU tter-5480
Lum-Lite Neon Co 744 Harrison.....GA rfd-0869
M & T Studio Sign Shop
Paper & Card Signs-Process
1230 McAllister.....WA inut-4819
NEON SIGN MAINTENANCE CO
2647-15th Av. MO ntrose-5686

Signs.—(Cont'd)
NEON SIGN SERVICE CO
175 Upland Dr. EL kridge-2226
Novelty Electric Sign Co 189 S Park.....EX brook-6346
Novelty Neon Sign Co 159 S Park.....EX brook-6346
O'Neal Ray 1134 Valencia.....AT water-0936
Pac Sales Development Co 1346 Fism.....HE mlock-4600
Palette Sign Co 104 Golden Gate Av.....TU xedo-5220
Paris Signs Inc 690 Market.....SU tter-6516
Pheips Bros 49 Geary.....EX brook-0540
Pioneer Carved Glass & Sign Co
468 Hayes HE mlock-5679
Pioneer Neon Corp 370 S Van Ness Av.....HE mlock-1135
Pischoff & Sellers 168 Golden Gate Av.....OR dway-3587
Q R S Neon Corp Ltd 690 Potrero Av VA lenia-7707
(See Advertisement This Page)

From telephones served from East Bay Zone only
Call or Dial "Operator" for.....Entprise-10439
(No Inter-City Charge)
Riddell V M 335 S Van Ness Av.....MA rket-0317
Robinson Les 423 Valencia.....HE mlock-4551
Robinson Oscar M 281 Natoma.....DO uglas-5100
Roth Mark 130 Bush.....EX brook-4432
S F Neon Co 3370 Army.....AT water-4629
Shepard Display Sign Studios 617 Mkt. YU kon-2468
Sign Animation Corp of Calif 210 Post.....DO uglas-5300
Sign-O-Graf Co
All Types of Embossed Signs-Name
Plates-Mfrs Displays-Posters Etc
739 Cole.....SK yline-5986
Skolimen Co 47 Duboce Av.....UN drhil-5489
Small & Moad Sign Co 431 Jessie.....GA rfd-9232
Smith Sign Co 255-4th.....GA rfd-1563
South San Francisco Sign Co 147 Hyde.....OR dway-0171
Star Theatrical Lighting Co Inc
965 Folsom.....DO uglas-0475
STATE SIGN COMPANY 308-7th.....MA rket-0584
SUPERIOR SIGN & DISPLAY SERVICE
1112 Irving SE abright-1711
Swan The Painter 1117 Howard.....MA rket-1511
Tomsy Arnold 1635 Haight.....UN drhil-8417
U S Porcelain Enamel Co 742 Market.....SU tter-4464
Universal Sign & Painting Co
963 Harrison SU tter-4477
Vari-Style Co The 265 Minna.....GA rfd-0072
Ware Chester J 643 Fulton.....MA rket-7217
Weller Earl
In Crystal Palace Market
1175 Market.....HE mlock-5253
WESTERN NEON CORP 870 Market.....SU tter-4065
Wilmes Co 5976 Mission.....DE laware-7291

WONDERLITE NEON PRODUCTS CO INC
FLUORESCENT
NEON SIGNS
DESIGNING
MANUFACTURING
MAINTAINING
170 Otis.....UN drhil-4060

Signs—Advertising
CALIFORNIA METAL ENAMELING CO
557 Market GA rfd-7920
Patrick & Moise-Klinkner Co 560 Mkt. EX brook-2646
Postercraft Co
Screen Process-Point of Sale Display
465-10th.....MA rket-7110
SPECIAL SITE SIGN CO
3225 Louise Oakland HU mbolt-1523
TWOMEY E F CO
Metal Signs Transfers & Specialties
Rialto Bldg.....DO uglas-8155
VELVETONE POSTER CO
Card, Cloth, Wood, Metal, Glass
16 Beale.....EX brook-1024

Signs—Brass
Cordray A F Co 343 Kearny.....SU tter-8903
Nutter H M Co 244 Pine.....DO uglas-5018
Patrick & Moise-Klinkner Co 560 Mkt. EX brook-2646

Signs—Bronze
KEYSTONE METAL & PLATING WORKS
310 Tehama SU tter-5590
Patrick & Moise-Klinkner Co 560 Mkt. EX brook-2646

Signs—Changeable
ROTH DIRECTORY CO
CHANGEABLE LETTER SIGNS
FOR ALL BUSINESSES
Stock or Made to Order
BONE-ITE PLASTIC LETTERS
REASONABLE PRICES
315 Sutter.....EX brook-2724
Roth Mark Jr 315 Sutter.....EX brook-2724
Tablet & Ticket Co The 507 Mtgy.....EX brook-2878

Signs—Cloth
Colorprint Poster Co 612 Natoma.....MA rket-1691

Signs—Electric
ELECTRICAL PRODUCTS CORP
910 Harrison EX brook-0950
(See Advertisement Opposite Page)
Q R S NEON CORP LTD
690 Potrero VA lenia-7707
WESTERN NEON CORP 870 Market.....SU tter-4065
WONDERLITE NEON PRODUCTS CO INC
170 Otis UN drhil-4060

Signs—Embossed
Sign-O-Graf Co
Name Plates to Mfrs Displays
739 Cole.....SK yline-5986

Signs—Enamel
CAMEO PORCELAIN ENAMEL SIGNS
Designed & Fabricated
In Our Plant. Choose
from 100 Fades, Colors,
Brilliant Colors. Engi-
neering & Art Dept. at
Your Service. Wood or
Metal Frames & Hang-
ers Mfrgd.

"WHERE TO BUY THEM"
CALIFORNIA METAL ENAMELING CO
557 Market GA rfd-7920

FERRO ENAMELING COMPANY
1100-57th Av Oakland KE ilog-2-0266
Nutter H M Co 244 Pine.....DO uglas-5018
Patrick & Moise-Klinkner Co 560 Mkt. EX brook-2646

Signs—Glass
Patrick & Moise-Klinkner Co 560 Mkt. EX brook-2646
Pioneer Carved Glass & Sign Co
468 Hayes HE mlock-5679

Signs—Metal
American Art Works Rialto Bldg.....DO uglas-8155
CALIFORNIA METAL ENAMELING CO
557 Market GA rfd-7920
Colortex Co The
Processed Enamel Signs
335-5th.....SU tter-3786
Irvine & Jachens 1068 Mission.....MA rket-7670
Patrick & Moise-Klinkner Co 560 Mkt. EX brook-2646

Signs—Neon
APEX ELECTRIC CO
Neon Signs
363 Fell.....HE mlock-7811
Atlas Sign Maintenance Co 433-11th.....MA rket-5821
If no answer call.....DE laware-5783
Brumfield Electric Sign Co 965 Folsom.....DO uglas-0475
(See Advertisement Opposite Page)
Laib Joseph Jr 7th&Folsom.....MA rket-5162
(See Advertisement Page 379)
NEON SIGN SERVICE CO
175 Upland Dr. EL kridge-2226
NOVELTY ELECTRIC SIGN CO
159 S Park EX brook-6346
PIONEER NEON CORP
(See Advertisement Opposite Page)
370 S Van Ness Av HE mlock-1135
WESTERN NEON CORP 870 Market.....SU tter-4065
WONDERLITE NEON PRODUCTS CO INC
170 Otis UN drhil-4060

Signs—Neon, Wholesale
Lum-Lite Neon Co 744 Harrison.....GA rfd-0869

Signs—Painting
—See Sign Painting

Signs—Plastic
Plastic Center Co 319 Grant Av.....DO uglas-7547

Signs—Porcelain
CALIFORNIA METAL ENAMELING CO
557 Market GA rfd-7920
FERRO ENAMELING CO
1100-57th Av Oakland KE ilog-2-0266
The call is for ships — planes — pro-
duction of a thousand kinds. Industry is
under pressure. Communications are
under pressure. Much of the "leg work"
of the times is being done by telephone.

Signs—Process
Abel-Shepard Display Sign Studio
617 Market YU kon-2468
Display Mart 804 Mission.....DO uglas-9910
Gallagher Co 166 Eddy.....PR aspt-7203
General Display Co 50 Minna.....GA rfd-0878
PIONEER CARVED GLASS & SIGN CO
468 Hayes HE mlock-5679

Signs—Real Estate
Riddell V M 335 S Van Ness Av.....MA rket-0317
Wilmes Co 5976 Mission.....DE laware-7291

Signs—Repairing
Neon Sign Maintenance Co
2647-15th Av. MO ntrose-5686

Signs Supplies—Neon
DEGLA SALES CO 2795-16th.....UN drhil-4742

Silk Screen Process Supplies.
Schwabacher-Frey Co
Screen Process Supplies & Profim
735 Market.....DO uglas-4848
SCREEN PROCESS SUPPLIES CO
Mfrs of Complete Equip & Supplies
1588 Alcatraz Av Berkeley.....HU mbolt-5577
Screencraft Products Co 1654 Divdoro.....WA inut-5929

Silks.
Acme Silk Co The Pacific Bldg.....GA rfd-3542
Belding-Heminway-Corticelli 49-4th.....GA rfd-5852
Berth Silk Co Inc 293 Geary.....SU tter-6464
Bernstein Bros 49-4th.....SU tter-6514
Bloomsburg Silk Mill 49-4th.....DO uglas-6768
Celanese Company Inc 833 Market.....EX brook-3190
Corticelli Silk Co 49-4th.....GA rfd-5852
Endo's 315 Grant Av.....DO uglas-3452
Johnson & Gutfeld 239 Geary.....EX brook-4052
Madame Butterfly 430 Grant Av.....GA rfd-0773
Matsumoto S 574 Grant.....DO uglas-7294
Matsuo Atow Co 597 Grant.....GA rfd-5199
Moldenhauer & Wildman 49-4th.....DO uglas-6768
Pierson Knight 49-4th.....YU kon-0617
Tai On Co 506 Grant Av.....CH ina-0505
Widder Bros 49-4th.....GA rfd-2893

Silks—Bolting
Dibert L C Co 787 Brannan.....HE mlock-2538
Wagner Jos Mfg Co 441 Folsom.....GA rfd-2433

Silks—Manufacturing
Cohn-Hall-Marx Co
Also Cotton & Rayon Fabrics
833 Market.....EX brook-0614

Silks—Oiled
Blossom Manufacturing Co
79 Madison Av N Y
(Toll) Call Long Distance for.....AS hland-4-2123

Silks—Wholesale.
BELDING-HEMINWAY-CORTICELLI
Manufacturers of
BELDING & CORTICELLI SILK PRODUCTS
SPOOL AND EMBROIDERY SILK THREAD
COTTON THREAD
SILK AND RAYON FABRICS
SILK HOSIERY & UNDERWEAR
MARILYN FABRICS
49-4th.....GA rfd-5852

Brush F R 254 Sutter.....GA rfd-6845
Buchdrucker David Pacific Bldg.....GA rfd-3542
Fahey J J 49-4th.....DO uglas-2733
Foreman Fabrics Corp 130 Sutter.....EX brook-1511
Heller William Inc 130 Sutter.....EX brook-1511
Ino Merchandise Co 430 Grant Av.....GA rfd-0773
Johnson & Gutfeld 239 Geary.....EX brook-4052
Lehman Al Co 49-4th.....GA rfd-2893
Levy & Gattman 49-4th.....YU kon-0617
McNeill & McNeill 49-4th.....SU tter-5963
Moldenhauer & Wildman 49-4th.....DO uglas-6768
Schwartz Harry H 130 Sutter.....EX brook-1511
Suey Chong Co 415 Grant Av.....CH ina-0208

PLANNING TODAY'S HOME
Because of wall insulation, fire-stops,
duct work and concrete construction, con-
duit is the modern way to assure quick
and easy installation of additional tele-
phones in later years... without exposed
wires... without piercing walls or floors.

Silver Buyers
FARBER'S JEWELERS
CASH FOR
USED STERLING SILVER
We are the largest buyers of used
Sterling Silver in San Francisco.
Flatware - Tea - Coffee Sets - Trays
Bowls - Fancy Pieces - Antique Silver
Get our appraisal before buying
FARBER'S—Phelan Bldg, 4th Floor
760 Market.....SU tter-1144

GRACIER-MENDLER 212 Stockton.....DO uglas-1100
GRACIER S B & SONS 212 Stkn.....DO uglas-1100

Silversmiths.
Bellis John O 140 Geary.....EX brook-8798
Bennett Arthur W 49 Geary.....EX brook-5851
Burridge Co The
Specialists in Silverware Repairing
165 Fell.....HE mlock-3480
Goodby Mfg Co The 77 O'Farrell.....DO uglas-6499
International Silver Co 150 Post.....GA rfd-0473
National Silver Co 61 Post.....SU tter-0560
Oneda Ltd 150 Post.....SU tter-3059
Rogers Lunt & Bowlen Co 49 Geary.....EX brook-5851
Rogers Wm A Ltd Oneda Ltd Successor
150 Post GA rfd-1513
Rogers Wm Mfg Co 150 Post.....DO uglas-0473
Standard Plating Works Inc 288-1st.....DO uglas-7584
Thumler Bros 928 Geary.....OR dway-4048
Wallace R & Sons Mfg Co 140 Geary.....DO uglas-1178

Silverware.
Azevedo Bros
Wallace-Intnatl-Sterling-Plated Ware
210 Post.....SU tter-0063
English Silver Shop The 571 Sutter.....EX brook-8288
Farber's Jewelers 760 Market.....SU tter-1144
GRANAT BROS Grant Av at Geary.....MI ssn-1580
GUNP'S 250 Post.....DO uglas-6200
Schmidt A & Son
Antique Silver & Old Sheffield Plate
504 Sutter.....SU tter-4753
SHREVE TREAT & EACRET
Grant Av at Geary MI ssn-1580

Silverware Manufacturing
Oneda Community Ltd Division
150 Post SU tter-3059

Sinks—Metal
Empire Sheet Metal & Cabinet Fixture Co
659 McAllister WA inut-9116

Sirens.
BULLARD E D CO 275-8th.....UN drhil-5630
Federal Electric Co 1123 Harrison.....UN drhil-4830

Skates—Ice
Harlick & Co
Ice Skating Shoes Made To Order
25 Fulton.....MA rket-0462
Hirsch & Price 949 Kearny.....SU tter-1790
Pechtel's Sporting Goods and General Store
217 Kearny SU tter-2622
Skate Shop The
Everything In Ice Skates
1821 Steiner.....WE st-2931

Skates—Roller
Pechtel's Sporting Goods and General Store
217 Kearny SU tter-2622

THE YELLOW PAGES
A GREAT TIME-SAVER for SHOPPERS
LOOK IN YOUR CLASSIFIED TELEPHONE DIRECTORY